

GameCo Analysis

By Janelle Sousley

INTRODUCTION

GameCo is hypothetical gaming company whose executives are interested in using data to foster a better understanding of how GameCo's new games might fare in the upcoming market.

OBJECTIVE:

Perform a descriptive analysis to gain insights into the current video game landscape for a marketing and sales' team 2017 planning.

KEY QUESTIONS:

What genres are more popular than others?

What Platforms are moving more games?

What publishers are the main competitors?

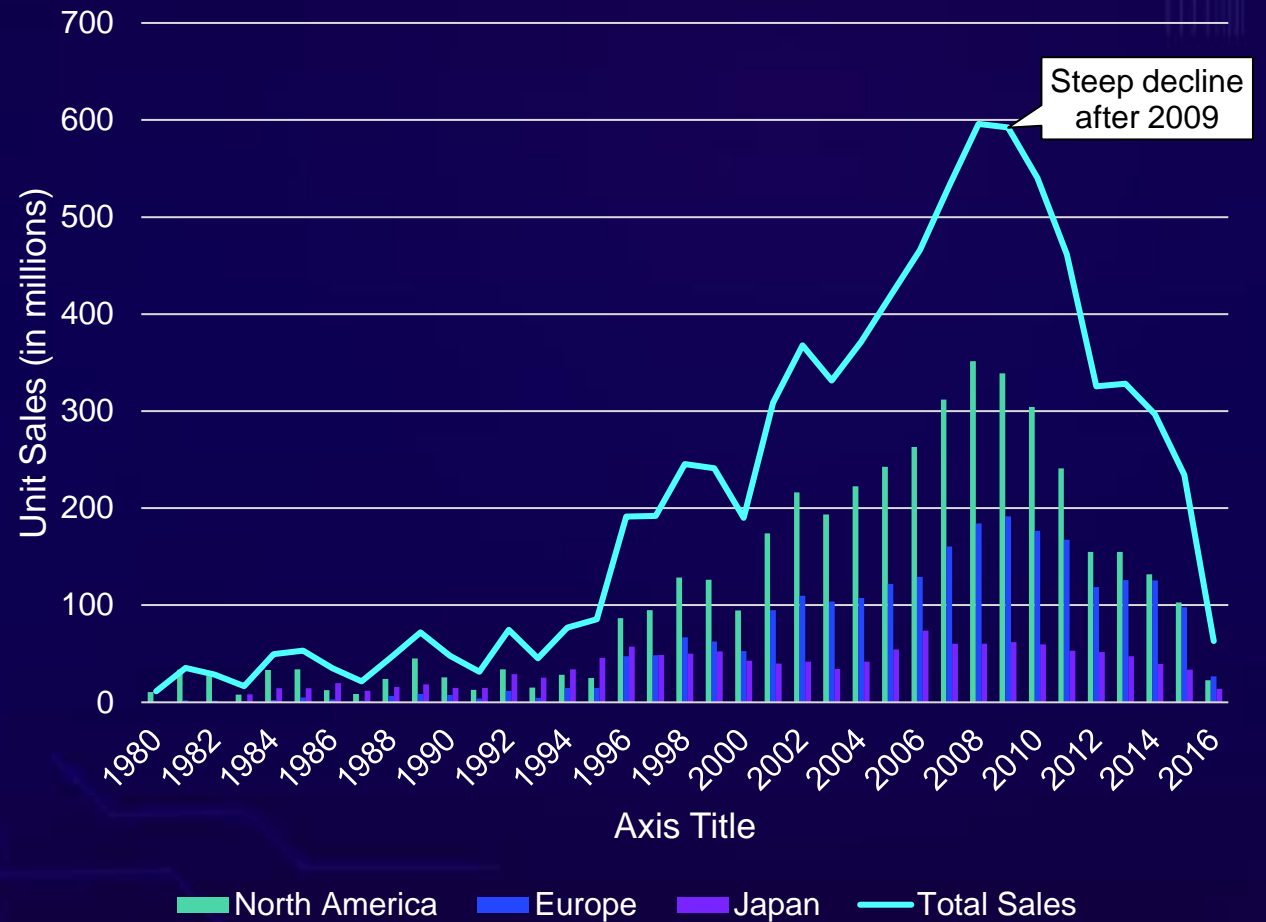
What games have been the most popular over time?



