



GameCo Marketing analysis

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I Context Description, Basic Expectations, Analysis Process

I.1 Context Description

It's October 2016 and GameCo's executive board is planning the marketing budget for 2017. They want to allocate their marketing budgets across geographies regions to maximize return on investment.

I.2 Basic Expectations

GameCo is assuming that sales for the various geographic regions have stayed the same over time. Based on this assumption, they may not adjust the 2016 budget and specify the 2017 budget accordingly. However, we need to gain insight from data to help them better plan their budget allocations for 2017.

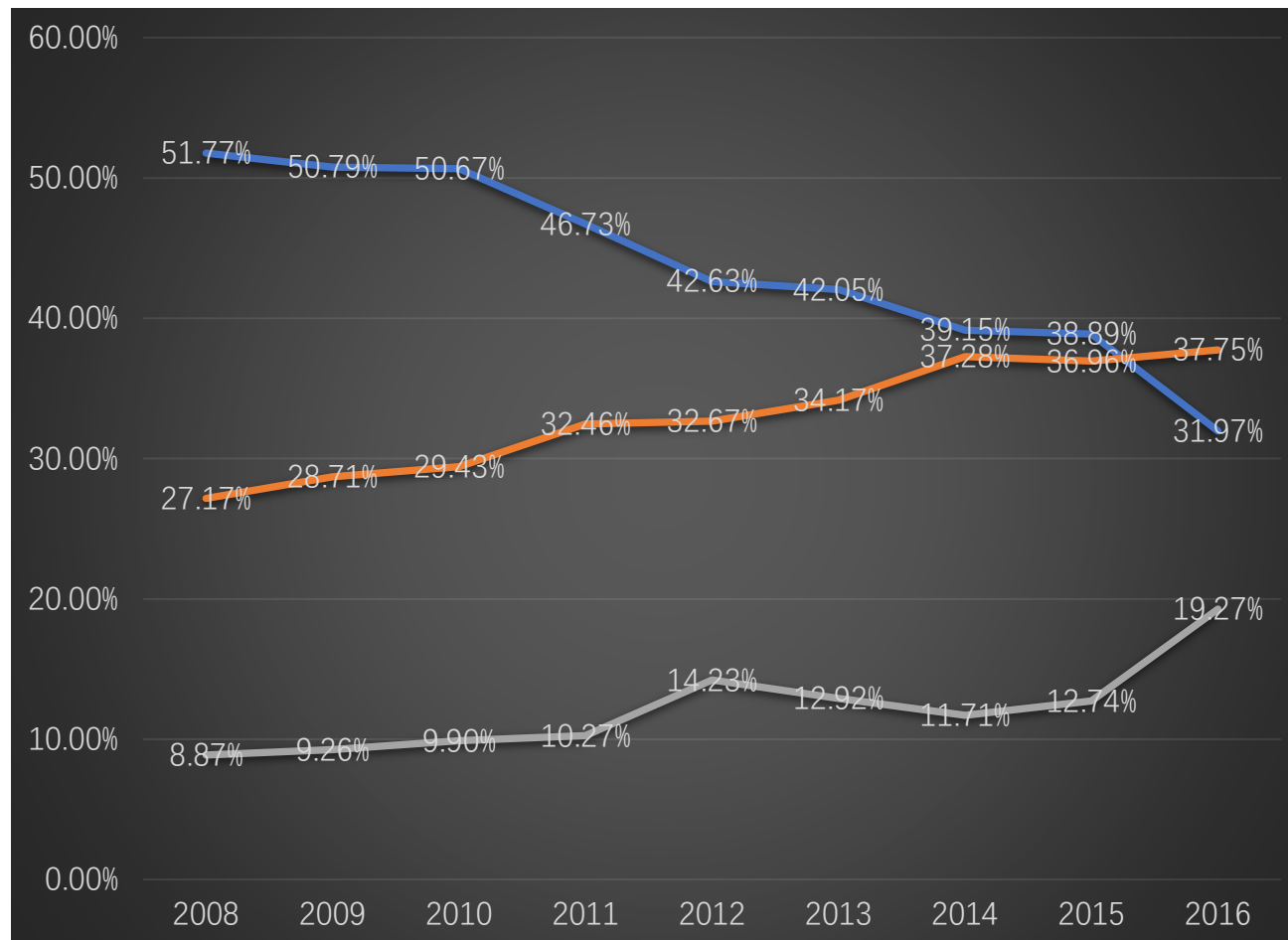
I.3 Analysis Process

We need to perform the following analysis process to help GameCo plan the marketing budget:

