



# Analysis of sales development

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# Outlines

- Introduction
- Available data
- Analyses and discussions
- Recommendations

# Introduction

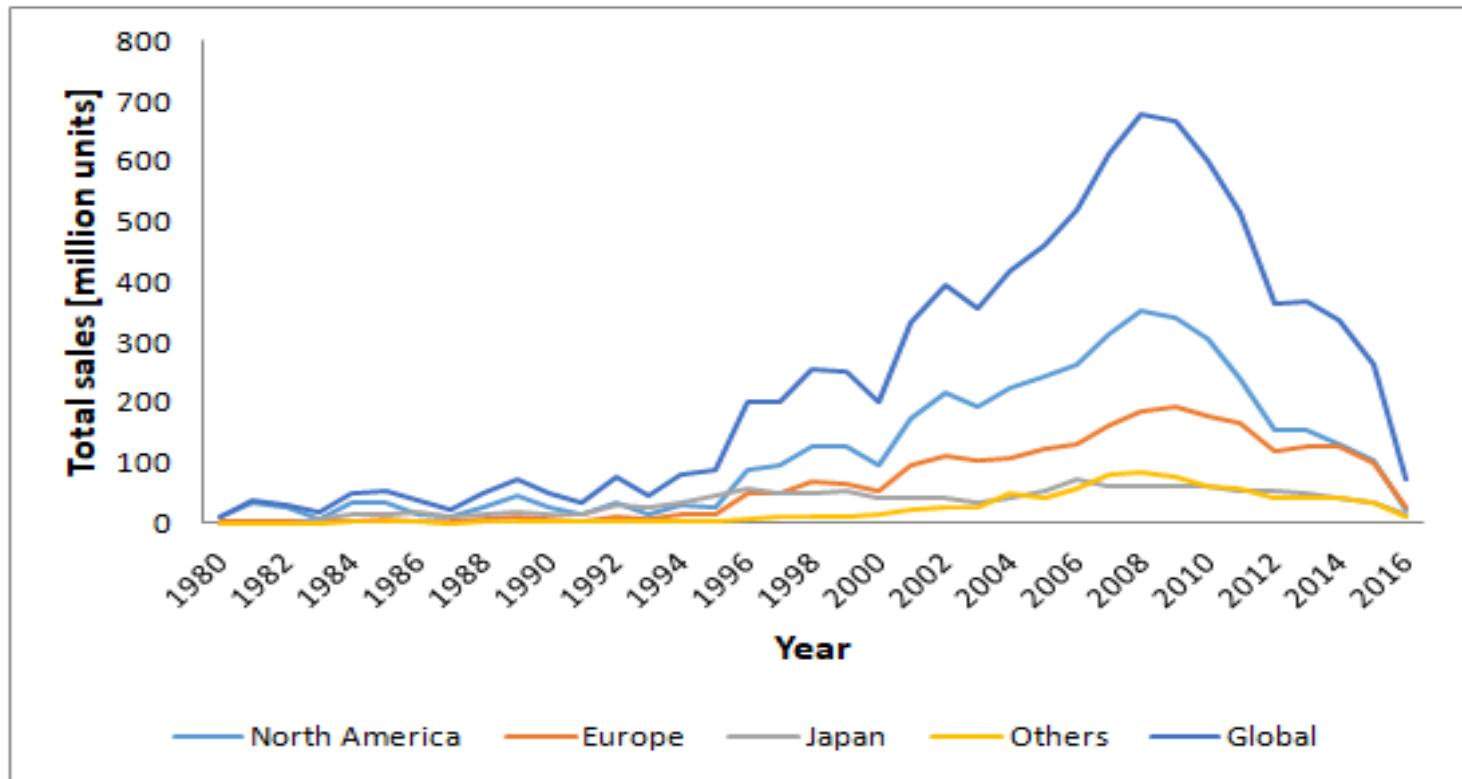
- Goal of the management  
    Making marketing budget for each region in 2017
- Assumption  
    Sales for the various regions are constant over time
- Aim of this presentation  
    Analysis of the sales development in the different regions

# Available data

- Sales' years
  - from 1980 to 2016
- In total
  - 11481 different games
- Considered regions
  - North America, Europe, Japan and other regions
- Genres (11 categories)
  - Action, Adventure, Fighting, Misc, Platform, Racing, Role-Playing, Shooter, Simulation, Sports and Strategy

