



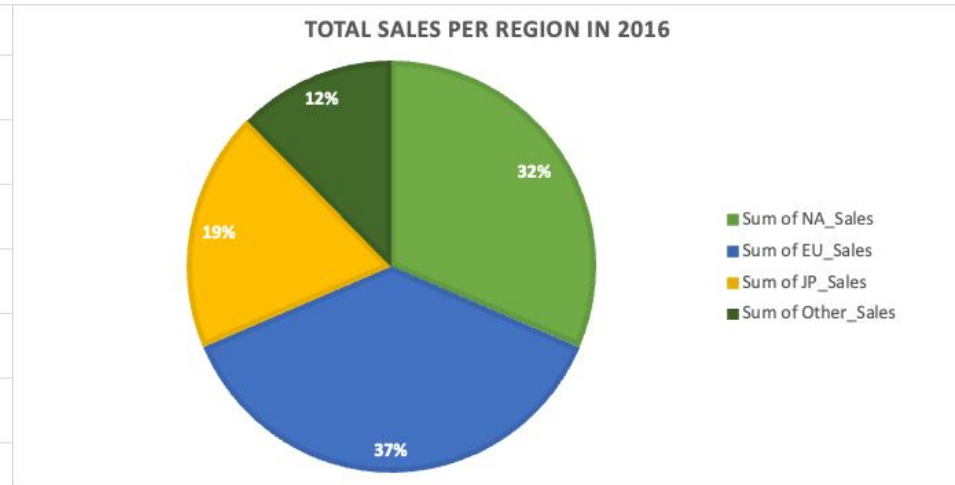
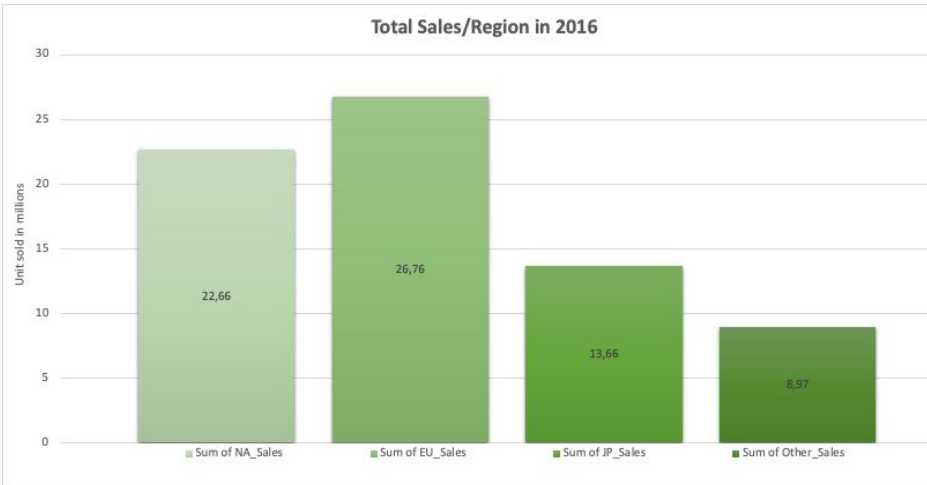
Sales Performance Analysis: GameCo

