



Final Presentation

HOW VIDEO GAME SALES HAVE CHANGED OVER TIME ACROSS THE GLOBE

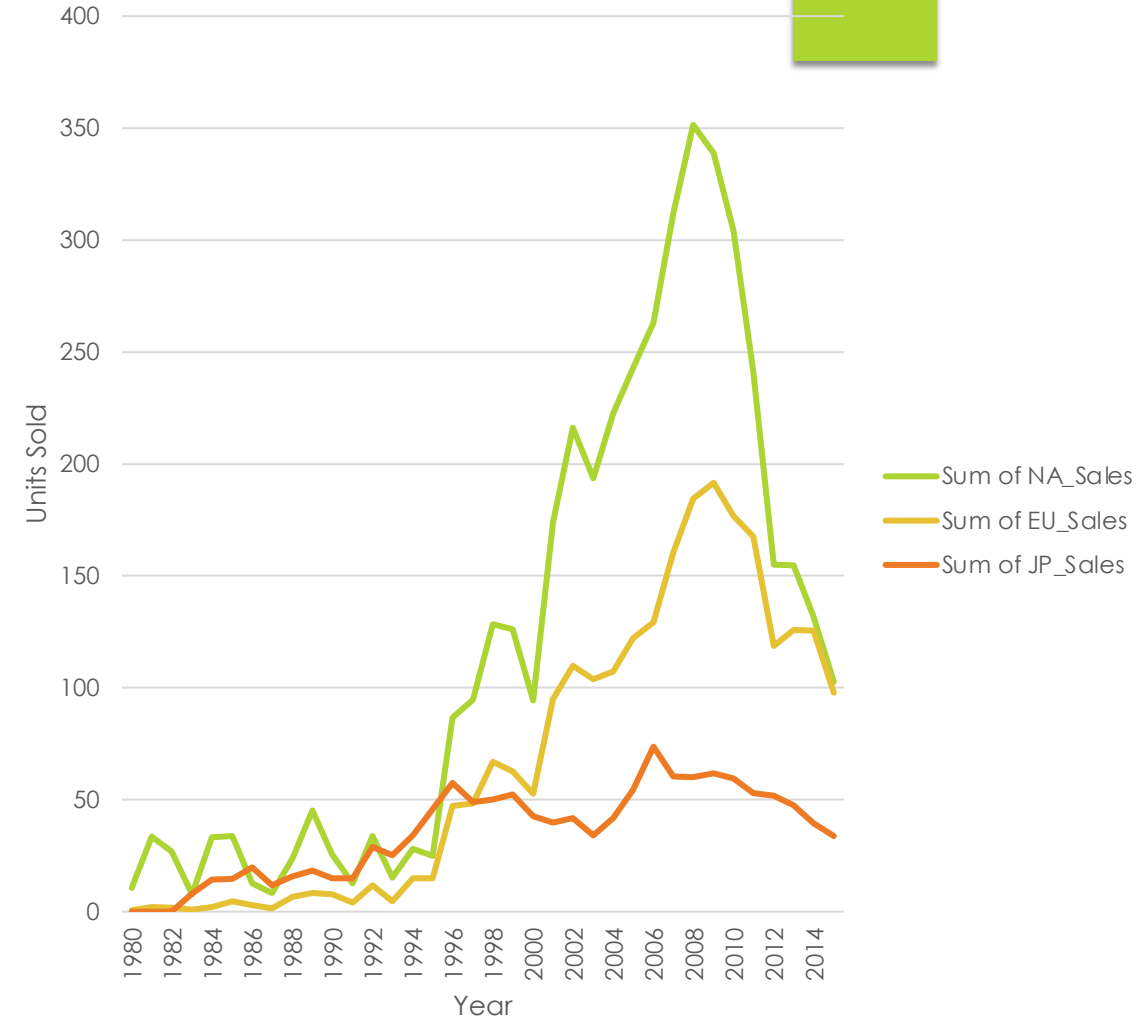
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Expectations of Behavior

- ▶ You might expect that video game sales have steadily increased over time from 1980 to 2016. Our findings show otherwise.