# Analysis

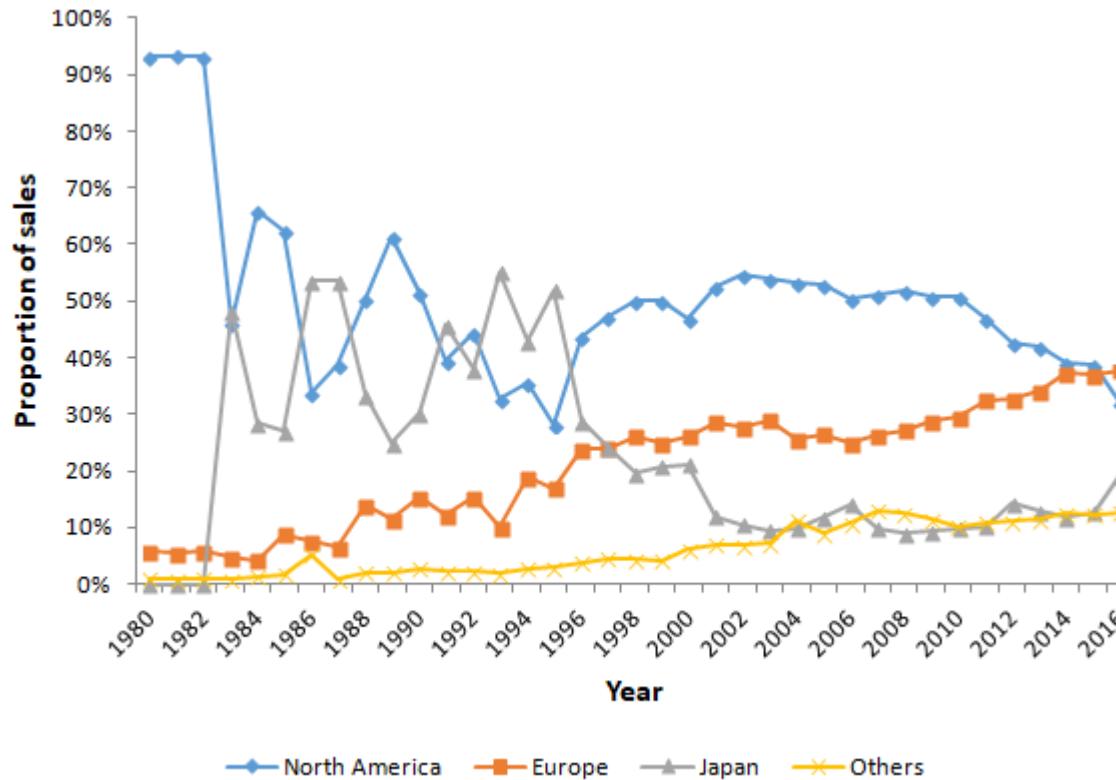
## - Sale's change over time



- The sales in each region changes over time, which challenges the present assumption.

# Analysis

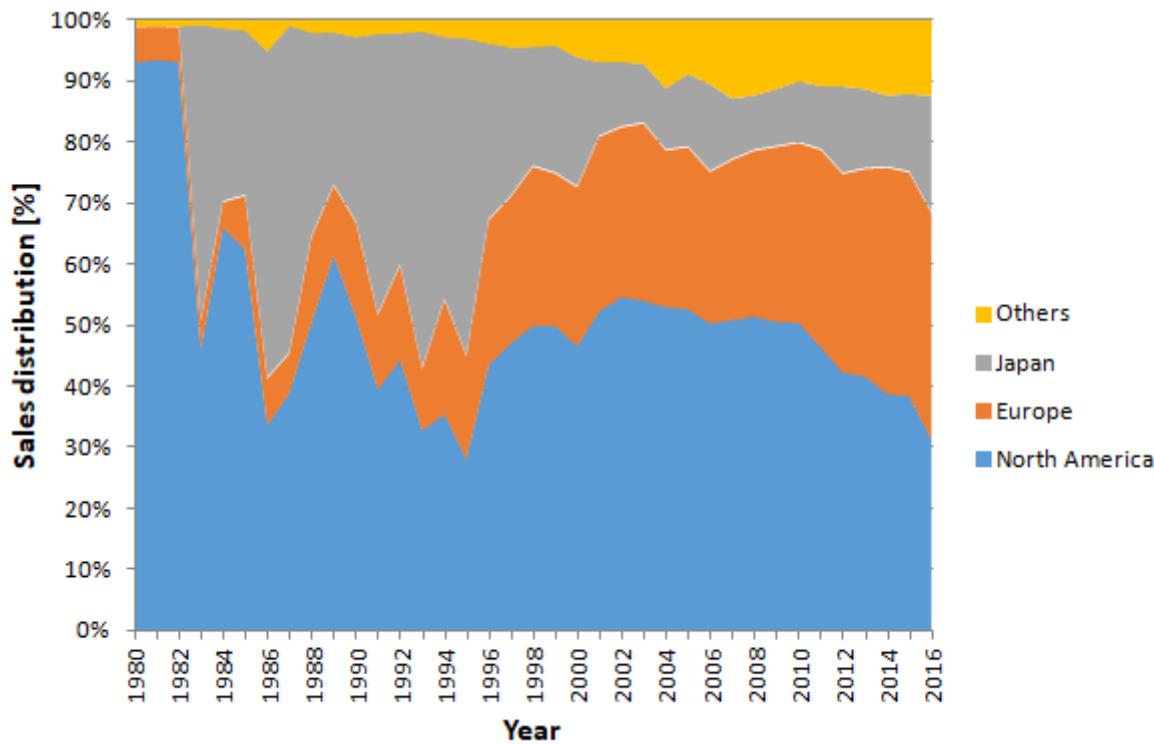
## -Sales proportion for different regions over time



