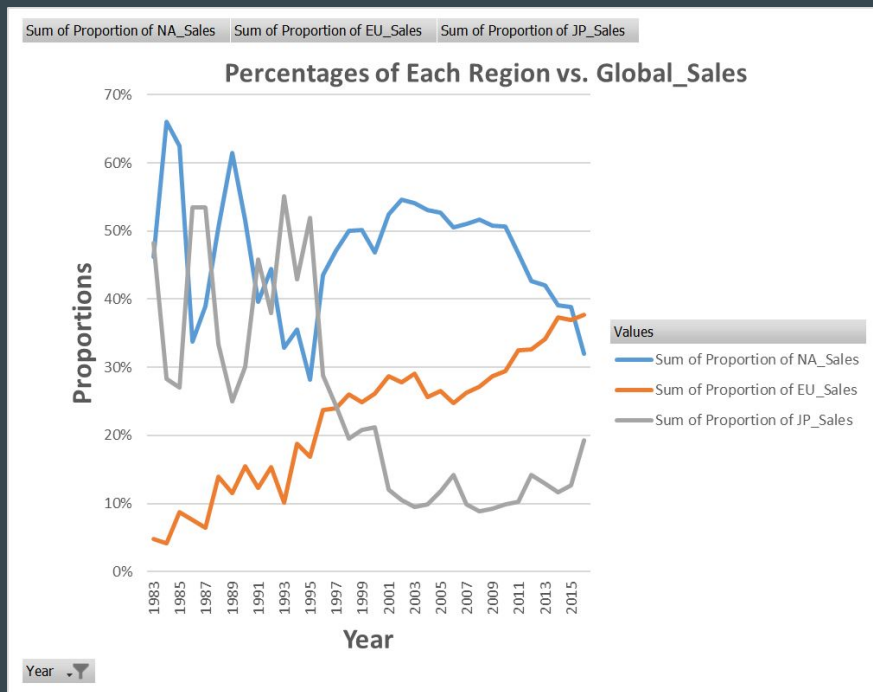


Final Task



Part 2: Final Presentation

Overview

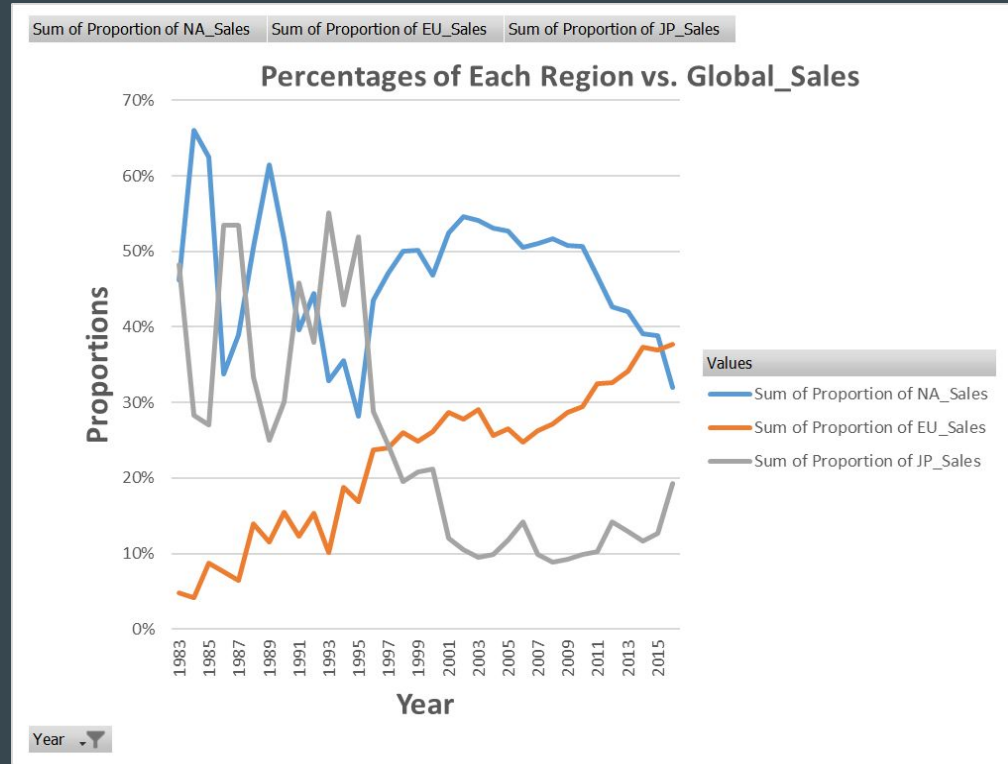


GameCo's current understanding is that sales for the various geographic regions have stayed the same over time. We are looking into the year 2016 and providing analysis for GameCo's executive board to plan the marketing budget for 2017.

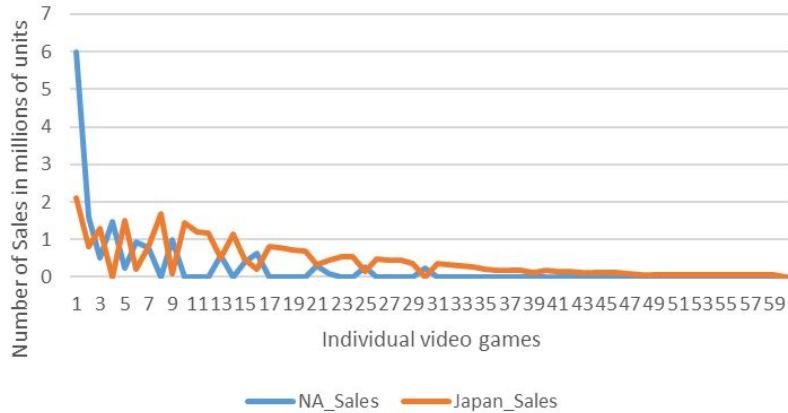
The chart on the left shows the trends from 1983 to 2016 from the regions of North America, Europe, and Japan.

