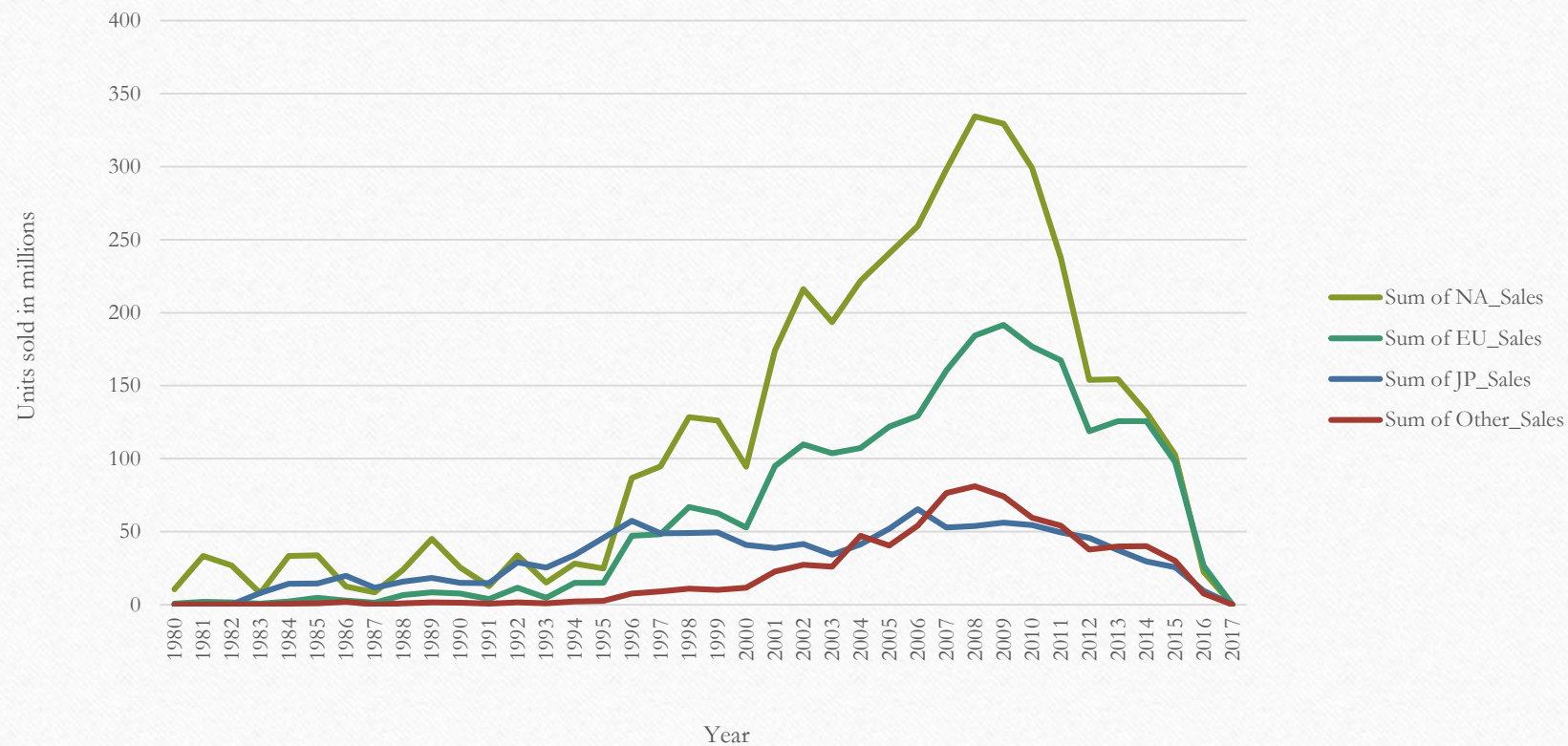


GameCo video game sales final project presentation

Blessing Archibong

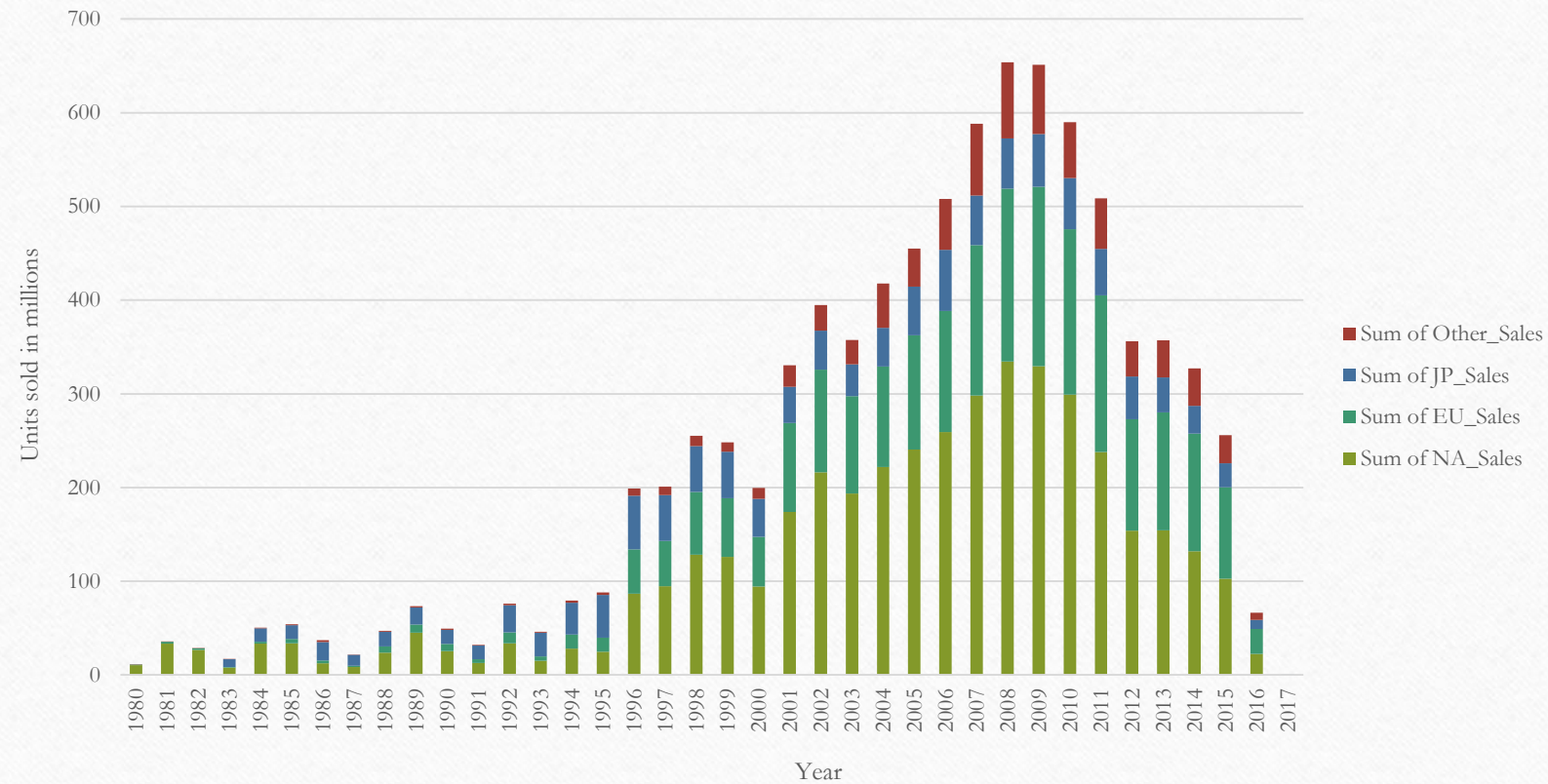
GameCo current understanding of typical sales for various geographic regions assumes sales have stayed the same over time.

