



GameCo

Regional Video Game Popularity

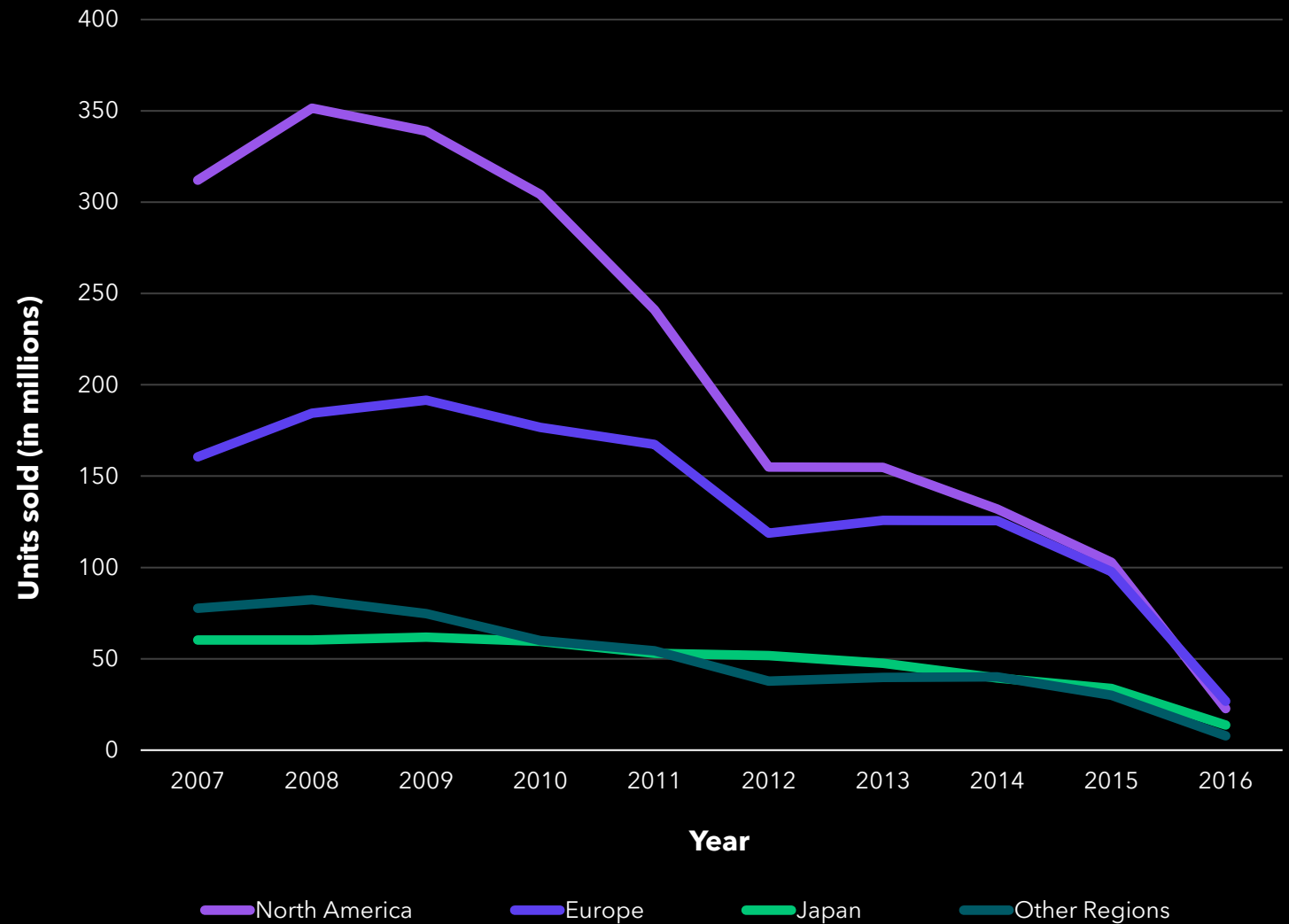
Regional Sales Summary for the
2017 Marketing Budget

Currently, our **GameCo** executive team expects video game sales across geographic regions to remain the same from year to year.

This assumption informs marketing budget allocation.
But is it accurate?

Sales by region over the last decade suggest this is not the case.