- Use historical data to see how the share of sales by region changes over time
- For each region, analyze whether other variables such as Platform and Genre can be used to optimize the market budget.
- Provide insights and recommendations.

II Historical data analyze

Figure1: Proportion of sales revenue by region from 2008 to 2016



In Figure1, we can see that the sales proportion of each regions are constantly changing, which is not in line with GameCo's original expectations. Specifically, the market share of the North American has been declining, while the share of the European has been steadily increasing, and the market share of Japan has remained low from 2008-2016.

II Historical data analyze

Table1: 2013-2016 Change in market share by regions

	North American	Europe	Japan
2013- 2014	-6.89%	9.09%	-9.39%
2014- 2015	-0.68%	-0.87%	8.80%
2015- 2016	-17.80%	2.15%	51.27%
AVG	-8.46%	3.45%	16.90%

In Table1, we can clearly see the specific value of the change in market share by region. One of the most eye-catching is that Japan's market share increased by 51.27% in 2015-2016.

II Historical data analyze

II.1 Insight

- The European market surpassed North America to become the world's largest gaming market in 2016, and it has maintained a steady long-term growth trend.
- The North American market fell to the second largest gaming market in 2016, and its market share continues to decline.
- The Japanese market has maintained the third largest market share, and in 2016 it got tremendous growth.

II.2 Recommendation

- Consideration should be taken to increasing the market budget in Europe, and the increase can be referred to the average rate of change in sales share, which is 3.45%.
- Reducing the market budget for North America should be considered, and the decline can be referred to the average rate of change in sales share, which is -8.46%.
- It is possible to appropriately increase the sales budget for the Japanese market and observe the market trends to determine whether the high growth rate is sustainable.

III Analysis of other variables in various regions

III.1 North American

Figure1: North American market sales by Genre in 2016.

