

MARKETING BUDGET IN GAMING INDUSTRY

DATA ANALYSIS REPORT FOR COMPANY GAMECO
2025

ANTON G.

INTRODUCTION TO THE PROJECT

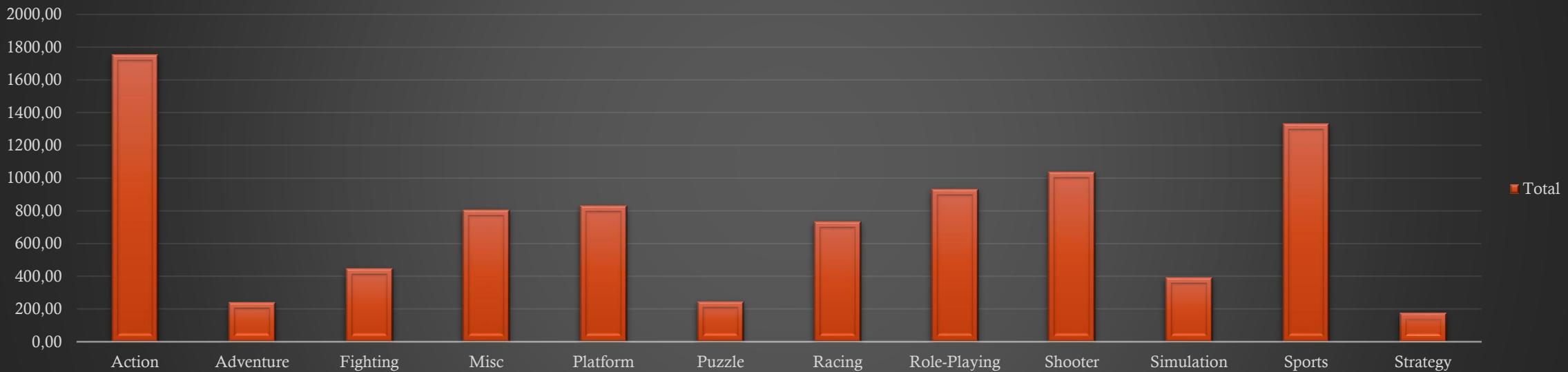
"Marketing Budget in Gaming Industry" is a financial marketing project designed to optimize and increase the future game sales of GameCo in 2017 and beyond. As an analyst for the new video game company GameCo, my role is to use data to inform decisions about the development and marketing of new games. I will perform a descriptive analysis of a global video game dataset to provide insights into how GameCo's future titles may perform in the market.

ANALYSIS TOOL:



All materials and the dataset are available at the following [LINK](#)

WORLD: BEST/LEAST-SELLING GENRES



QUESTION 1: What
is the best-selling
genre worldwide? The
least popular?

"Action" is the top genre worldwide (1,754M, peak 2009 – 139.6M).

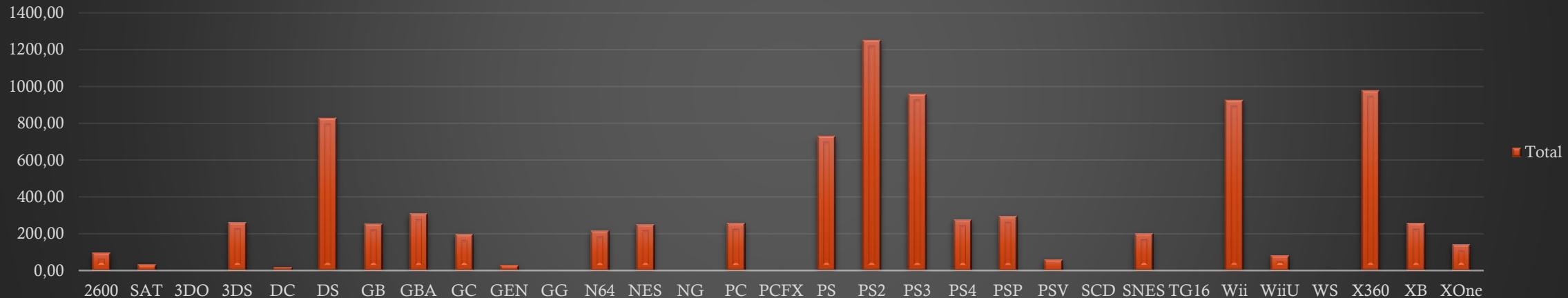
Second: "Sports" (1,331M), third: "Shooter" (1,037M).

Exception: Japan, where "Role-Playing" leads (352M, peak 2010 – 23.7M).

Least popular: "Strategy" (175M).

Insight: "Action" peaked during the 2008–2009 crisis, showing resilience and high profit potential even in unstable times.

WORLD: LEADING SALES BY PLATFORM



QUESTION 2: What
are the leading sales
by platform across
regions and years?

Regional leaders:

USA: X360 (601M, peak 2010 – 107.2M)

