

# GAMECO

## VIDEO GAME POPULARITY DATA PROJECT

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# AGENDA

- Objective
- Key Questions
- Target Audience
- Current Understanding
- Sales by geographical region
- Sales numbers proportionate to global sales
- Most Popular Genres in 2016
- Most Popular Games in 2016
- Sales rate by Publishers



# OBJECTIVE

- You're an analyst for a new video game company, GameCo, which wants to use data to inform the development of new games. As such, you've been asked to perform a descriptive analysis of a video game data set to foster a better understanding of how GameCo's new games might fare in the market.



# KEY QUESTIONS

- Are certain types of games more popular than others?
- What other publishers will likely be the main competitors in certain markets?
- Have any games decreased or increased in popularity over time?
- How have their sales figures varied between geographic regions over time?



# TARGET AUDIENCE

- Vice President of Marketing
- Chief Financial Officer
- Senior Vice President of Sales

# CURRENT UNDERSTANDING (BASELINE EXPECTATIONS)

- GameCo's current understanding is that sales for various geographic regions have stayed the same over time, and they've asked you to look into the data to see if this is still true. If it's not, the marketing budget will need to be redistributed among the regions to maximize return on investment for the marketing budget for 2017.

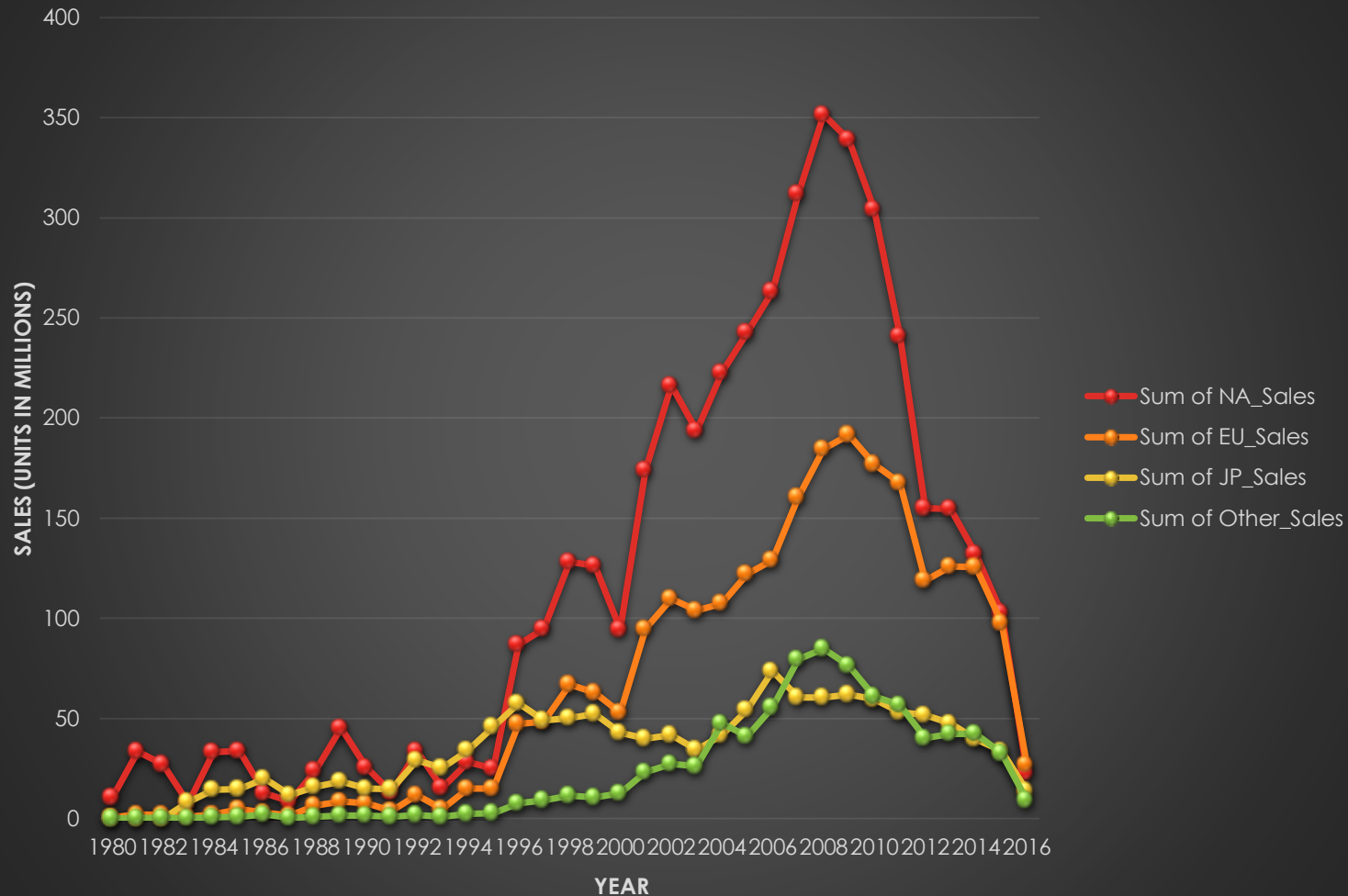


OVERALL SALES



# HAVE SALES BEEN STAYING CONSTANT OR FLUCTUATING?

Video Game Sales

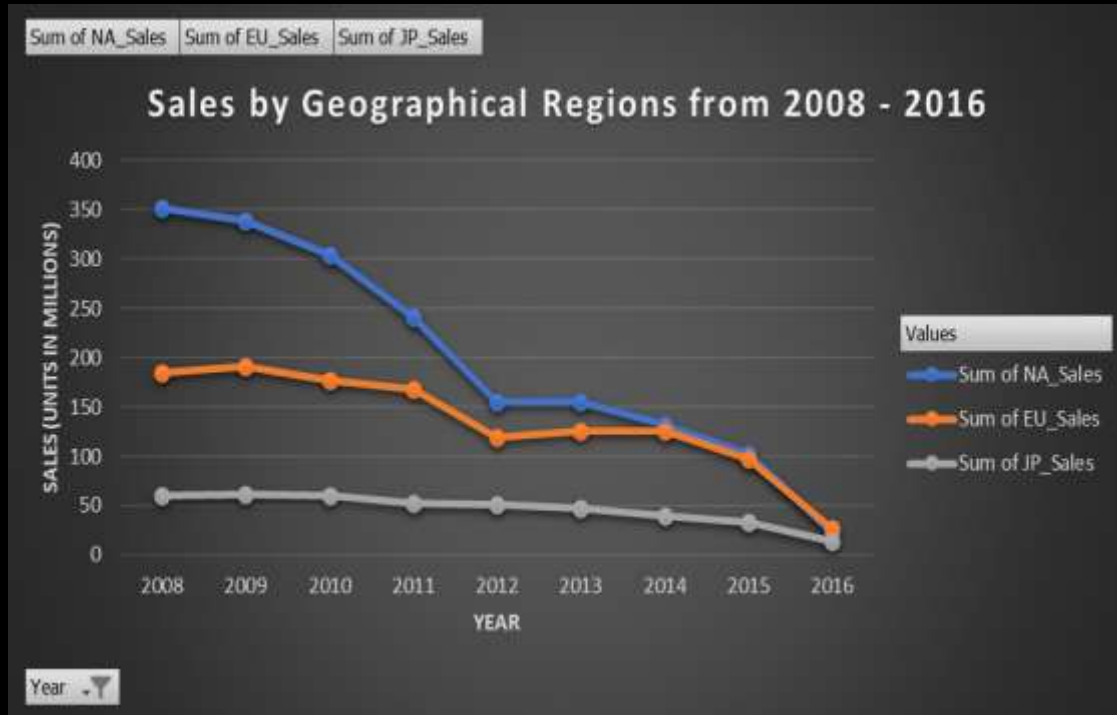


- **North America:** Sales have steadily increased since 1995, peaking in 2008 (351.44 units in millions). However, it has decreased since then, reaching 9.02 units in millions sold in 2016.
- **Europe:** Sales peaked in 2009 (191.71 units in millions) and declined afterward.
- **Japan:** Sales have been relatively stable, peaking around 2006 (76.73 units in millions) and dropped since then.

The data here disproves GameCo's initial expectation that sales have stayed consistent throughout the past years.



# HOW ARE SALES PERFORMING BY GEOGRAPHICAL REGIONS STARTING IN 2008?



Total Sales (millions)	North America	Europe	Japan
2008	351.44	184.4	60.04
2016	22.66	26.76	13.66

As we can see from the visualization on the left, sales have been drastically decreasing for the past decade for each region.

This negates our initial expectation from GameCo that sales have been constant.

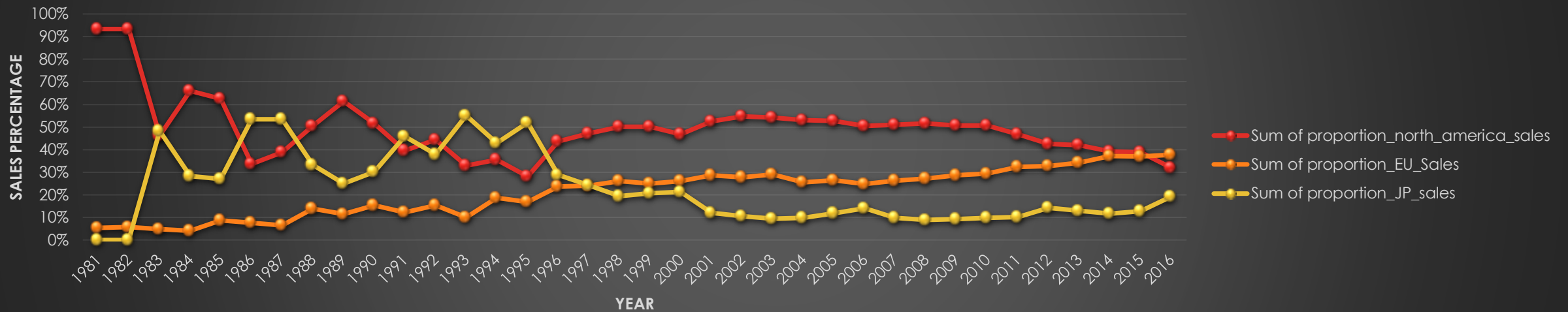
# HOW ARE GLOBAL SALES PERFORMING? (FROM 1980 TO 2016)



