

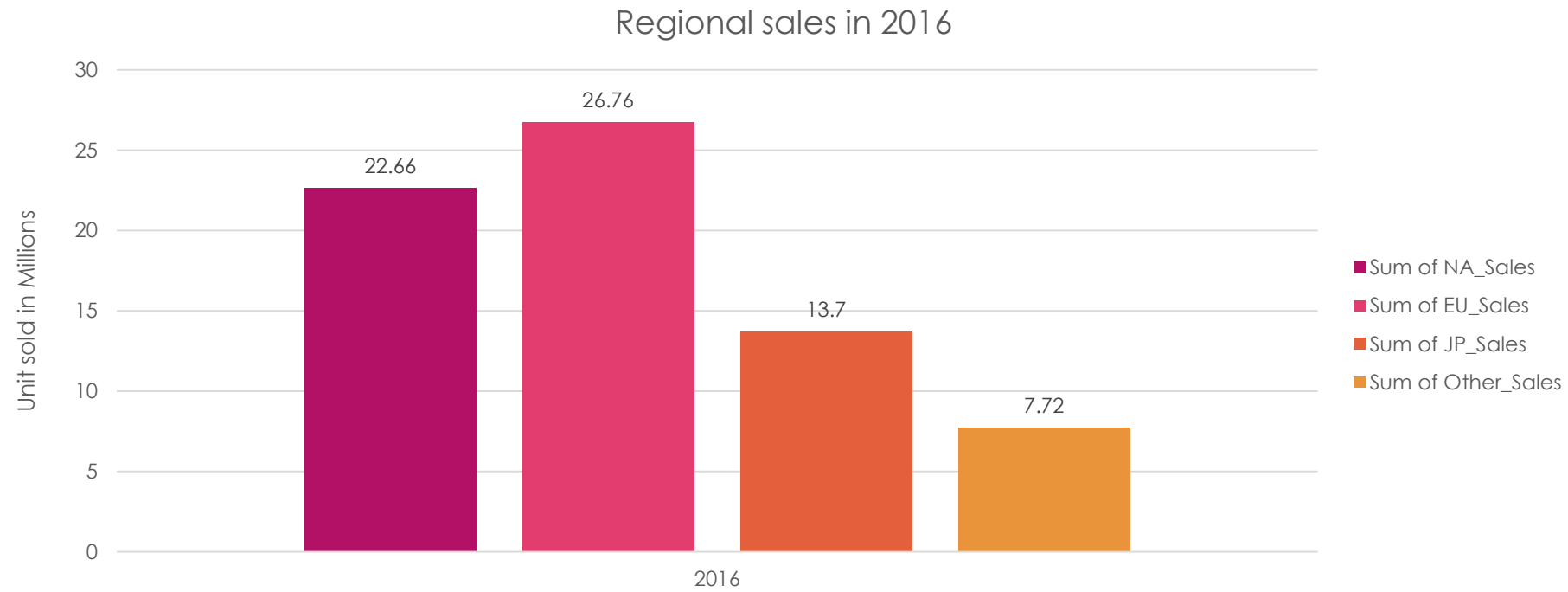
# Final Project Presentation

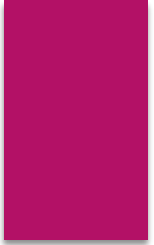
VIDEO\_GAMES SALES

# Gameco's current understanding on Video Games sales

- ▶ As we have analyzed, the video Game sales has stayed same over the period of years.
- ▶ The figure which shows below can clearly tell us the data on Video Games sales in the year 2016.