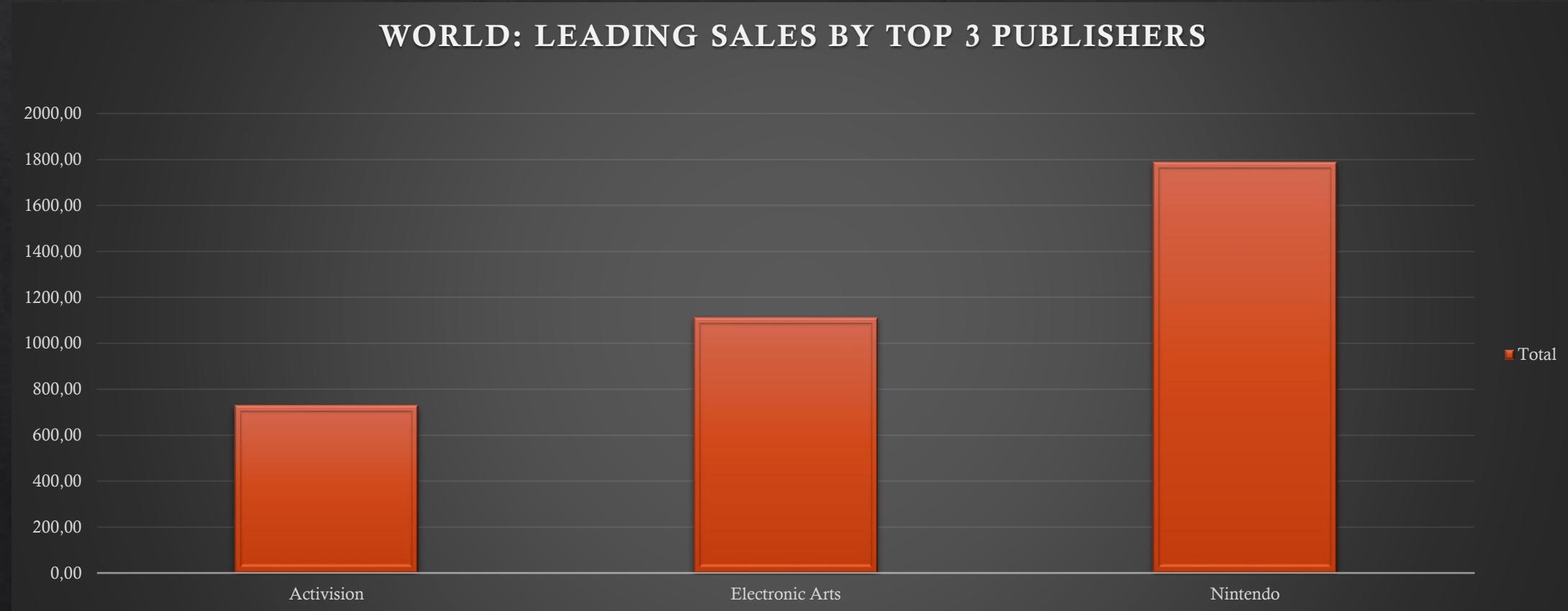
Europe: PS3 (343M, peak 2011 – 58.1M)

Japan: DS (175M, peak 2006 – 38.6M)

Rest of World: PS2 (193M, peak 2004 – 39.9M)

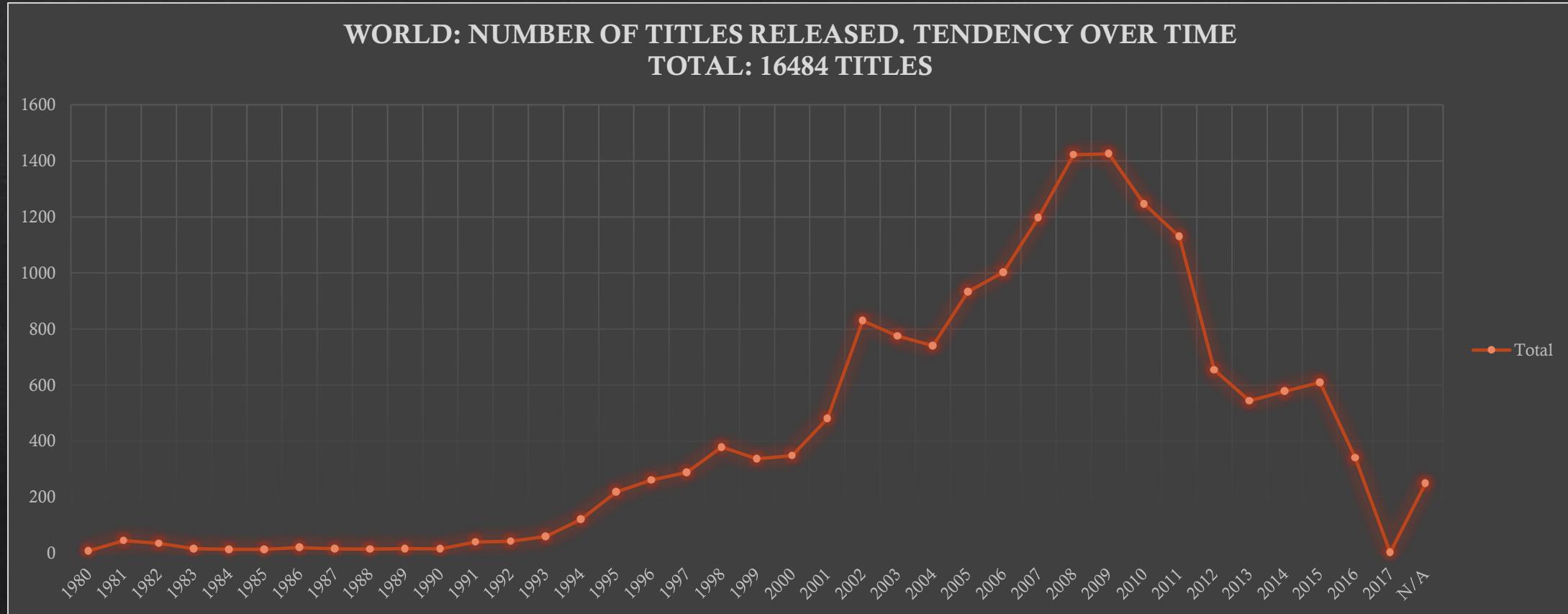
Insight: After the 2008–2009 crisis, **X360 sales surged**, peaking in 2010. Consumer shifts during global events must be factored into future strategies.

QUESTION 3: What are the leading sales by publisher?



Insight: EA and Activision peaked in 2009, showing strength in uncertain times. Their portfolios should be analyzed and leveraged in future marketing strategies. Peak for Nintendo was in 2006.

