

GameCo Sales Analytics Report

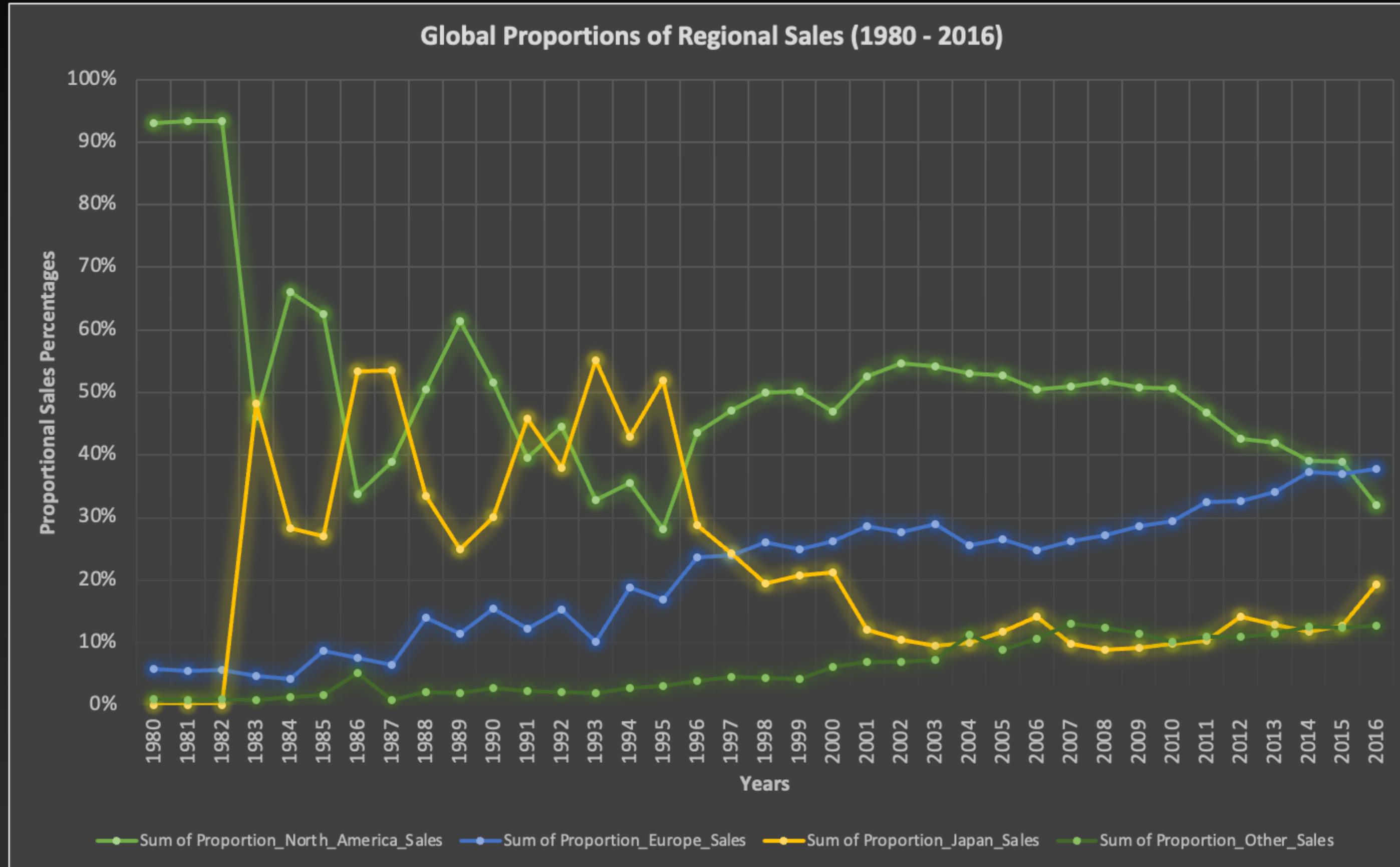
Data Driven Proposal for Marketing Budget Strategies for 2017