Total number of units of games sold by regions from 1980-2016



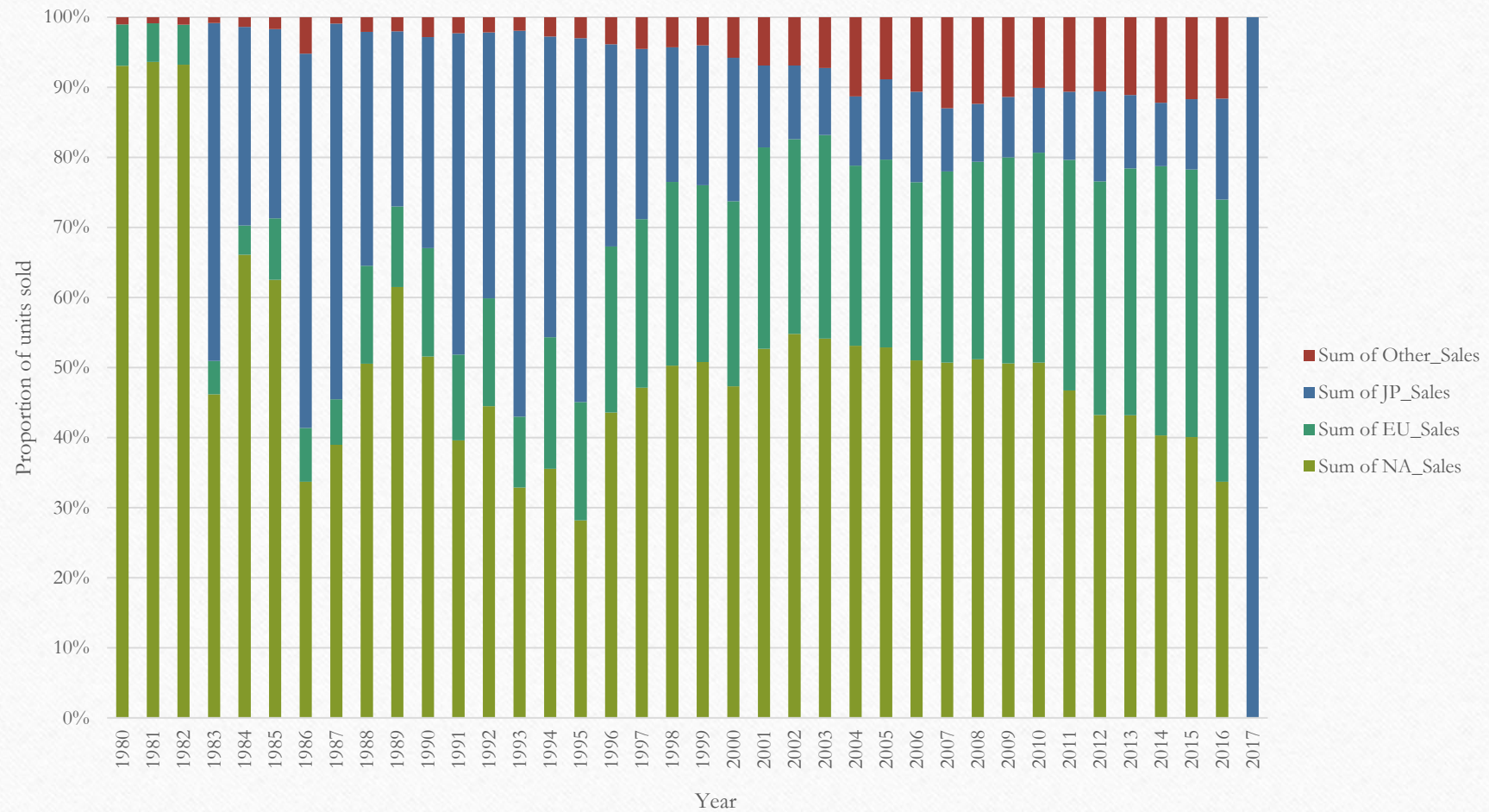
North America made the highest sales over time. Japan lost its place to Other sales

Total number of units of games sold by region from 1980-2016.

