

DATA STORY AND VISUALIZATION FOR GAMECO

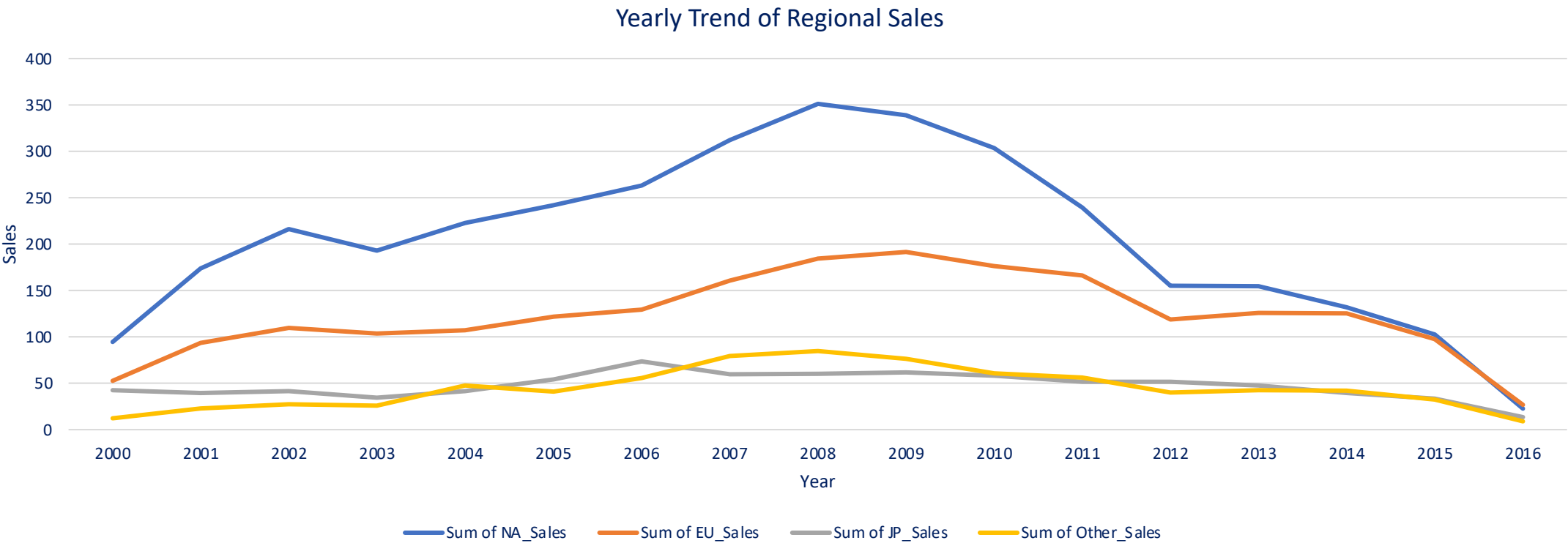
EXPECTATION, NARRATIVES AND INSIGHTS ON REGIONAL/GLOBAL SALES

AGENDA

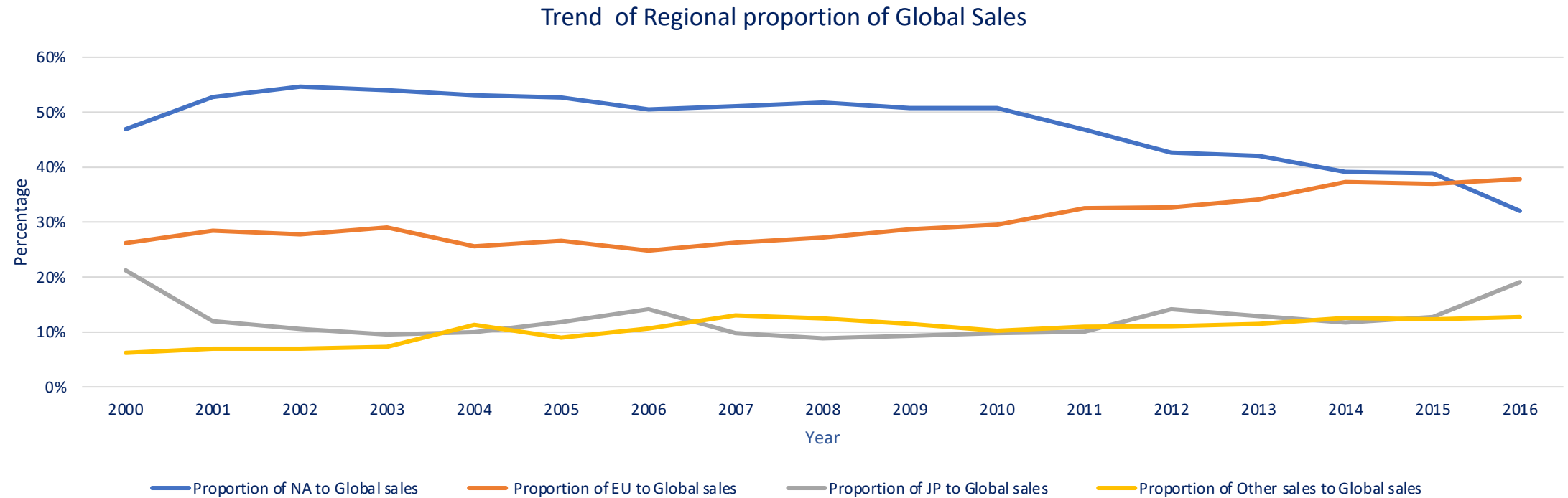
- Trend of Annual Sales by Region
- Trend of Regional proportion of Global Sales
- Global Sales Performance by Genre
- Regional Performance by Genre
- Global Performance by Platforms
- Revised understanding
- Action points

Annual Sales by Region

GameCo's current understanding around regional sales assumes that North American sales generally does better than other regions and generally has the highest share of global sales

