

The background is a dark blue gradient with a subtle pattern of white dots. Overlaid on the left side are several concentric circles and arcs in a lighter blue color. Some of these arcs have degree markings, such as 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, and 260. There are also some curved arrows and dashed lines, giving the impression of a technical or scientific diagram.

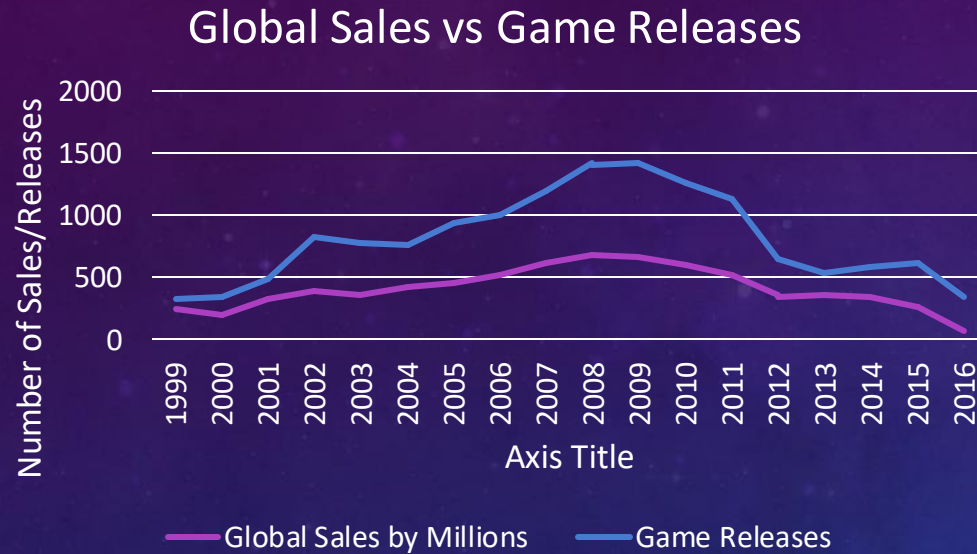
GAMECO SALES ANALYSIS

FINAL PROJECT PRESENTATION

EXPECTATIONS

- GameCo reports that they expect their sales for each region to stay the same over time
- GameCo has provided us with over 30 years of data. For relevancy's sake, I have narrowed the date range to 1999-2016

