



Marketing budget planning for 2017

GameCo's executive board meeting

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October 2016

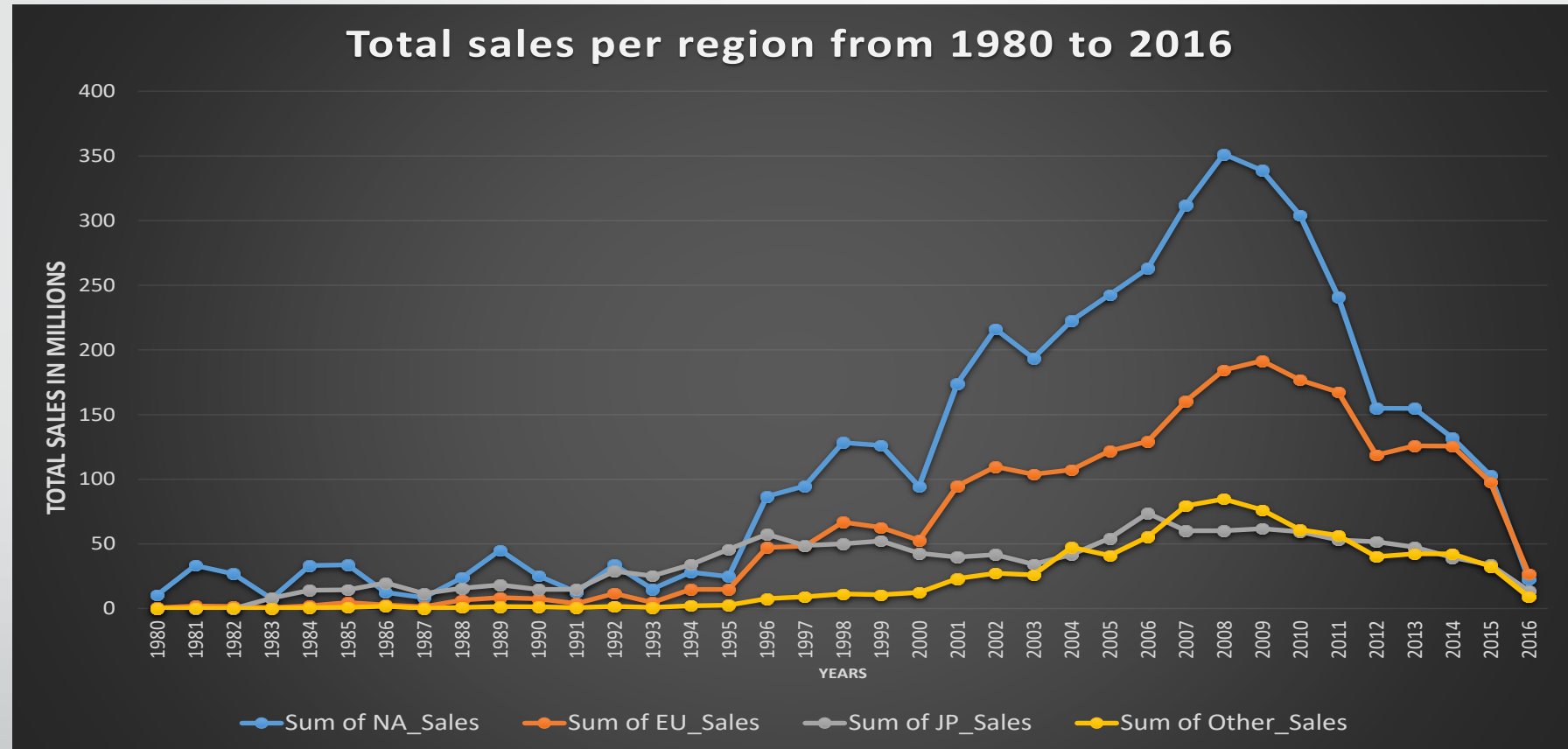
Marketing campaign goal

- Maximize Return on Investment (ROI) by increasing the number of units sold per game in the regions of:
 - North America (NA)
 - Europe (EU)
 - Japan (JP)
 - Rest of the world (Others)

Marketing campaign subgoals for 2017

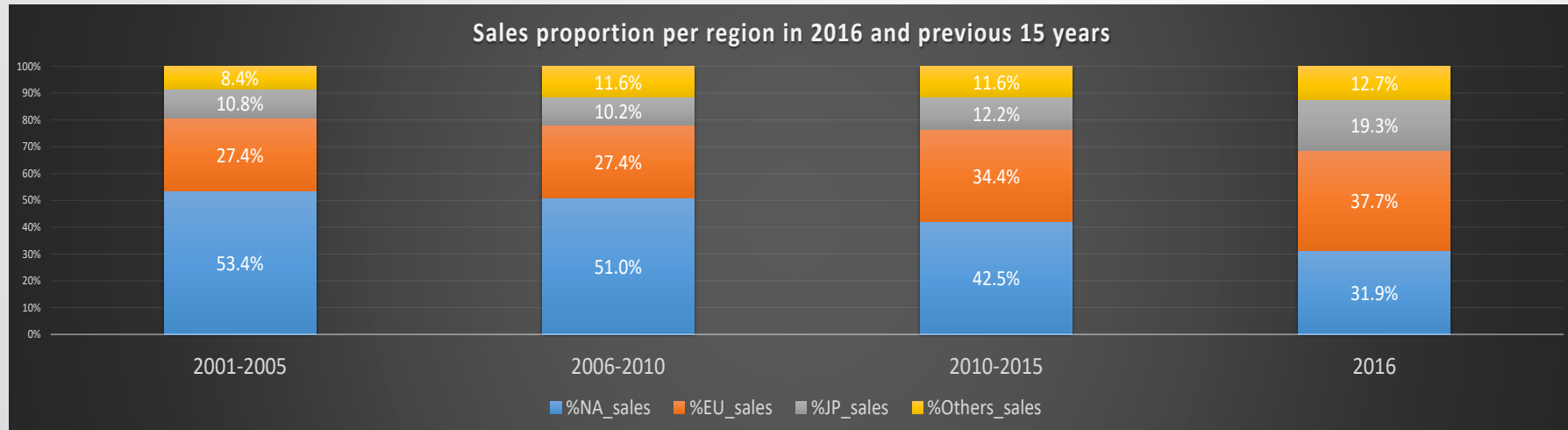
- 1) Did the historical sales per region remain the same over time?
- 2) How the marketing campaign budget should be allocated?
- 3) How to efficiently target marketing campaigns per region?