# Regional sales in 2016



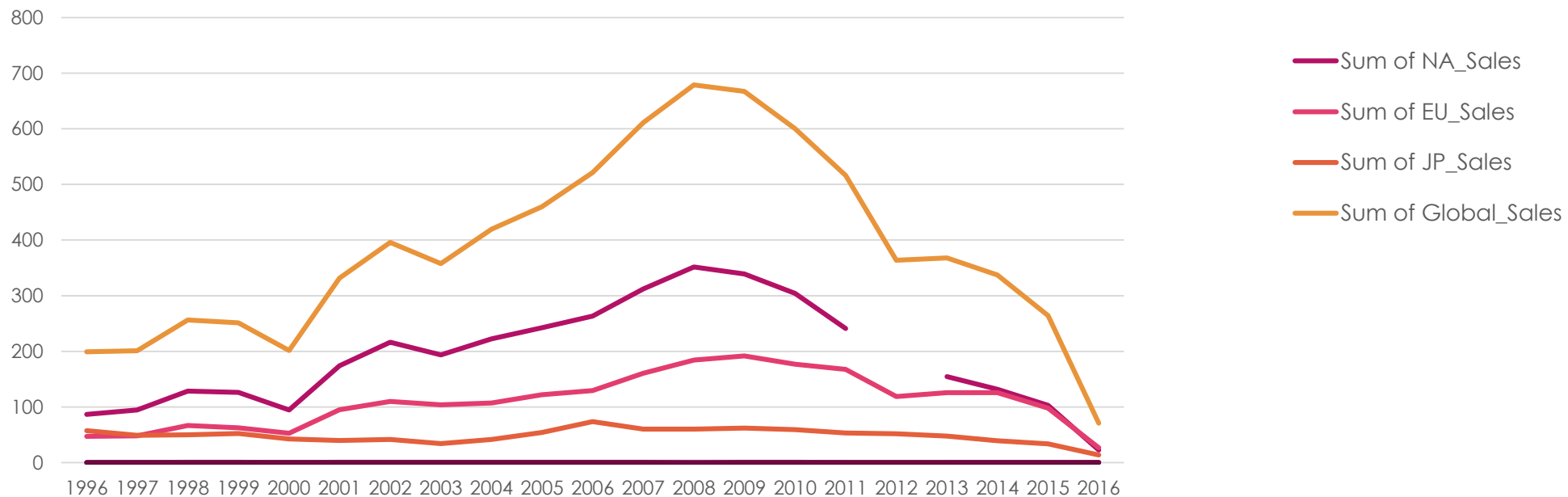


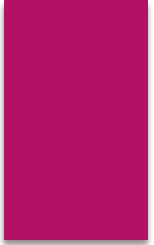
In the above figure, we can observe in the year 2016 the Europe has more sales i.e; 26,76 million. Next comes North America with 22,66 million. The Jp sales comes in the third place.

By analyzing the data in the last year 2016, we can get insights about how to take budget decisions in the coming years.

# Regional sales by year

Regional and Global sales (1996-2016)

