

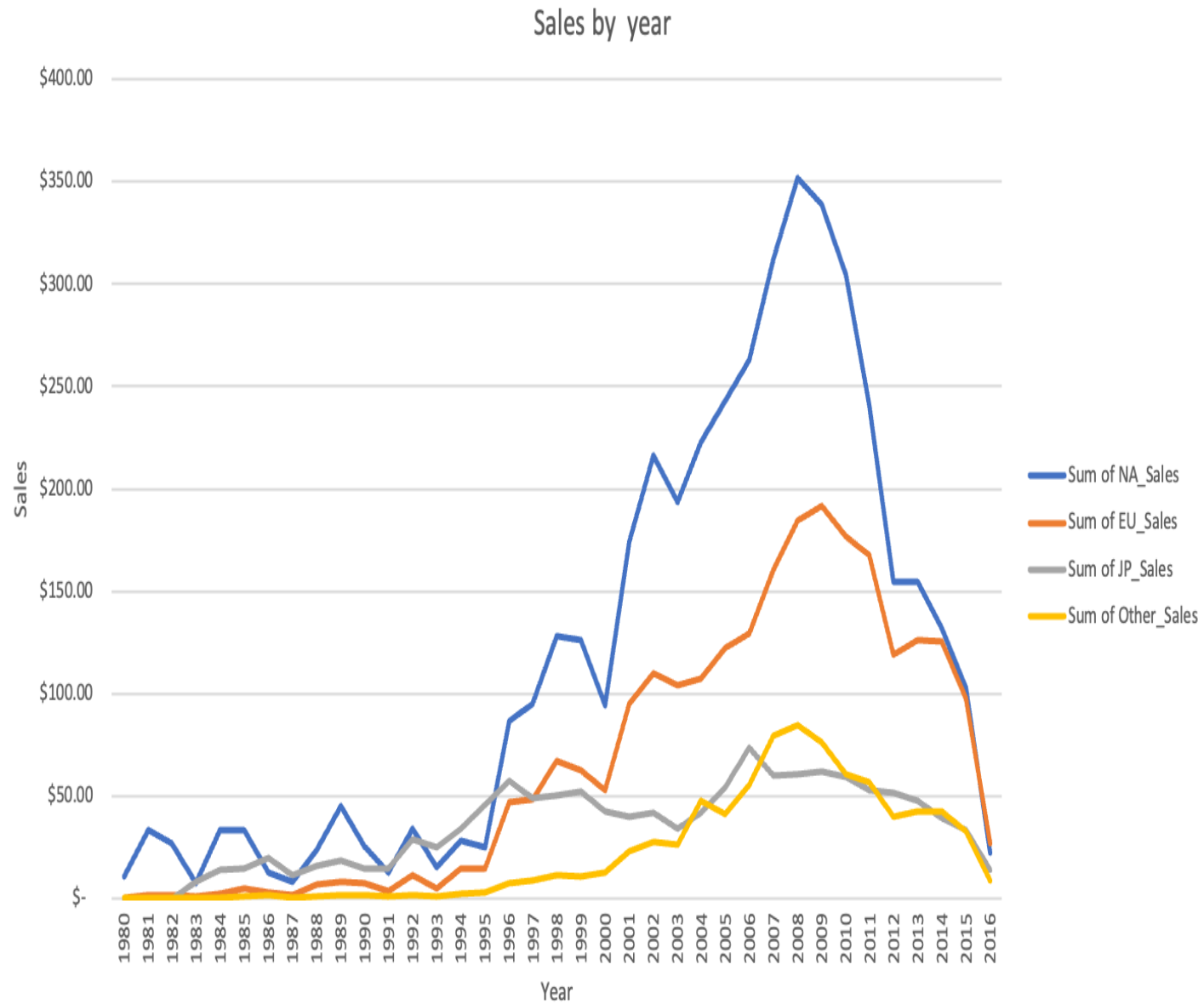
# Final Presentation

**GameCo™**  
Arcade-Style Gambling



# Current understanding

- GameCo's current understanding undertake that sales for the geographic regions of North America, Europe, Japan, and Other countries, have stayed the same over time.



