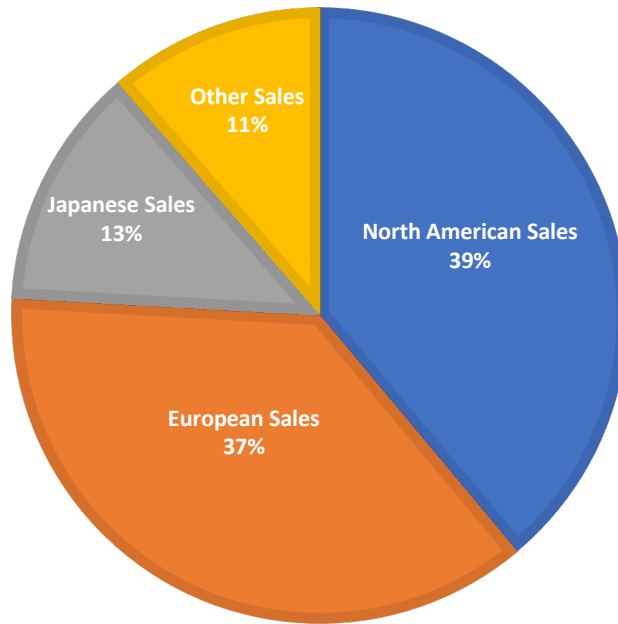


Final Project Presentation

The current thinking amongst the GameCo Executive Board is that sales for the various geographic regions have remained the same over time. Taking a deeper look at the data, I have found that there are trends showing that this is not entirely the case. By focusing on the proportions of each region as compared to Global Sales in recent years one can surmise how to best predict what 2017 has in store.

