

GAMECO SALES ANALYSIS.

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EXPECTATION

- GameCo current understanding assumes that the sales of video games for the various geographic regions have stayed the same in year.
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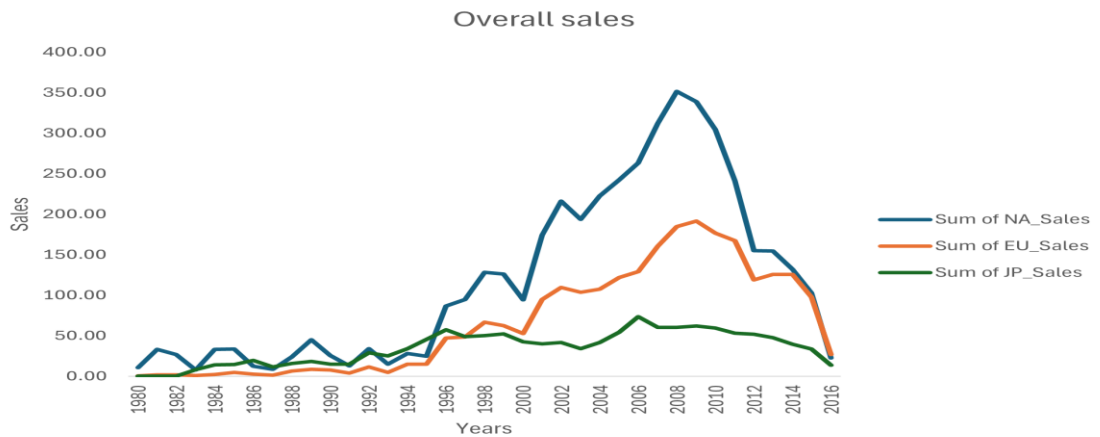


Figure 1.

Figure 1 illustrate Data on Video Game sales in North America, Europe and Japan from 1980-2016.

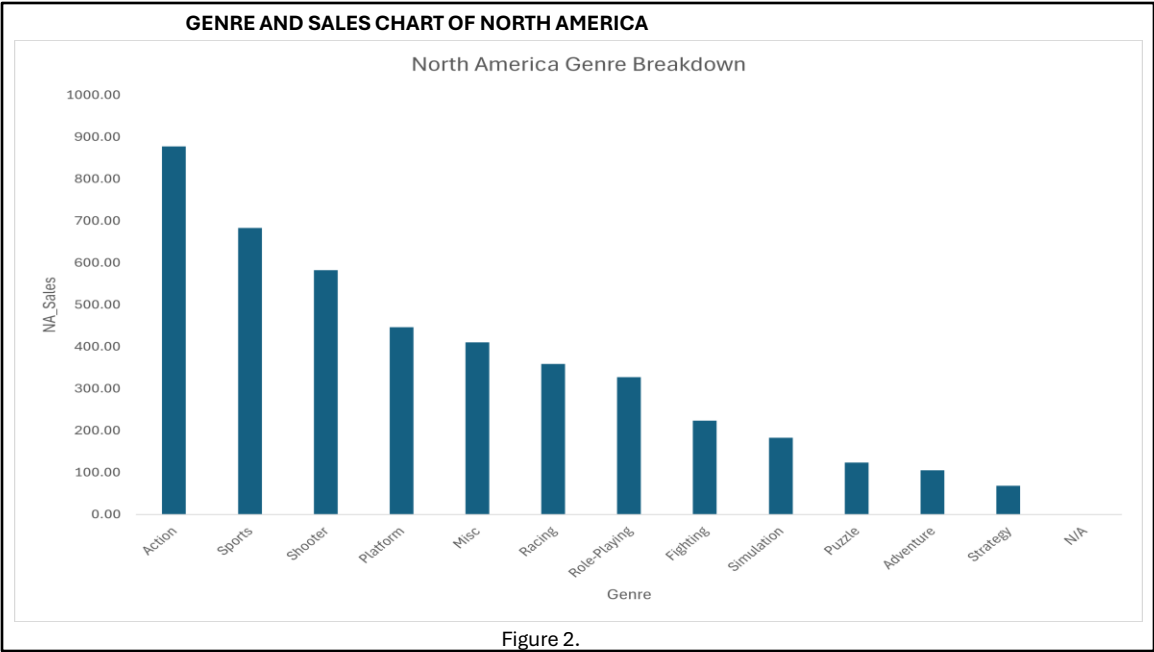


Figure 2 illustrates the progressive changes in sales across different game genres in North America from the highest to the lowest unit sold.