## Data Analysis

**1980 – 1995:** Global Sales were under \$50 million ever single year.

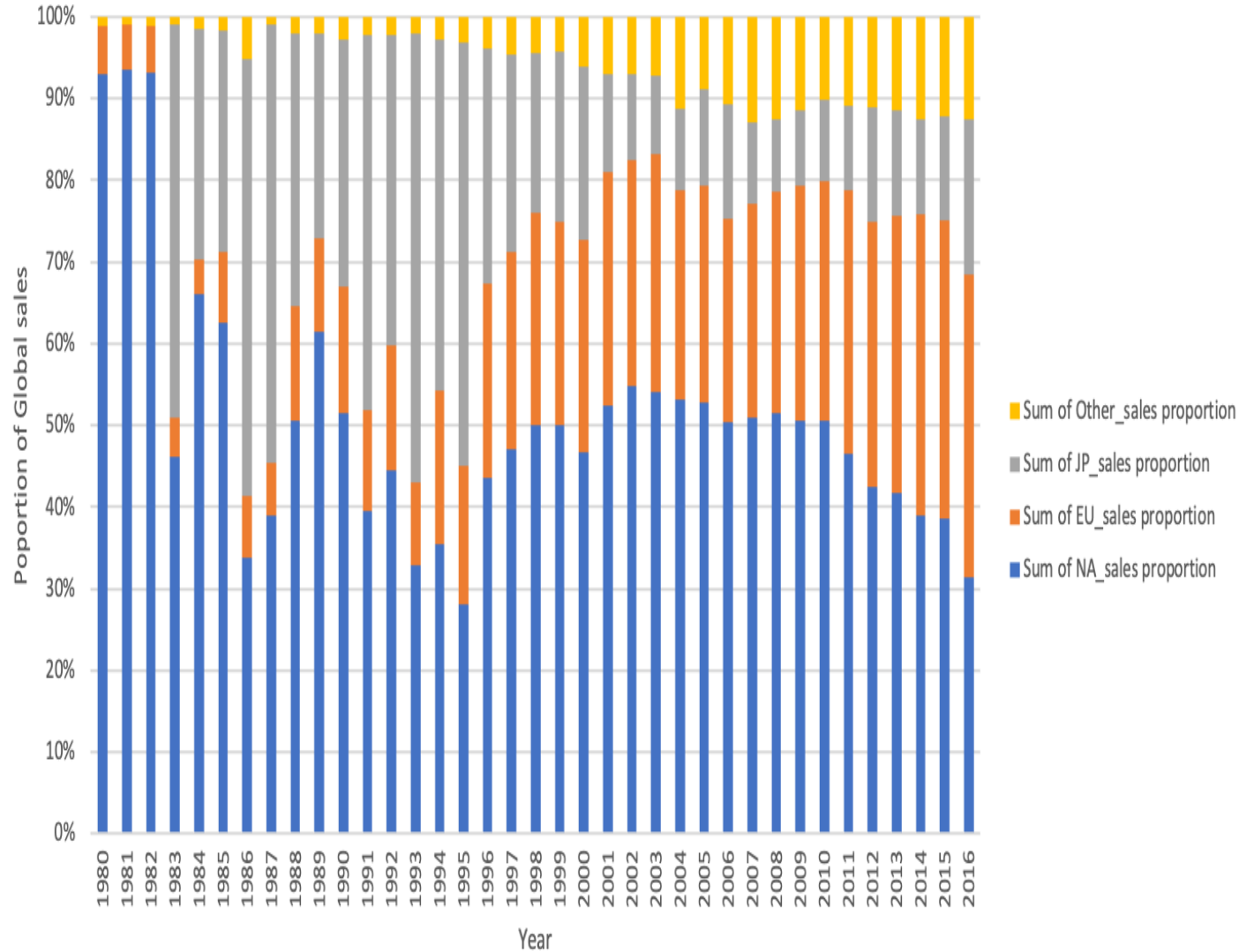
**1995:** The Rise of **North America** begins.

