



STRATEGIC INSIGHTS FOR VIDEO GAME MARKET EXPANSION

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- **INTRODUCTION**



THE GLOBAL VIDEO GAME INDUSTRY HAS EXPERIENCED EXPONENTIAL GROWTH , DRIVEN BY DIVERSE CUSTOMER PREFERENCES, EVOLVING GAMING PLATFORMS ,AND REGIONAL MARKET TRENDS. WITH THE INCREASING DEMAND FOR INTERACTIVE ENTERTAINMENT , IDENTIFYING STRATEGIC LOCATIONS FOR NEW BRANCHES IS CRITICAL TO CAPTURING UNTAPPED POTENTIAL AND STAYING COMPETITIVE. THIS PROJECT LEVERAGES HISTORICAL SALES DATA TO ANALYZE REGIONAL PERFORMANCE, GENRE POPULARITY, PLATFORM DOMINANCE, AND TOP PUBLISHERS' IMPACT, PROVIDING ACTIONABLE INSIGHTS TO GUIDE EXPANSION DECISIONS. ADDITIONALLY, IT VISUALIZES THE POSSIBILITY OF EXPANSION IN VARIOUS COUNTRIES BY EXAMINING MARKET TRENDS AND SALES POTENTIAL





• DESCRIPTION ABOUT THE DATA

- **NAME** - THE GAMES NAME
- **PLATFORM** - PLATFORM OF THE GAMES RELEASE (I.E. PC , ETC.)
- **YEAR** - YEAR OF THE GAME'S RELEASE (2000-2016)
- **GENRE** - GENRE OF THE GAME
- **PUBLISHER** - PUBLISHER OF THE GAME
- **NA_SALES** - SALES IN NORTH AMERICA (IN MILLIONS)
- **EU_SALES** - SALES IN EUROPE (IN MILLIONS)
- **JP_SALES** - SALES IN JAPAN (IN MILLIONS)
- **OTHER_SALES** - SALES IN THE REST OF THE WORLD (IN MILLIONS)
- **GLOBAL_SALES** - TOTAL WORLDWIDE SALES

Rank	Name	Platform	Year	Genre	Publisher	NA_Sales	EU_Sales	JP_Sales	SALES OTHER COUNTRIES	Global_Sales
7	New Super Mario Bros.	DS	2006	Platform	Nintendo	11380000	9230000	6500000	2900000	30010000
21	Pokemon Diamond/Pokemon Pearl	DS	2006	Role-Playing	Nintendo	6420000	4520000	6040000	1370000	18360000
27	Pokemon Black/Pokemon White	DS	2010	Role-Playing	Nintendo	5570000	3280000	5650000	820000	15320000
26	Pokemon Ruby/Pokemon Sapphire	GBA	2002	Role-Playing	Nintendo	6060000	3900000	5380000	500000	15850000
42	Animal Crossing: Wild World	DS	2005	Simulation	Nintendo	2550000	3520000	5330000	880000	12270000
28	Brain Age 2: More Training in Minutes a Day	DS	2005	Puzzle	Nintendo	3440000	5360000	5320000	1180000	15300000
215	Monster Hunter Freedom 3	PSP	2010	Role-Playing	Capcom	0	0	4870000	0	4870000
9	New Super Mario Bros. Wii	Wii	2009	Platform	Nintendo	14590000	7060000	4700000	2260000	28620000
74	Animal Crossing: New Leaf	3DS	2012	Simulation	Nintendo	2010000	2320000	4360000	410000	9090000
150	Dragon Quest IX: Sentinels of the Starry Skies	DS	2009	Role-Playing	Nintendo	660000	690000	4350000	150000	5840000
33	Pokemon X/Pokemon Y	3DS	2013	Role-Playing	Nintendo	5170000	4050000	4340000	790000	14350000
20	Brain Age: Train Your Brain in Minutes a Day	DS	2005	Misc	Nintendo	4750000	9260000	4160000	2050000	20220000
12	Mario Kart DS	DS	2005	Racing	Nintendo	9810000	7570000	4130000	1920000	23420000
162	Monster Hunter Freedom Unite	PSP	2008	Role-Playing	Capcom	470000	570000	4130000	340000	5500000
46	Pokemon HeartGold/Pokemon SoulSilver	DS	2009	Action	Nintendo	4400000	2770000	3960000	770000	11900000
3	Mario Kart Wii	Wii	2008	Racing	Nintendo	15850000	12880000	3790000	3310000	35820000
1	Wii Sports	Wii	2006	Sports	Nintendo	41490000	29020000	3770000	8460000	82740000





