

# GameCo Marketing Budget for 2017

Analysis by Corina Gugulus

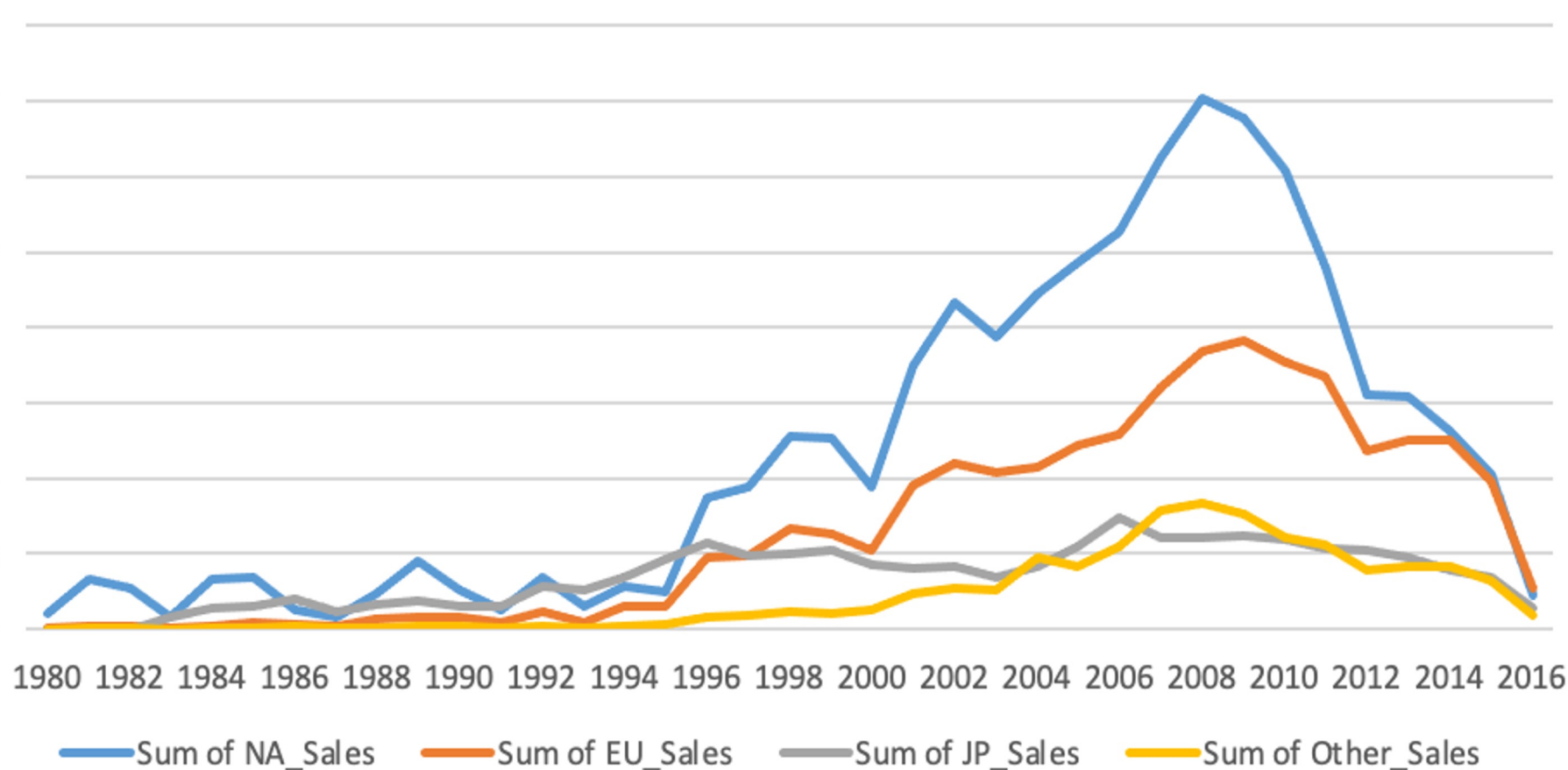
## GameCo

GameCo Executive Board expectation or current understanding is that:

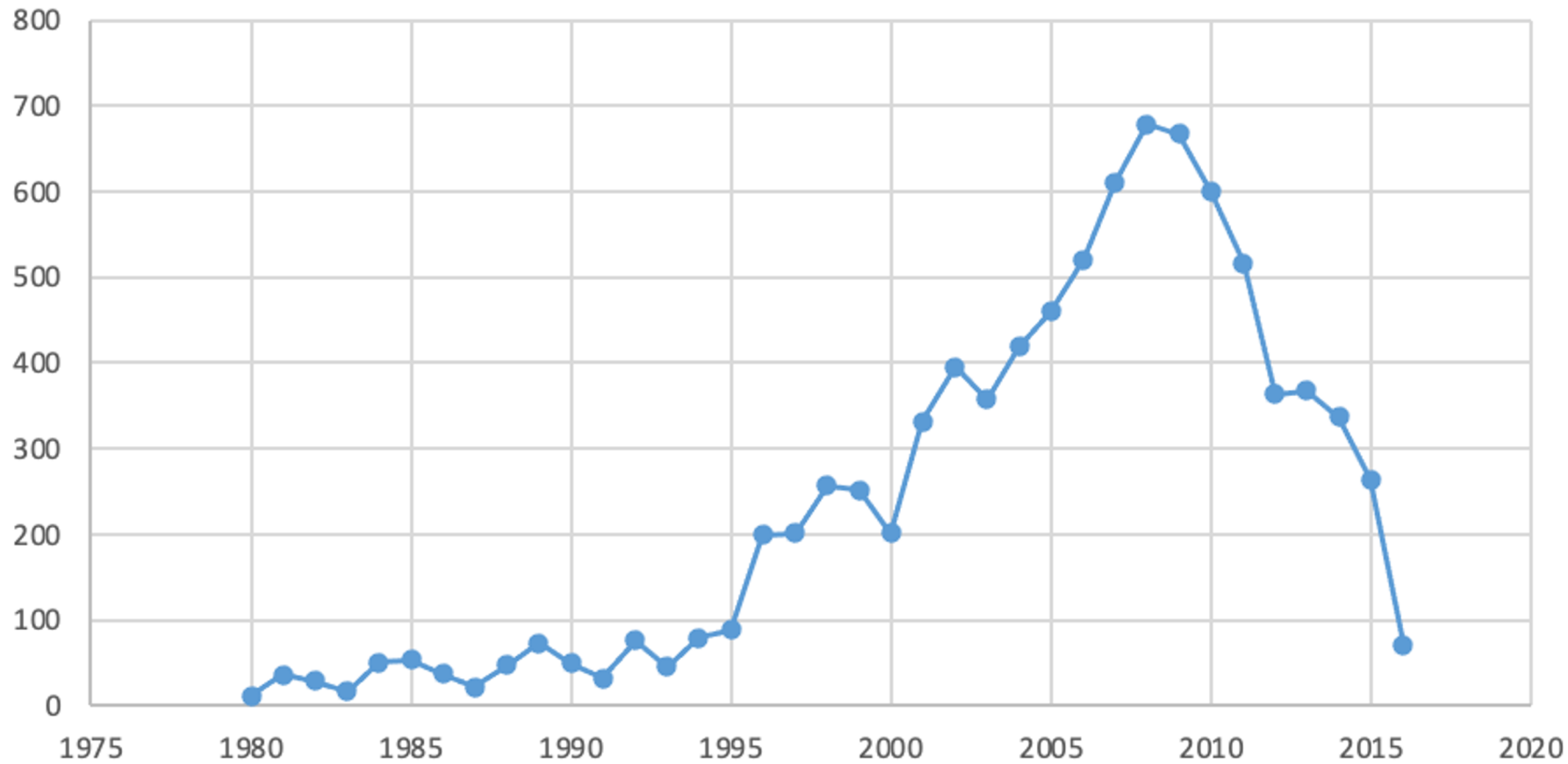
Video Games Sales for the various geographic regions have stayed the same over time.

