Final Project Presentation GameCo Market Analysis

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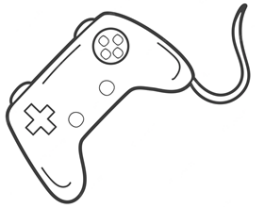
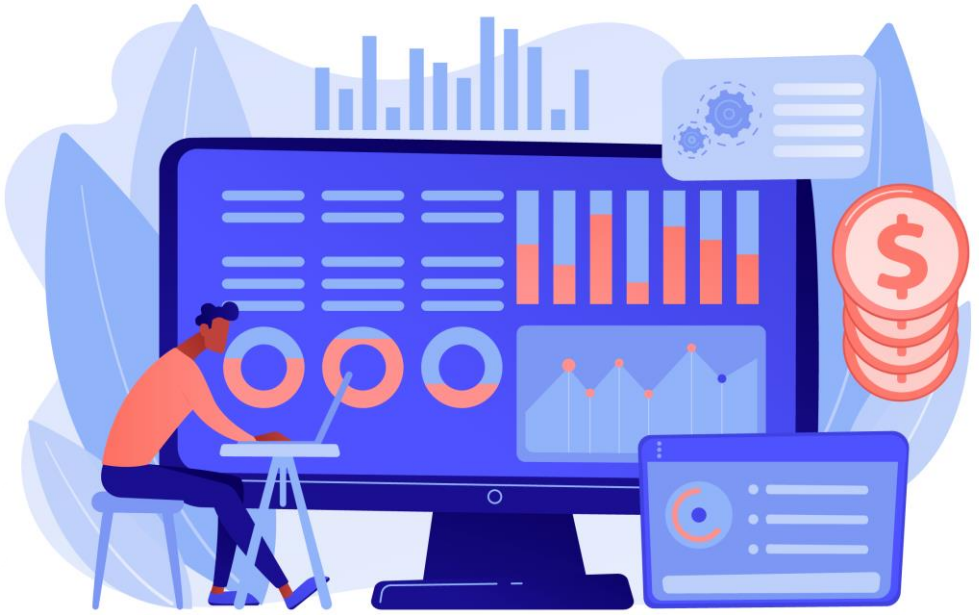


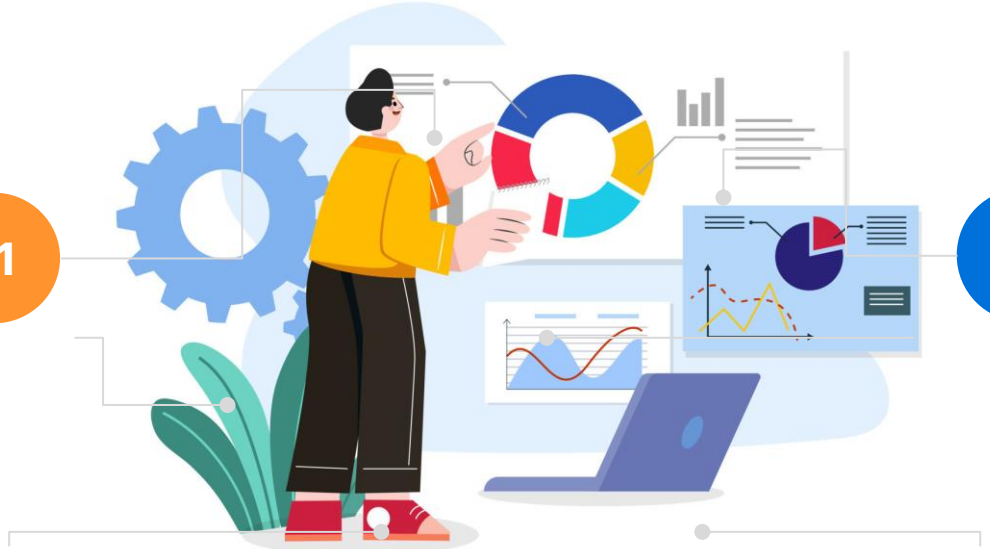


Setting the scene

Aim

01

Gain insights into GameCo's sales in the different regions to make a marketing plan for 2017.



