



GameCo Marketing

Budget Strategy 2017

Best Genres in each Region.

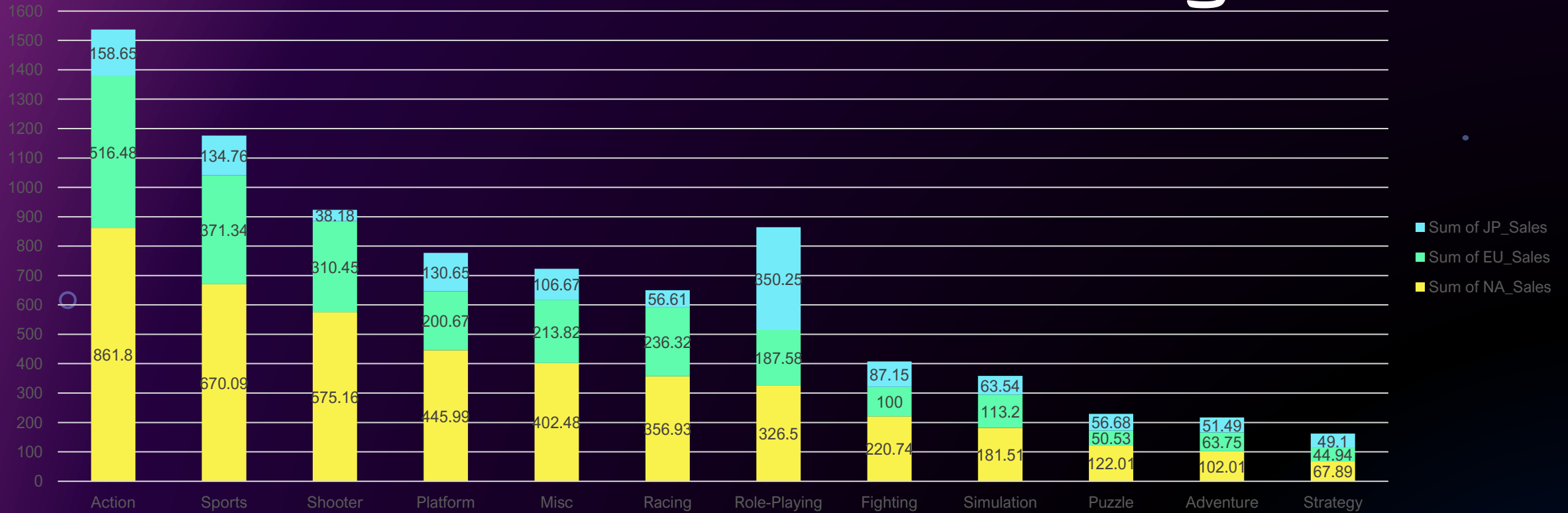


NA and EU primarily were invested in the Action, Sports and Shooter Genres.



Japan was primarily invested in Role-Playing, Action and Sports genres.

Visualization: Best Genres Regional.