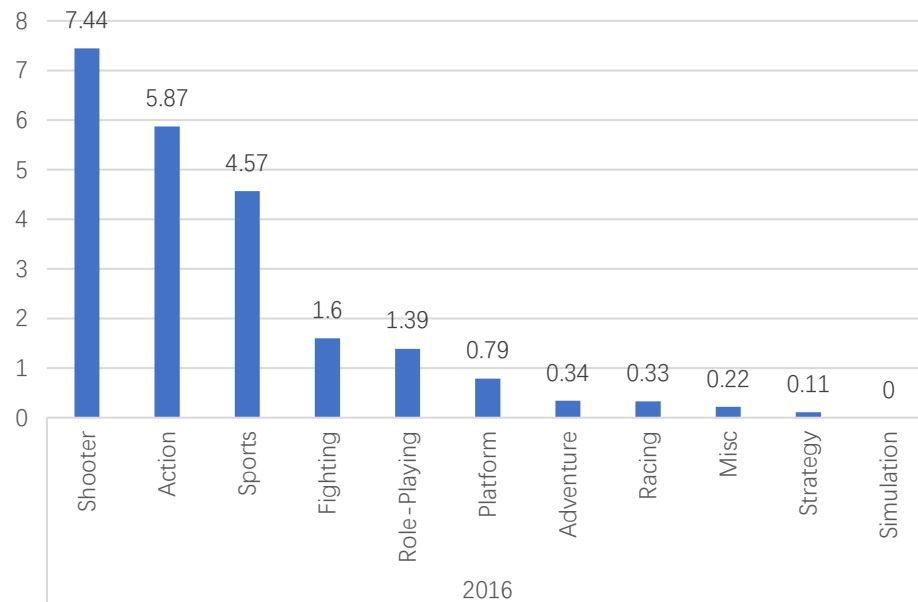
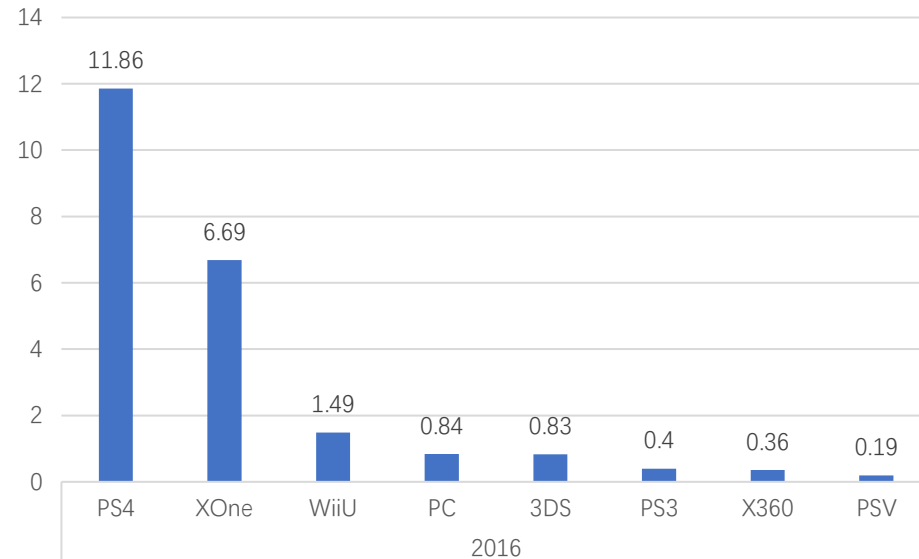


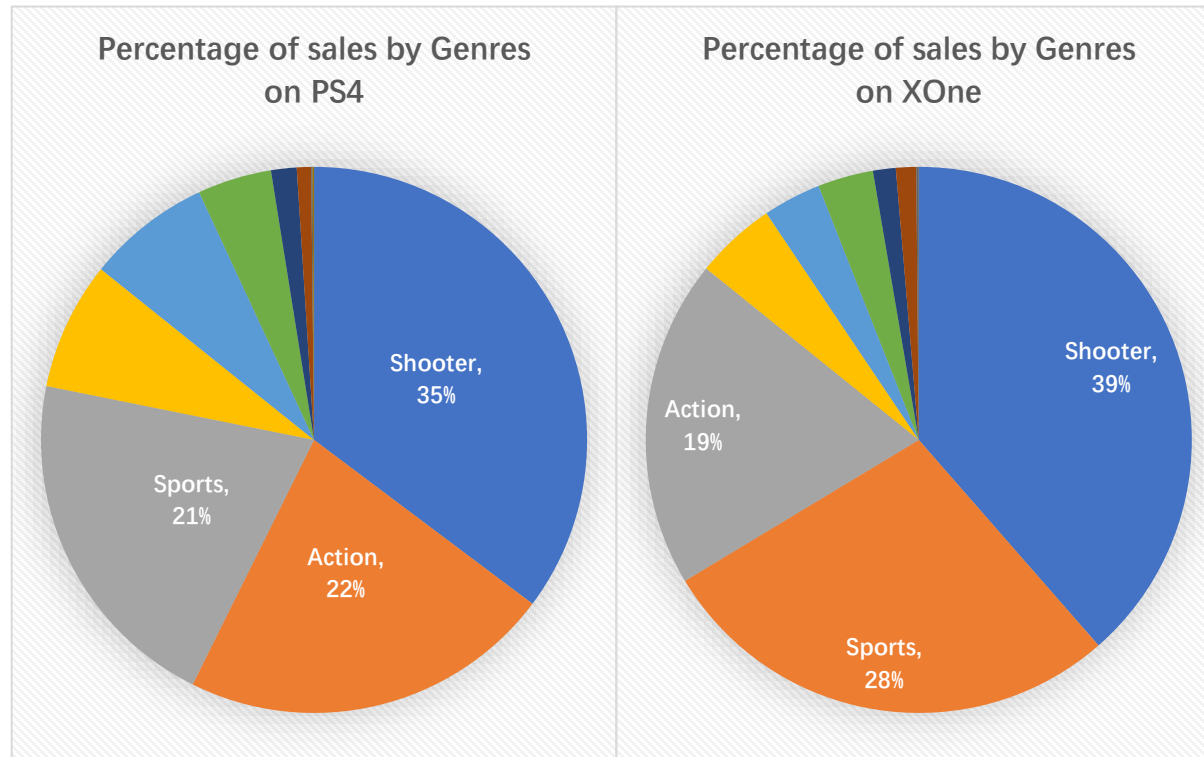
Figure2: North American market sales by Platform in 2016.



