



GameCo's Marketing Report

PREPARED BY

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Problem Statement

Goal:

To plan the marketing budget for the year 2017.

Assumption:

The sales for various regions (US, Europe, & Japan) stayed the same over time.

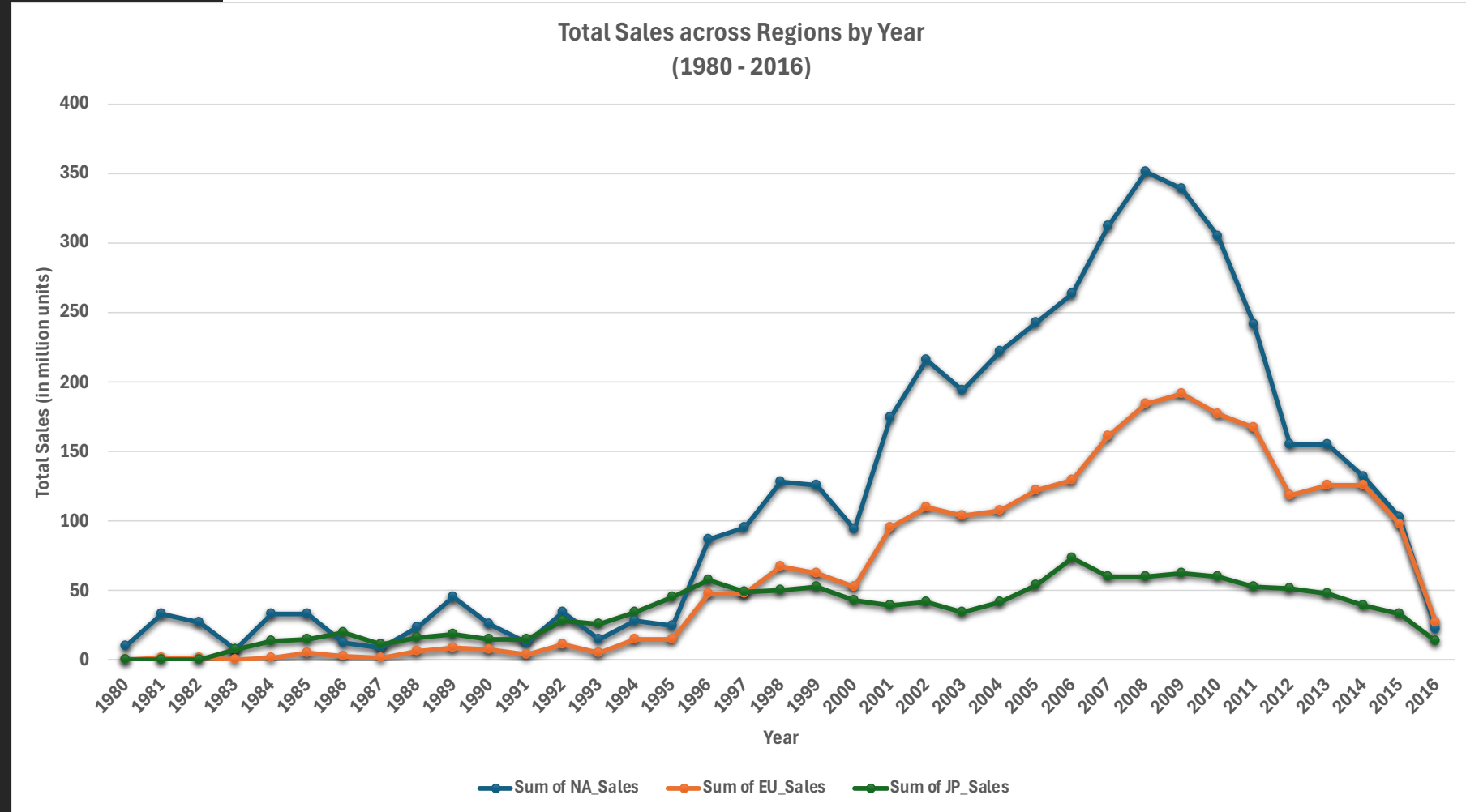
Sales Over Time

(1980 – 2016)

Sales differ by geographical region!