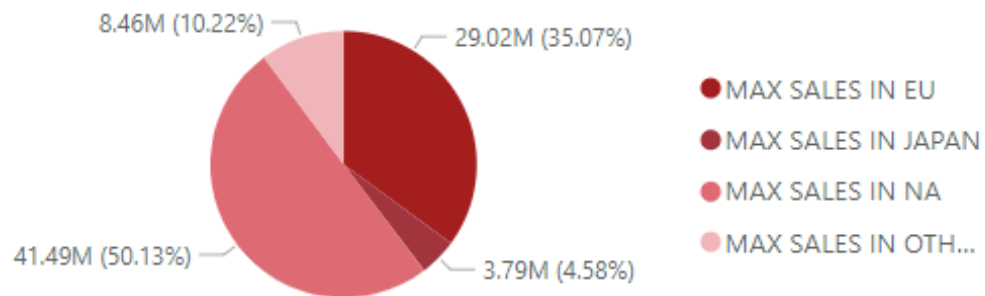
• REGIONAL SALES ANALYSIS

FOR FUTURE EXPANSIONS IT'S BEST TO NOTE THAT:

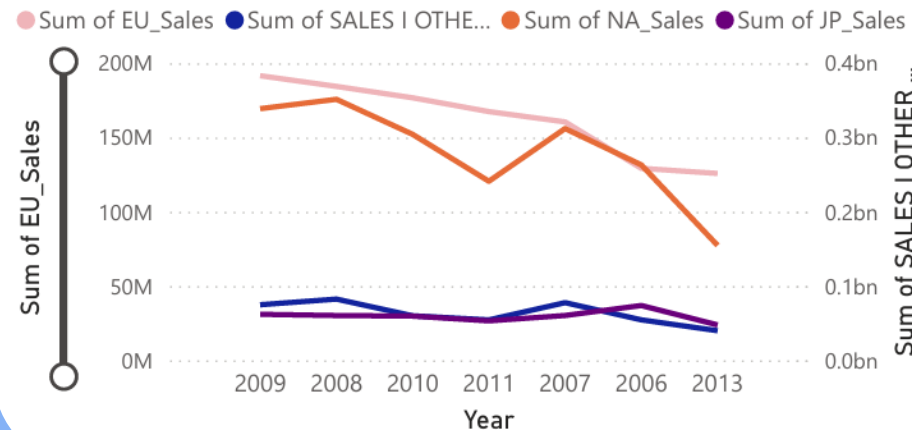


- NORTH AMERICA LEADS WITH MAXIMUM SALES OF **3,253M**.
- EUROPE SHOWS CONSISTENT STRONG PERFORMANCE WITH **1,947M** TOTAL SALES.
- JAPAN HAS A NICHE BUT VALUABLE MARKET FOCUS WITH **727M** SALES.
- OTHER REGIONS COLLECTIVELY ADD 700M TO **GLOBAL SALES**, PRESENTING ADDITIONAL OPPORTUNITIES FOR EXPANSION.

MOST PROFITED REGIONS



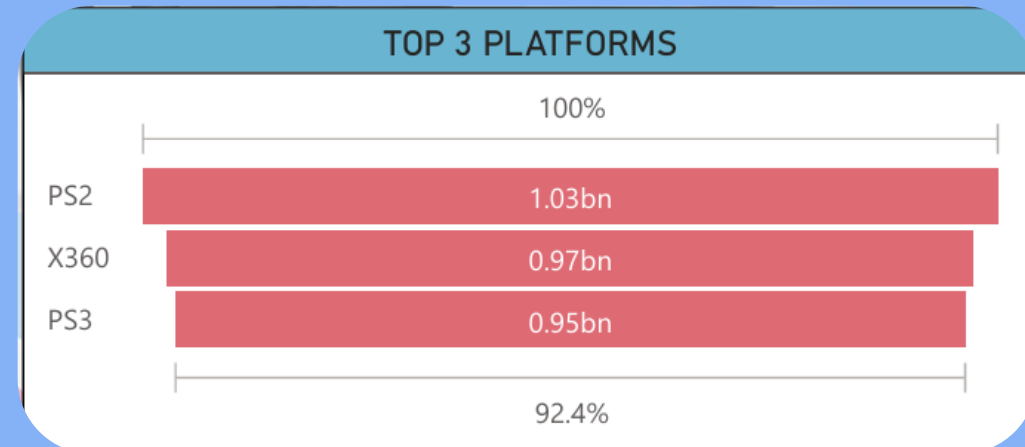
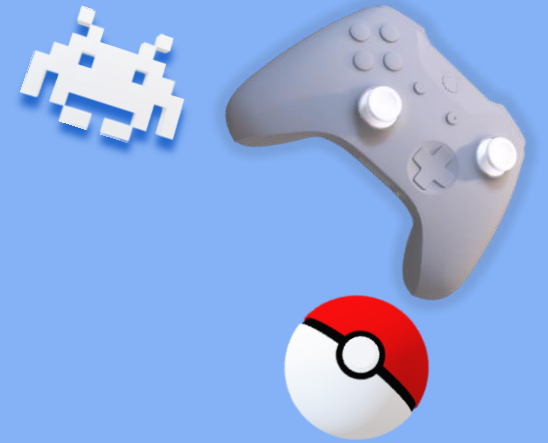
SALES ACROSS THE YEARS



