

Game Sales

What does the Gaming Industry want?

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Agenda

- About the presentation
- Questions about the industry
- General Industry Overview
- Regional Specifics
- Changes in Preferences
- Recommendations
- Q&A



About this presentation



Purpose: To **analyze game sales data** across regions and genres.

Focus: Understanding **industry trends, regional preferences, and changing tastes** in game genres.

Goal: To identify what the gaming industry wants and where **opportunities** lie for developers and publishers.

Outcome: Actionable **recommendations for investment and market focus.**



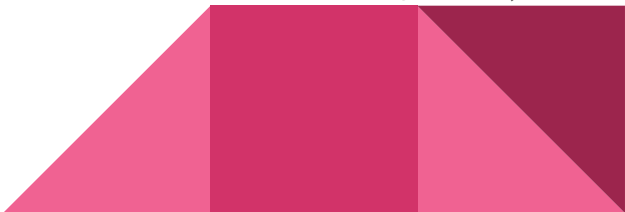
What to expect

✓ Data-driven analysis of:

- Top genres globally & regionally
- Sales distribution per region (NA, EU, JP, Others)
- Changes in preferences over time (90s vs post-2000s)
- Industry leaders and their strategies
- Market potential & saturation levels
- Recommendations for growth
- Only data between 1980 to 2017 years

✗ What's Not Included

- Player-level data (no surveys or behavioral insights)
- Detailed financial breakdowns (profits, costs, ROI per publisher)
- Demographic analysis (age, gender, income of players)
- Future forecasts/predictions beyond available sales data
- Technical/operational considerations (game development costs, distribution logistics)



Questions to be answered

Most popular Genres

Which Genres have the highest Sales per region?

What is the Genre with the highest demand from consumers?

Regional Preferences

What are the top 3 Genres in each region?

What might be the underlying reasons?

Changes in Preferences

What were the preferences and what are they in recent times?

Will certain Genres make a comeback?

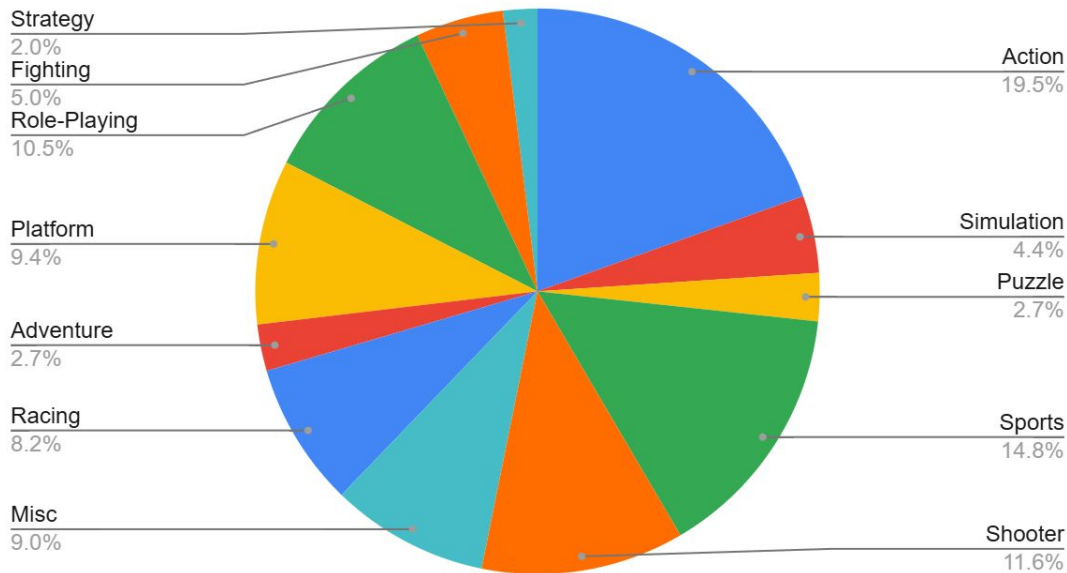
What are the changing market conditions?



What are the **Most Popular**
Genres?