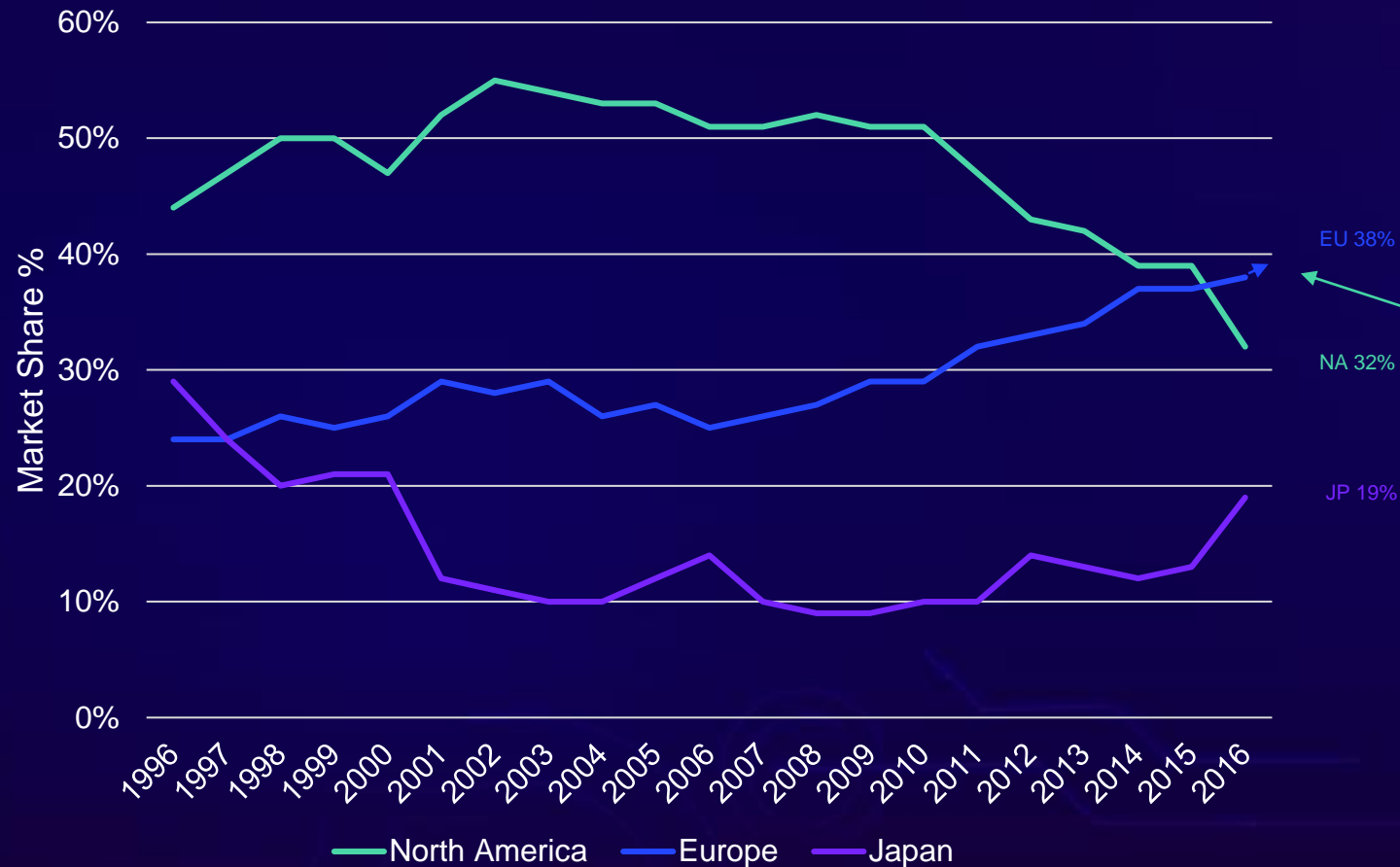
SALES BY REGION

As a proportion of all global sales combined, 49% has been North America(NA) sales, 27% Europe(EU) sales and lastly 15% Japan(JP) sales.

Game sales have progressively declined in all regions since 2009.



