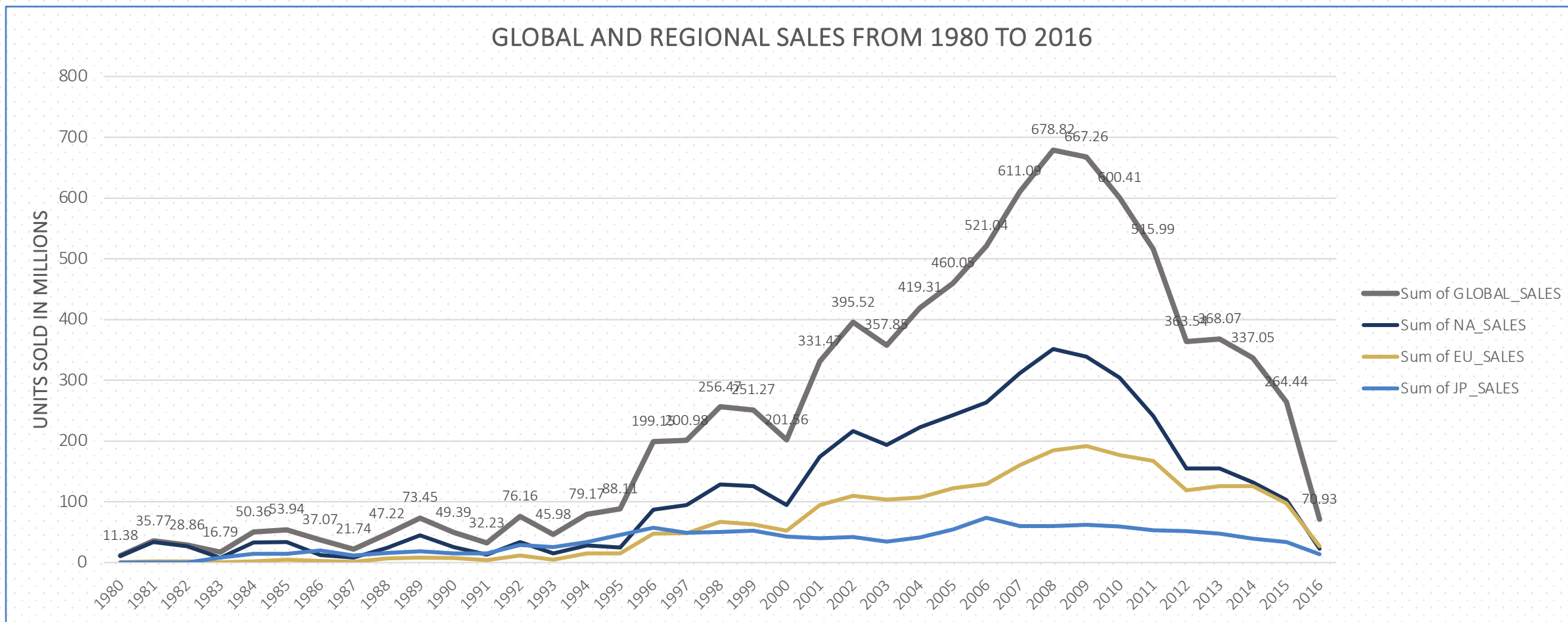


GameCo

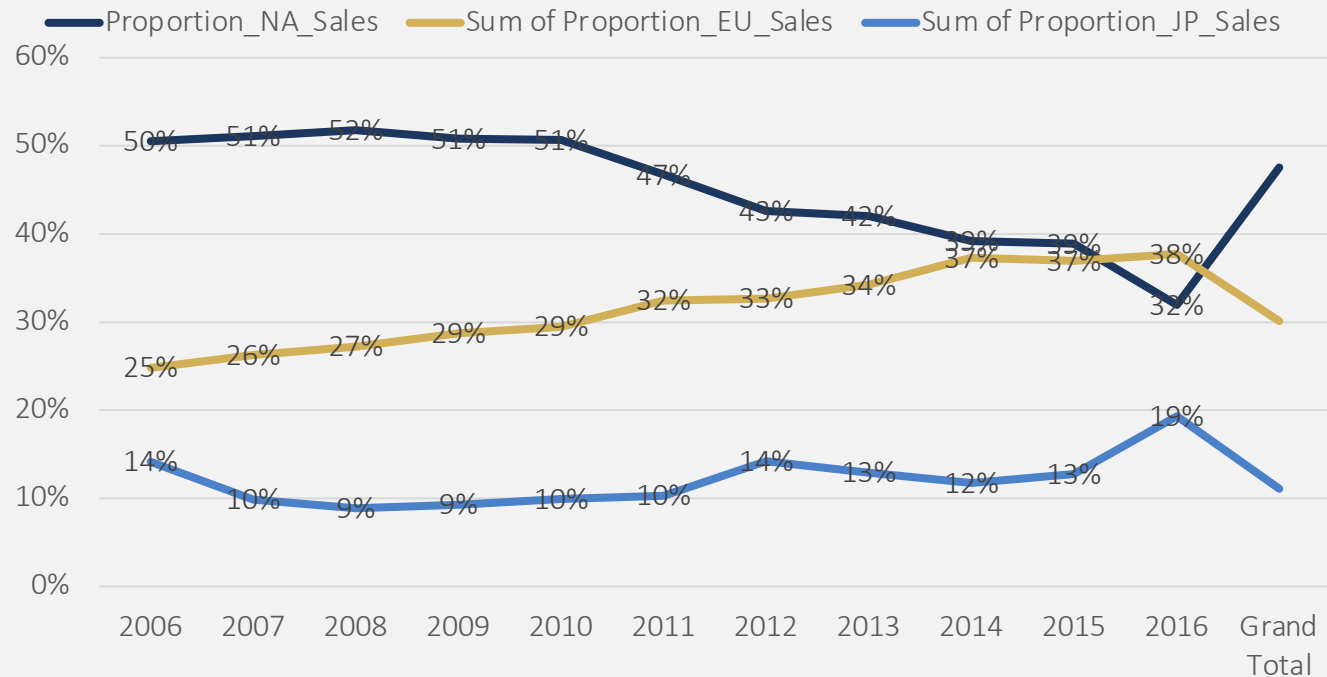
Data Analysis for Marketing Strategy Plan 2017

GameCo's Management Board current understanding is that sales for the three main geographic regions (North America, Europe and Japan) have stayed the same through the years, but data suggest that sales have in fact changed over time.



