

GAMECO SALES ANALYSIS



GAMECO

2017 Marketing Budget Plan

ESPORT GAMING



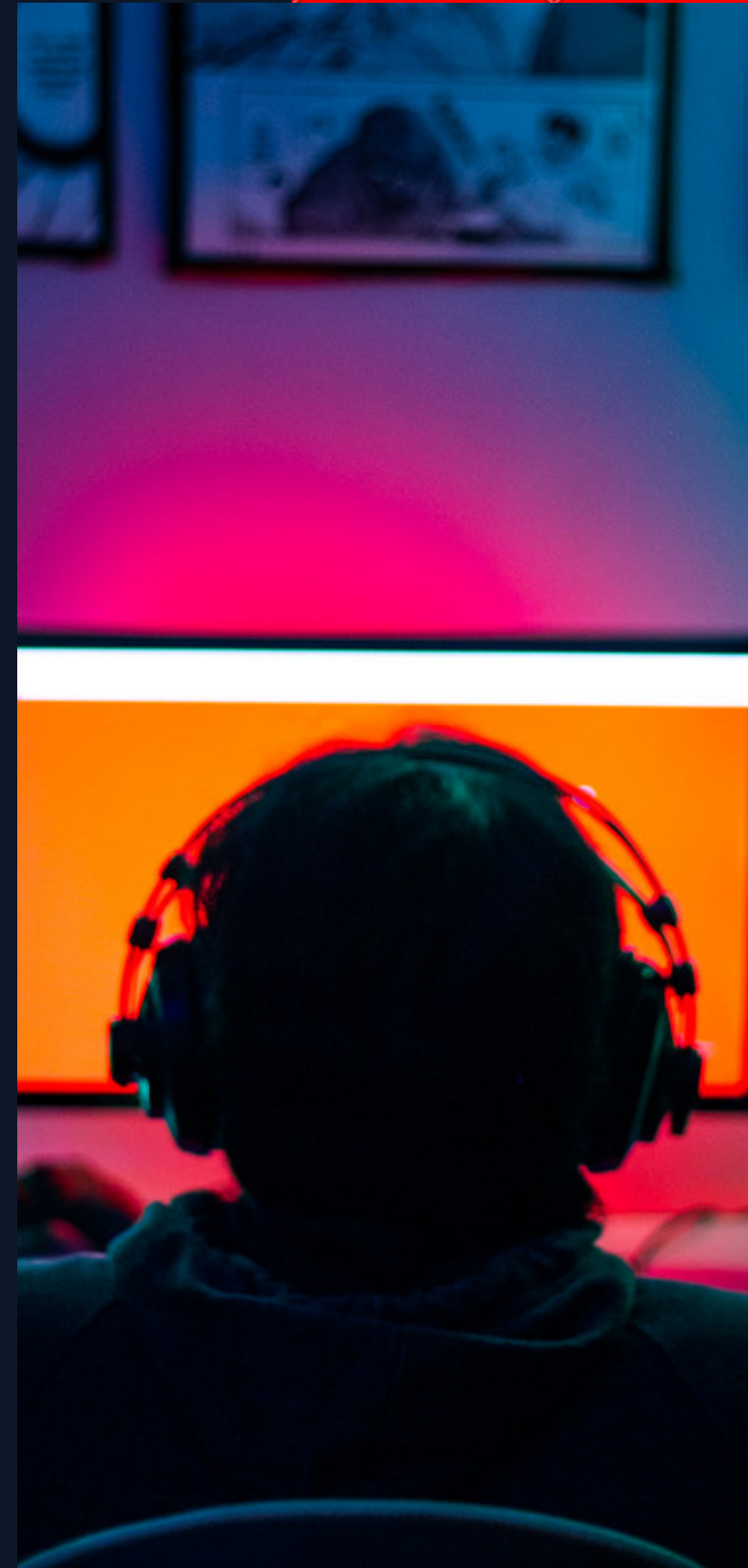
POPULAR GAMES



GAMECO SALES
ANALYISS

AGENDA

- SALES TRENDS
- MARKET SHARES
- POPULAR GENRES
- TOP PUBLISHERS





GAMECO SALES ANALYSIS

OBJECTIVE:

Understand if video games sales in the various geographical regions have stayed the same over time

The objective of this sales analysis is to use previous sales data (2016) to find a way to approach a marketing budget plan for 2017.



