

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

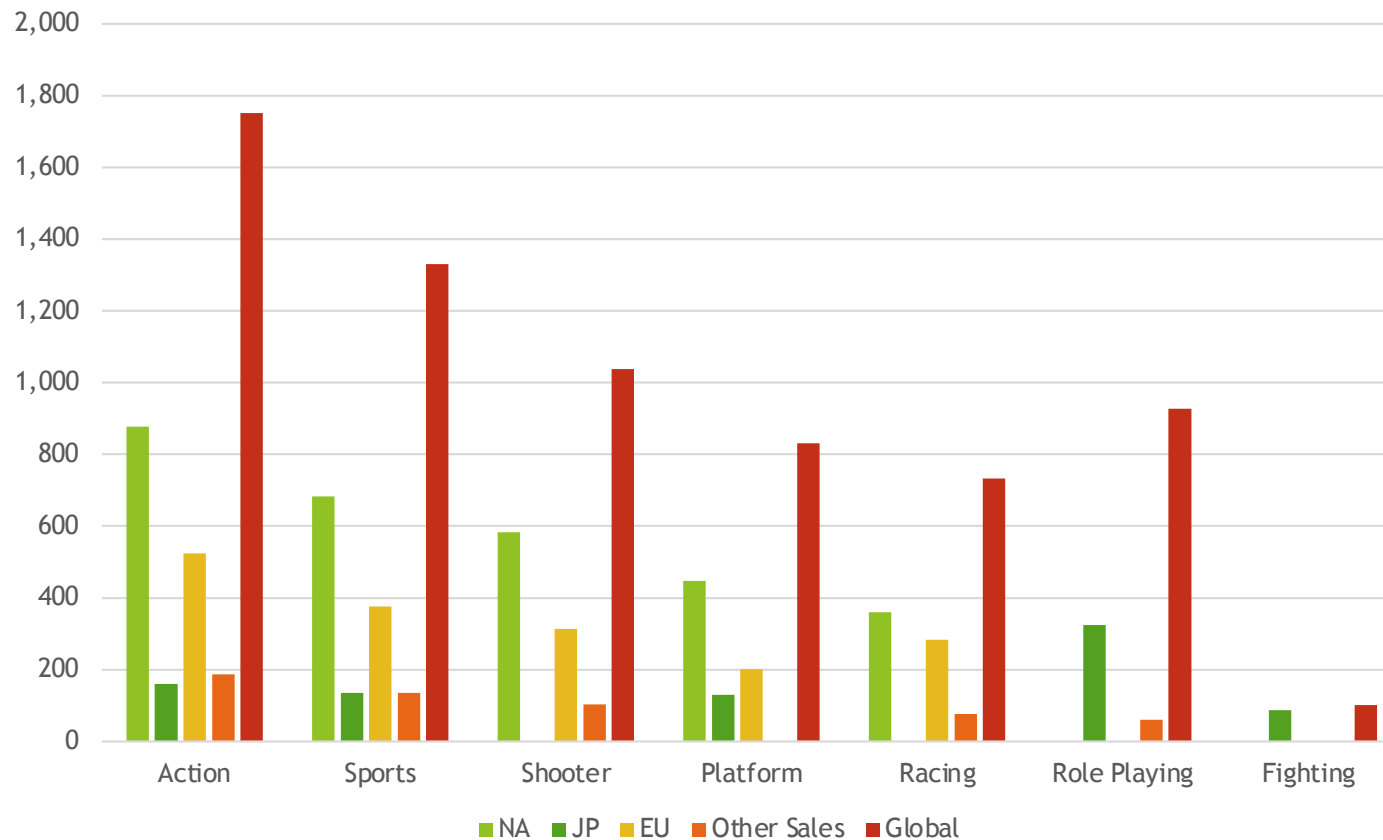
# GameCo Sales Review for 2017 Budget Recommendation

May 1, 2020

# Purpose & Analysis Foundation

- ▶ Analyze previous years to either confirm or make recommendations for the 2017 marketing budget.
- ▶ Went back to the beginning, 1980, and looked at genre by regional sales and broke them down as follows:
  - ▶ 1980-2016
  - ▶ 2006-2016
  - ▶ 2016

