

# GameCo

Sales Analysis &  
Marketing Strategy 2017

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# Presentation Content



## Assumption

Sales for Key markets will have no significant shifts in 2017



## History

Perform analysis of historical data, identifying patterns.



## Present

Asses current trends in the industry, threats, and opportunities for Business



## Future

Present the Sales forecast for North America, EU and Japan Markets

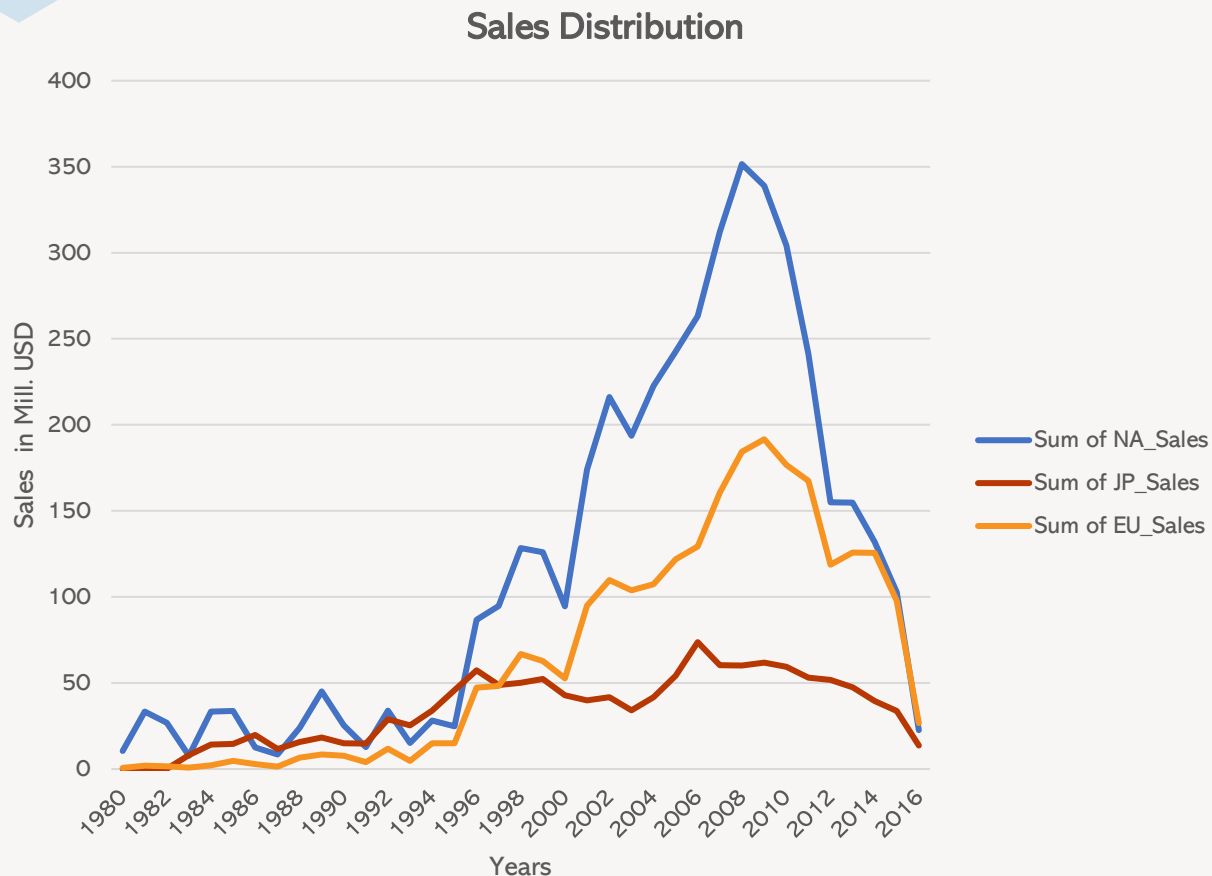


## Goal

Budget distribution among the regions to maximize ROI

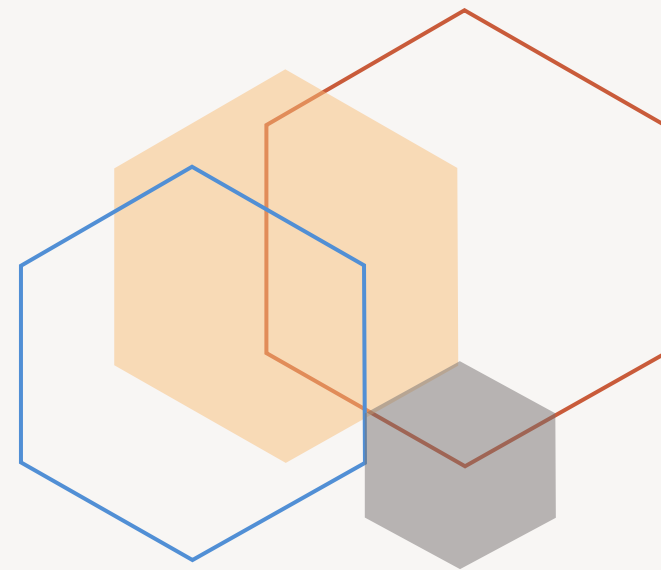