Just by observing the chart, we can depict that Europe has been on a path of constant growth throughout the years.

On the other hand, we see that North America and Japan has an interesting pattern of fluctuation. The two regions show a reflection of each other in sales. It illustrates that when one region has increased sales, the other region has decreased sales.



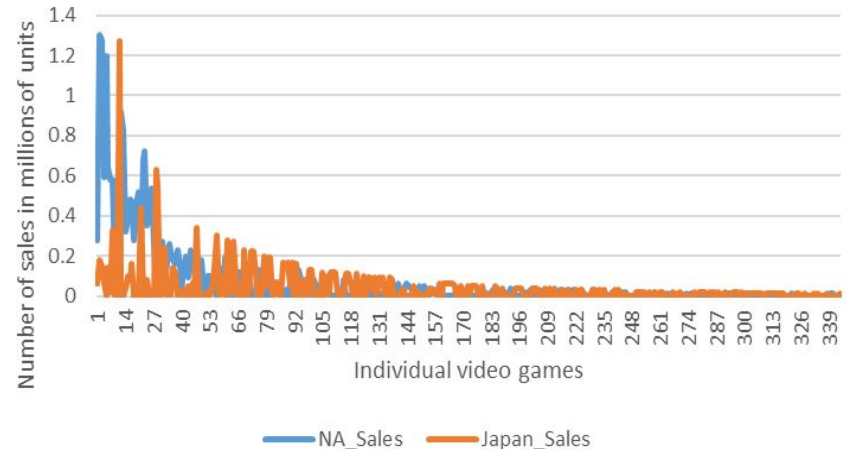
NA_Sales vs. Japan_Sales in 1993



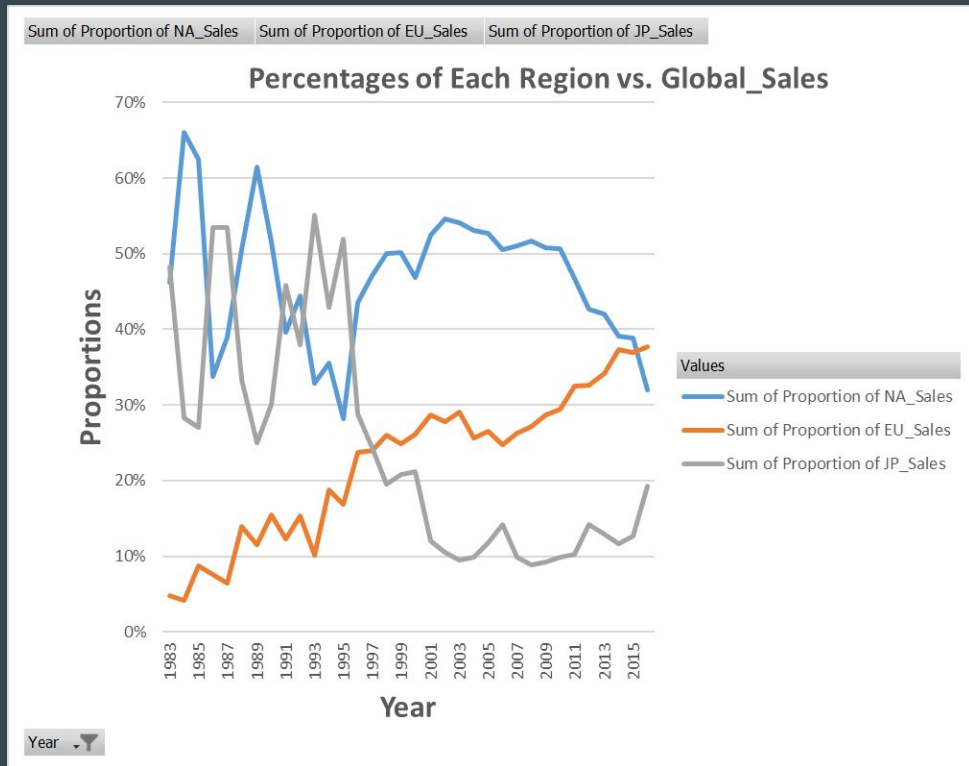
The chart on the left shows data between North American and Japan sales in 1993. Here, we see the same emerging pattern of mirroring data between the two regions.

Since we want to know if the data remains constant throughout the years, we will look at the year 2016. Shown on the graph on the right, we can still see the same pattern on repeating increasing and decreasing sales between North America and Japan sales.

North American Sales vs. Japan Sales in 2016



European Sales



We can see in our original graph that European sales followed a steady positive trend throughout the years. It has even surpassed North American sales in 2015-2016, which was leading in terms of sales.

Recommendations

Looking back at our data and graphs, we can conclude that North America and Japan sales have been consistent in maintaining the same trend of increasing and decreasing sales. We can also conclude that Europe is now leading in sales after displaying a steady and positive growth. I believe that GameCo should put more resources and funds into its European market due to its continuous steady growth. North American and Japan sales have been on a decline in the past years. However, North America is still doing well whereas Japan is relatively low compared to European and North American sales. I believe GameCo should prioritize more of its marketing and resources into Japan to see what is causing these low sales. North America should also receive some funding to boost back its sales. Europe can also use extra marketing funds to refine its steady growth pattern. Overall, GameCo's sales have not remained constant and these are some suggestions and recommendations that GameCo should take notice of.