GameCo understanding trends in sale

Purpose of this presentation

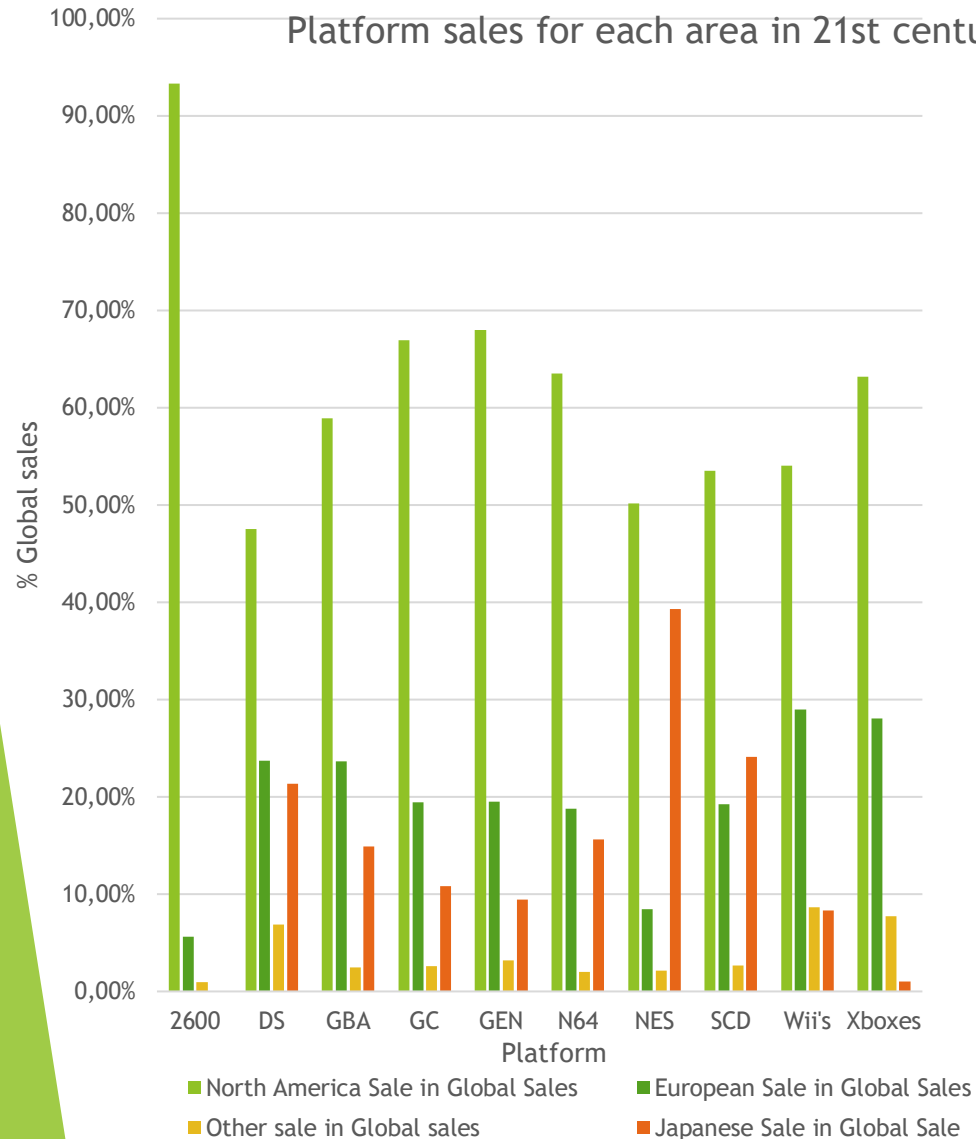Which data is crucial for a marketing campaign?