# Sales Distribution



By 2016 the markets lost the following revenue: 83% NA, 66% JP, and 78% EU (comparing sales in the period 2013-2015 vs 2016).

To sum it up, the trend is dramatically downwards.



The graph shows that there was stable growth until 1995.

Later exponential growth is demonstrated until 2008-2009 with its peak at 351 mil. USD (NA) and 191 mil. USD (EU) accordingly.

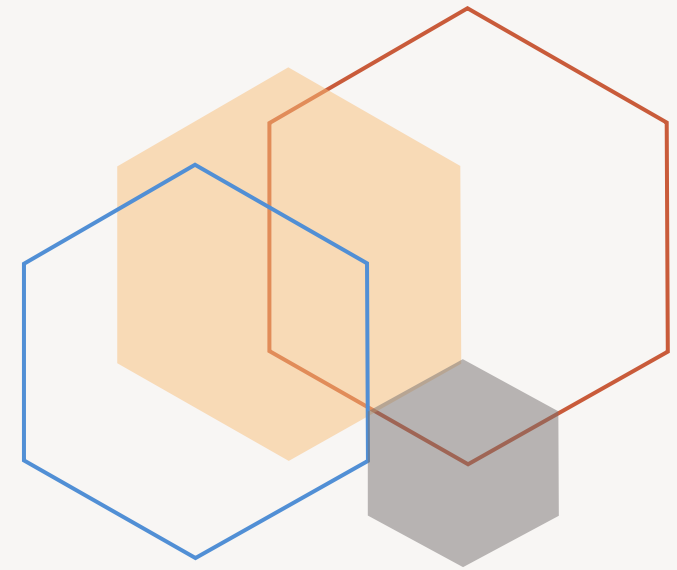
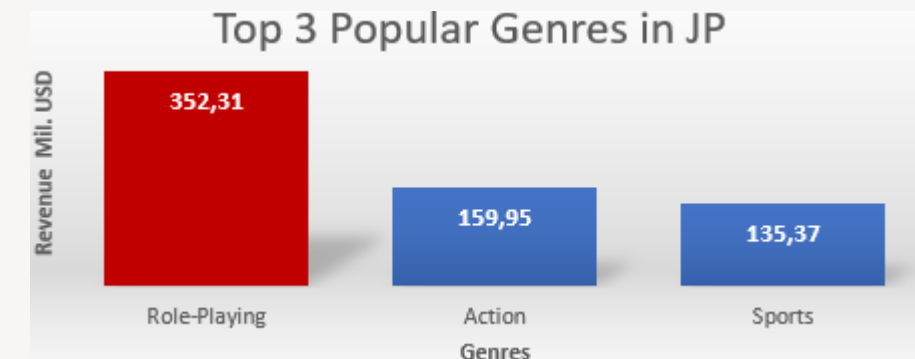
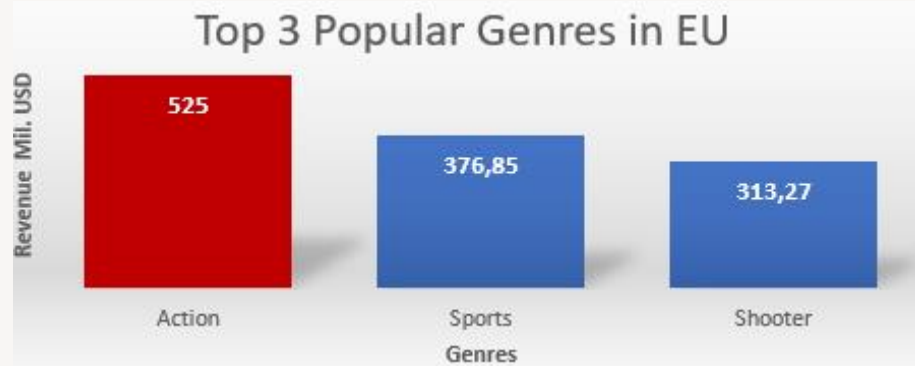
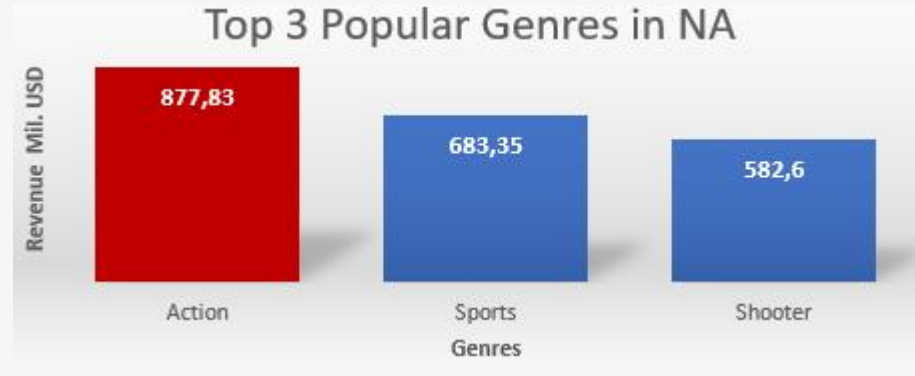
Japan shows a continuous decline since 2006, which was also the most lucrative year for JP in its whole sales history and accounted for 73 mill USD.