• GENRE PREFERENCES BY REGION

IN THE GENRE SECTION:

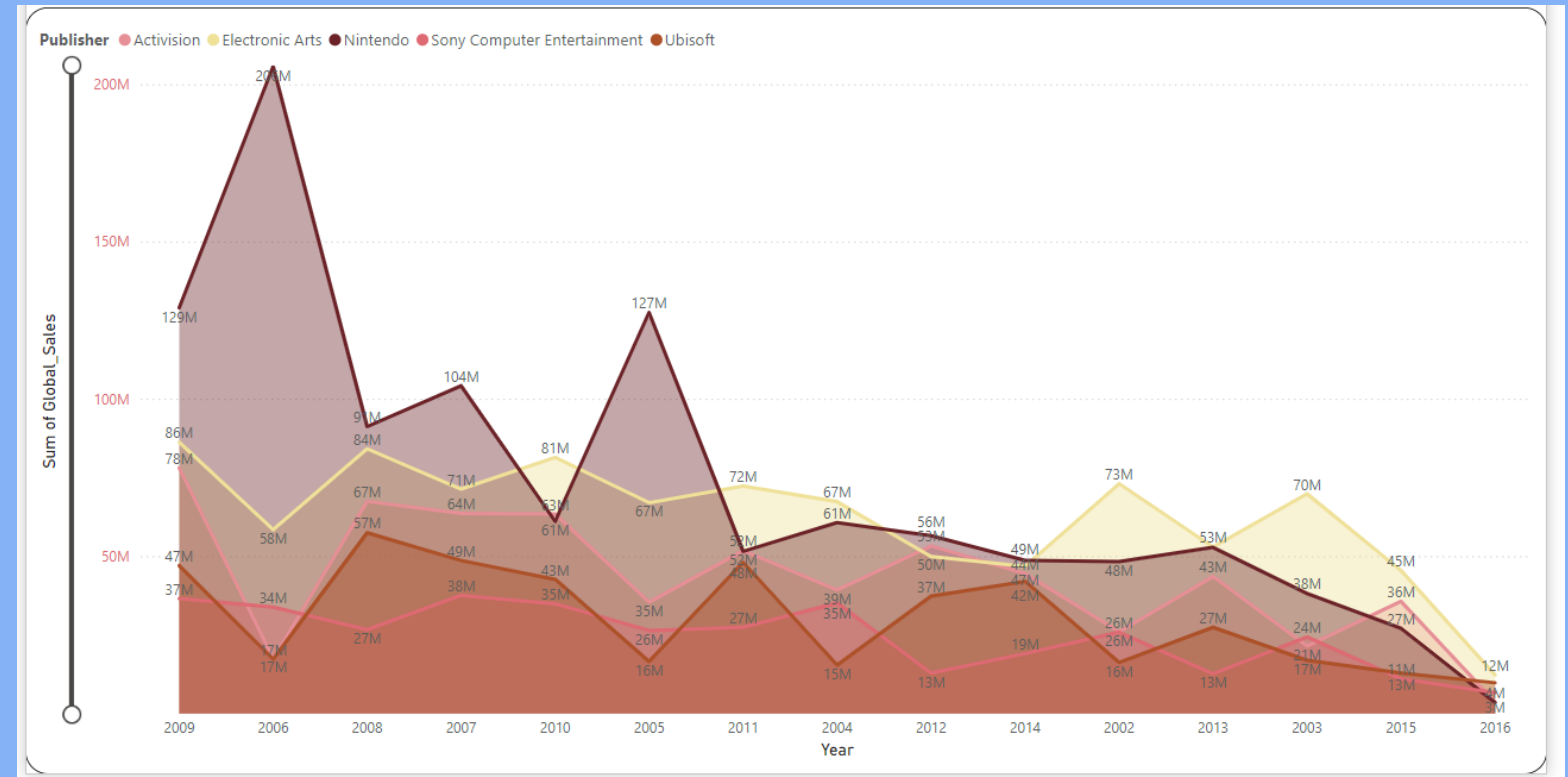
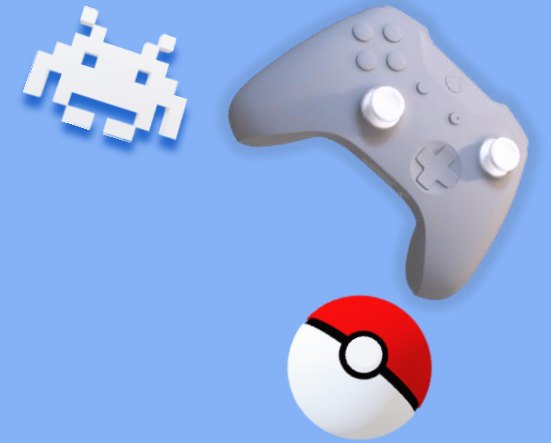
- ACTION AND SPORTS ARE **GLOBALLY** DOMINANT GENRES.
- ROLE-PLAYING GAMES LEAD IN **JAPAN**, WHILE SHOOTER GAMES DOMINATE **NORTH AMERICA**.
- **EUROPE'S** BALANCE BETWEEN SPORTS AND RACING OFFERS A UNIQUE STRATEGY OPPORTUNITY.