Over time, the total sales (in a million units) have varied based on the geographic region.

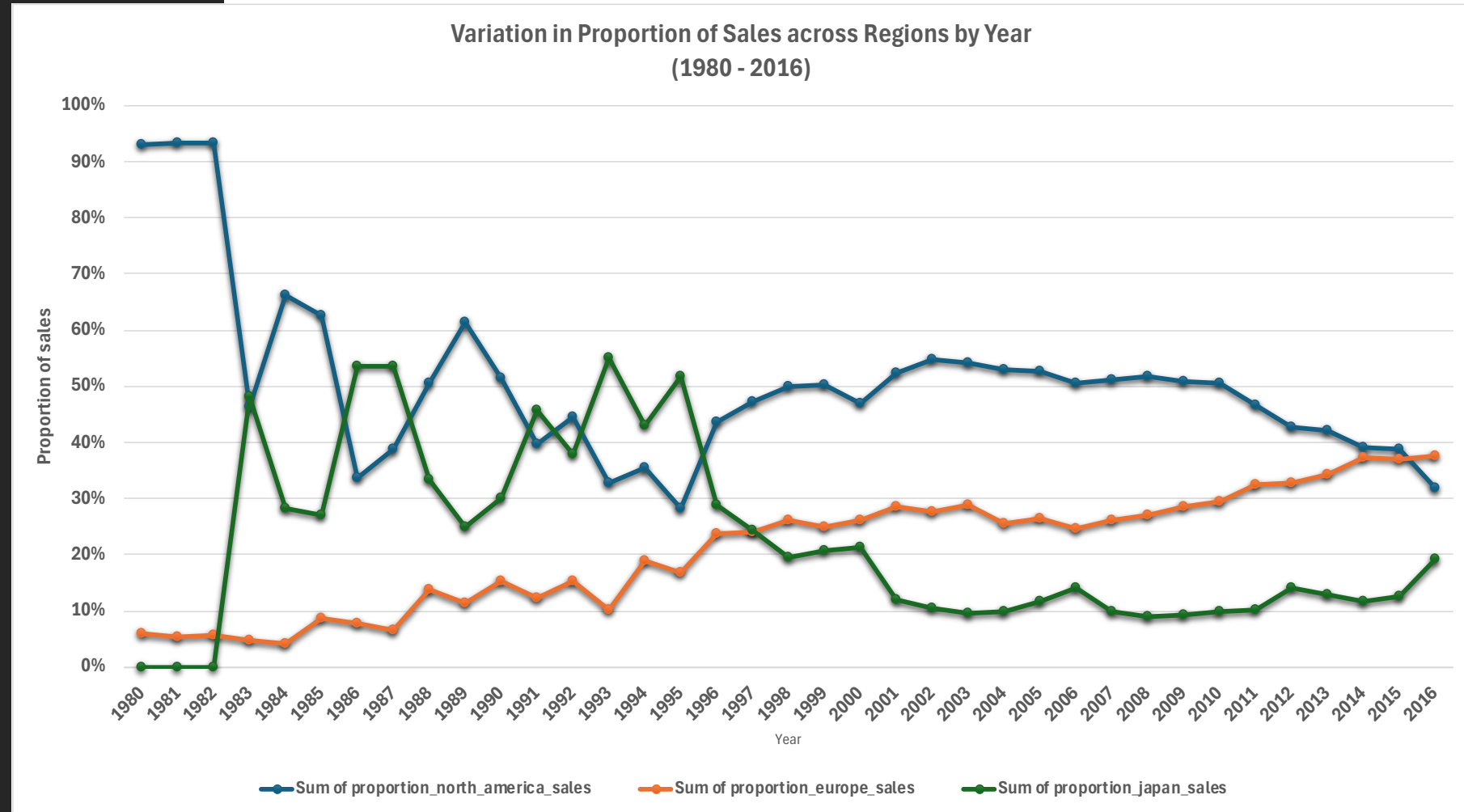
The North American market has more robust sales than other market regions.



Market share and its trend...

Looking at the proportional share of sales, it is clear that,

1. North American sales witness a drop.
2. The European market is growing.
3. The Japanese market is catching up, but slowly.