Expectation

02

Sales for all regions remain the same over the years

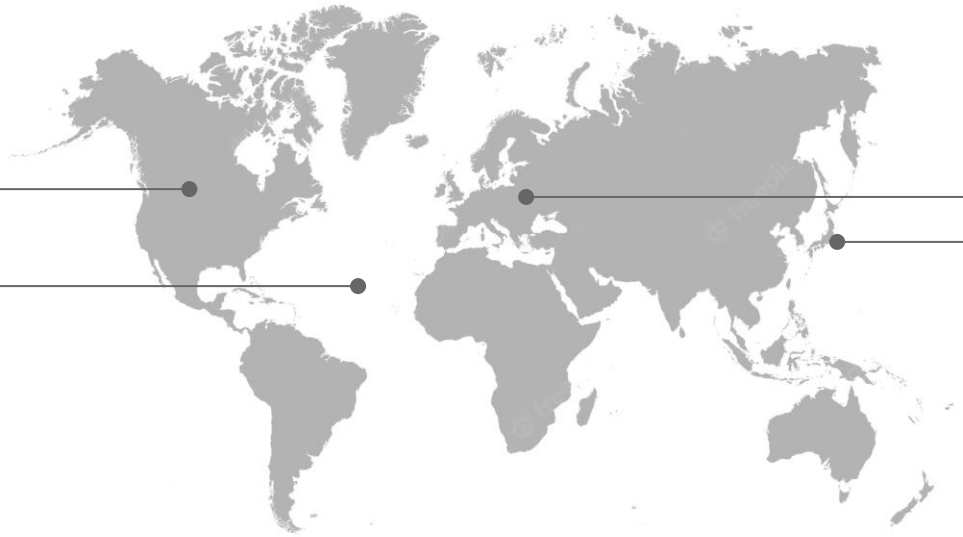
Regions Revenues Rank

1

North America

2

Europe



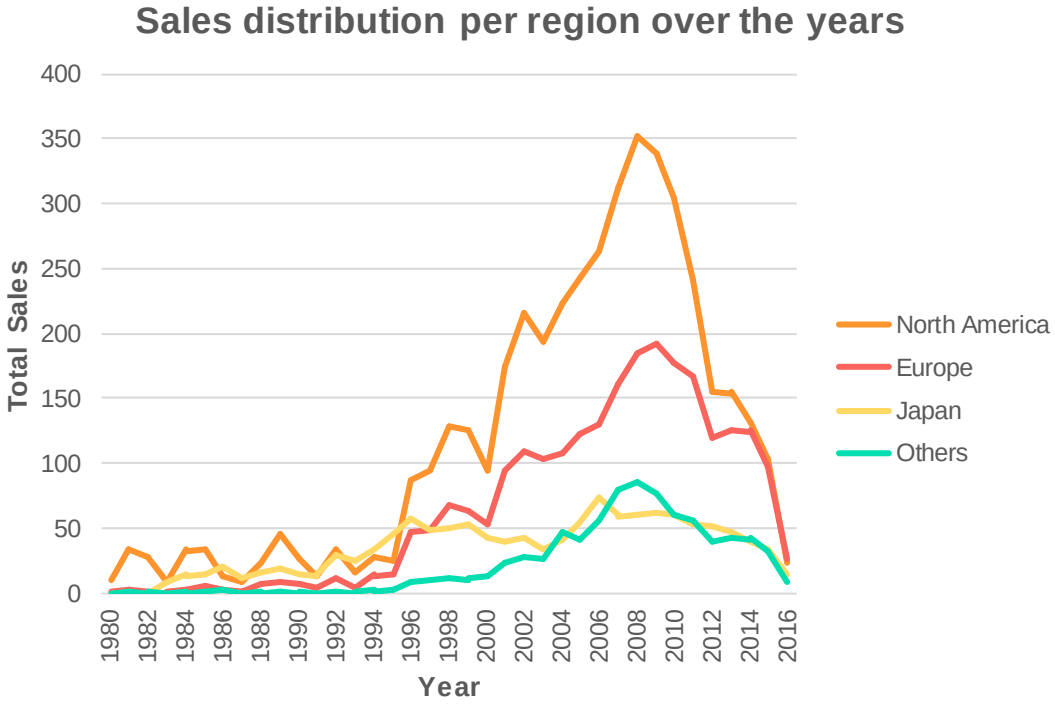
4

Others

3

Japan

Results

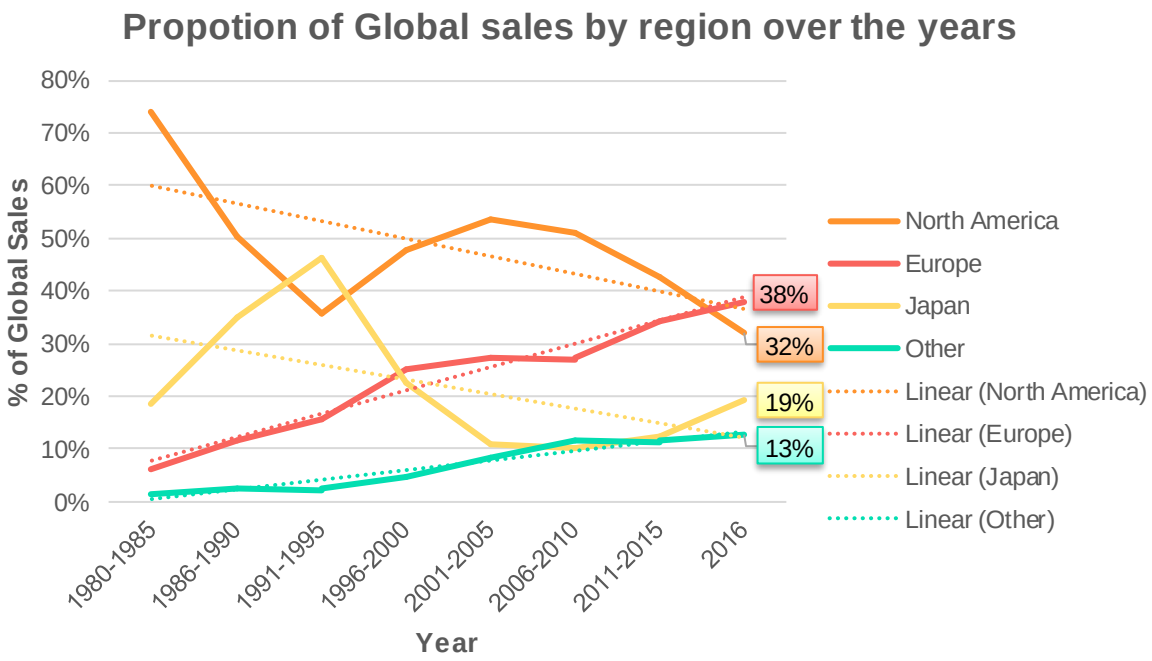


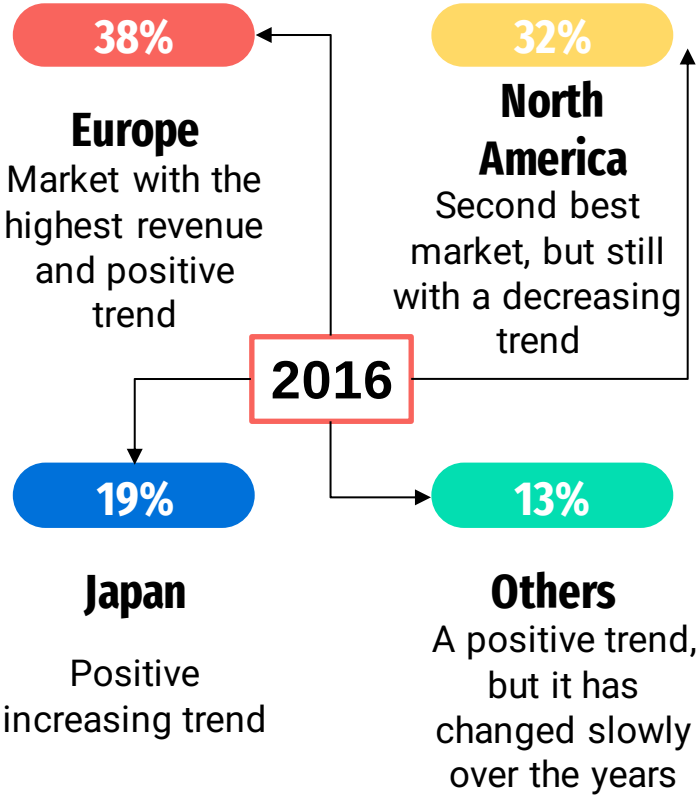
1. North America's dominated the market with the highest revenue from 1980-2012

2. End of the exponential growth for all regions in 2008

3. 2016 was the year with the lowest sales for all locations

Results





We reject our assumption! Sales differ according to location over the years.