Overall sales have dropped significantly since an all-time high of nearly 679 million units in 2008 to under 71 million units in 2016. However, each region has not experienced the same rate of decrease in units sold.



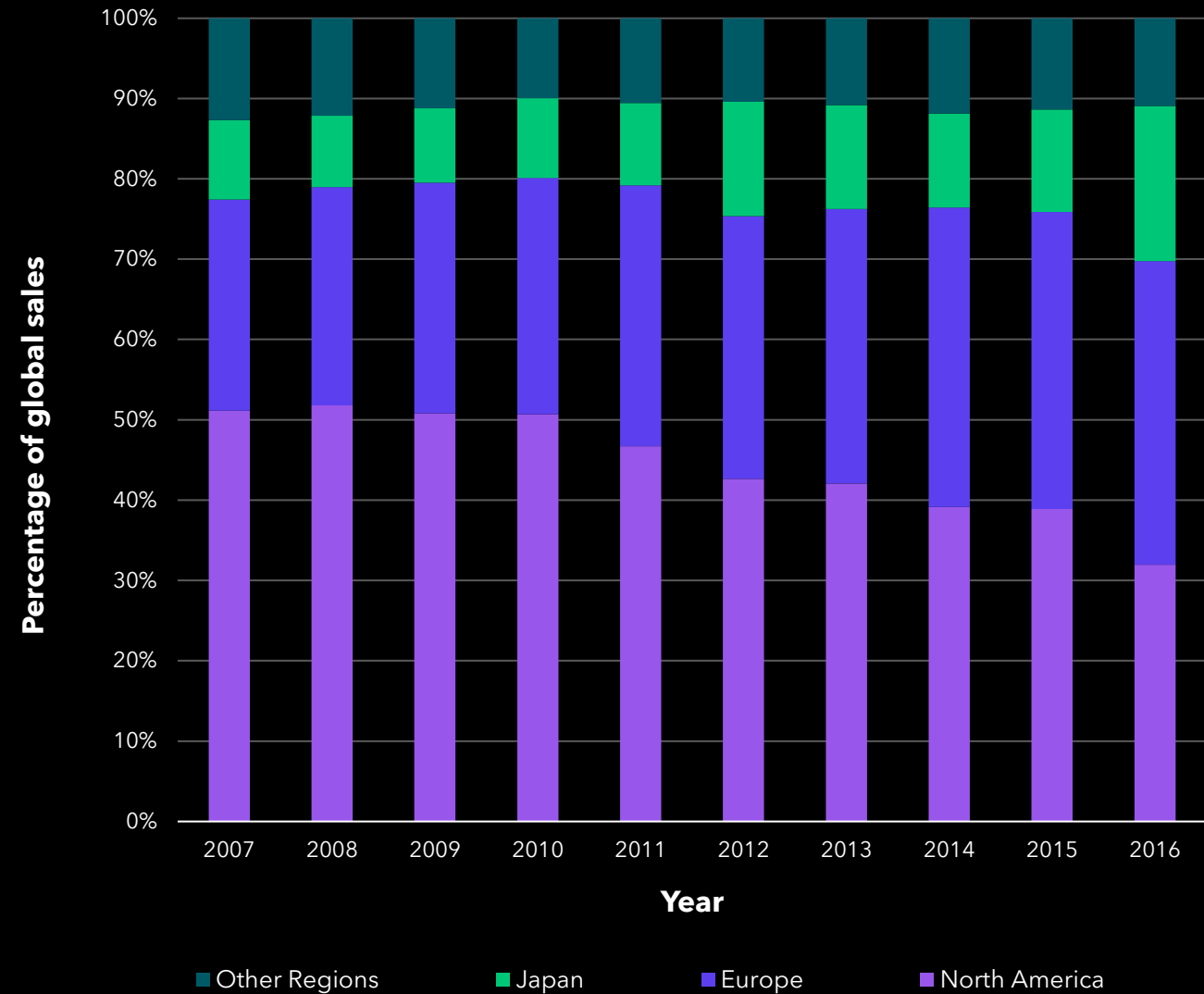
The proportion of total sales by region changes year to year.

Sales data indicates that geographic regions do not always maintain the same share of global video game sales over time.



