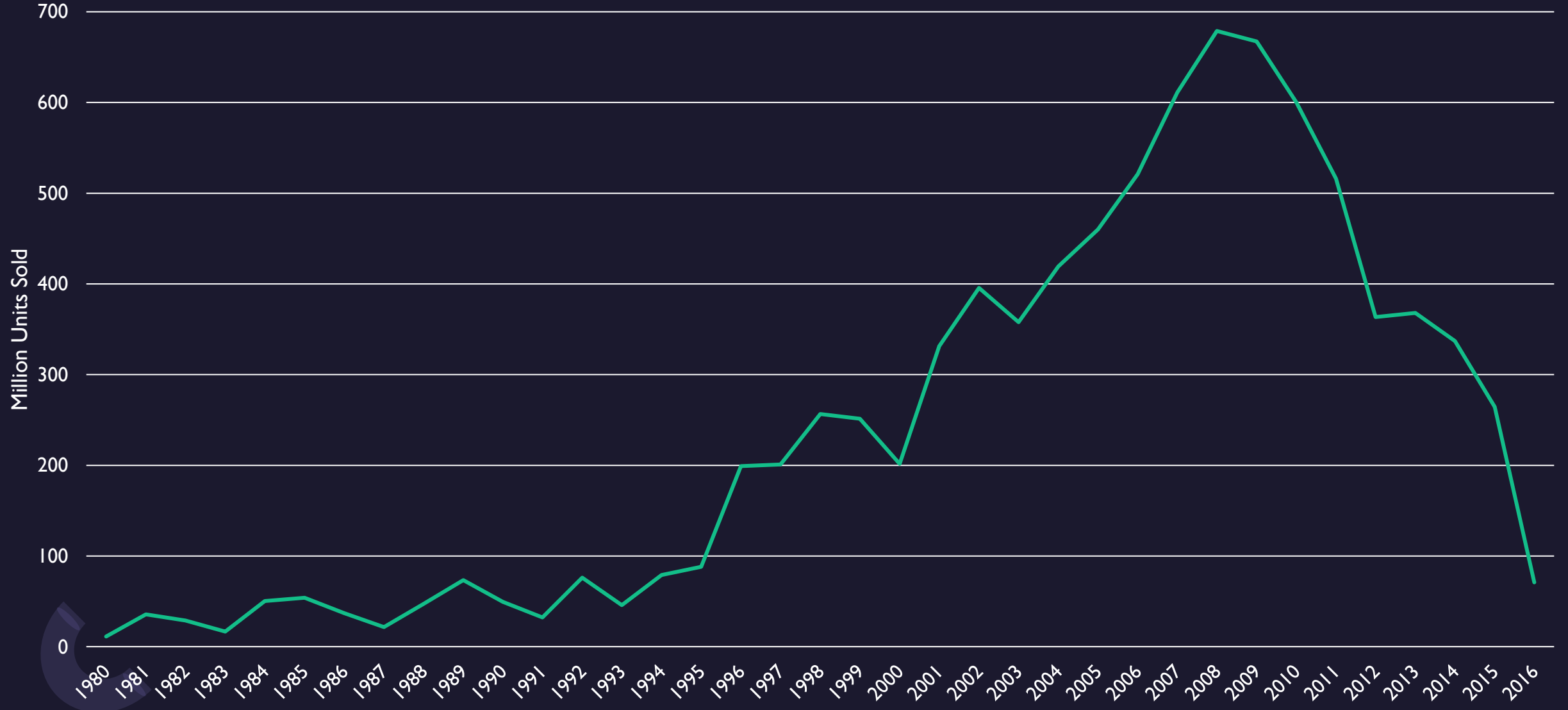


GameCo's 2017 Marketing Meeting

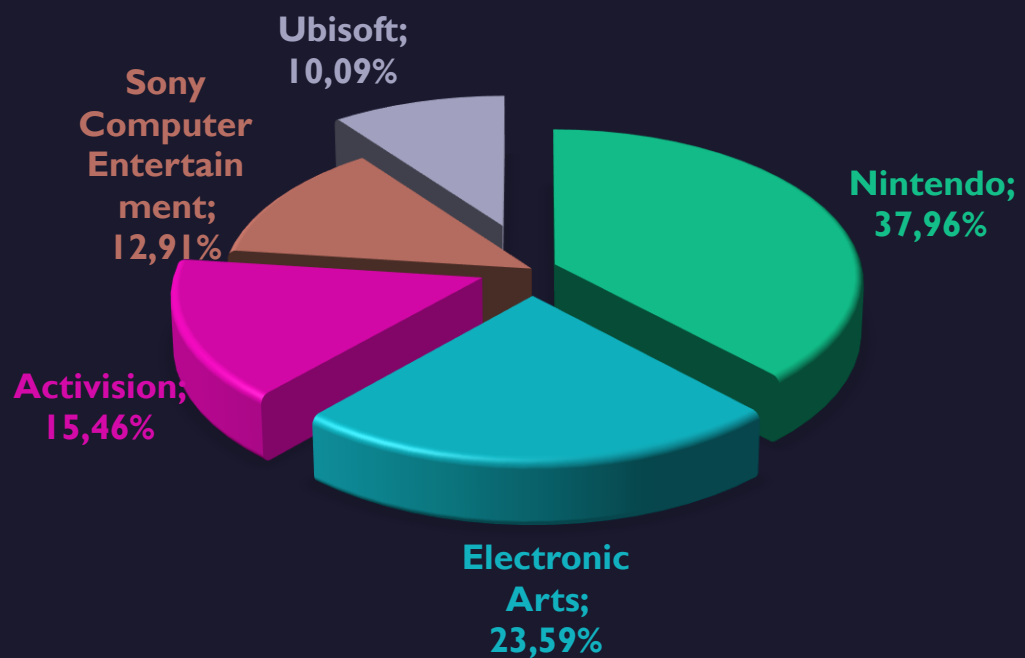
Mafalda Antunes



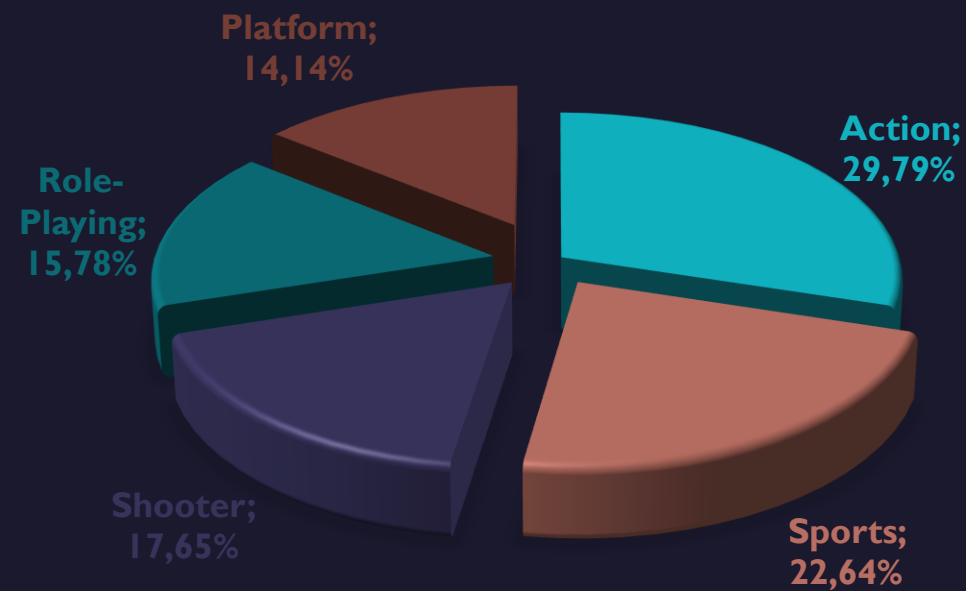
Global Sales Evolution



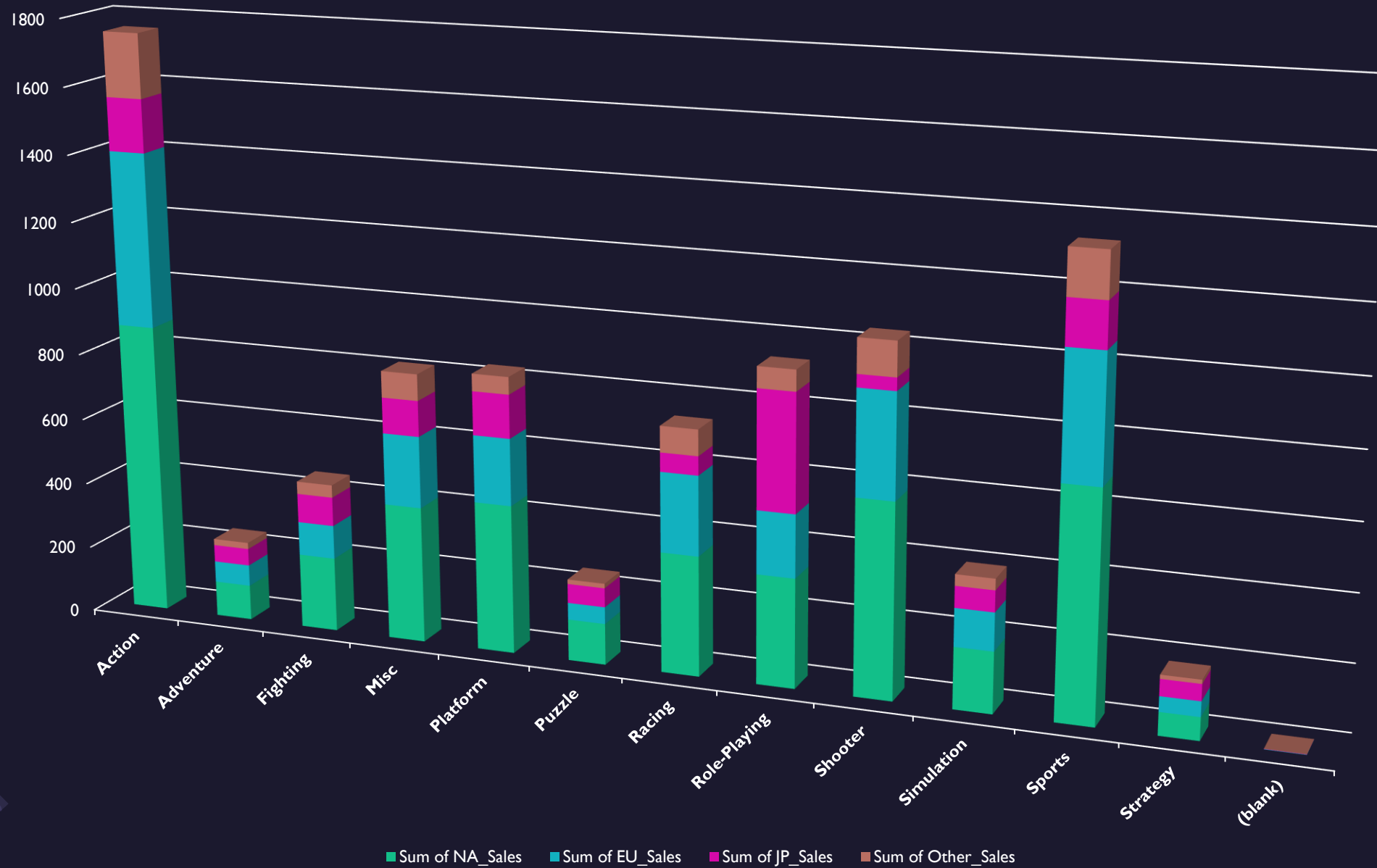
TOP 5 GLOBAL PUBLISHERS



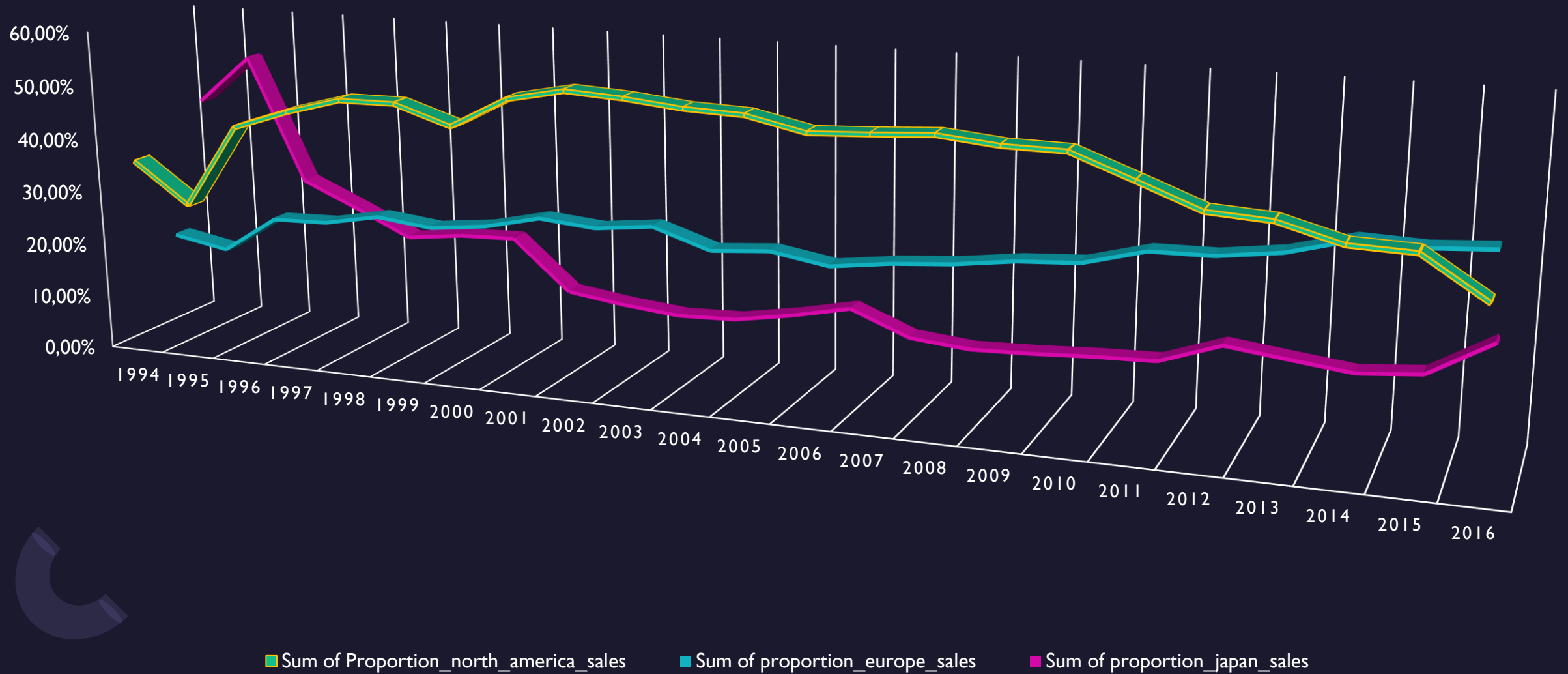
TOP 5 GLOBAL GENRES



Genre Sales per Region



REGIONAL SALES EVOLUTION OVER TIME



Insights & Recommendations:

❖ **The regional sales distribution has not maintained it's distribution as expected.**

- We can observe that the top sales since 2015 are happening in Europe, followed by the North American (trending down), and the Japan sales are rising up.
- In light analysis performed, I believe that the data shows a new trend in the market is arising and the budget planning for 2017 should be revised.
- The North American 2017 marketing budget should be the main concerned for the Co., for it is trending down, it has represented almost 50% so Global Sales over time, so it is imperative to address this insight and reverse it.
- Recommendations are that the marketing resource budget for 2017 should remain the same for the European region and Japan because it is working, and it must be reenforced for the North American region, along with further analysis on the cause of this falling trend, so business improvement can be achieved.

Thank You

Mafalda Antunes