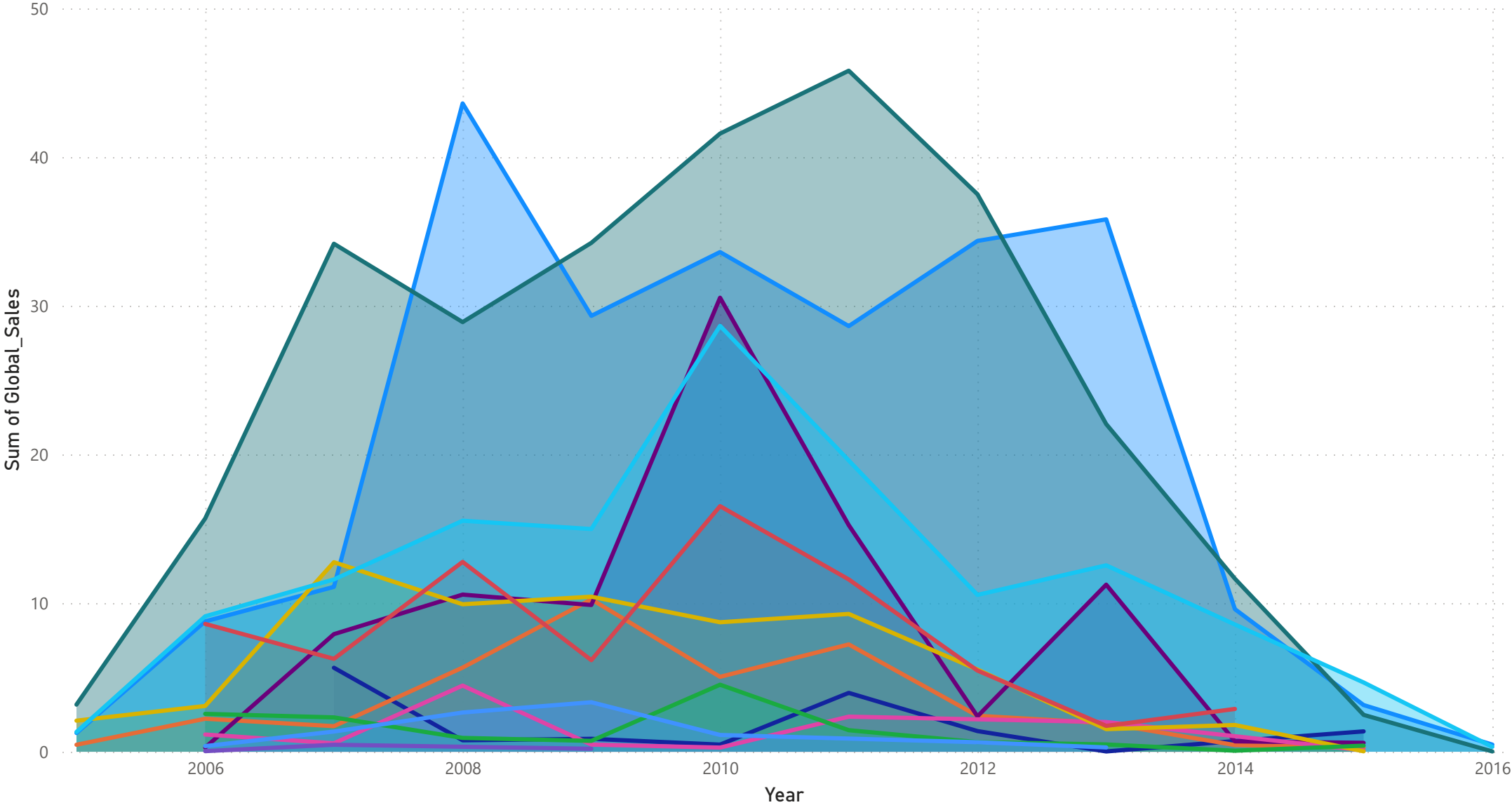


Global Sales by Year, Genre, and Platform By 2011, the most popular genre on the XBOX 360 platform was 'Shooting'. Given, this is the year that Activision Blizzard's 'Call of Duty: Modern Warfare 3' had a record-setting opening sales at the time. The game's immense success was a large reason for shooting games occupying the majority of total global sales that Year, with 45.81%.