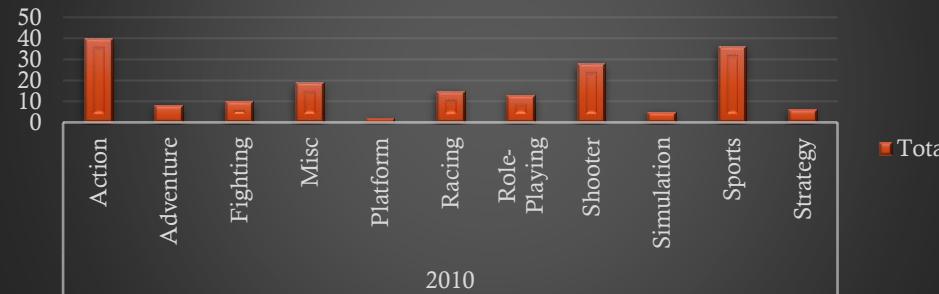
QUESTION 4: How many titles have been published by year, genre, platform, and region?



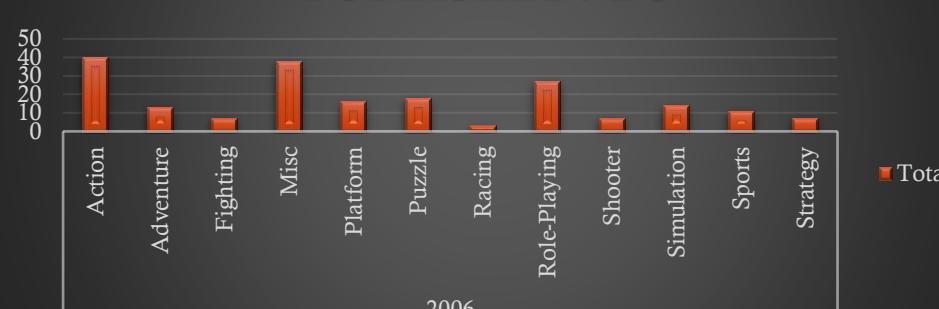
The number of game titles released worldwide grew steadily from the early 1990s, peaking between 2008 and 2009 with over 1,400 titles. After that, releases declined sharply, especially after 2011, reaching very low levels by 2017. This trend highlights a shift in the gaming industry, possibly due to market saturation and changing consumer habits.

QUESTION 4: How many titles have been published by year, genre, platform, and region?