The goal is to distribute the marketing budget in order to maximize return on the investment.

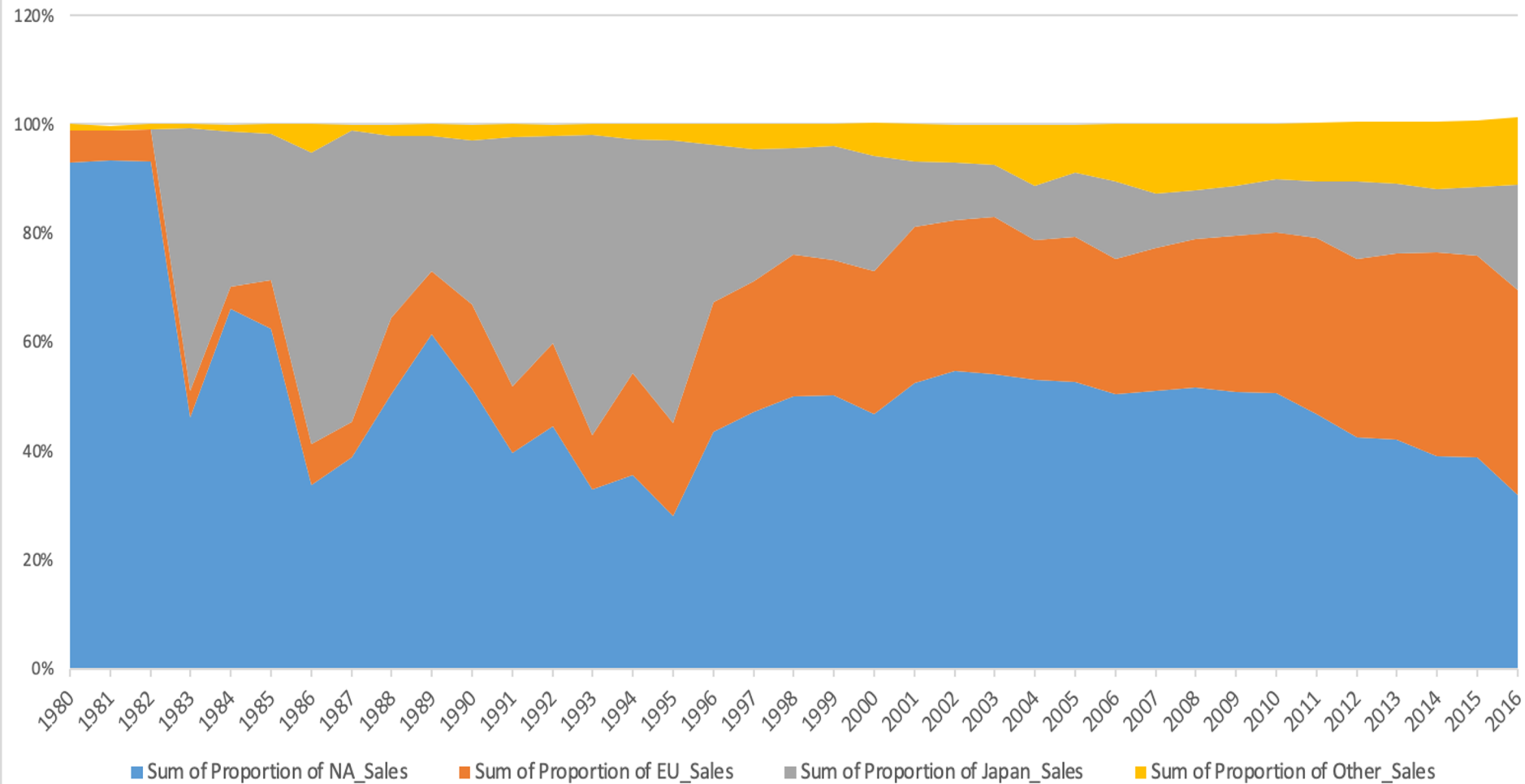
# Sales by Regions over the Years



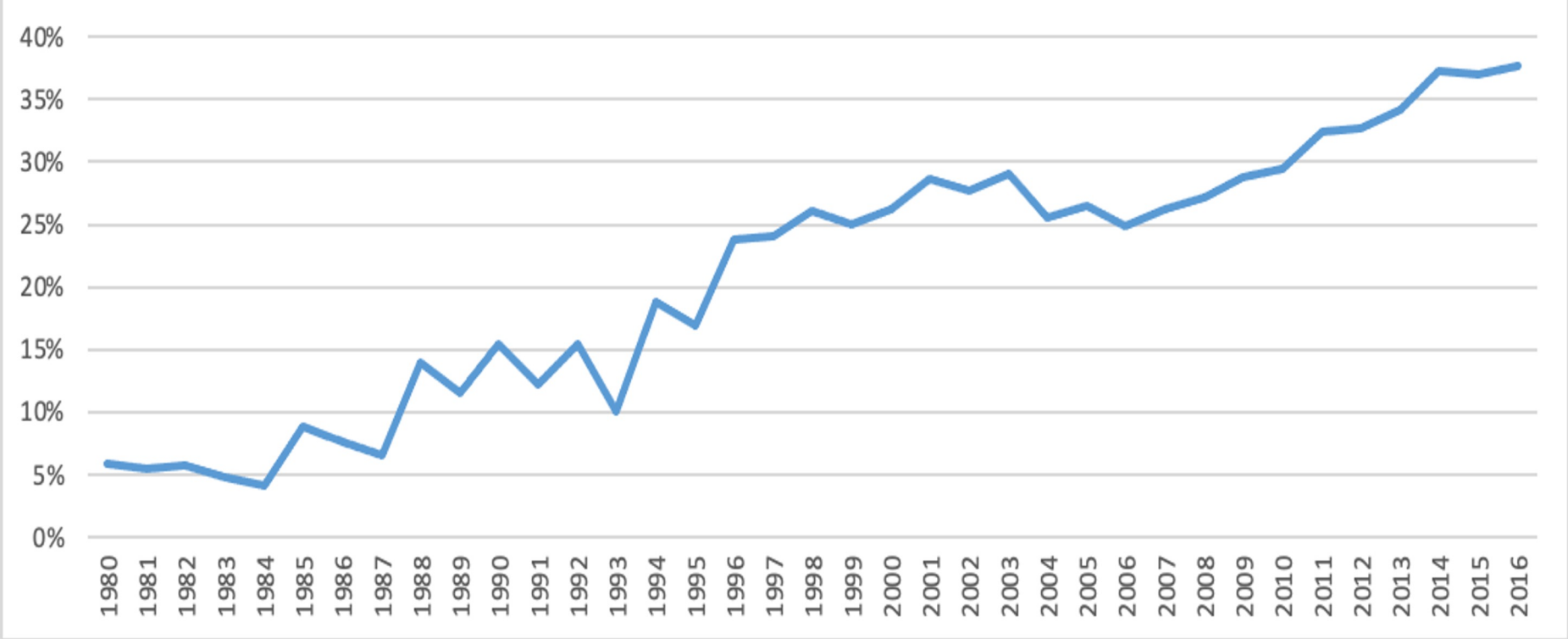