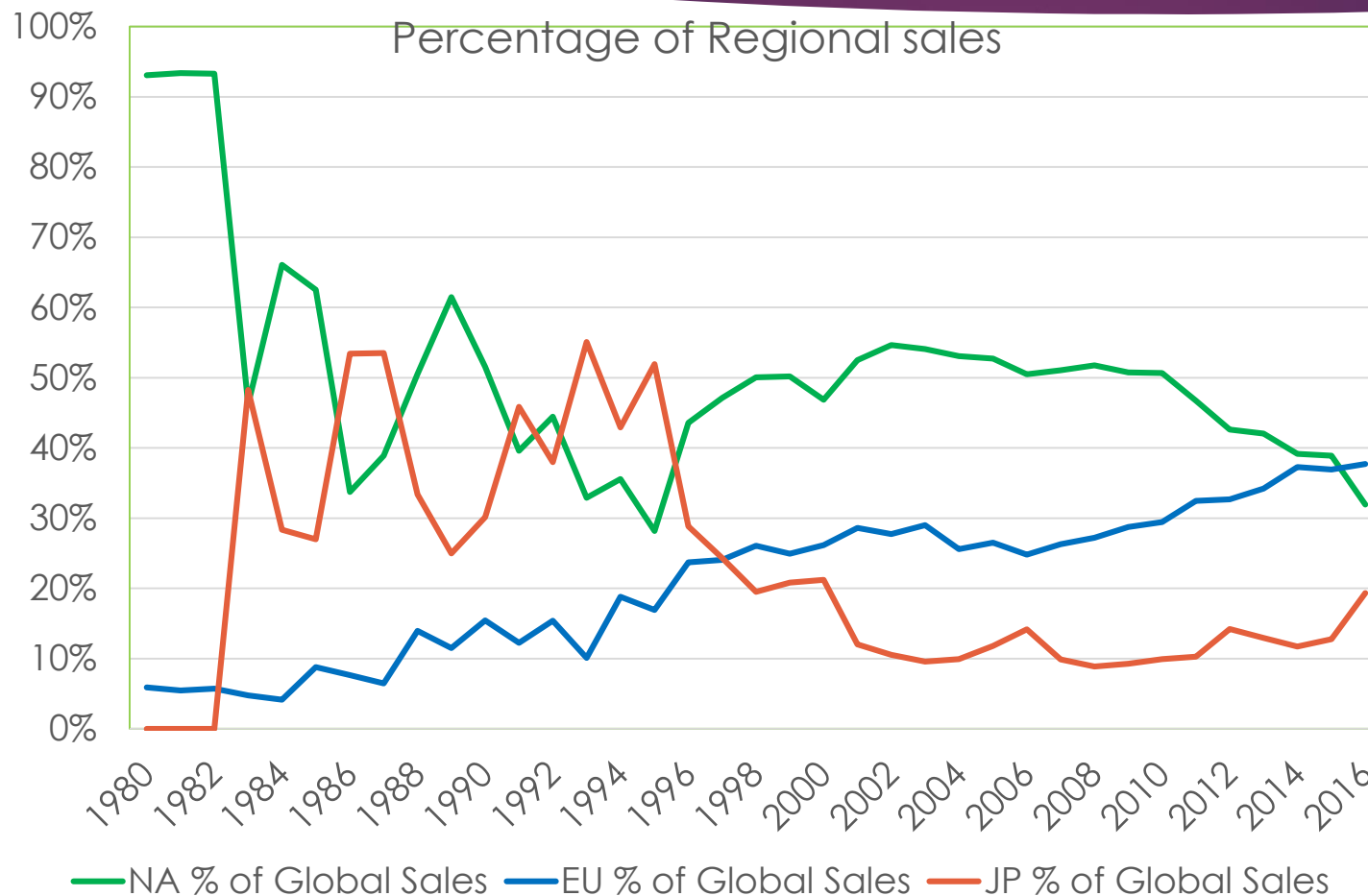




By looking the history of the data, we can see that the sales are constant from 1996 to 2000. From the year 2001 to 2009, the sales keeps on increasing and from 2010 the sales started decreasing till 2016.

