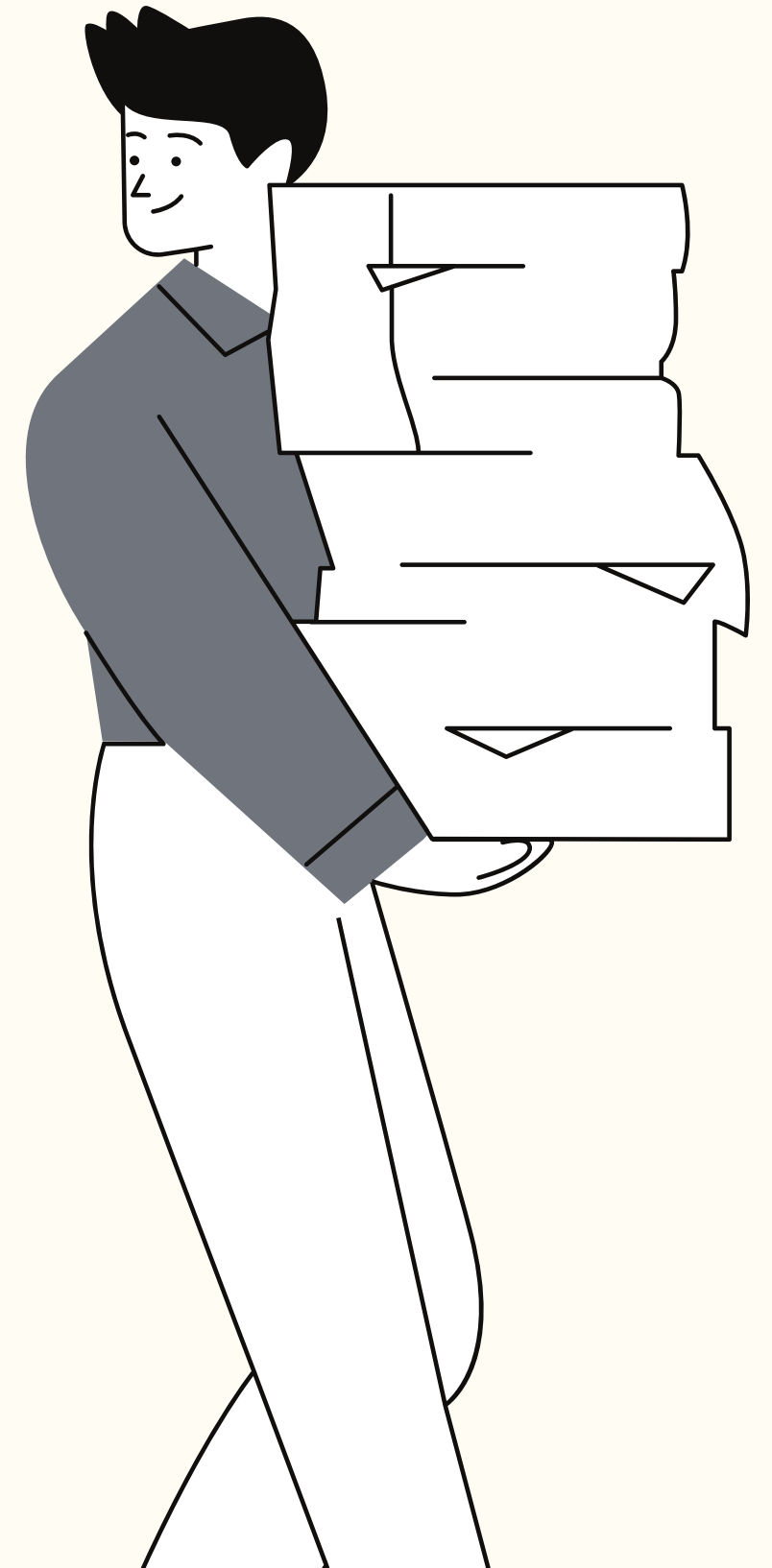Group 8

MGT 153 Presentation

Emily San, Jota Yamaguchi, Ivy