# FINAL PROJECT PRESENTATION

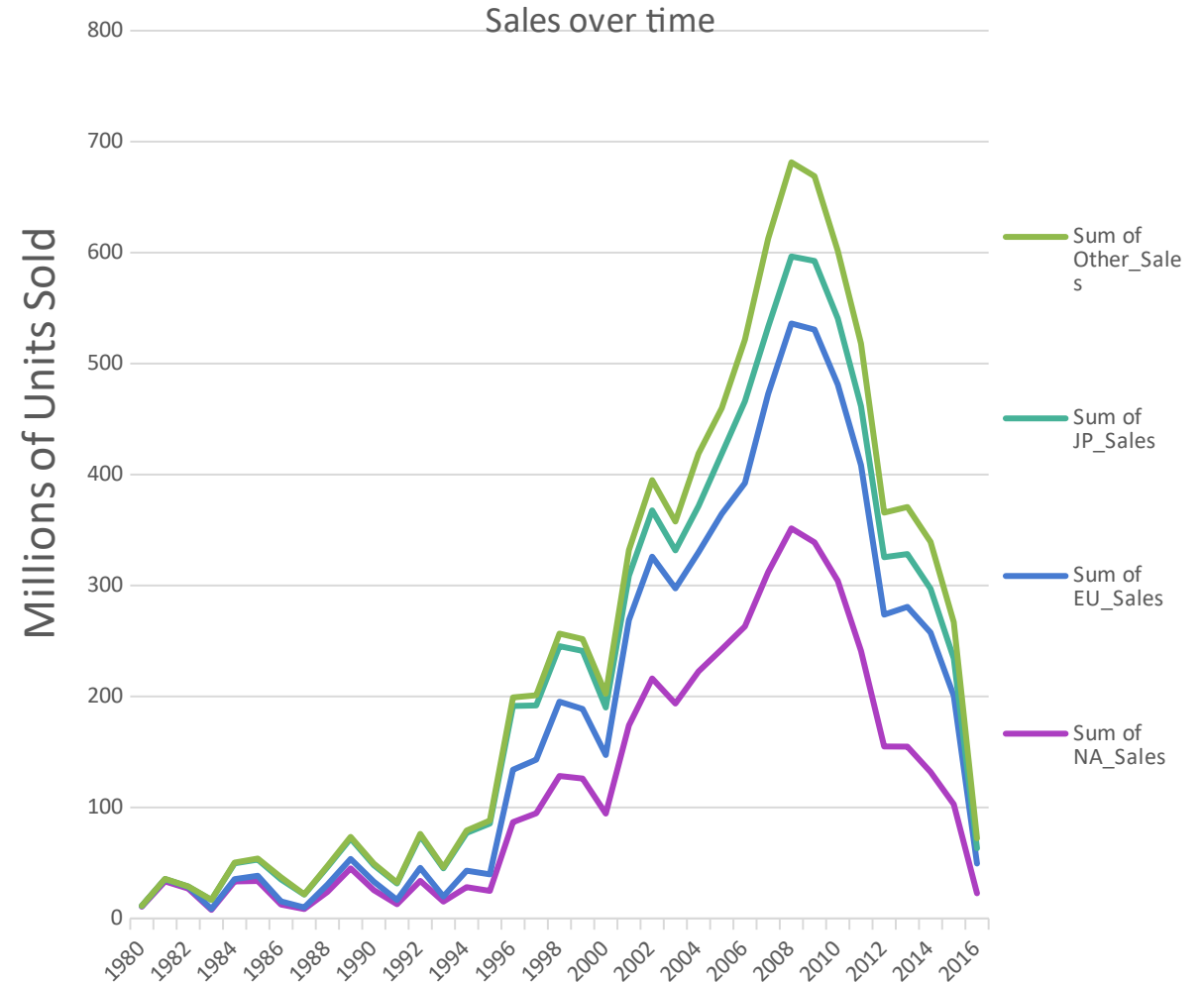OLENA SHARAVARA

GAMECO
SALES DATA
ANALYSIS

Agenda

1. Sales changes over time

2. Proportion of sales by regions

3. Genre popularity

4. Recommendations

In 1984, 1989, 1992, 1996, 1998, 2002 and 2008 the graph shows us the peak periods of the games sales. 2008 was the year of the highest sales in the game history. That year marks the entry of smartphones with app stores onto global markets, following this, global video games sales started a lunge downwards.