Global Sales have sped since 1993, peaking in 2008 at 679.9 million units. However, it has seen a dramatic drop in sales ever since.

# PROPORTION OF GLOBAL SALES BY REGION

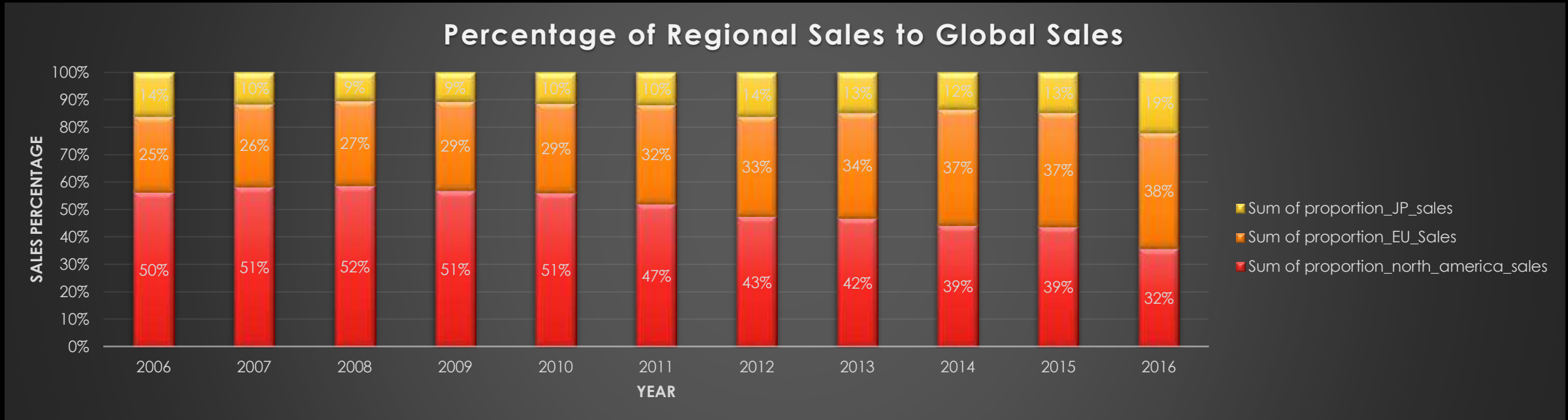
Proportion of Global Sales by Region



- **North America:** Came out to the highest percentage of global sales with 49%. Has been steadily increasing since 1997 up until 2-15.
- **Europe:** Came out to the 2<sup>nd</sup> highest percentage of global sales with 27%. Has been maintaining a steady incline in sales since 1985.
- **Japan:** Came out with the lowest percentage at 14%. Sales have seen a steady decline since 1995.

The data here proves that our original expectation of stable sales is false.