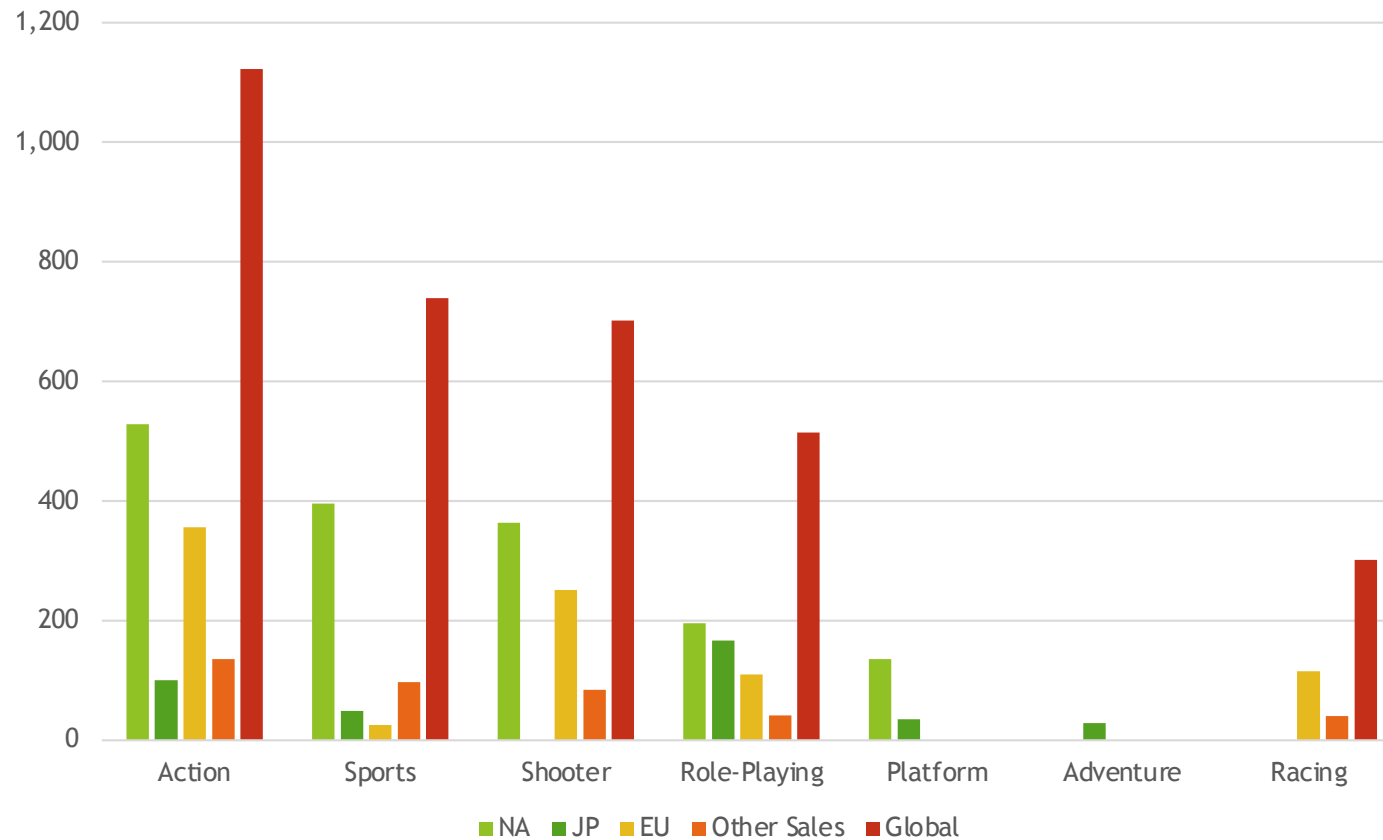
# Top 5 Genres by Regional Sales 1980-2016



## Observation:

- Fighting is only in the top 5 for JP & Global sales.