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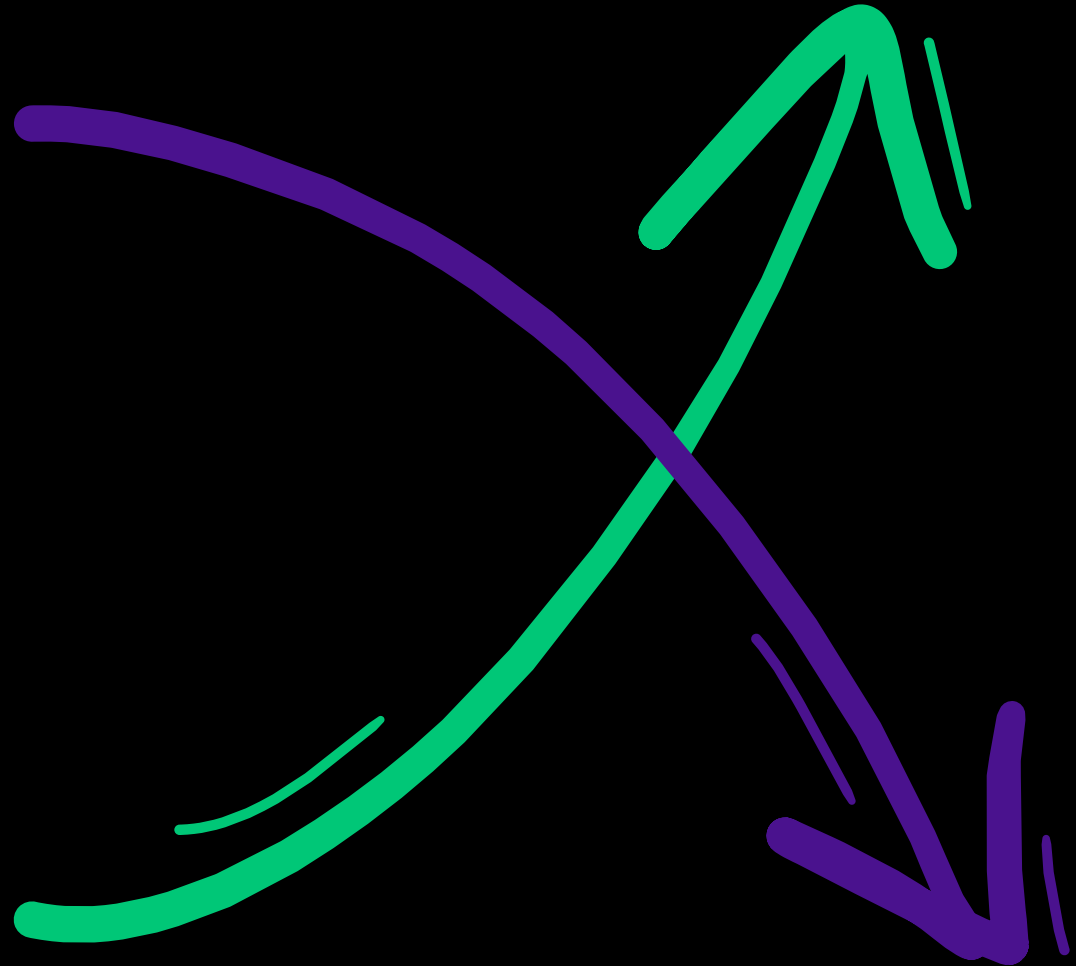
The share of sales for the North American market has decreased significantly over the last 10 years, with a 7% drop from 2015 to 2016. Japan's sales increased by 6% in the same year, while the European market remained stable.



Reallocate the 2017 marketing budget based on regional sales figures.