INITIAL ANALYSIS

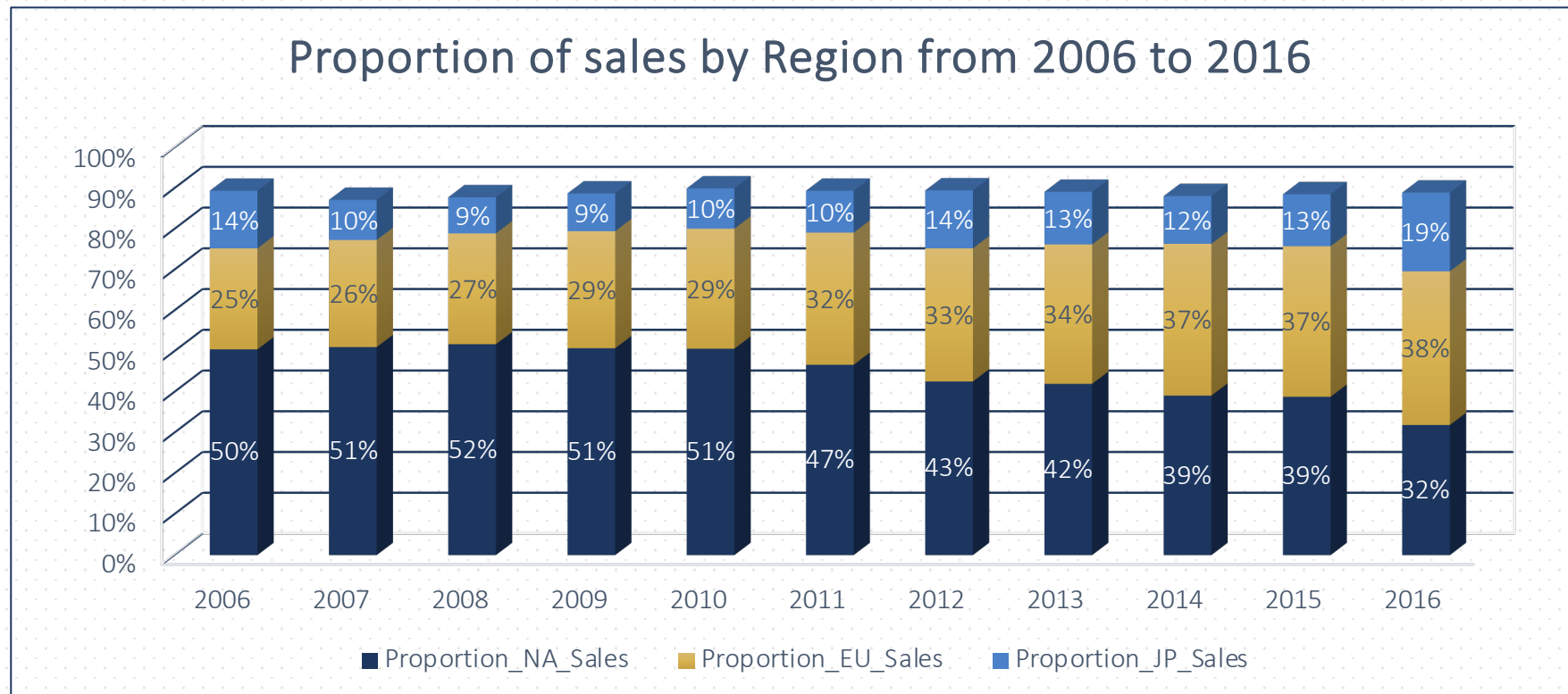
Proportion of sales by Region from 2006 to 2016