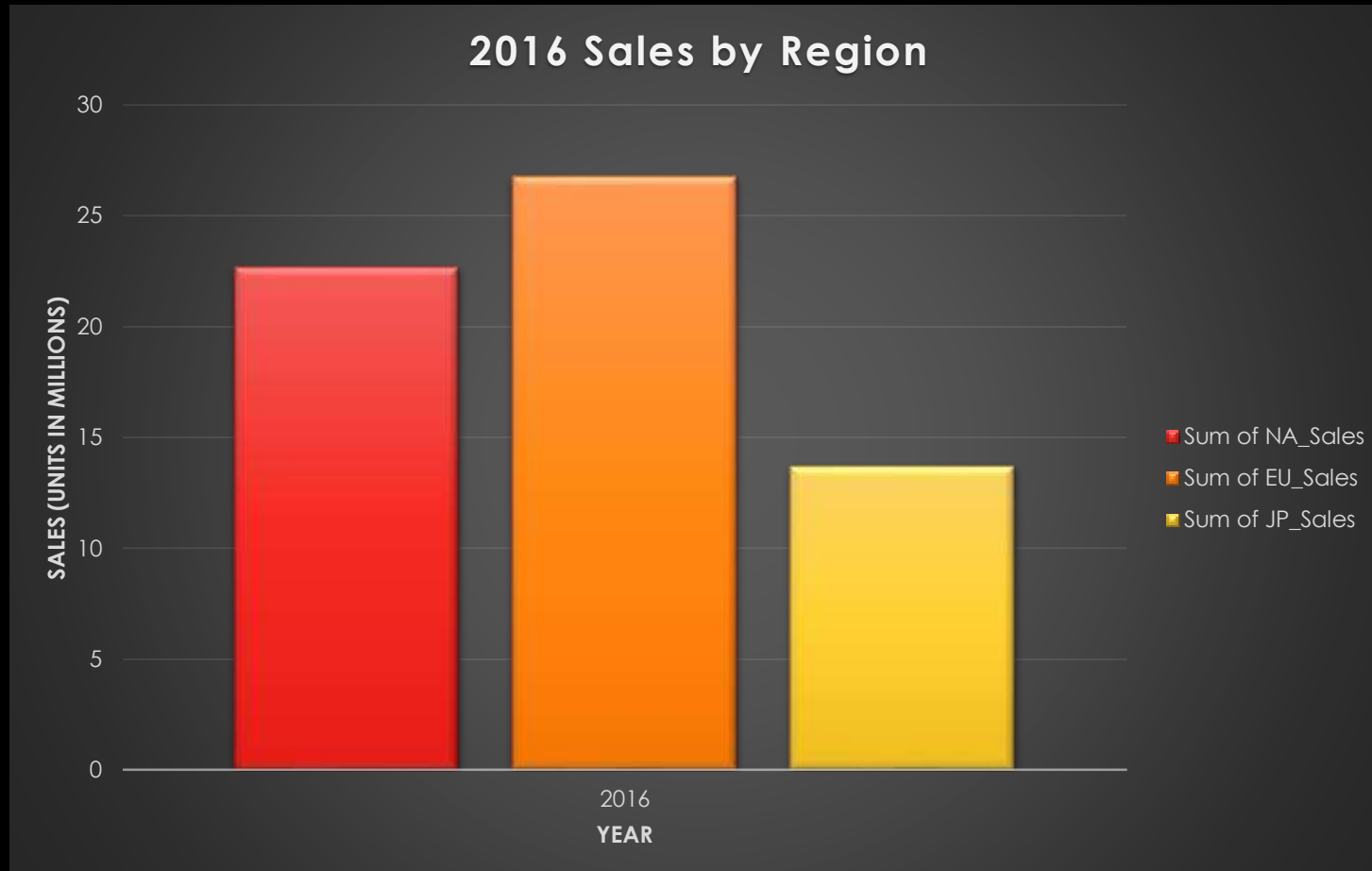
# PERCENTAGE OF REGIONAL SALES IN COMPARISON WITH GLOBAL SALES



As you can see from the previous year (2015), North America and Europe have been dropping proportionally to Global Sales, while Japan has been increasing.

	Percentage of Global Sales	North America	Europe	Japan
2008		52%	27%	9%
2016		32%	38%	19%

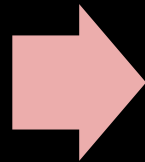
# HOW HAVE SALES PERFORMED IN 2016?



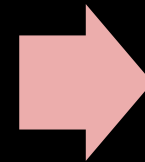
Europe had the most sales in 2016, followed by North America, then Japan.

# REVISED UNDERSTANDING

The analysis here has proven and disproved GameCo's current understanding that sales for various geographic regions have stayed the same over time.



In the past decade, North American and European sales have drastically declined.



Japan's sales have been relatively consistent, peaking around 2006 but seeing a drop in sales since then.





# WHY IS THERE A DOWNWARD TREND IN SALES?

- In the following slides, we will see the most popular Genres, Platforms, and Publishers for each region to see what is working and what is not.

