

The background is a composite of several elements. On the left, there are vertical orange bars of varying heights, resembling a bar chart. Overlaid on these bars and the background are white and light blue circuit-like lines with circular nodes. A white line graph with circular markers is also visible, with some data points labeled with numbers like '183.102' and '154.178'. The right side of the image is a solid blue gradient.

PROJECT 1 – DATA ANALYTICS

GAMECO EXCEL REPORT OF 2016



ANALYZING GLOBAL VIDEO GAME SALE

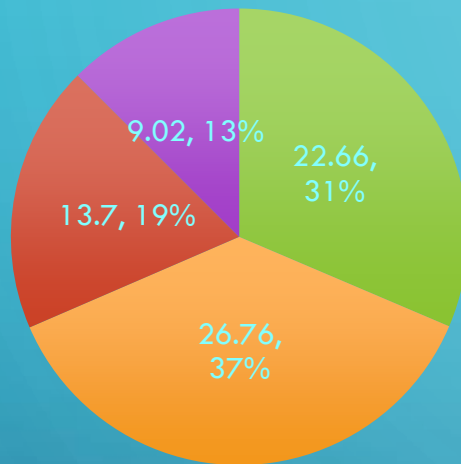
We need to plan how to invest marketing budget next year (2017) to maximize the return on investment in various markets and segments.

The Sales in 2016 is US\$ 72.16 Mn across the globe and all the regions contribute differently. We shall explore various data trends to understand and potentially plan ahead.

VIDEO GAME SALES – GLOBAL MARKET SHARE & GENRE DISTRIBUTION

Global Sales 2016

■ NA_Sales ■ EU_Sales ■ JP_Sales ■ Other_Sales



- In 2016, EU region is the best selling region for game sales, followed by North America
- Japan is the 3rd highest contributor but the overall contribution is 19%, which is way below than other two regions
- Role playing. Fighting and adventure are the next categories which are evolving in sales.

Sales Distribution

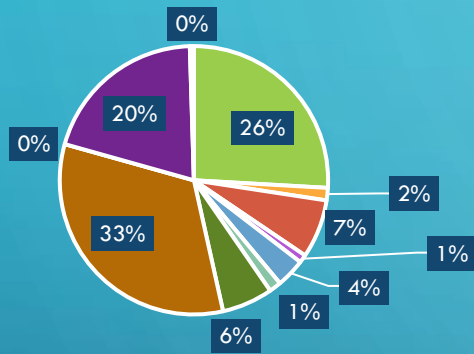


■ Action ■ Adventure ■ Fighting ■ Misc ■ Platform ■ Racing ■ Role-Playing ■ Shooter ■ Simulation ■ Sports ■ Strategy ■ (blank)

SALES ACROSS REGIONS BY GENRE

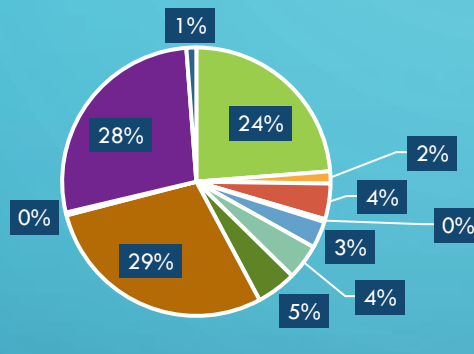
- Sales across various regions show contributions in various proportions

North America Sales



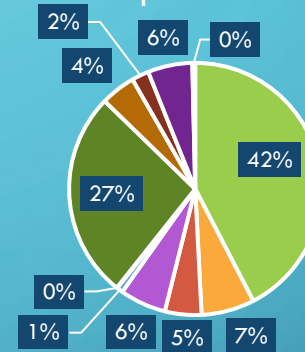
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■ Platform ■ Racing ■ Role-Playing ■ Shooter
■ Simulation ■ Sports ■ Strategy