Sales over time

Millions of Units Sold

Sum of Other_Sales

Sum of JP_Sales

Sum of EU_Sales

Sum of NA_Sales

1980 1982 1984 1986 1988 1990 1992 1994 1996 1998 2000 2002 2004 2006 2008 2010 2012 2014 2016

The percentage of sales in the North America and European Union was not stable, it increased significantly in 1983, 1987, 1996 and rapidly went down in 1985, 1990, 1992, 1995. After 2000 it started slowly to decrease. Those two graphs are very similar. Regarding Japan, it's graph was not so curvy, which means that the percentage of sales fluctuated just a little
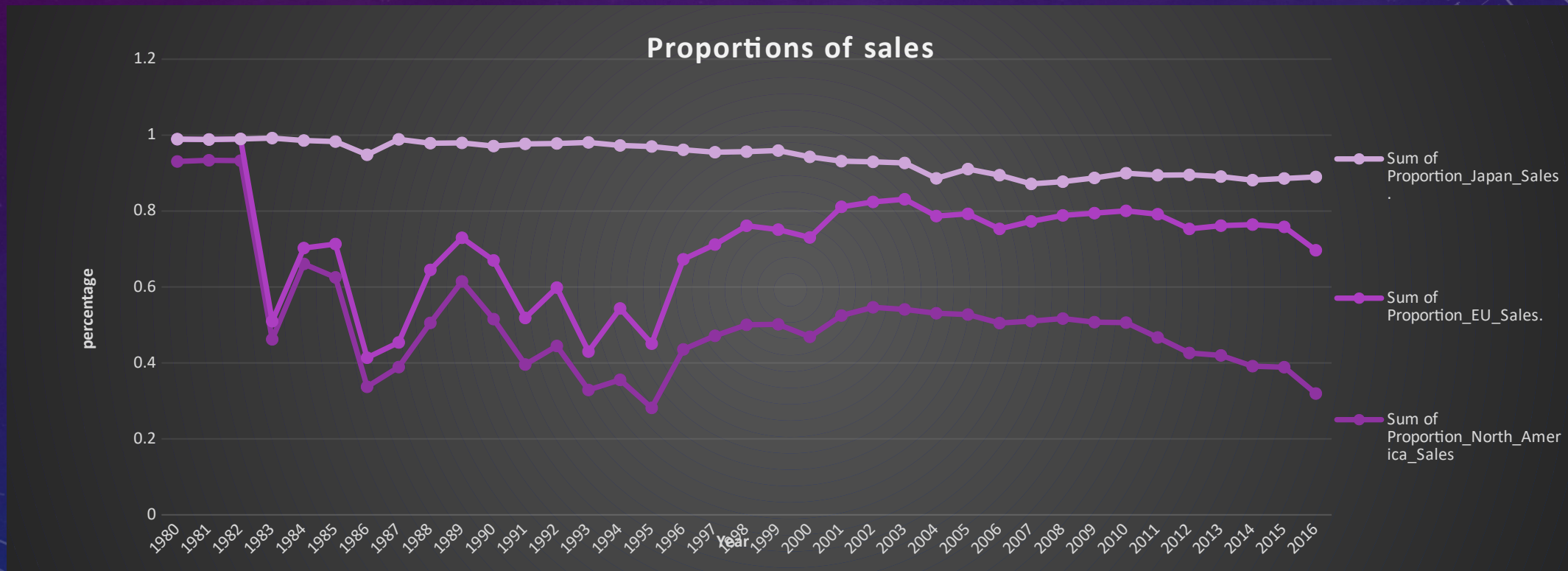
I Have chosen this time frame because this period represents the newest data sets. In 2008 North America was the