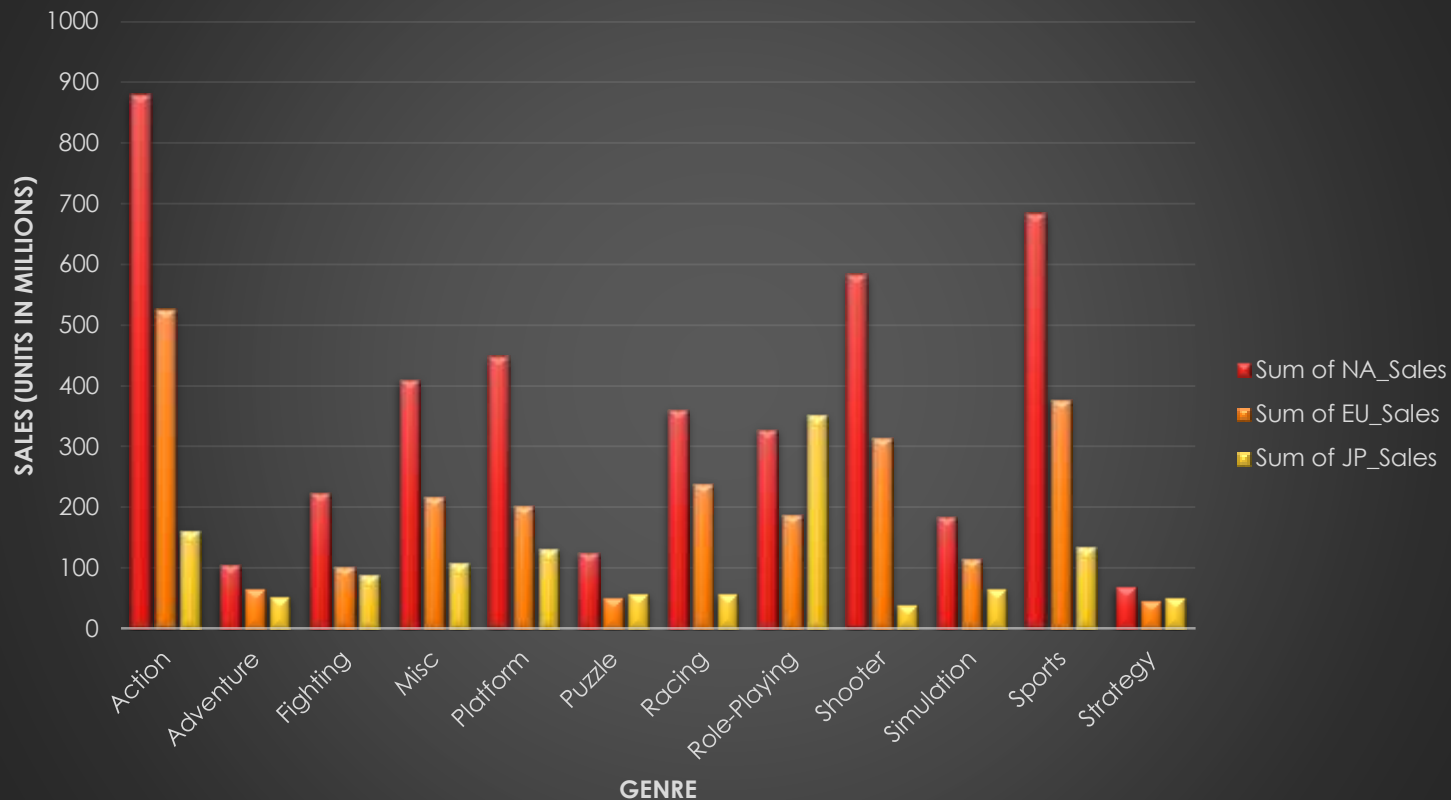




GENRES

# MOST POPULAR GENRES BY REGIONS

Most Popular Genres



## North America:

1. Action
2. Sports
3. Shooter

## Europe:

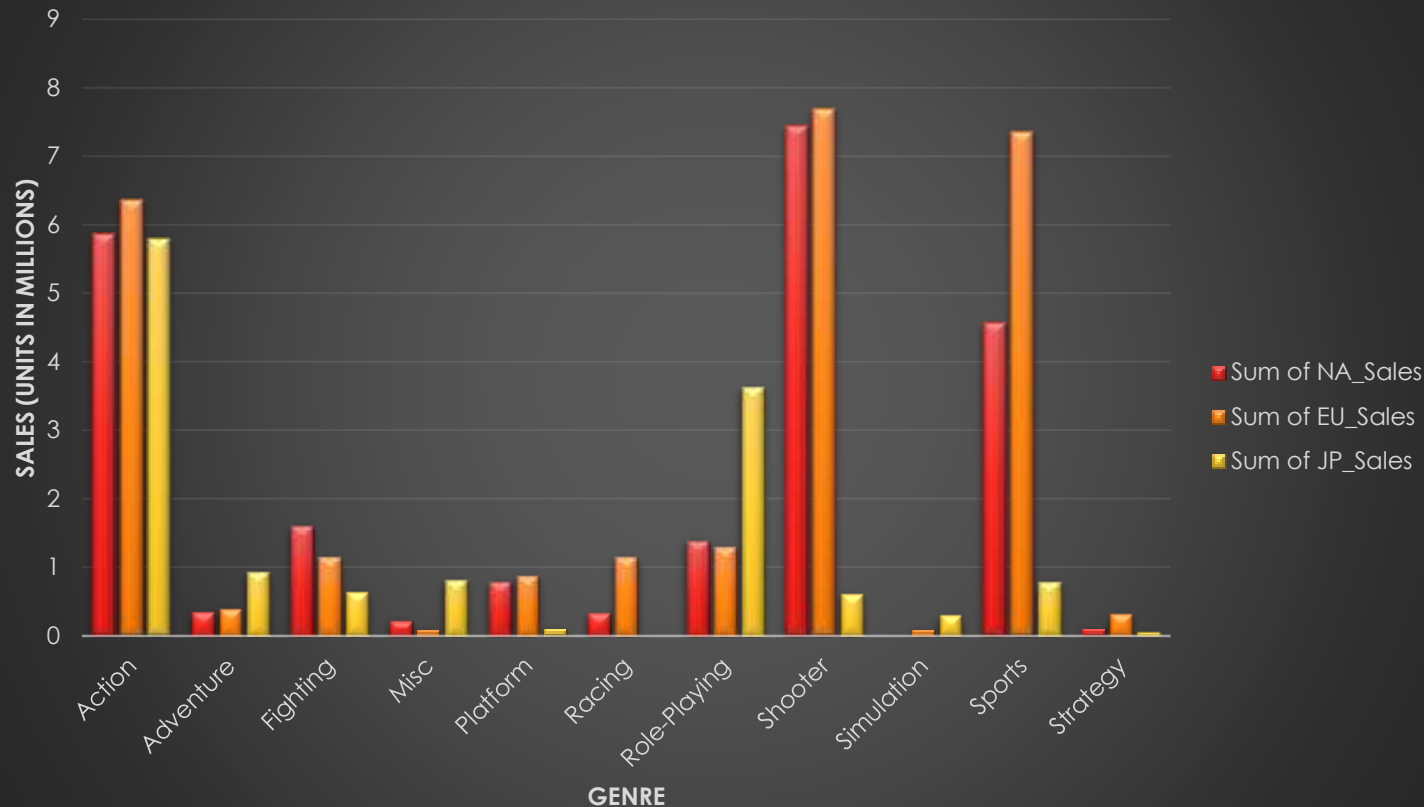
1. Action
2. Sports
3. Shooter

## Japan:

1. Role-Playing
2. Action
3. Sports

# MOST POPULAR GENRE IN 2016

Most Popular Genres in 2016



## North America:

1. Shooter
2. Action
3. Sports

## Europe:

1. Shooter
2. Sports
3. Action