• YEARLY SALES TRENDS

ACCORDING TO THE YEARLY SALES :

- DIFFERENT PUBLISHERS SEEM TO BE IN AN INTENSE COMPETITION ACROSS THE YEARS. **NINTENDO** DOMINATES **GLOBALLY**, WITH PEAK INFLUENCE IN **JAPAN** AND **NORTH AMERICA**.
- **ELECTRONIC ARTS** (EA) EXCELS IN **EUROPE**, DRIVEN BY ITS SPORTS FRANCHISES.
- REGIONAL TRENDS REVEAL UNIQUE OPPORTUNITIES FOR PUBLISHERS LIKE **UBISOFT** IN **EUROPE** AND **SONY COMPUTER ENTERTAINMENT** IN **JAPAN**.



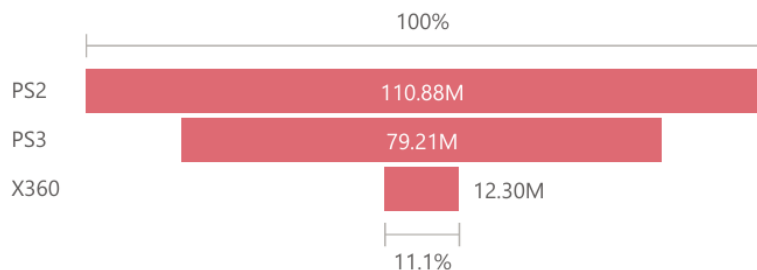
JAPAN BRANCHES



