

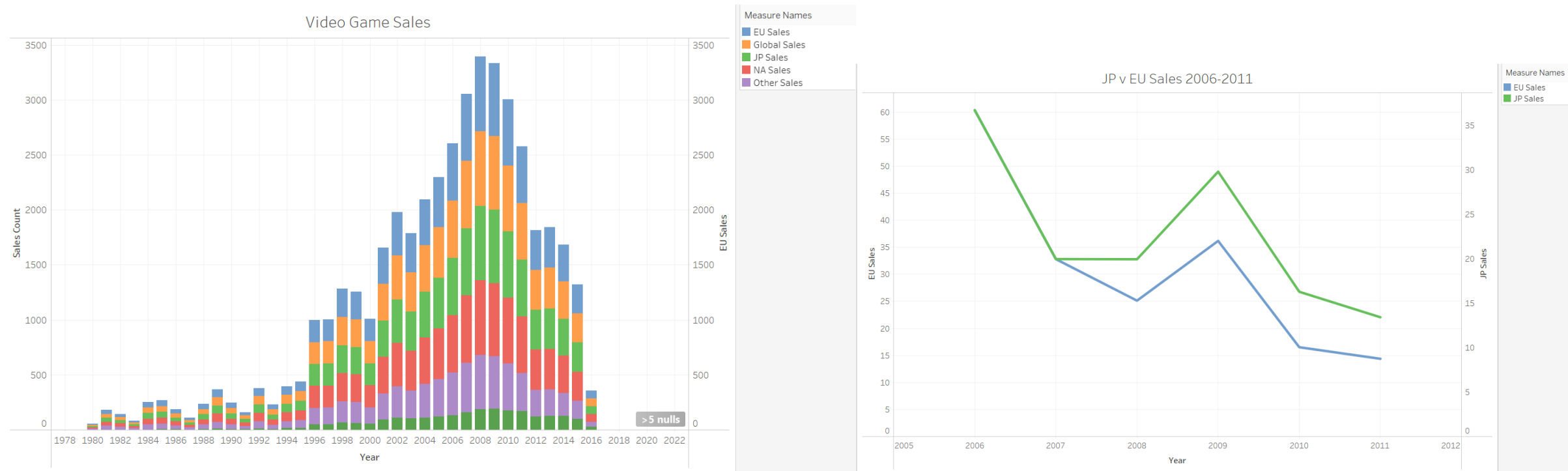
A Data-Driven Analysis of Video Game Sales