MARKET SHARE

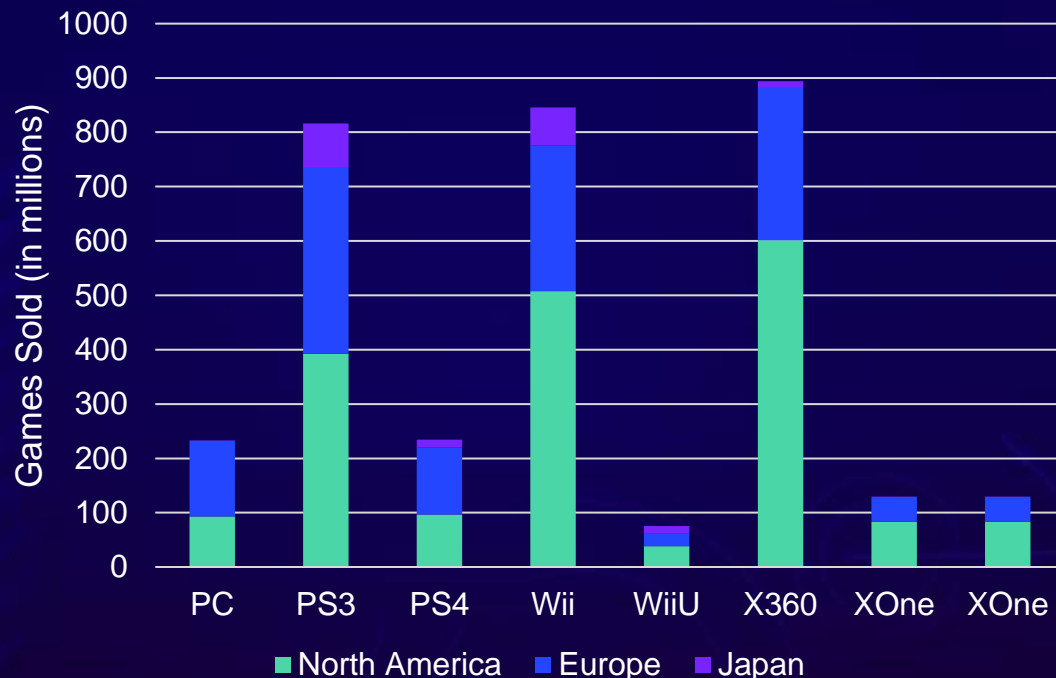


In 2016, for the first time in gaming history, EU overtook NA as the top global seller for the first time.

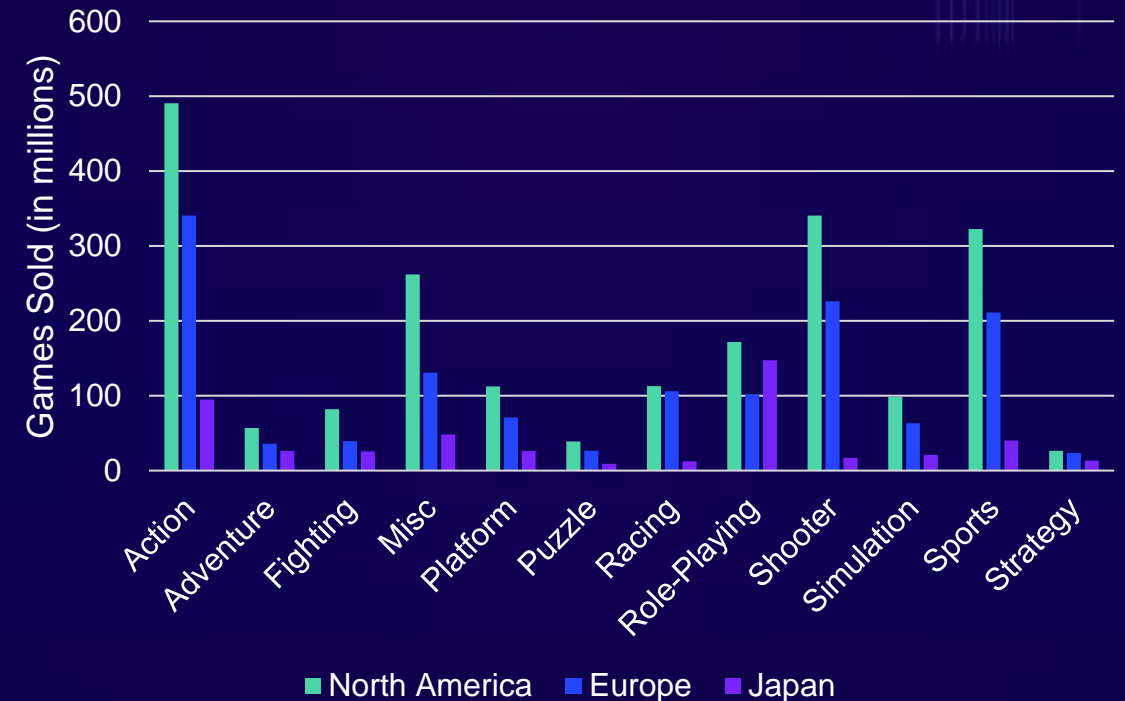
PLATFORM AND GENRE ANALYSIS

In 2016, we can see each regions console preference.

