



GameCo Marketing Review

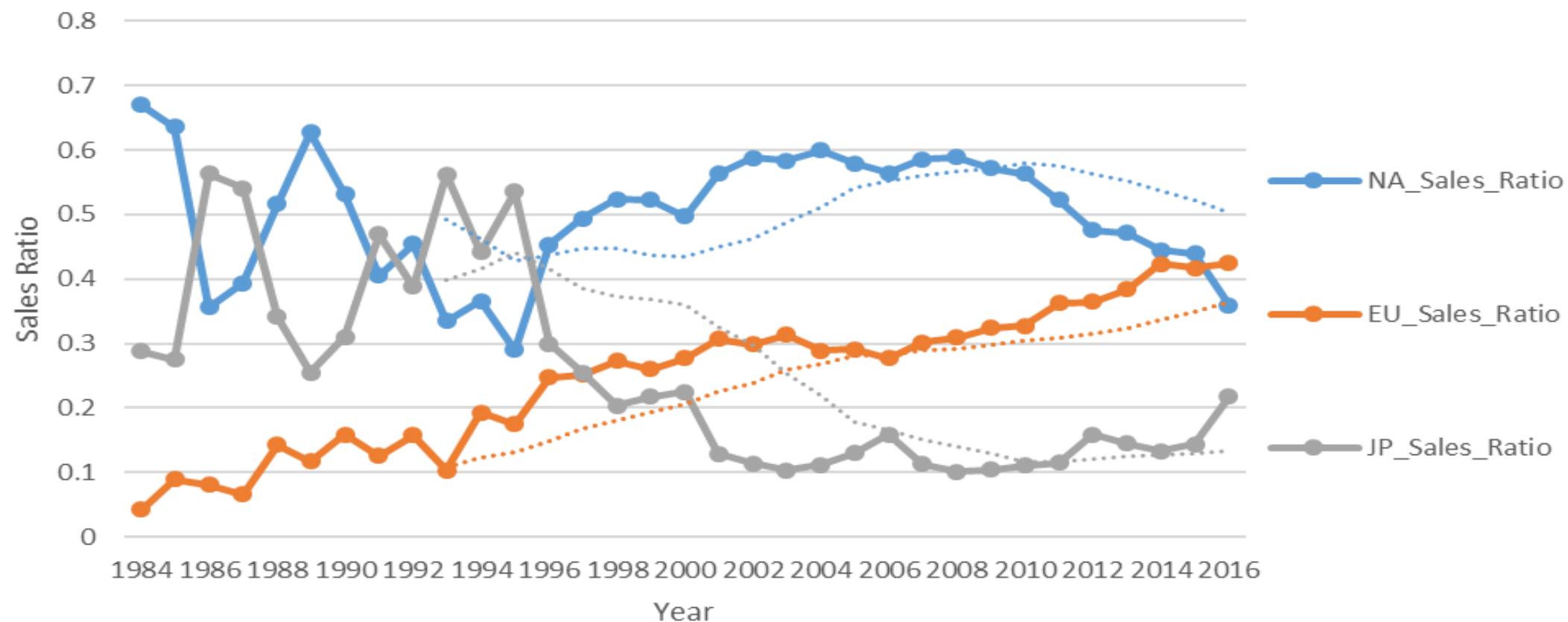
FINAL PROJECT PRESENTATION

Current understanding

- ▶ GameCo currently expects sales for various geographical regions to remain the same over the years meaning not much absolute and relative change year on year

Year on year actuals

Regional proportion of sales over the years



Analysis and insights

- ▶ From the graph it is clear that the relative sales of each region have changed considerably over the years and more drastically in the recent years
- ▶ This would mean that the sales have become more dynamic and have in fact not been the same over the years

Revised Understanding

- ▶ Based on the data , we understand that the sales have become more unpredictable and we will possibly need a more dynamic data driven marketing spend plan to match the market changes
- ▶ This market plan needs to take into account the recent trends and also the future expectations of regions and continuously improve the forecast based on new yearly actual data.

Recommendations for 2017

- ▶ NA Sales ratio is lagging behind its historical trends so we need to allocate more marketing spend here to strengthen our position in the market
- ▶ JP Sales is over performing based on recent trend, so we can cut some marketing budget here (based on the difference from trend line)
- ▶ EU sales are over performing but since the sales seem to be continuously increasing over the years , we should keep the marketing budget same and monitor it

Long term recommendations

- ▶ To setup Dynamic yearly region level marketing budget planning based on difference from 10 year trend line data
- ▶ We can refine the process to make it even more data driven by including genre and platform level regional sales data trends to identify opportunities to optimize



Thanks