Potential wrong assumption

We will check the level of sales depending on various factors
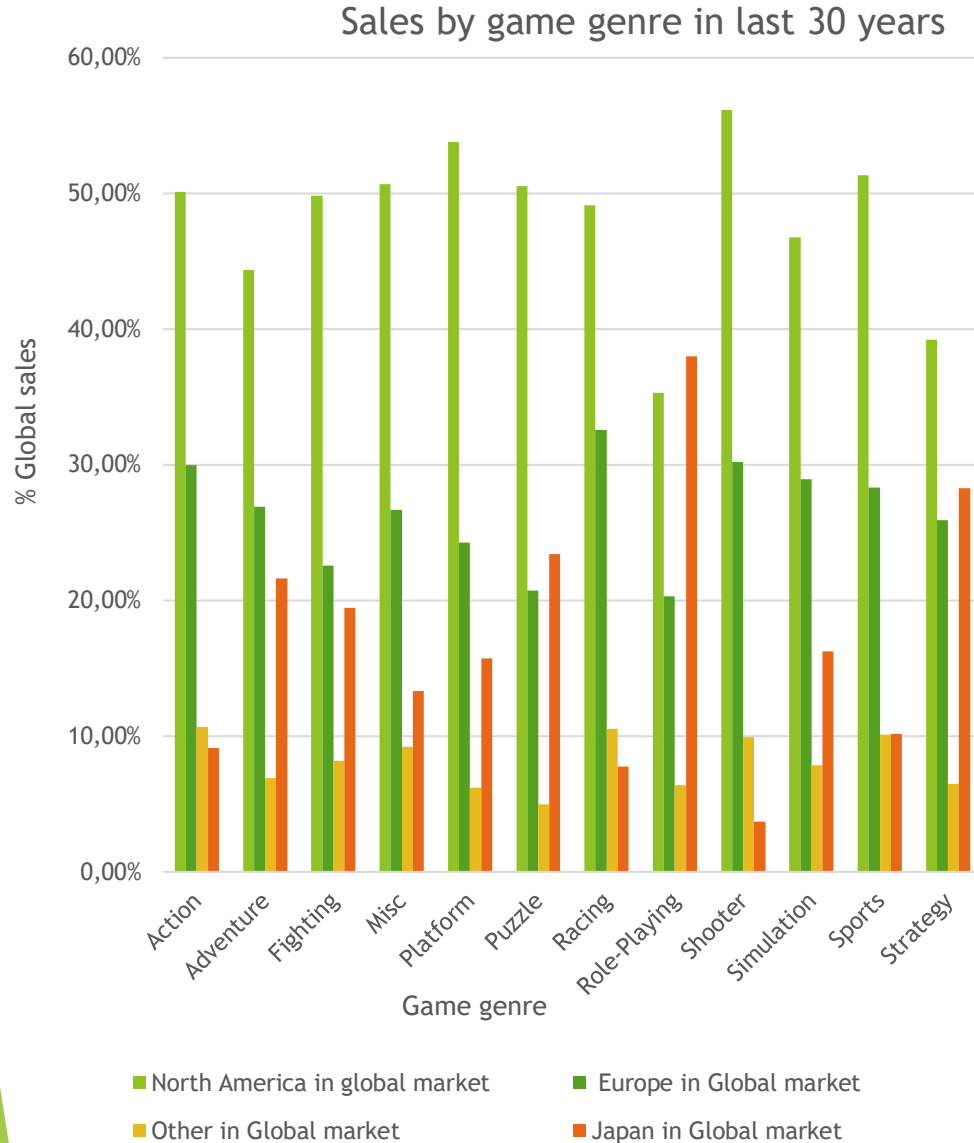
Revenue based on Platform


Platform sales for each area in 21st century

- Popularity of gaming platforms does not reflect the volume of games sold in each region

- The company should find another basis for its marketing campaigns

- Platform sales volume doesn't reveal the whole truth about the sale

Revenue by Genre


Sales by game genre in last 30 years

- Other regions have potential in shooter and action games and racing

- Worth noticing is the popularity of role-playing games in Japan

- The same campaign can be done for North America and Europe

Revenue By genre in 2016

Sales by genre in 2016
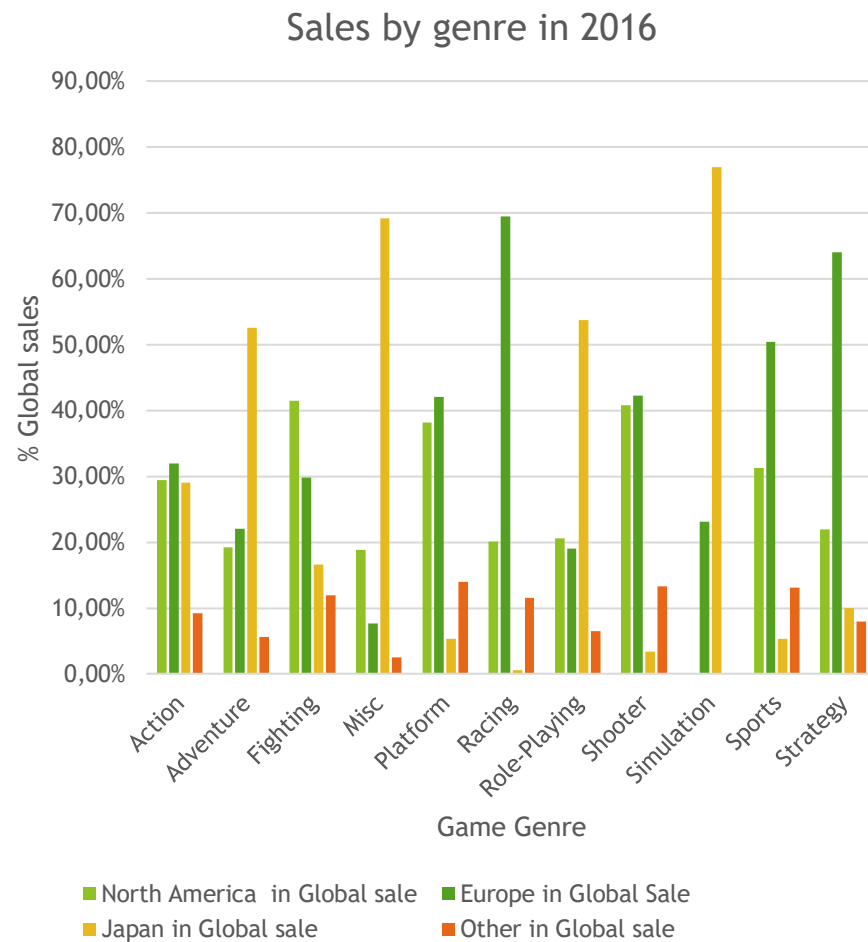
- Europe overtakes North America in-game sale in 2016
- Similar popularity of genres for two of them