Most Popular Genre - Global Overview

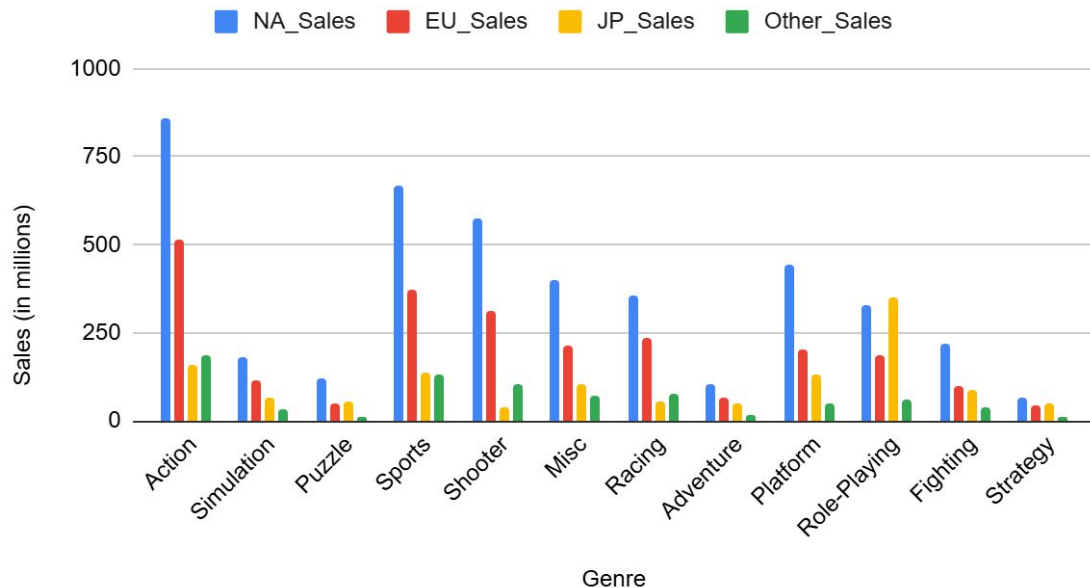
Global Game Sales by Genre



- Top 5 Genre are Action, Sports and Shooter, Role-playing and platform
- Action related games performed well compared to Tactical or Simulation counterparts

Most popular Genre Per Region Overview

Regional Sales by Genre



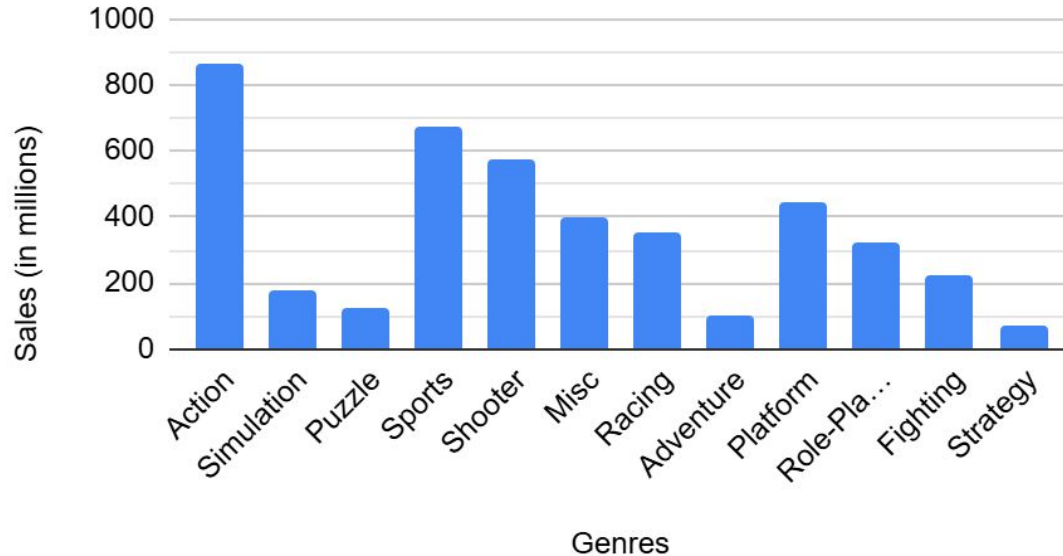
- Top 3 Genre are Action, Sports and Shooter for **NA(North America)** and **EU(Europe)**
- Dominance of **NA Sales**
- Puzzle and Role-Playing Genre popularity in **JP(Japan)** region



What are the **Regional**
Preferences?