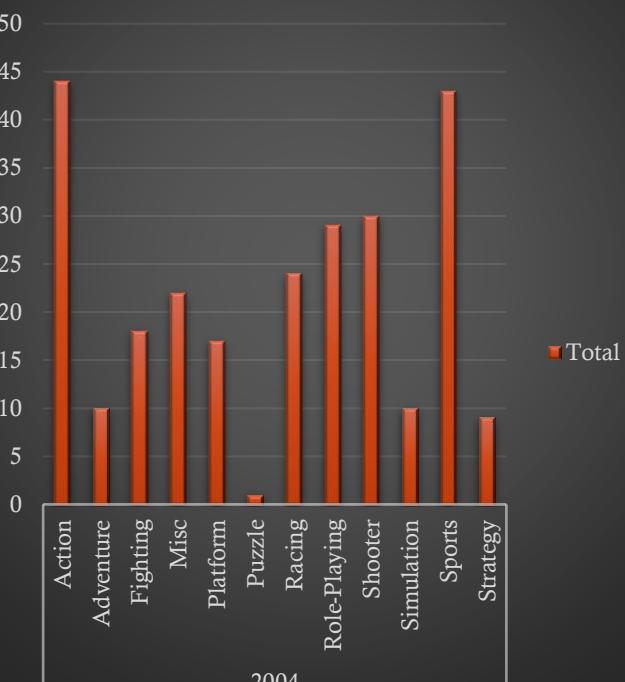
USA. NUMBER OF TITLES PUBLISHED. X360



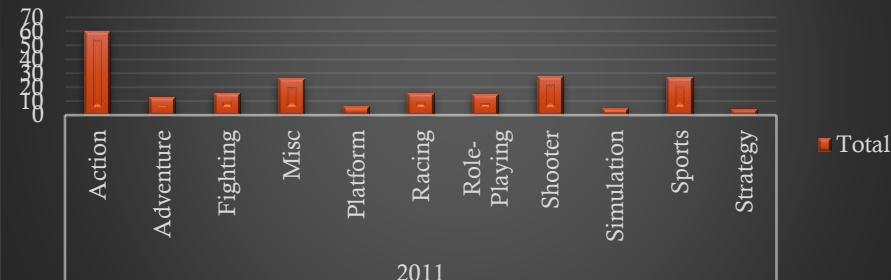
JAPAN. NUMBER OF TITLES PUBLISHED. DS



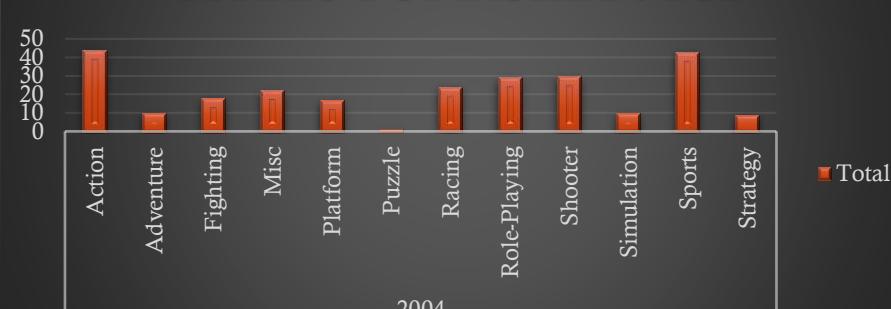
WORLD. NUMBER OF TITLES PUBLISHED. PS2



EUROPE. NUMBER OF TITLES PUBLISHED. PS3



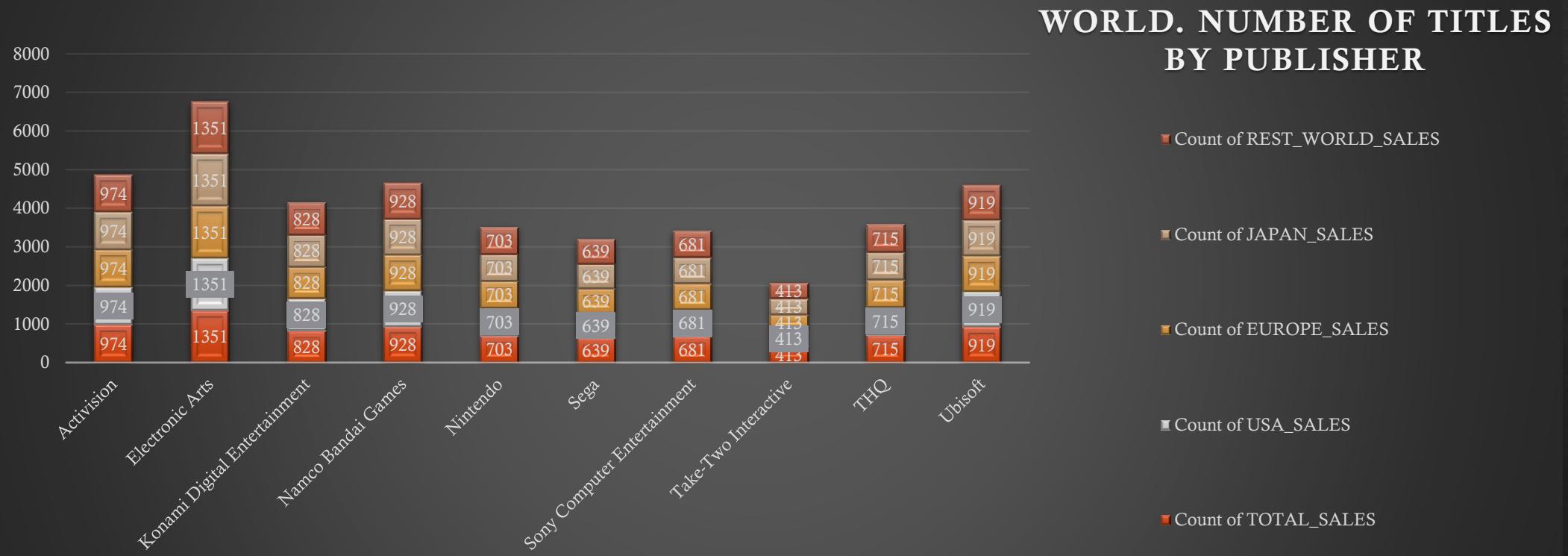
REST WORLD. NUMBER OF TITLES PUBLISHED. PS2



Globally, the top-performing platform was PS2 with 117 titles released in its peak year 2004. By region, the leaders were X360 in the USA (104 titles, 2010), PS3 in Europe (115 titles, 2011), PS2 in the rest of the world (319 titles, 2004), and DS in Japan (74 titles, 2006).

Recommendation: Focus marketing on historically strong and still viable platforms like PS and XBOX, which showed strong resilience after the 2008–2009 financial crisis.

QUESTION 5: How are game counts distributed across publishers and regions?



Leading Publishers and Titles Created

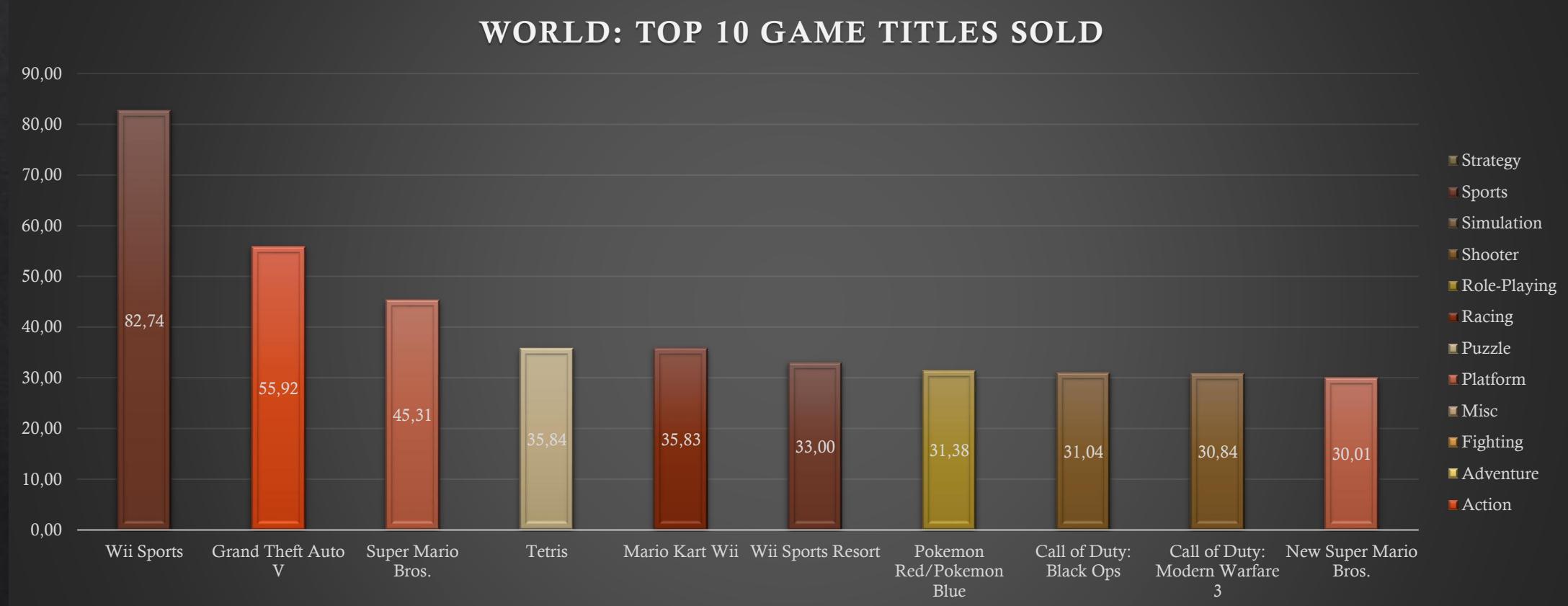
World / USA + Europe: Electronic Arts – 1,351 titles

Japan: Namco Bandai Games – 928 titles

Rest of the World: Electronic Arts – 1,351 titles

Interesting insight: Nintendo consistently achieved top sales with fewer titles compared to competitors.