For the last 3 years the average annual revenue was:

- NA – 129,8 Mil
- Japan - 40,2 Mil
- EU- 116,3 Mil



# Sales Distribution



The most popular genres in the NA market:  
Action, Sport, and Shooter.

In the EU the Bestselling Genres are similar to NA:  
Action, Sports, and Shooter.

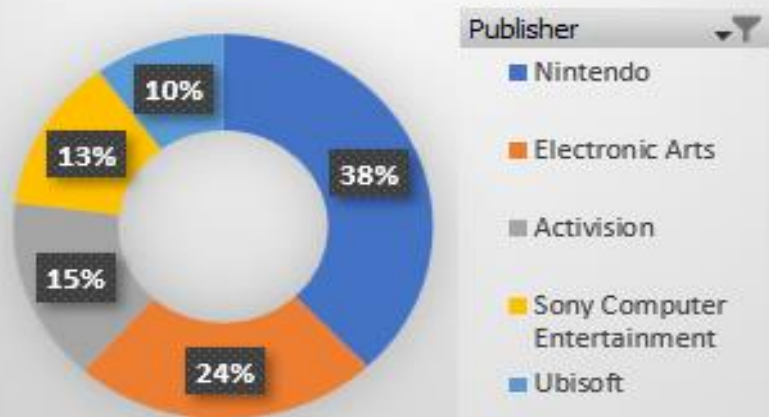
People in Japan prefer Role-Playing, Action, and  
Sports Genres.