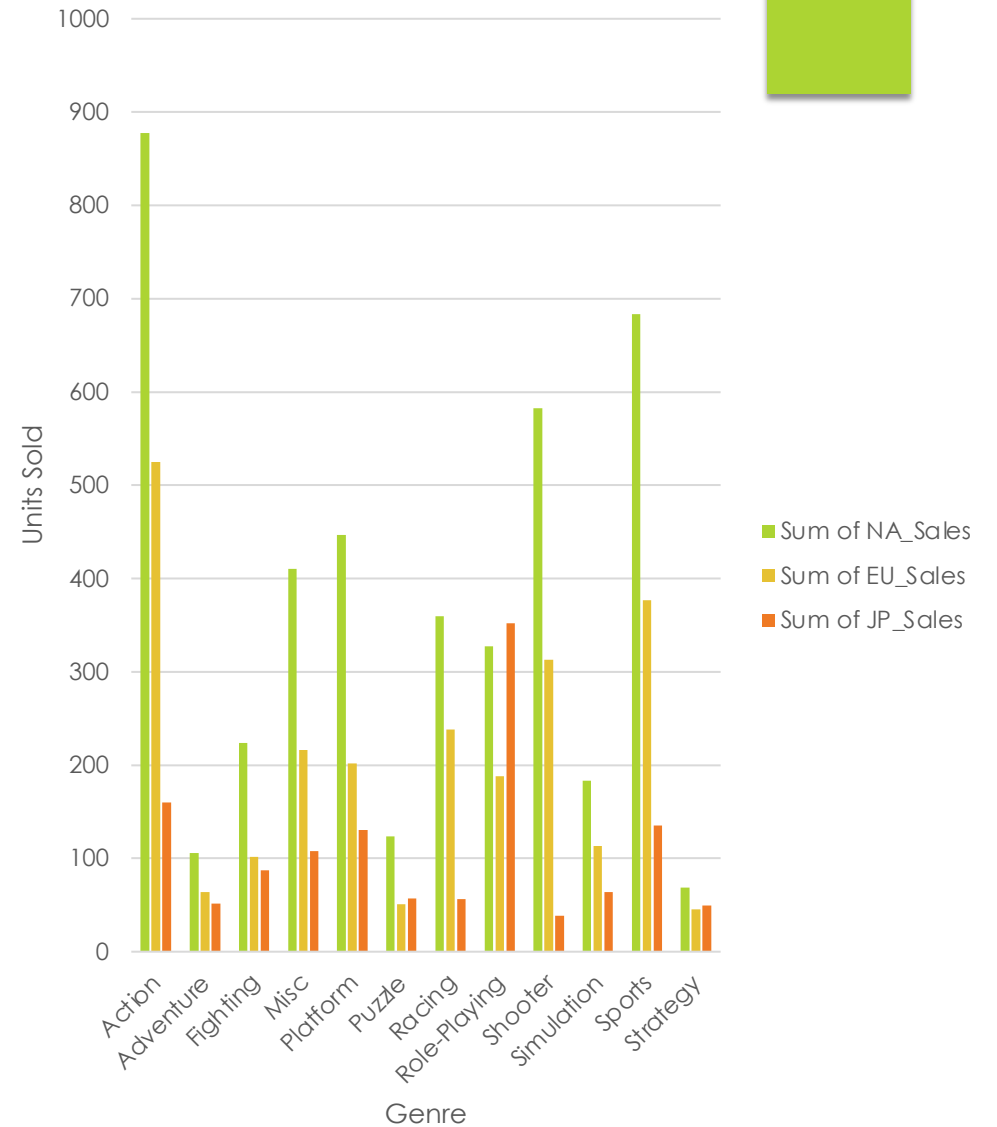
Sales have taken a dive since 2010

- Sales have sharply gone down since 2010 across the whole globe. I would recommend looking at marketing techniques in 2010 vs 2014. The different regions of North America, Europe, and Japan all follow similar patterns even though the sales numbers vary.