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Current Assumption

Sales of video games in different geographical regions have remained constant over time

Global Proportion of Sales by Region (1980 - 2016)



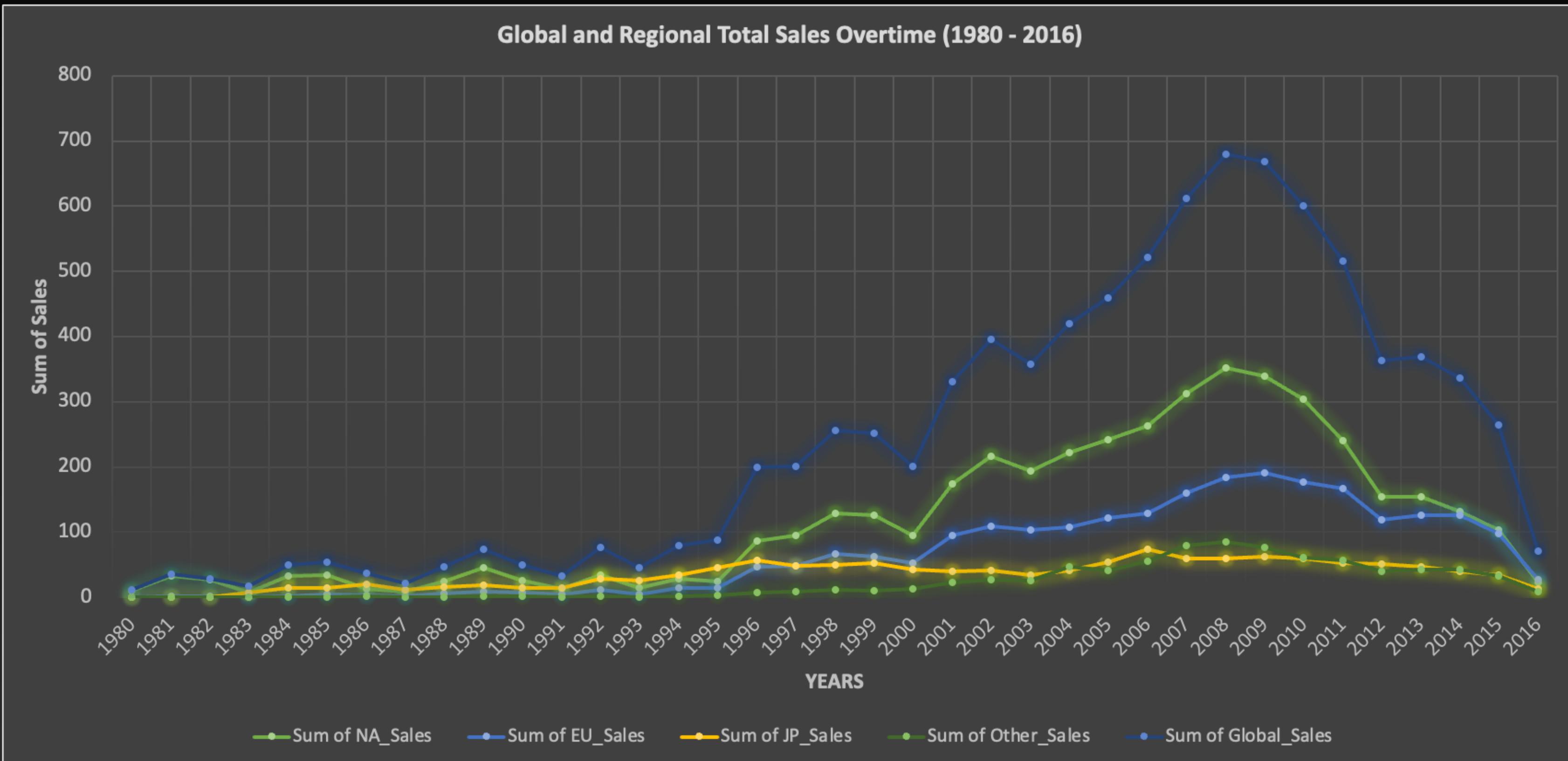
The sales trends from 1980-2016 for video games exhibits inconsistency and shows a higher degree of volatility, particularly from 1980 - 1996. This is especially evident in the global proportions for North American and Japan sales.