Microsoft's XBOX consoles see top success in NA, while Sony and Nintendo's consoles edge ahead in EU, and JP.



Genre Sales

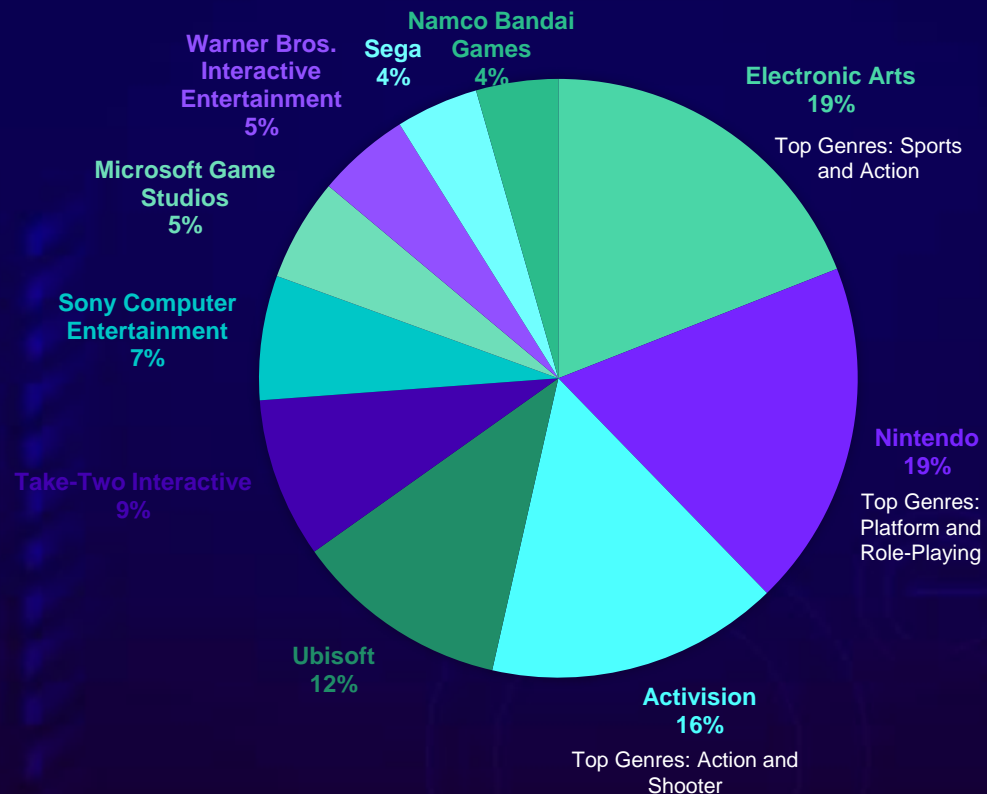


Action, Shooter and Sports genres have been the top sellers in NA and EU in the past decade.