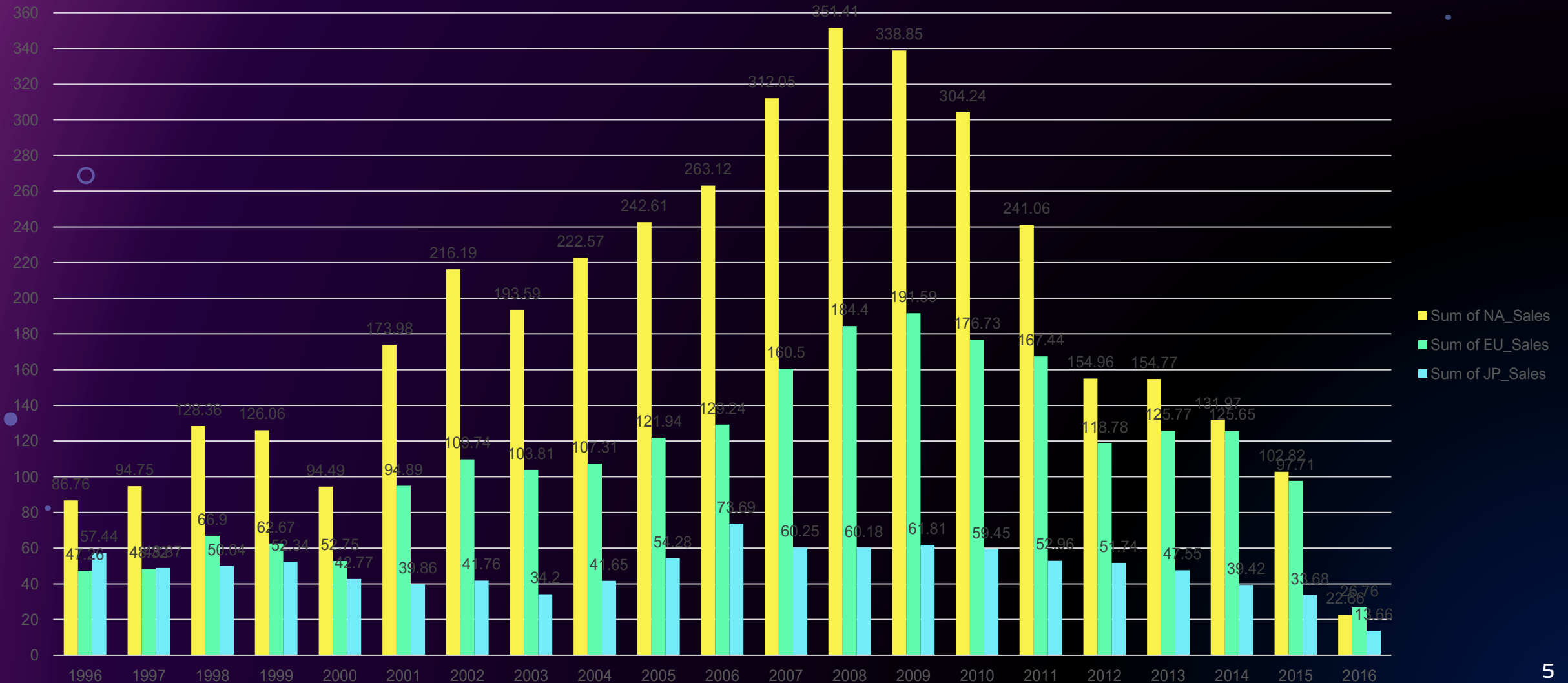


	Sum of NA_Sales	Sum of EU_Sales	Sum of JP_Sales
Action	861.8	516.48	158.65
Sports	670.09	371.34	134.76
Shooter	575.16	310.45	38.18
Platform	445.99	200.67	130.65
Misc	402.48	213.82	106.67
Racing	356.93	236.32	56.61
Role-Playing	326.5	187.58	350.25
Fighting	220.74	100	87.15
Simulation	181.51	113.2	63.54
Puzzle	122.01	50.53	56.68
Adventure	102.01	63.75	51.49
Strategy	67.89	44.94	49.1
Grand Total	4333.11	2409.08	1283.73

From the data provided we can decipher the question regarding if geographic regions have stayed the same over time.

- The Japan region has maintained a consistent trend over the years.
- The NA region has had sales declined after 2010.
- The EU Region has mostly stayed consistent but in 2014 and recent years, they have been just as high as NA sales.