QUESTION 6: What are the Top 10 best-selling games worldwide?



Top 3 Best-Selling Game Titles (Global Sales)

Wii Sports – 82.74M units

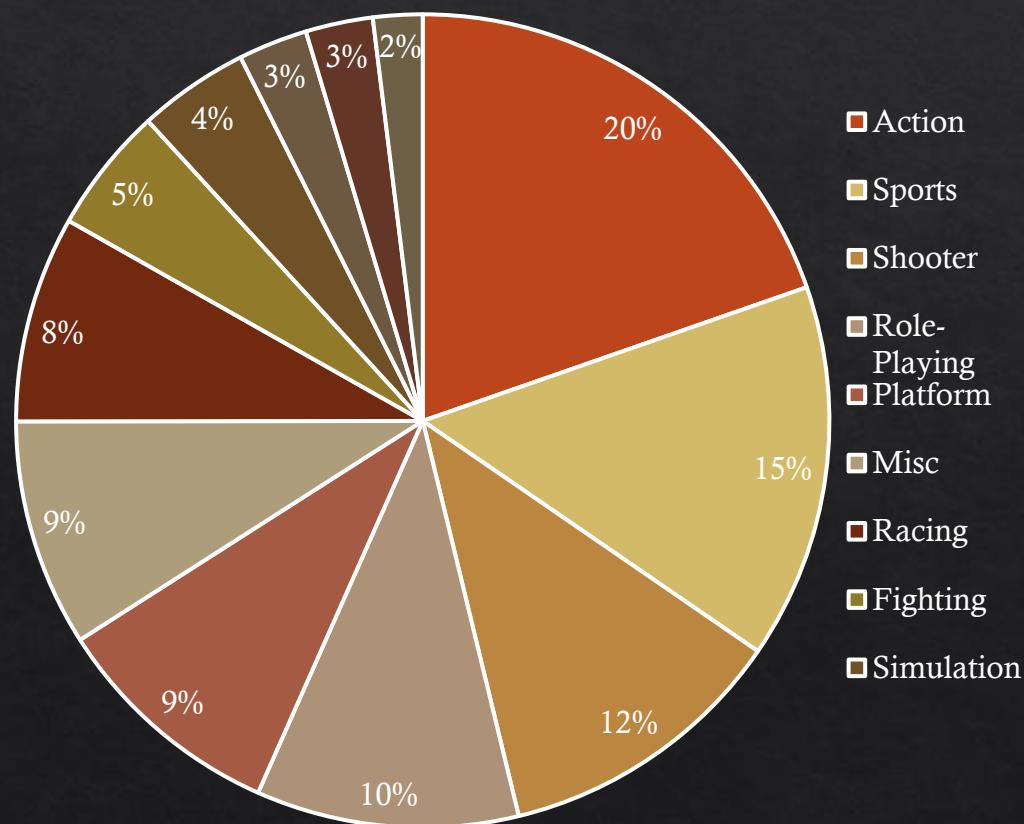
Grand Theft Auto V – 55.92M units

Super Mario Bros. – 45.31M units

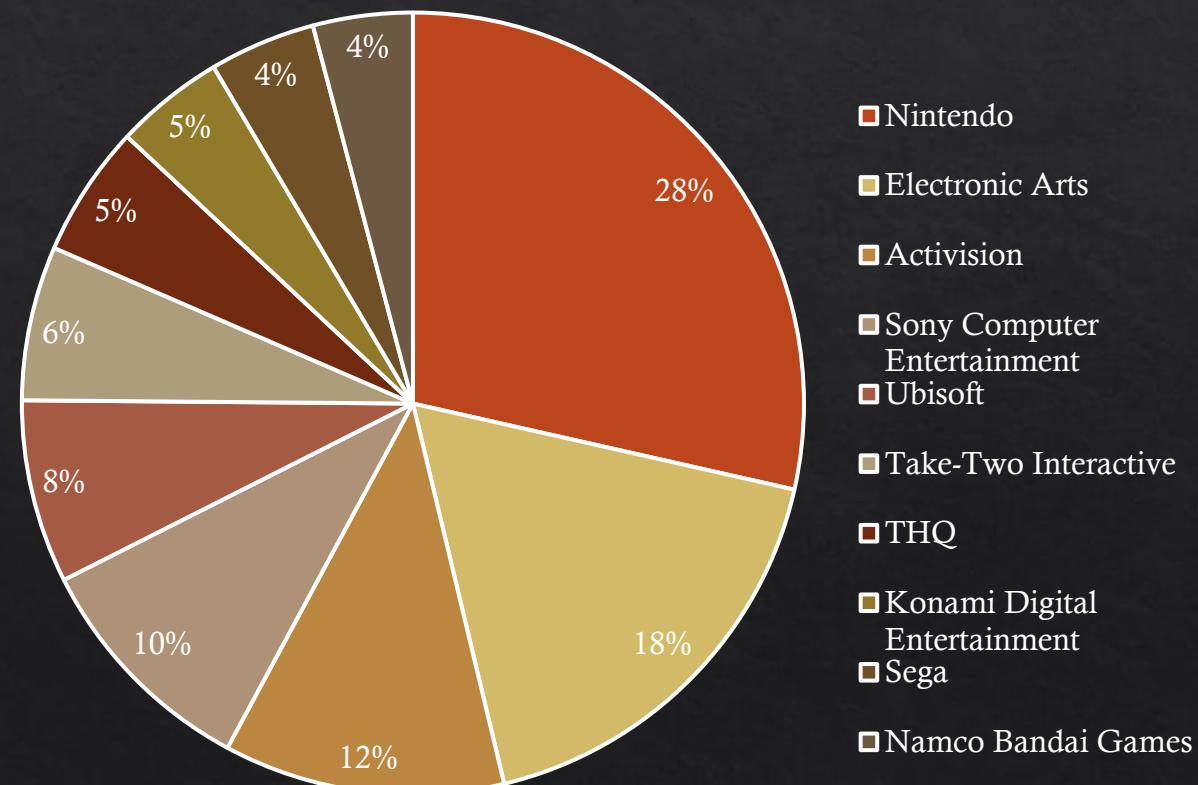


QUESTION 7: How do percentage shares differ by genre and publisher across regions?