biggest gaming market (52 % of global sales). In 2014 and 2015 EU and NA had almost the same percentage of sales (37% - EU and 39% - NA). In 2016 the biggest gaming market was EU. Percentage of sales in Japan went up during this period of time , from 12% in 2008 to 19% in 2016.
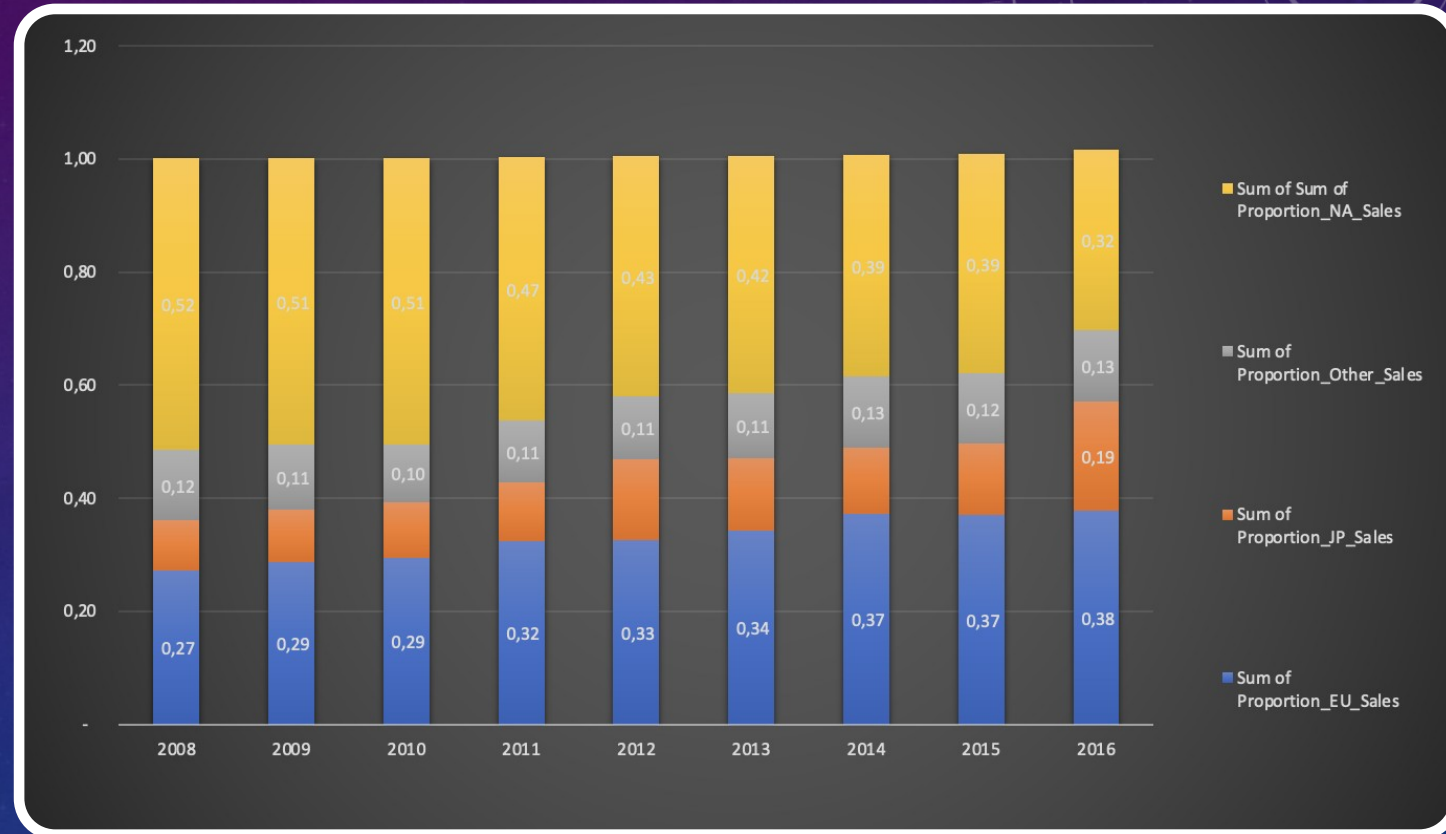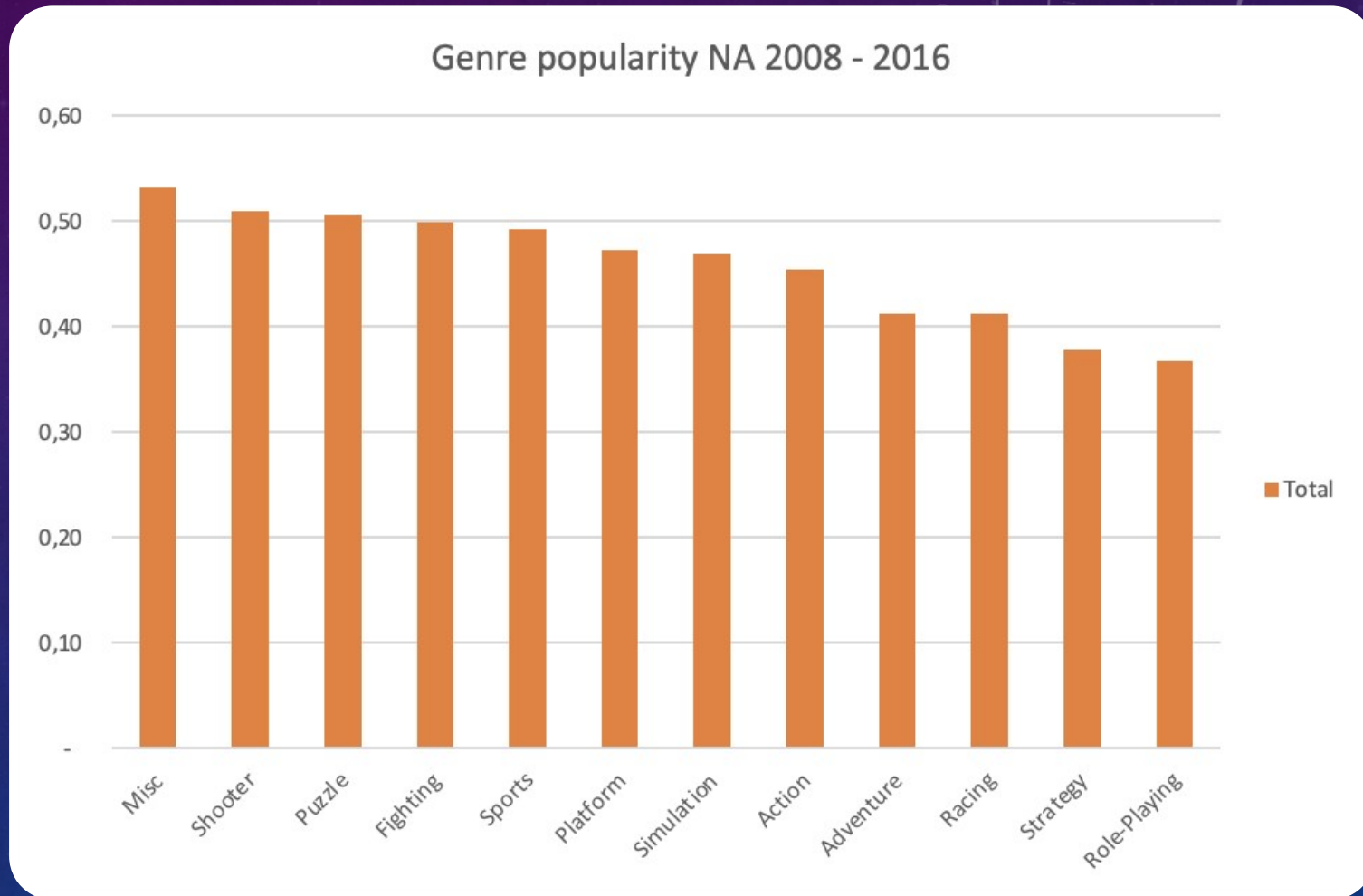