By Jackie Harmon



Video game sales over time

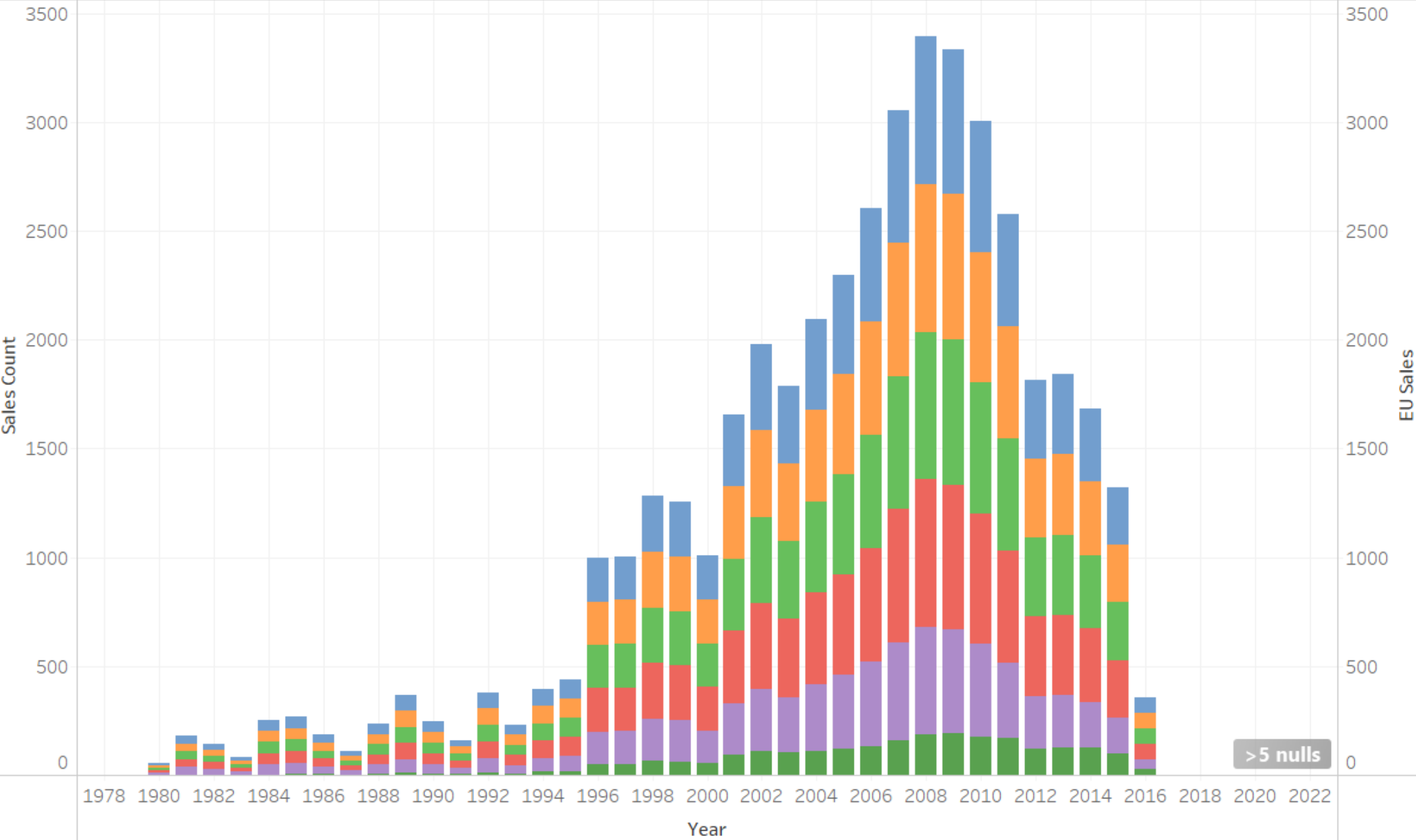
- Sales were at an all-time high from 2006-2011 but have since dropped off considerably in all geographical locations.
- In those booming years, JP kept the same or higher sales (than EU)