Sum of Global_Sales by Year and Genre

Genre Action Adventure Fighting Misc Platform Puzzle Racing Role-Playing Shooter Simulation Sports Strategy

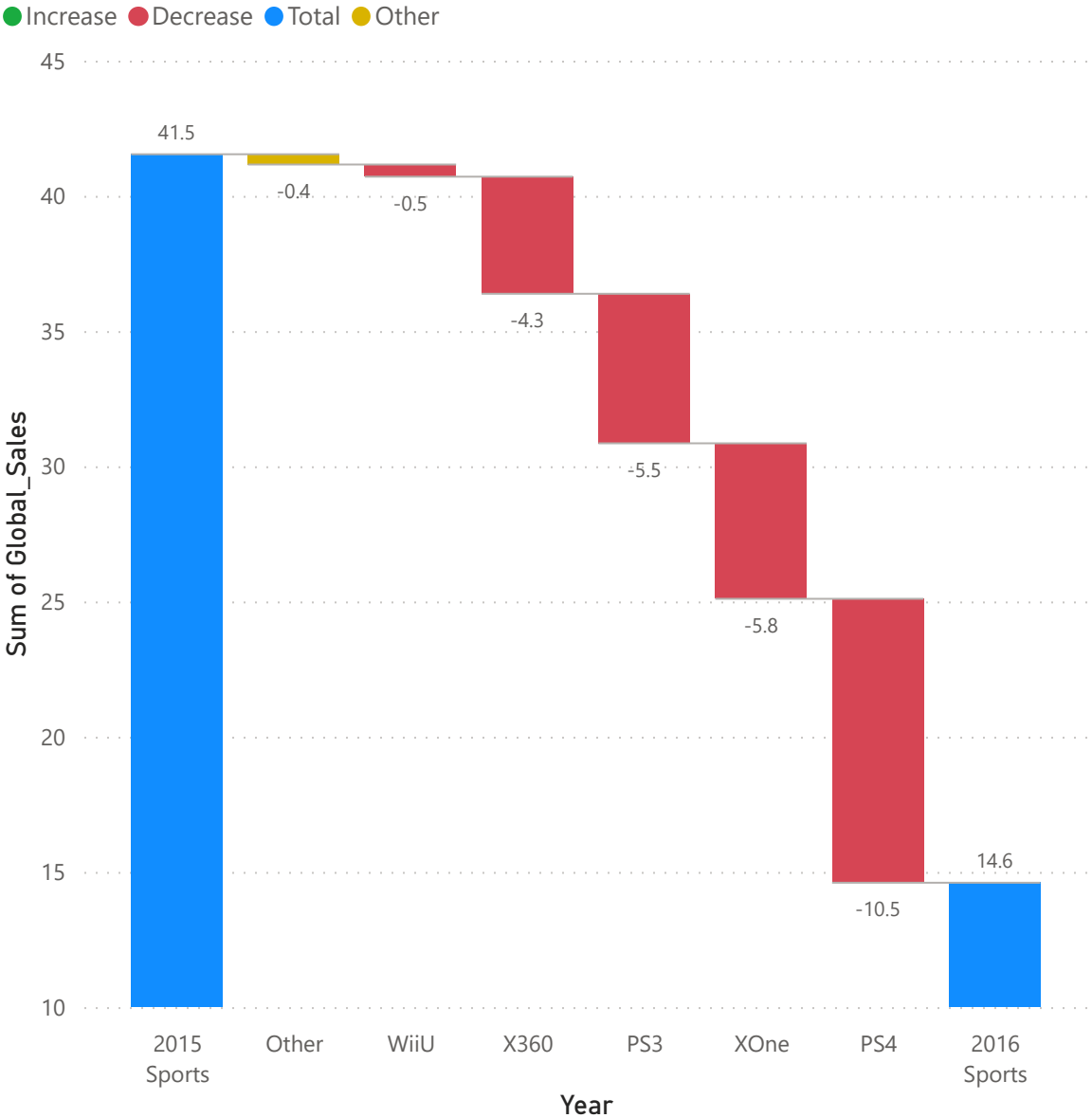


Platform

- GC
- GEN
- GG
- N64
- NES
- NG
- PC
- PCFX
- PS
- PS2
- PS3
- PS4
- PSP
- PSV
- SAT
- SCD
- SNES
- TG16
- Wii
- WiiU
- WS
- X360
- XB
- XOne