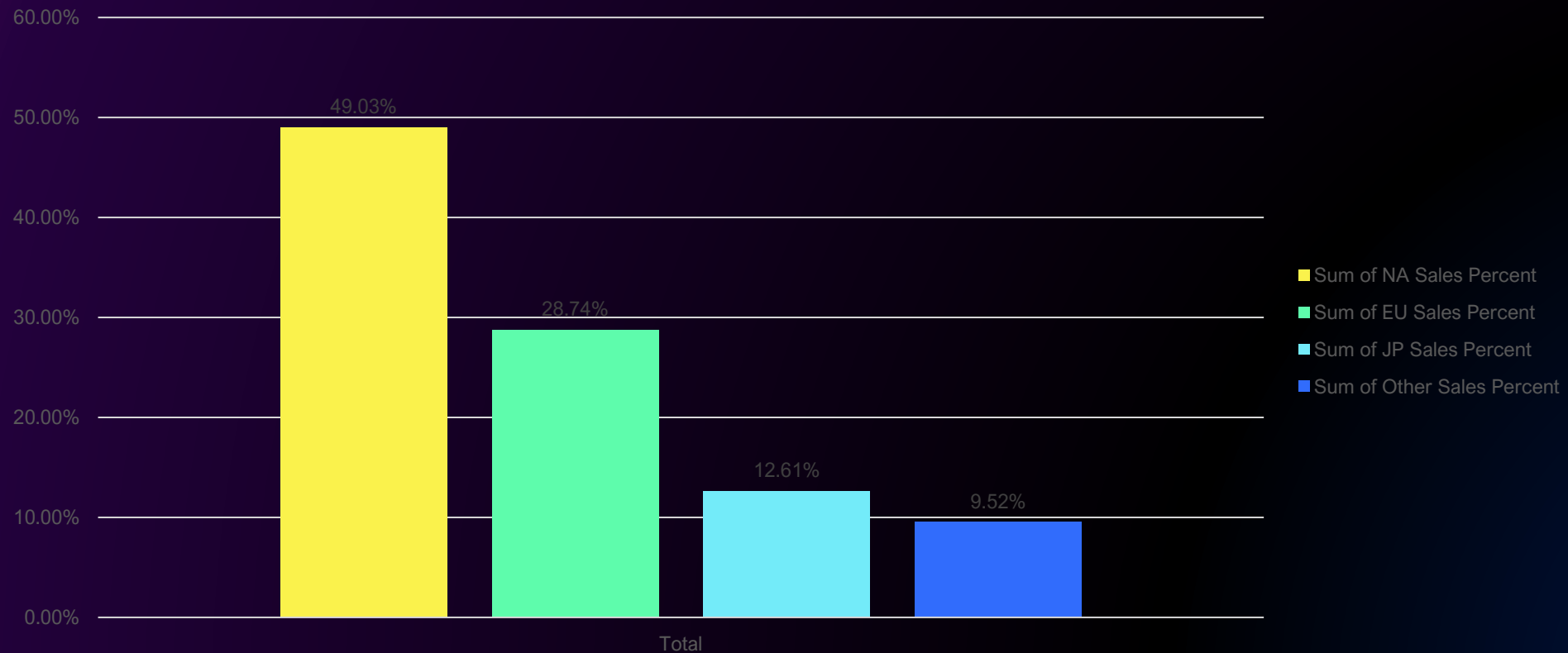
Visualization: Regional Sales Per Year.



Regional Global Percentages.

- NA from 1996 to 2016 contributed 49% of Global Sales.
- EU nearly contributed 29% of Global sales. The EU region also grew in sales.
- Japan was third and the most consistent in sales.

Visualization: Regional Global Percentages



Our conclusion for the 2017 Budget Marketing:

In Summary, the 2017 budget should be allocated with NA and EU being close with emphasis on Action, Shooter and Adventure games, while the budget for the Japan region should be emphasized on Role-Playing game, Action and Sports games. Although we have seen down trending sales in the NA region in 2011, NA still is a major consumer in global sales. EU and NA are now closer in sales in recent years, and we can assume with this data that they will have a similar budget in marketing. We should focus the budgets in the top genres for each region with another focus on finding the best games for each region.

- NA, EU had a focus with the three best Genres of Action, Sports and Shooters. Japan's best Genres were Role-Playing, Action and Sports games.
- In 2010, NA sales began to down trend while Japan maintained consistency and EU began to overtake NA sales.
- NA was still the main contributor in Global Sales over the years in 1996 to 2016. EU was second with Japan being third.