EU Sales



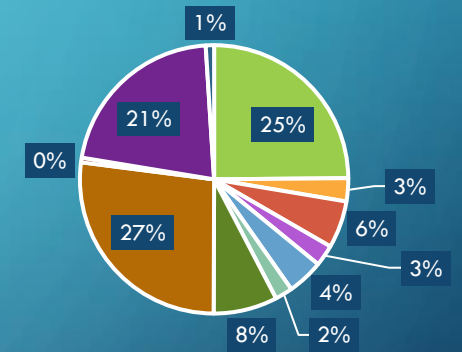
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■ Platform ■ Racing ■ Role-Playing ■ Shooter
■ Simulation ■ Sports ■ Strategy

Japan Sales



■ Action ■ Adventure ■ Fighting ■ Misc
■ Platform ■ Racing ■ Role-Playing ■ Shooter
■ Simulation ■ Sports ■ Strategy

Other Sales

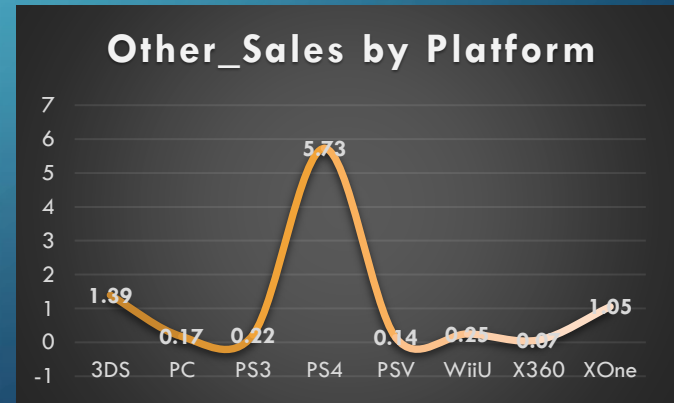
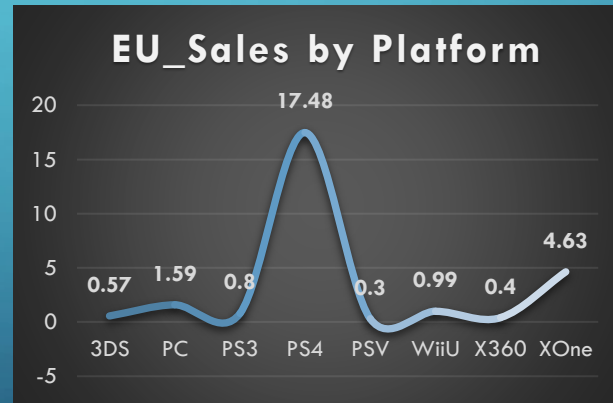
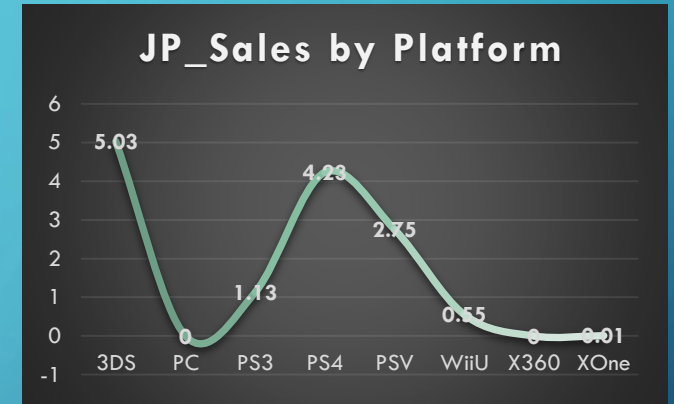
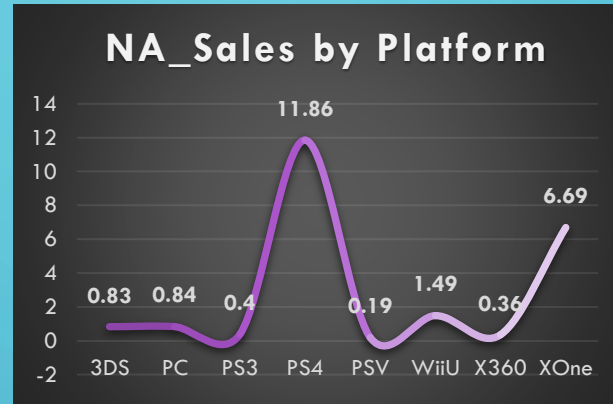