Popular Genres in NA by Sales

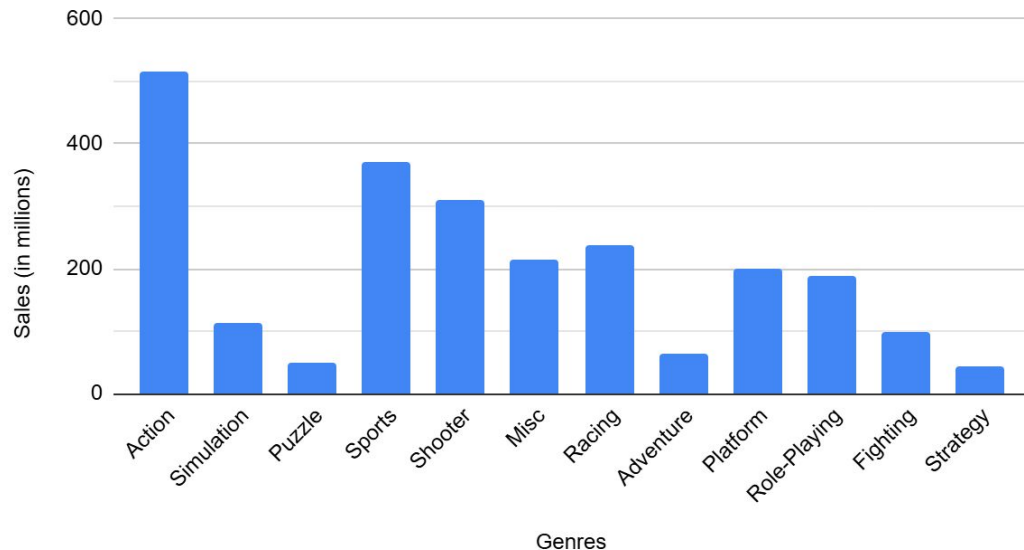
Most Popular Genre by Sales in NA Region



- Top 3 Genre are Action, Sports and Shooter
- Platform and Racing and Role-playing are also great options for investment

