

# GameCo.

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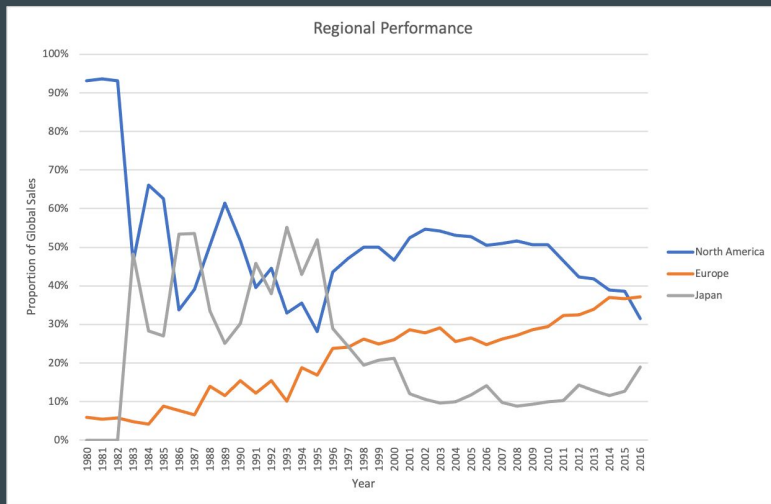
Descriptive Analysis

## Status Quo

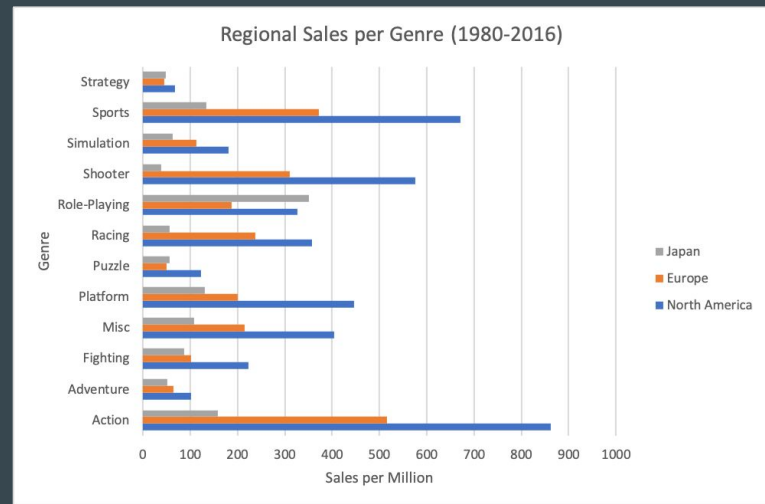
GameCo currently believes that video game sales and genre preferences have stayed consistent across various regional markets over time.

# Does the data back this up?

Sales in Europe are consistent, North American sales are volatile and sales in Japan are struggling.

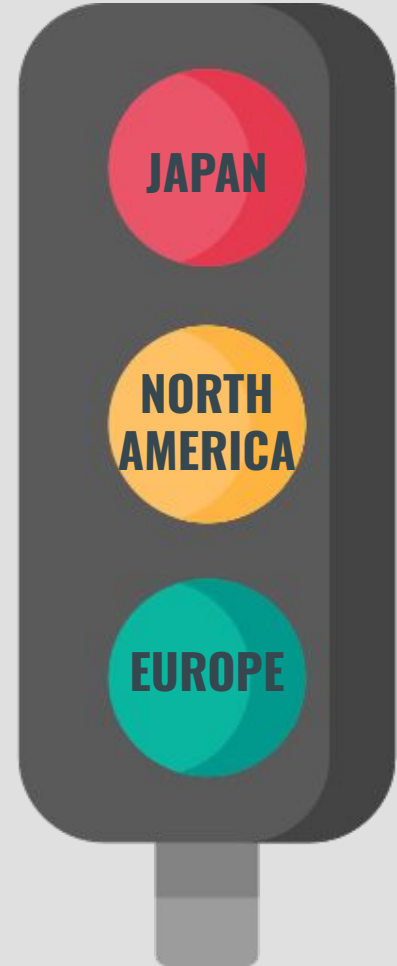


A genre's popularity in one region does not guarantee success in another.



# What does this mean?

Our current understanding of regional sales' behaviour and customer preferences is **inaccurate.**



# The New Status Quo?

- Sales
  - **North America:** 2016 was the lowest point in sales since 2010.
  - **Europe:** Sales are promising with a consistent upward trend.
  - **Japan:** This region is struggling the most.
- Top Competitors in 2016
  - **North America:** Ubisoft -> predominantly releases Action and Shooter games.
  - **Europe:** Electronic Arts -> predominantly releases Sports, Shooter, and Action games.
  - **Japan:** Namco Bandai -> predominantly releases Action, Fighting, and Role-Playing games.
- Top Genres of All Time & in 2016
  - **North America:** All time and 2016 = Shooter.
  - **Europe:** All time = Action. 2016 = Shooter.
  - **Japan:** All time = Role-Playing. 2016 = Action.

# Proposed Actions for 2017

## North America

- Increased budget and targeted genres
  - Sales here have fallen and recovered in the past -> it's reasonable to hypothesise that we can stimulate sales with additional budget and releases in line with customer trends.

## Europe

- Additional budget where possible
  - This market is relatively stable so it does not require significant attention but an increased portion of the marketing budget may help to get our name out there against major competitors.

## Japan

- Limited focus and budget
  - A smaller population combined with drastically different consumer demands means success here would require substantial dedicated resources.

## Genres

- Lean into Action and Shooter games
  - These genres show the most promise regarding customer preference and competitor output.