FOCUS REGIONS

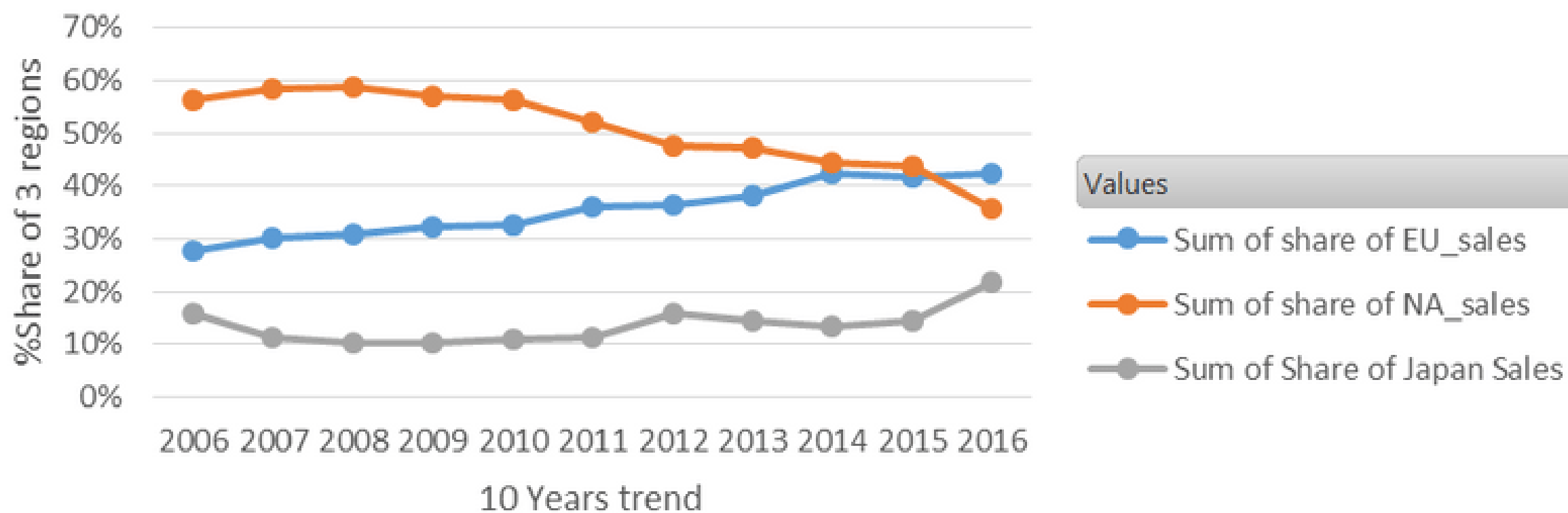
- NORTH AMERICA
- EUROPE
- JAPAN





SALES TREND FOR 10 YEARS

Sum of share of EU_sales Sum of share of NA_sales Sum of Share of Japan Sales

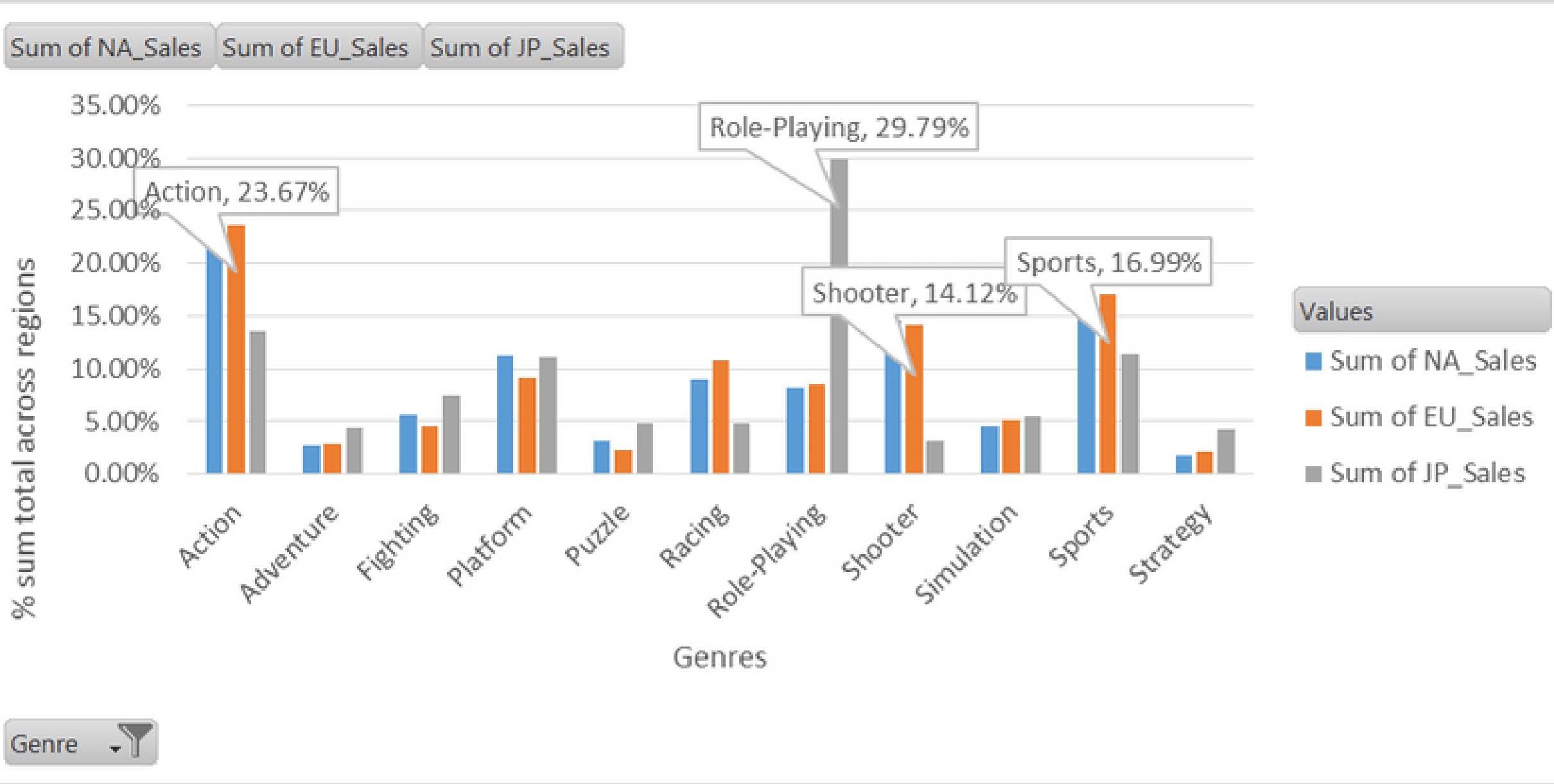


Year

- In 2015 sales for NA dropped lower than that of EU .
- A year on year increase in EU sales has been observed and it is leading in Sales since 2015.
- Sales in Japan have also shown improvement during 2015-16