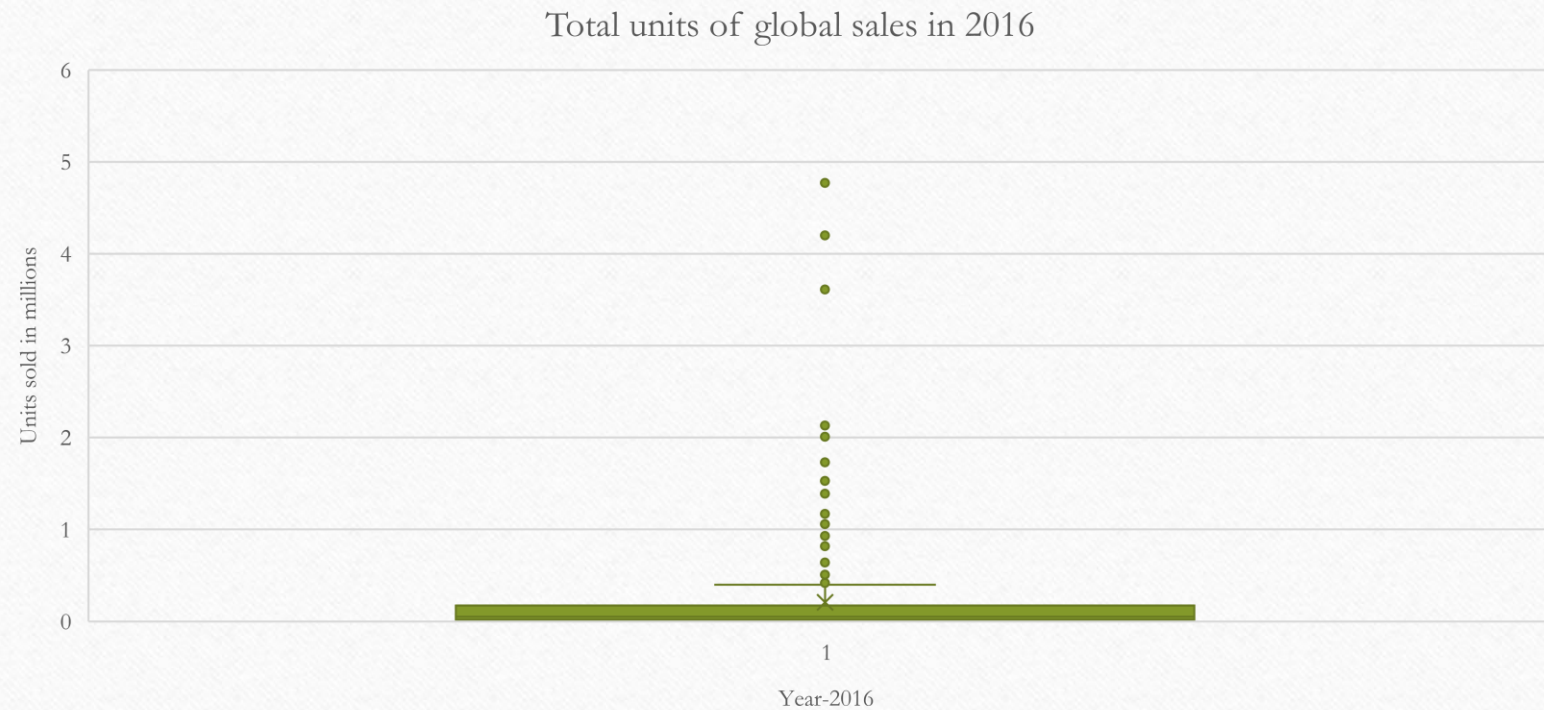


Data shows a left-skewed distribution in total sales over time.

