BUSINESS INTELLIGENCE DASHBOARD SHOWCASE
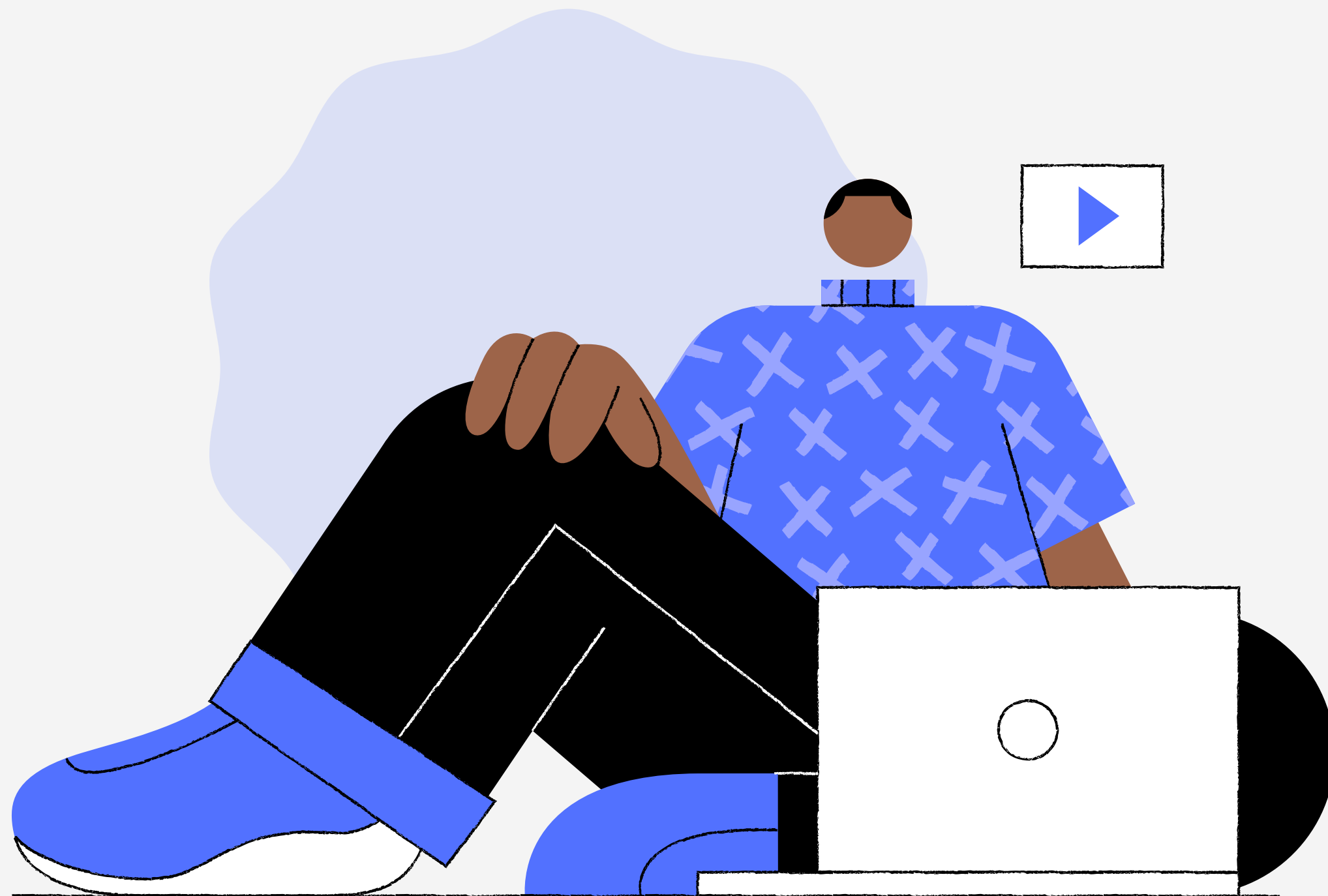
TABLE OF CONTENT

INTRODUCTION

Welcome to our Data Insights Presentation, where we will explore key trends and performance metrics within the gaming industry. Today, we'll examine yearly global sales by platform, regional sales distribution, top publishers, and genre popularity across various platforms. These insights will provide a data-driven foundation to inform our strategic decisions and enhance our competitive positioning in the market.
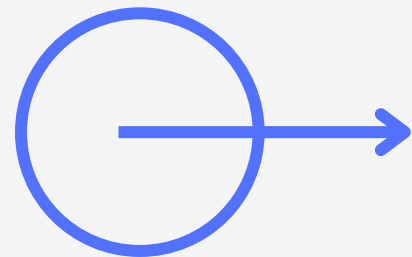
AGENDA