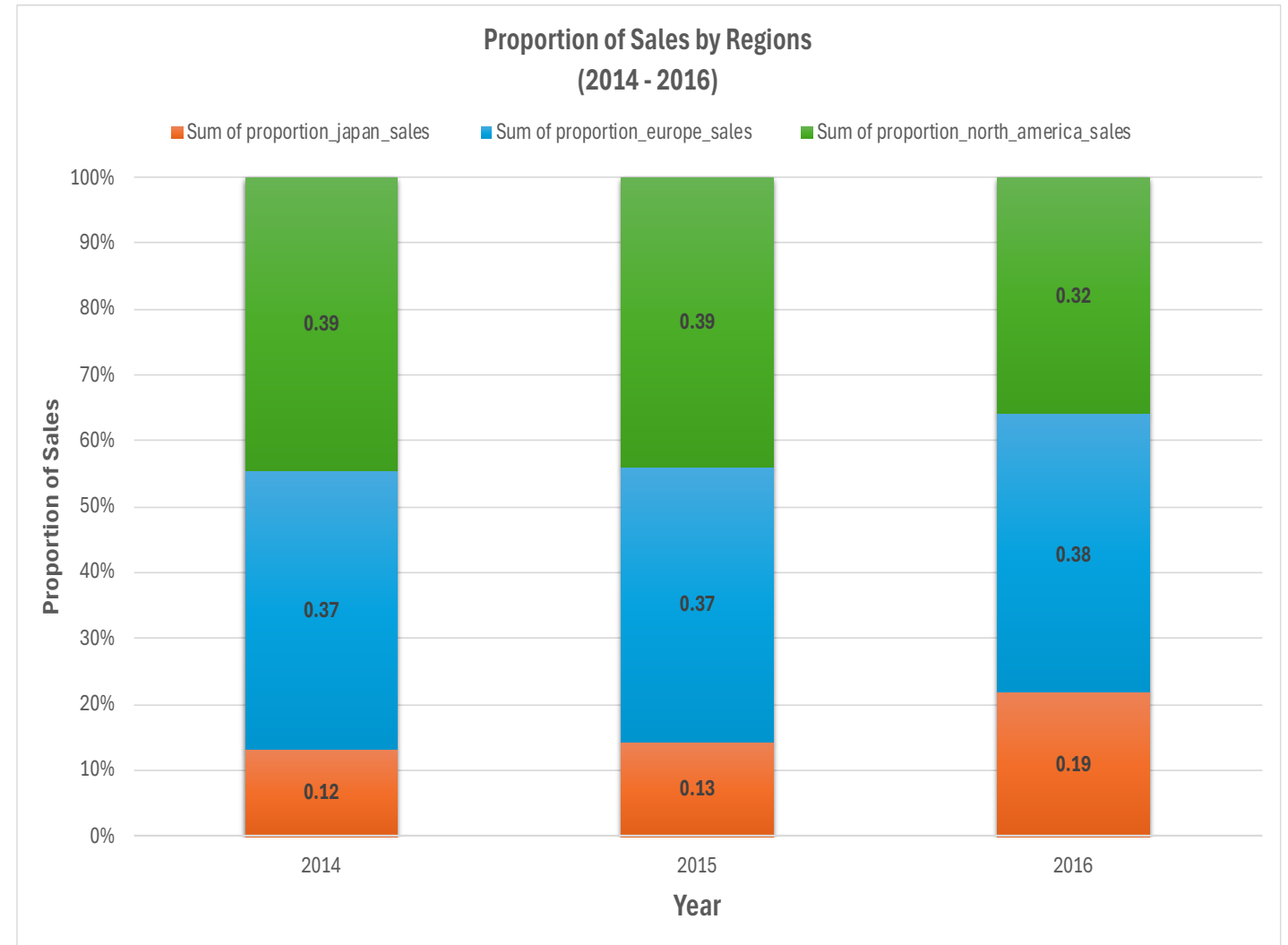


Proportion sales in the last three years.