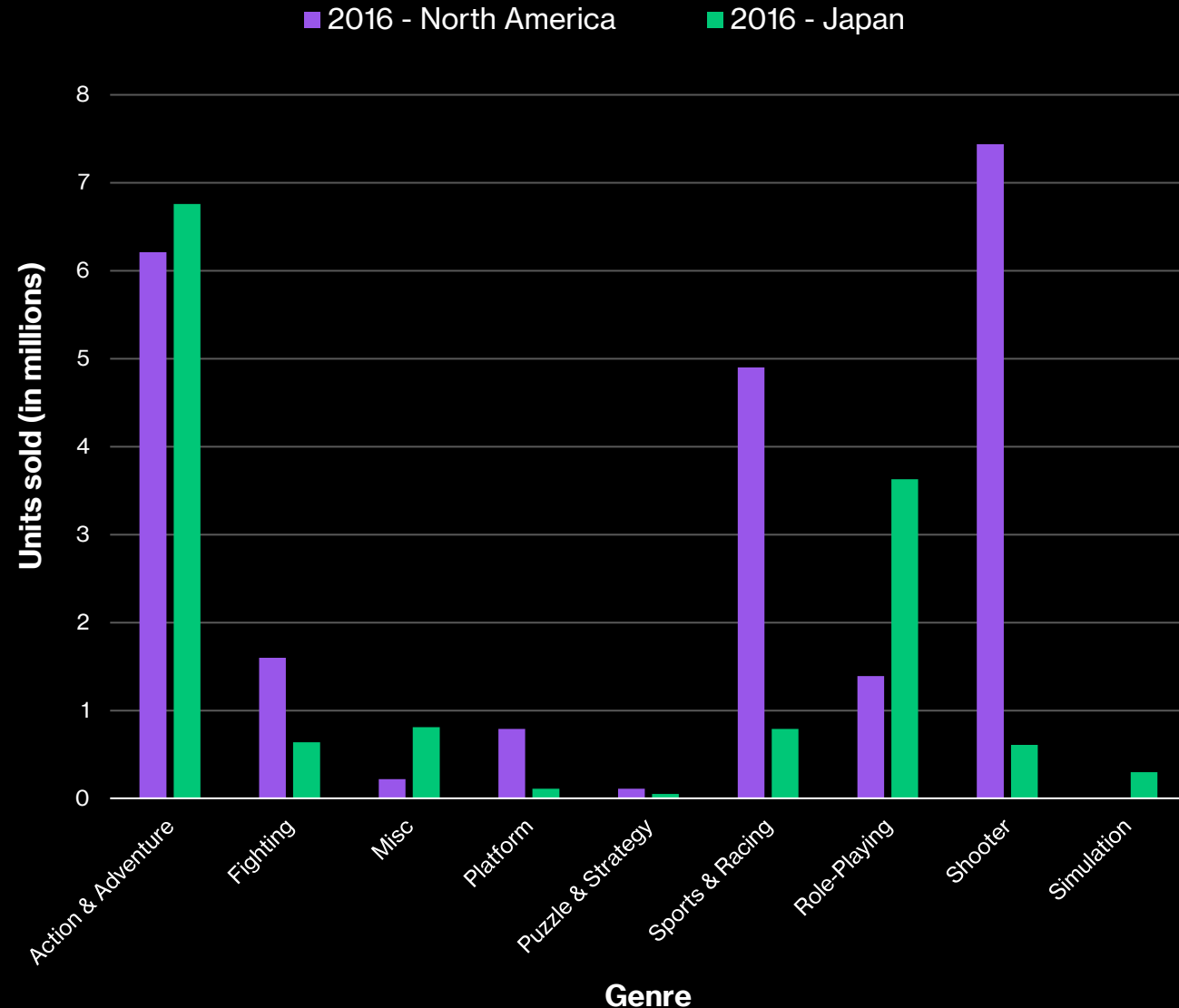
Changes to regional markets over time indicate it is beneficial to review regional sales each year and use the data to redistribute the marketing budget to each region.

North American sales lagged in 2016, suggesting attention is needed in this market. Japan, on the other hand, is seeing a recent boom in video game popularity and may represent a good opportunity for increased sales.



