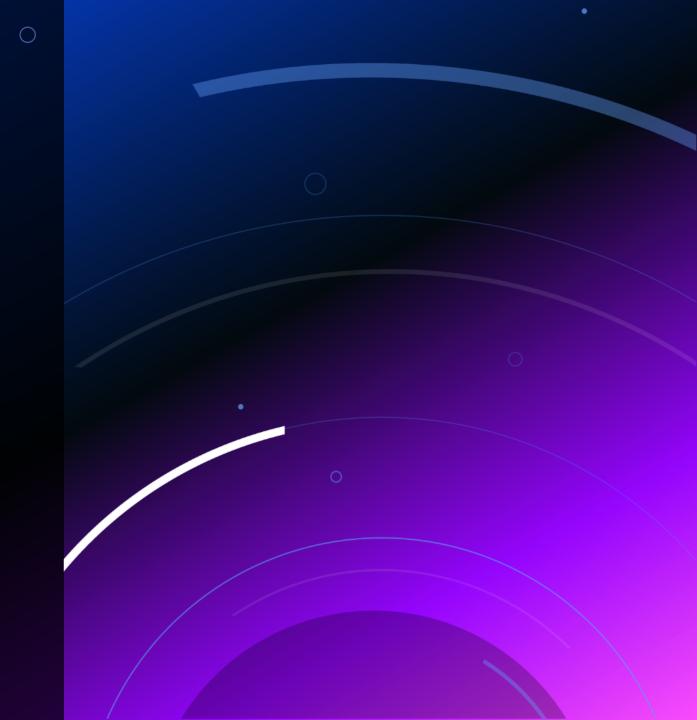
GAMECO PRESENTATION

2017 MARKETING STRATEGY

AGENDA

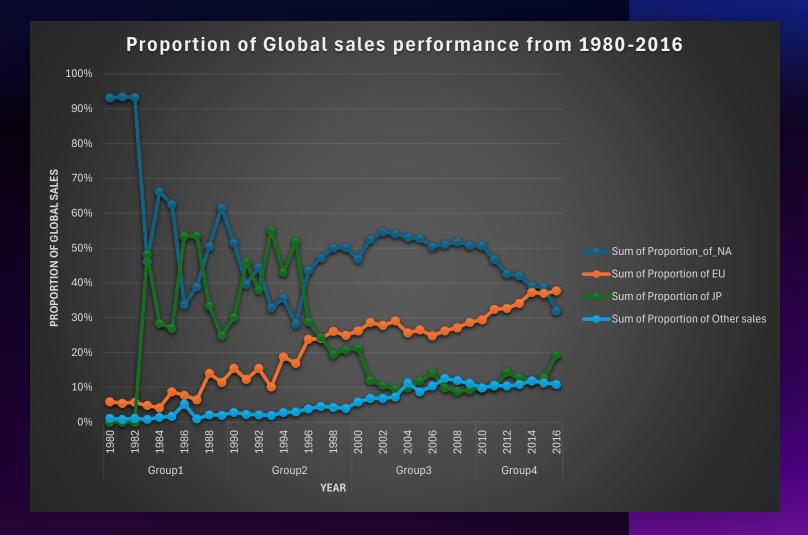
- Current understanding of GameCo video game sales across all geographical region.
- Insights(Visualization)
- How insight challenge GameCo sales current understanding.
- Revised Understanding of GameCo
- Recommendation





GameCo have understanding of their sales performance that it has remained the same across all the geographical region over time.

INSIGHTS



Historical pattern of the sales performance in all region from 1980-2016.

Against the expectation of GameCo, we can see that the region do not have same trend over time.

NA and JP market has a decreasing trend around 1995

EU sales performance has a progressive trend over time.

INSIGHTS

Looking into the last five years of sales performance;

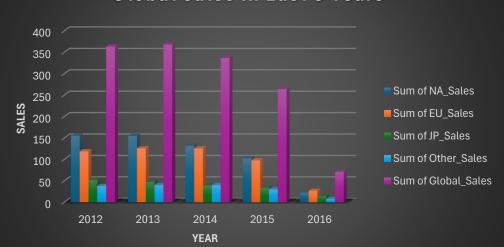
NA sales dropped by 11%,

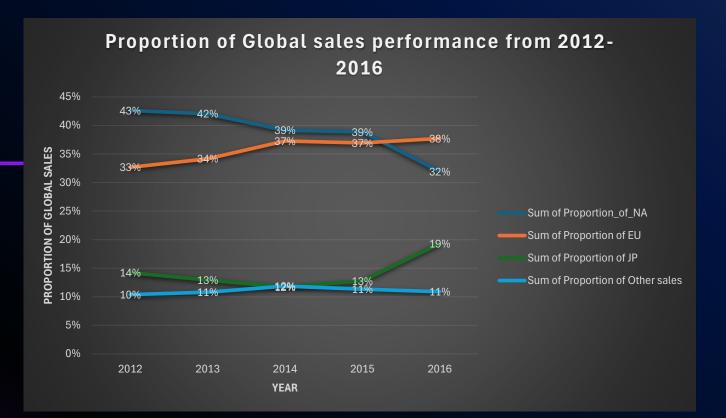
EU sales increased by 5%,

JP sales shows that it increased in the last 5 years by 5%.