Between 2014 – 2016, we witness

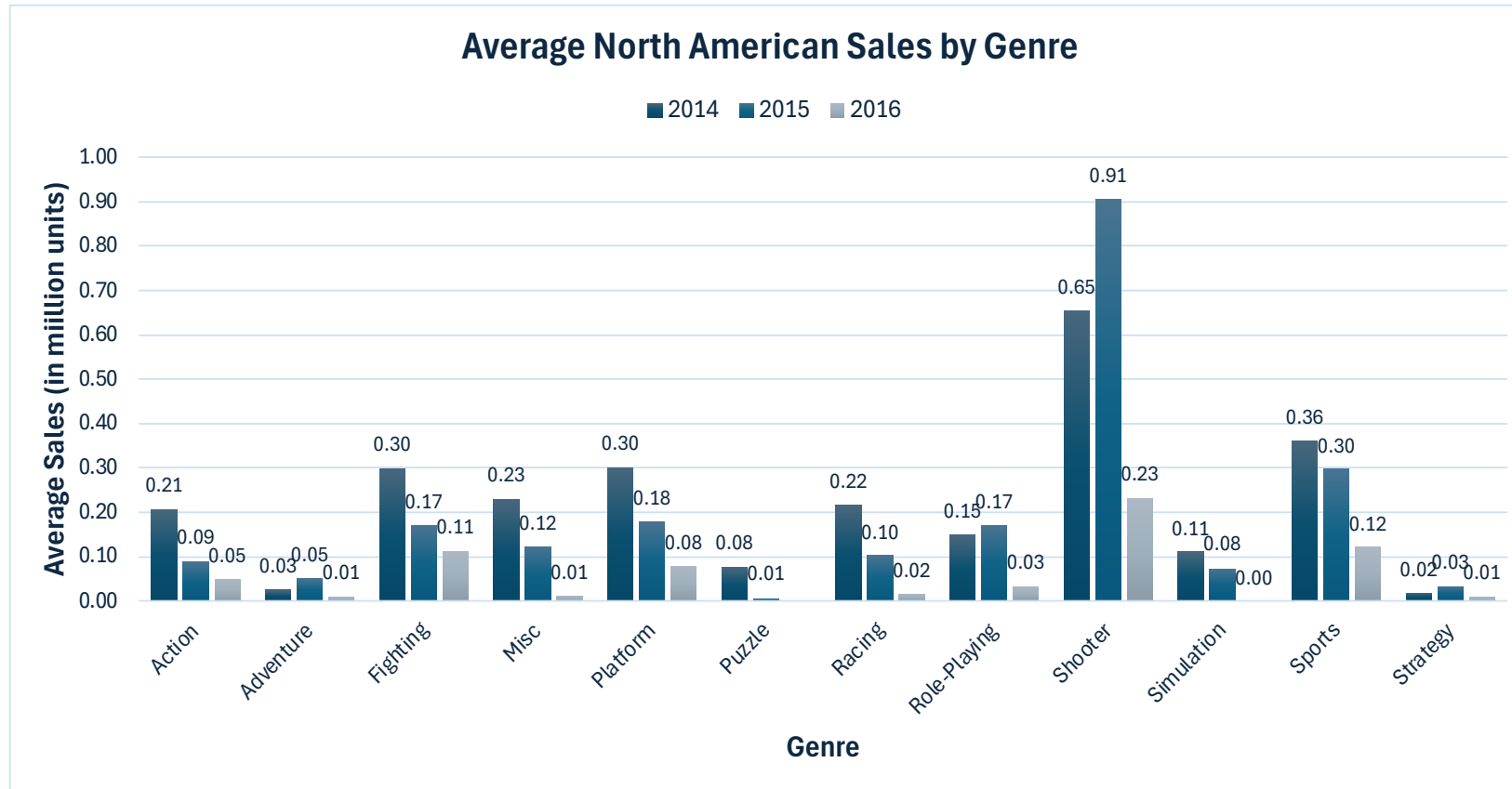
1. The North American market's sales share is dropping after dominating for the last two years.
2. Europe's sales are growing
3. The Japanese market is growing strongly.