CORRELATION BETWEEN NUMBER PUBLISHED AND GAMES SOLD

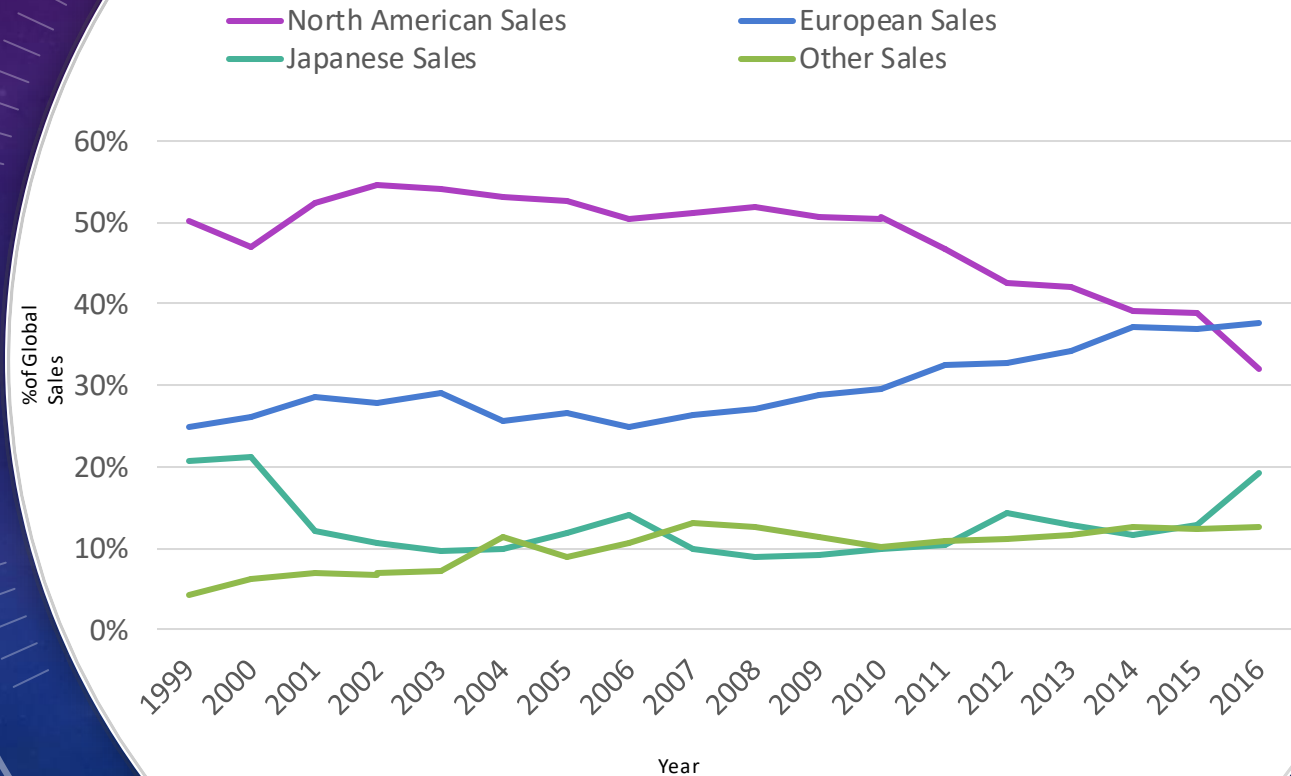


- As we can see, GameCo sales peaked in 2008 and then saw a steep drop the following years.
- It is important to take into account external economic events (2008 recession)
- From the graph we can see that there is a strong correlation between games released and global sales.
- This correlation also indicates an area of influence outside of GameCo's control. This means it would be advised that GameCo should monitor the projected number of releases for 2017 and further to get an idea of when they will need to implement measures to mitigate any projected loss in net profits.