- From Figure1, we can see that Shooter, Action, Sports are the top three sales in all Genre, and the sum of the three accounts for 78%.
- From Figure2, we can see that PS4, XOne, are the top two sales in all Platform, and the sum of the two accounts for 82%.

III Analysis of other variables in various regions

Figure3: The share of PS4 and XOne platform sales by Genre in the North American market 2016.



- In figure3, In the PS4 and XOne platforms, there is no significant difference in the proportion of sales in each Genre compared to the overall one.
- Among the PS4 platforms, the top three Genre sales accounted for 78%. And in XOne the amount is 86%.

III Analysis of other variables in various regions

III.1 Europe

Figure1: Europe market sales by Genre in 2016.

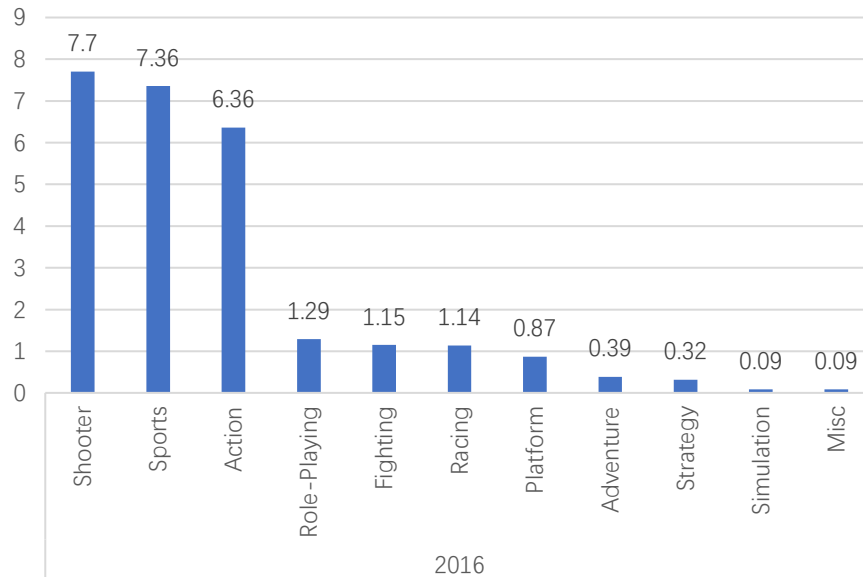
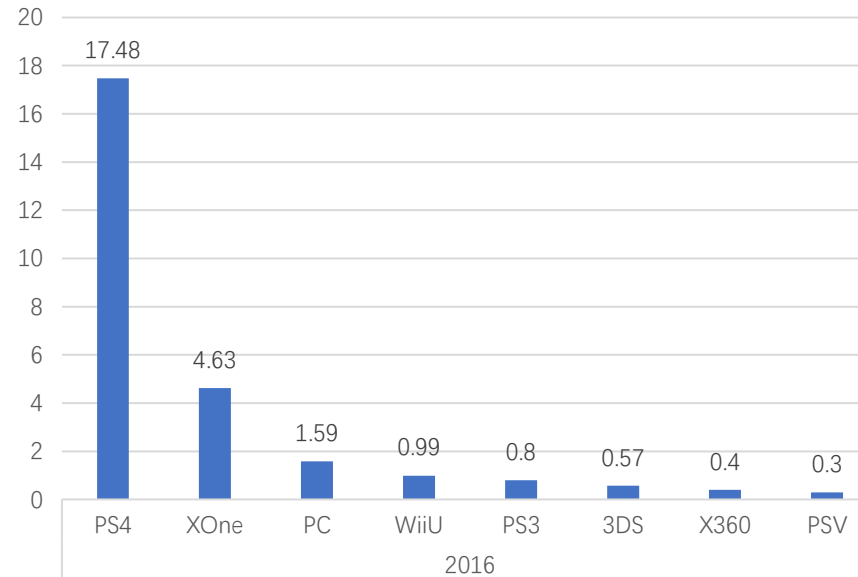