Games distribution over the last 30 years

Games distribution in last 30 years
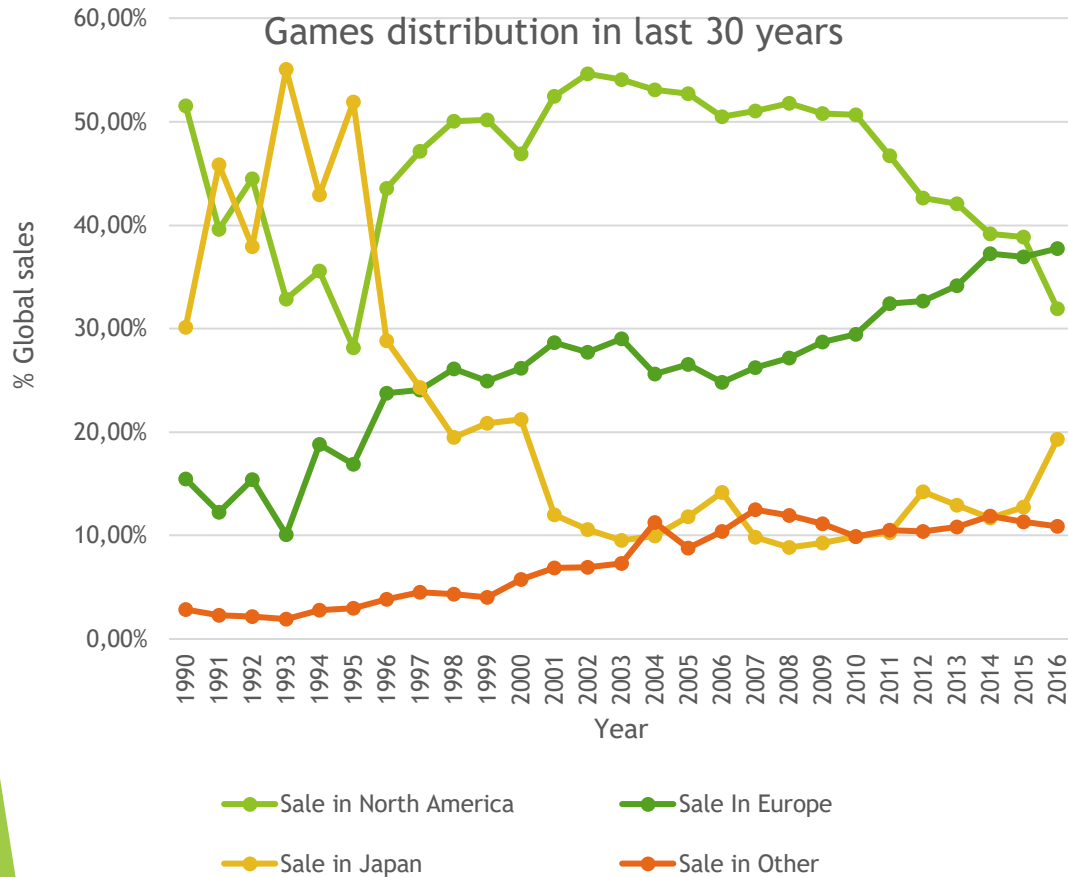
- ▶ Demand for games in North America dropped over the last two years

- ▶ Europe bought more games in 2016 than North America

- ▶ Japanese part in the global sale is rather constant, a slight increase in sales is also visible

What we know from the data?

- Sales in Europe growing, marketing in this part of the world should be more aggressive (more money)

- Europe and North America share similar trends in the games genre's popularity

- Game genre is crucial for creating a marketing campaign

- Sales in Other region are steadily increasing

- Sales based on the platform might be inefficient

A different view

▶ Company wanted to focus mainly on the North American market. This might be wrong, Europe has the biggest sales volume.

Recomended action

▶ Marketing campaigns should be based on the popularity of the genre in each area (following market trends)

▶ Get names of specific countries from other