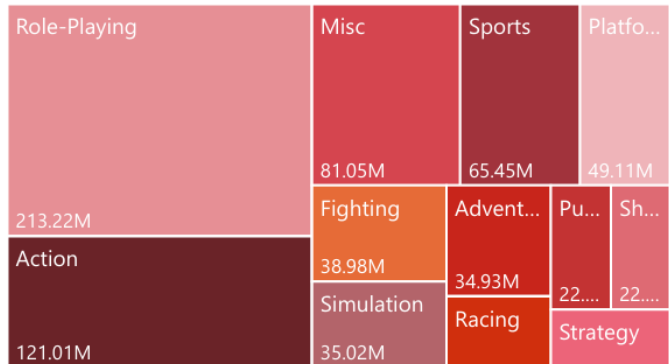
YEAR

2007 2008 2009 2010 2011 2012 2013 2014 2015 >

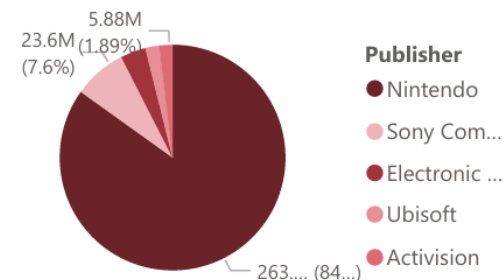
TOP 3 PLATFORMS



Sum of JP_Sales by Genre



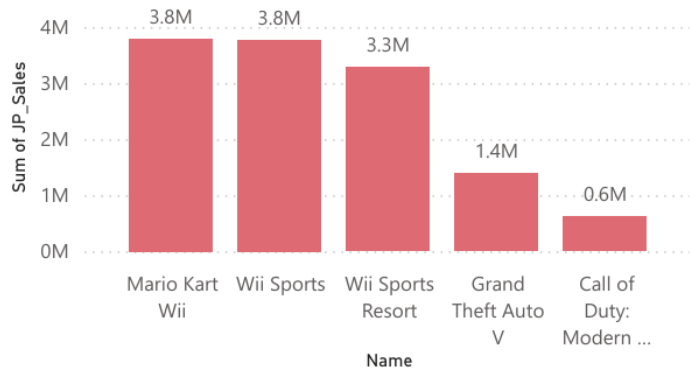
TOP 5 PUBLISHERS



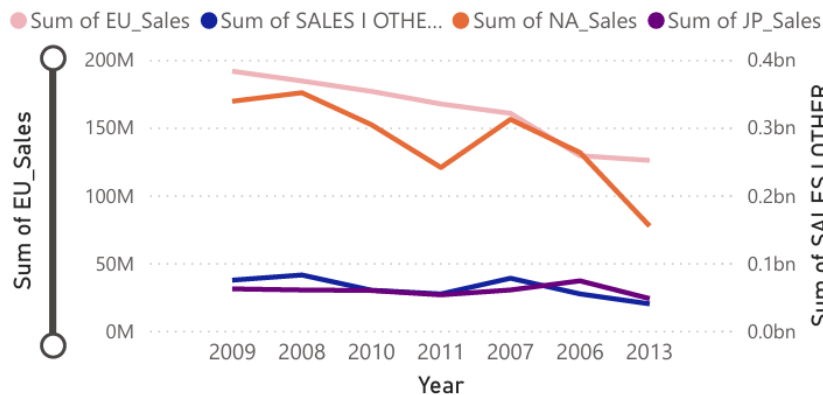
53.77K

AVERAGE JAPAN SALES

TOP 5 GAMES



SALES ACROSS THE YEARS



6.5M

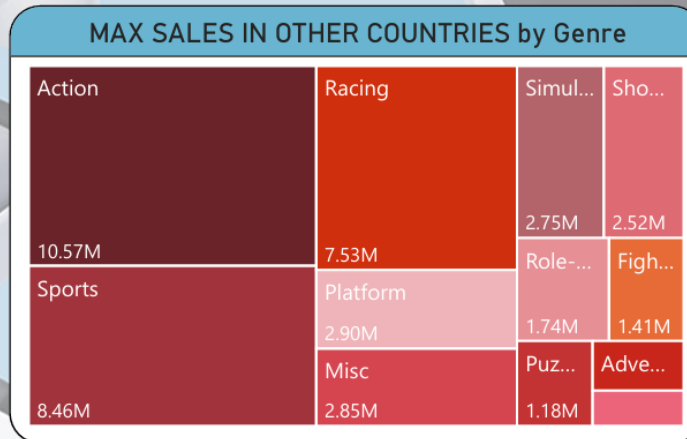
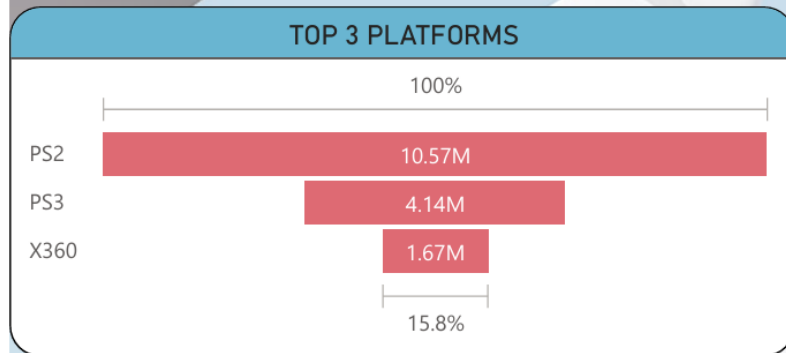
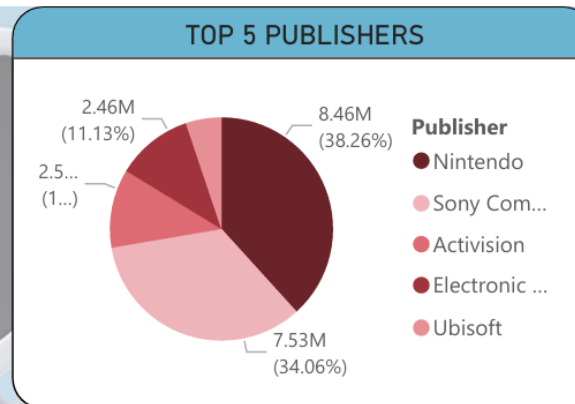
MAX SALES IN JAPAN