Video Game Sales

Measure Names

- EU Sales
- Global Sales
- JP Sales
- NA Sales
- Other Sales



JP v EU Sales 2006-2011



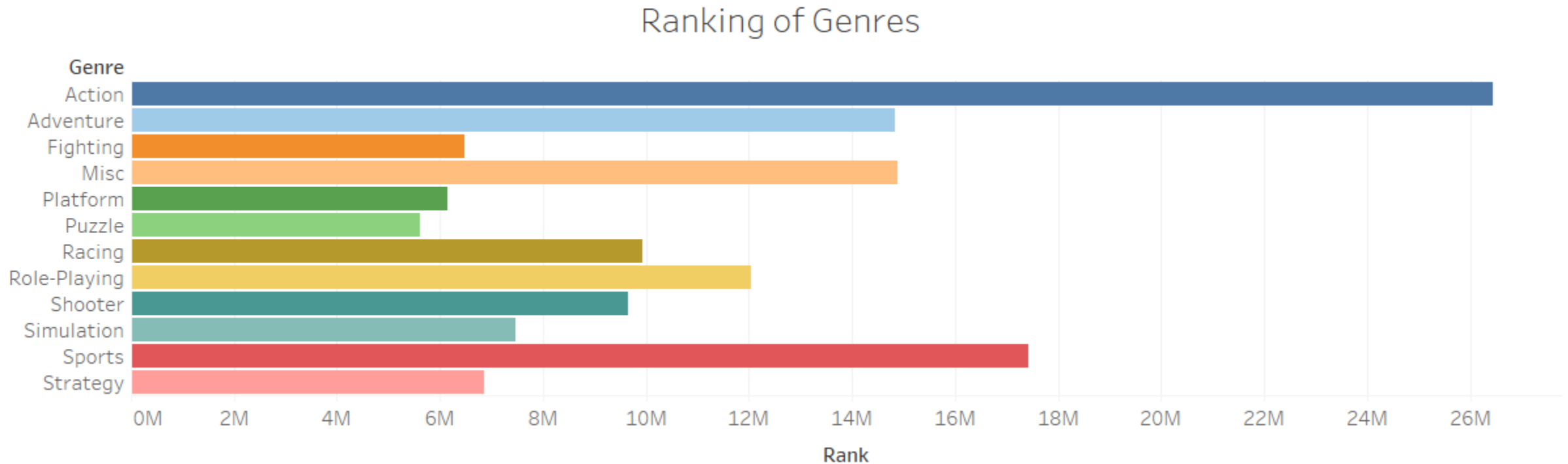
Measure Names

EU Sales

JP Sales

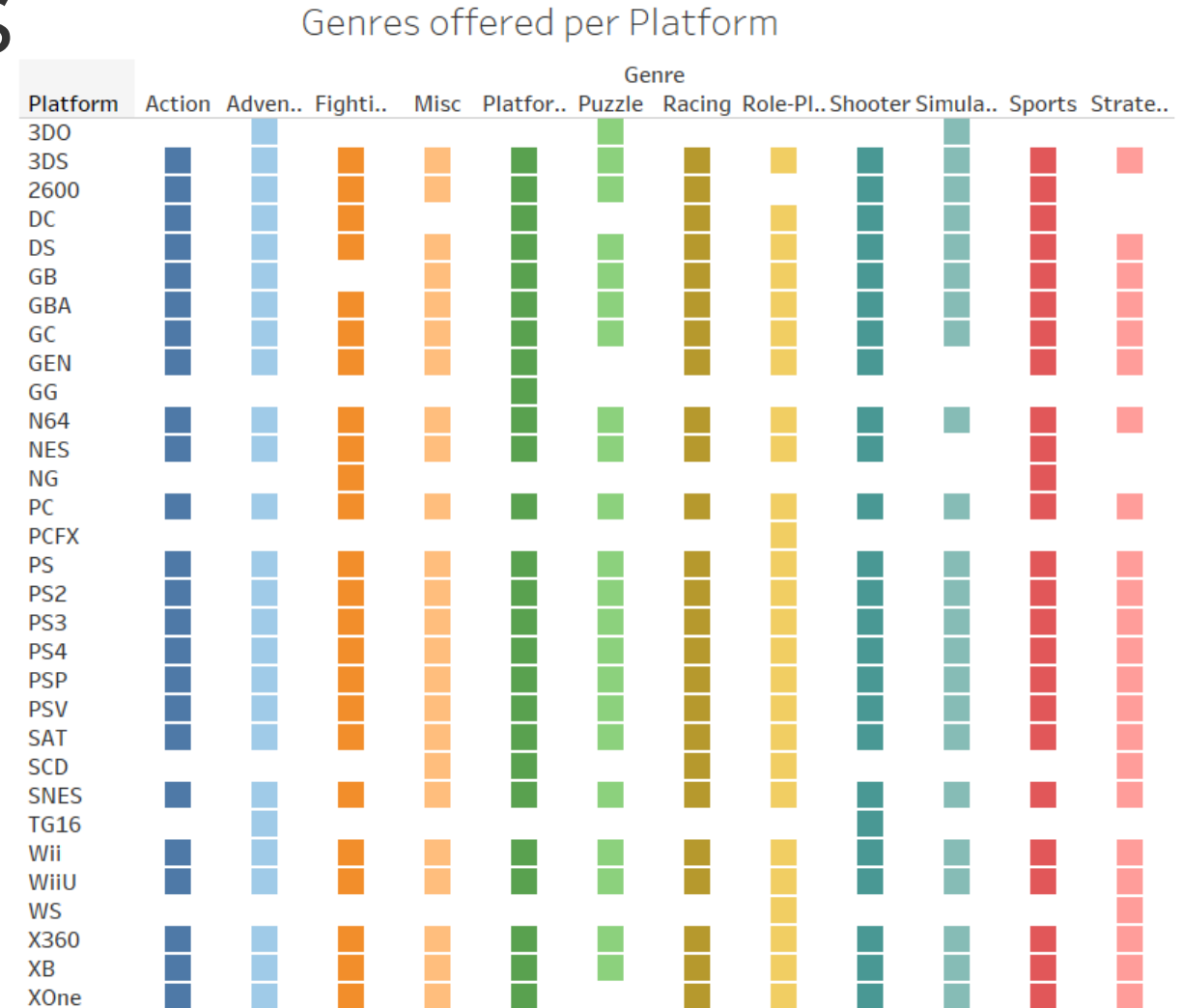
Budget changes

- To improve sales, increase the budget for R&D in the action genre, because it is the most popular genre of video game.
- This money can come from the budget for puzzle games because it is the least popular genre.