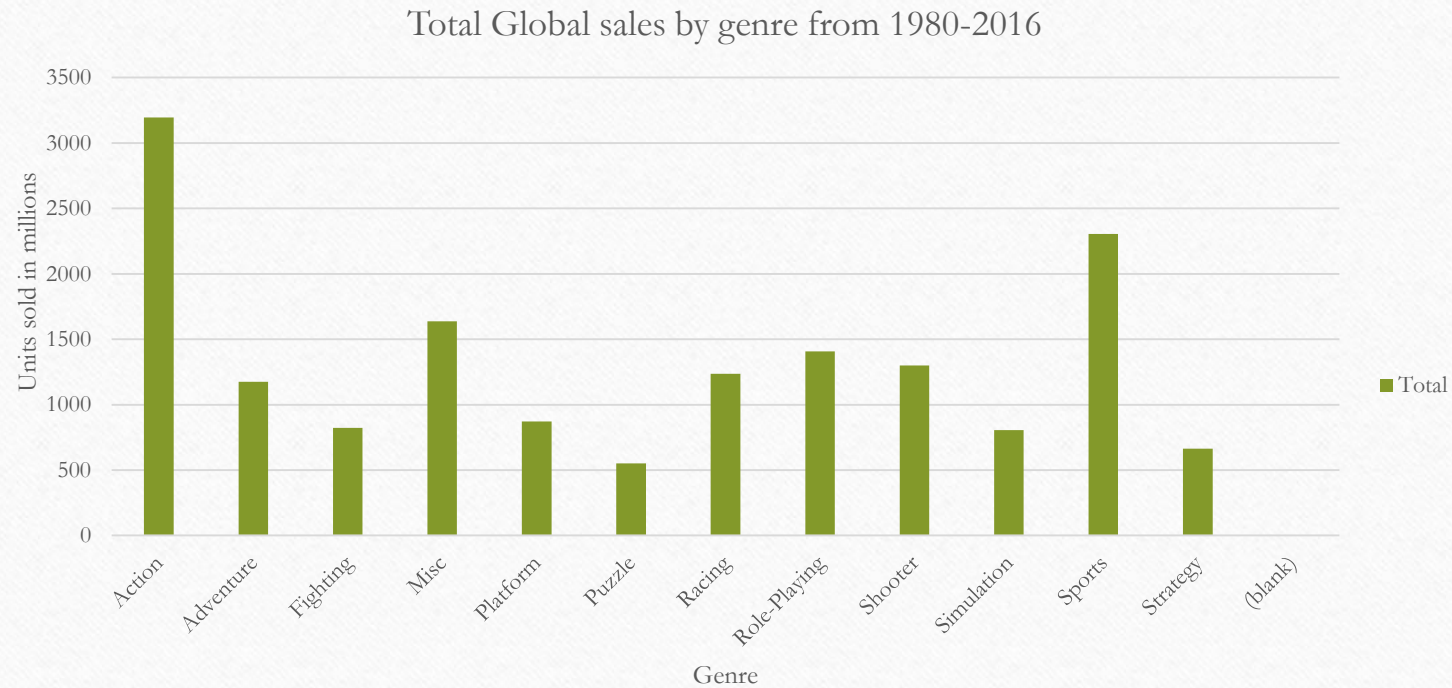
Proportion of units of games sold by regions from 1980-2016.