% OF WORLD SALES BY GENRE

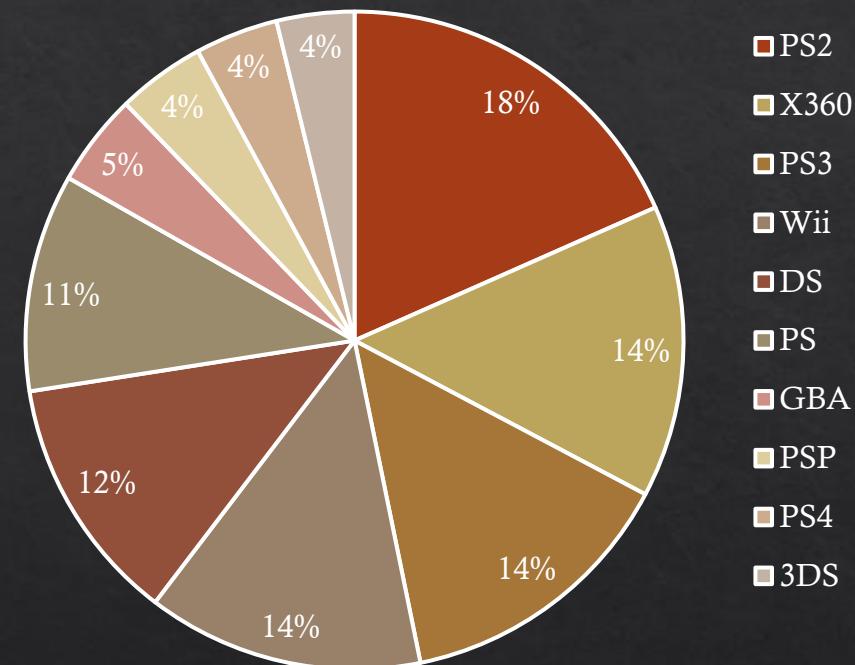


% OF WORLD SALES BY PUBLISHER



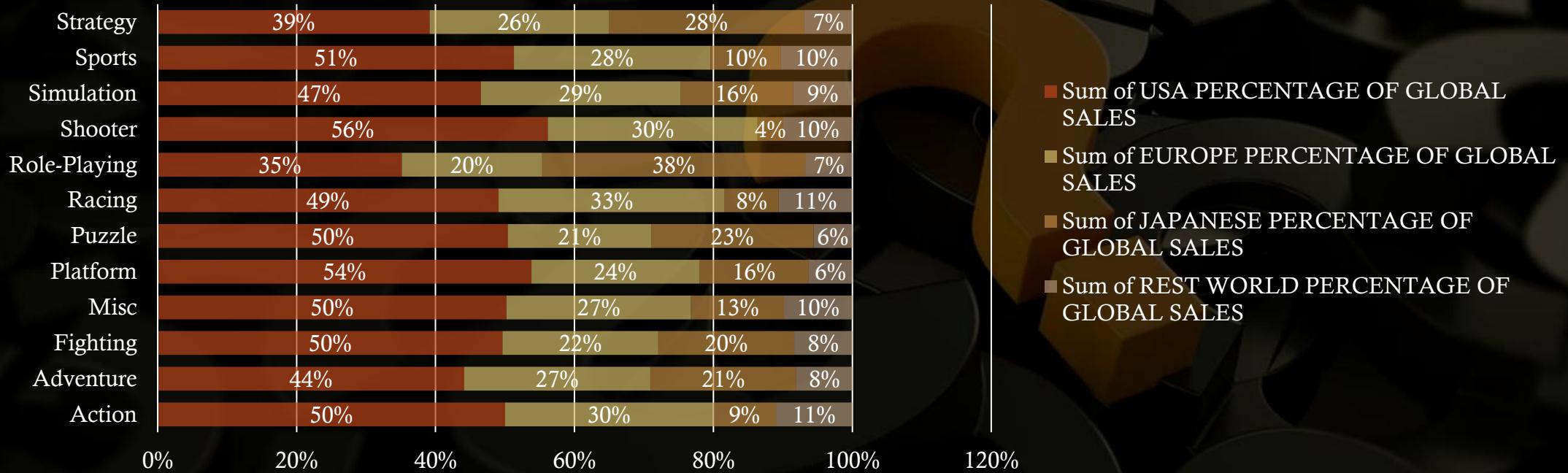
QUESTION
7: How do
percentage
shares differ
by platform
across regions?