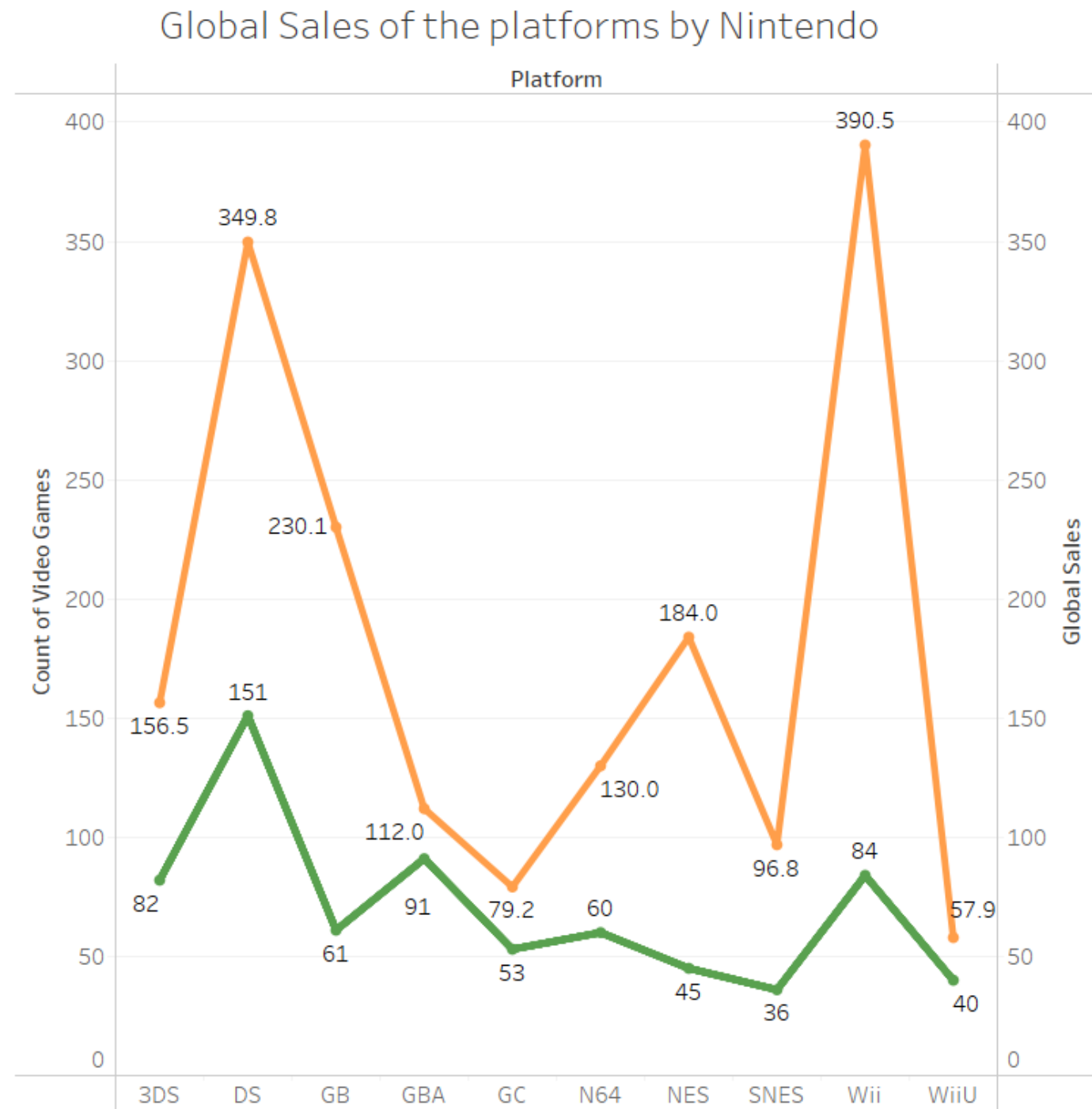
Which genres are offered by the different platforms

- While some of the platforms offer all the genres of video games, others only offer a very small selection
- Several platforms do not offer the most popular genres, and this is the area that offers the most potential revenue

[illegible]

Nintendo

- Looking just at the sales from the different platforms offered by Nintendo, one can see that DS has the most sales, while NES and Wii have the highest profit margins



Conclusion

- In order to increase video game sales:
 - More marketing should be done in the EU
 - New action video games should become available
 - Specifically on platforms that do not yet offer this genre