727M

Sum of JP_Sales

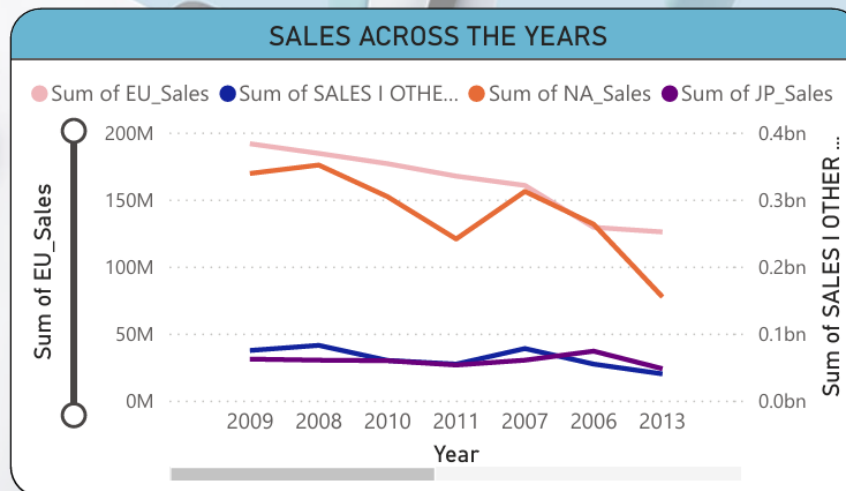
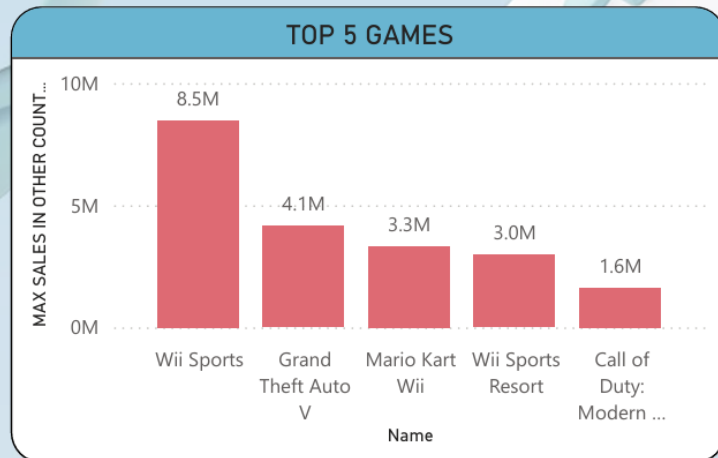