From 1996 - 2016, there has been a decrease in volatility in various regions. However, the trends have changed:

- North American sales are experiencing a steady decline compared to the early 1980s.
- Japan sales are still experiencing some fluctuations but are gradually increasing.
- European sales have been relatively stable and are steadily increasing

Therefore, GameCo's sales data for video games demonstrates that sales in different geographic regions have not remained constant over time.

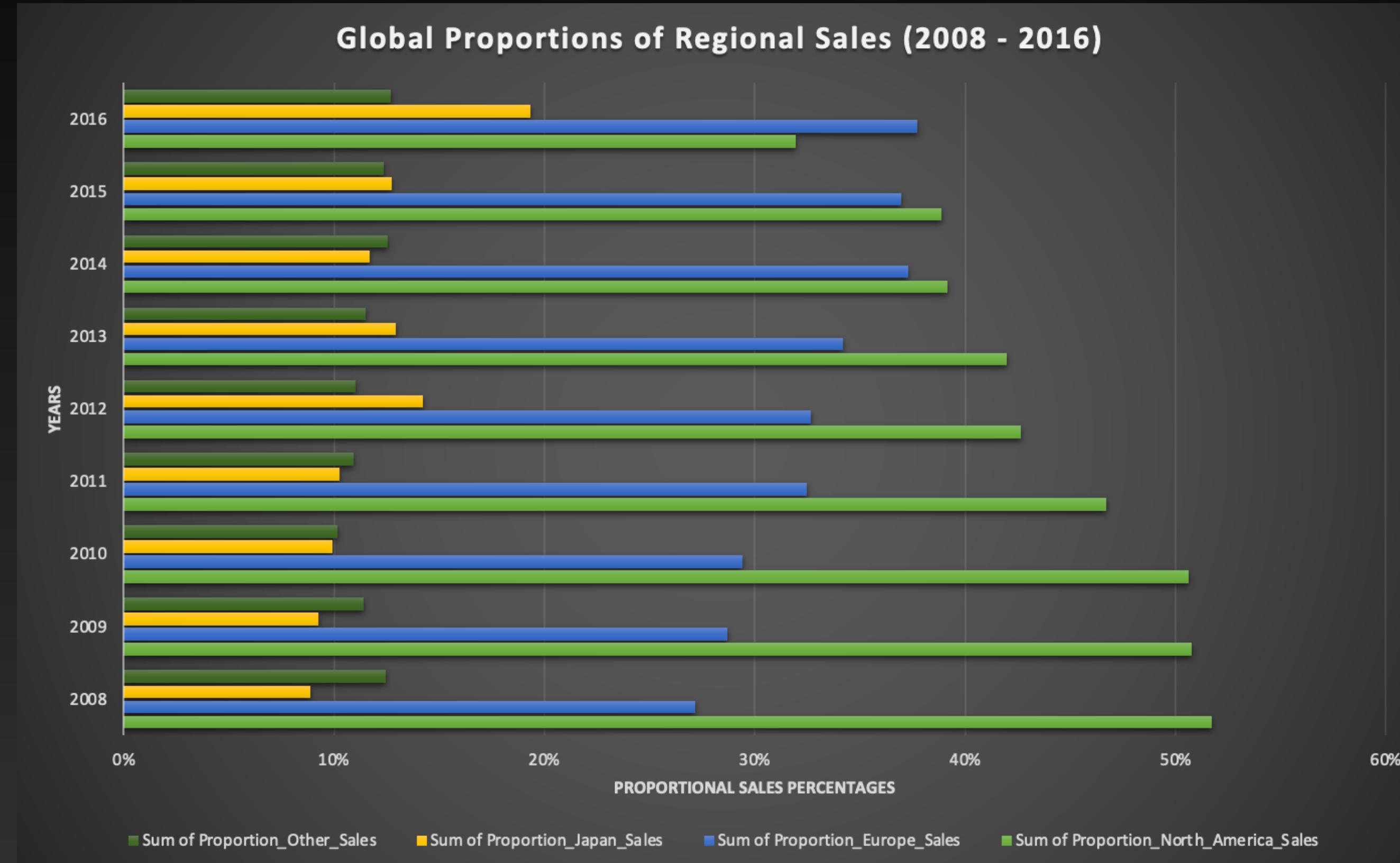
Global and Regional Total Sales Over Time (2008- 2016)