"What kind of game shall I start developing next?" Is a common question among all games developers. When faced with this quandary, many look to what else is popular around the world to see which genres are performing well.
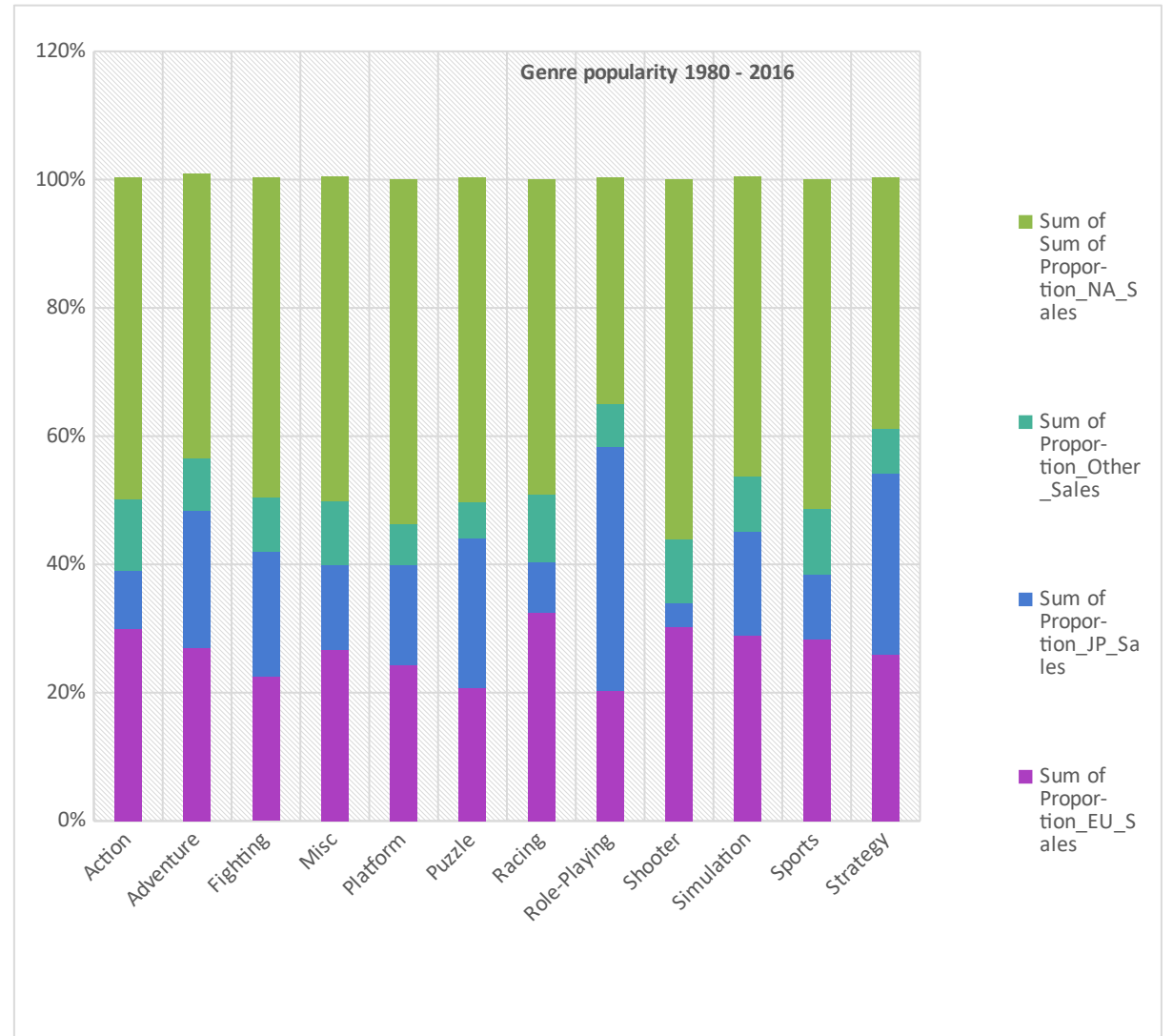
Top 5 popular game genres in 2008 - 2016 in North America are **Misc, Shooter, Puzzle, Fighting, Sports.**



