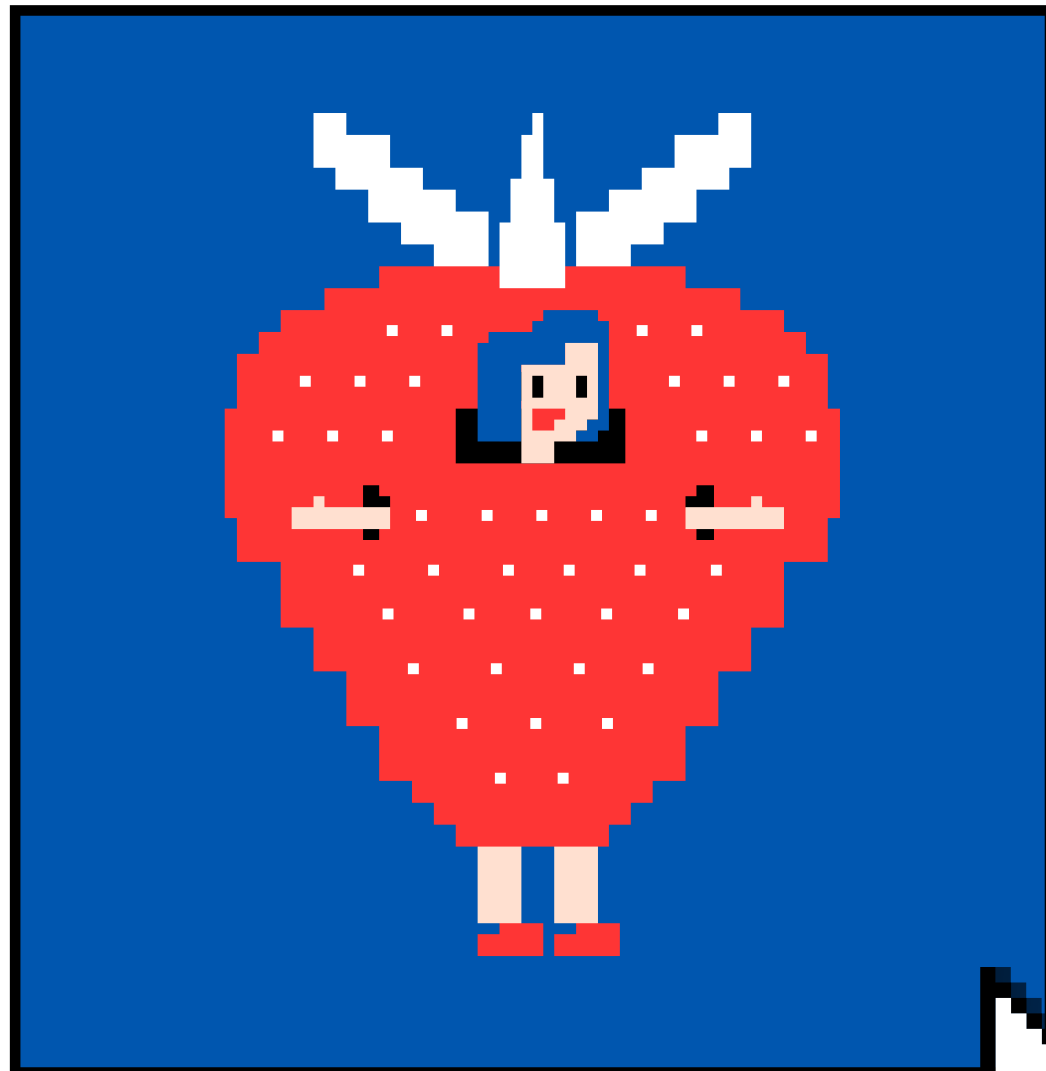
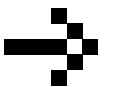


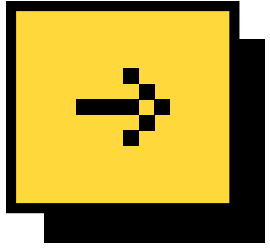
Power to the players



GAMESTOP

by Zhi Ji, Zhen Wei, Zinaida Dvoskina, Kirill Ilin





Did you know that over
200 million Americans
play at least an hour of
video games per week?

64% of US adults and 70% of US minors are considered gamers.



Executive Summary

01 Intro to GameStop

02 Current Situation



Information Products

Market Beacon



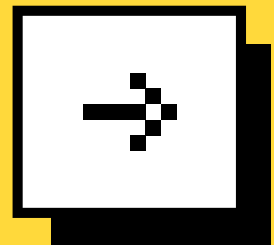
- Industry-level information
- Publishers' performance
- Identify sales pattern
- Help to re-allocate resources
- Lower inventory costs

Player's Shopping Guide



- Enhance the in-store shopping experience
- Digital in-store game information
- Highlight reviews
- increase customer engagement

IPs combating against Porter five forces



01

Ensure leadership among
industry competitors

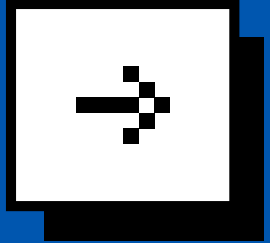
02

By creating insights about
necessary inventory,
reduces bargaining power
of suppliers

03

By creating insights about
customer preferences,
reduces bargaining power
of buyers

Datasets cover the following:



- Video game sales by genre, platform, region, year and publisher
- IGN's game ratings and reviews
- Steam users' post-purchase behavior
- Detailed reviews for 40K+ games

IP 1 Features At a Glance

✓ 01

Publisher Popularity

✓ 02

Sales Trend by
Publisher

✓ 03

Platform Score
Distribution

✓ 04

Genre Sales in Market
Region

✓ 05

Customer Behavior

IP 2 Features At a Glance

✓ 01

Platform Word Cloud

✓ 02

Genre Word Cloud

✓ 03

Best-selling Game
Word Cloud

✓ 04

Best-selling Game
Info

Final Information Products & Visualizations



GameStop

GameStop – Player's Shopping Guide

Platforms

Wii

GBA

PSP

NES

DS

WiiXB

PS2

X360

GC

PC

N64

PS3

PS

Genre

Misc

Strategy

Platform

Puzzle

Racing

Role-Pla

Shooter

Simulation

Adventure

Role-Playing

Fighting

Sports

Fighting

Best-selling Games

Name

Animal Crossing: Wild Wo...

Assassin's Creed

Assassin's Creed II

Assassin's Creed III

Assassin's Creed IV: Black...

Assassin's Creed: Revelati...

Game Info

Top: 100

Game Info

Game Info

Game Info

Game Info

Game Info

Game Info

Game Info

Game Info

Game Info

Game Info

Game Info

Game Info

Game Info

Game Info

Game Info

Game Info

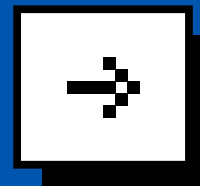
Game Info

Game Info

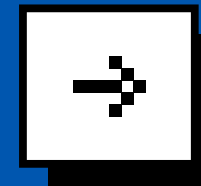
Implementation Strategy



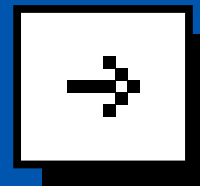
Board of directors
ROI and Business value



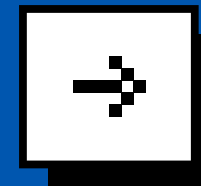
Customer retention
Increase customer satisfaction level



Visualization and dashboards
Market trends and patterns



Market share
Compete with major game stores



Benefits over expense
Lower inventory expenses and turnovers



THANK YOU!