The purpose of this meeting is to present key insights into gaming industry trends, focusing on global sales by platform, regional performance, top publishers, and genre popularity. These insights will guide our strategic decisions and enhance our competitive positioning. Your engagement in this discussion is vital for aligning our future initiatives.

YEARLY GLOBAL SALES PER PLATFORM


Yearly Global Sales per Platform
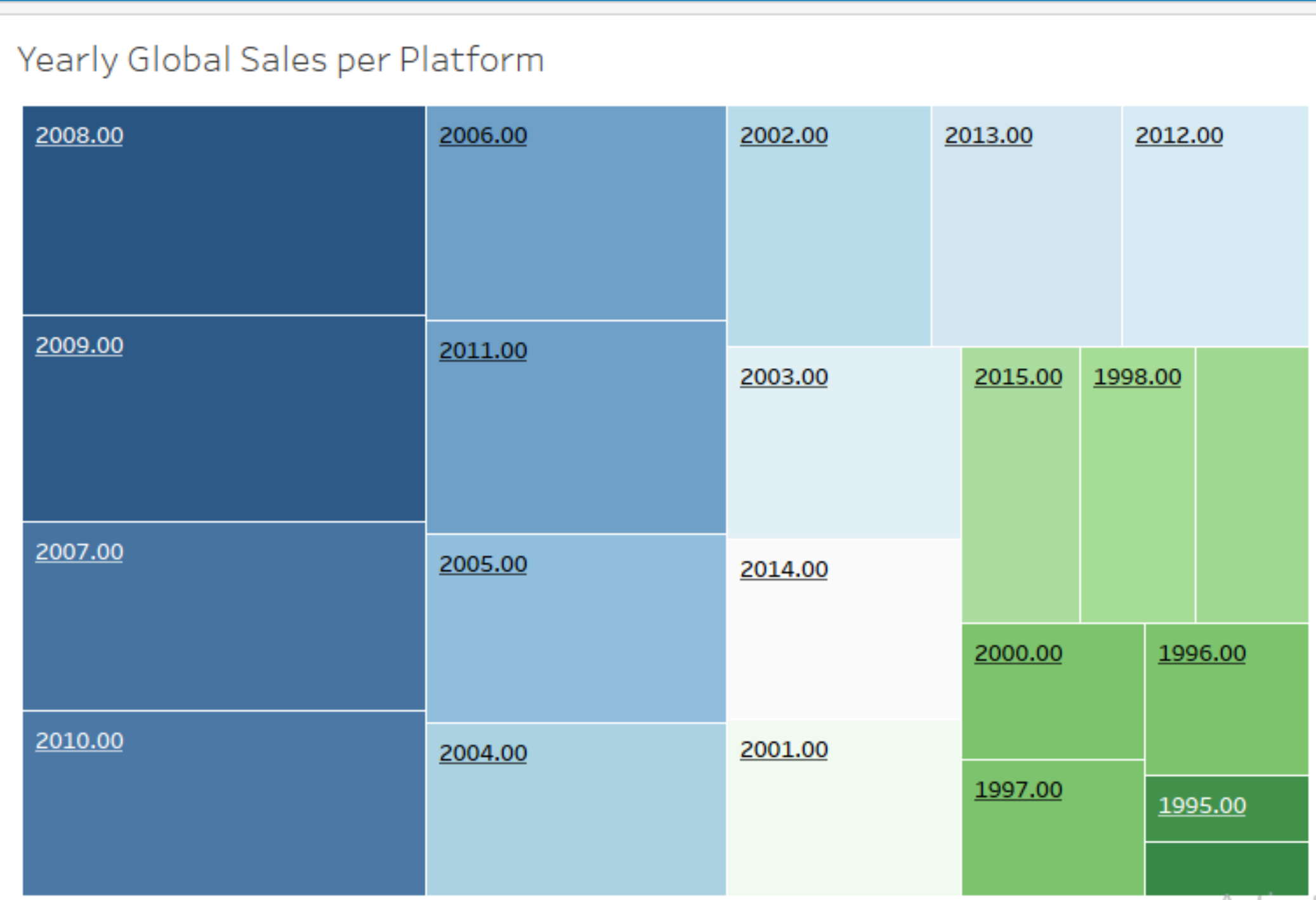
- Peak Popularity: Video games saw the highest engagement from 2004 to 2011, with 2007, 2008, and 2009 being standout years.
- Handheld Leader: PlayStation handheld devices dominated, selling over 600 million games, especially strong in 2002, 2004, and 2008.
- Xbox Performance: The Xbox series sold over 450 million copies between 2008 and 2011, establishing a strong market presence.
- Nintendo's Success: The Nintendo console family followed closely with over 530 million copies sold during the same period.
- PC Challenge: The PC platform, while peaking at over 92 million copies from 2010 to 2012, remains the least popular gaming option, indicating a need for strategic focus.