% OF WORLD SALES BY
PLATFORM

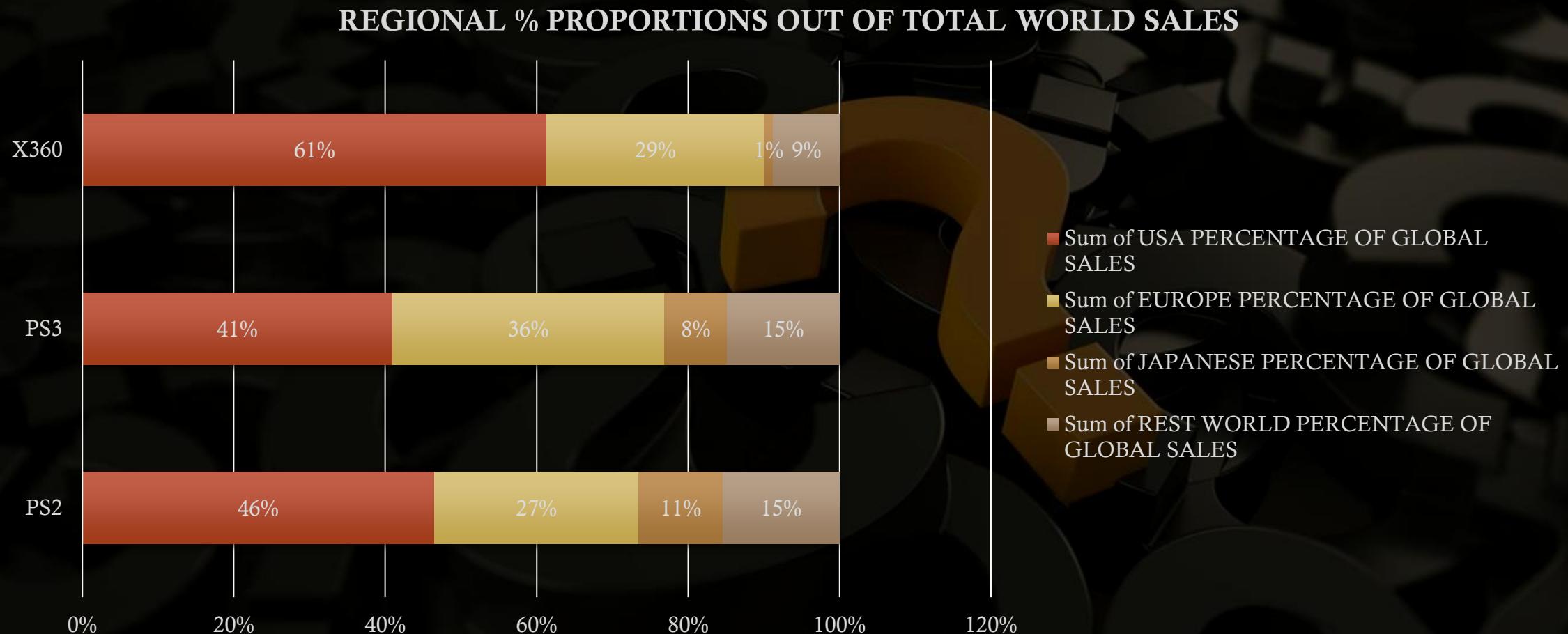


QUESTION 7: Regional proportions by genre

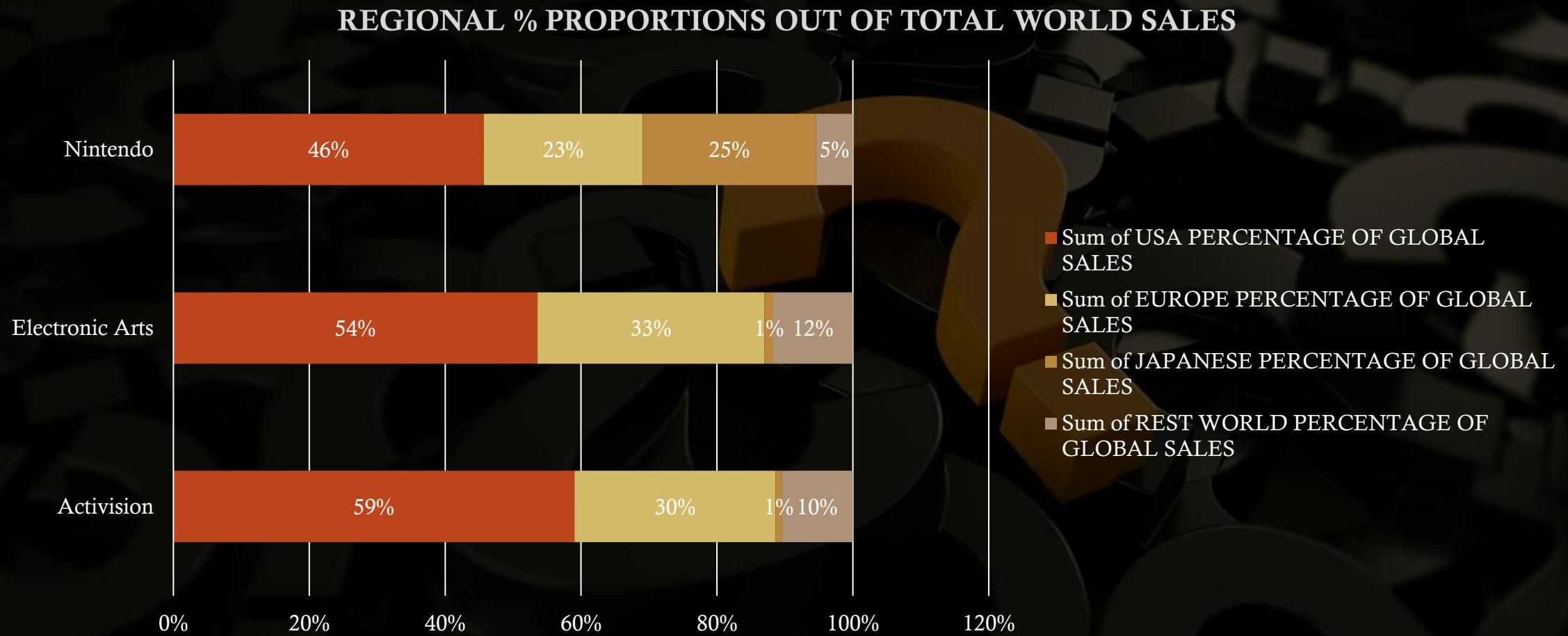
REGIONAL % PROPORTIONS OUT OF TOTAL WORLD SALES