NA with the highest proportion followed by EU,JP and Other sales

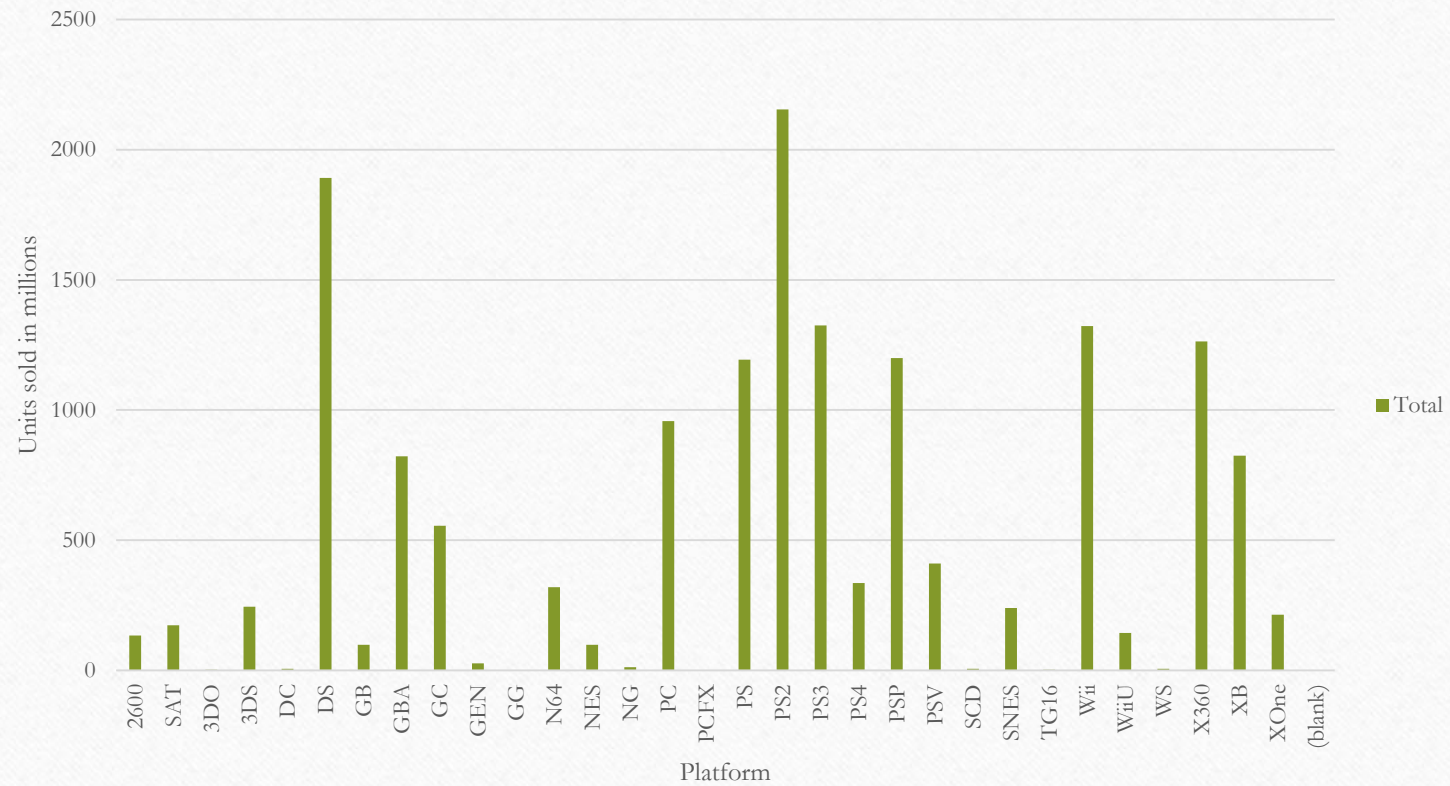


- The largest non outlier is 0.4.
- The outliers are 3.61,4.2,4.77.
- Q1 0.05, Q3 0.17