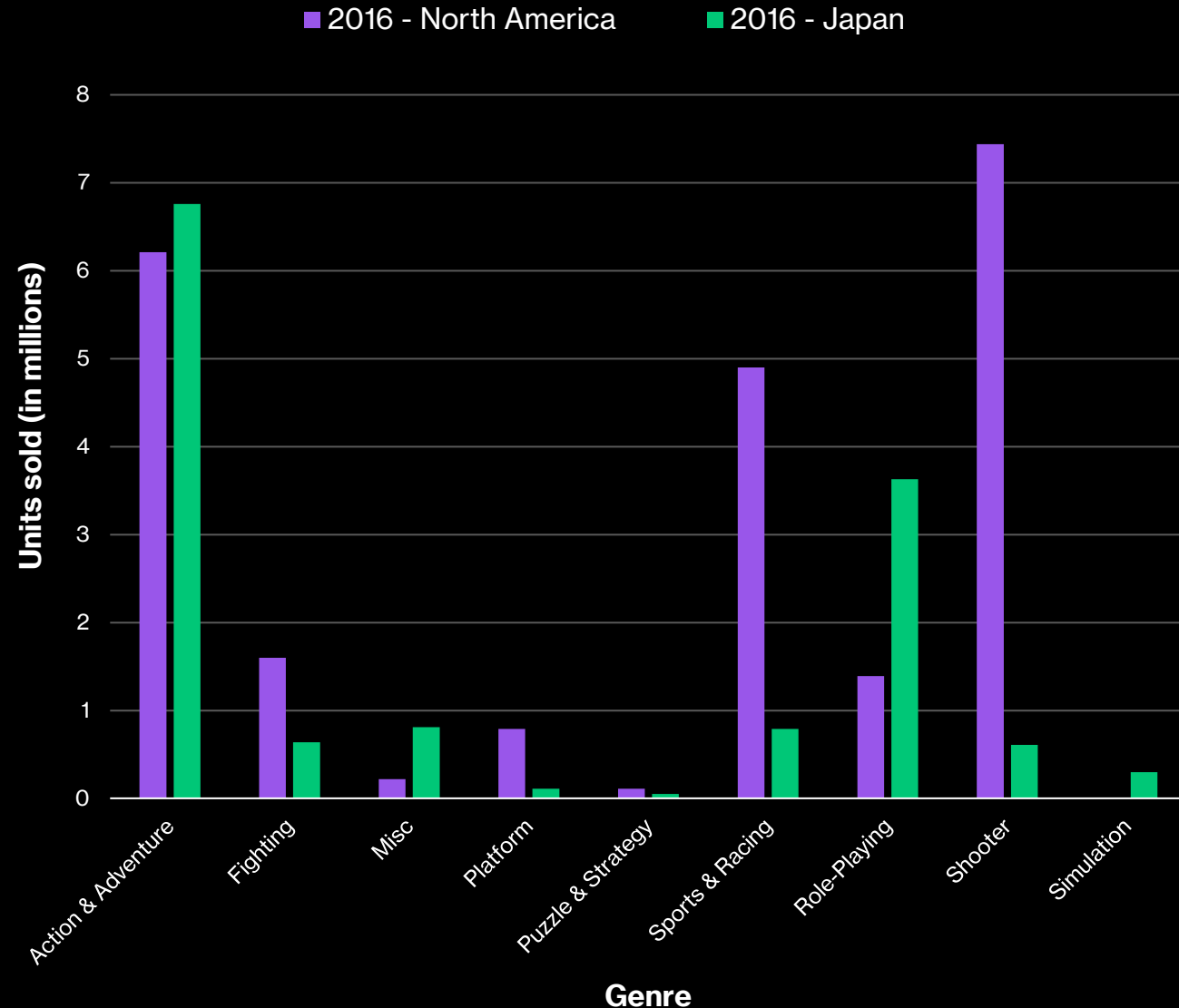
Reallocate the 2017 marketing budget based on regional sales figures and consider genre.

Genre performance varies by region. Shooter games sold more than 12 times as many units in North America as in Japan, and sports & racing games sold more than 6 times as many units.