Action, Sport, Shooter - Globally

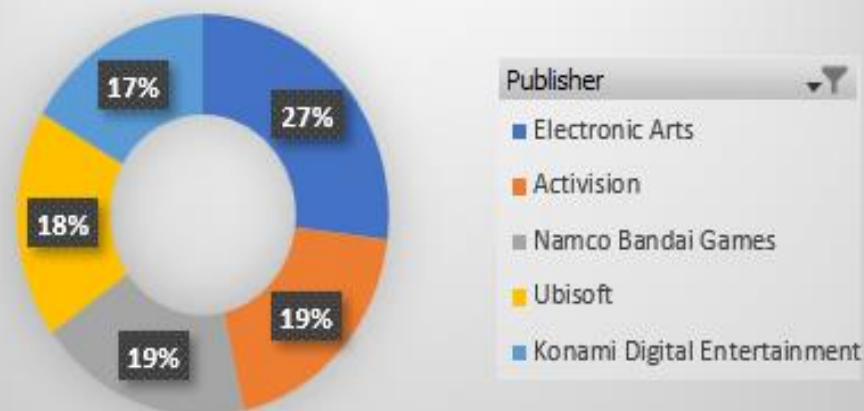


# Sales Distribution

## Top 5 Publishers by Sales Volume



## Top 5 Publishers by Name

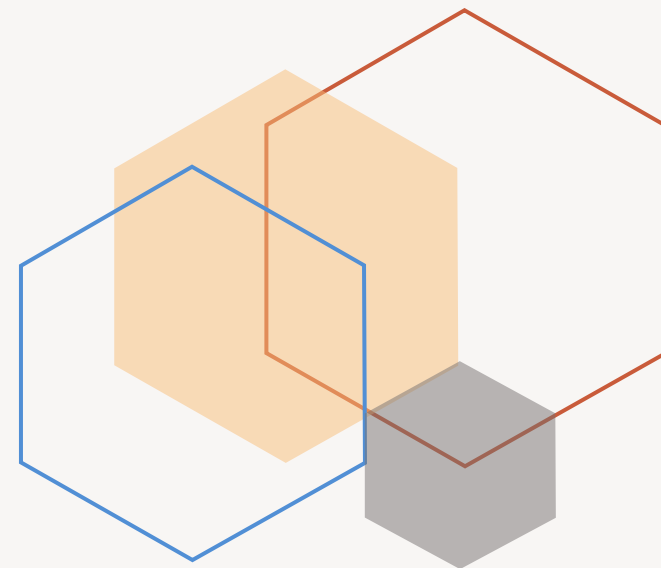


The Pie chart reflects the Top 5 Publishers in Global sales by Revenue.

As it is seen, Nintendo is the indisputable leader, followed by Electronic Arts and Activision.

