Analysis on the GameCo Organization from Videogame Sales

# Hypothesis

**The Sales of the top 3 geographical regions responsible for GameCo have been more or less consistent. However, it appears that there is some potential for fluctuation depending on the support GameCo gives to the highest performing genres in each region.**

# Evaluation/Analysis

**According to the past 6 years of data, GameCo depends on North American and European Sales to drive most of their profit. Within these regions, shooter, sports, and platform genres are the most promising for North America. Racing, shooter, and action genres are the most promising for European sales. If GameCo wants to drive more sales outside of these regions, they should focus on increasing roleplaying, action, and simulation sales in Japan.**

# Explanation of Visuals

**If we want to improve sales for the main 3 regions, North America, Europe, and Japan, we should focus on genres that contributed the highest sales to each region. We could likely increase sales in North America by contributing more to shooter, sports, and platform genres. We could increase sale in Europe by contributing more to racing, shooter, and action genres. We could increase sales in Japan by focusing on roleplaying, action, and simulation genres.**

# Revised Evaluation & Analysis

**GameCo depends on what genres the region prefers, in order to determine the success of games released.**

# Recommendation

**I suggest GameCo commission an evaluation of which publishers have the most successful games in the most popular genres per region, and focus mostly on improving advertisement campaigns for those publishers.**

# Final Thoughts

**The story I’m expressing is that GameCo should focus on specific top publishers per region based on which genre is most popular in that region.**