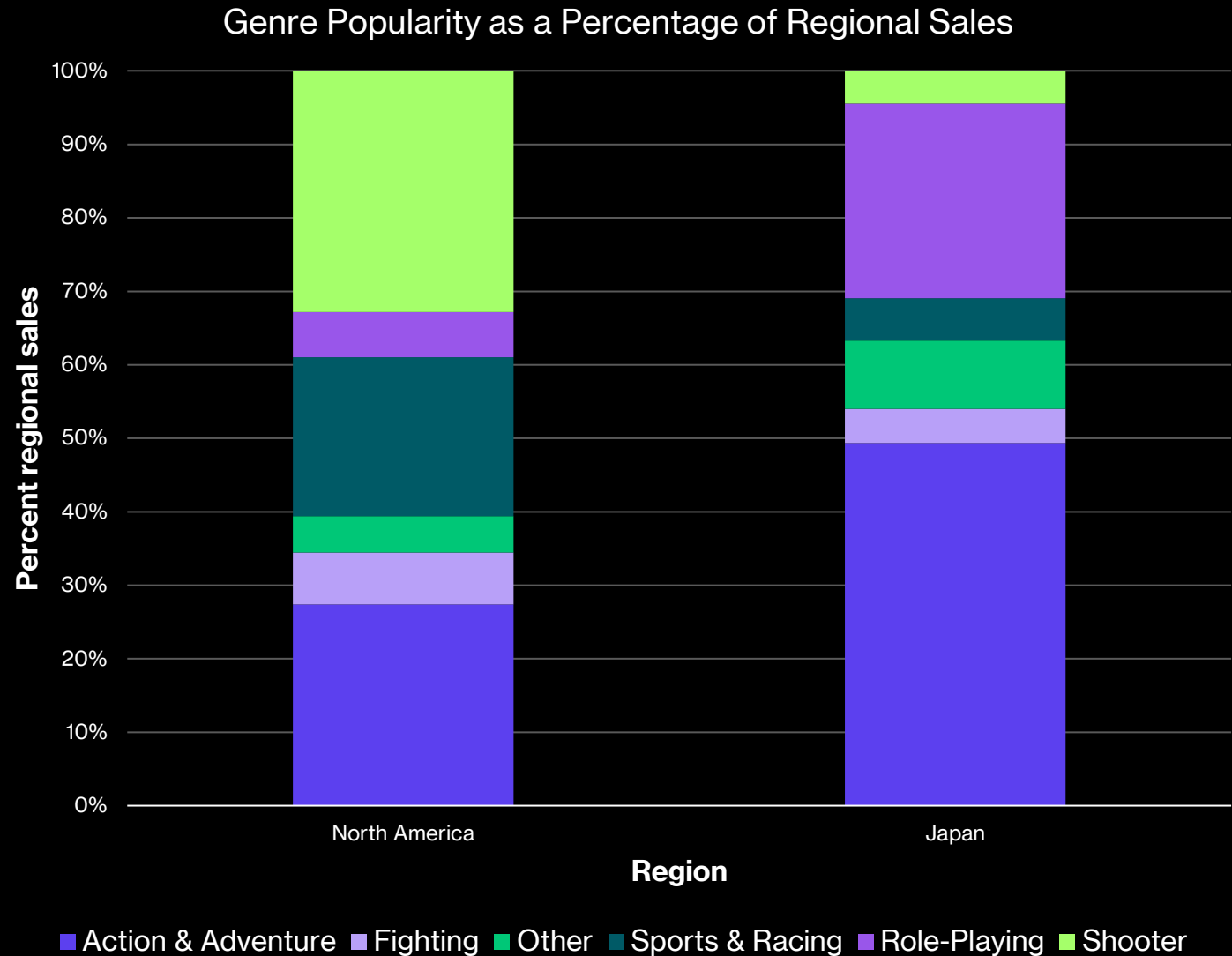
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Action & adventure games sold a similar number of units in both regions, but this represents nearly double the regional market share in Japan as in North America (49% vs 27%, respectively).



