

GameCo Video Game Analysis

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GameCo

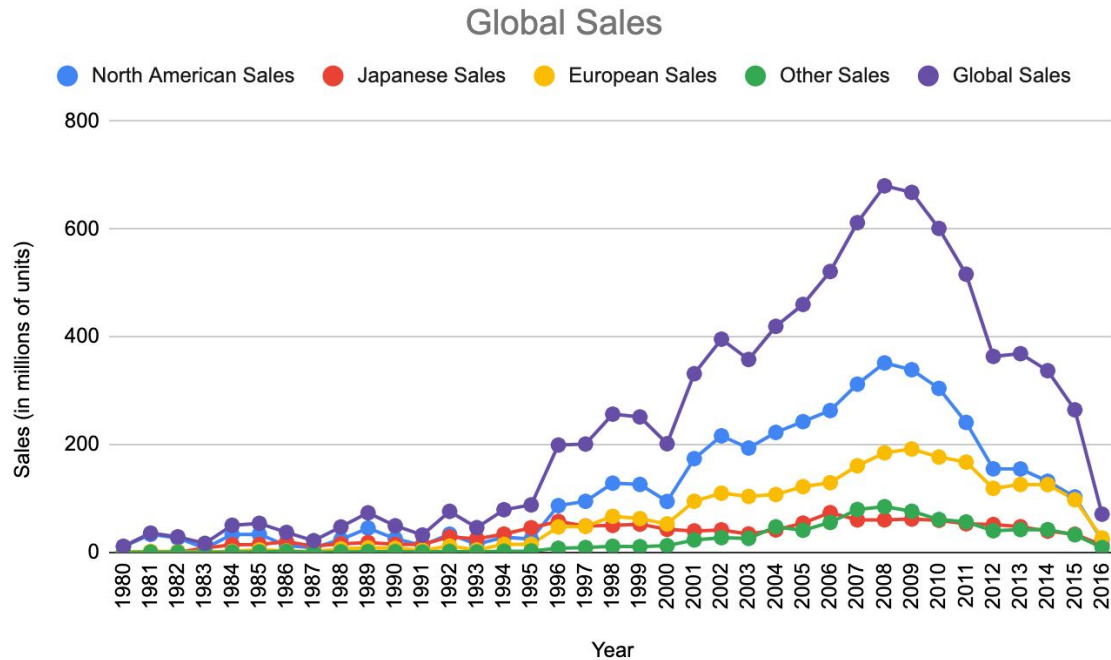
Overview

GameCo is a new video game company that wants to utilize data to better understand their market better

Current Hypothesis

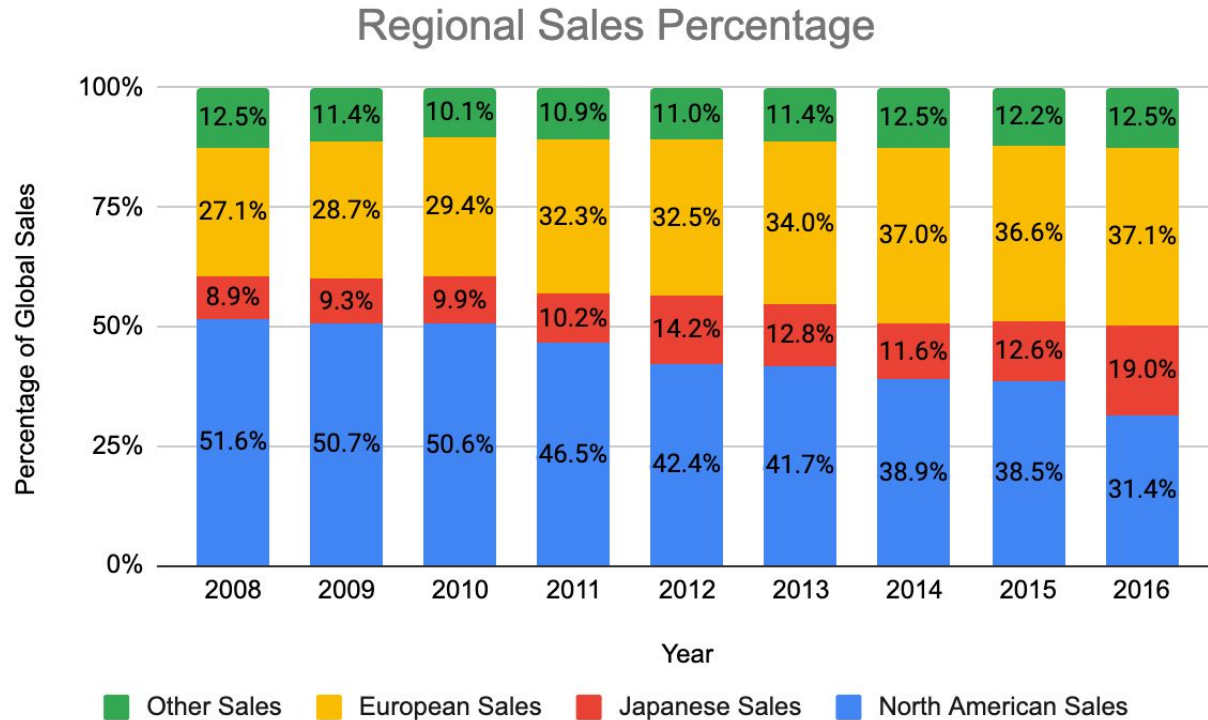
North America has the largest market share so GameCo should invest their marketing budget there.