Voong, Amy Nguyen, Abigail Sawtell, Rina Mandeville, Stephanie Chavez
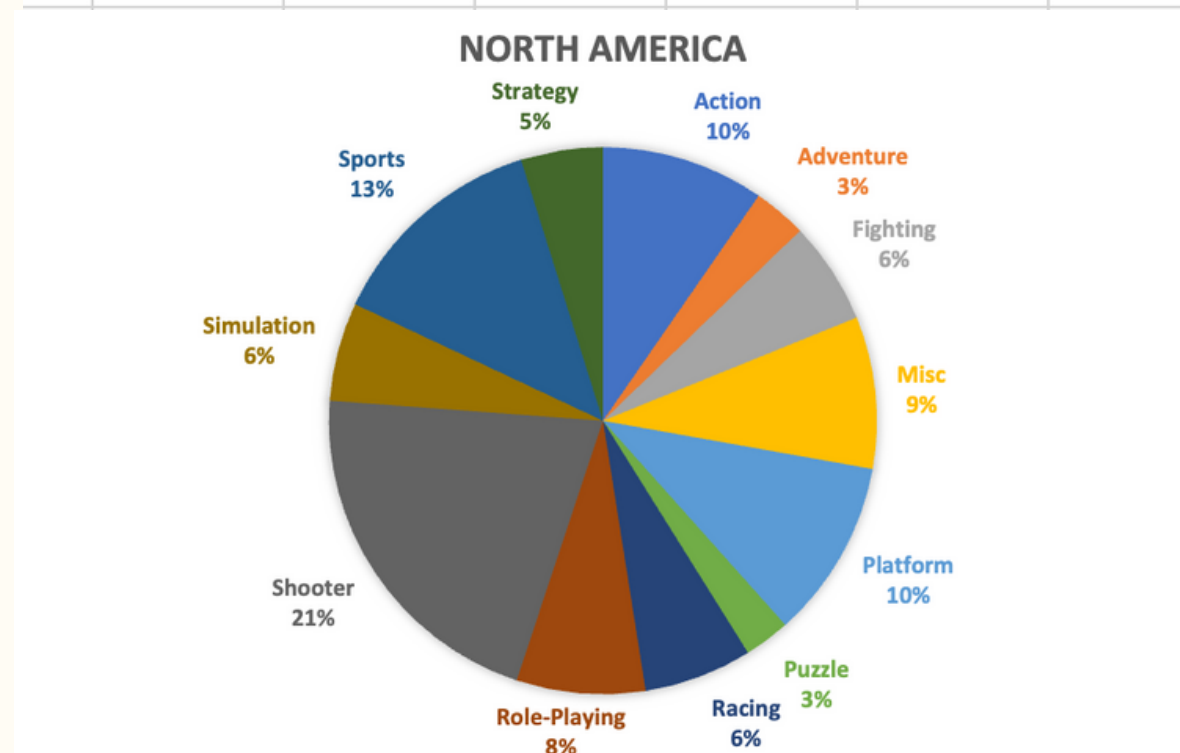