# Global Sales Trends by Years



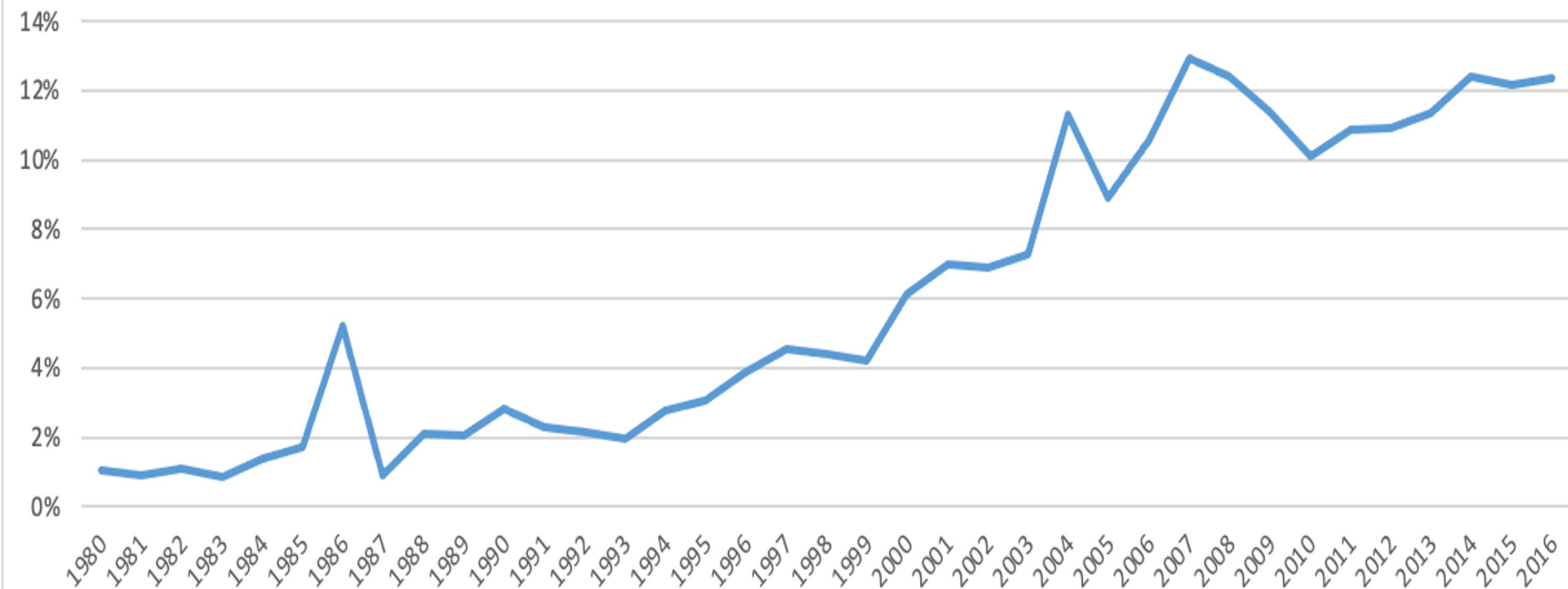
Regional Sales by Proportion of Global Sales