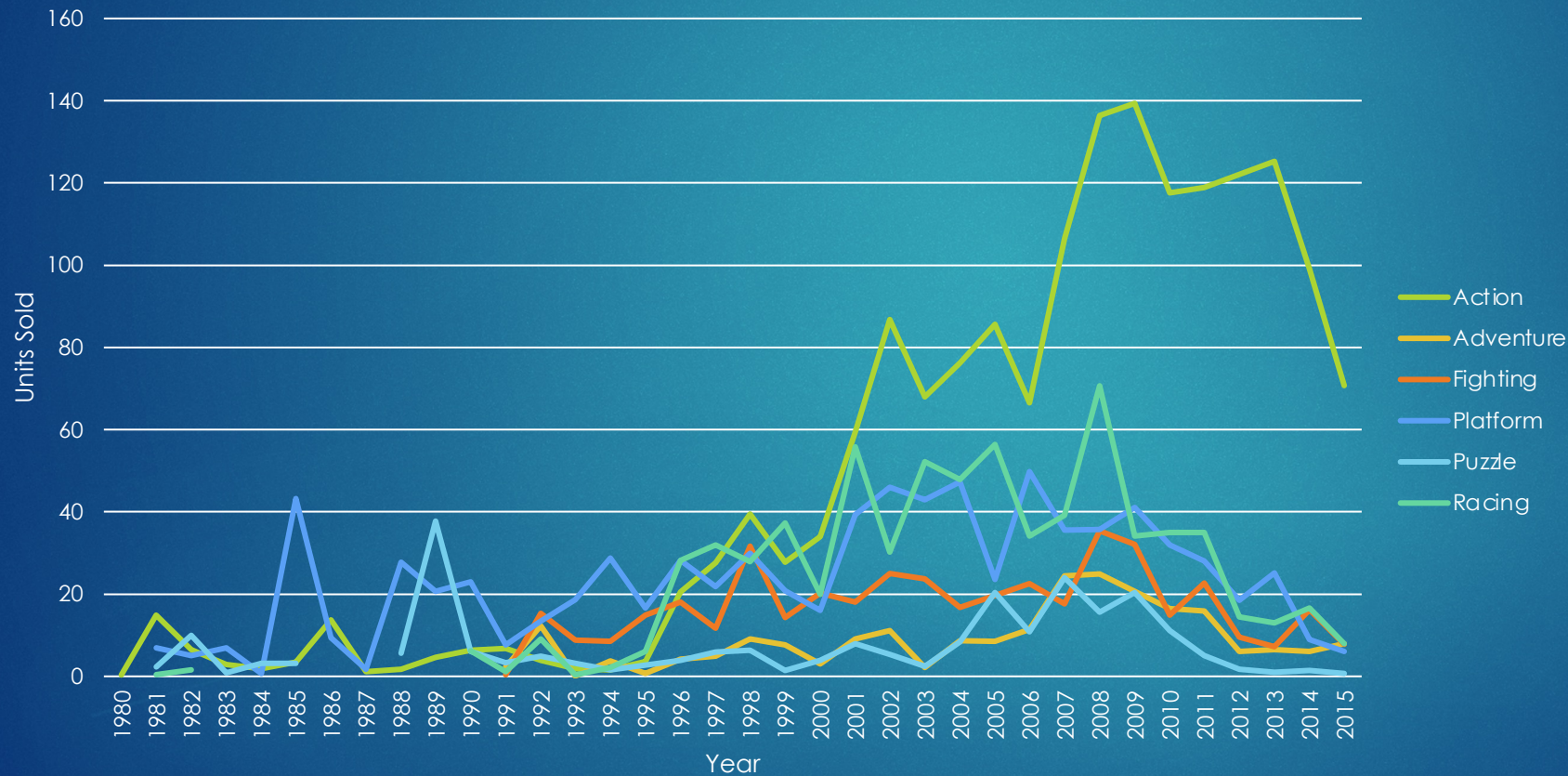


Sales Across Genre

- ▶ In order to increase sales globally, taking a look at the highest performing genres in each region would certainly be helpful. This way you can figure out which genres to market and where.



Top Genre's Popularity Over Time



As you can see on the graph to the left, Action games have consistently been the most popular genre of games sold over time.

What to do about it

- ▶ In order to raise sales focus on marketing action games around the globe as they are the most popular. Role playing games are very popular in Japan so increasing marketing of these games should create an increase in sales for 2017. Action games are another hot seller so concentrating on creating and marketing that genre should generate more revenue over time.