Nevertheless, the comparison in terms of Names represented shows that Nintendo is not among the leaders.

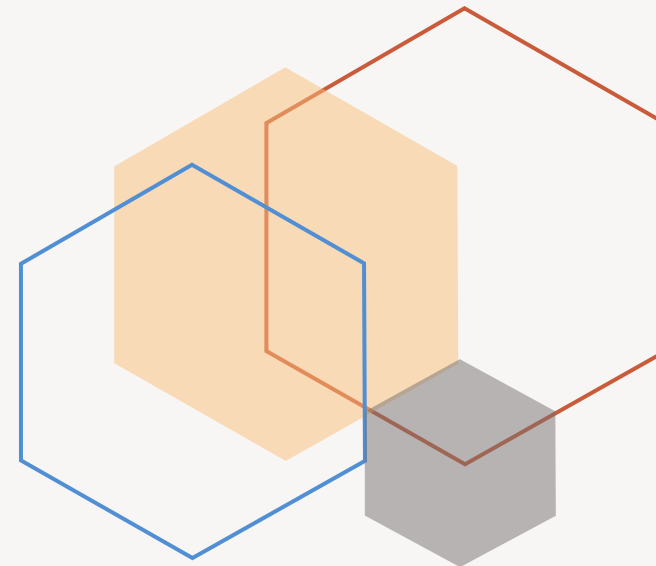
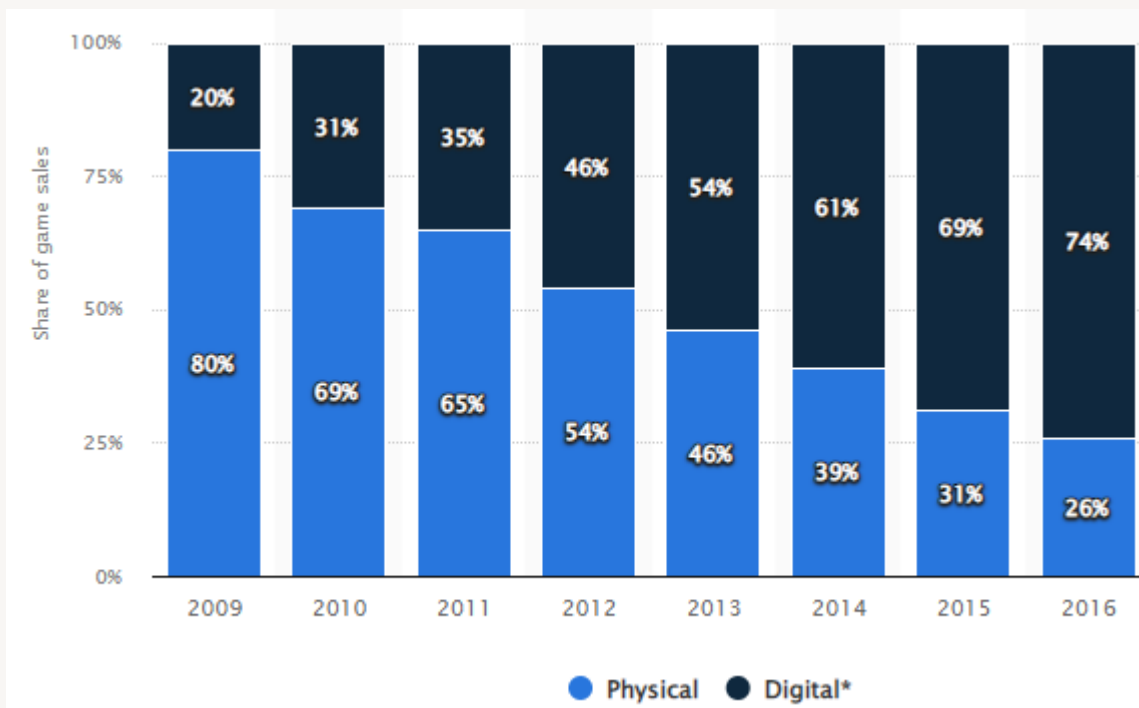
It can be concluded, that Electronic Arts has a respectively high volume of sales and a good variety of sold games, whereas Nintendo demonstrates better revenue rates with fewer game names.