Since 2008, there has been a 94% decrease in global sales



- Since 2008, there has been a drastic decrease in every region.
- The major contributors to global sales have been North America and Europe.
- Historically, Japan and all other regions have made up a small part of global sales.

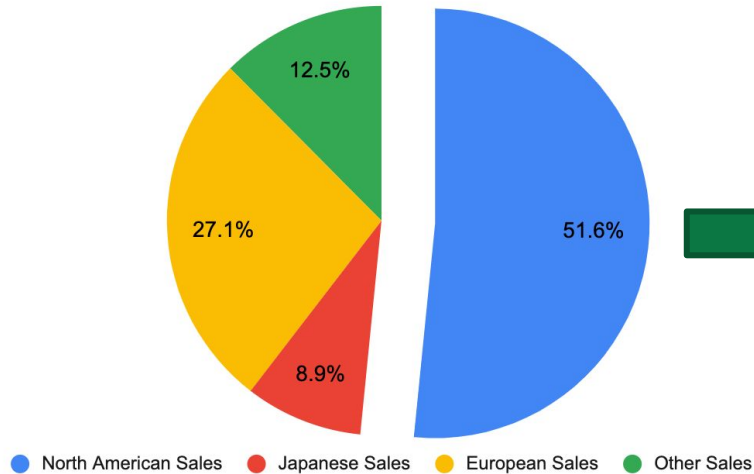
Since 2008, Japan and Europe have increased their market shares



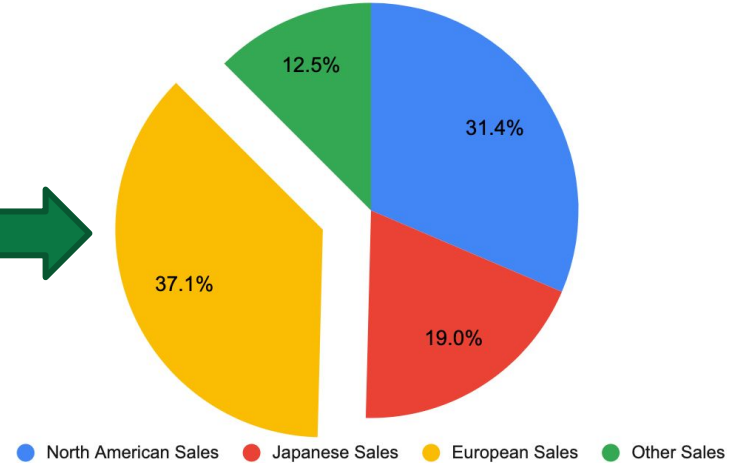
- European sales have increased by 10%
- Japanese sales have increased by 10%
- Other Sales has stayed relatively constant (0% change)
- North American sales have decreased by 20%

The market leader has switched from North America to Europe
Japan has also increased their market share