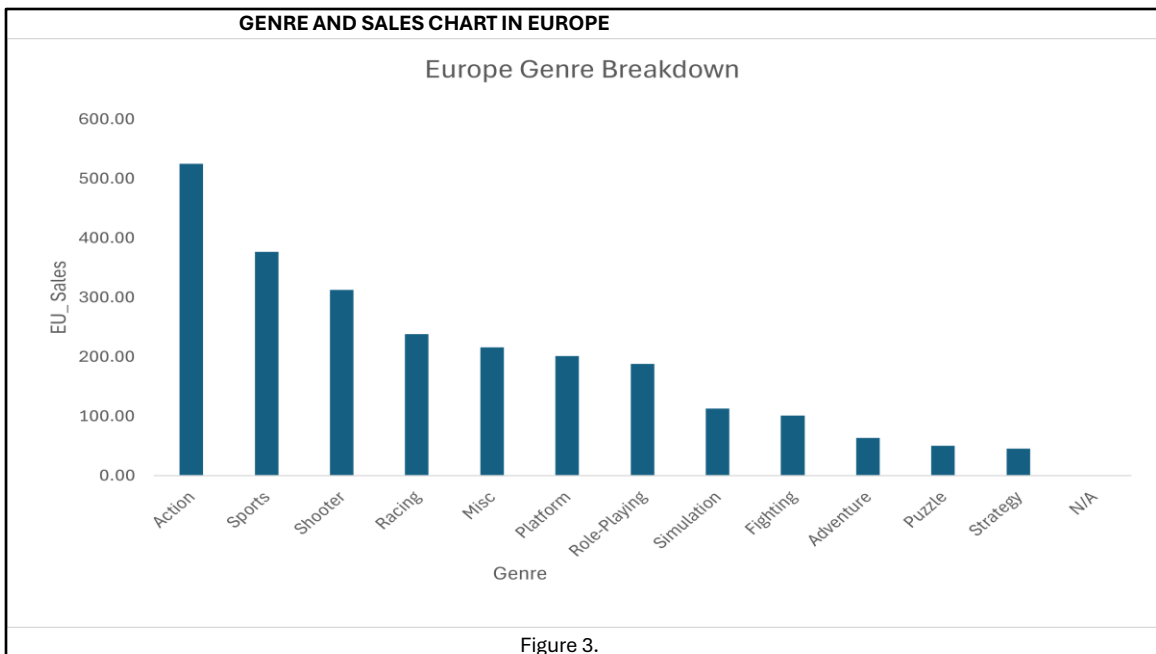


Figure 3 illustrates the progressive changes in sales across different game genres in Europe from the highest to the lowest unit sold.

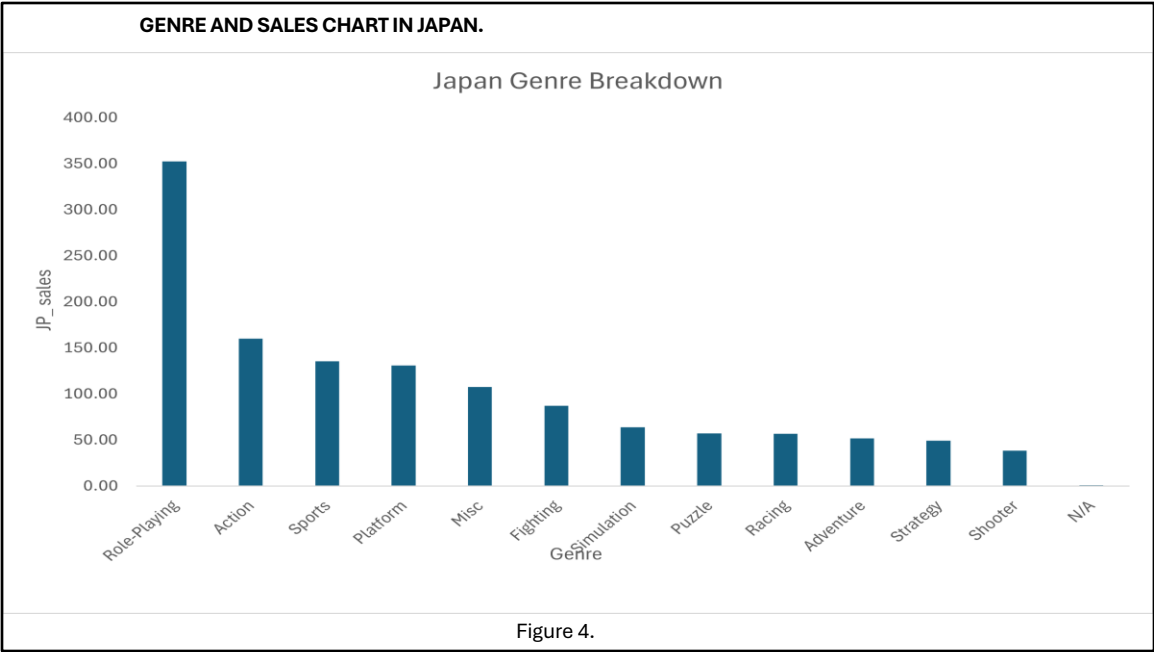


Figure 4 illustrates the progressive changes in sales across different game genres in Japan.