■ Action ■ Adventure ■ Fighting ■ Misc
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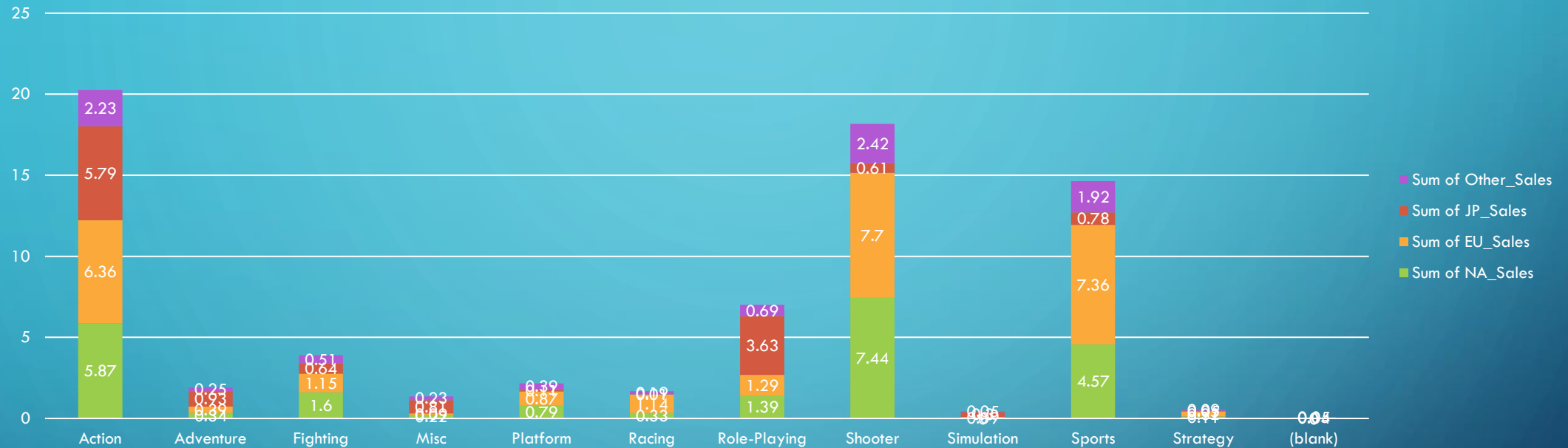
- Japan shows a peculiar pattern which is different than all other regions, potentially due to local brand loyalty or approvals
- The percentage market share across the key regions other than japan show a consistency for top 5 categories.

GLOBAL SALES TREND ACROSS REGION BY PLATFORM

- In 2016, PS4 has been the most dominant platform across all regions, followed by Xone
- Only Japan follows 3DS while NA has largest market share for WiiU – handheld devices
- By market Share, 3DS is the 3rd largest platform but the concentration is highly skewed towards Japan.



GLOBAL SALES – BY GENRE & REGIONS



- Action, Shooter and Sports are the 3 highest categories in terms of sales across the world, associated marketing strategies will help to grow
- Action games genre is most evenly distributed in the 3 main regions
- Role playing is the next evolving category and is exceptionally high in Japan

GLOBAL SALES RECOMMENDATIONS

- From Genre perspective - Action, Shooter and Sports are the 3 highest categories in terms of sales across the world and management might consider to invest in growing them further.
- Action games genre is most evenly distributed in the 3 main regions and might be a good area across platforms.
- Role playing is the next evolving category and is exceptionally high in Japan
- Simulation, Strategy and Racing are the least sales category and are not popular in 2016. Management might want to reconsider investments in these categories
- PS4 & Xone are the platforms that have highest popularity except Japan where 3DS can be recommended as the best platform to invest
- The emerging handheld category signifies that portable gaming might get increasing traction in near future, particularly with younger populations