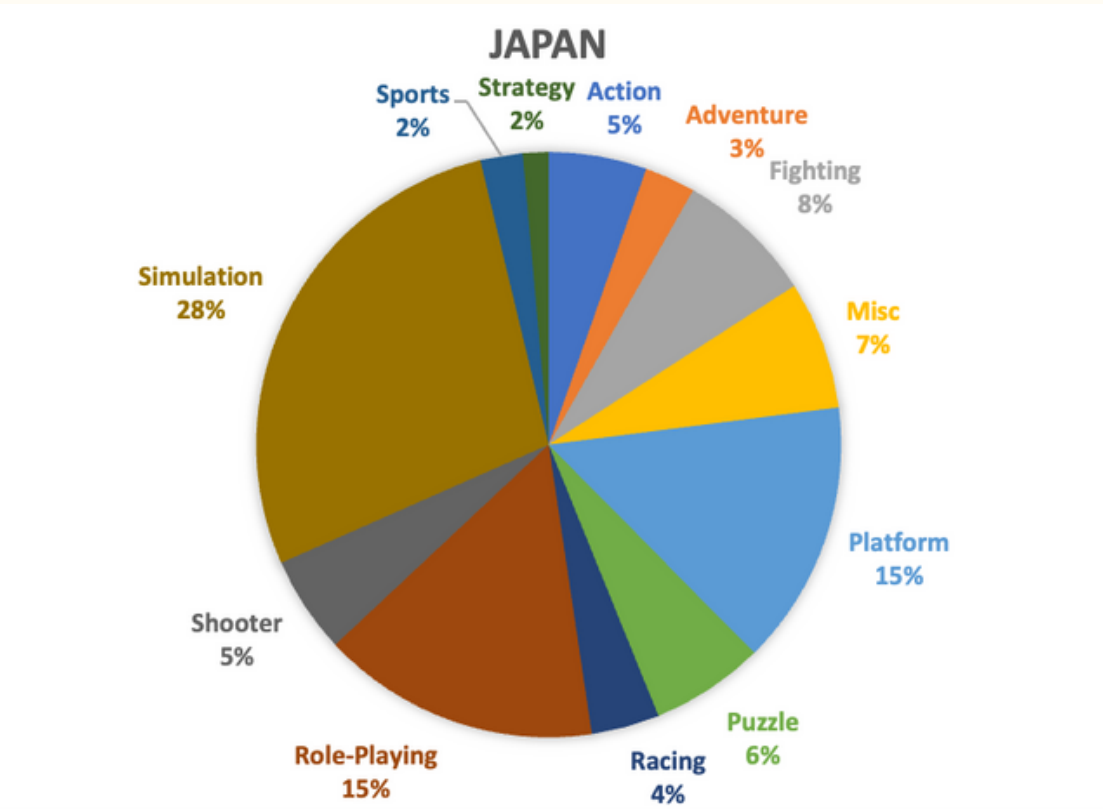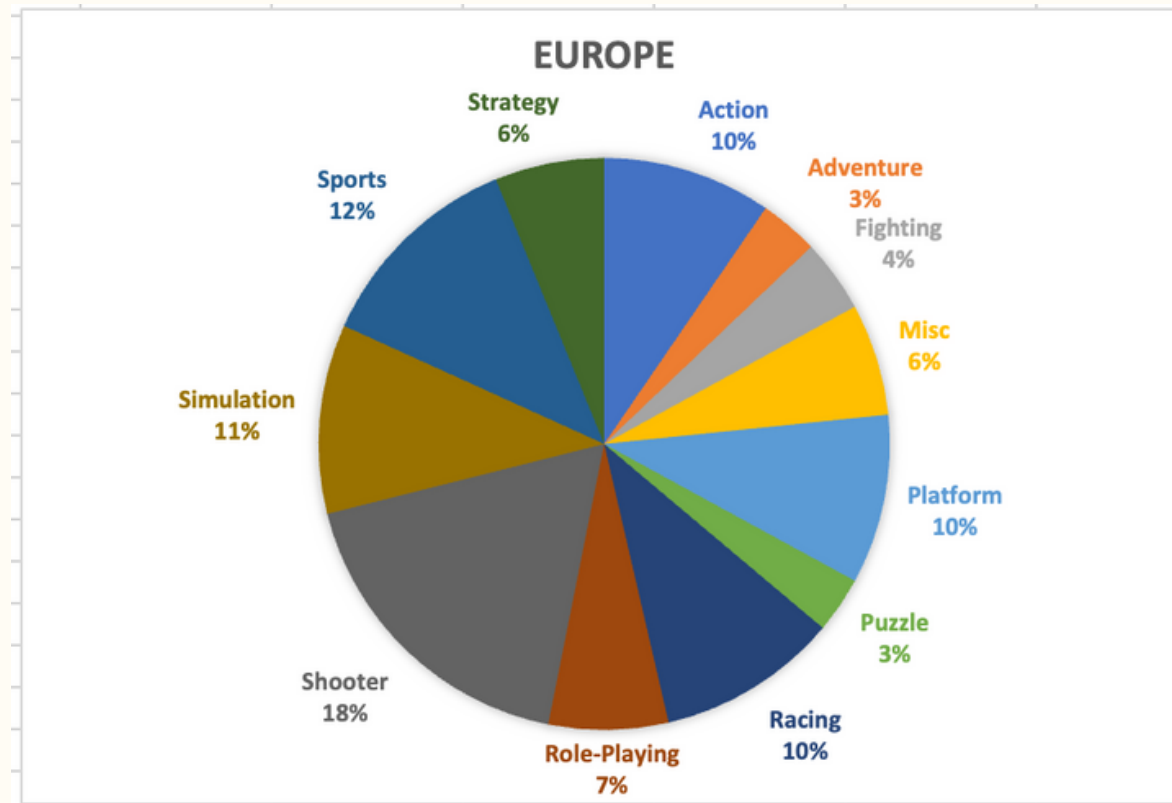
THE PROBLEM