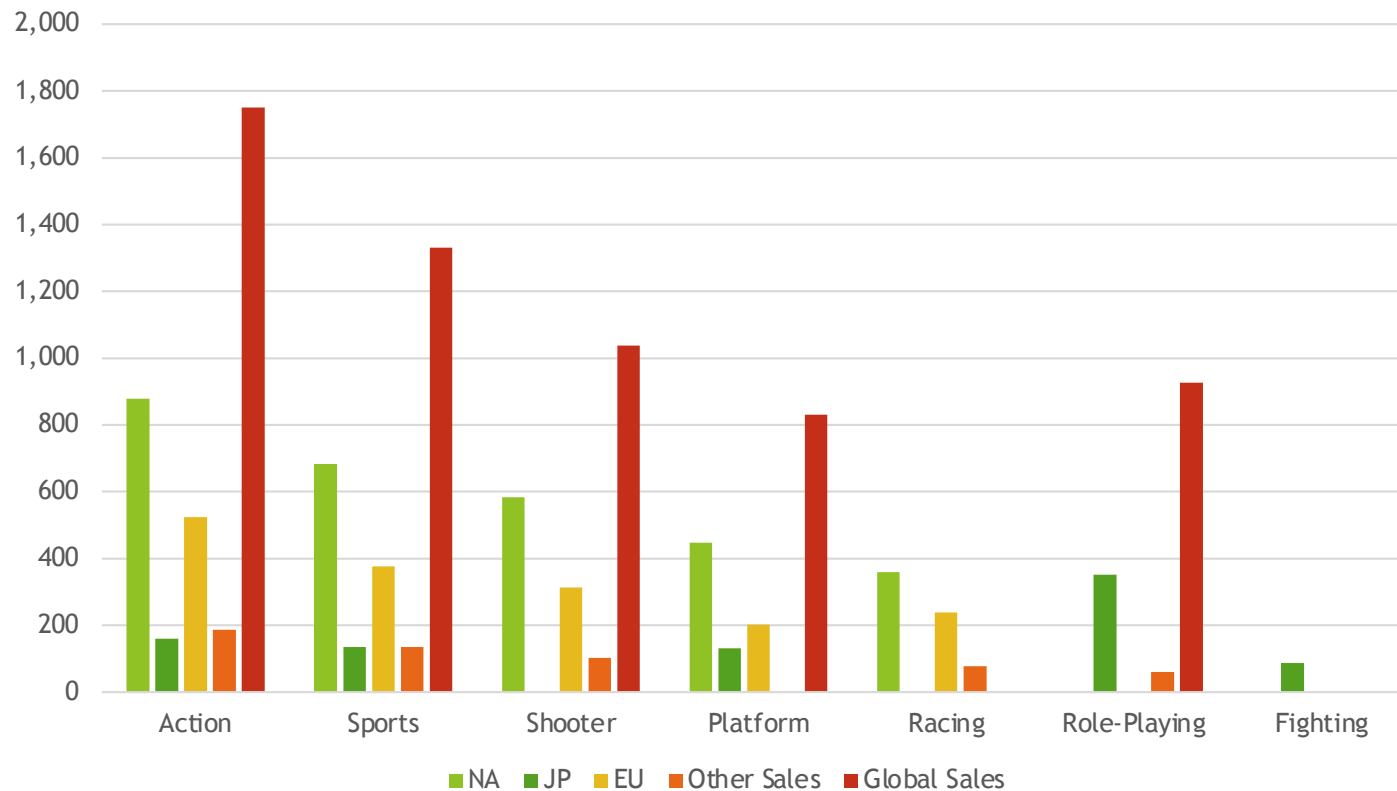
# Top 5 Genres by Regional Sales 2006-2016



## Observations:

- Fighting fell out of the top 5 overall for this time period.
- Adventure is in the top for JP sales only.