- Global sales increased from 1995 to 2008 but sharply decreased from 2008 to 2016.
- North American sales have the largest market share and heavily influence global sales, showing a more linear correlation.
- The decrease in sales may be due to the North American recession of 2008, and sales have not yet fully recovered.
- Japanese and other regional markets are relatively stable and do not show a similar correlation to global sales as North America does.

Given this data, it's important to understand the North American market's historical significance and its impact on global sales. It's also crucial to analyze why sales are declining, in order to better address the issue and find an efficient solution for the largest market.

Recent Global Proportion of Sales by Region (2008 - 2016)



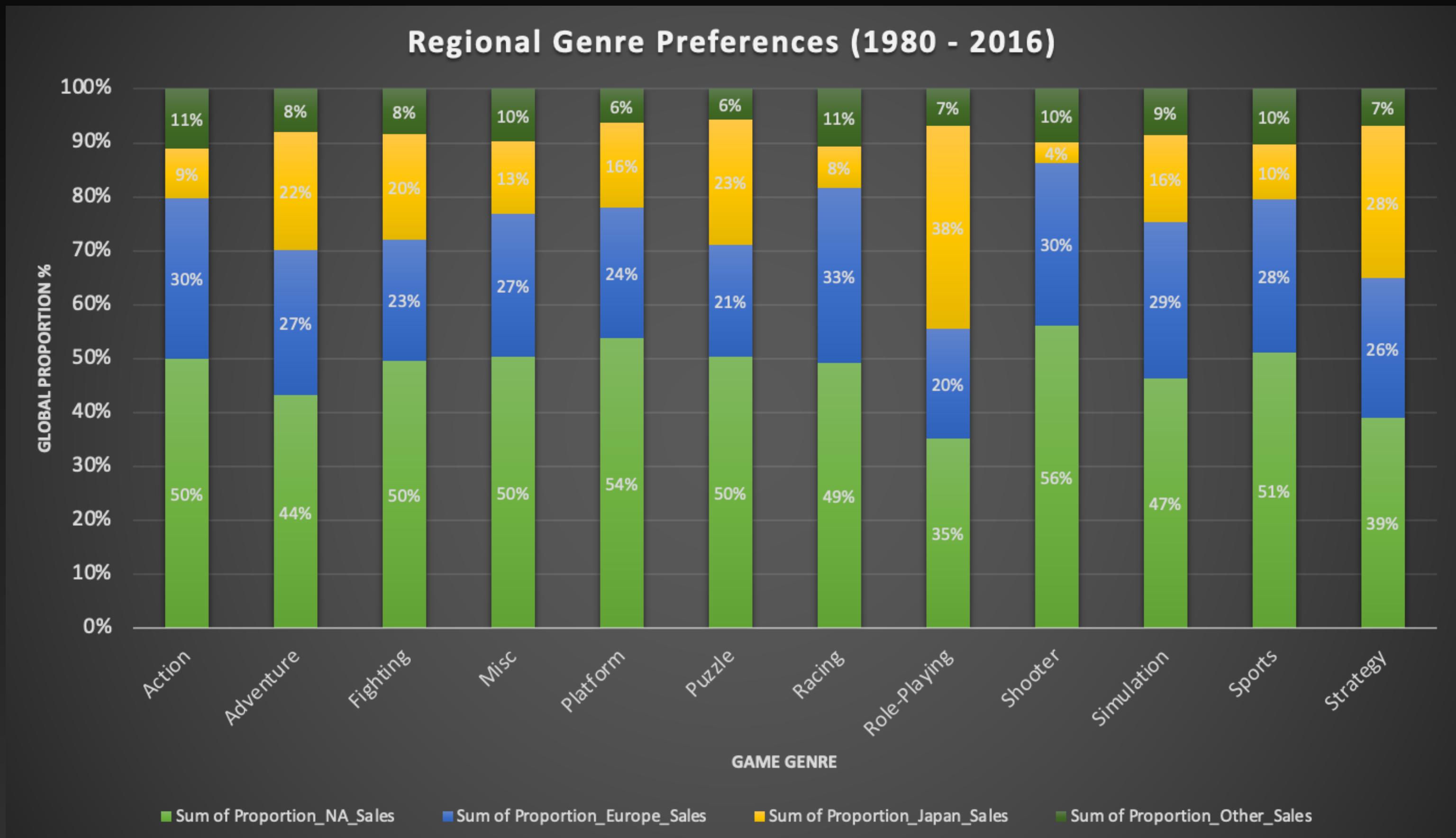
Here are the most recent data trends, which show a decline in the North American proportion of global sales from 2008 to 2016.