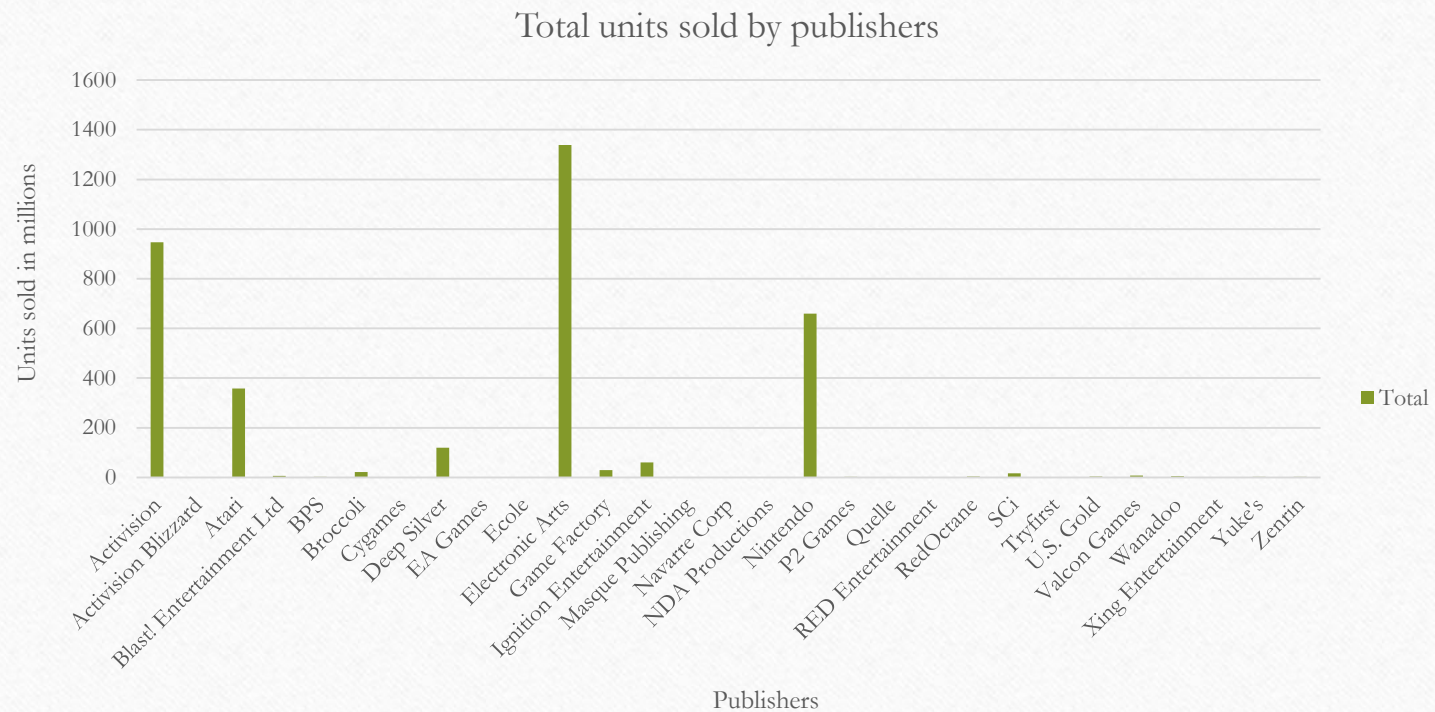


Action, sports and Misc are the highest selling genres over time

Total units sold by platforms in regions over time



PS2 sold the most followed by DS and Wii.



Activision, Electronic acts and Nintendo were the most popular publishers.

Learning that sales for the various geographic regions have not stayed the same over time has challenged the hypothesis of the executive board which means this expectation has to be revised.

- The data suggests that there is in fact a significant change in sales over time.
- This contrasts with our current understanding of GameCo's business.
- It is more significant for GameCo to recognise this trend in sales over time.

North America, PS2, Nintendo, Electronic acts, Activision, Action, Sports and Misc should be allocated the highest marketing budget to maximize return on investment in 2017 and the years following.