"

In an industry full of role-playing competitors, how can ER Games best execute their marketing strategy when releasing their brand-new puzzle game?

"

KPI'S FOR TRENDS

EUROPE

- Strategy 6%
- Action 10%
- Adventure 3%
- Fighting 4%
- Misc 6%
- Platform 10%
- Puzzle 3%
- Racing 10%
- Role-Playing 7%
- Shooter 18%
- Simulation 11%
- Sports 12%

JAPAN

- Sports 2%
- Strategy 2%
- Action 5%
- Adventure 3%
- Fighting 8%
- Misc 7%
- Platform 15%
- Puzzle 6%
- Racing 4%
- Role-Playing 15%
- Shooter 5%
- Simulation 28%

NORTH AMERICA

- Strategy 5%
- Action 10%
- Adventure 3%
- Fighting 6%
- Misc 9%
- Platform 10%
- Puzzle 3%
- Racing 6%
- Role-Playing 8%
- Shooter 21%
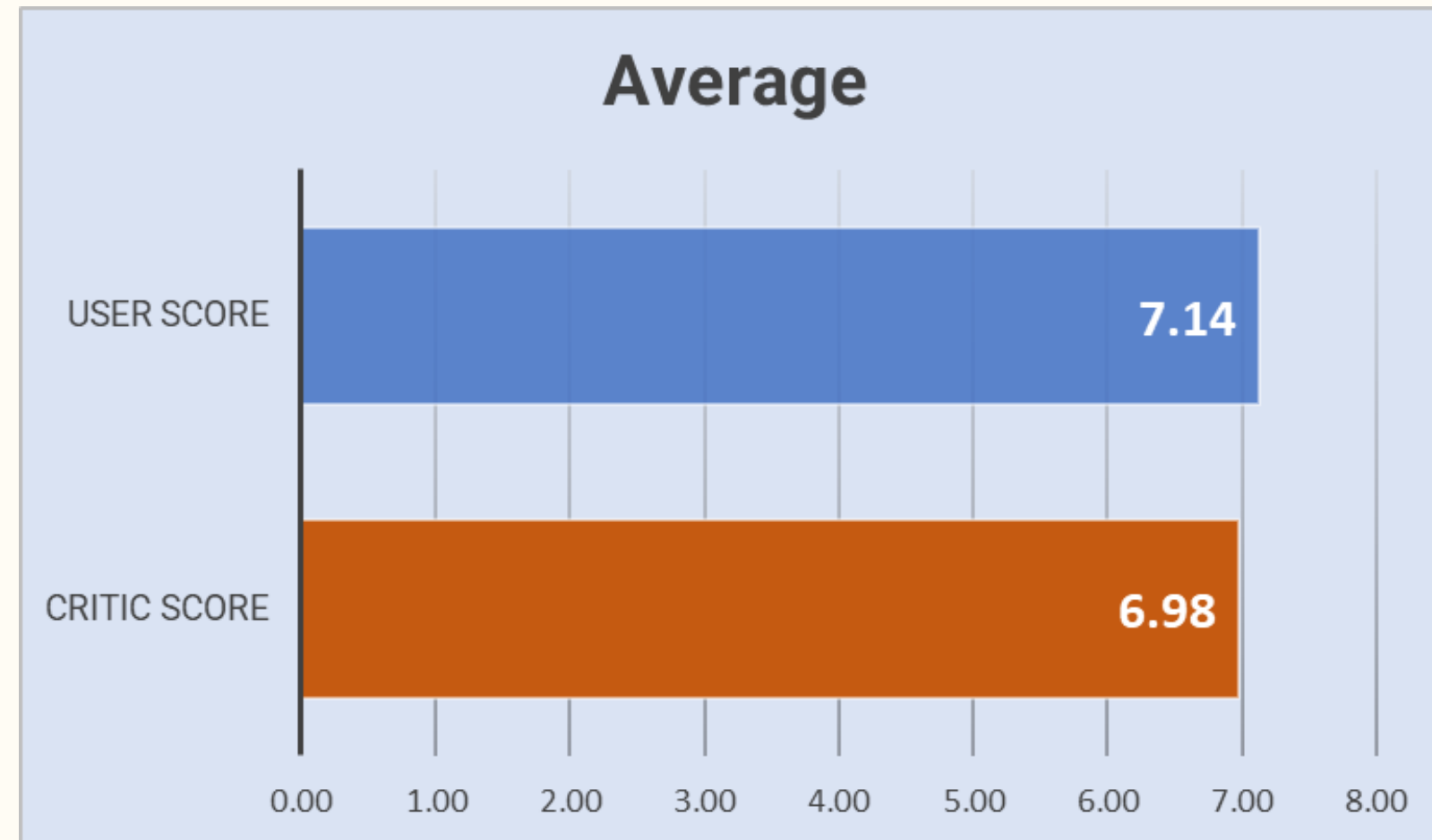- Simulation 6%
- Sports 13%