Popular Genres in EU by Sales

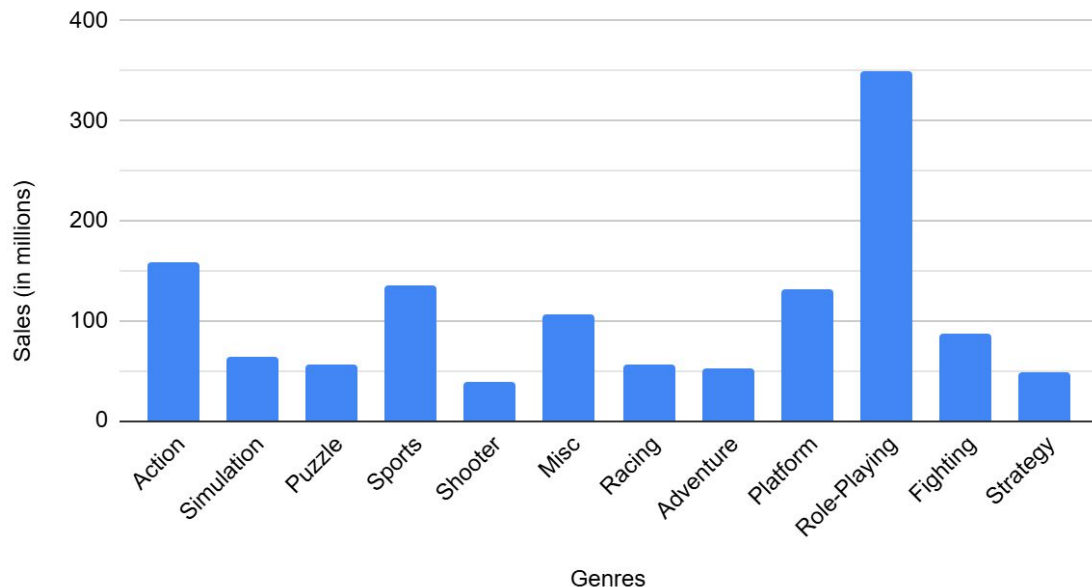
Most Popular Genres by Sales in EU



- Top 3 Genre are Action, Sports and Shooter
- Similar to NA in preference

Popular Genres in JP by Sales

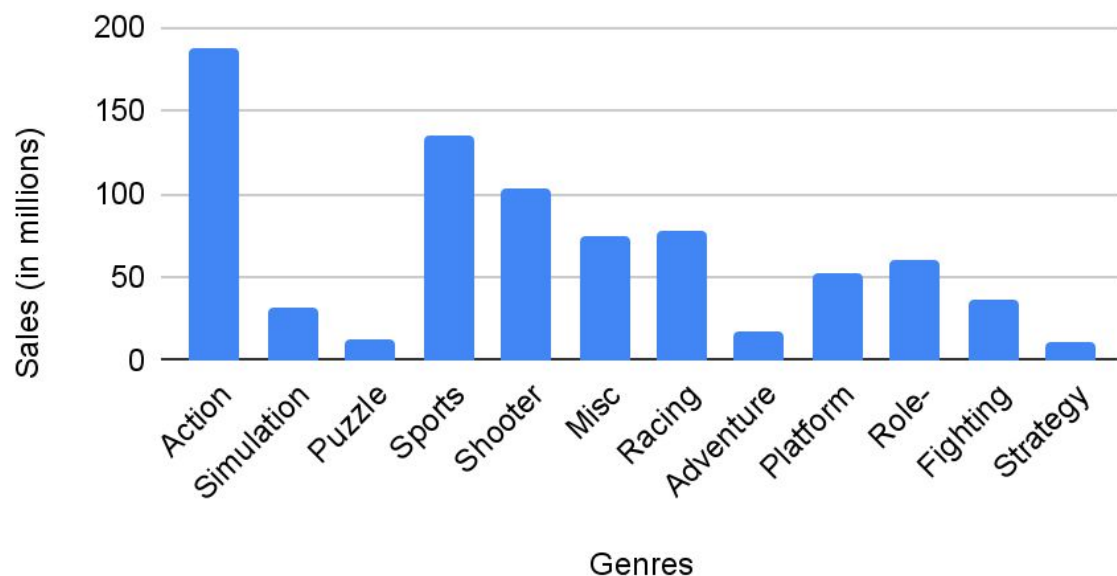
Popular Genres by Sales in JP



- Very different in term of Preference
- Top 3 Genre are Role-Playing, Action and sports
- Impressive sales considering power of one country only

Popular Genres in Other Regions by Sales

Popular Genre by Sales in Other Regions



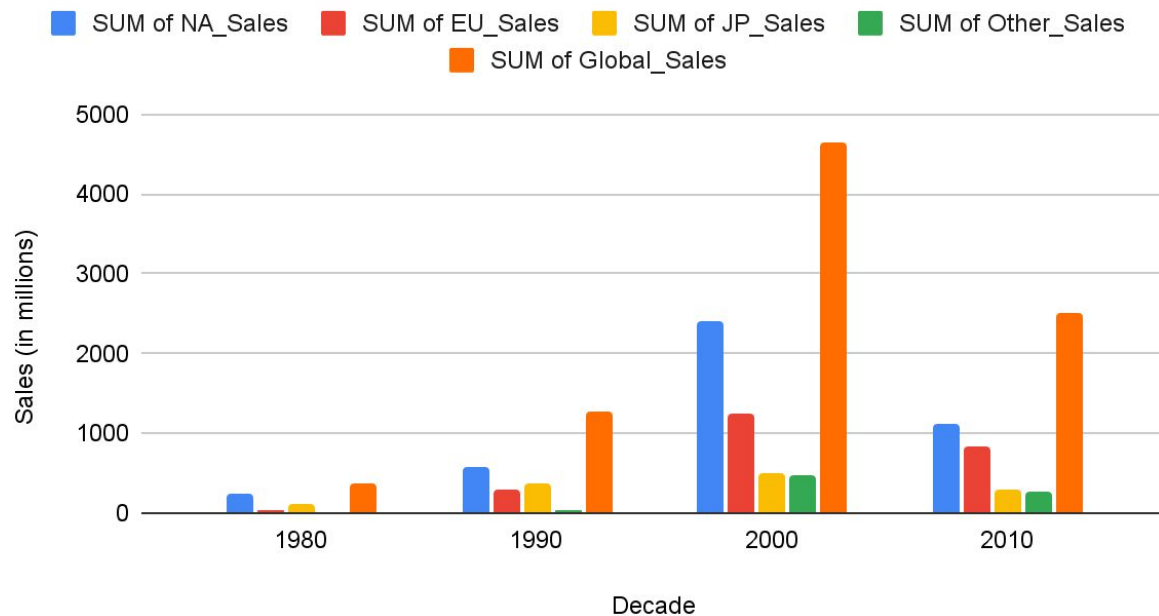
- Similar to EU and NA region
- Sale volumes may be low because of economic situation