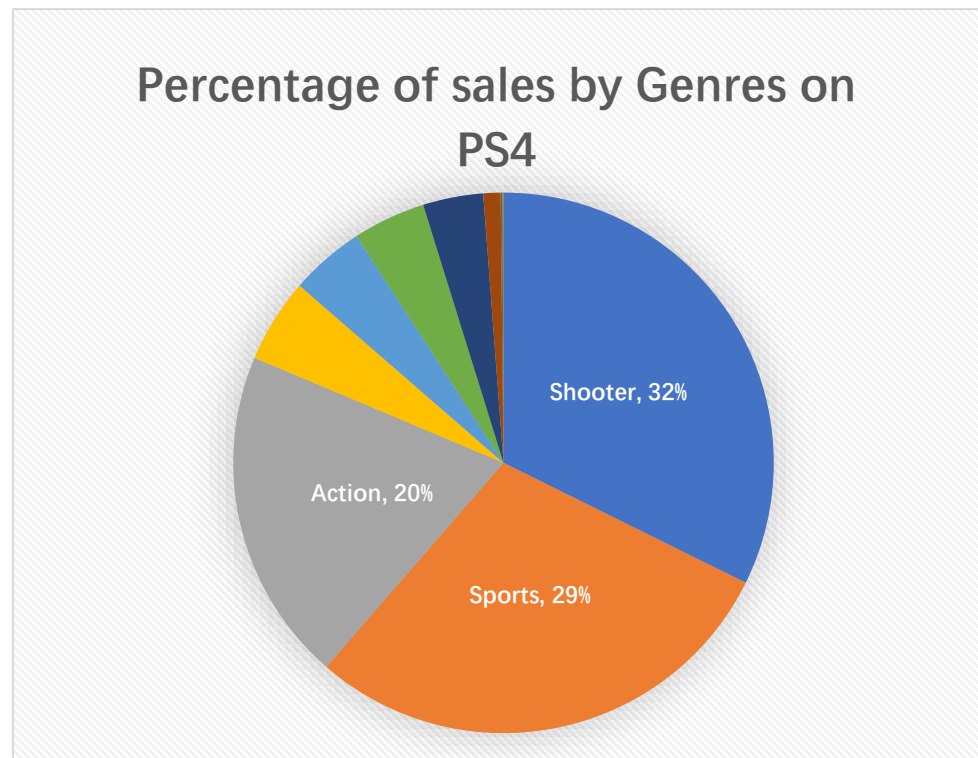
Figure2: Europe market sales by Platform in 2016.



- From Figure1, we can see that Shooter, Sports, Action are the top three sales in all Genre, And the difference between the three is very small, the sum of the three accounts for 80%.
- From Figure2, We found that PS4 sold far more than other platforms, accounting for a whopping 65% of sales.

III Analysis of other variables in various regions

Figure3: The share of PS4 platform sales by Genre in the Europe market 2016



- In figure3, In the PS4 platforms, there is no significant difference in the proportion of sales in each Genre compared to the overall one. The amount is 81%.

III Analysis of other variables in various regions

III.1 Japan

Figure1: Japan market sales by Genre in 2016.