Last 5 year's Top Average Sales

Japan: **Role-Playing (#2 Genre)**

North America: Role-Playing (#6 Genre)
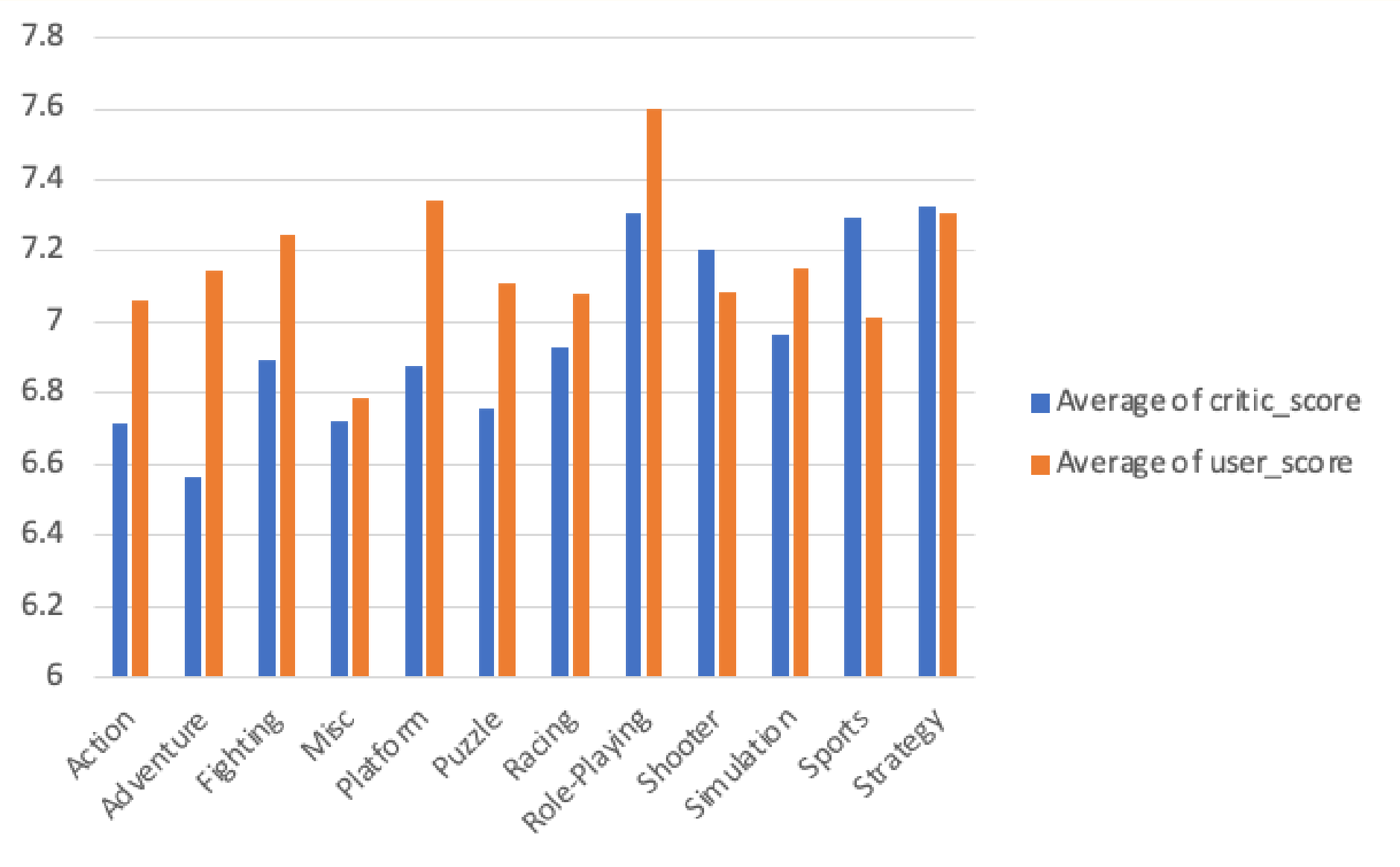
Europe: Role-Playing (#7 Genre)

