




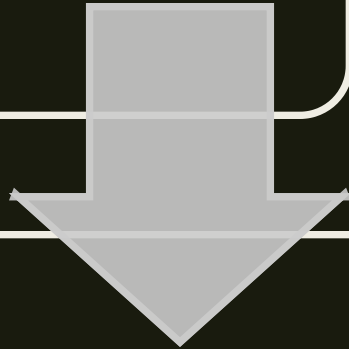
# GAMECO'S 2017 MARKETING STRATEGY – DATA-DRIVEN INSIGHTS

Analysis of Regional Sales Trends & Strategic  
Recommendations



### Assumption:

Regional sales trends have remained stable over time.

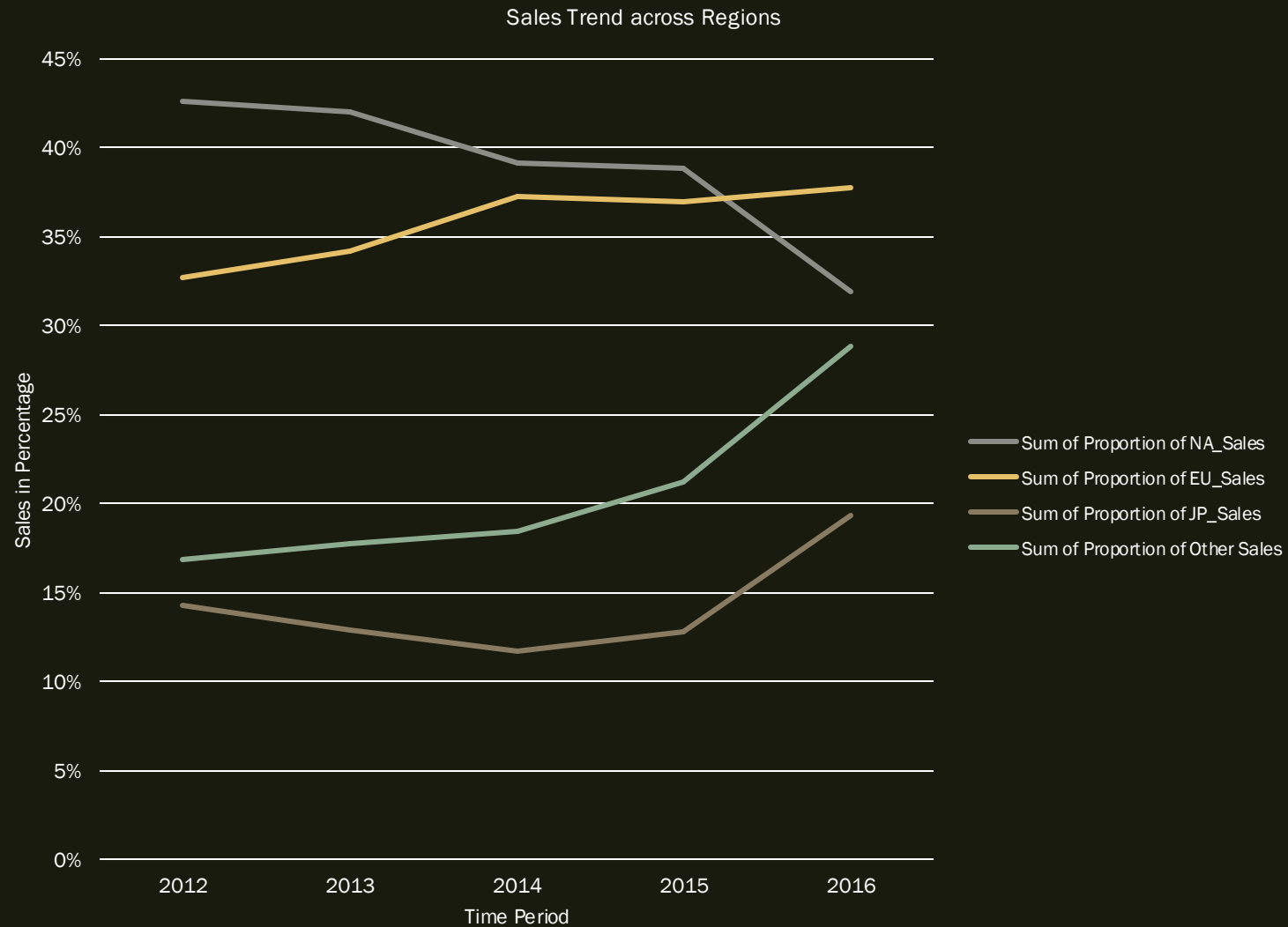


### Reality:

Market trends have shifted significantly, requiring **budget reallocation**.