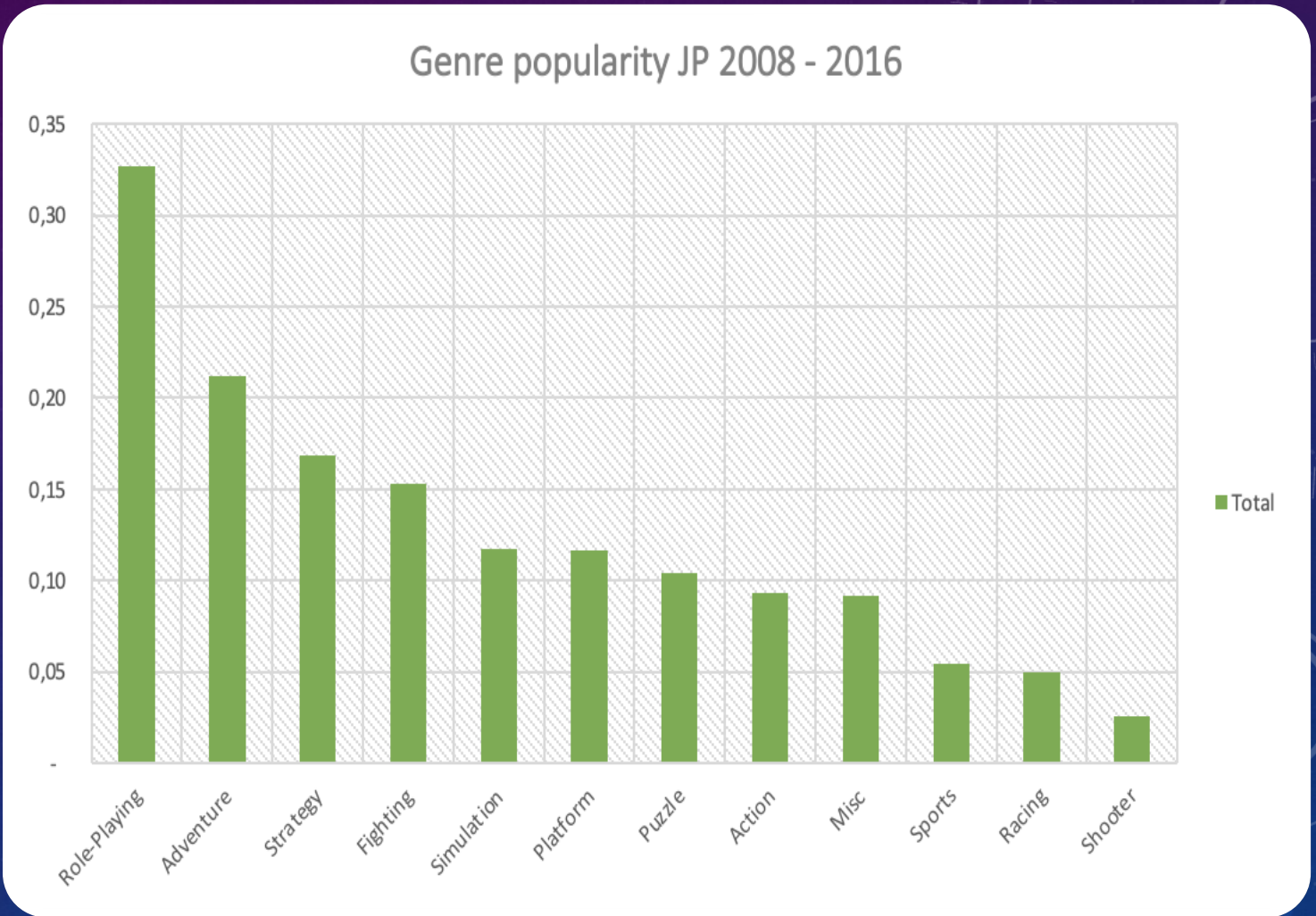Genre popularity NA 2008 - 2016

Top 5 popular game genres in 2008 - 2016 in EU are **Racing, Strategy, Shooter, Action and Sports.**