North America sales have steadily decreased

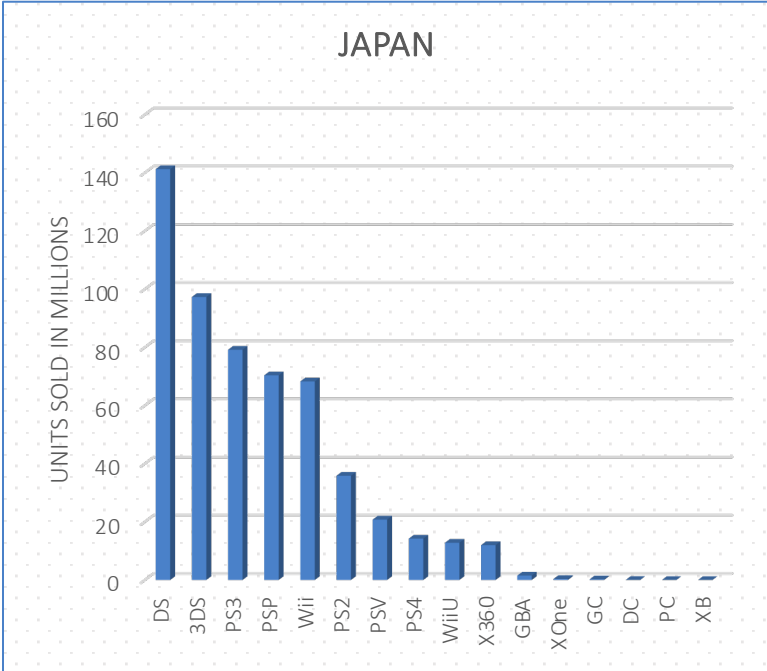
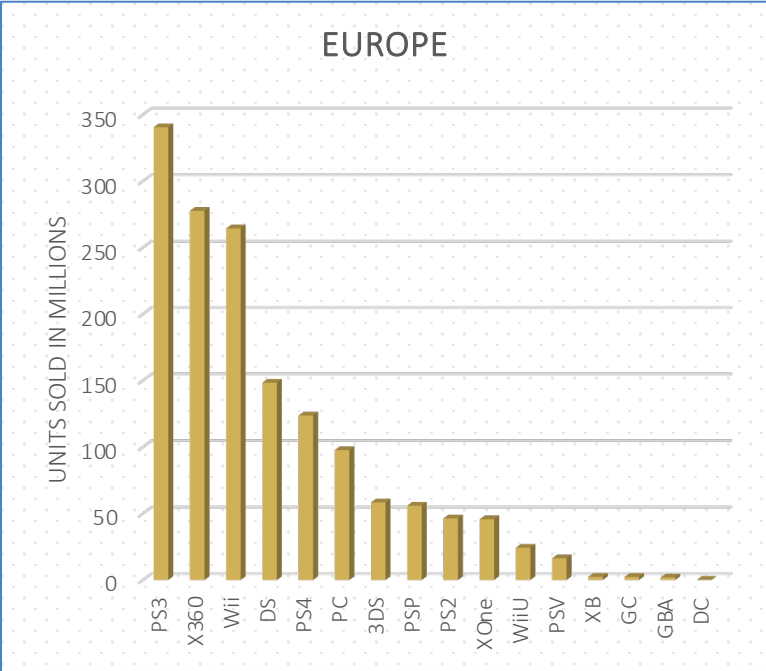
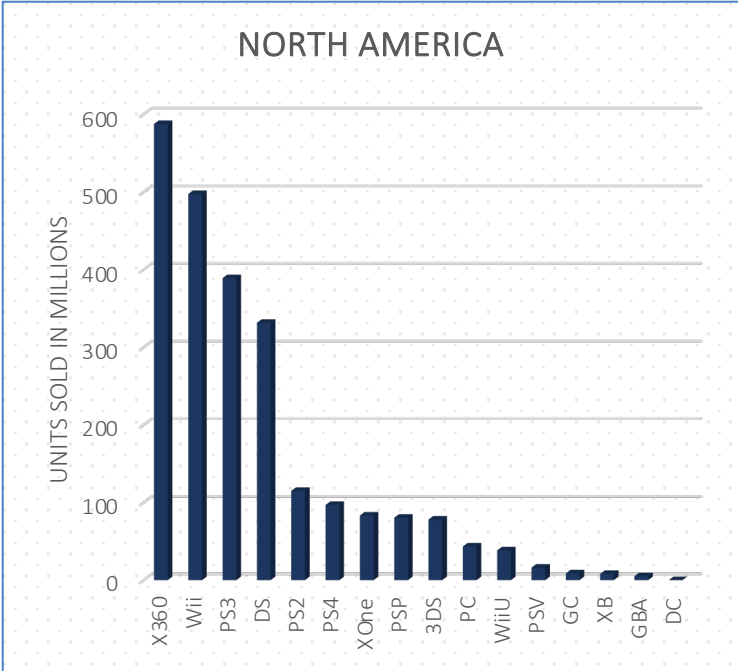
Opposite to what was expected, Europe sales have regularly increased from 2008 to 2016

Japan shows a steady growth in sales with some moderate high peaks



There is indeed a tendency for EU and JP sales to follow an upward trend, this contrasts with the current business understanding and might bring us to the assumption to afford more of the marketing budget toward EU and JP, however, in absolute values, NA remains the market with the highest sales overall.