How are the **Genre Preferences**
changing?

Market Condition per Decade

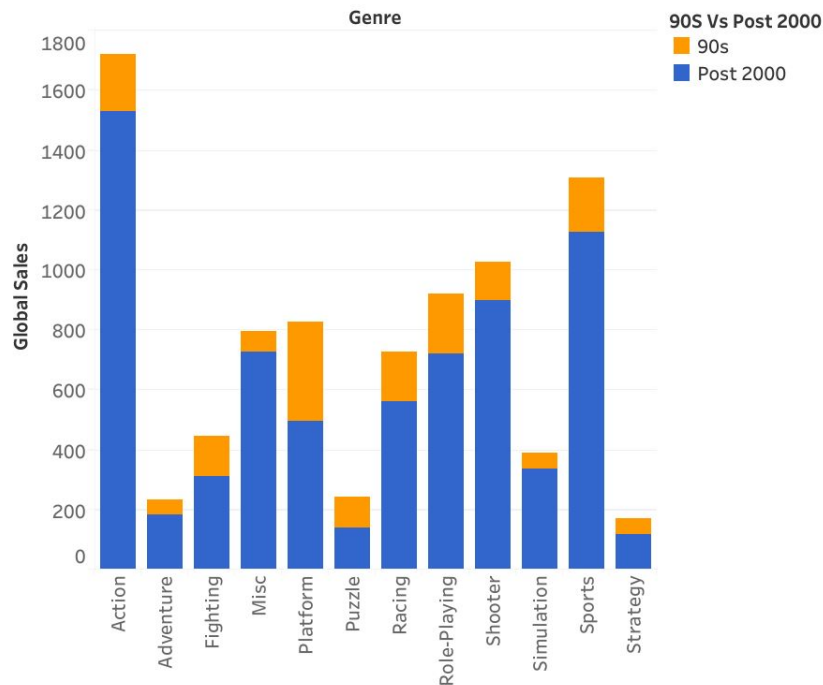
Regional Sales per Decade



- Although Global sales seem low in 2010, the data only consist till 2016
- Till half of 2010s NA and EU sales are closer than ever.

90s vs after 2000 Genre Tastes

Global Changes in Preferences of Genres 90s vs Post 2000



- Gaming industry has grown a lot since 90s
- Platform games were dominant
- Growth in MISC Genre