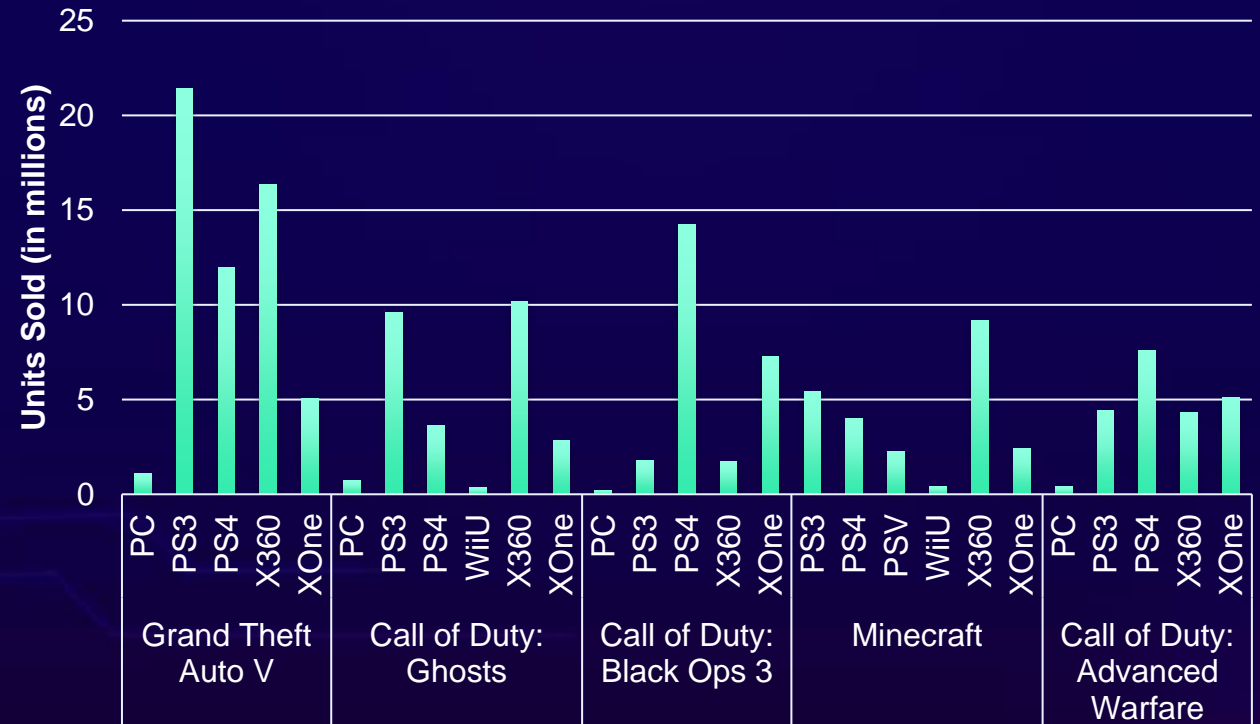
JP sees more sales in Role-Playing and Action second.

PUBLISHER AND GAME ANALYSIS

Electronic Arts, Nintendo, and Activision were top 3 publishers in the last decade.



Grand Theft Auto V (Take-Two Interactive) had the highest units sold in the last 5 years. However, the Call of Duty (Activision) series saw three of the top 5 spots.



CONSOLE AND GENRE PRIORITIES

North America

Genre:
Sports and Shooters

Platforms:
XBOX
Nintendo
Playstation

Europe

Genre:
Sports and Shooters

Platforms:
Playstation
Nintendo
XBOX

Japan

Genre:
Action and Role-Playing

Platforms:
Playstation
Nintendo
XBOX



RECOMMENDATIONS

Resource Allocation

Increasing 38% of budget towards European markets as they are now the highest market share.

Marketing

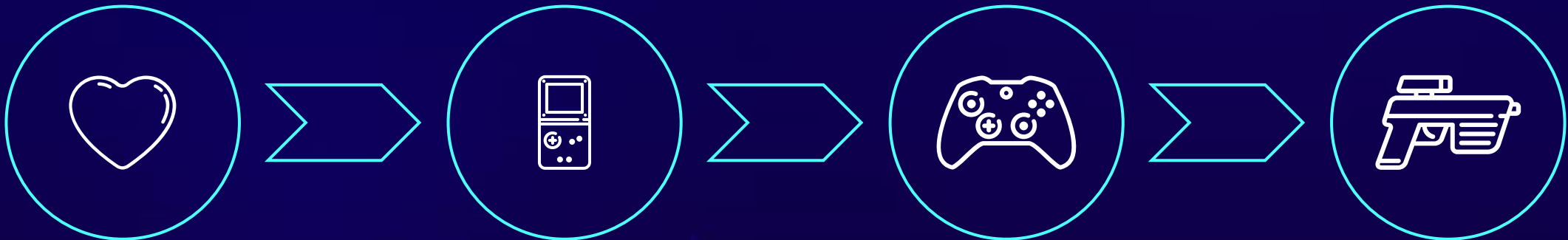
North America and Europe focus should be Action, Shooter and Sports genres. Japan target genres are Role-playing and Action.

Sales

The steep drop in sales is most likely attributed to increased digital and mobile game markets. Sales should invest in digital distribution of future games.

Digital Analysis

Further analysis should be conducted on digital distribution services, such as Steam, to compare to physical copies of games sold.





THANK YOU

Any Questions?

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