Genre popularity EU 2008 - 2016
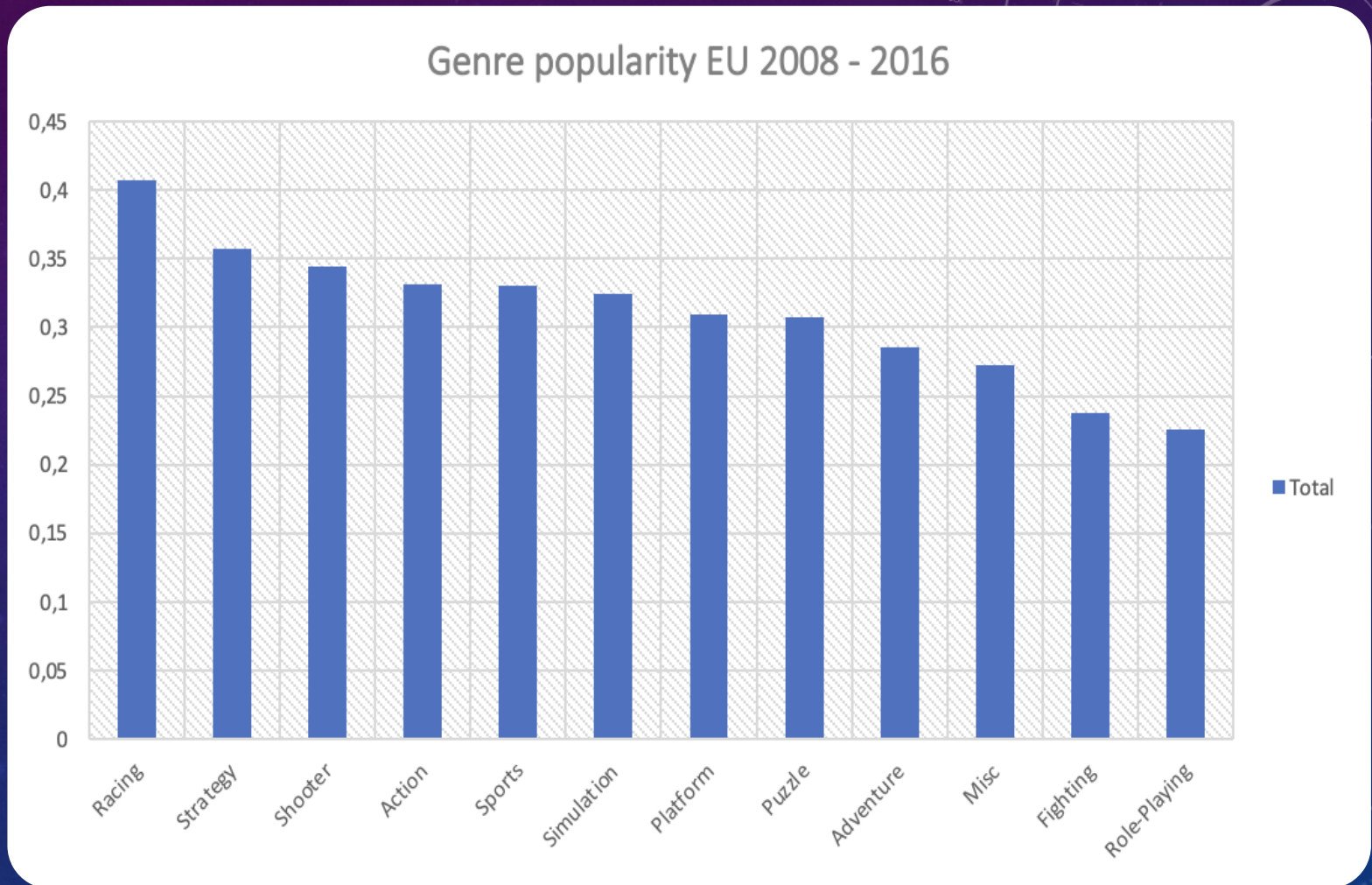
Top 5 popular game genres in 2008 - 2016 in Japan are **Role-Playing, Adventure, Strategy, Fighting and Simulation.**



Genre popularity JP 2008 - 2016

# RECOMMENDED ACTION

I would advise GameCo to focus more on the Japanese market, as they can generate massive revenue. According to statista.com, the value of the Japanese gaming market is expected to reach a value of nearly 1.8 trillion yen by 2026. Open a local department in Japan and give them enough space for creativity. It would perfect to use some local outsourcing and create a game not for the Japanese but together with them. Form a marketing team in order to build awareness of the company, promote new products, provide customer service and to be engaged in public forums. Engage a team of analysts in order to create customer profile for each region and create game genre popularity statistics yearly. Engage a team of game developers who will be responsible for App Store Optimization. Also i would advise company's marketing team to use Reddit as advertising platform.

THANK YOU.