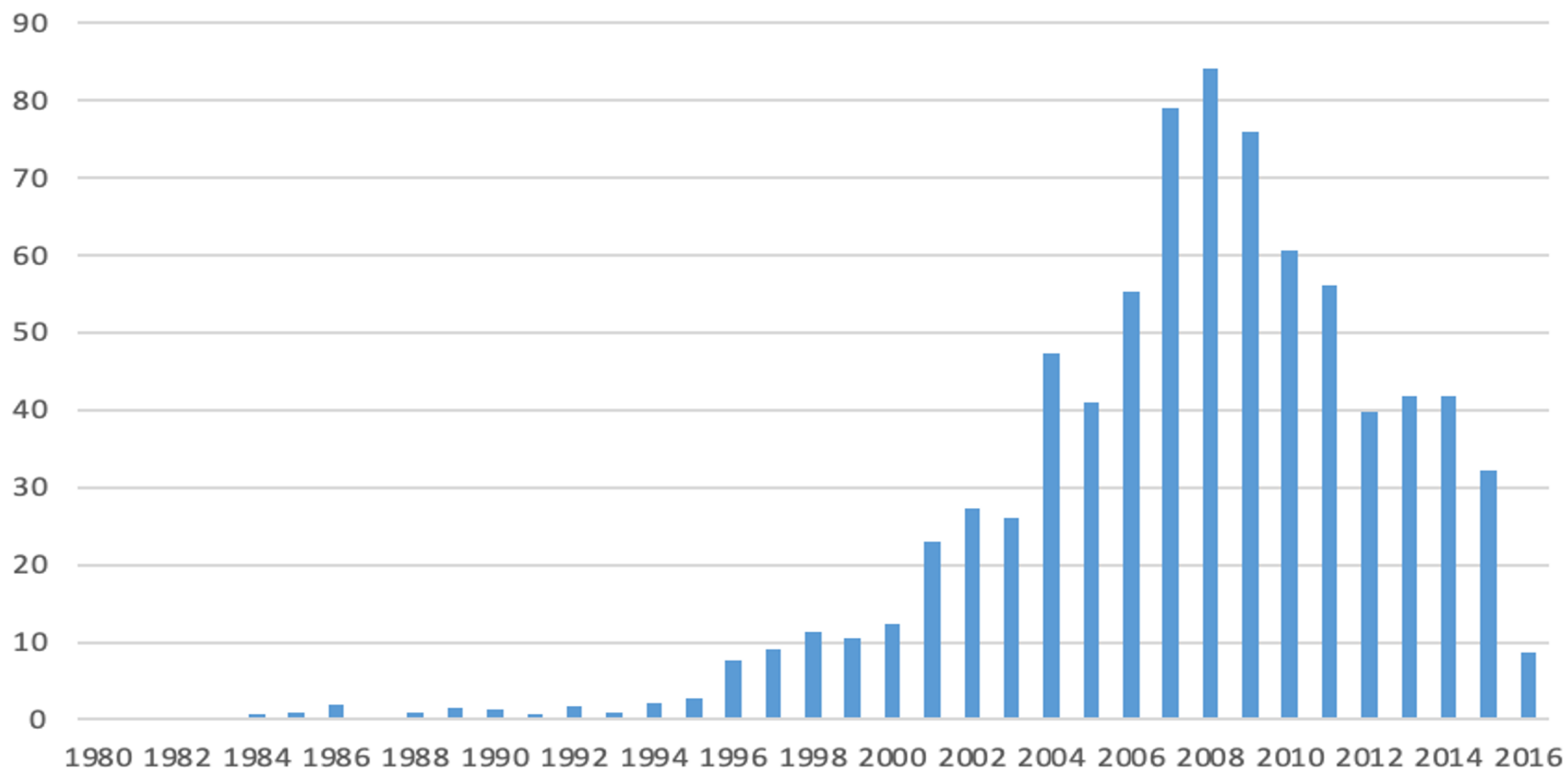
Proportion of EU\_Sales Trend



Proportion of Other\_Sales Trend

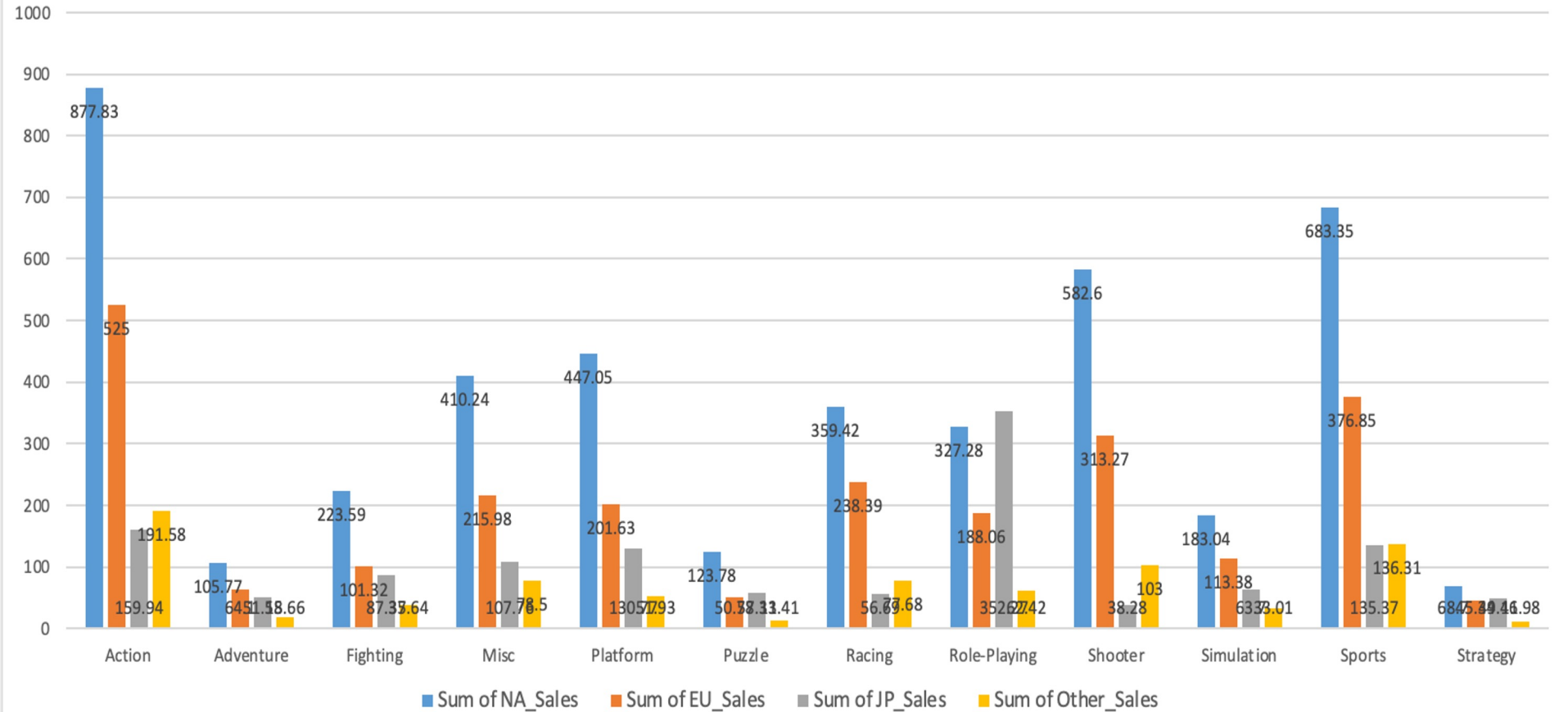


Other\_Sales Trend by Years





## Top 3 Genre - Region Distribution by Years



# Insights

- Video Games Sales for the various geographic regions have NOT stayed the same over time
- Although North America is still the biggest market for video games, there was a downward trend for the past years
- Japan is trending downward, as well
- Historically, Europe and the Other Regions' sales went up over the years
- Action, Sports and Shooter are the top 3 genre for North America, Europe and other regions

# Recommendations

As sales in Europe and Other Regions increased compared with the '80s, a further look into what countries in UE\_Sales do well would be of potential help to see where exactly the market grows and what kind of games are the requested ones, what genre, platforms and publishers are the most successful.

Also, a regrouping of the variable "Other\_Sales" or finding/knowing exactly what are the countries under the variable "Other\_Sales" could be helpful. That will also clarify if sales look at countries or regions and a further analysis would be more insightful knowing this detail. So, a relabelled of the geographic areas will give us a better insight into the data.

# Recommendations

North America continues to be the biggest market for games followed by Europe. There is a significant percentage of sales for some unknown years (N/A) for the North American market, a percentage that's higher than in the other regions. This contributes to the expectation that games will continue to do well in sales in the next years. Continue to focus on this market.

Although NA is quite a steady market for games is followed by EU and Other Regions Sales that went up over the years and these two regions would require further analysis as there is growth potential in terms of video games sales.

THANK YOU!