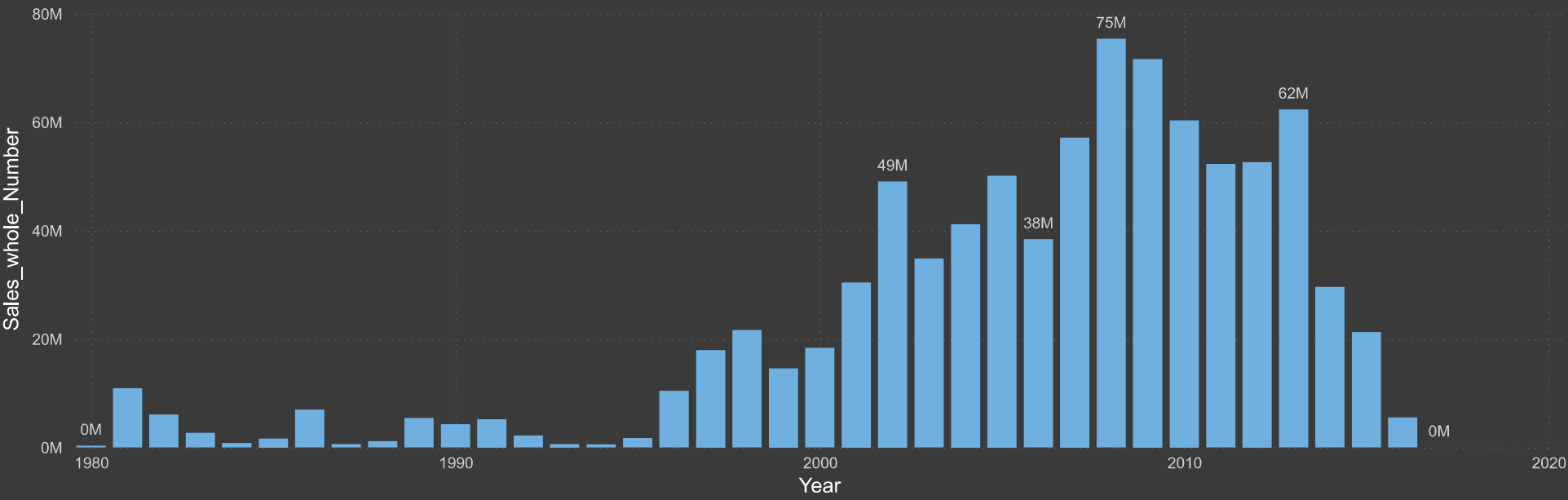


Sales_whole_Number by Year

Genre ● Action



Region

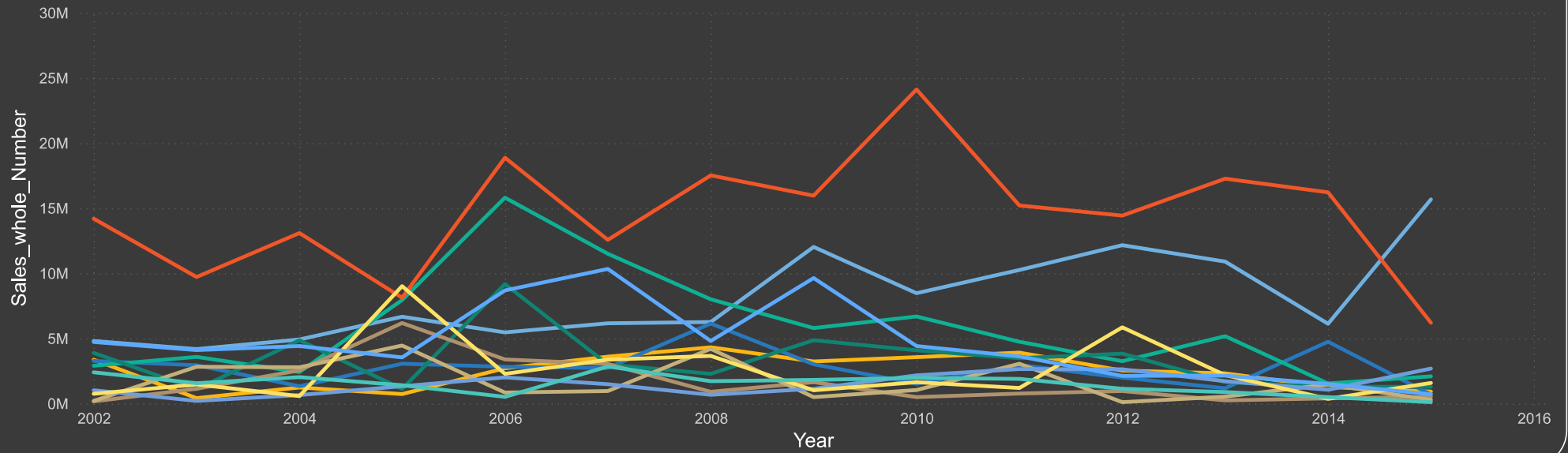
| | | |
|-------|----|----|
| EU | JP | NA |
| Other | | |