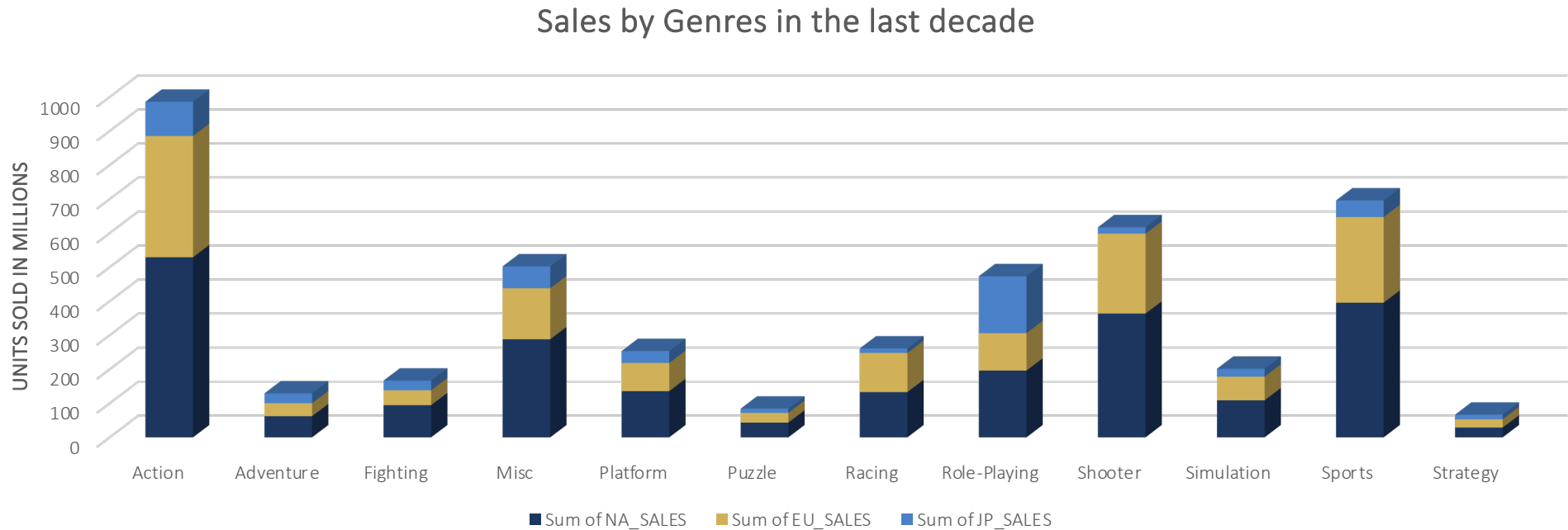
PREFERRED PLATFORMS



TOP 5 PREFERRED PLATFORMS PER ZONE		
North America	Europe	Japan
X360, Wii, PS3, DS2, PS2, and PS4	PS3, X360, Wii, DS, PS4 and PC	DS, 3DS, PS3, PSP, Wii and PS2

SALES BY GENRE

2006-2016



North America

The genres Action, Sports and Shooter games are most popular in North America.