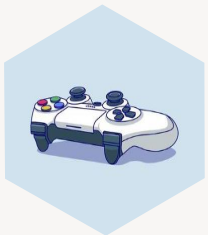
# Sales Distribution

Distribution of computer and video game sales in the United States from 2009 to 2016, by delivery format: Physical VS Digital.



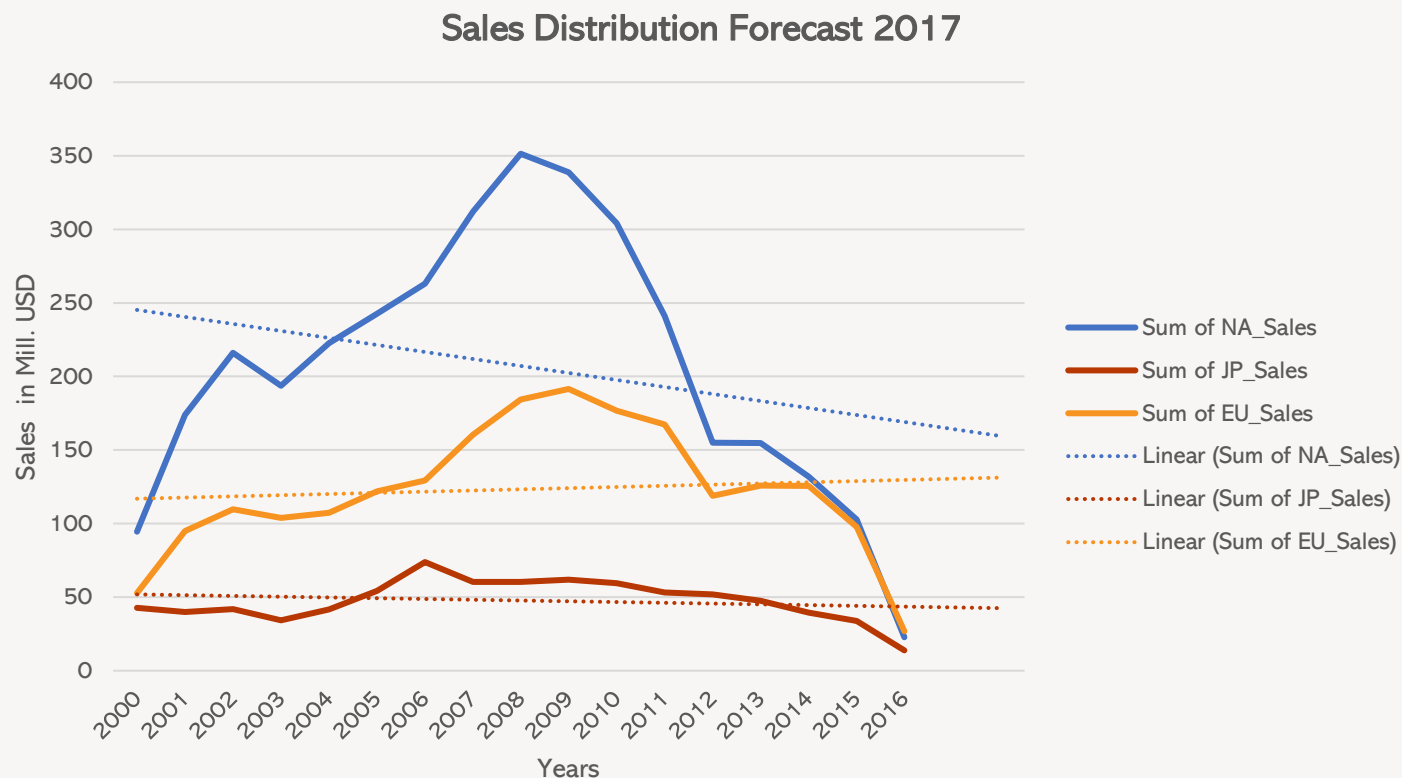
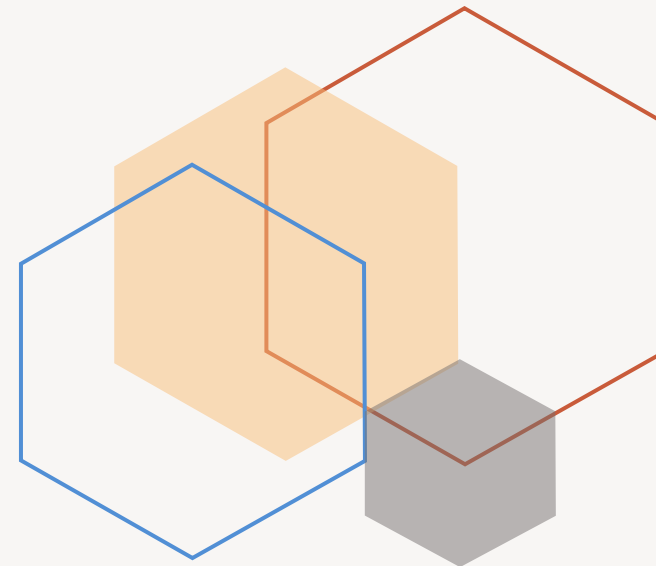
As could be observed, the number of sales in Physical format dramatically declining since 2009. In 2016 the amount of physical sales accounts for 26 percent only. Hence, the drop in GameCo revenue is explainable. Furthermore, it can be assumed, that this trend is fair for other markets as well.

\* Digital format sales include subscriptions, digital full games, digital add-on content, mobile apps and social network gaming.



# Sales Distribution Forecast

The graph below demonstrates the forecast for sales behavior for further periods. It is shown that Revenue in NA will continue to down unless actions to improve sales are taken. Furthermore, sales in the EU and Japan, tend to improve in the future, if the market situation will not change.



See the explanation for the data range in the project **reflection**





## SUMMARY

After a detailed investigation, it can be estimated that the initial assumption: “the sales trends of GameCo will remain unchanged” is confirmed unless there will be no significant shifts in markets or actions in favor of sales improvement will be taken.







## RECOMMENDATIONS

**In order to improve the situation, it could be recommended:**

Investigate markets for further penetration possibility with digital versions of Games instead of the physical one. It is important to focus on online sales and distribution instead of releasing console or CD-based games according to the findings.

The company shall diversify its business model and delivery channels.



Invest and concentrate sales of the most popular Genres and Publishers in respective markets. Concentrating on Active Genres and developing them over Puzzles or Strategies. Such genres could be "Niche" products, whereas the other active genres will create revenue.

The EU market and Japan Market seem to be the most lucrative destinations with potential growth, hence, it is suggested to expand the market and invest.

Investigate the reasons for the constant decline in sales on NA market over the last years, until the reason are identified, it is not recommended to increase expenditure

**Thank you  
for your attention**