**1995 – 2008:** **North American** sales rise by over \$300 during this time. **Europe** rises strong as well.

**2008 - 2015:** The decline in sales from all regions.

**2015-2016:** **North America** has always been the consistent leader in sales since 1980, but **Europe** is set to surpass North America in sales in the next few years.

Proportion of Global sales by year



## Data Analysis

### Early 80's:

North America dominated the market until 1983 when Japan entered the market.

### Mid 80's to Mid 90's:

Japan and North America continue to compete for the top spot.

### 1996:

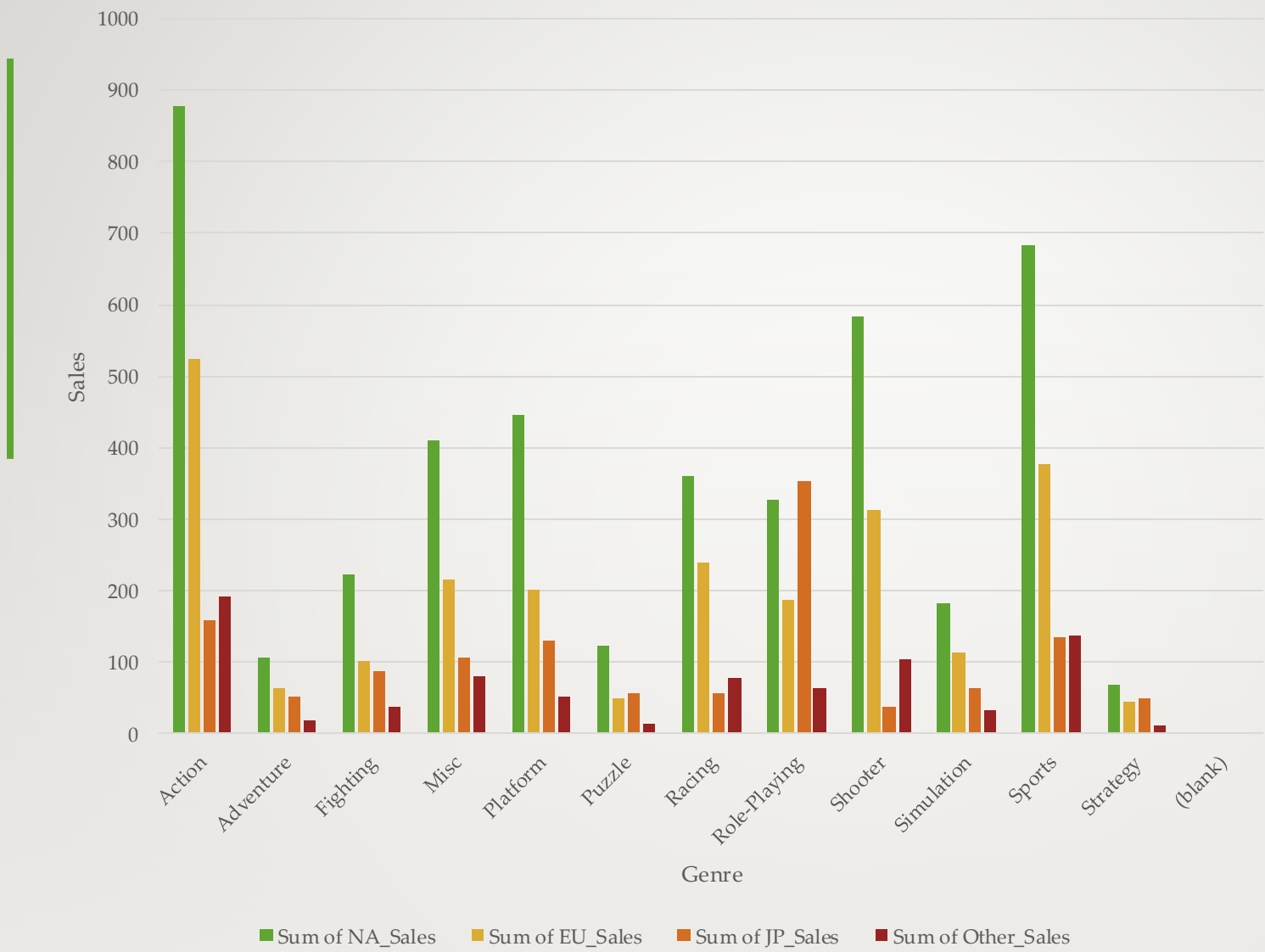
Japan's great run ends. Europe gains momentum. North America stays steady.