*Note: These observations are only based on the proportional share of sales.
Overall, the sales of games are declining worldwide (check Slide 5)*



Average Sales by Genre for
the last three years
(2014 – 2016)

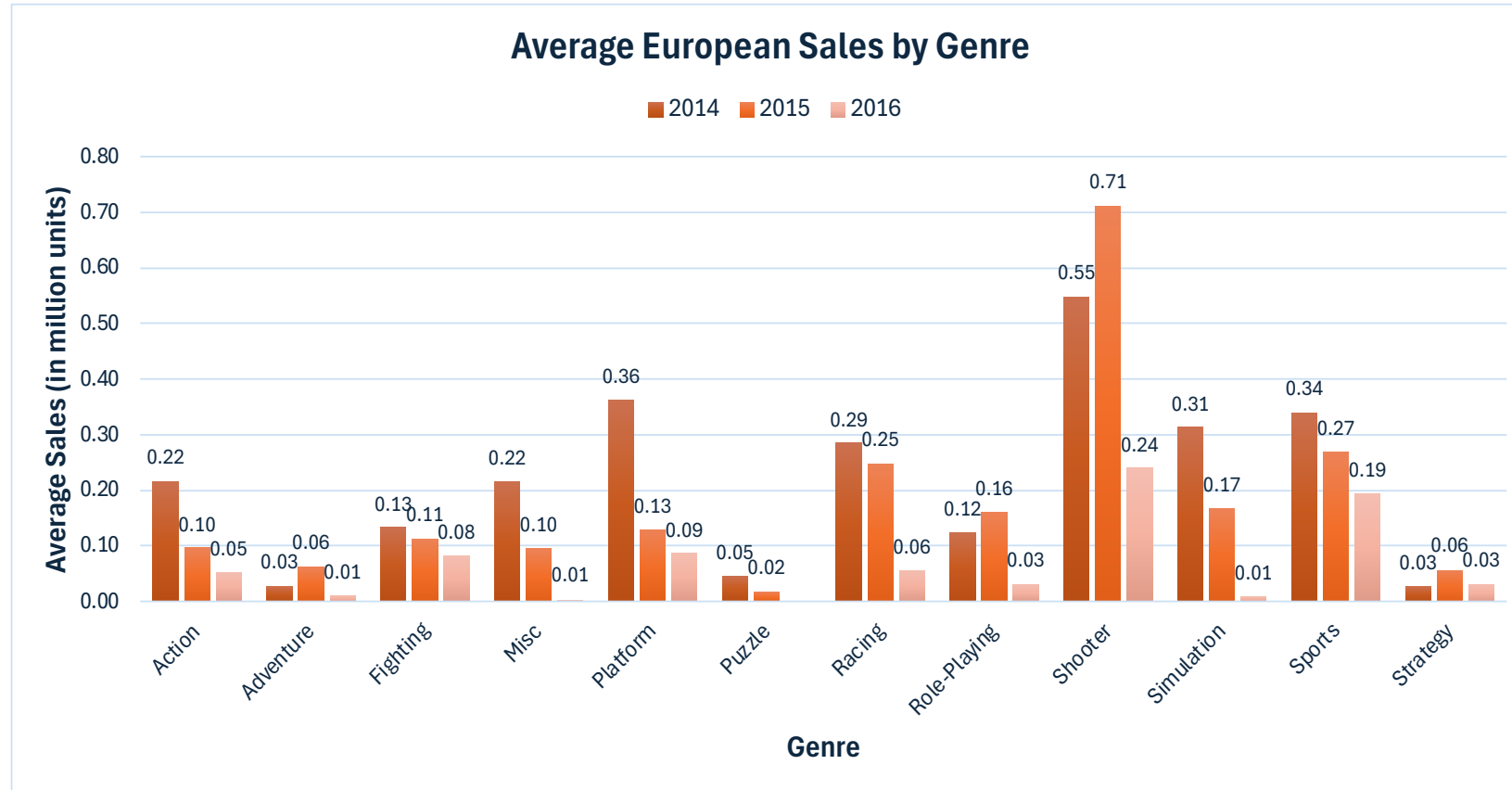
North American Market's performance



Every genre
witnessed a
decline in sales
(2014 - 2016)