A geographical approach

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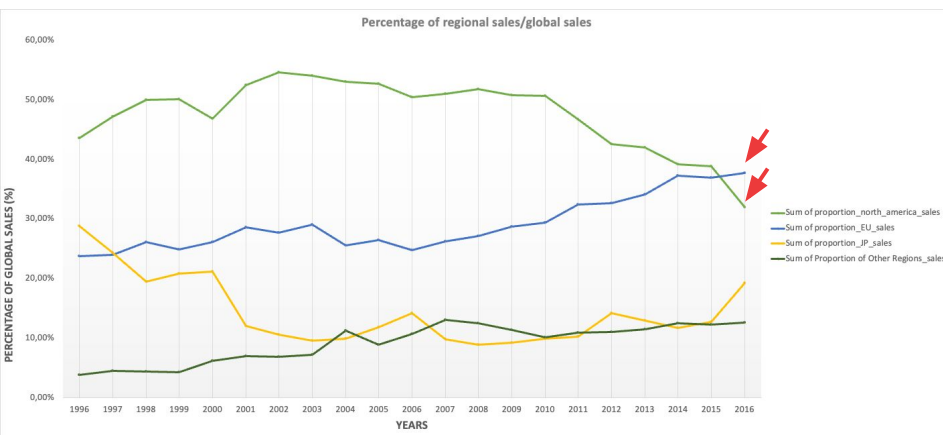
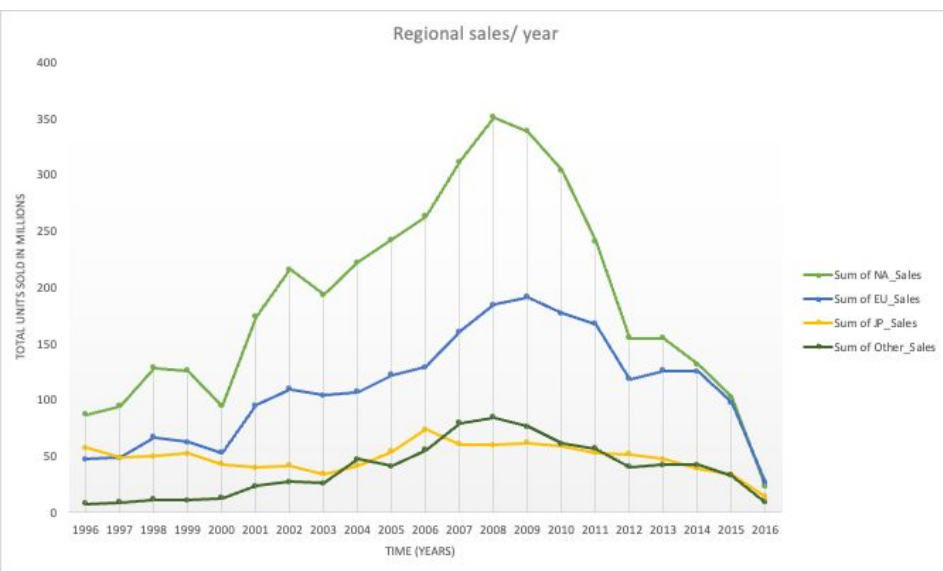
GameCo's current understanding of sales per geographical region assumes that sale trends have remained the same over time

Regional sales in 2016



- Last year the European market (EU) led in number of sales, with over 26.7 million of units sold, taking 37% of the global sales value compared to North America (NA) who saw sales of 22.6 millions of units that corresponds to 32% of the global sales.
- The Japanese market (JP) took the third place in number of sales, followed in last place by the market comprising 'Other regions' (OR).

Although we get some insight into how the markets behave in 2016, it's important to understand sales trends in the last years in order to make a prediction for 2017.



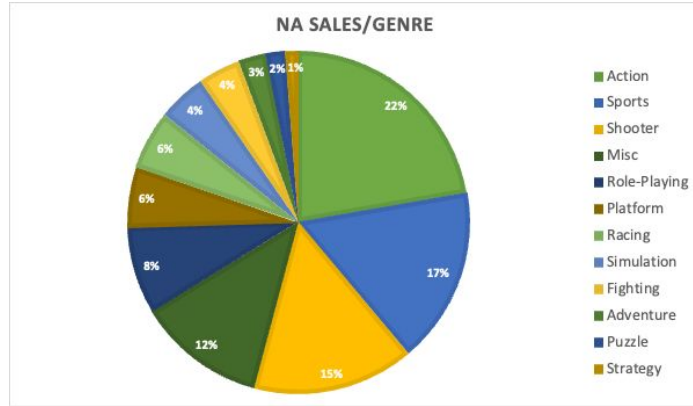
- In the last 20 years there has been a great fluctuation per and within markets. **NA has historically dominated the markets with the highest number of sales** but has also seen the most drastic decrease in numbers from all the regions particularly in the last 6 years (2010-2016).
- When looking at the proportion of regional sales in comparison to global sales, we can see that EU has had a positive growth rate of 12.94% in the last 10 years with a 0.8% increase in the last year (2016). NA on the contrary had a decrease in growth rate of -18.53 in the last 10 years with a 6.92% decrease in 2016.
- JP interestingly, also saw an increase in growth compared with last year of 6.53%

The previous data indicates that the sale trends per geographical region have **NOT remained the same throughout time**

Which genres dominate per market?