GENRES TREND FOR 5 YEARS

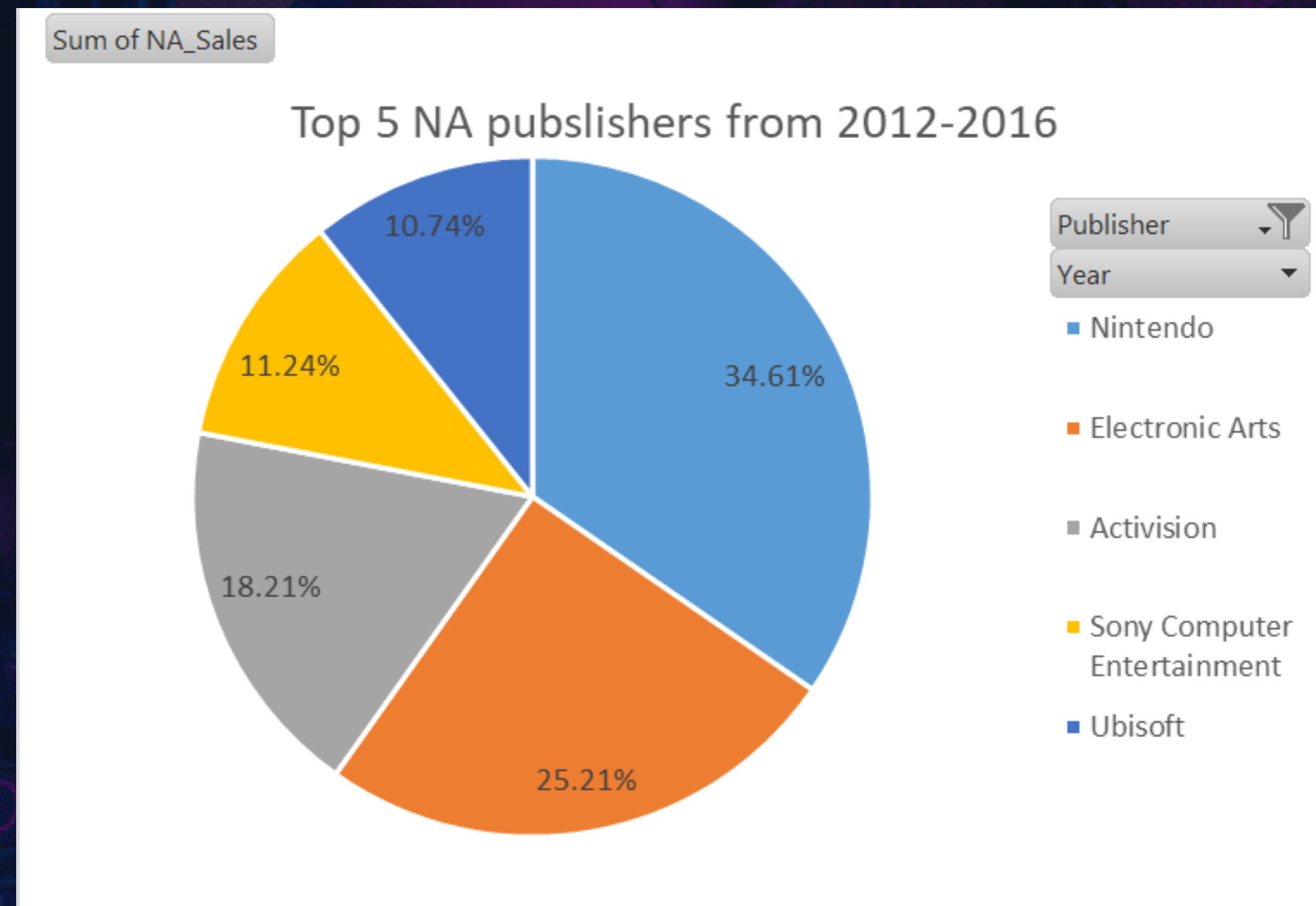


Role playing uniquely famous in Japan

Genre famous in Europe and NA:

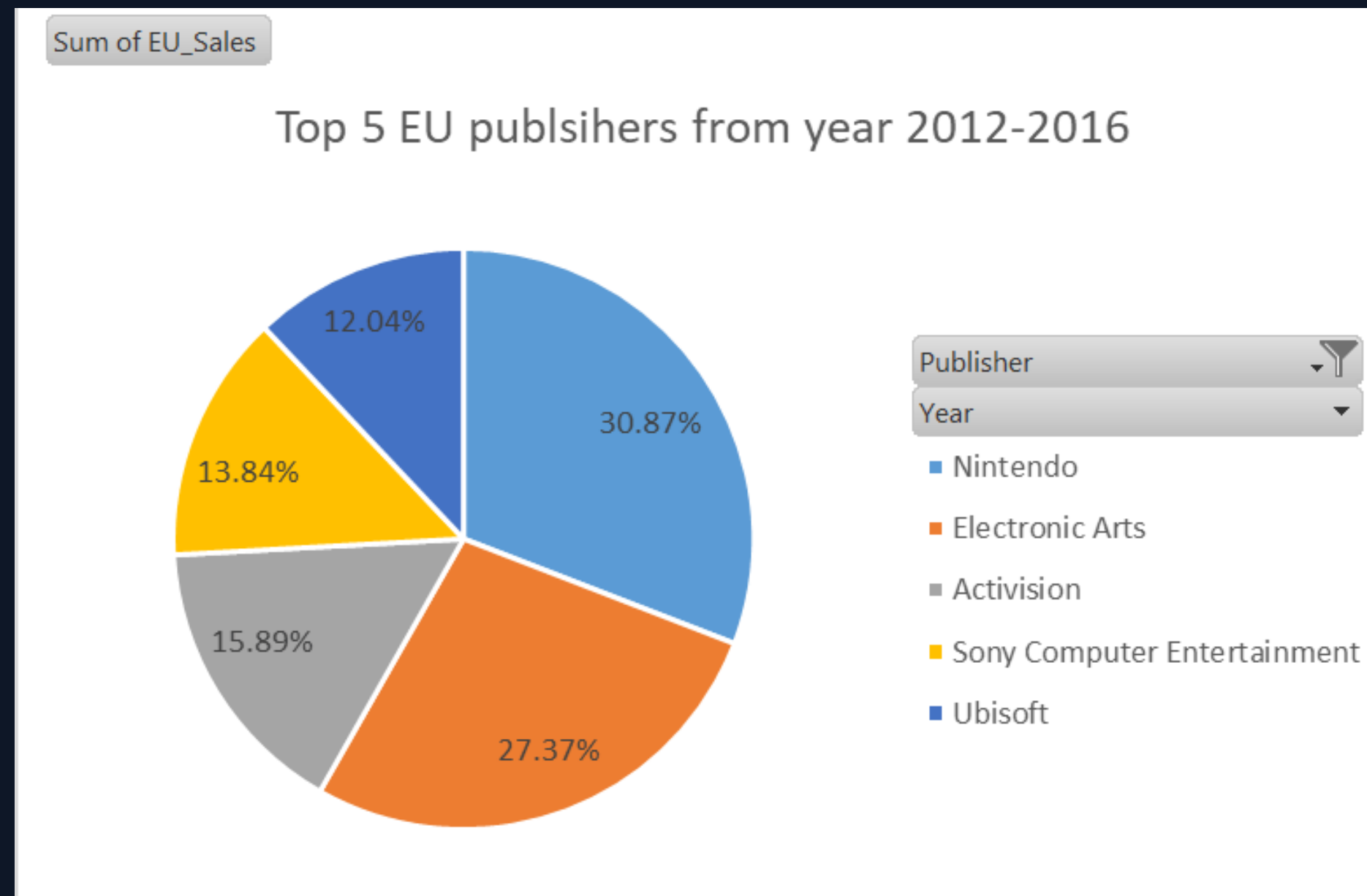
- Action
- Sports
- Shooter

NA TOP 5 YEAR PUBLISHERS:



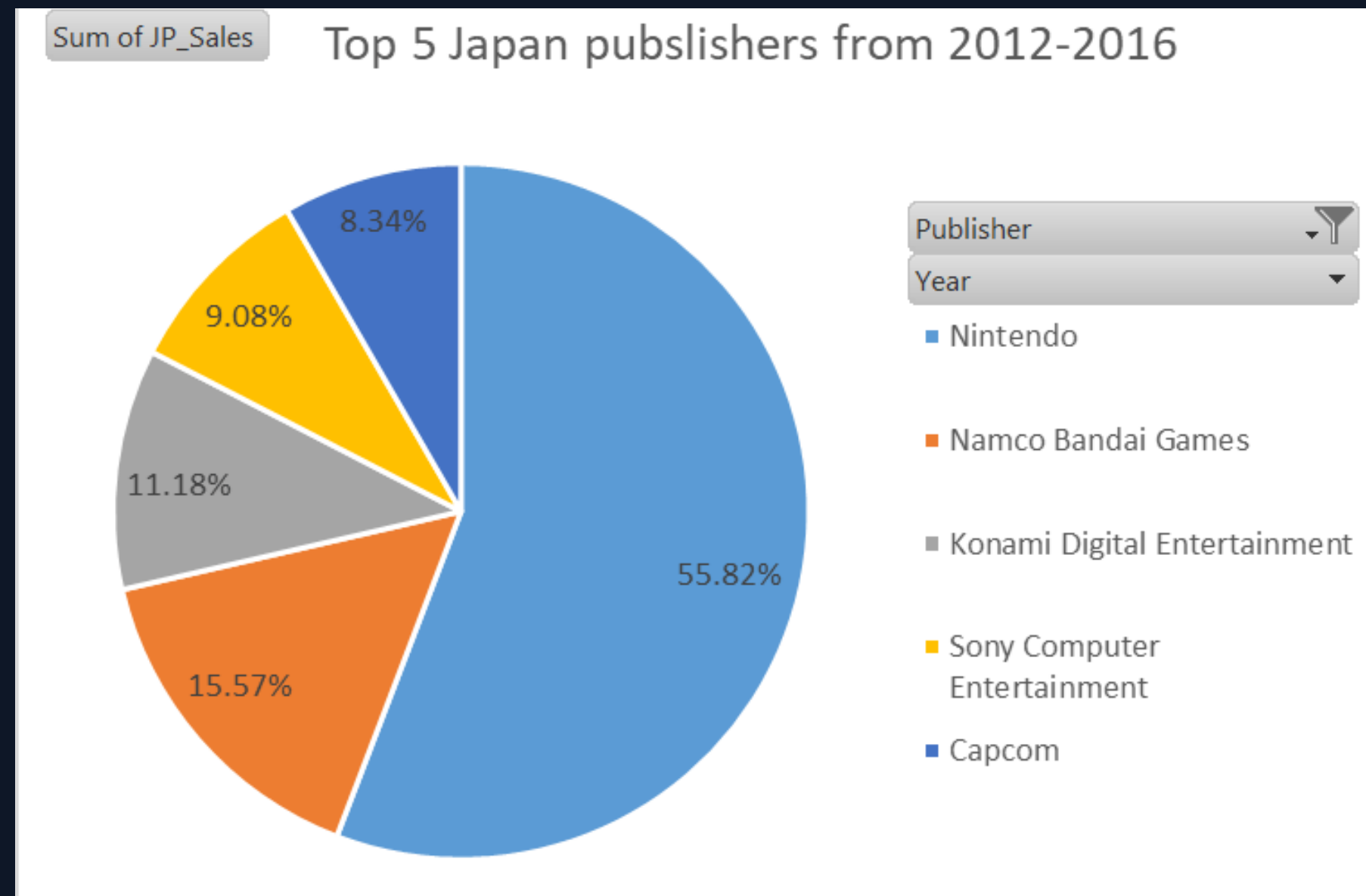
NINTENDO IS THE LEADING PUBLISHER WITH MAXIMUM SHARE FOLLOWED BY ELECTRONIC ARTS AND ACTIVISION

EU TOP 5 YEAR PUBLISHERS :



NINTENDO IS THE LEADING PUBLISHER WITH MAXIMUM SHARE FOLLOWED BY ELECTRONIC ARTS AND ACTIVISION

JAPAN TOP 5 YEAR PUBLISHERS :



NINTENDO IS THE LEADING PUBLISHER WITH MAXIMUM SHARE FOLLOWED BY NAMCO BANDAI AND KONAMI DIGITAL ENTERTAINMENT.



KEY FINDINGS

- NINTENDO is the most famous publisher across regions followed by region specific publishers such as Electronic Arts for NA and EU and Namco Bandai and Konami Digital in Japan
- Europe has shown consistency and positive year on year sales followed by Japan.
- North America has observed steep fall in sales.

Top 5 genres that are famous are

- Action
- Role Playing
- Sports
- Shooter
- Strategy



RECOMMENDATION

- To Increase, ROI funds should be allocated in the following order: Europe, Japan and North America.
- Focus should be on the famous genres across regions ie: Role playing for Japan while Action, Sports and Shooter across Europe and NA.
- Key publisher NINTENDO and region specific famous publishers should be looked into as they have more consumers share in their specific regions.

GAMES SALES ANALYSIS



THANK YOU

ESPORT GAMING

POPULAR GAMES