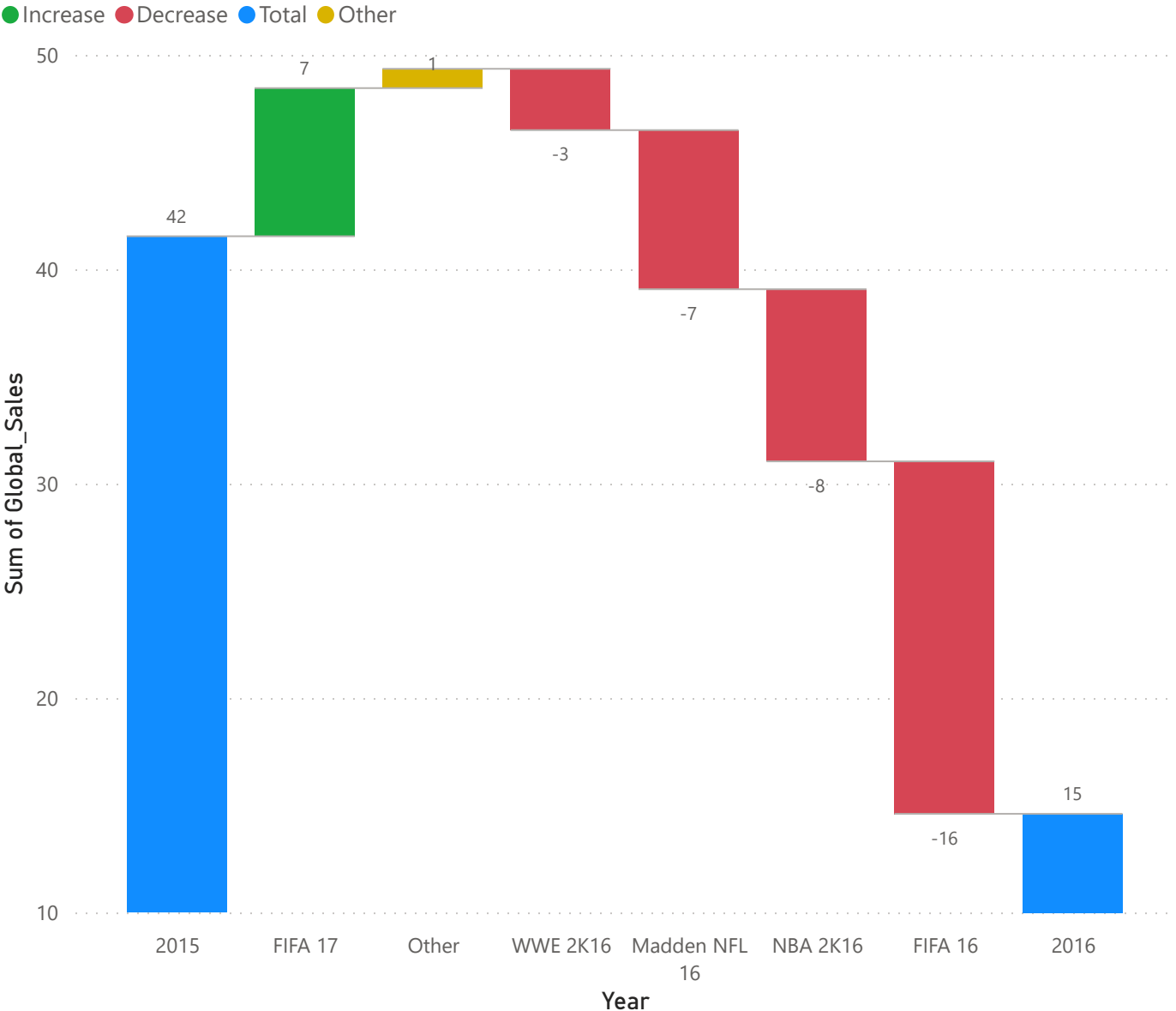
Summation of Global Sales by Year, Genre, and Platform. Global sales in sports games decreased by 26.9% between 2015 and 2016. By platform, the PS4 console accounts for the largest share in net decrease with -10.5%, followed by Xbox One with -5.8%.

Sum of Global_Sales by Year, Genre and Platform



Summation of Global Sales by Year and Game 'Name' Breaks down the share decrease by individual game. FIFA 16 accounts for the largest net differential with a decrease in sales of -16% between 2015 and 2016, followed by NBA 2K16 at -8%. A increase in FIFA 17 sales during 2016 can likely be attributed to early pre-sales.

Sum of Global_Sales by Year and Name



KPI analysis based on Total North America Sales with Sales Target by Year, 2008

- 1. In 2008, the video game industry witnessed a significant increase in sales, totaling 351.44 million units sold. This boost is attributed to the highly anticipated release of the PlayStation 3 and Xbox 360 consoles, which were introduced into the market during this year. These platforms attracted a large consumer base and drove up video game sales to record highs.
- 2. **Decline in Sales by the Start of 2020: By the start of 2020, North America's video game sales had substantially decreased with just 0.27 units sold. This significant drop in sales, reaching a staggering -99.92% off the 2008 benchmark, can largely be attributed to the adverse effects of the COVID-19 pandemic. The global crisis posed severe challenges, disrupting production and distribution lines, and limiting consumers' access to newly launched consoles such as the PlayStation 5 and Xbox One.

**Sample KPI implementation also based on

Sum of NA_Sales and Sales Target by Year