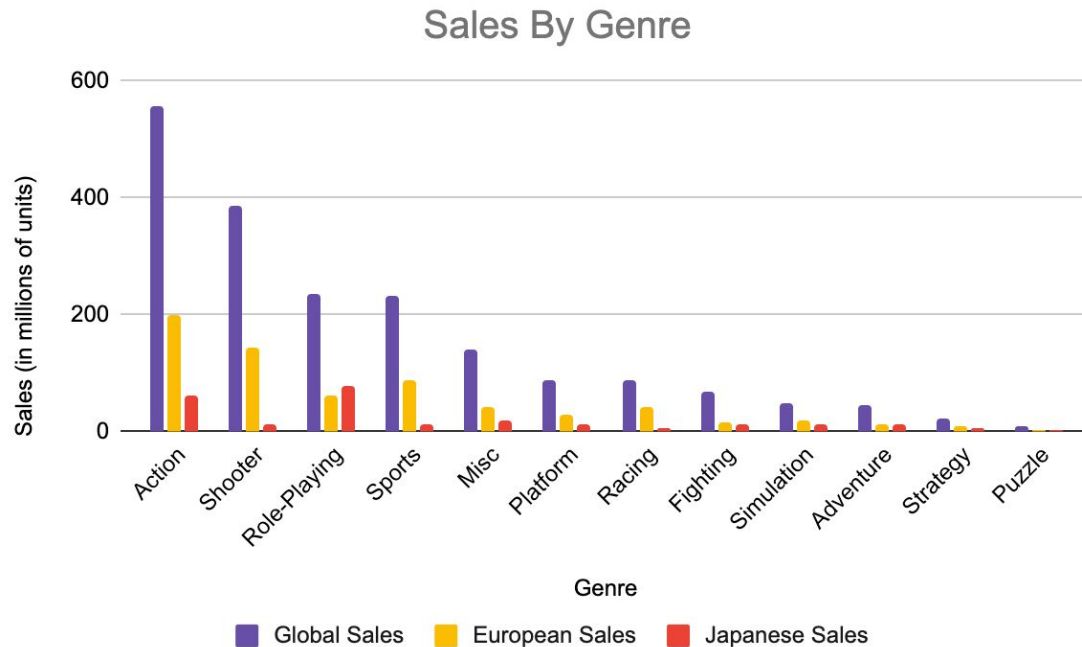
2008 Global Sales



2016 Global Sales

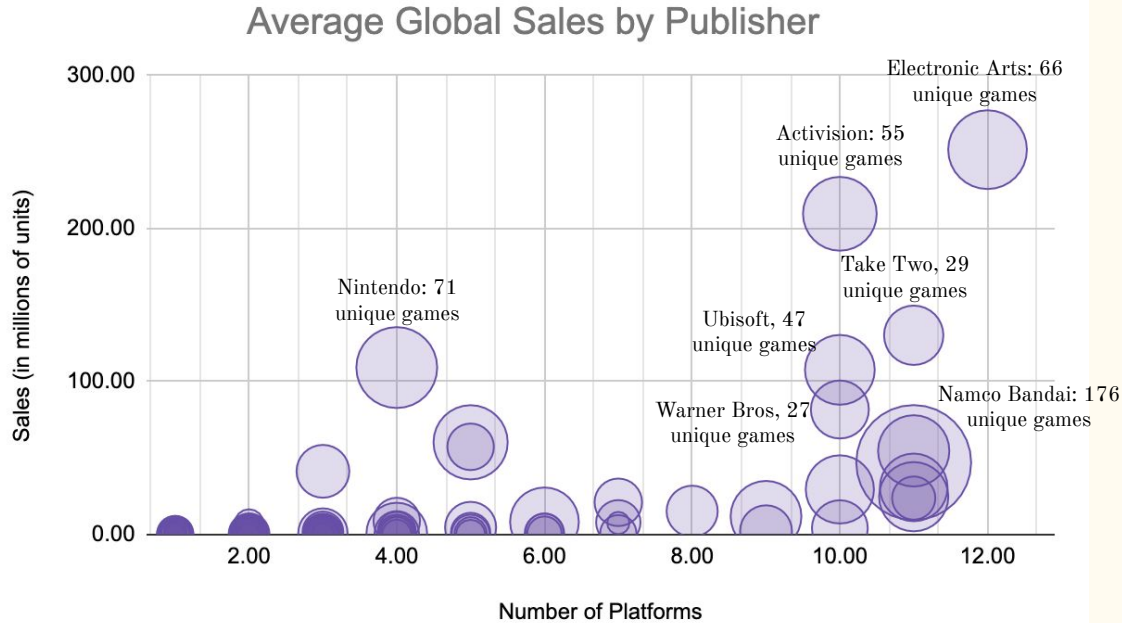


The top 4 genres globally are Action, Shooter, Role-Playing, and Sports



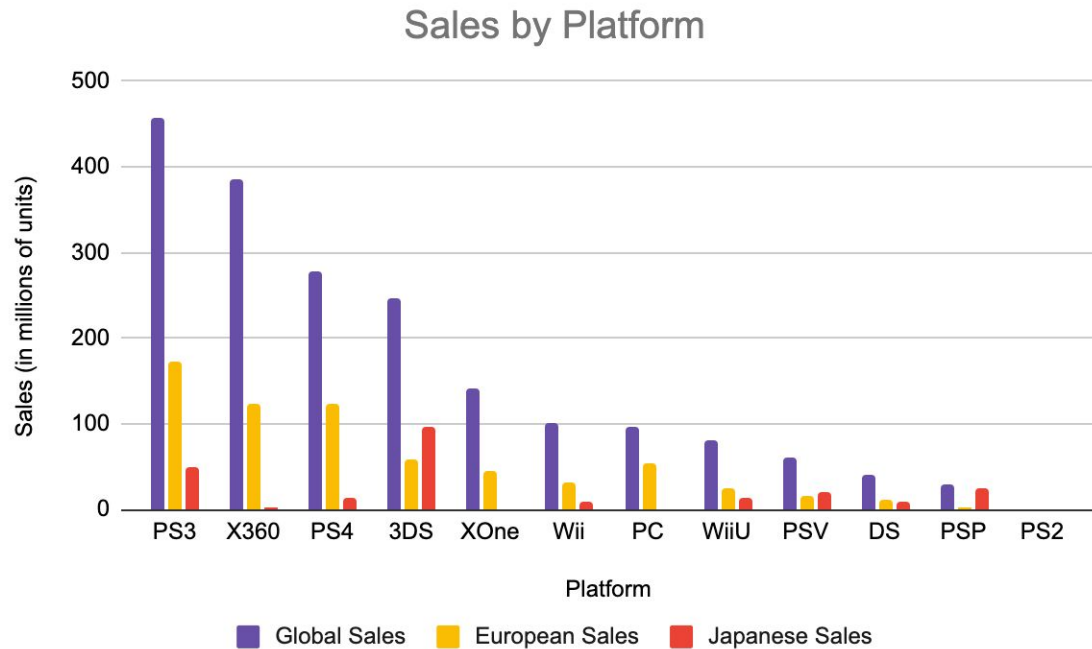
- The top 4 genres in Europe are Action, Shooter, Sports, and Role-Playing
- The bottom 4 genres in Europe are Puzzle, Strategy, Adventure, and Fighting
- The top 4 genres in Japan are Role-Playing, Action, Misc, and Fighting
- The bottom 4 genres in Japan are Puzzle, Strategy, Racing, and Sports

Having many unique games does not lead to higher global sales



- Publishers with higher sales have games on more platforms
- The publisher with the highest number of unique games (the largest bubble) does not have the highest sales
- Publishers with the similar number of unique games (same sized bubbles) have very different global sales figures
- Instead of creating many unique games, create games across many platforms

The top 4 platforms globally are PS3, X360, PS4, and 3DS



- The top 4 platforms in Europe are PS3, X360, PS4, and 3DS
- The bottom 4 platforms in Europe are PSV, DS, PSP, and PS2
- The top 4 platforms in Japan are 3DS, PS3, PSP, and PSV
- The bottom 4 platforms in Japan are X360, XOne, PS2, and PC

Recommendations

Region

Invest in Europe and Japan

Genre

Invest in Action, Shooter, Role-Playing, and Sports

Platform

Create games in multiple platforms, especially PS3, X360, PS4, and 3DS

Ratios

Keep the unique number of platforms to unique number of games ratio as high as possible