ANNUAL SALES DISTRIBUTION ACROSS REGIONS

Annual Sales Distribution Across Regions

Measure Names
- European Sales
- Japanese Sales
- North American Sales
- Other Sales
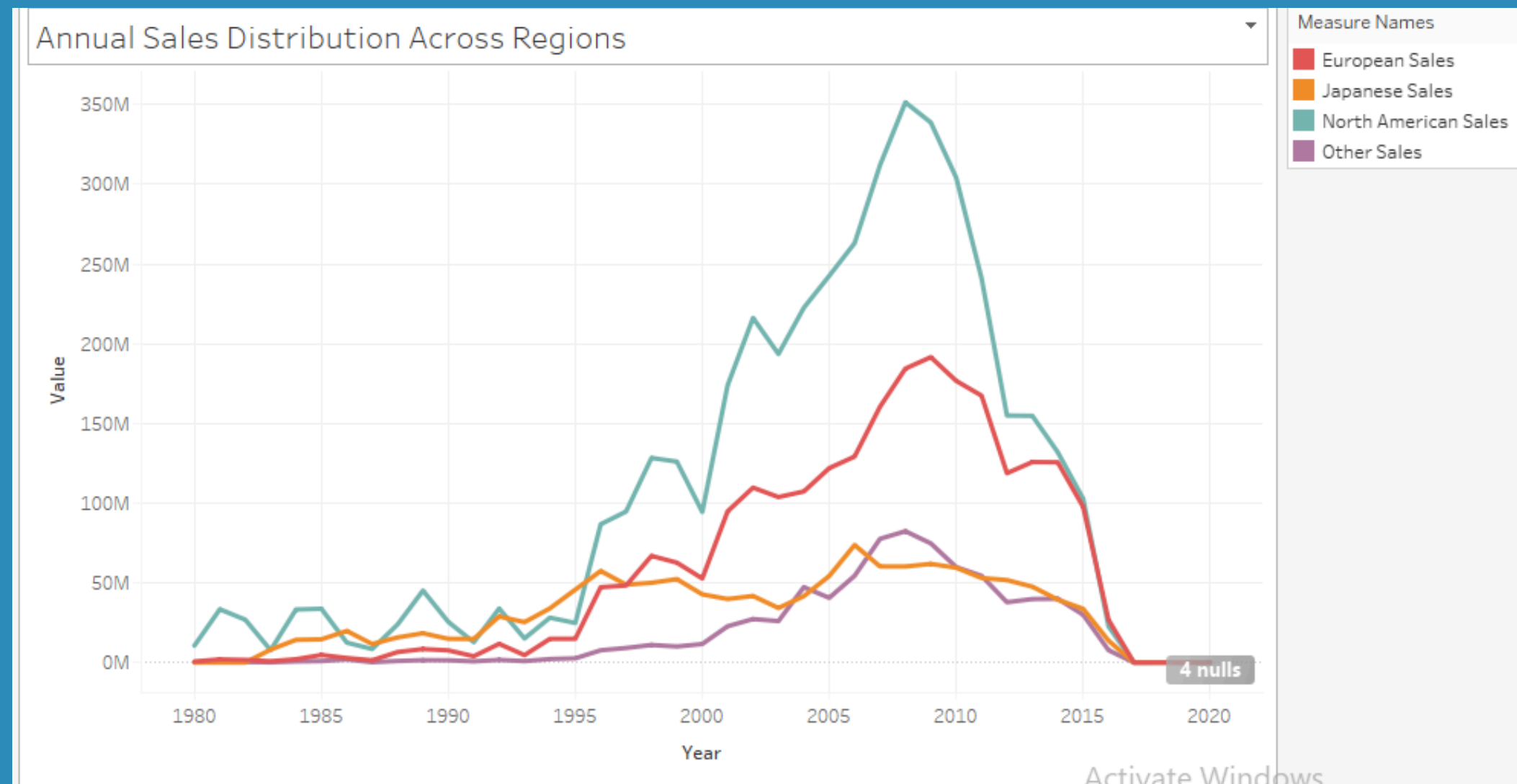
- **Peak Sales Years:** North America reached its highest sales in 2008 with over 350 million copies; Europe peaked in 2009 with over 190 million; Japan hit its high in 2006 with over 70 million copies sold.
- **Sales Growth Trends:** North America experienced a significant sales increase from 2003 to 2008, while Europe saw growth from 2006 to 2009 and Japan from 2003 to 2006.
- **Regional Sales Comparison:** North America's sales were markedly higher than Europe and Japan during their respective peak years, highlighting its dominance in the gaming market.
- **Long-Term Trends:** The analysis indicates distinct growth periods for each region, suggesting unique market dynamics and consumer trends influencing video game sales over the past four decades.