Global Genre Preference Changes



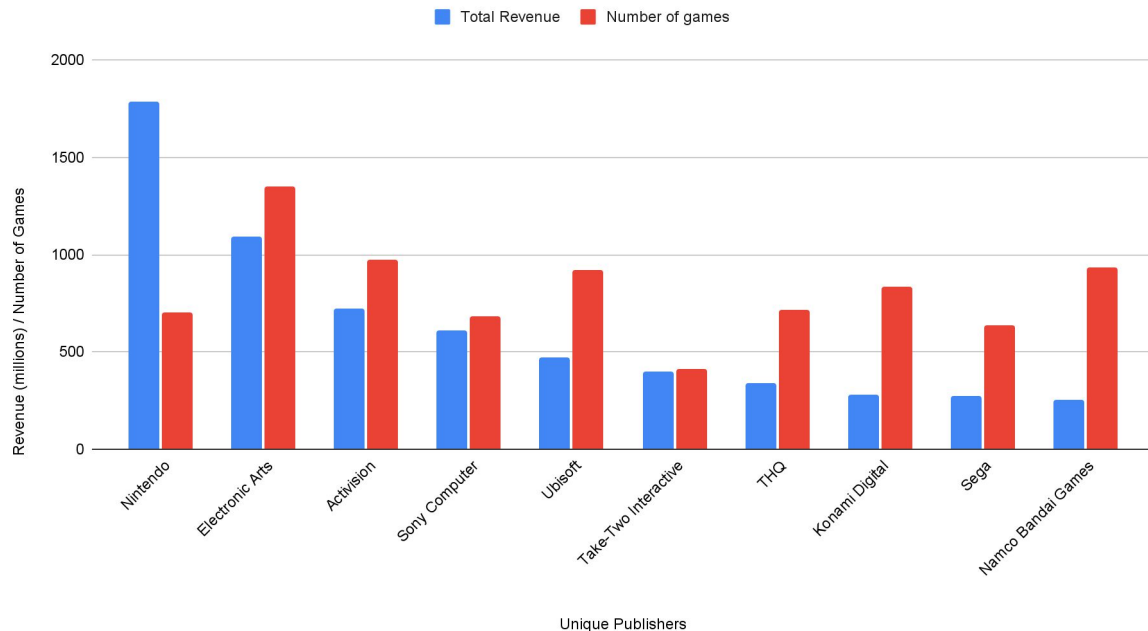
- Current(post 2010) preferences indicated by sales are down
- Limitations of insight on specific combinations of Genre demand
- Does not reveal the quality of the products



What are the **Recommendations**?

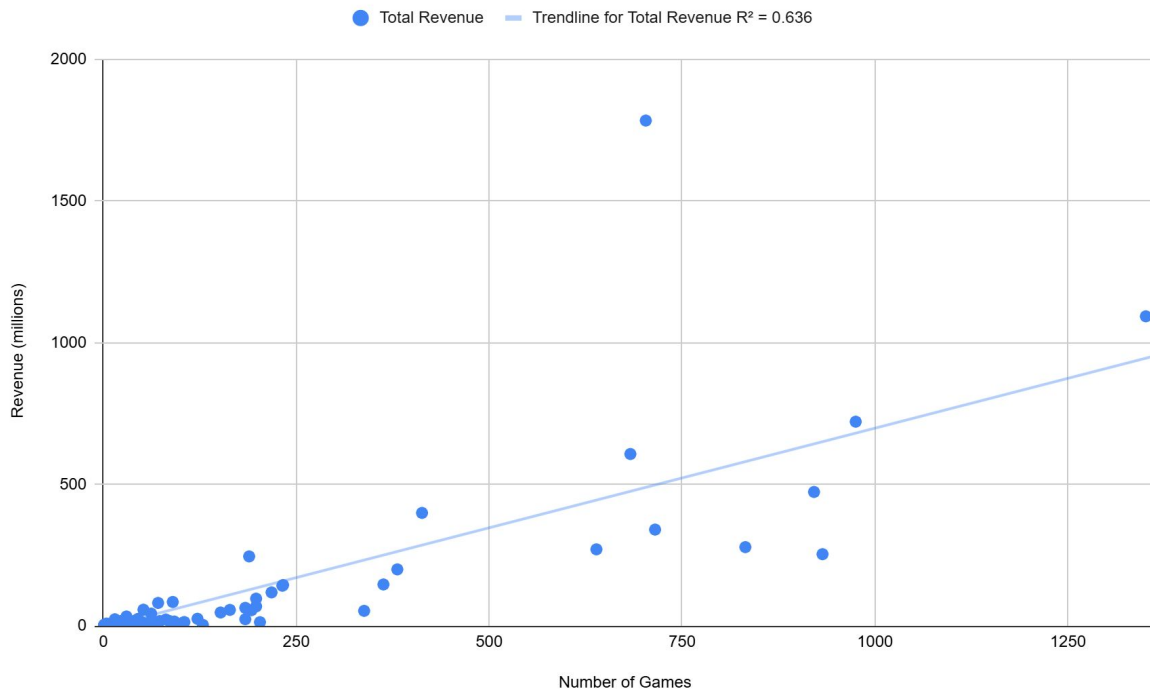
Industry Leaders

Number of games vs Total Revenue



- Nintendo has surprising level of game to revenue ratio
- Most industry leaders are from JP region initially.
- Might need to research more on why these companies are loved by their fans