1) Did the historical sales per region remain the same over time?



No, sales did not stay the same over time. Thus, a marketing budget for 2017 should be based on 2016 sales and consider historical sales trends.

2) How the marketing campaign budget should be allocated?

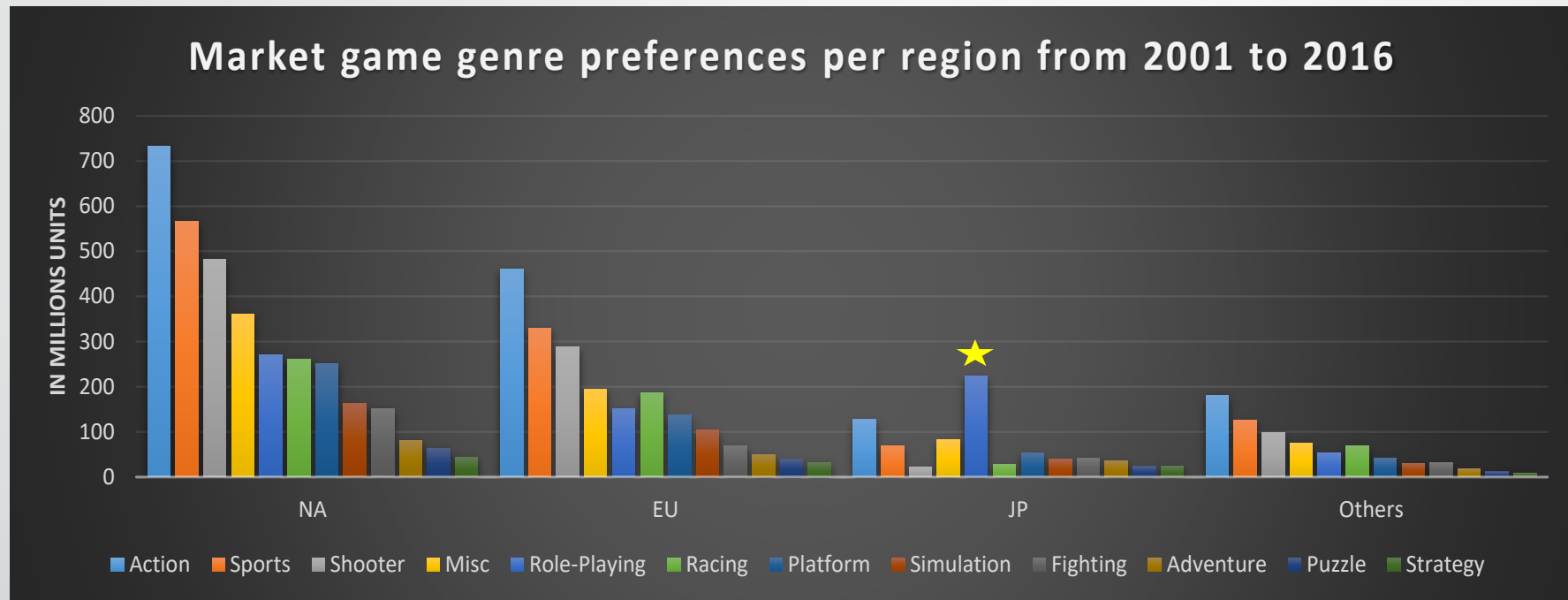


Marketing budget for 2017

Region	Budget%
NA	31.9
EU	37.7
JP	19.3
Others	12.7

- 69.6% of our budget should be allocated to NA and EU as they are our leading markets.
 - Based on historical data, it is advisable to allocate a similar or slightly higher budget to NA as compared to the EU market to recover historical sales.

3) How to efficiently target marketing campaigns per region?



Based on the last 15 years trends, marketing campaigns favoring Action, Sports and Shooter games should be favored in each region. For the Japanese market, Role-playing games should be especially advertised as they are the favorite among customers.

Marketing campaign budget for 2017

Question	Data-driven insight	Marketing plan recommendation
1) Did the historical sales per region remain the same over time?	No, historical sales differ per region. In 2016, EU is the leading market.	Consider historical sales to allocate a marketing budget.
2) How the marketing campaign budget should be allocated?	Based on 2016 sales and previous 15 years sales due to fluctuations in sales.	<ul style="list-style-type: none">• 69.6% budget for EU and NA, split equally or slighter higher for NA.• 19.3% budget for JP and 12.7% for the rest of the world.
3) How to efficiently target marketing campaigns per region?	Based on total sales per genre in the last 15 years per region.	<ul style="list-style-type: none">• Favorite genres for NA, EU and the rest of the world, except for JP are Action, Sport and Shooter.• JP has a particular preference for Role-playing games, followed by Action and Misc.



Thank you for your attention