### 1996 to 2016:

Japan's portion continues to decrease. Europe gains closer and closer to North America. Other countries region continues growth.



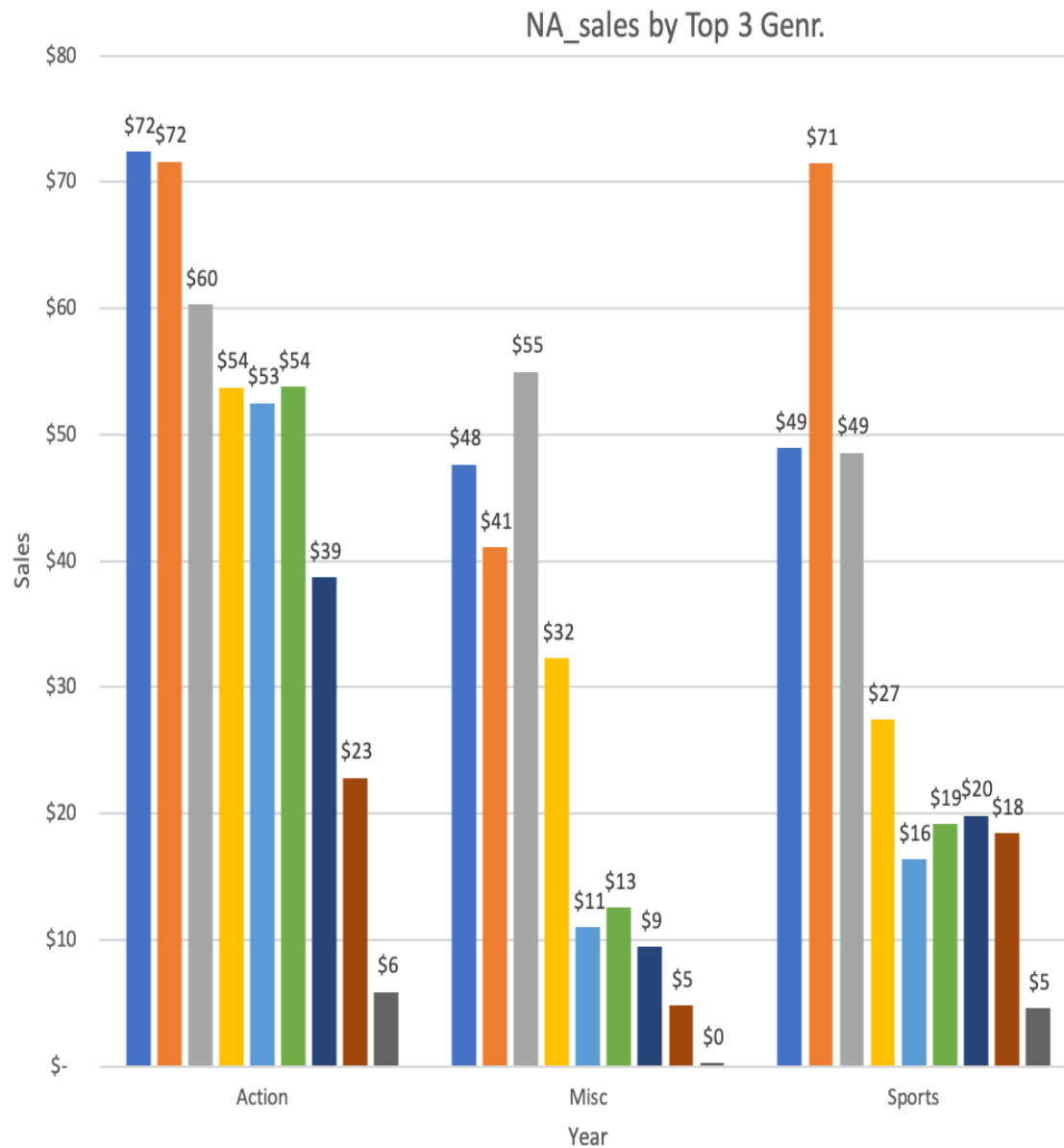
Sales by Genre



# Data Analysis

Top 3 genre. By 4 Regions North America, Europe, Japan and Other country(2008-2016).

- Action
- Misc
- Sports