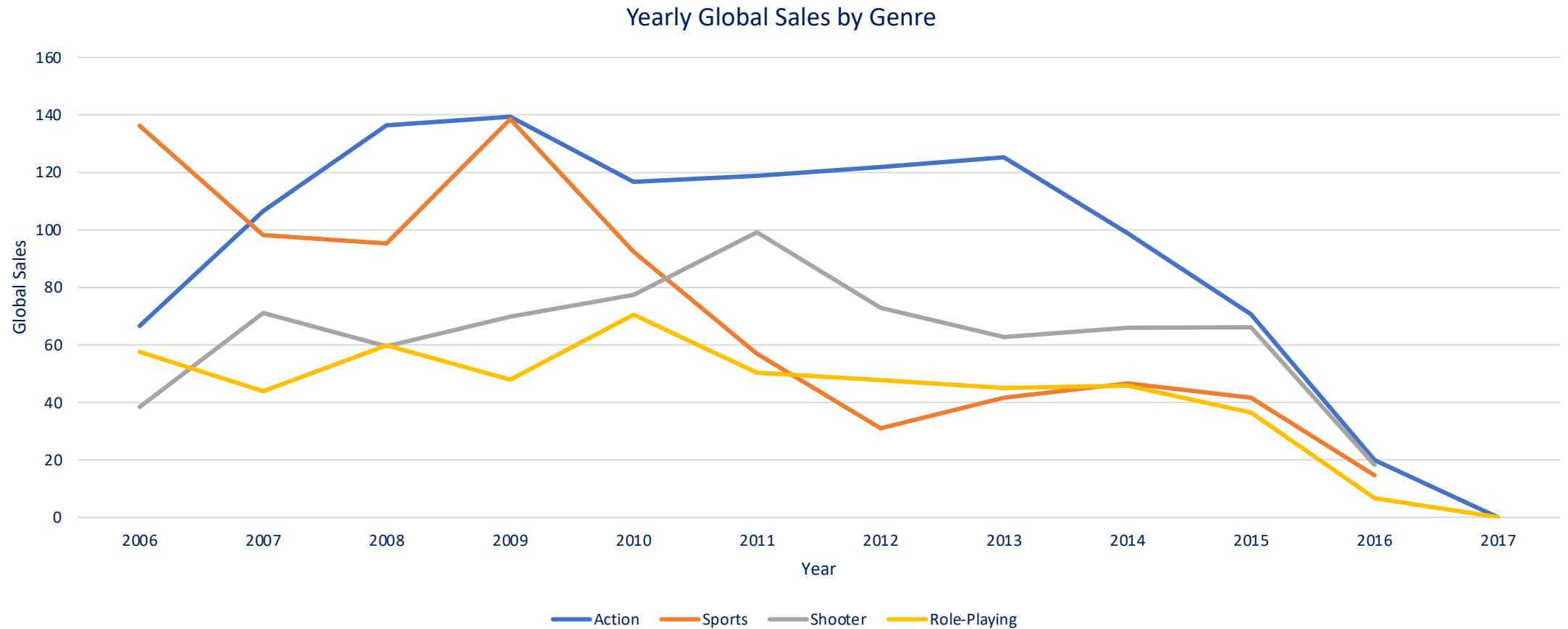


Regional Proportion of Global Sales



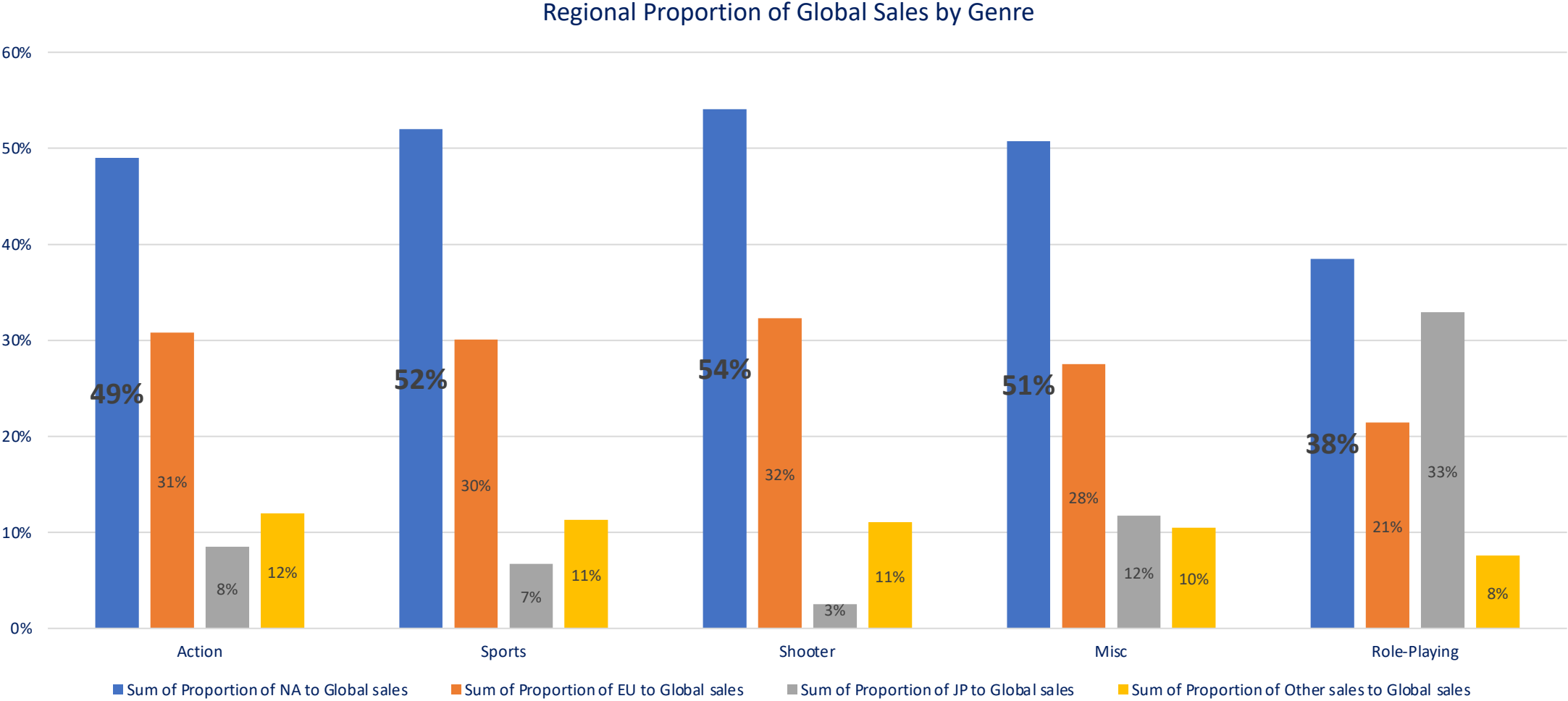
- Against earlier expectation, EU sales began a sustained increase in the share of global sales in 2008, which eventually peaked above every other region in 2016.