Additionally, we can observe an increase in European sales proportions, which surpassed North American sales in 2016.

Japanese sales proportions are also showing a gradual increase, while other regions have remained relatively stable.

There is a recent growth potential seen in both the European and Japanese markets, which calls for allocating more resources and research towards maximizing these growing markets.

Overall Sales by Genre Preferences (1980 - 2016)

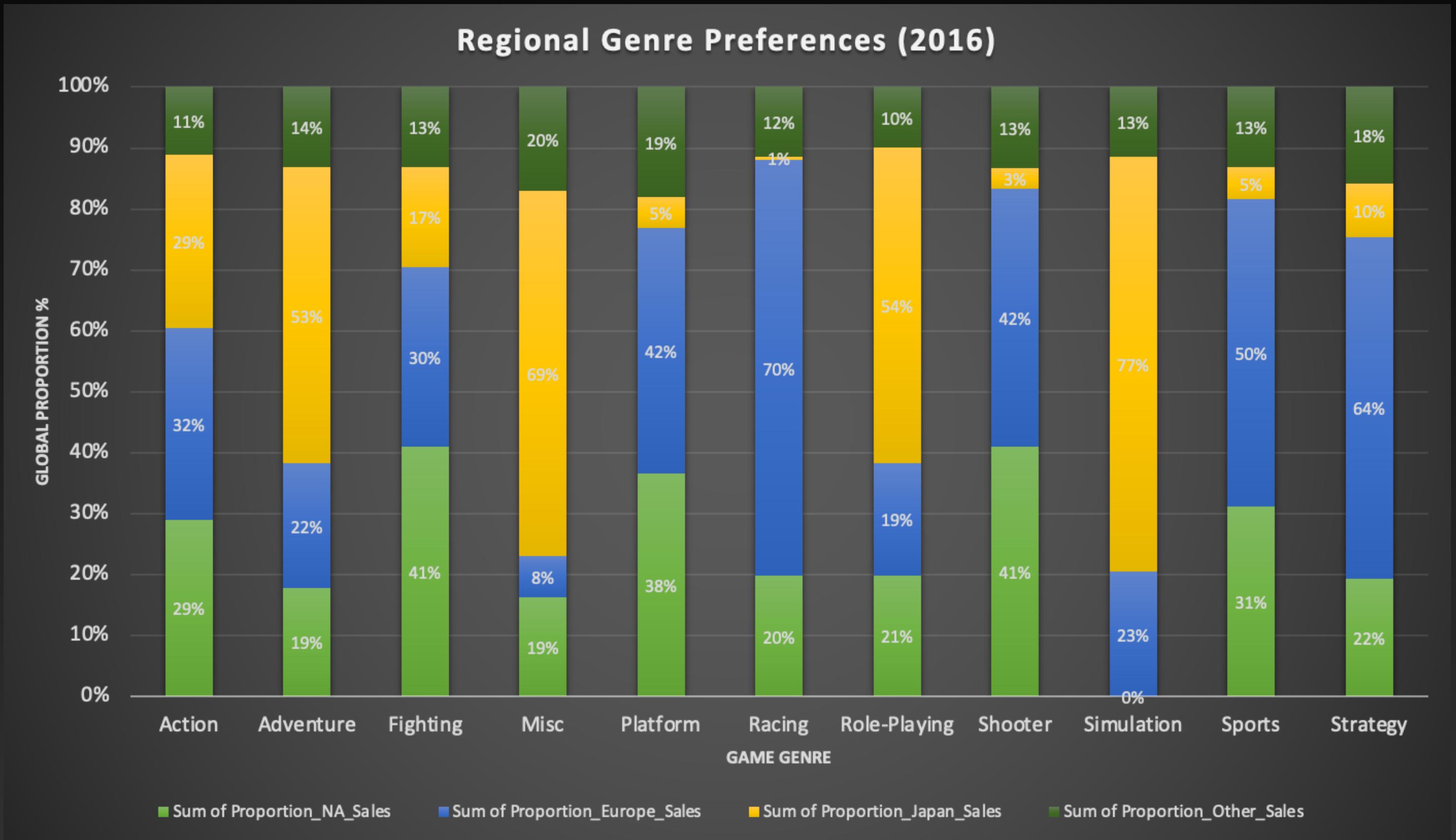


The graph on the left illustrates that historically, North America has been GameCo's largest sales market. In comparison to other markets, it has consistently dominated global sales proportions.

From this data, we can determine the most popular genres based on the regional global proportions of sales.

- North America: Shooter (54%), Platform (54%), and Sports (51%)
- Europe: Racing (33%), Action (30%), Shooter (30%)
- Japan: Role-Playing (38%), Strategy (28%), and Puzzle (23%)
- Other Regions: Action (11%), Racing (11%), and Sports (10%)

