



# **Final Presentation**

**GameCo**

by  
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### Objective:

The objective of this presentation is to provide GameCo, a new video game company, with new insights by summarizing findings, trends, and actionable insights for the future market budget.



### Data:

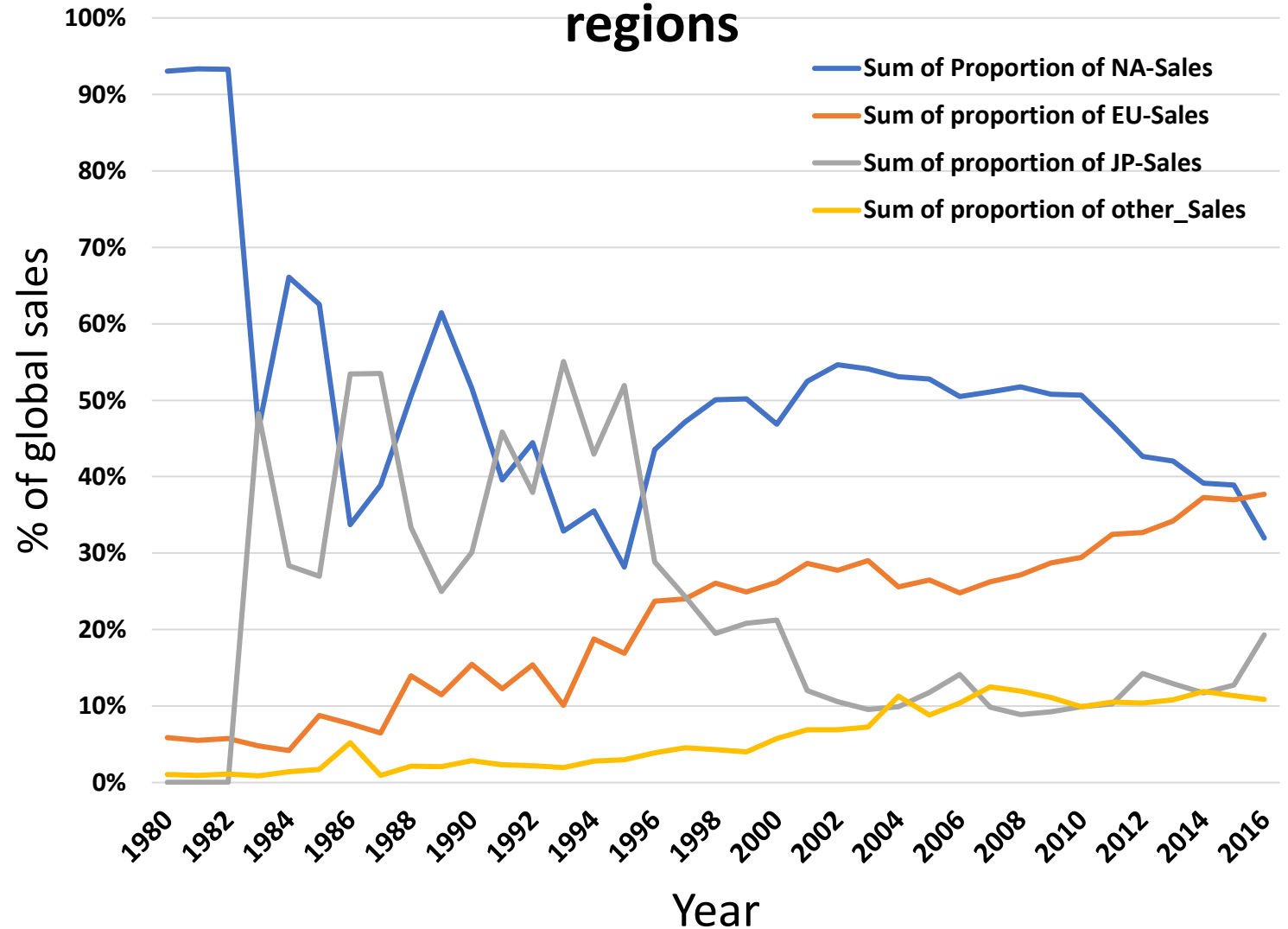
The available data was obtained from VGZChartz (<https://www.vgchartz.com/>) from 1983-2016.