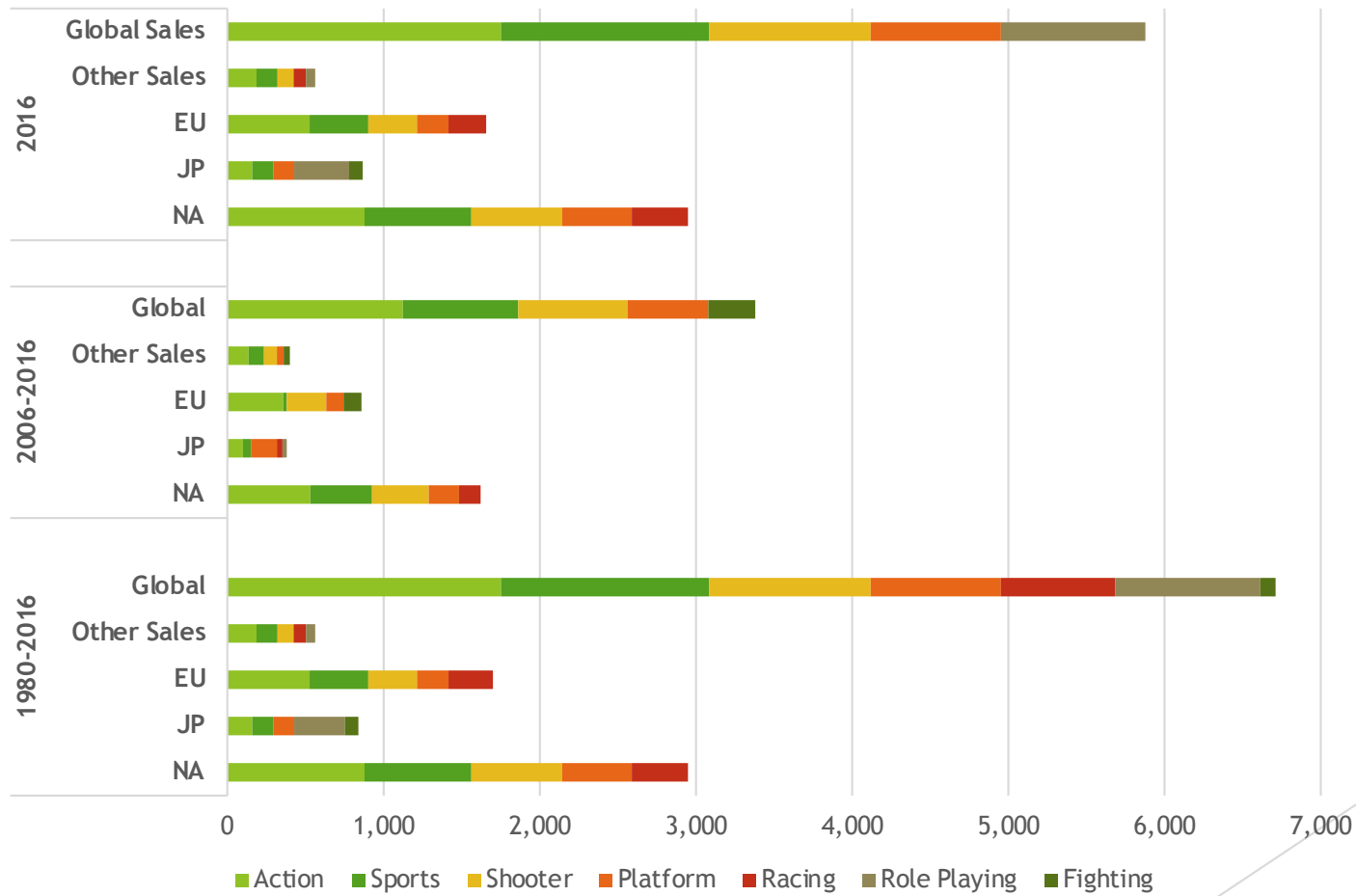
# Top 5 Genres by Regional Sales 2016



## Observations:

- Adventure drops out of the top 5 for all sales.
- Fighting is back in the top 5 for JP sales, but falls out of NA, Other and Global sales.
- Role Playing drops out of NA & EU sales.

# Regional Sales Comparison by Genre



# Recommendations

In conclusion based on sales from the top 5 genres for 2016, I would recommend the following changes:

- ▶ NA Region
  - ▶ Reduce Fighting spend by 10% and move the spend to Racing.
- ▶ JP Region
  - ▶ Increase Fighting spend by 5% by reducing the spend for Role Playing by 5%.
- ▶ EU Region Sales
  - ▶ No changes recommended.
- ▶ Other Sales
  - ▶ Reduce Fighting spend by 20% and move 10% to Role Playing and 10% to Racing.
- ▶ Global Sales
  - ▶ Recommendations above will impact Global sales, which may see an increase in JP sales and decrease in NA and Other sales.