Other sales increases by 1%.

Global sales in Last 5 Years

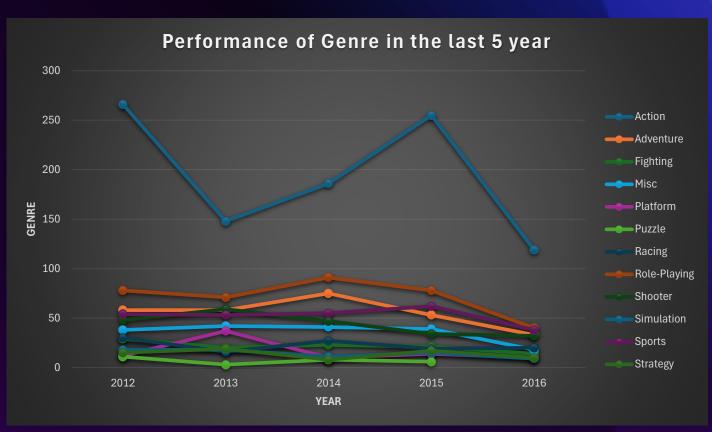




Global sales in the last 5 years have been decreasing and the sales was at the lowest point in the year 2016 in all the region.

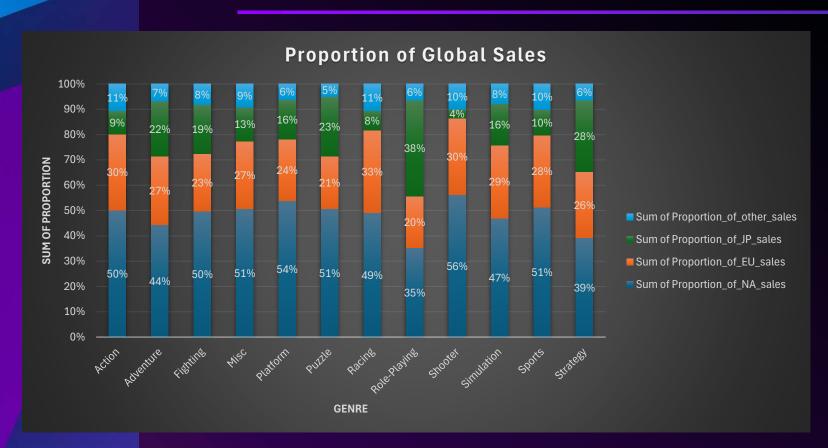
INSIGHTS ANALYSIS ON VIDEO GAME GENRE





- ✓ The highest performing genre globally is the Action(24%), shooter(15%) and sport(15%) game in the last 10 years
- ✓ In the last five years, action games, role playing and sports is the top genre in video game performance for GameCo

INSIGHTS TOP VIDEO GAME GENRE IN DIFFERENT REGION



The most preferred games in different region.

- North America region: Shooter(56%)
- European Region: Racing(33%)
- Japanese Region: Role Playing(38%)
- Other Region: Action & Racing(11%)

EXPECTATION VS REALITY



The expectation of GameCo executive about the sales performance was that it remained the same through out the region over time.

ANALYSIS FINDINGS

GameCo data suggest that there were changes in the sales performance throughout the region over time.

The top three game genre

RECOMMENDATION

- ✓ According to the insights, Gameco should focus on the major market (NA, EU, JP) for year 2017 budget.
- ✓ GameCo should investigate the reason why there is a decrease across all region in the last five years? More research should be done like are there other market competitors that have an edge over them? A more suitable platform that is preferred by the players etc. More research should be made on advance technology for games in order to have a unique quality over other market competitors.
- ✓ The most preferred games in each region should be put into consideration during the 2017 budget allocation.
- ✓ GameCo can give development budget in 2017 for NA & EU in the area of Action and shooter games which are highly popular in this area this will help this game genre to be more accessible to the target audience.
- ✓ The European market sale performance is lesser than expected. Gameco need to look into the availability of different genre in the europe market. Does the european market need more marketing of the video games based on their interest? GameCo should look for a way to reach out to their targeted audience for this region. Based on european population which is the highest population between the regions, the EU market have the possibilty of making more sales that will be equal to growth.
- ✓ Gameco should make japan market a top priority in their plan because of it critical state, in order to increase the sales in the region so that they do not lose the Japan region to their competitors. The reason for decline in sales in the Japan market should be studied.

Any Questions? THANK YOU