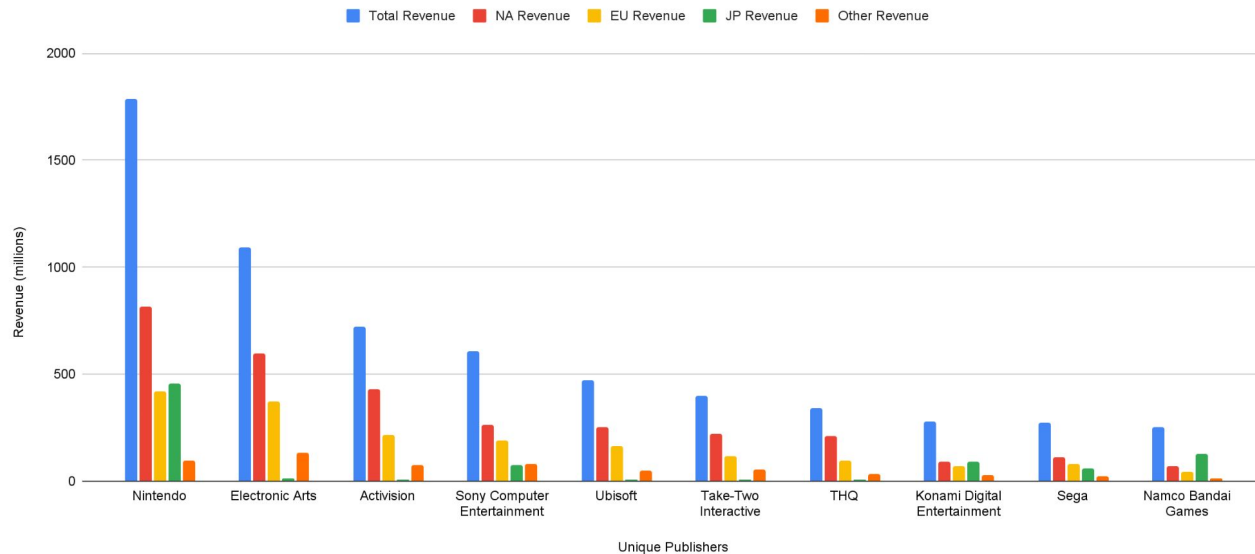
Number of Games vs Revenue



- Moderate to strong correlation between the number of games and revenue
- This does not mean one cause the other
- The higher “r”, the higher positive correlation

The need for Global Presence

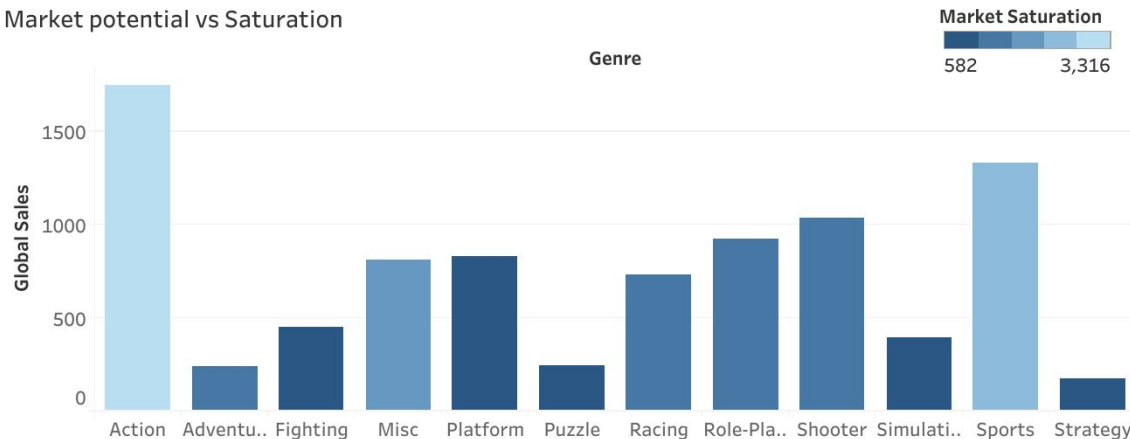
Total Revenue, NA Revenue, EU Revenue, JP Revenue and Other Revenue