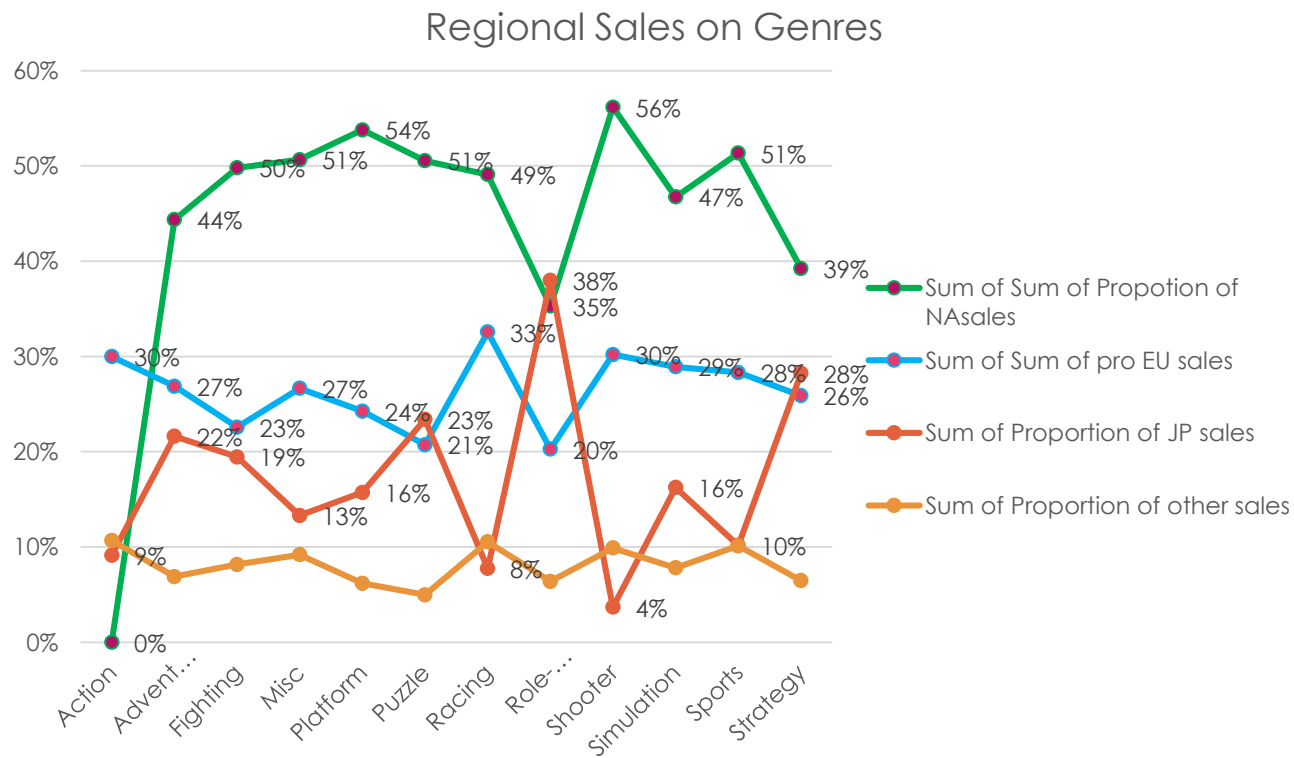
The sales were behaved more likely the same in all the regions by comparing the data with years. NA\_sales, EU\_sales, JP\_sales were increased from the year 2001 to 2009. From 2010 to 2016, the sales were started decreasing gradually.

# Percentage of Regional sales



By observing this figure we will get to know that EU sales are constantly increasing from the year 2000 and the NA sales are decreasing from the year 2002.

# Regional sales on Genres



In North American and European markets, the dominating genres in sales are Action, Sports and Shooter. In the region of Japan, Role-Playing are the ones leading the market in sales.



# Expectations and Recommendations

- My expectations are the NA \_ sales are having larger impact on the Global sales by observing all the analysis. So the Gameco can spend good budget on this market to get more profit in the future.
- The sales are consistent in all the regions from 1996 to 2000.
- North American Sales are decreasing during the last ten years (2006-2016). On the contrary, the European market has increasing with sustained a steady growth rate during the last 10 years. Europe dominated North America in total sales in 2016.
- We know that sales in NA in larger compare to EU and JP sales. But the sales are also increasing from the year 2000 in EU by observing percentage of regional sales. So I would like to suggest that if Gameco provides good marketing in EU then there are the changes to grow the market in the future.

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- Interestingly the Japan sales and Europe sales both were increased in the year 2016 but the North America sales were decreased. So we need to analyze that if any budget or marketing ideas are lagging in North America in the year 2016 by considering the sales in 2016.
  - Based on the regional sales on Genres, we need to provide good market on the Genres like Action, Sports, Shooter and other few Genres which is showing larger impact on the Global sales.
  - In North American and European markets, the dominating genres in sales are Action, Sports and Shooter. Even though the sales are started increasing in Europe from the year 2000 to 2016 and in North America the sales were decreased during the same period. So we need to provide the same marketing strategies which we were used in Europe to North America also to increase the sales.
  - A further analysis is required to analyze the sales drop from the year 2000 in North America by observing the percentage of regional sales.