## Japan:

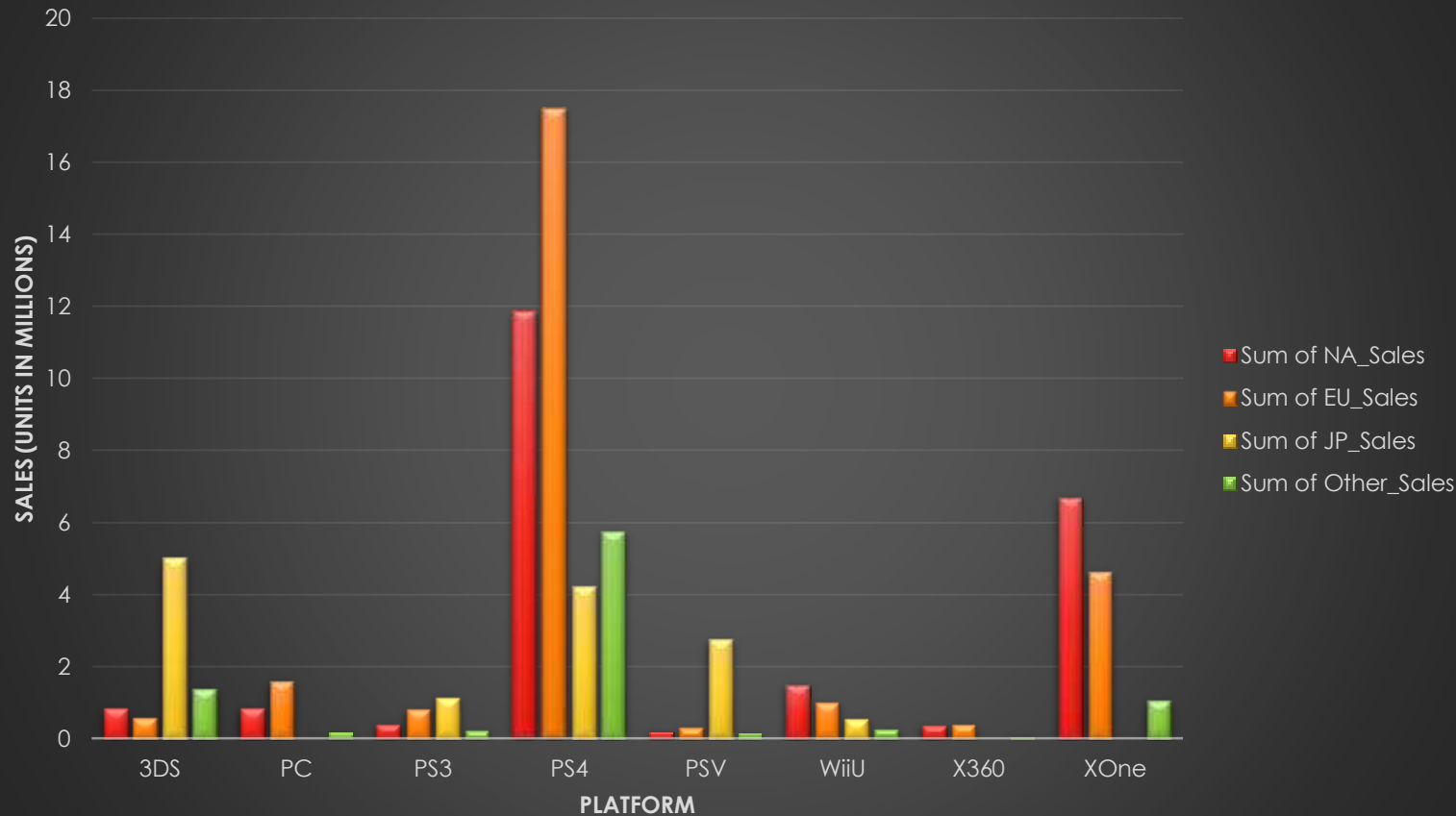
1. Action
2. Role-Playing
3. Adventure



PLATFORM

# WHAT ARE THE MOST POPULAR PLATFORMS IN 2016 ACROSS REGIONS?

2016 Regional Sales in Platforms



## North America:

1. PS4
2. XOne
3. WiiU

## Europe:

1. PS4
2. Xone
3. PC

## Japan:

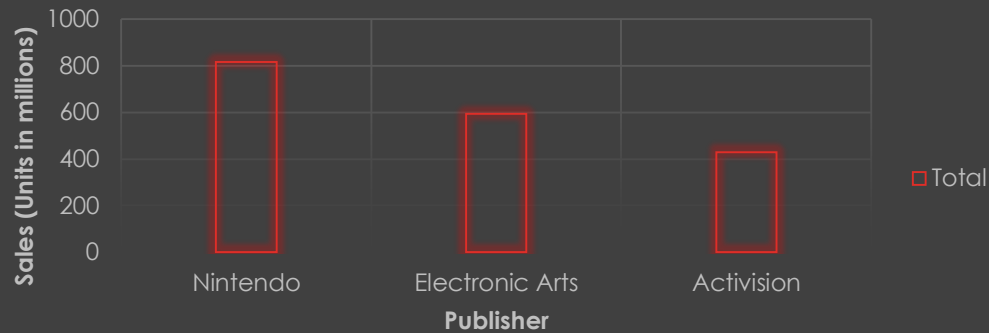
1. 3DS
2. PS4
3. PSV

The background of the slide is a solid black field. At the top, there is a decorative border consisting of several overlapping, wavy bands of