# Why the huge drop in N.A. sales from 2008 – 2016?

■ 2008  
 ■ 2009  
 ■ 2010  
 ■ 2011  
 ■ 2012  
 ■ 2013  
 ■ 2014  
 ■ 2015  
 ■ 2016

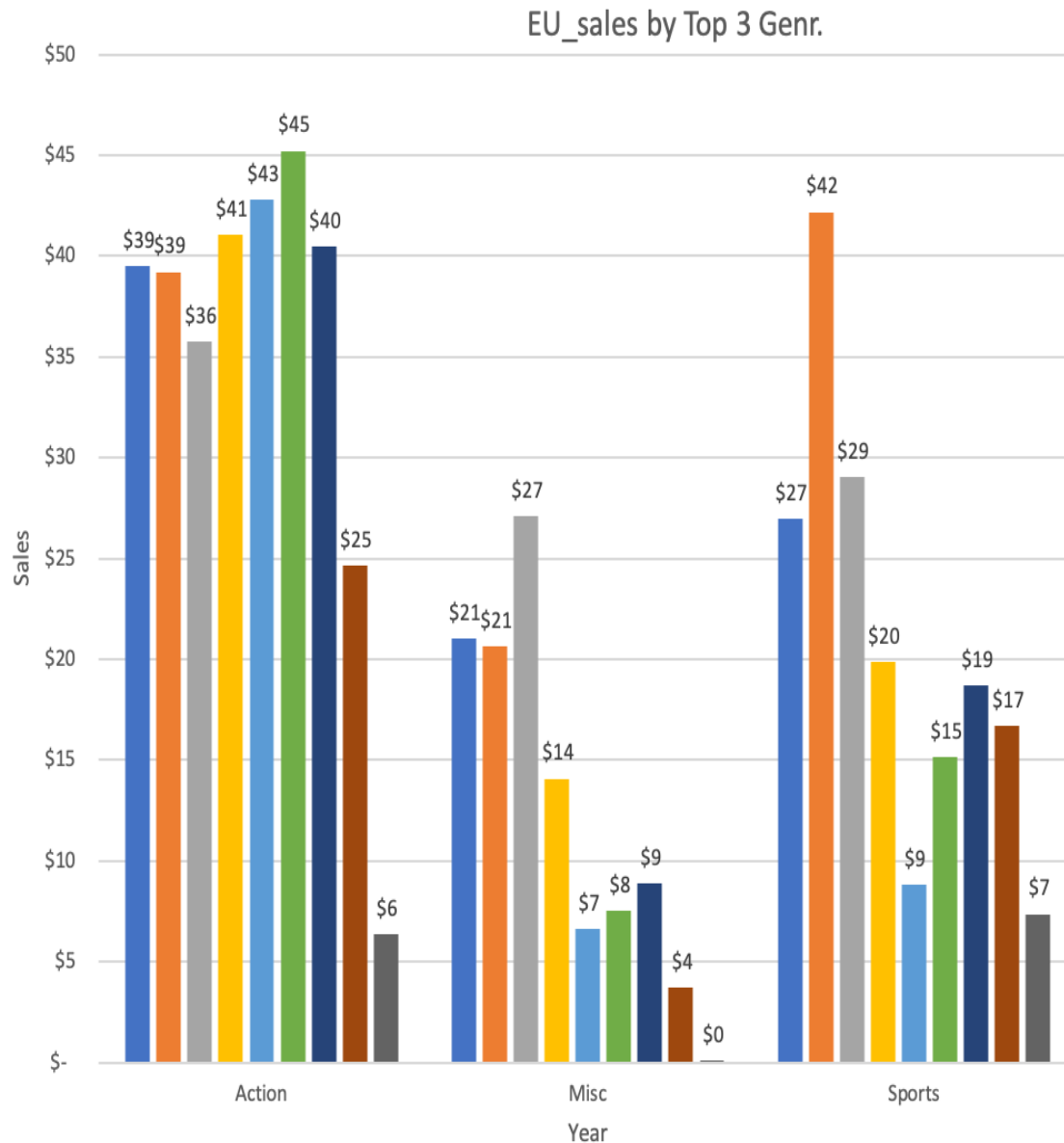
**Action Sales continuous drop:** Over \$72 million in sales during 2008. 2008 is North America's best year of sales. In 2016 Action Sales had dropped down to \$6 million.