BRANCHES IN OTHER COUNTRIES



51.79K

AVERAGE SAKES IN OTHER COUNTRIES



10.6M

MAX SALES IN OTHER COUNTRIES

700M

Sum of SALES I OTHER COUNTRIES

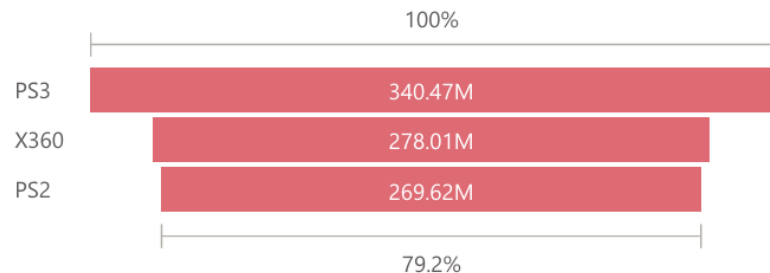
EUROPE UNITED BRANCHES



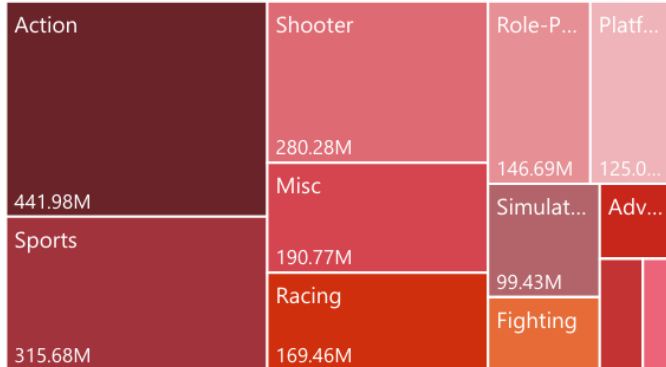
YEAR

2007 2008 2009 2010 2011 2012 2013 2014 2015 >

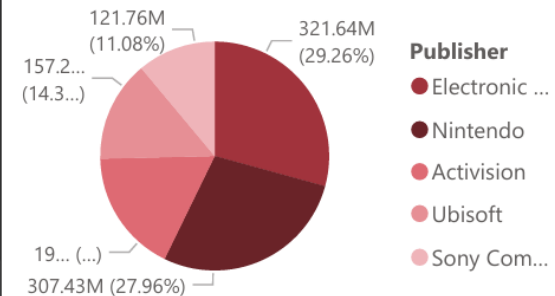
TOP 3 PLATFORMS



TOP GENRES



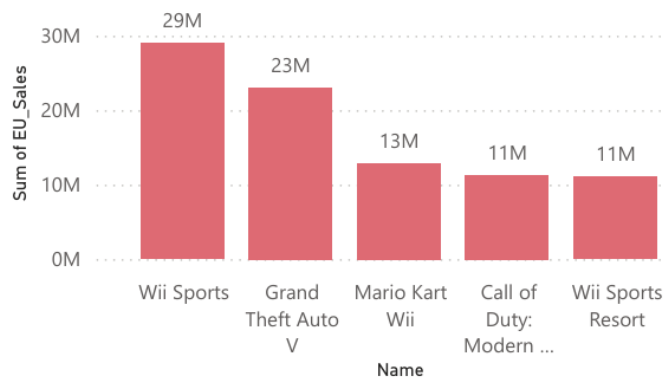
TOP 5 PUBLISHERS



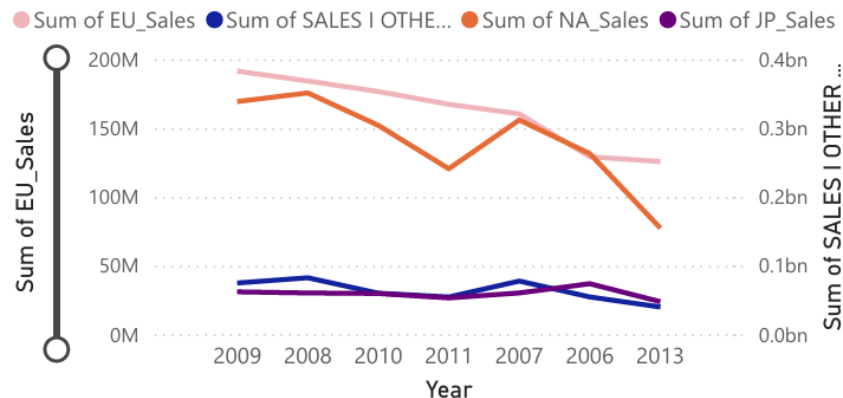
144.06K

AVERAGE EU SALES

TOP 5 GAMES



SALES ACROSS THE YEARS



29.0M

MAX SALES IN EU

1,947M

Sum of EU_Sales

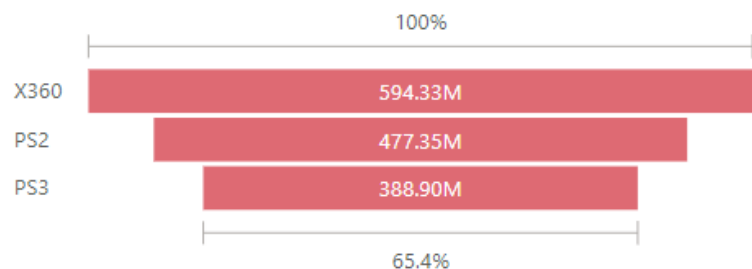
NORTH AMERICA BRANCHES



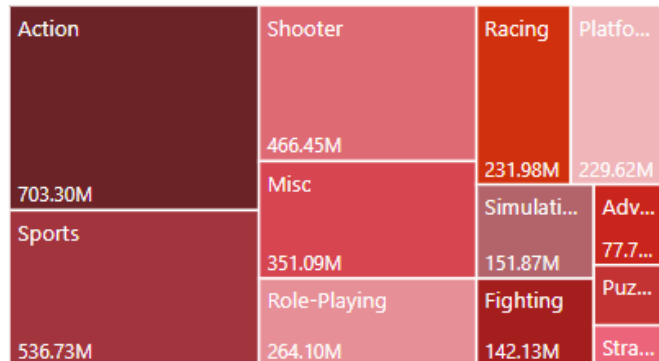
YEAR

2007 2008 2009 2010 2011 2012 2013 2014 2015 >

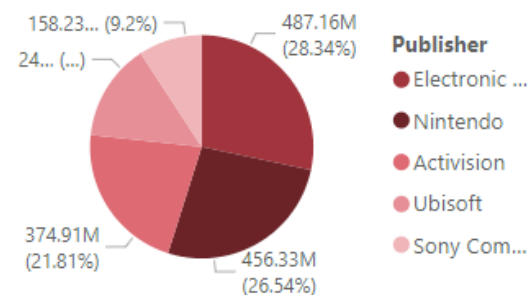
TOP 3 PLATFORMS



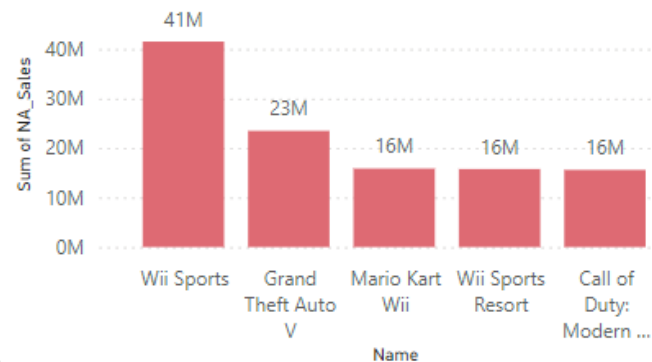
Sum of NA_Sales by Genre



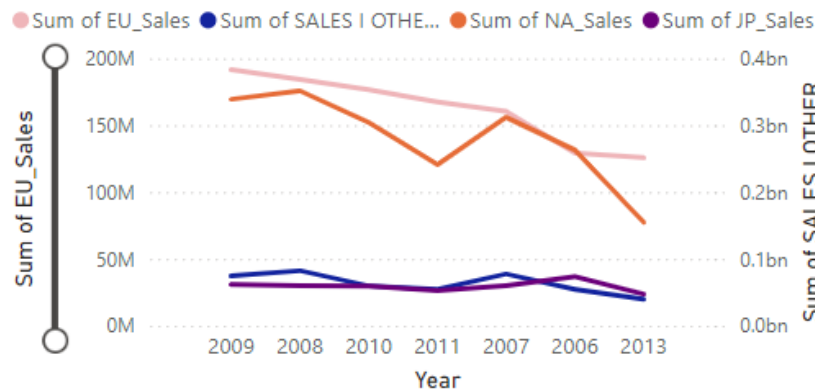
TOP 5 PUBLISHERS



TOP 5 GAMES



SALES ACROSS THE YEARS



240.64K

AVERAGE NA SALES

41.5M

MAX SALES IN NA

3.3bn

Sum of NA_Sales



- **RECOMMENDATION**