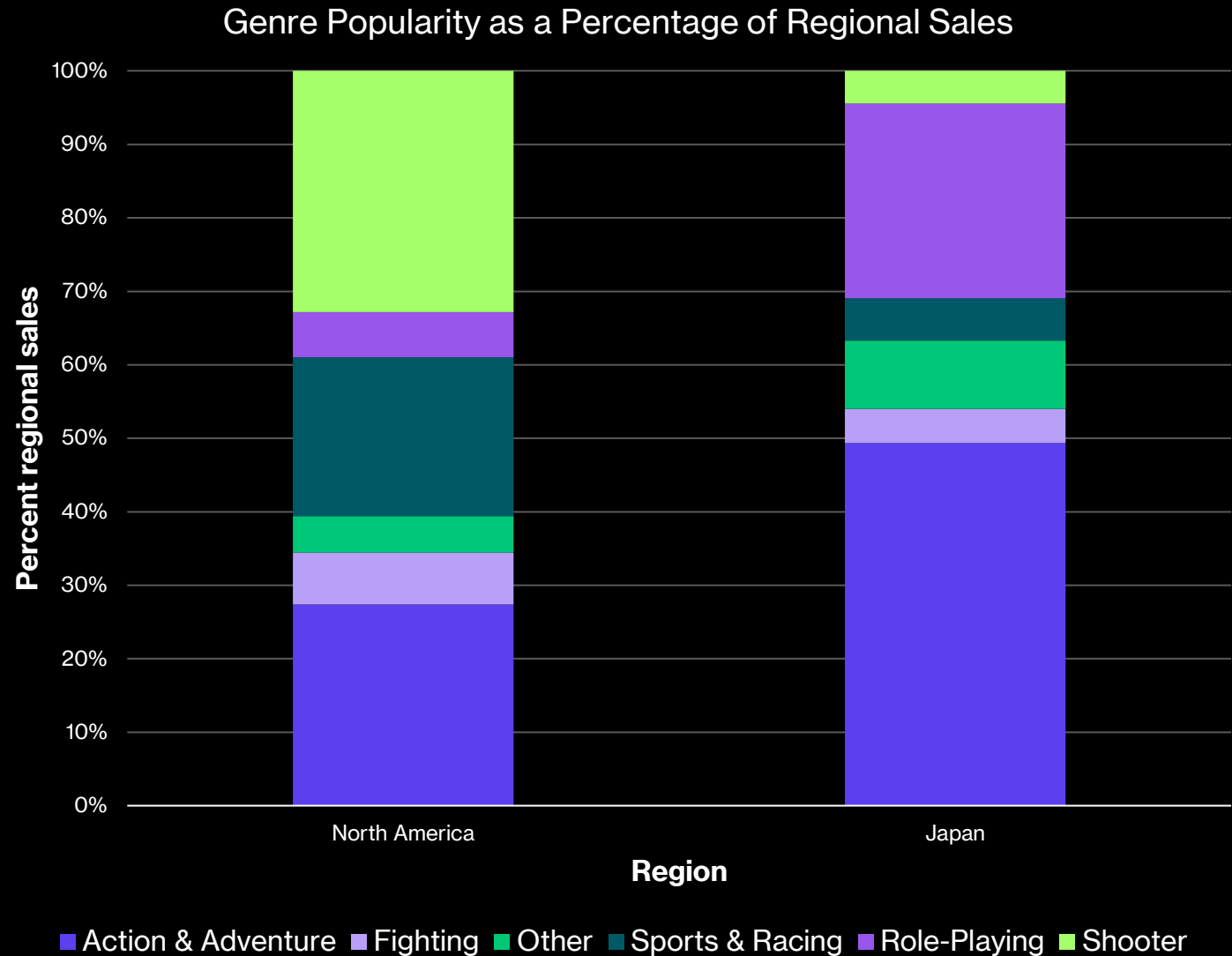
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And role-playing games proved to be the second most popular genre in Japan in 2016, making up more than 26% of total sales in the region.



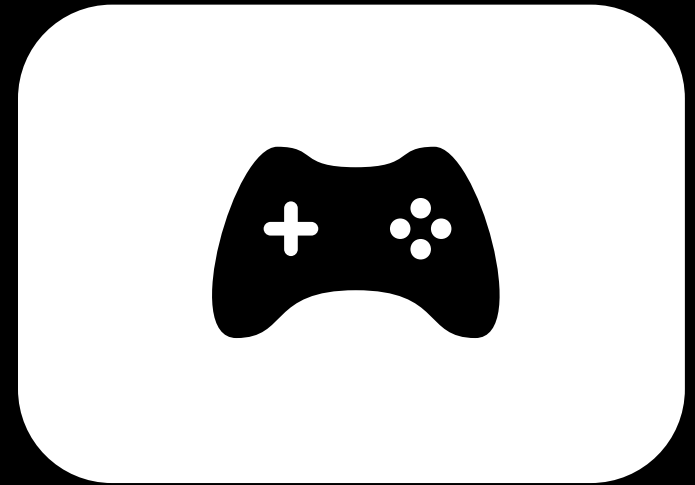
Total sales and genre popularity vary by year and region.

Utilizing these insights into the 2016 figures to redistribute the 2017 marketing budget will ensure that resource allocation is maximized.



Intro to Data Analytics

Project 1



Nicki Smith