QUESTION 7: Regional proportions by top 3 platform

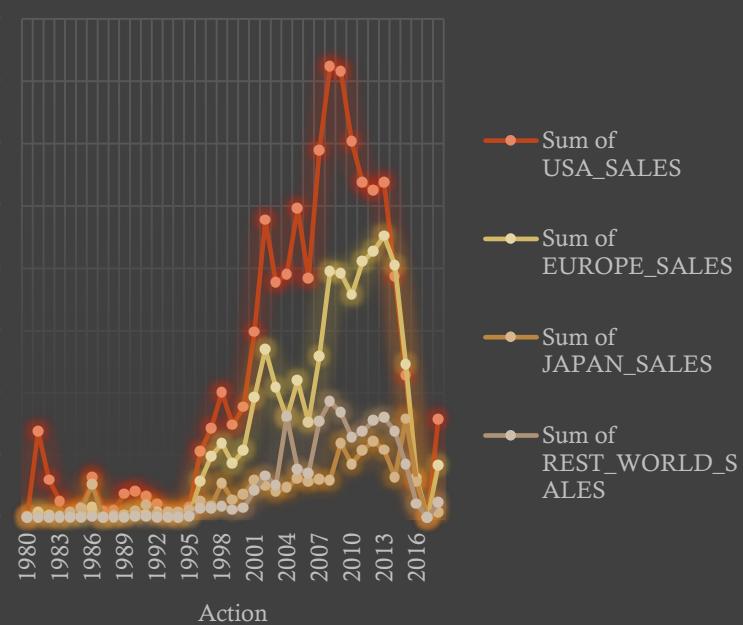


QUESTION 8: Which publishers are likely to be the main competitors in specific markets?

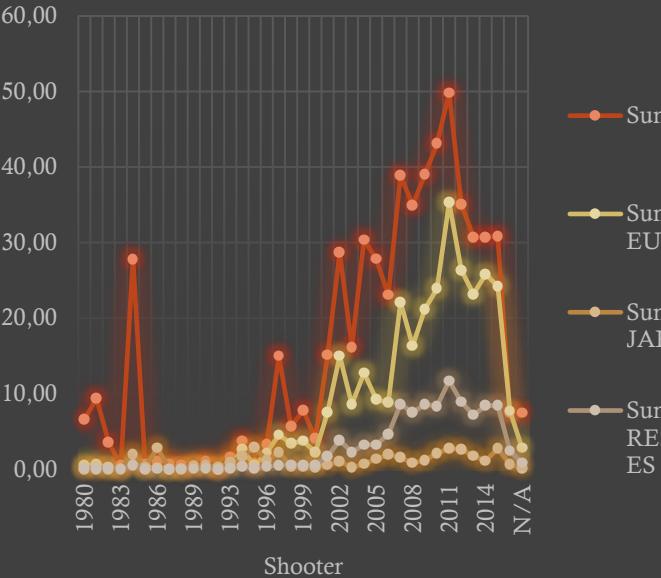


QUESTION 8: Are certain types of games more popular than others? Have any genres or games increased or decreased in popularity over time?

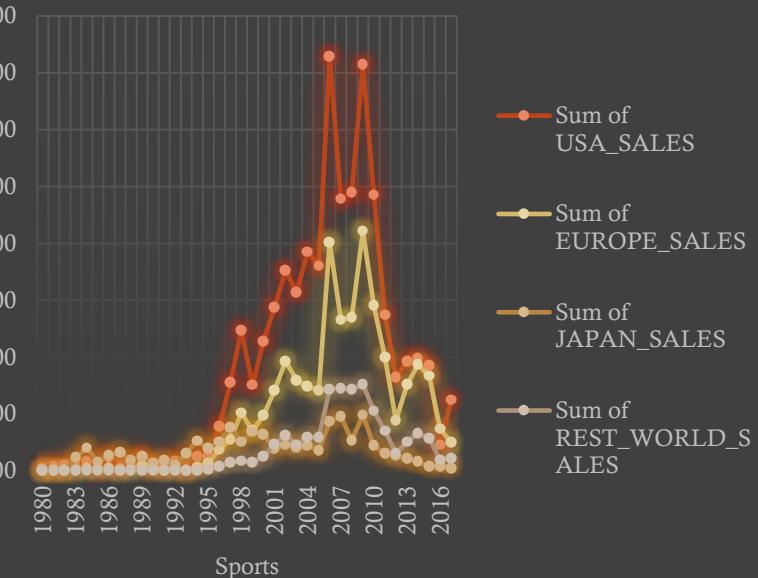
**ACTION - THE MOST POPULAR GENRE.
TIME TREND AROUND ALL REGIONS**



**SHOOTER - THE THIRD POPULAR GENRE.
TIME TREND AROUND ALL REGIONS**



**SPORT - THE SECOND POPULAR GENRE.
TIME TREND AROUND ALL REGIONS**



Insight: Action games peaked in 2008, then declined. Sports followed a similar but more volatile trend, while Shooter peaked around 2011 before falling.



RECOMMENDATION 1

Focus on Profitable Genres (ACTION, SHOOTER, SPORTS)

These genres consistently dominated global sales, especially in the USA and Europe where their share exceeded 50% of total sales. Despite some decline after 2011, they remain the most commercially viable. A significant portion of the marketing budget should target these genres.





RECOMMENDATION 2

Region-Specific Marketing Strategy)

Japan: prioritize ROLE-PLAYING (38%), with additional attention to FIGHTING and ADVENTURE.

USA & Europe: the largest markets (76% combined share) – prioritize campaigns for PS4, X360, and upcoming platforms.

Rest of World: strongest results from Electronic Arts and Take-Two Interactive – allocate budget to partnerships and promotion of their titles.



RECOMMENDATION 3

Leverage Leading Publishers and Franchises.

Nintendo proved that fewer releases can still dominate sales, while Electronic Arts and Activision peaked even during the 2009–2010 crisis, showing strong resilience. Marketing investment should prioritize their flagship franchises (Call of Duty, FIFA, Mario, GTA) to maximize reach and profitability.