% OF SALES BY REGION

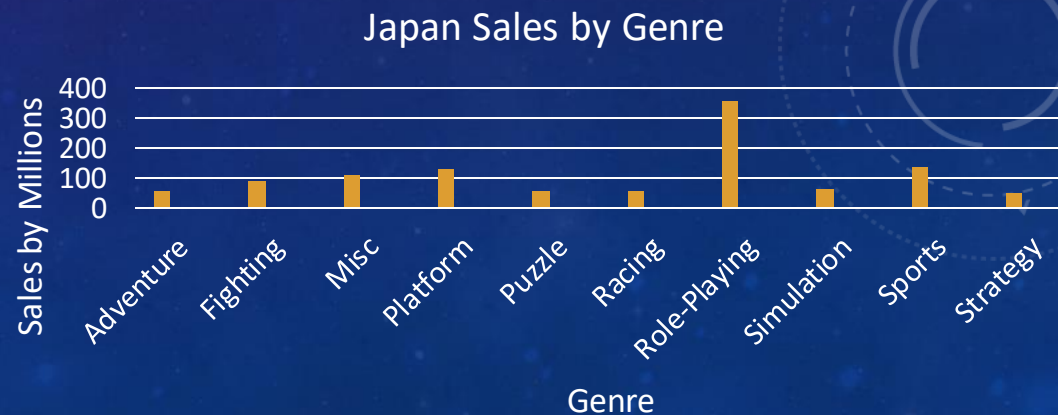
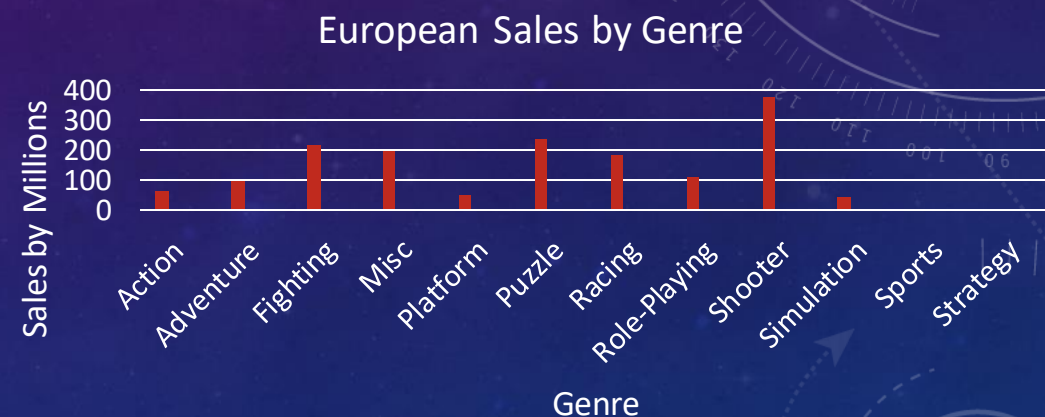
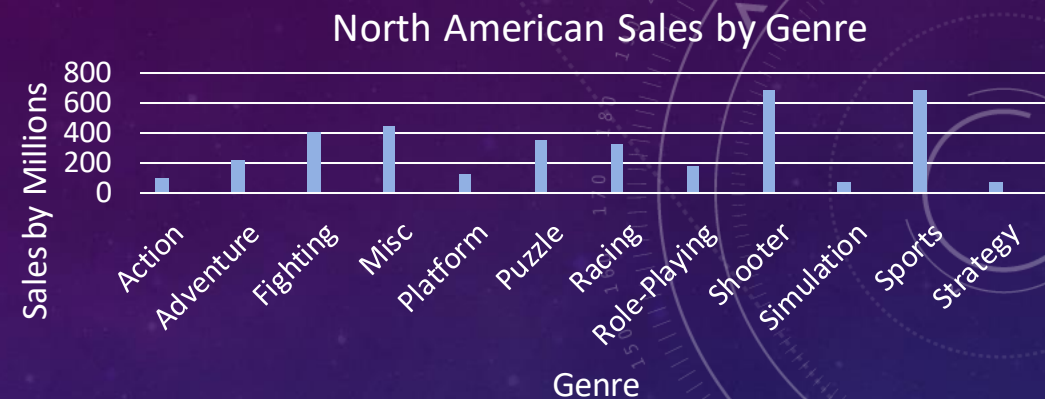
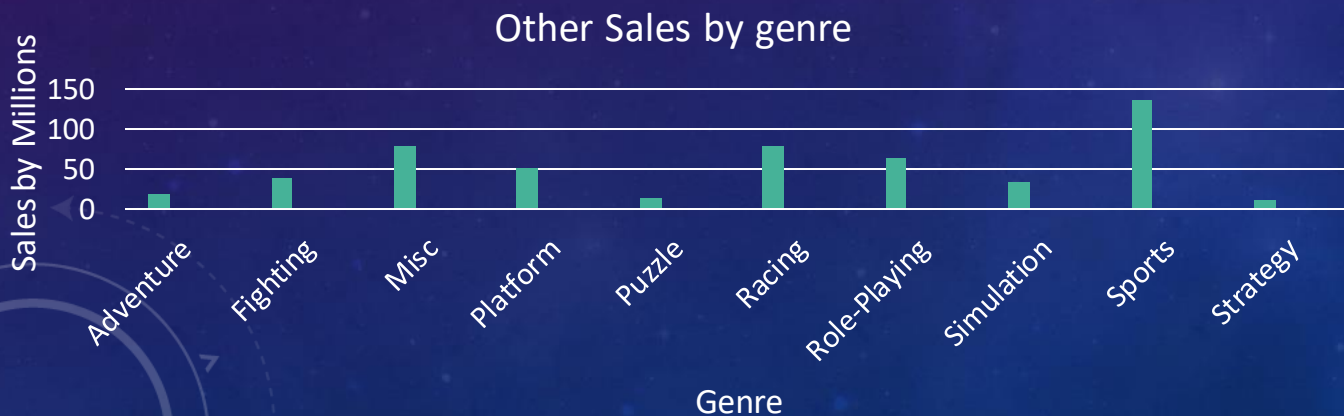
- North American Sales dropped beneath European Sales for the first time between 2015 and 2016. This along with the steady trend of growth for the European market suggests that GameCo should start preparing their businesses for increased activity throughout Europe.
- While the share of the market that North American Sales takes up has declined, this does not necessarily indicate a loss of interest. GameCo should focus on customer retention in North America for the time being.
- The dip in percentage taken up by North America accompanied with the steady growth of all other markets suggests a healthy trend of sales growth globally and also indicates growing global interest in gaming.

Proportion of Sales by Region



SOMETHING WE CAN CONTROL

- Through our exploration of the data we were able to form a bar graph showing how each genre performs in each market.
- The most popular genres for each region are as follows:
 - North America: Sports and Shooter
 - Europe: Shooter
 - Japan: Role-Playing
 - Other: Sports
- GameCo should make sure their warehouses for each region have extra stock of the preferred genre(s) for that region



STRATEGY GOING FORWARD

- GameCo's initial assumption that sales will not change over time is incorrect
- We have established that GameCo's sales are heavily impacted by regional genre preferences and should take measures such as storing their warehouses with more games from the preferred genre of the region in which it resides.
- GameCo should also keep accumulating data to understand how each region's sales performance changes over time. For example, having established that there is increasing global interest in video games and that North American sales are taking up less of a share of the market, I would advise that GameCo start investing more in regions with steady and consistent growth like Europe and the countries listed under the "Other" category.
- GameCo should also attempt to mitigate external factors such as the number of games published per year by developing incentives for customer retention and attractions for new customers. GameCo should run a test of such initiatives in North America, as it would be in the company's best interest to try and keep what was traditionally their largest market from losing interest in GameCo's goods and services.