Genre

| | | |
|----------|--------|--------------|
| -- | Action | Adventure |
| Fighting | Misc | Platform |
| Puzzle | Racing | Role-Playing |

Sales_whole_Number by Year and Genre

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



region

EU

JP

NA

Other

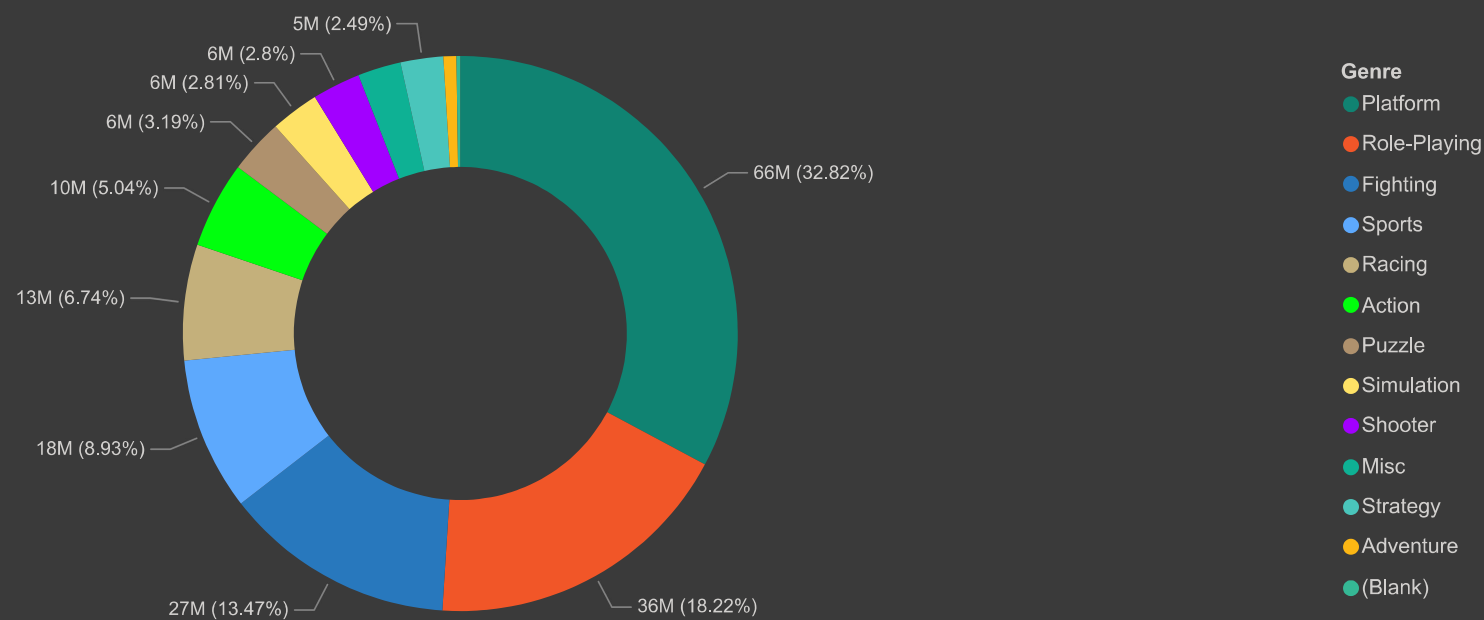
Year

2002

2015



Sales_whole_Number by Genre



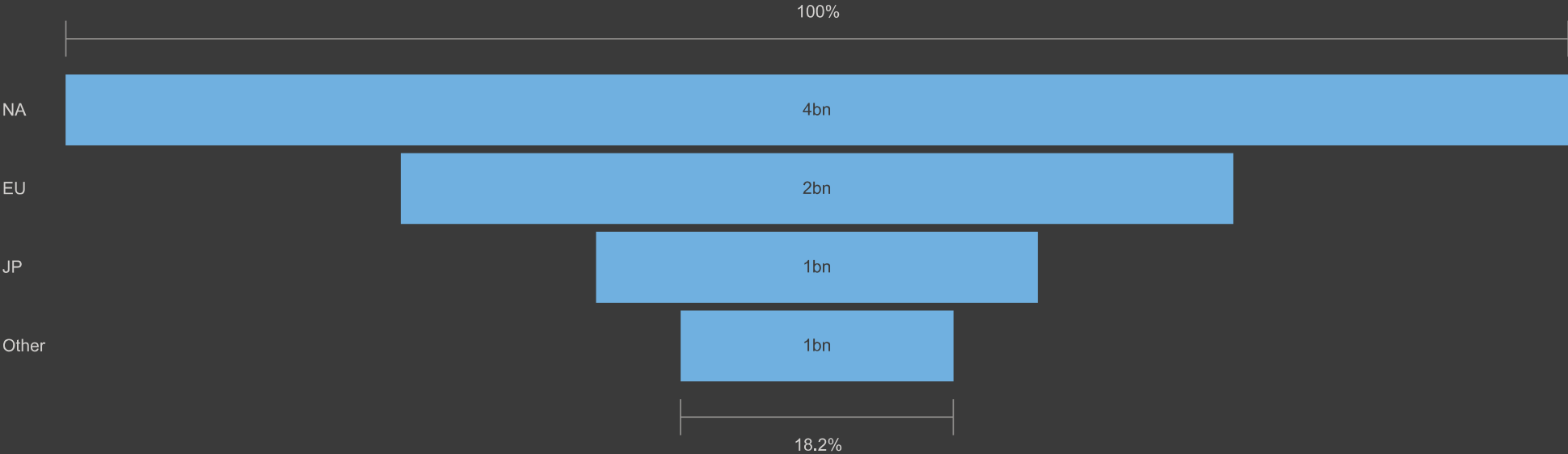
region

| | | |
|-------|----|----|
| EU | JP | NA |
| Other | | |

Platform

| | | |
|------|-----|-----|
| 2600 | 3DO | 3DS |
| DC | DS | GB |
| GBA | GC | GEN |

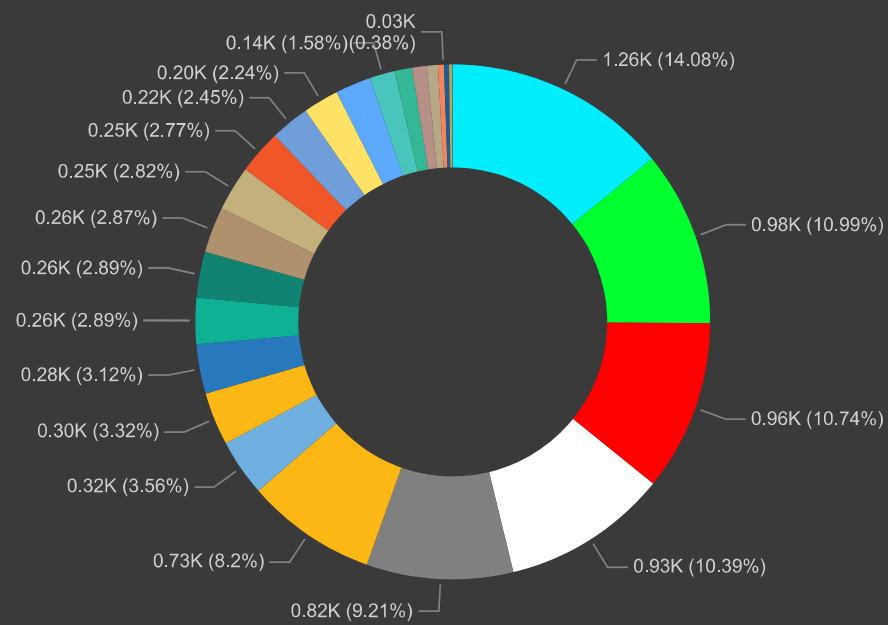
Sales_whole_Number by region