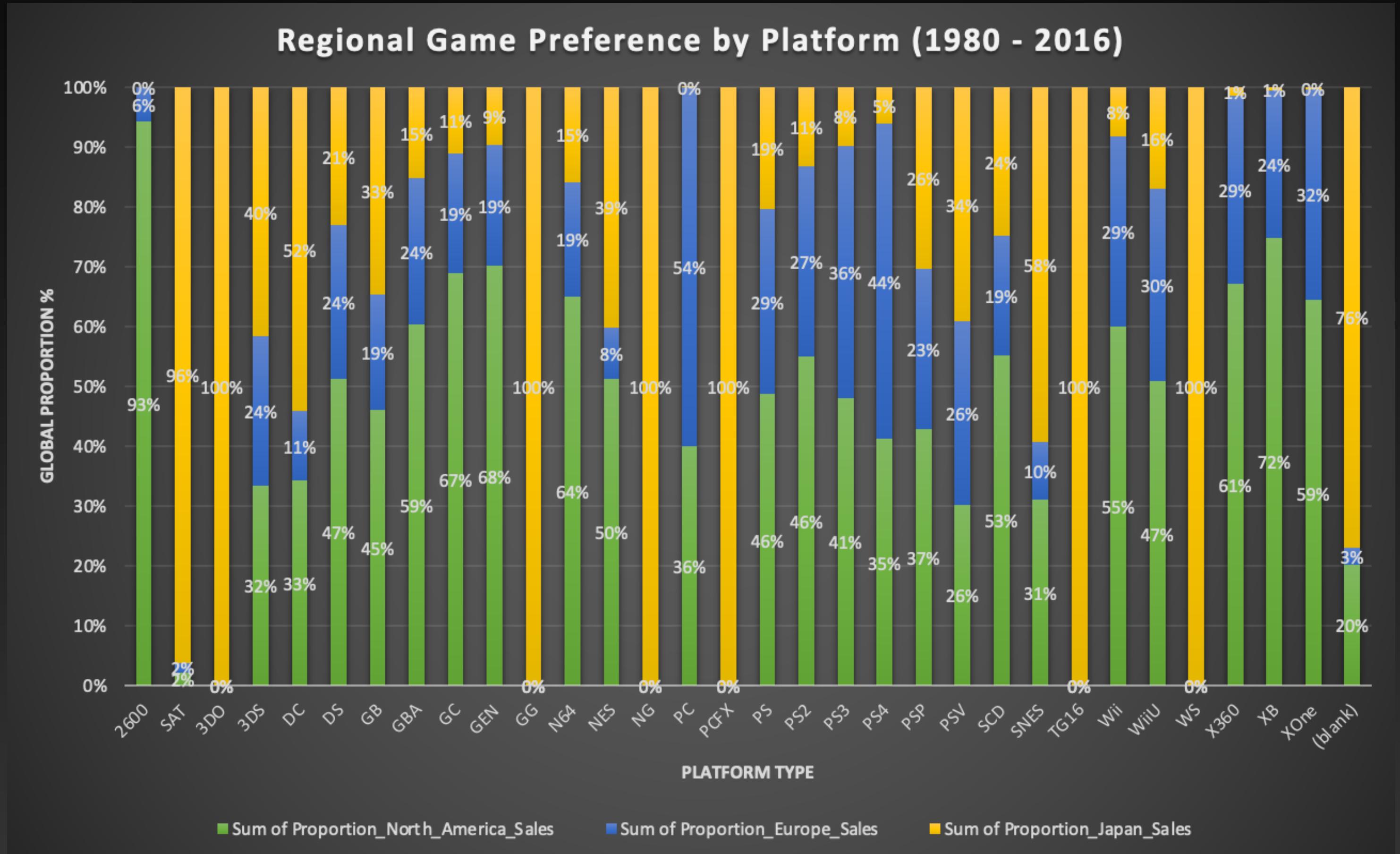
Overall Sales by Genre Preferences (2016)



- In 2016, global sales proportions were distributed differently than before, with Europe leading in six out of ten genres: Racing, Strategy, and Sports being the top three.
- Meanwhile, the Japanese market increased its sales proportions in four out of ten genres, with the top three categories being Simulation, Role-playing, and Miscellaneous.
- North American sales proportions decreased in almost all genre categories, except for Shooter, Platform, and Fighter.

These changes indicate a recent shift in the global gaming market, with Europe and Japan emerging as major players.

Regional Platform Popularity Over Time (1980-2016)



Top platform preferences for:

- North America: Atari 2600, XB, GEN, GC, X360.
- Europe: PC, PS4, PS3, PS, Wii, X360.
- Japan: 3DO, PCFX, NG, SAT, TG16, WS

Recommendations

The analysis of GameCo's data revealed findings regarding global sales trends, proportions of sales in different regions, and preferences for genres and platforms.

Area of emphasis for resource allocation

- The market share has been increased in Europe for genre categories such as Racing, Strategy, Sports, Action, and Shooter.
- Similarly, in Japan, there has been an increase in market share for Role-playing, Strategy, Puzzle, Stimulation, and Miscellaneous genres.
- Nevertheless, there has been a recent decrease in overall game sales for North America, except for genres such as Shooter, Platform, and Fighter.
- Further investigate the decline in the North American market.
- To expand sales, GameCo should prioritize facilitating emerging markets and supporting popular genres and preferred platform games in potential markets.



Thank You!