TOP PUBLISHERS OF THE DECADE

Top Publishers of the Decade
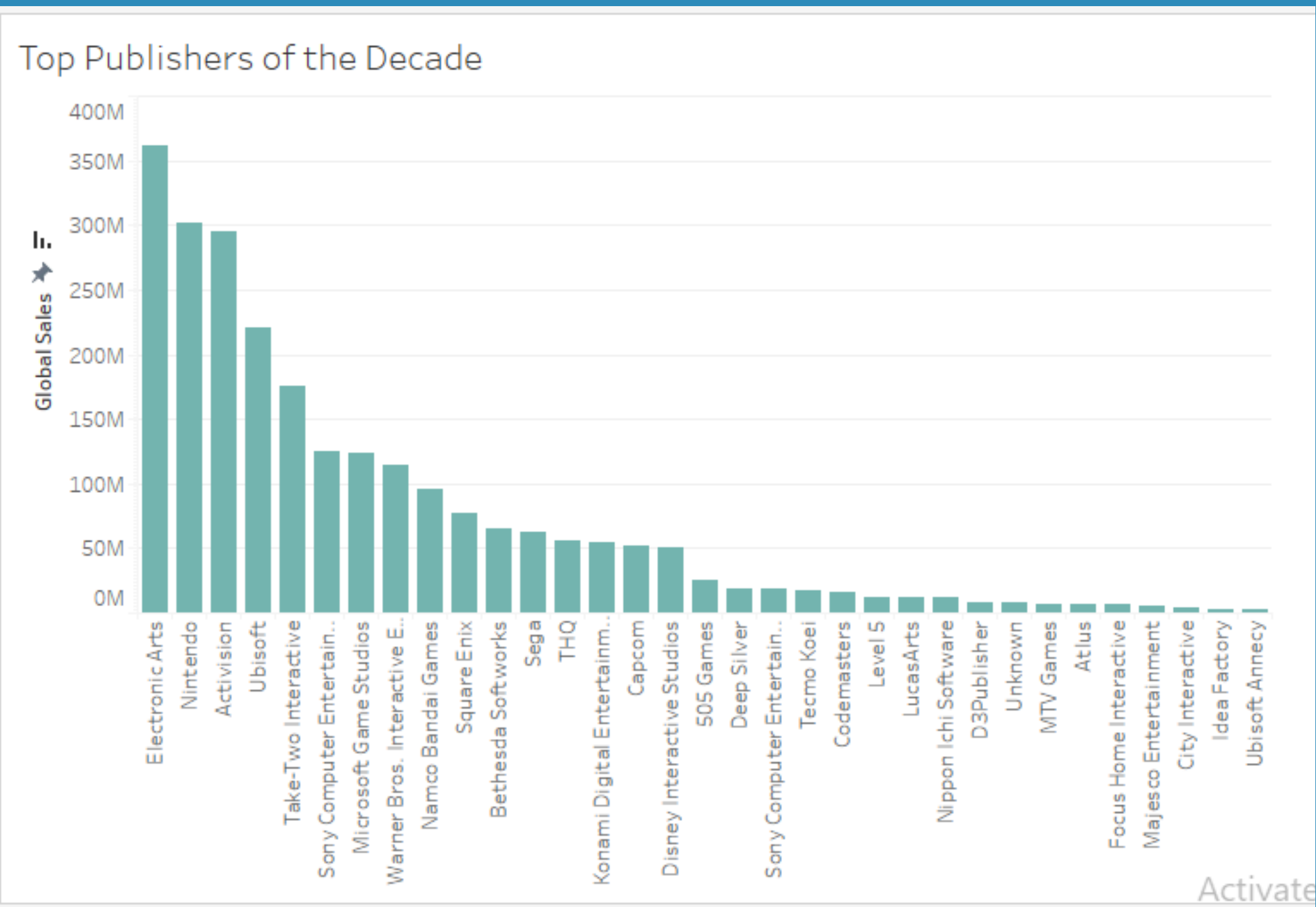
- **Leading Publishers:** The top five game publishers of the decade are Electronic Arts (360 million copies), Nintendo (300 million), Activision (295 million), Ubisoft (220 million), and Take-Two Interactive (175 million).
- **Shift in Leadership:** This decade marks a significant shift from the previous top five, which included Sony Computer Entertainment, Ubisoft, THQ, Take-Two Entertainment, and Sega.
- **Sales Landscape:** A total of 63 companies surpassed 3 million copies sold from 2000 to 2010, but this figure has dropped to only 33 publishers in the current decade.
- **Market Consolidation:** The decline in the number of top publishers indicates a trend towards market consolidation, with fewer companies dominating sales.
- **Impact on Industry:** The changes in publisher rankings and sales figures reflect evolving consumer preferences and the competitive landscape in the video game industry.