color. From left to right, the colors transition from a warm orange-red to a bright yellow, then to a vibrant green, and finally to a light blue on the far right edge.

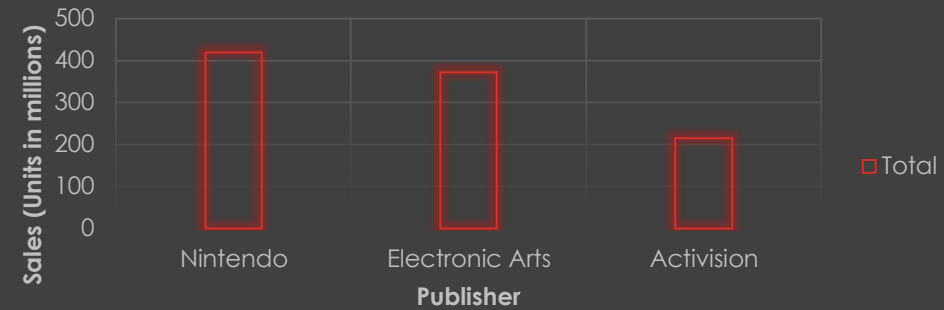
PUBLISHERS

# MOST POPULAR PUBLISHER BY REGION

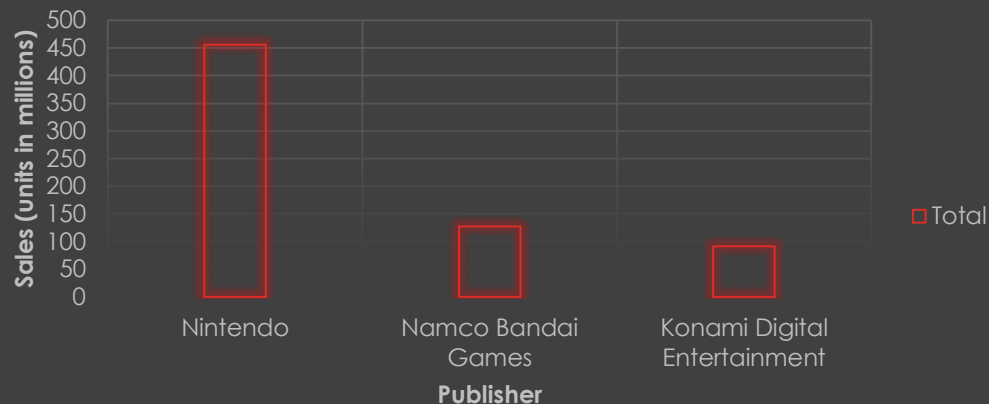
## Top 3 NA Sales by Publisher



## Top 3 EU Sales by Publisher



## Top 3 JP Sales by Publisher



Nintendo had the highest sales amongst all publishers for every region.