Role playing seems to be the only excellent game in this region.

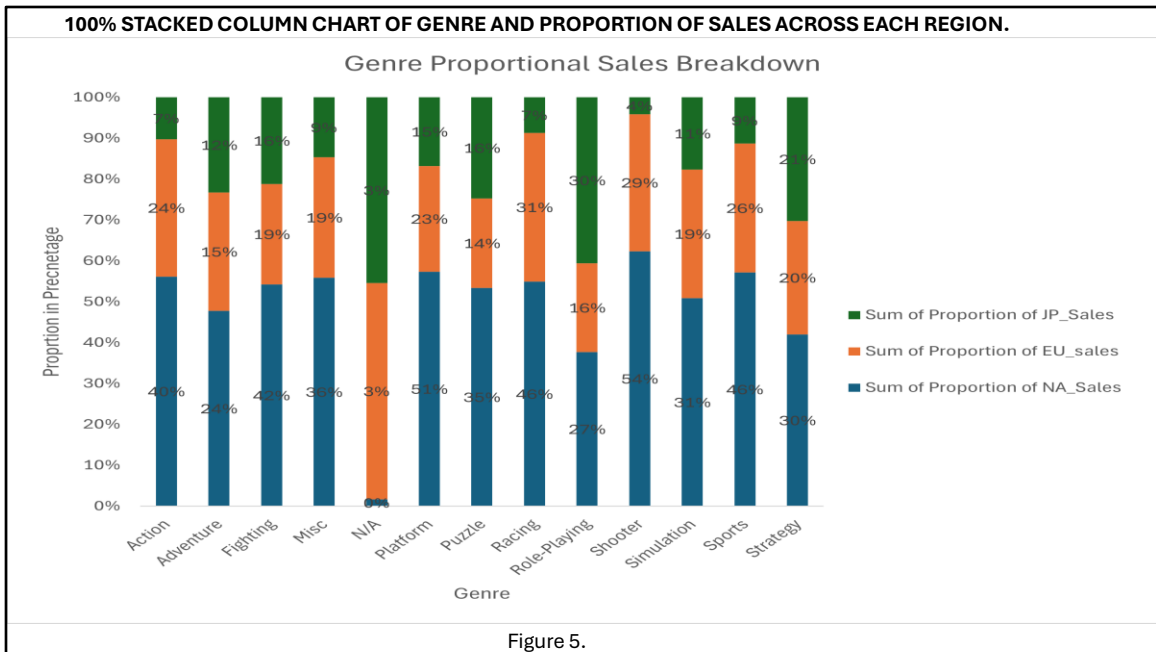


Figure 5 illustrates the proportion of each game genre's sales in three regions relative to the global sales.

INSIGHT

- Figure 2 and figure 5 clearly indicate that NA region recorded the highest game sales and accounted for the largest proportion of global sales.
- Figures 3 and 4 also illustrate the variation in game genre sales across different years.
- If the NA region recorded the highest sales of games and the largest proportion of global sales, while other regions displayed varying sales figures and proportions of global sales, this directly challenges GameCo's assumption that sales across different geographic regions have remained consistent over time.

REVISED UNDERSTANDING.

- The NA region recorded the highest sales, with 4392.95 million units sold and accounting for 40% of global sales. The European region followed with 2435.03 million units sold, representing 22% of global sales. The Japanese region had sales of 1291.30million units, contributing 12% to global sales.

RECOMMENDATION.

- Based on this information, I believe GameCo should consider redistributing its marketing budget across regions to maximize returns on investment.
- Focus on Japan and Europe as key regions for increased marketing investments to boost their contribution to global sales proportions. Additionally, prioritize North America by enhancing the performance of underrepresented genres like puzzle, Adventure and strategy games in the region to maximize their unit sales.
- Adventure, simulation, role-playing and strategy games currently contribute only a minimal proportion to global sales across all regions. To boost their impact, these genres should be prioritized for higher marketing allocations in all regions.