Global Sales Performance by Genre



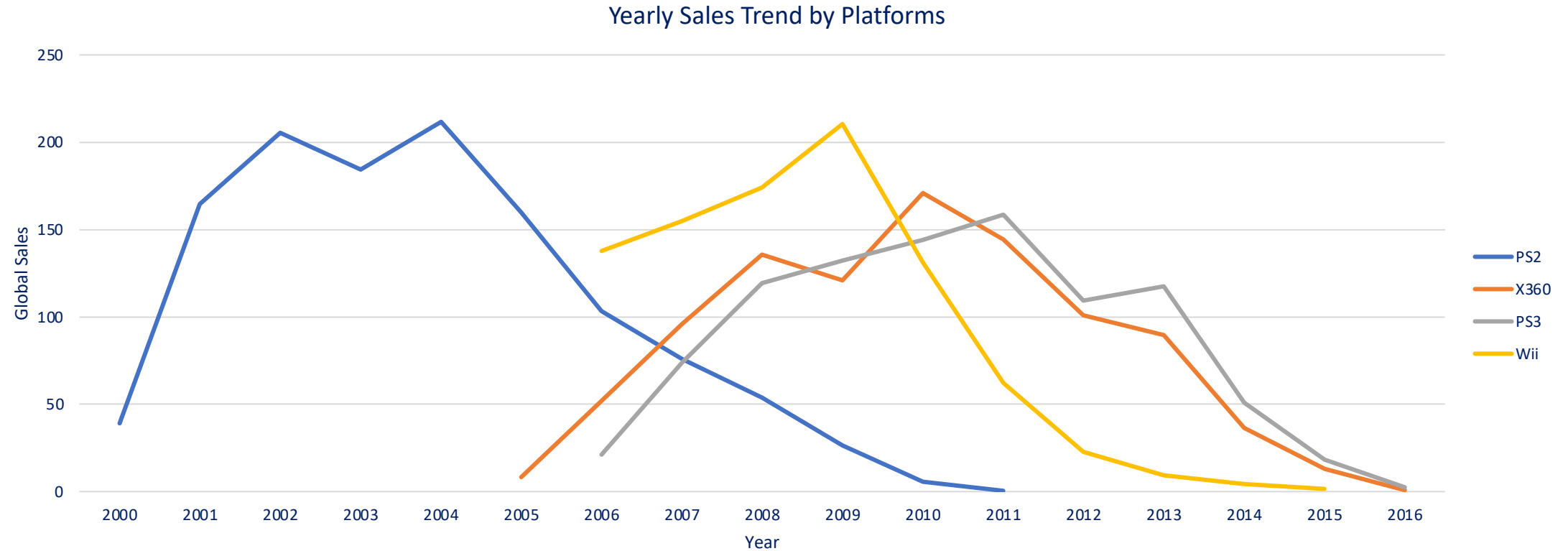
Action grossed the highest sales between 2007 and 2017, but there is a general dip in sales in the years leading to 2017.

Regional Performance by Genre



The visualization reveals the general lead of the North American sales in terms of genre.

Global Performance by Platforms



This visualization explored the trend of top 4 performing platforms in terms of Global sales. Even though PS 2 grossed the highest global sales, there is a need to look at what happened to PS2 sales between 2011 and 2016.

Revised understanding

- As a departure from the current understanding, EU sales began a sustained increase in the share of global sales in 2008 which eventually peaked above every other region in 2016.
- There has been a change in the behavior of consumers in the region. It suffices to say that there is a paradigm shift to European union in terms of share of global sales.
- This has to be pursued with caution as the sustained increase has spanned less than 5 years.

Action points

- GameCo should pay particular attention to sales trend to understand the various internal and external factors that may have contributed to the change in the direction of the share of global sales with respect to each region.
- GameCo should check internal optimality in terms of product availability in the region vis a vis the highest performing genre, in the face of reduced consumption in the years leading to 2017/2020.
- Gameco should look at conducting market research in all the regions to understand the possibility of new entrants and competitors in the region and possibly consider upgrade of their product features.
- As revealed in step 1, the 'proportion of regional sales to global sales by genre' should be looked at in line with the yearly trend to determine the level of resource allocation to the region with the highest performing genre.