1. North America: Main competitor, EA.
2. Europe: Main competitor, EA.
3. Japan: Main competitor, Namco Bandai Games.

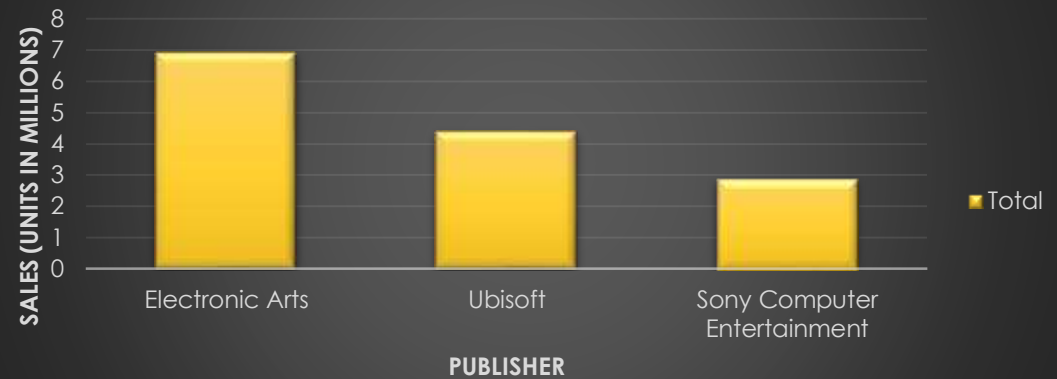


# 2016 MOST POPULAR PUBLISHER BY REGION

## 2016 NA Top 3 Most Popular Publisher



## 2016 EU Top 3 Most Popular Publisher



## 2016 JP Top 3 Most Popular Publisher



1. North America: In 2016, Ubisoft had the highest sales among publishers.
2. Europe: 2016 Electronic Arts had the highest sales amongst publishers.
3. Japan: In 2016, Namco Bandai Games had the highest sales amongst publishers.

The background of the slide is a solid black field. At the top, there is a decorative border consisting of several overlapping, wavy, translucent bands of color. From left to right, these bands transition through a spectrum: yellow, orange, red, and finally into shades of green and cyan on the far right.

# VIDEO GAMES

# MOST POPULAR VIDEO GAMES IN 2016

NA

Game	NA_Sales
Tom Clancy's The Division	2.68
Madden NFL 17	1.75
NBA 2K17	1.44
Overwatch	1.38
Uncharted 4: A Thief's End	1.3
Far Cry: Primal	1.09
LEGO Marvel's Avengers	0.96
Doom (2016)	0.94
MLB 16: The Show	0.81
Dark Souls III	0.81

Tom Clancy's The Division was the most popular game in NA in 2016.

EU

Game	EU_Sales
FIFA 17	5.48
Tom Clancy's The Division	2.37
Uncharted 4: A Thief's End	2.07
Far Cry: Primal	1.57
Overwatch	1.11
LEGO Marvel's Avengers	1
Doom (2016)	0.99
No Man's Sky	0.74
Lego Star Wars: The Force Awakens	0.68
Ratchet & Clank (2016)	0.64

FIFA 17 was the most popular game in the EU in 2016.

JP

Game	JP_Sales
Yokai Watch 3	1.27
Dragon Quest Heroes II: Twin Kings and the Prophecy's End	0.64
Dragon Quest Builders: Revive Alefgard	0.64
Dragon Quest Monsters Joker 3	0.63
Yokai Sangokushi	0.55
Jikkyou Powerful Pro Baseball 2016	0.45
Persona 5	0.44
Kirby: Planet Robobot	0.44
Mario & Sonic at the Rio 2016 Olympic Games	0.34
Tales of Berseria	0.33

Yokai Watch 3 is the most popular game in JP, 2016.



# SUMMARY

# INSIGHTS

- Overall, the most popular genre in North America and Europe is Action games, while in Japan, it is Role-Playing games. Let's continue to build upon this success by investing more marketing budget money into these specific genres to see continued growth.
- The top platforms for North America, Europe, and Other Sales are PS4 and XOne.
- Nintendo was the most popular Publisher across North America, Europe, and Japan.
- Since 2010, sales in North America have been rapidly declining and don't seem to be returning to previous sales records. However, NA does hold 49 percent of the global sales, which is a positive sign.

# RECOMMENDATIONS

## Market Research Analysis

Consider extensive market research to grasp consumer trends and preferences better.

Provide surveys and get feedback/reviews to see what games you can improve to increase sales.



## Marketing Strategies

Try to utilize creators, celebrities, influencers, etc., to promote specific genres and get the word out to reach a larger audience.

Consider hosting promotions and giveaways to promote video games.



## Improving Game Quality

For genres struggling in sales, focus on creating much better quality video games with fun storylines, exciting gameplay, and captivating graphics to draw more consumers.

Focus on the user experience, such as having regular patches/updates to the game to keep the user interested.