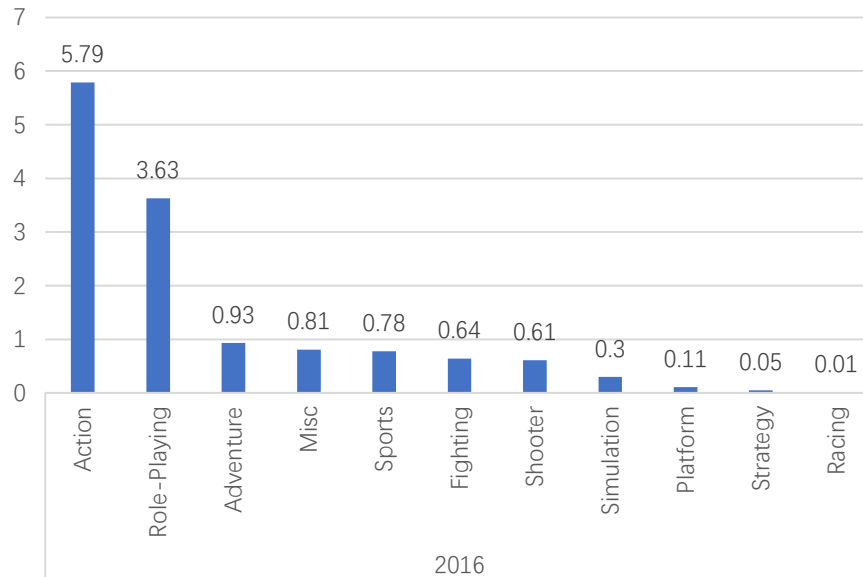
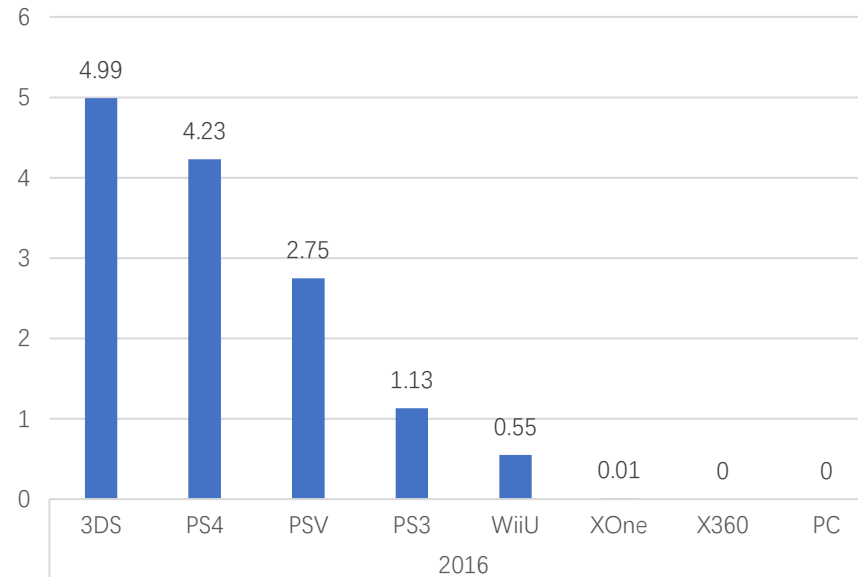