Further Analysis

41%

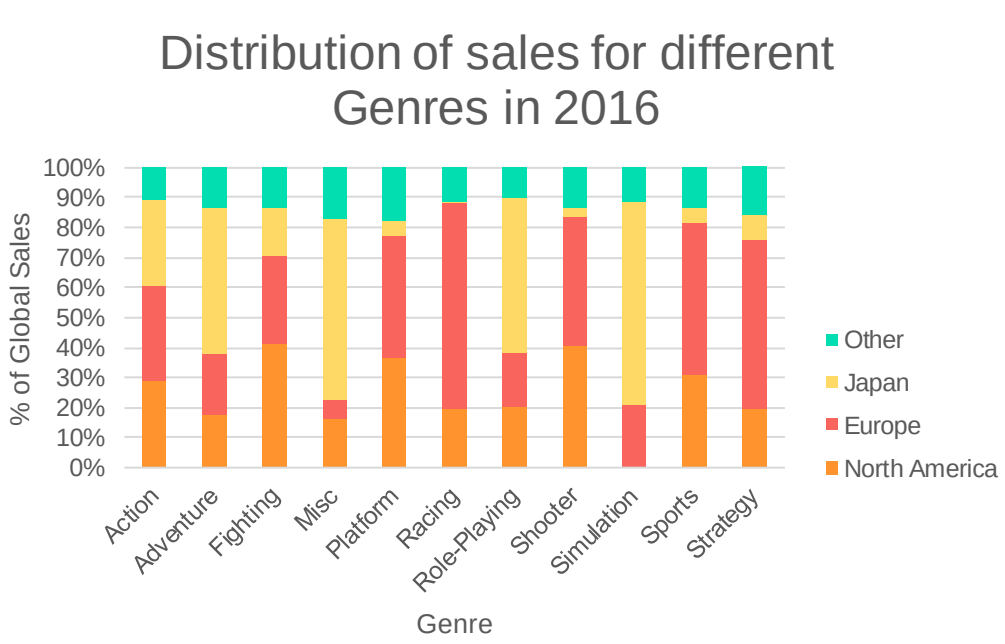
North America

Fighting and shooter games

77%

Japan

Simulation games



70%

Europe

Racing games

19%

Other

Platform games

Top Genres per location for 2016

Further Analysis

54%

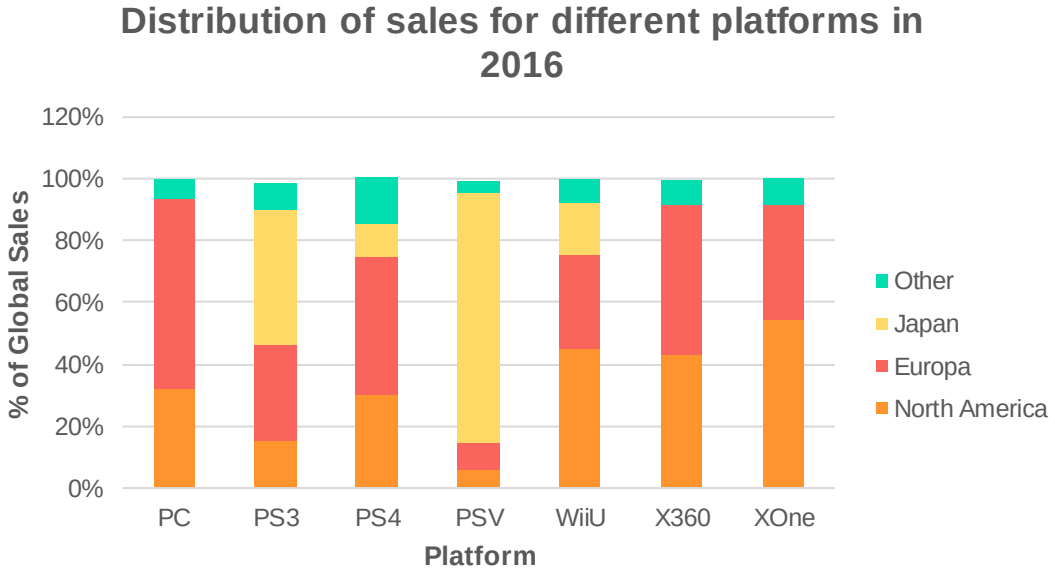
North America

XOne

81%

Japan

PSV



61%

Europe

PC

15%

Other

PS4

Top platforms per location for 2016

Summary

01

Assumption

Sales vary over the years in the different locations

02

North America

North America presented the highest revenue until 2012

03

Europe

Presented the highest revenue in 2016

04

Further analysis

Genre and platform vary for the different regions

Recomendations

01

Target market

Higher investments for Europe

02

Study

Why North American sales continue in a decreasing trend

03

Specialise

Invest more in genres and platforms with higher revenue in the different regions

Sources

Modified template obtain in: https://slidesgo.com/faqs

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