*Generally,  
GameCo current understanding is that the sales had the  
same trend for North America, Europe, Japan and other  
regions over time.*

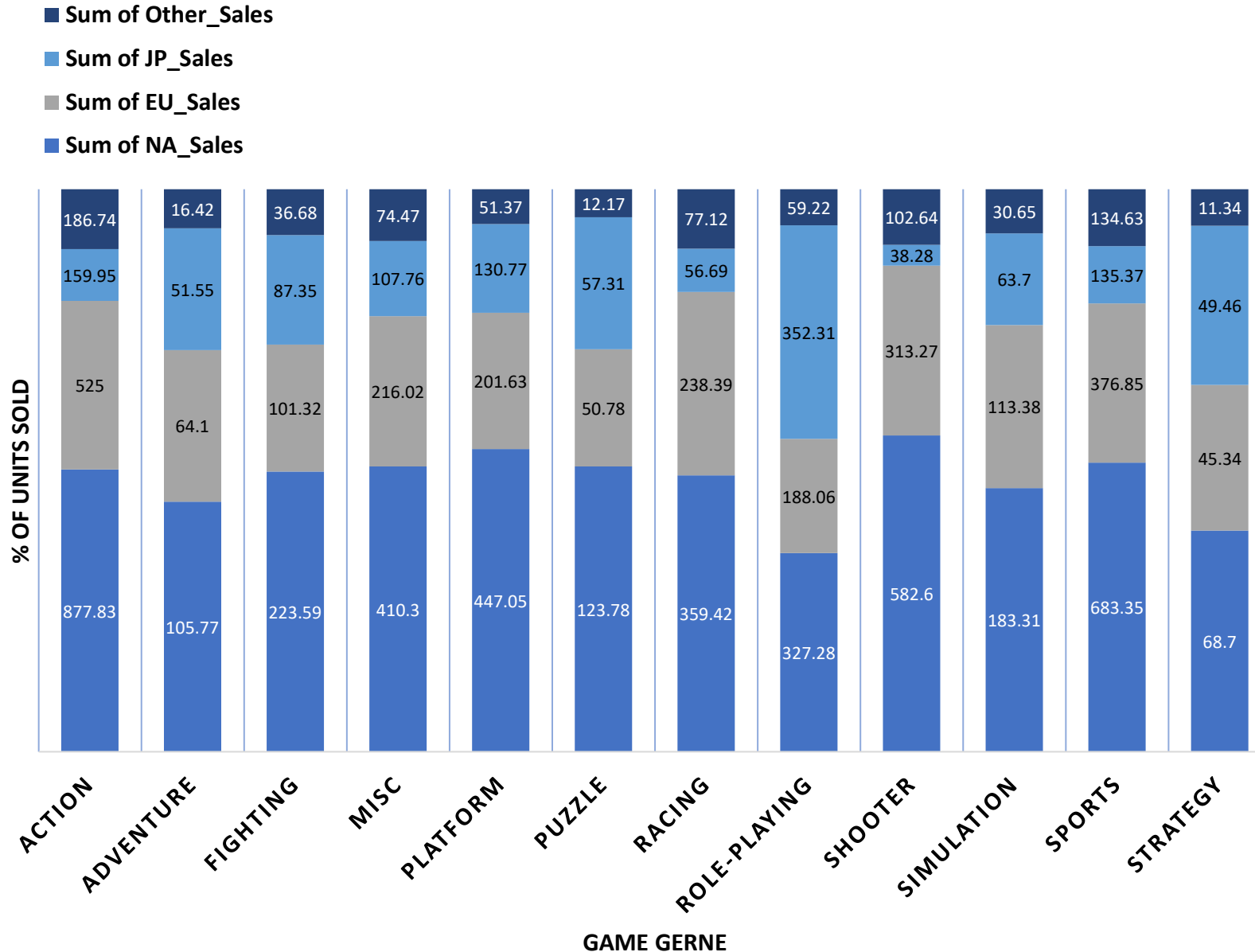
## From the chart:

- ✓ NA and JP showed fluctuations between 1983-1995.
- ✓ NA and JP showed an opposite or a mirror pattern.
- ✓ NA-sales dominates the global sales.
- ✓ EU and other regions sales increases steadily over years.
- ✓ JP showed a dramatically drop in sales in 1996.
- ✓ Contrary to expectations, these fluctuations in sale might tell new insights for the future market budget.

**Graph A: Percentage of global sales by regions**



## GRAPH B: GAME GERNES BY REGION



- ✓ The most popular games genres are action, shooter and sports specially for NA, EU and other regions.
- ✓ In Japan, play-rolling showed the highest sales over years.
- ✓ Almost all regions showed lowest sales for strategy games.

## Summary

- Despite the fluctuations in sales trend for NA between 1983-1996, NA-sales dominates game markets compared to the other geographic regions.
- The EU showed steadily increasing over time which indicates promising markets for GameCo's future insights.
- Other regions sales followed the same pattern of EU and needs more attention to maintain growing in sales over time.
- The most popular game types are action, shooter and sport for NA, EU and other regions.
- Japanese most interesting game is play-rolling. Action game and sport tend also to increase over time.



## Recommendations



- Localizing game content to include language and cultural references. by doing this the company will ensure the spread of their product globally.
- Developing new genres of games can attract different audiences.
- Investing in campaigns that reach the right audience through channels like social media, influencers.
- Identifying popular gaming platforms in different regions and optimize their games for those platforms.
- releasing regular updates features and new content (seasonal content) can maintain interest and attract more customers.