GENRE POPULARITY ACROSS GAMING PLATFORMS

Genre Popularity Across Gaming Platforms
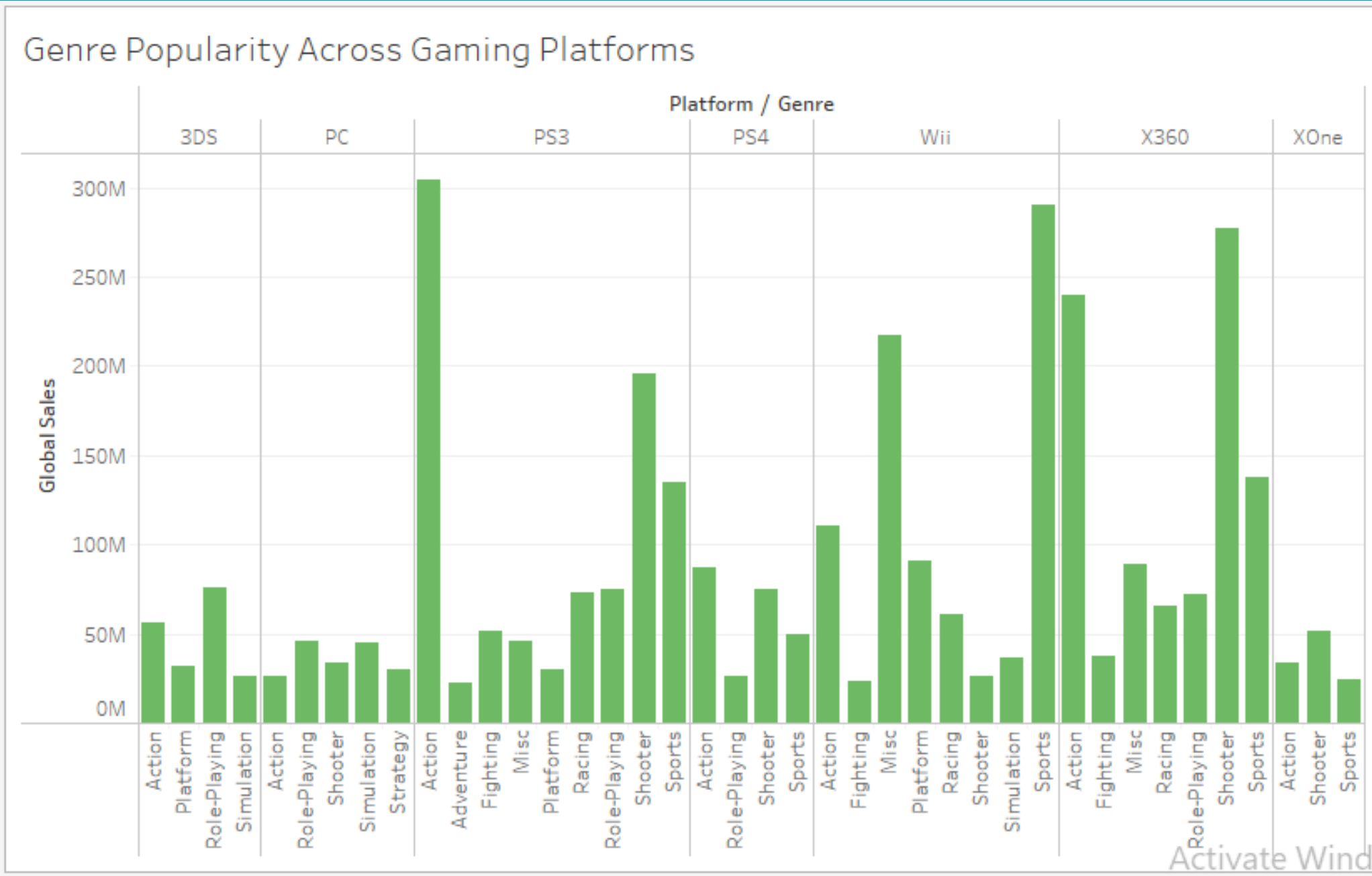
- **Platform Focus:** The analysis covers seventh and eighth generation gaming platforms, including Nintendo 3DS, PC, PS3, PS4, Wii, Xbox 360, and Xbox One.
- **High Sales Platforms:** Only four platforms surpassed 200 million total sales in the past decade: PS3 (934 million), Wii (856 million), Xbox 360 (918 million), and PS4 (238 million).
- **Genre Dominance:** The most popular genres by platform are:
  + Nintendo 3DS: Role-Playing
  + PC: Role-Playing
  + PS3: Action
  + PS4: Action
  + Wii: Sports
  + Xbox 360: Shooters
  + Xbox One: Shooters
- **Action Genre Popularity:** Action games dominate on both PS3 and PS4, indicating a strong consumer preference for this genre on PlayStation platforms.
- **Diverse Genre Appeal:** The variety of popular genres across different platforms highlights the diverse gaming preferences among consumers, from role-playing and sports to shooters.

ACTIONABLE STEPS

- **Focus on Popular Genres**: Prioritize the development and marketing of games in high-demand genres like Action (PS3, PS4) and Role-Playing (Nintendo 3DS, PC) to maximize sales potential.

- **Target High-Performing Platforms**: Invest resources in game development for top-selling platforms, particularly PS3, Wii, and Xbox 360, to leverage their established user bases.

- **Adapt to Consumer Trends**: Continuously monitor shifts in consumer preferences and adjust product offerings and marketing strategies to align with emerging gaming trends.

- **Explore Strategic Partnerships**: Consider collaborations or acquisitions to enhance market presence, especially as the number of leading publishers decreases.

- **Enhance Cross-Platform Engagement**: Develop initiatives that allow players to enjoy popular genres across multiple platforms, fostering a broader gaming community.

- **Invest in Data Analytics and Community Feedback**: Establish analytics frameworks and engage with gaming communities to inform decisions and tailor offerings to player expectations.

CONCLUSION Q&A SESSION

In conclusion, our analysis highlights the dynamic landscape of video game sales, emphasizing the importance of focusing on popular genres and high-performing platforms. By adapting our strategies to align with consumer preferences and exploring potential partnerships, we can position ourselves for future growth. We encourage you to consider these actionable steps as we move forward. Now, I'd like to open the floor for any questions or insights you may have.

THANK YOU
So Much

We're looking forward for your
thought of this monthly report.