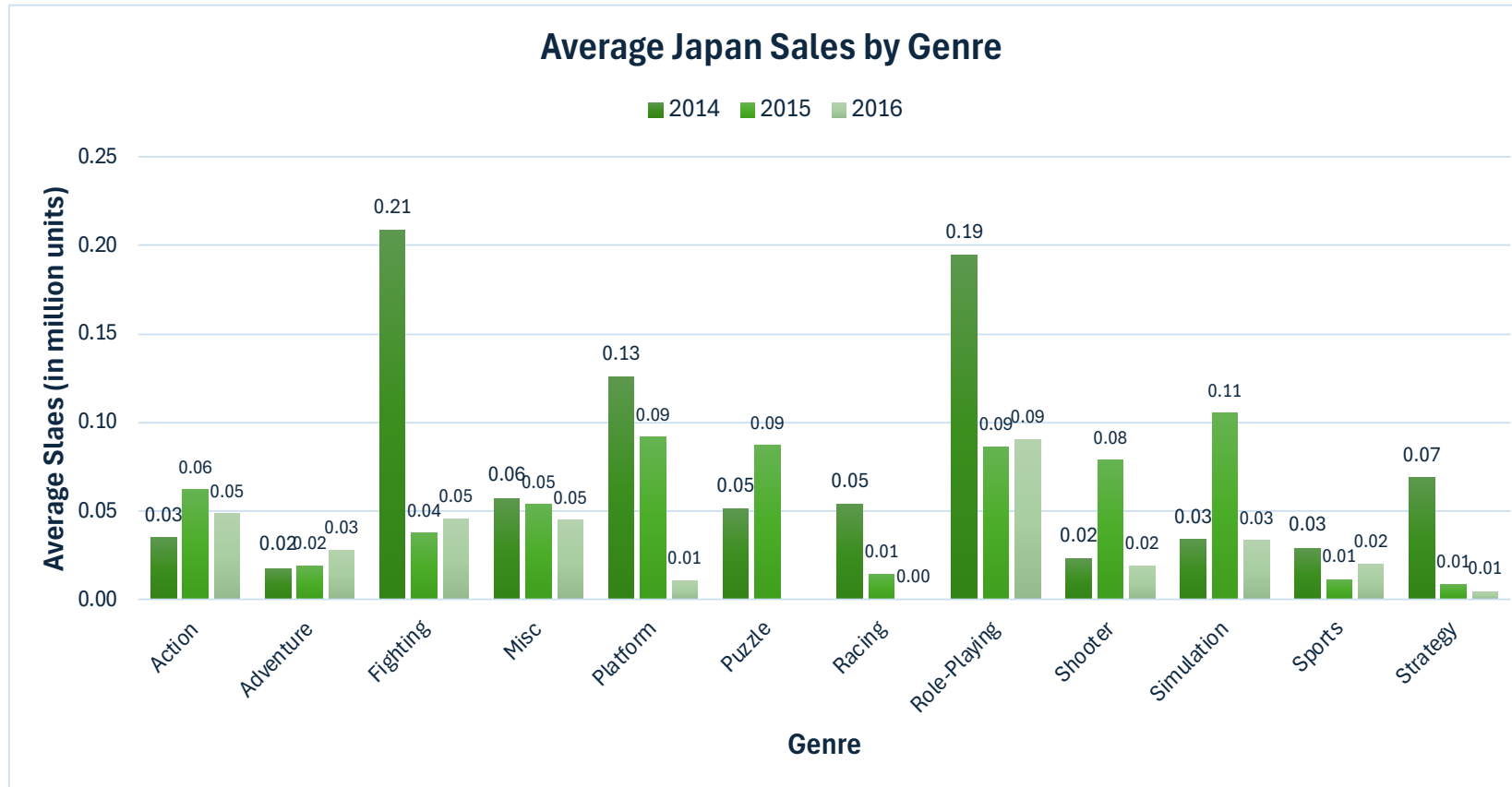
Irrespective of the genre of the games, the average sales declined in the last three years.

European Market's performance



EU market sales trends are similar to those of the North American market.