## GameCo's Assumption vs. Market Reality

# Regional Sales Trends



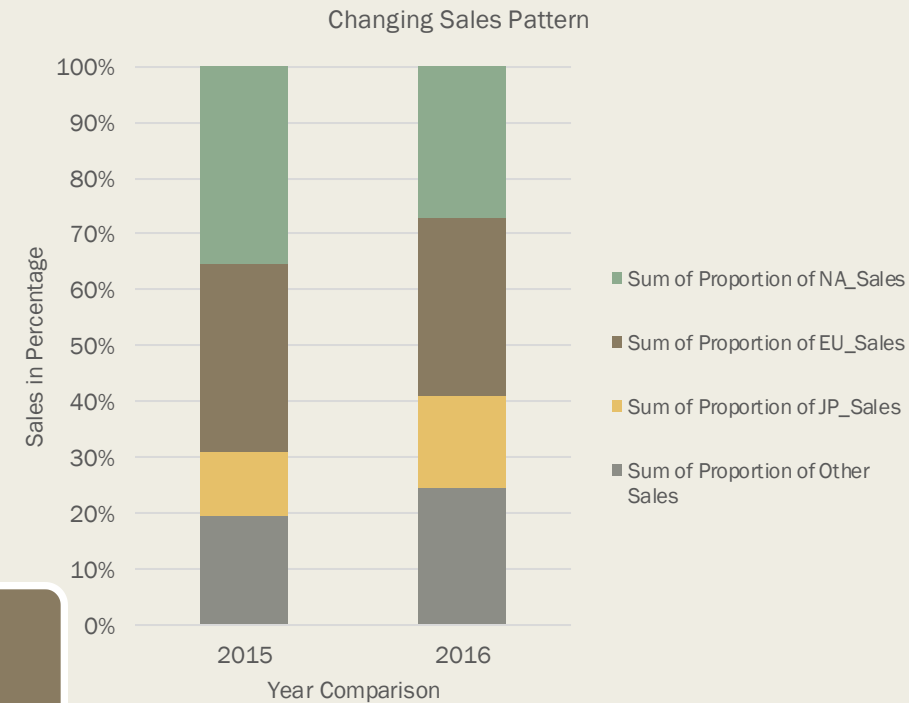
- Highlight North America's decline post-2010, sharp drop in 2016.
- Show Europe's steady growth surpassing NA in 2016.
- Indicate the slow but stable rise in Japan and Other regions.