## **Misc Sales:**

In 2008 sales is \$48 million . Year 2010 is highest sales to \$48 million.  
In 2016 North America have 0 sales.

## **Sports Sales:**

2008: \$49 million. Higher \$71 million in sales year 2009. 2009 is North America's best year oh sales.  
2015 is dropped year with only \$5 million lowest sales.



# Why the huge drop in Europe sales from 2008 – 2016?

## Action Sales:

2008 : \$39 million

Highest sales: in 2013 \$45 million

2016 : \$6 million

## Misc Sales:

2008 : \$21 million

Highest sales : in 2010 \$27 million

2016 : \$6 million

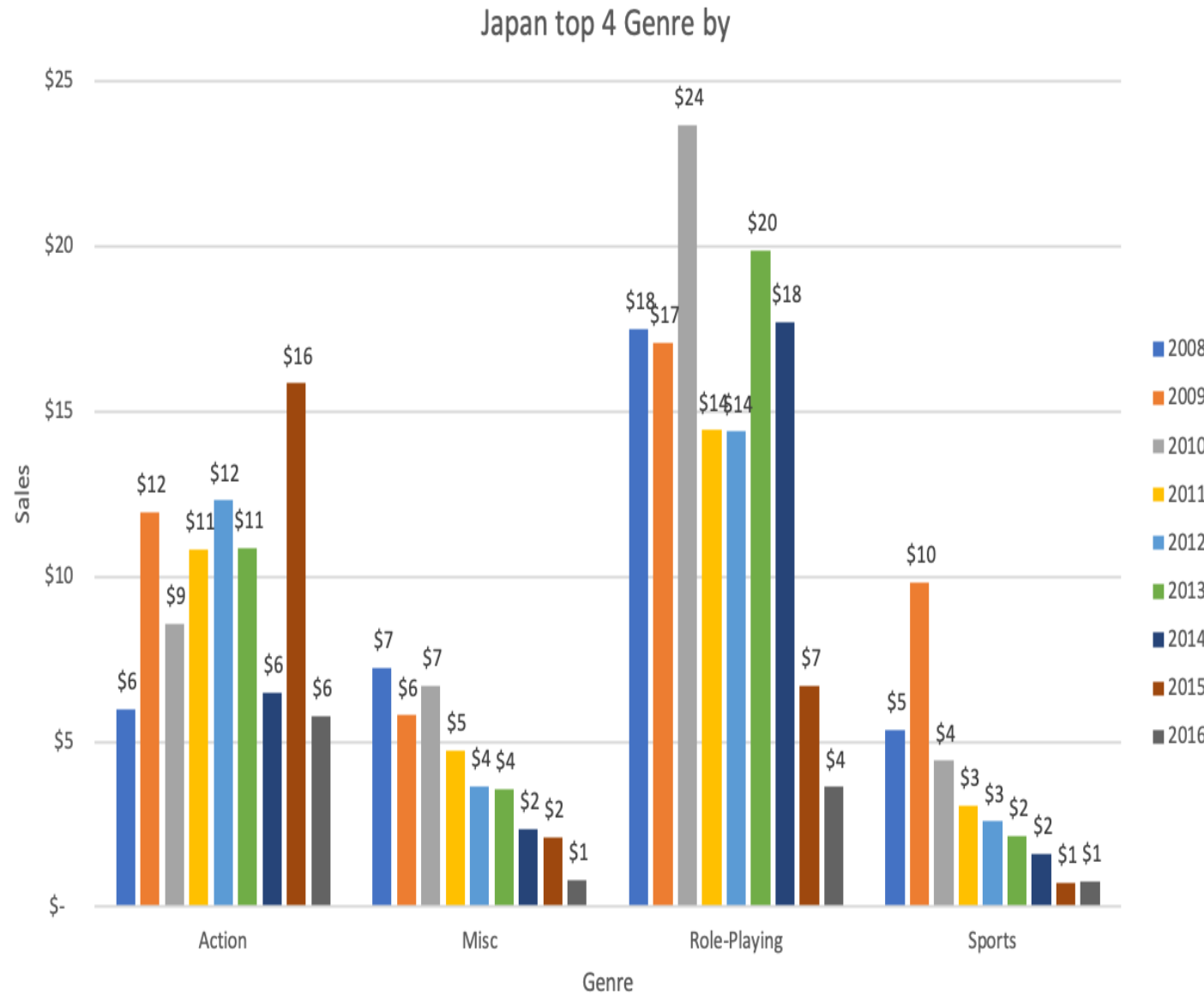
## Sports Sales:

2008: \$27 million

Highest sales : in 2009 \$42 million

2016 : \$7 million

We could say that in Europe have most popular genre is Action .



# Why the huge drop in JAPAN sales from 2008 – 2016?

## Action Sales:

2008 : \$6 million sales

Highest sales: in 2009 \$16 millions ales

2016 : \$6 million sales

## Misc Sales:

2008 : \$7 million

Highest sales : in 2010 and 2008 \$27 million sales

2016: \$1 million sales

## Sports Sales:

2008: \$5 million sales

Highest sales : in 2009 \$10 million sales

2016: \$1 million sales

But here is surprising data is that in Japan only Role-playing genre is more popular and famous. Japan have Maximum sales Over the \$20 million in year 2010.



# Revised understanding

- Sales have dropped from all regions since 2009. North America sales have suffered the largest drop of all the regions.
- Europe is expected to surpass North America as the market share leader within the next few years.
- There has been small growth over time from the other countries region.

# RECOMMUNICATION

North America	<ul style="list-style-type: none"><li>• North America can get its momentum back if the focus is shifted towards Action, Sports and Misc. titles. These 3 areas could make or break the N.A. region.</li><li>• Gameco should maintain their support for North America's video game market.</li></ul>
Europe	<ul style="list-style-type: none"><li>• Europe's video game market sales is steadily on the rise, even surpassing North America sales in 2016.</li><li>• Europe's growth can continue by focusing on it's well-rounded support of multiple genre titles.</li></ul>
Japan	<ul style="list-style-type: none"><li>• For Japan's video game market and continue to support the genre Role-playing since it is Japan's most popular genre. Gameco should more focus on genre Role-playing and genre sport as well in Japan.</li></ul>

Thank you