- North America: the proportion generally decreases in the last 10 years
- Europe: the proportion increases constantly over time
- Japan: the proportion generally increases very slowly in the last 10 years; in 2016 it has an outstanding increase
- Other regions: the proportion generally increases very slowly in the last 10 years

# Analysis

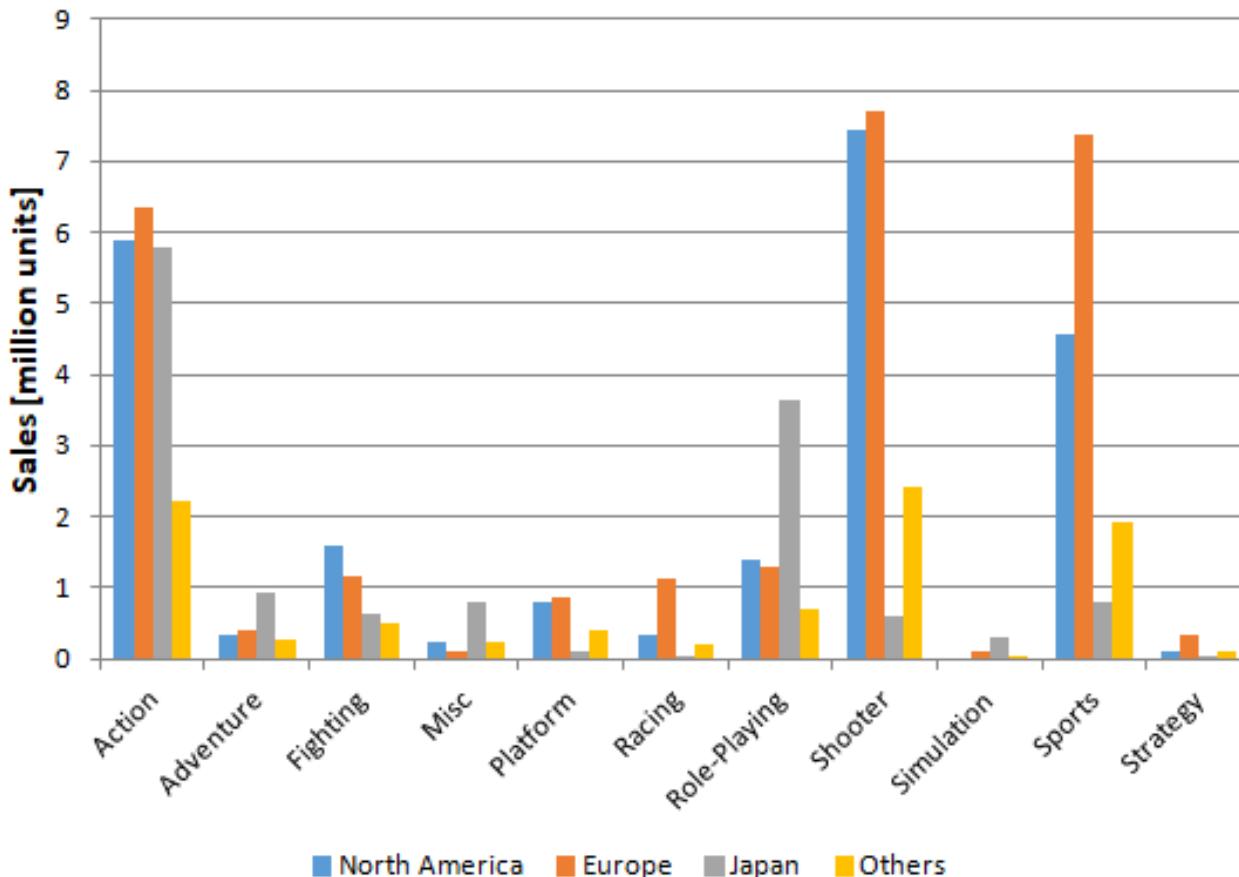
## - Sales distribution for different regions



- North America: the sales in most cases are dominant large over all the time
- Europe: the sale's proportion keeps constantly around 1/3 in the last 10 years
- Japan: the sale's proportion generally keeps around 12%, but in 2016 is around 19%.
- Other regions: the proportion generally keeps around 13% in the last 10 years

# Analysis

## - Sales distribution for different genres in 2016



- Europe: the games for genres of Action, Shooter and Sports have been sold best
- Japan: the Role-Playing games have been sold prominently best

# Recommendations

- For North America
  - keep the same budget as last year or decrease a small amount of budget
- For Europe
  - increase the budget that can be focused on the marketing of games for genres like Action, Shooter and Sports
- For Japan
  - keep the same budget, and focus on the marketing of Role-Playing games
- For other regions
  - keep the same budget



**Thank you for your time**