Genre

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

sales (in mill) by Platform



Platform

- PS2
- X360
- PS3
- Wii
- DS
- PS
- GBA
- PSP
- PS4
- PC
- XB
- GB
- NES
- 3DS
- N64

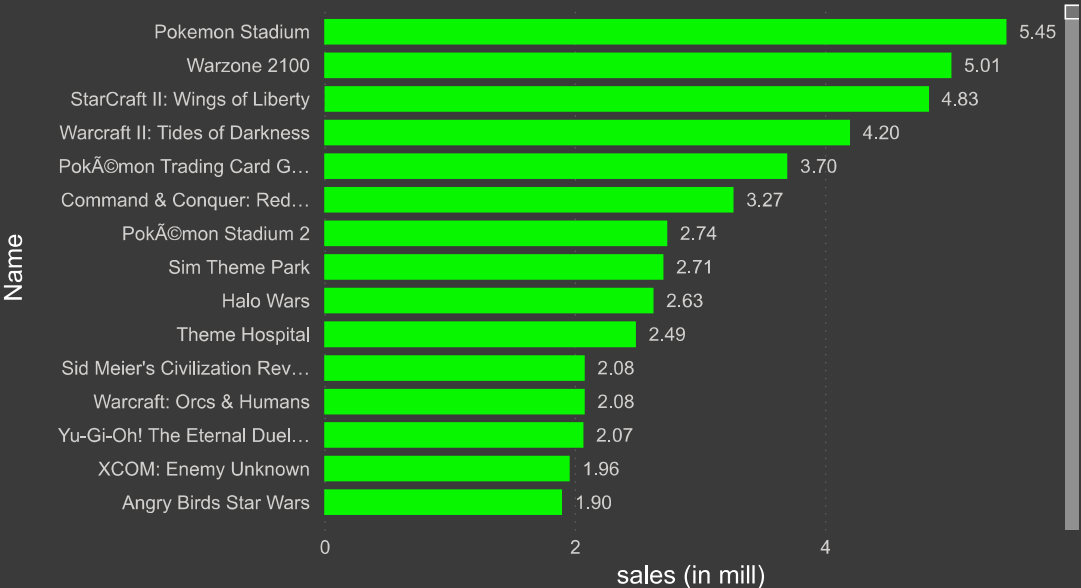
Genre

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

region

| | | |
|-------|----|----|
| EU | JP | NA |
| Other | | |

Sales (in mill) by Name



Platform

| | | | |
|------|-----|------|-----|
| 3DS | DS | GB | GBA |
| GC | GEN | N64 | PC |
| PS | PS2 | PS3 | PS4 |
| PSP | PSV | SAT | SCD |
| SNES | Wii | WiiU | WS |
| X360 | XB | XOne | |

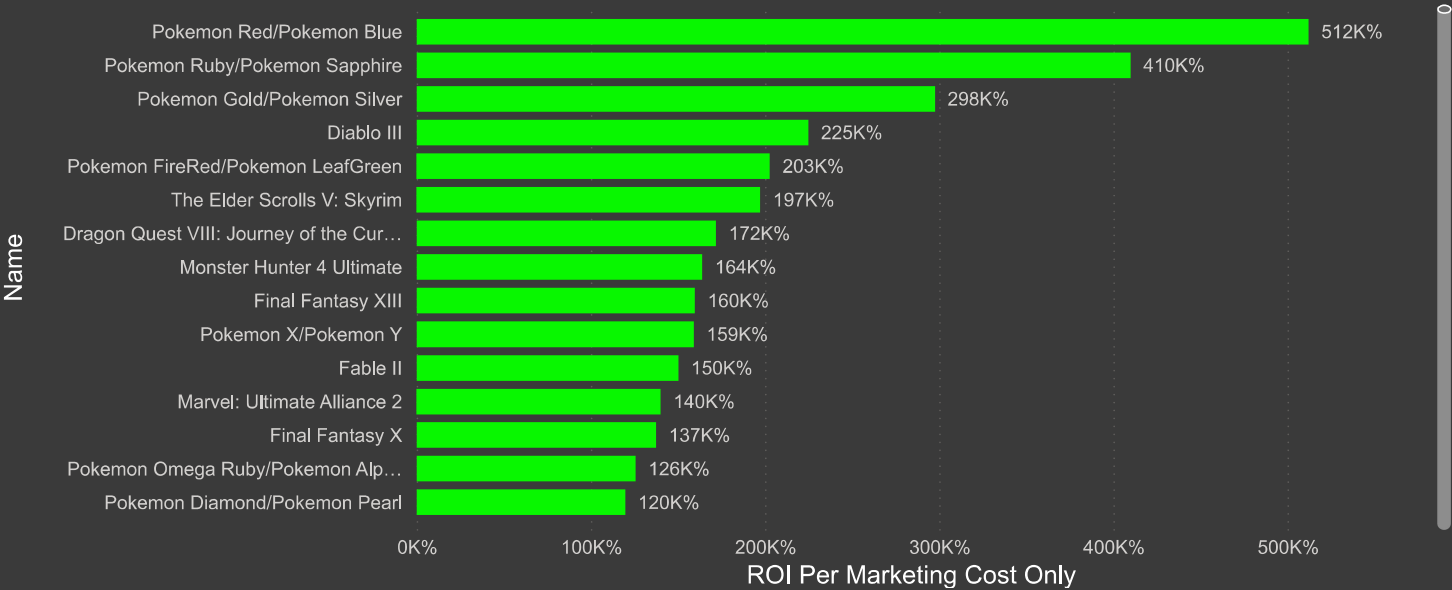
Genre

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

Region

| | | |
|-------|----|----|
| EU | JP | NA |
| Other | | |

Return on Investment % per Marketing Cost Only



Genre

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

**Total Games in
sample**

11,328

The sample includes Games and sales for which info was provided. Including different publishers, platforms and genres. It is important to reinforce this is not an analysis for all games. And that not all sales for each game are accounted for. The Marketing Budget was also randomly generated for a range between \$100K to \$1M for ROI calculation demo purposes.