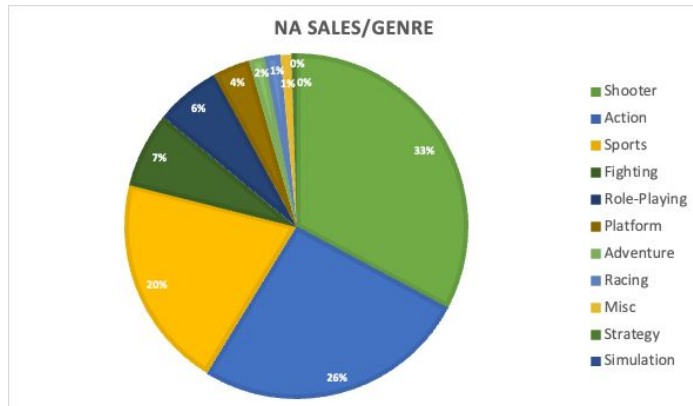
North America

1996-2016



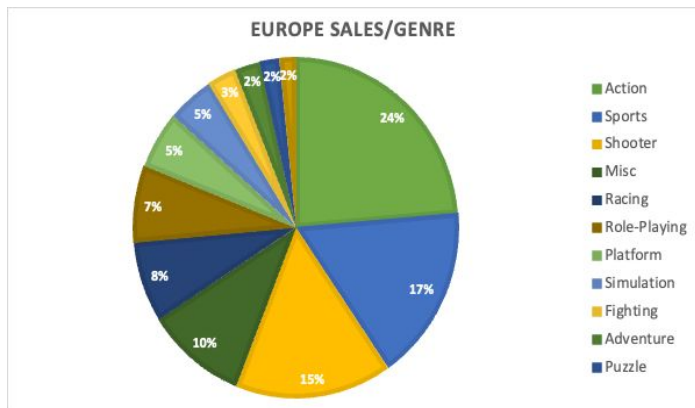
- A compiled analysis of preferred genres within 1996-2016 indicates that the top 3 preferred genres in NA are: Action (21%), Sports (16%) and Shooter games (13%)
- In 2016 the top 3 genres were: Shooter (33%), Action (26%) and Sports (20%).

2016



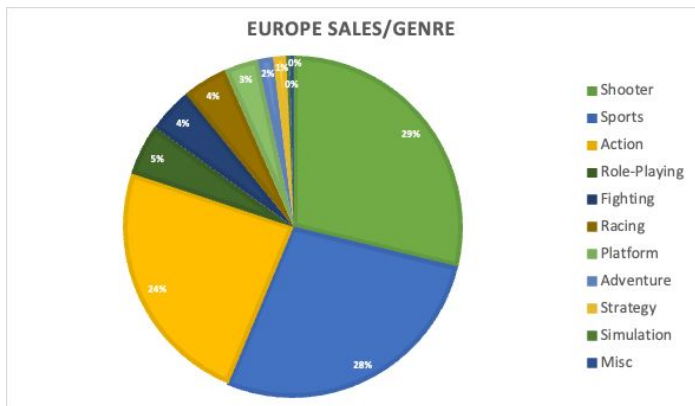
Europe

1996-2016



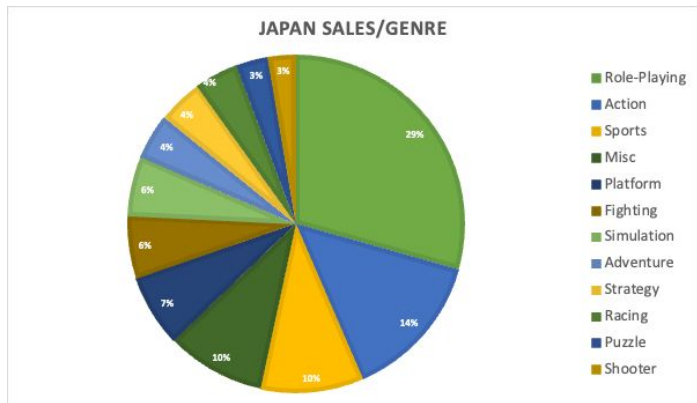
- In Europe, the 3 most popular games within 1996-2016 were: Action (24%), Sports (17%) and Shooter games (15%)
- In 2016 the top 3 genres were: Shooter (29%), Sports (28%) and Action (24%).