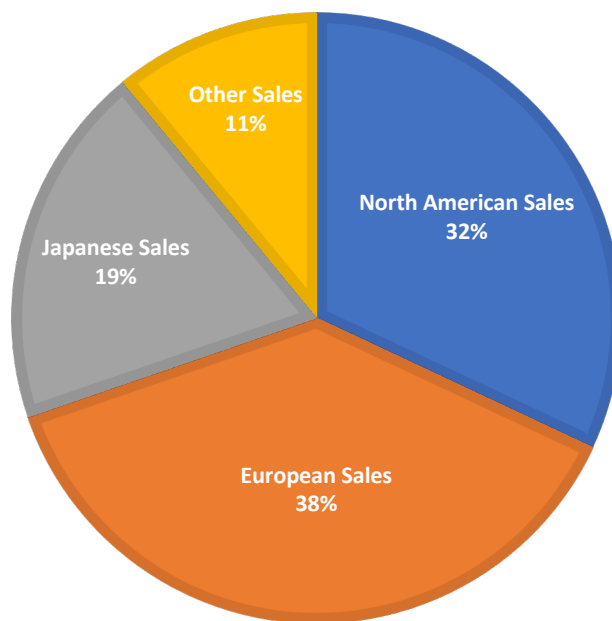
2015

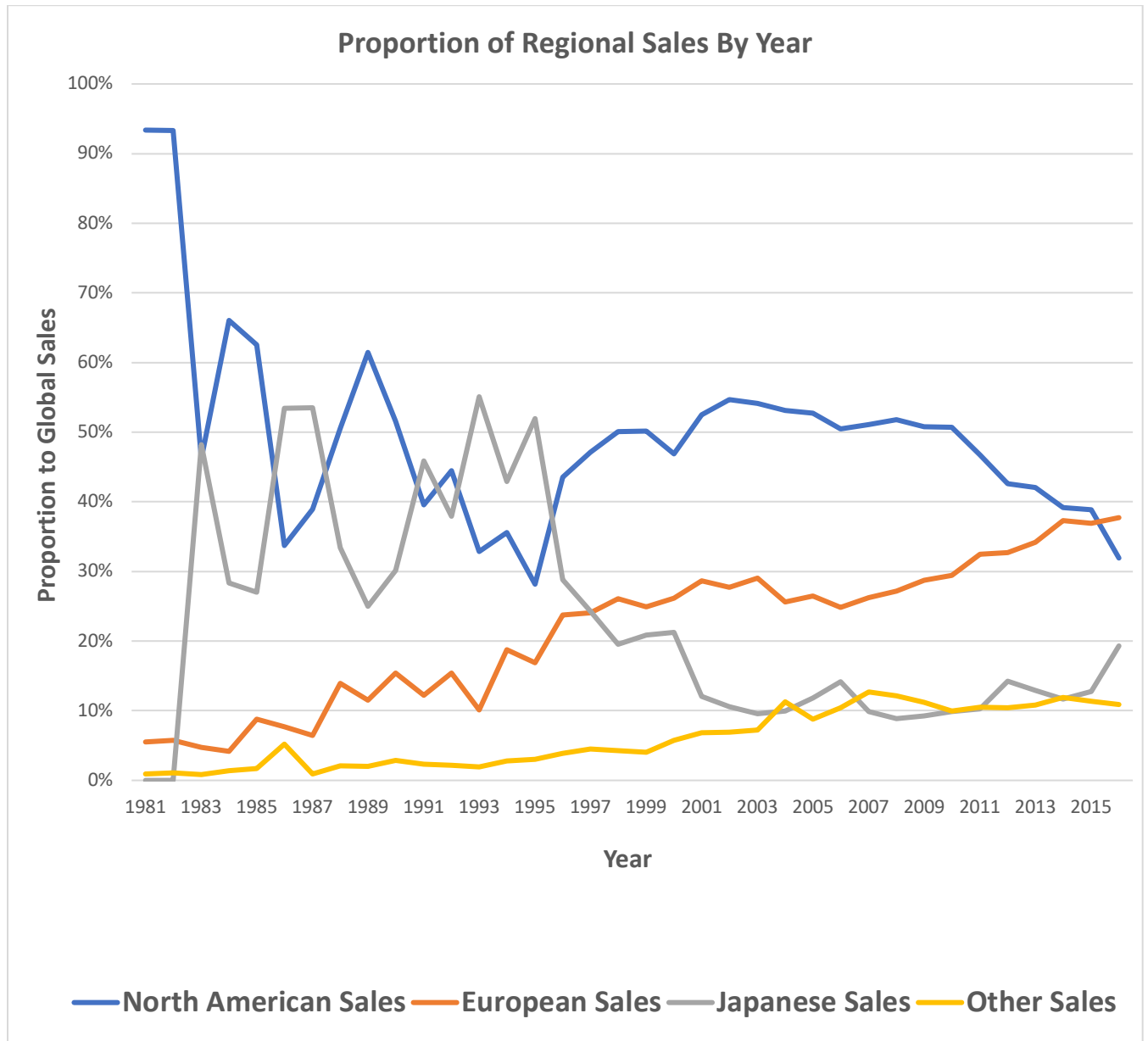
■ North American Sales ■ European Sales ■ Japanese Sales ■ Other Sales



2016

■ North American Sales ■ European Sales ■ Japanese Sales ■ Other Sales





The data suggests that the European market is in a state of growth as the North American market is trending down. This contrasts with the assumption that all regions have stayed the same over time.

Figure 1 and Figure 2 are pie charts that compare what percentage of Global sales each market has between 2015 and 2016. Even based on these two years one can see how Europe and Japan are trending up as North America is trending down.

Figure 3 shows that historically North America and Japan battled for domination from the mid-1980's until the mid-1990's. North America pulled ahead of all other regions until the 2010's. Europe showed a slow growth from the 1980's to now until it surpassed North America in 2016.

All of these facts show that the regions have not stayed consistent over time and that obvious trends have emerged. My suggestion to GameCo is that they take advantage of the European growth while taking away some focus on North America. They should also not sleep on the sudden growth coming from Japan since historically they have had some of the best sales in that market.