Europe

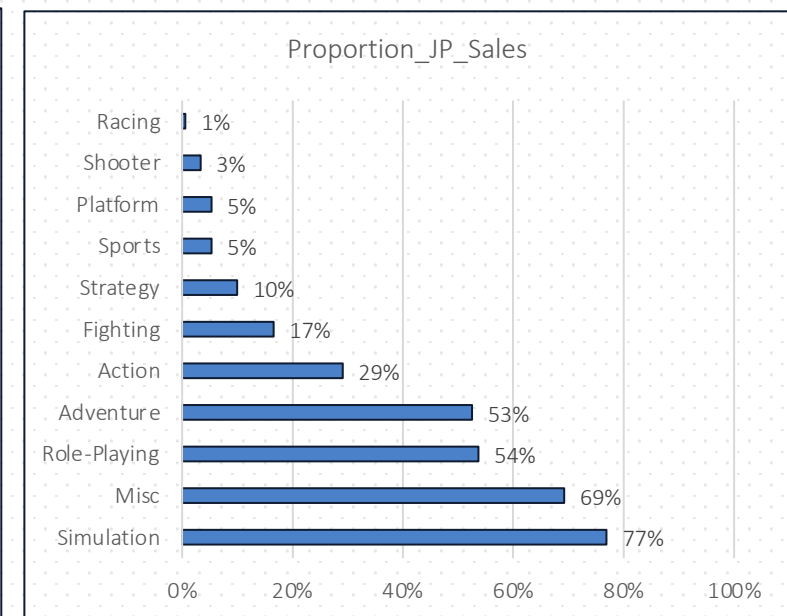
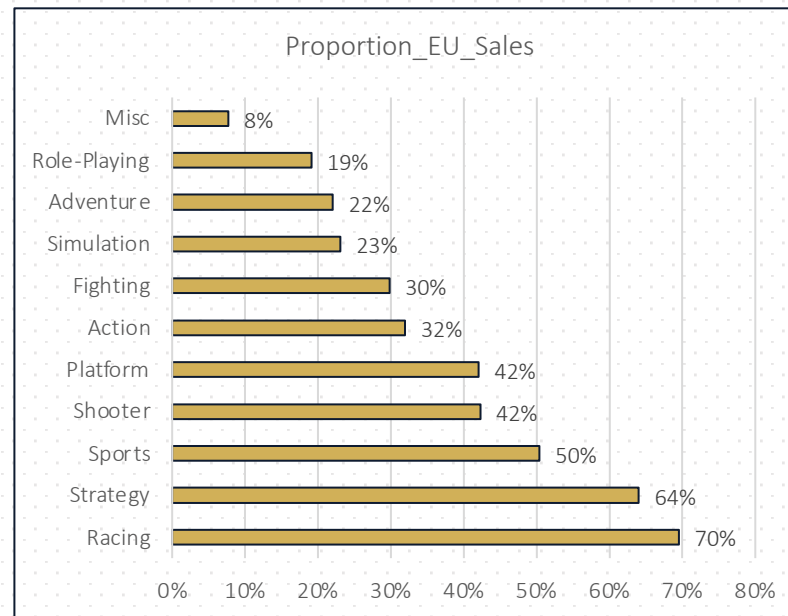
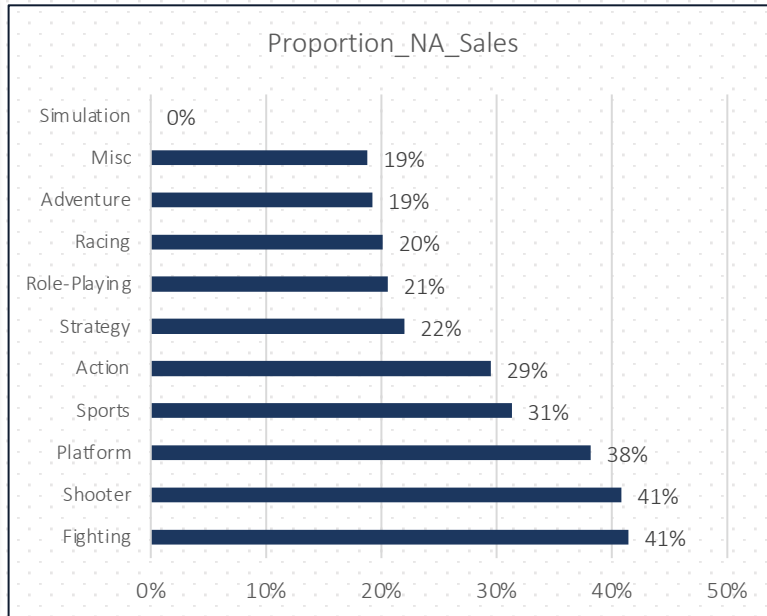
In Europe most preferred genres are: Action Sports and Shooter just like in North America

Japan

In Japan the genre Role-Playing is most popular followed by Action and Miscellaneous.

FINAL ANALYSIS

2016



Comparing the proportions in sales by Genre of 2016 to previous years, it can be definitely concluded that there were some important changes, with Europe being the leader with **38%** of the global sales compared to North America with **32%**. Japan also showed an increase in sales with **19%** of the global revenue.

(NOTE: It doesn't sum up to 100% because the raw data included "Other Regions sales" but in this analysis they are excluded).

FINAL RECOMMENDATIONS



If we focus on the last ten years to show the relevance per region, we can see that the proportion of sales from EU is gaining track and even surpassing that of NA in 2016. However, in absolute values, NA remains the market with the highest sales for all the remaining years.

The best way to most efficiently define the final Marketing Budget per region is to **focus on the top Genres and Platforms per zone**.

From the previous analysis we know that in North America and Europe most preferred genres are: Action, Sports, and Shooter games, although in 2016 Platform and Fighting became most popular in NA while Racing and Strategy games topped the European list.

Japan has a gaming culture built more around Role-playing games, but Simulation, Miscellaneous, Adventure and Action games were also on their top genres.

It would be interesting to identify what factors played a role to sales decline in North America during this time period (2008-2016), this could help to know better where to direct efforts in order to improve sales.