Japanese Market's performance

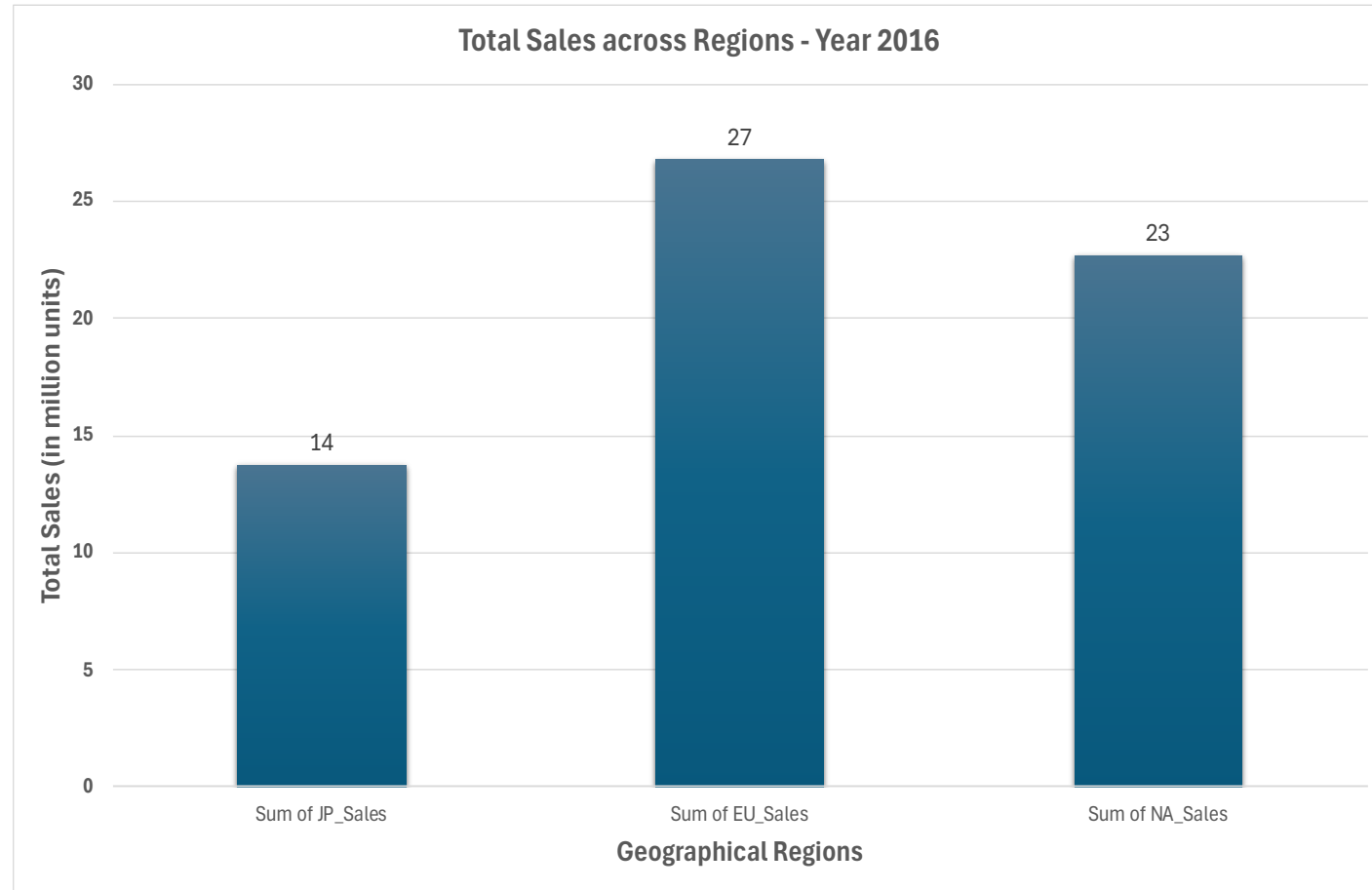


Adventure, sports,
and fighting
games are
preferred in recent
days.