TARGET REGIONS:

NORTH AMERICA: FOCUS ON ACTION AND SHOOTER

GENRES: PARTNER WITH XBOX 360 PUBLISHERS.

EUROPE: LEVERAGE SPORTS AND RACING GAMES WITH PS3-FOCUSED CAMPAIGNS.

JAPAN: EMPHASIZE ROLE-PLAYING GAMES WITH LEGACY PLATFORM SUPPORT (PS2/PS3).

ACTION STEPS:

- OPEN BRANCHES IN HIGH-PERFORMING CITIES IN THESE REGIONS.
- COLLABORATE WITH DOMINANT PUBLISHERS LIKE NINTENDO AND EA.
- EXPLORE ESPORTS OR GAMING EVENTS TO ENHANCE REGIONAL ENGAGEMENT.





• CONCLUSION



THE ANALYSIS HIGHLIGHTS NORTH AMERICA, EUROPE, AND JAPAN AS THE MOST PROMISING REGIONS FOR EXPANSION, WITH UNIQUE GENRE AND PLATFORM PREFERENCES.

NINTENDO AND ELECTRONIC ARTS (EA) ARE THE DOMINANT PUBLISHERS GLOBALLY, WITH REGION-SPECIFIC OPPORTUNITIES FOR COLLABORATION.

ACTION AND SPORTS GAMES ARE UNIVERSALLY POPULAR, WHILE ROLE-PLAYING GAMES THRIVE IN JAPAN.

PLATFORMS LIKE PS3 AND XBOX 360 OFFER STRONG REGIONAL APPEAL, WITH LEGACY PLATFORMS LIKE PS2 REMAINING SIGNIFICANT IN JAPAN.

LEVERAGING THESE INSIGHTS CAN OPTIMIZE MARKET ENTRY STRATEGIES AND DRIVE GROWTH IN UNTAPPED MARKETS..





THANK YOU