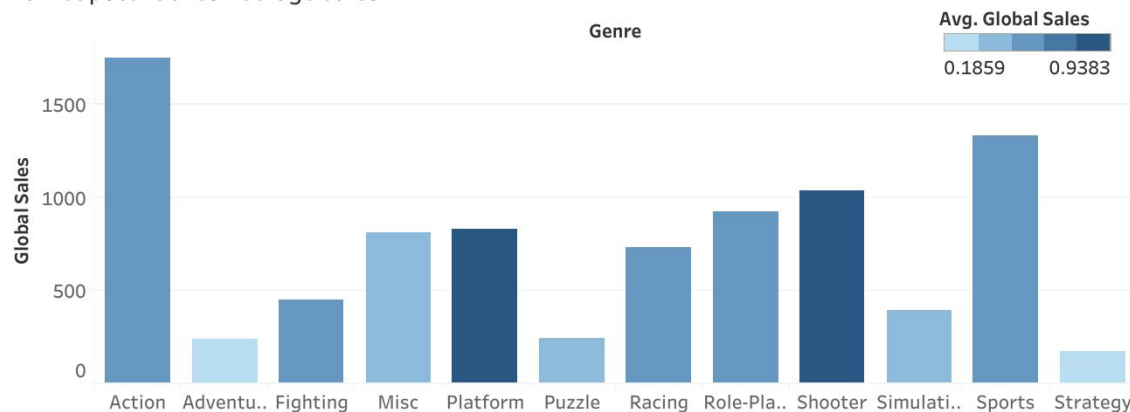
- Japanese publishers also do well in other regions
- Non-Japanese publishers do not do well in Japanese market

Market Potential across Genres

Market potential vs Saturation



Market potential vs Average Sales



- Larger area means higher market potential
- Deeper color means higher market saturation for top chart (darker is better, market is less saturated)
- Deeper color means higher Sales for bottom chart (darker is better, average sales are higher)

Additional Recommendations

- Unless understand JP region, focus marketing across the different regions.
- Develop other region market as it might be untapped.
- Capacity vs Market potential
- High capacity go for shooter Genre and consider role-playing and racing as second options with less capacity



Questions & Answers

XX% sales increase

Appendix

Most Popular Genres

Row Labels	Sum of NA_Sales	Sum of Other_Sales	Sum of JP_Sales	Sum of EU_Sales	Sum of Global_Sales
Action	877.83	187.38	159.95	525	1751.18
Adventure	105.8	16.81	52.07	64.13	239.04
Fighting	223.59	36.68	87.35	101.32	448.91
Misc	410.24	75.32	107.76	215.98	809.96
Platform	447.05	51.59	130.77	201.63	831.37
Puzzle	123.78	12.55	57.31	50.78	244.95
Racing	359.42	77.27	56.69	238.39	732.04
Role-Playing	327.28	59.61	352.31	188.06	927.37
Shooter	582.6	102.69	38.28	313.27	1037.37
Simulation	183.31	31.52	63.7	113.38	392.2
Sports	683.35	134.97	135.37	376.85	1330.93
Strategy	68.7	11.36	49.46	45.34	175.12
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Grand Total	4392.95	797.75	1291.02	2434.13	8920.44

Game Released Per Genre vs Global Sales

Row Labels	Games per Genre	Sum of Global_Sales
Action	3316	1751.18
Adventure	1286	239.04
Fighting	848	448.91
Misc	1739	809.96
Platform	886	831.37
Puzzle	582	244.95
Racing	1249	732.04
Role-Playing	1488	927.37
Shooter	1310	1037.37
Simulation	867	392.2
Sports	2346	1330.93
Strategy	681	175.12
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Grand Total	16598	8920.44