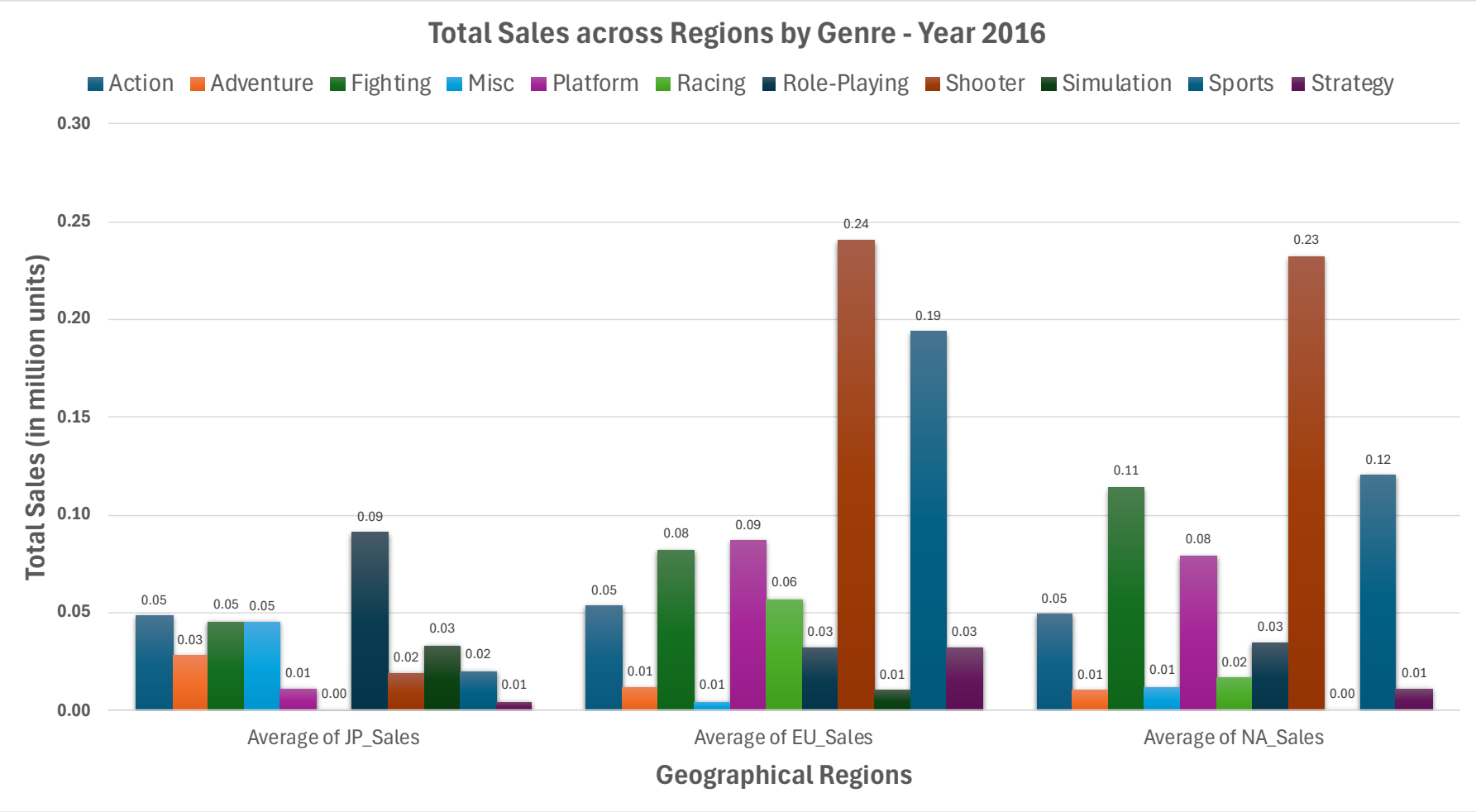
In 2016, Japanese customers didn't prefer Racing and Puzzle games.

2016 – *An overview*

European market dominated in 2016



Strong preference for shooter games....



However, the Japanese market prefers role-playing games.

Followed by Shooter games, North American and European Market prefer Sports games.

~ Recommendations ~

Recommendations

1. Sales are not the same across different geographical regions.
2. Invest more in the Japanese market and assess why customers don't prefer puzzle and shooter games.
3. Reassess the North American market and increase the promotion for all the other game genres.
4. The European market is growing strongly (in 2016) and is following the same strategy for increasing sales.
5. Assess why there has been an overall decline in game sales in the market and whether people have shifted toward mobile gaming. If yes, produce mobile games.