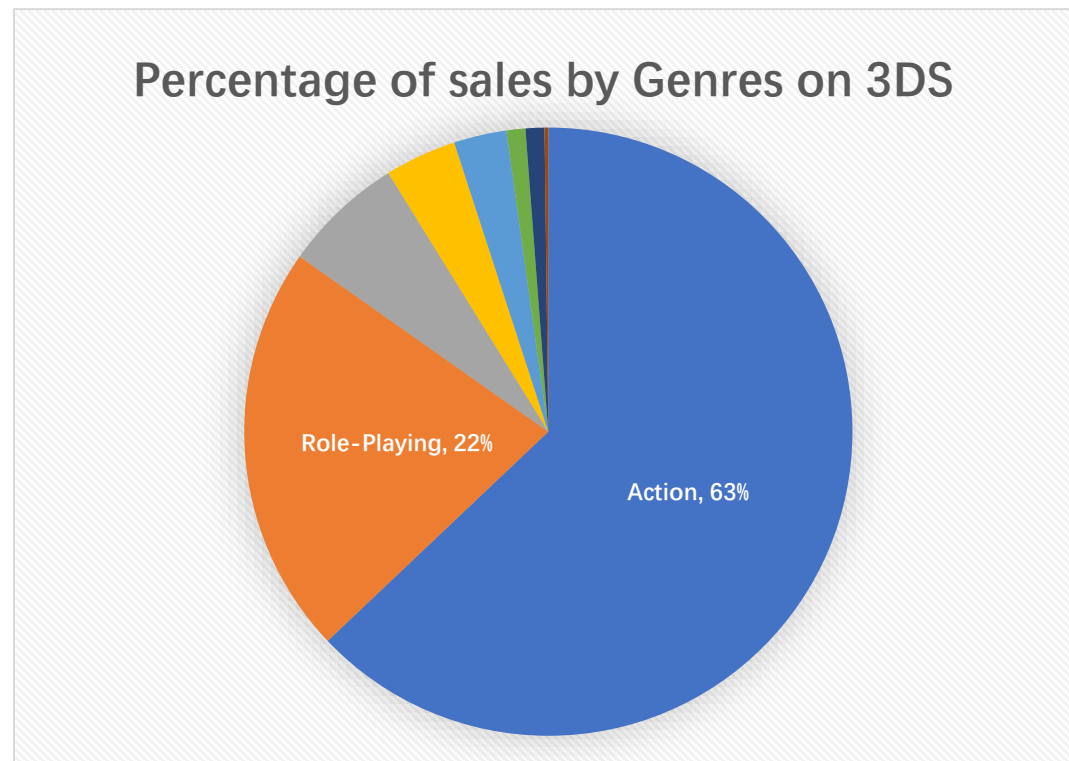
Figure2: Japan market sales by Platform in 2016.



- From Figure1, we can see that Action, Role-Playing are the top two sales in all Genre, and the sum of the two accounts for 68%.
- From Figure2, we can see The Japanese market is divided by 5 platforms, from high to low, they are 3DS-36%,PS4-31%,PSV-20%,PS3-8%,WiiU-4%..

III Analysis of other variables in various regions

Figure3: The share of 3DS platform sales by Genre in the Japan market 2016



- From Figure3, We can see that the distribution of Genre sales in the 3DS platform is very different from the overall one, with Action accounting for as much as 63%.

III.4 Insight

III.4.1 North American

- The North American market **is relatively concentrated in terms of genre**, Shooter, Action, Sports are the top three sales in all Genre, and the sum of the three accounts for 78%.
- The North American market **is relatively concentrated in terms of platform**, PS4, XOne, are the top two sales in all Platform, and the sum of the two accounts for 82%.

III.4.2 Europe

- The Europe market **is relatively concentrated in terms of genre**, and the difference in sales of the top three is very small.
- The Europe market **is extremely concentrated in terms of platform**, PS4 has an exclusive 65% share.

III.4.3 Japan

- The Japan market **is relatively concentrated in terms of genre**, Action, Role-Playing are the top two sales in all Genre, and the sum of the two accounts for 68%.
- The Japan market **is relatively fragmented** in terms of platform.
- **Action is favored in the 3DS platform, with a 63% share.**

III.5 Recommendation

- In terms of genre, the North American market should focus its budget on Shooter, Action, Sports; In terms of platforms, it should be focused on PS4, XOne.
- The PS4 platform should be given the most attention in the European market, and Shooter, Sports, Action genres should be given a budget bias.
- In terms of categories, Action, Role-Playing should enjoy budget priority, In terms of platforms, it should be focused on 3DS, PS4. **Bundles of the 3DS platform and the Action can** also be considered.