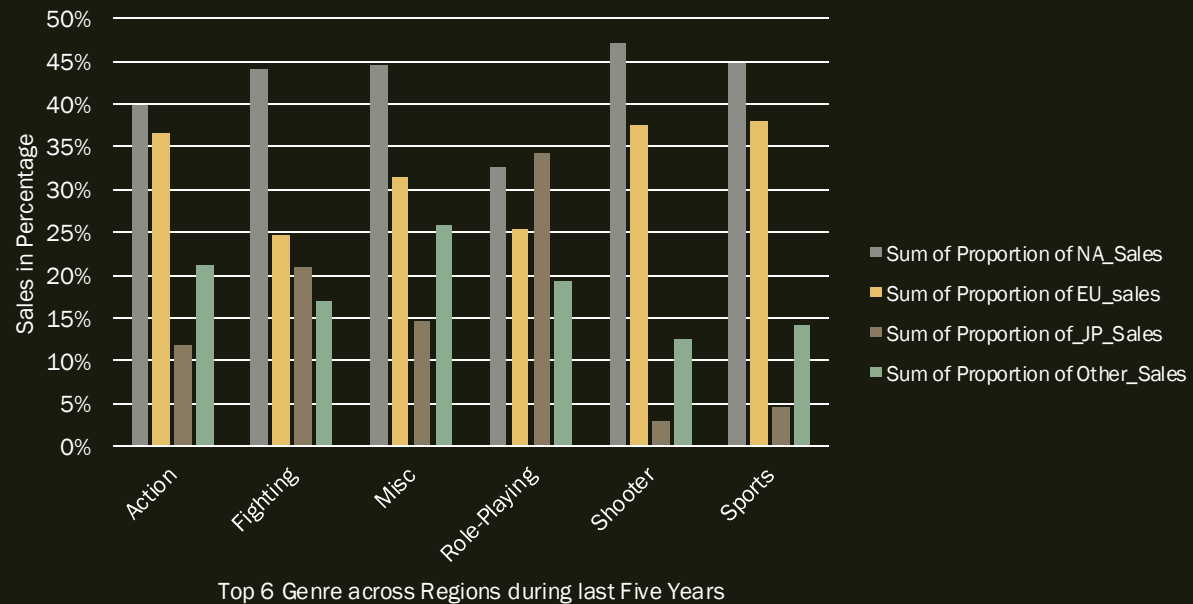
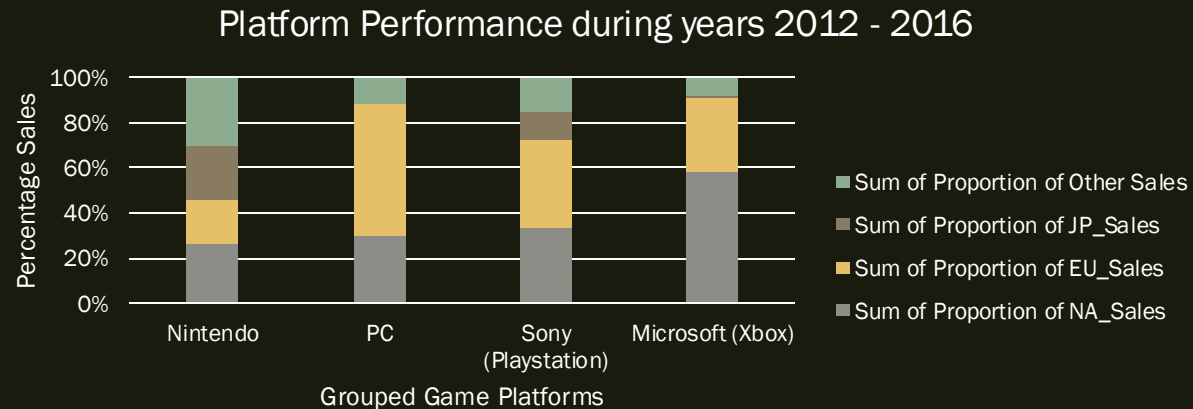
# Key Insights from Sales Trends

**NA Sales Decline:** Once dominant but have steadily declined—2016 marks a turning point

**EU Market Growth:** European sales surpassed NA in 2016, signaling strong potential.

**Emerging Market Expansion:** Japan and Other regions show gradual growth, needing targeted strategies.





# What the Data Tells Us

- The gaming market is **not static**—regional sales are shifting.
- North America's reliance on blockbuster hits leads to unpredictability.
- Europe's growing PC market presents new opportunities.
- Emerging markets require localized marketing rather than a one-size-fits-all approach.
- The impact of **digital and mobile gaming** is missing from the dataset, which may skew insights.



# Data-Driven Strategy for 2017

- **Reallocate Budget:** Shift resources from NA to Europe and emerging markets.
- **Targeted Game Development:** Align genres with regional preferences (e.g., RPGs in Japan, Sports in NA/EU).
- **Strengthen PC Presence in Europe:** Leverage the rising popularity of PC gaming.
- **Invest in Digital & Mobile Platforms:** The dataset lacks digital sales, but industry trends suggest these areas need focus.
- **Multi-Year Trend Analysis:** Avoid basing decisions solely on 2016 data; consider broader historical patterns.

# Understanding the Gaps



**No Digital & Mobile Data:** The dataset excludes mobile gaming and digital downloads, which are growing market segments.



**Olympic Effect in 2016:** Major global events like the Olympics could have temporarily impacted consumer spending on games.



**Outliers & Blockbusters:** Sales are highly skewed by a few hit titles, requiring a nuanced interpretation.

# Adapting to a Changing Market

- GameCo's assumption of stable regional sales **does not hold true**.
- A **hit-driven** model makes NA volatile, while EU and **emerging markets** show steady growth.
- The **2017 strategy must shift** based on multi-year trends, genre preferences, and platform dominance.
- Future analyses should incorporate **digital and mobile sales** for a complete market view.