2016



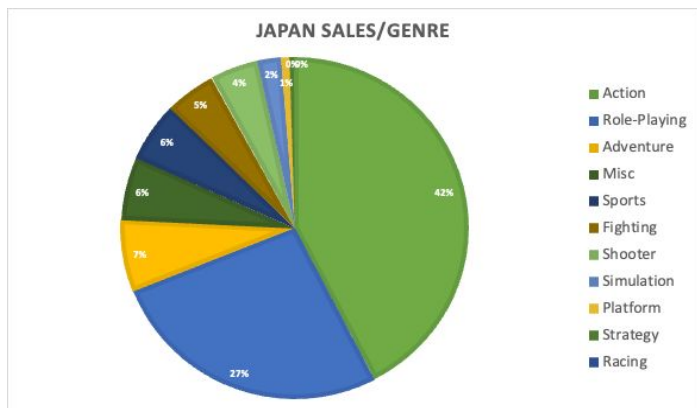
Japan

1996-2016



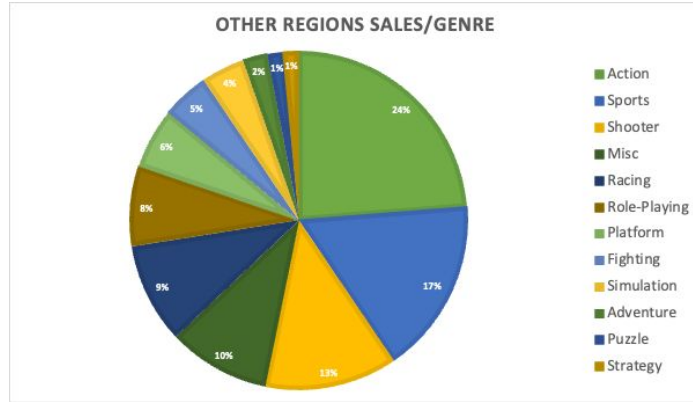
- In Japan, the 3 most popular games within 1996-2016 were: Role-Playing (29%), Action (14%) and Sports/Misc. (10%)
- In 2016 the top 3 genres were: Action(42%), Role-Playing (27%) and Adventure (7%).

2016



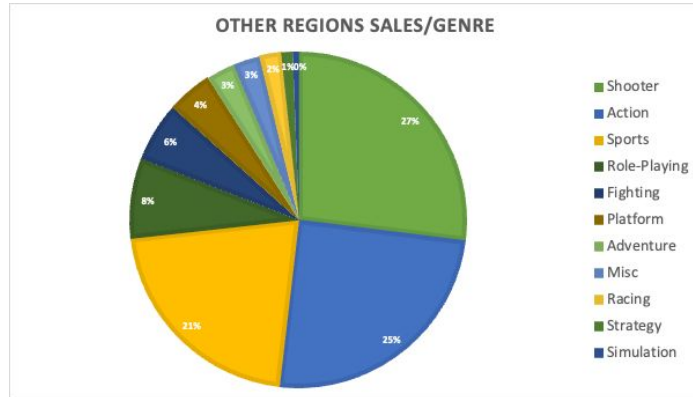
Other Regions

1996-2016



- In Other regions, the 3 most popular games within 1996-2016 were: Action (24%), Sports (17%) and Shooter (13%).

2016



- In 2016 the top 3 genres were: Shooter(42%), Action (27%) and Sports (7%).

In North American and European markets, the dominating genres in sales are Action, Sports and Shooter.

In the region of Japan, Action games and Role-Playing are the ones leading the market in sales.

Summary of Findings

- Sales trend per region have fluctuated significantly over time in a historical analysis from 1996-2016.
- North American Sales display a negative growth rate during the last ten years (2006-2016). On the contrary, the European market has seen a positive trend with sustained a steady growth rate during the last 10 years. Europe surpassed North America in total sales in 2016.
- The Japanese market has interestly shown an increase in total sales particularly during 2016.
- Action, Sports and Shooter are the Top 3 leading genres in North America and Europe.
- Action and Role-Playing genres dominate the Japanese market in sales.
- In other regions, while the number of sales is relatively low compared to the rest of the markets, Action games, followed by Sports and Shooter games are among the Top 3.

Recommendations

- Marketing budget should be revised and adapted according to the insights gained through this analysis.
- Top genres in each region should be prioritised in campaign marketing as they are the ones driving the revenue in these markets.
- Giving the upcoming growth in Europe, it is advisable to pay particular attention to this market and to potentially replicate what has been done in terms of marketing campaigns in this region, to the other markets.
- Although Japan is not the leading region in sales, the recent increase in total sales number in the region calls to continue the specific strategy as it has shown to be effective.
- A further diagnostic analysis is recommended as a follow up of this analysis in order to understand the reason behind the drop in sales in North America.