USER VS CRITIC

Average

USER SCORE	7.14
CRITIC SCORE	6.98

0.00 1.00 2.00 3.00 4.00 5.00 6.00 7.00 8.00

Variance

USER SCORE	2.16
CRITIC SCORE	1.81

0.00 0.50 1.00 1.50 2.00 2.50
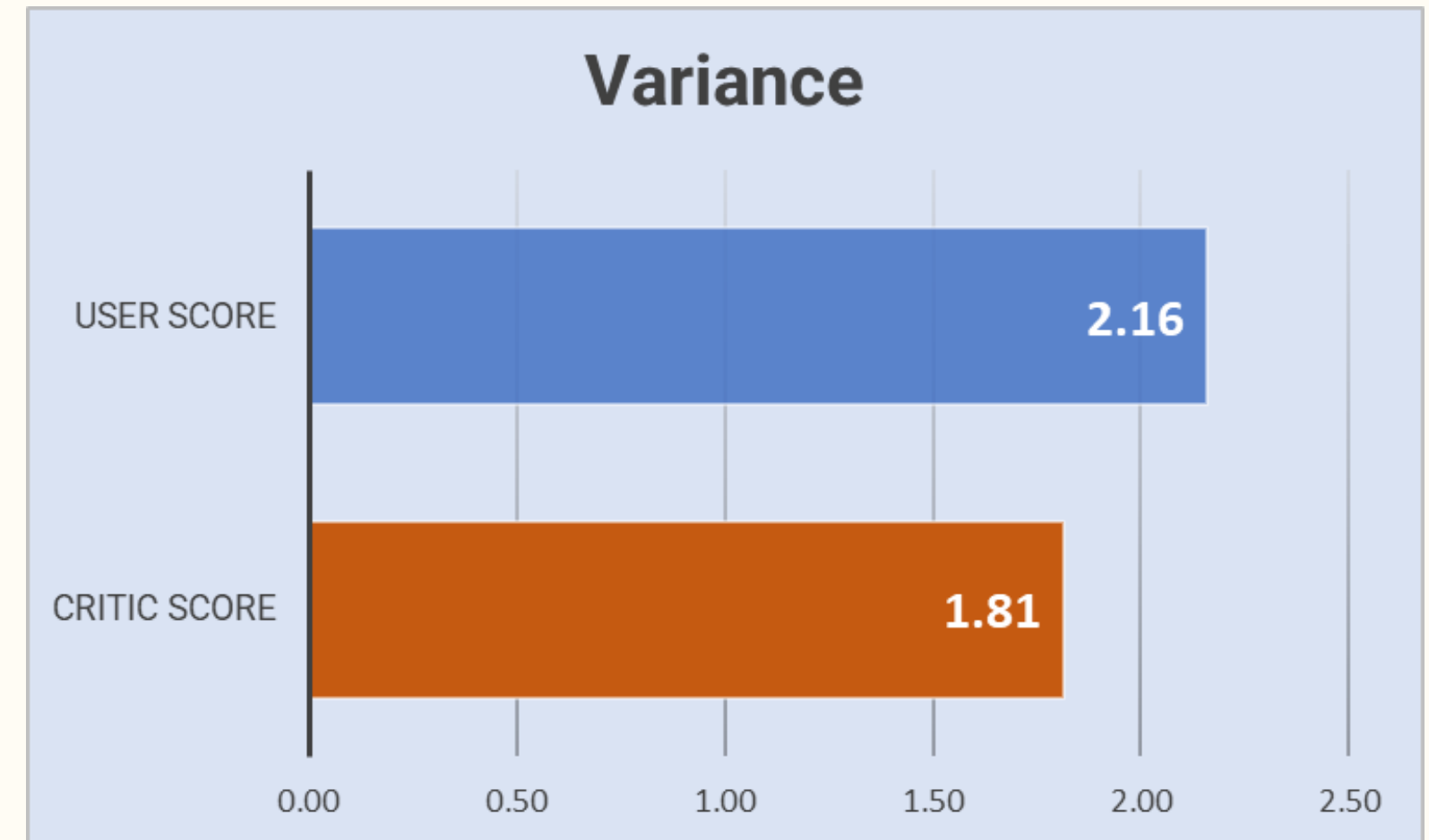
Difference: 0.12

Difference: 0.35

KPI'S FOR TRENDS

Top Critic Scores

Strategy: 7.32
Role Playing: 7.31
Sports: 7.29

Top User Scores

Role Playing: 7.6
Platform: 7.34
Strategy: 7.3

Puzzle User Score: 7.11 (6th place)
Puzzle Critic Score: 6.75 (7th place)

RPG Regional Sales/Person/Year

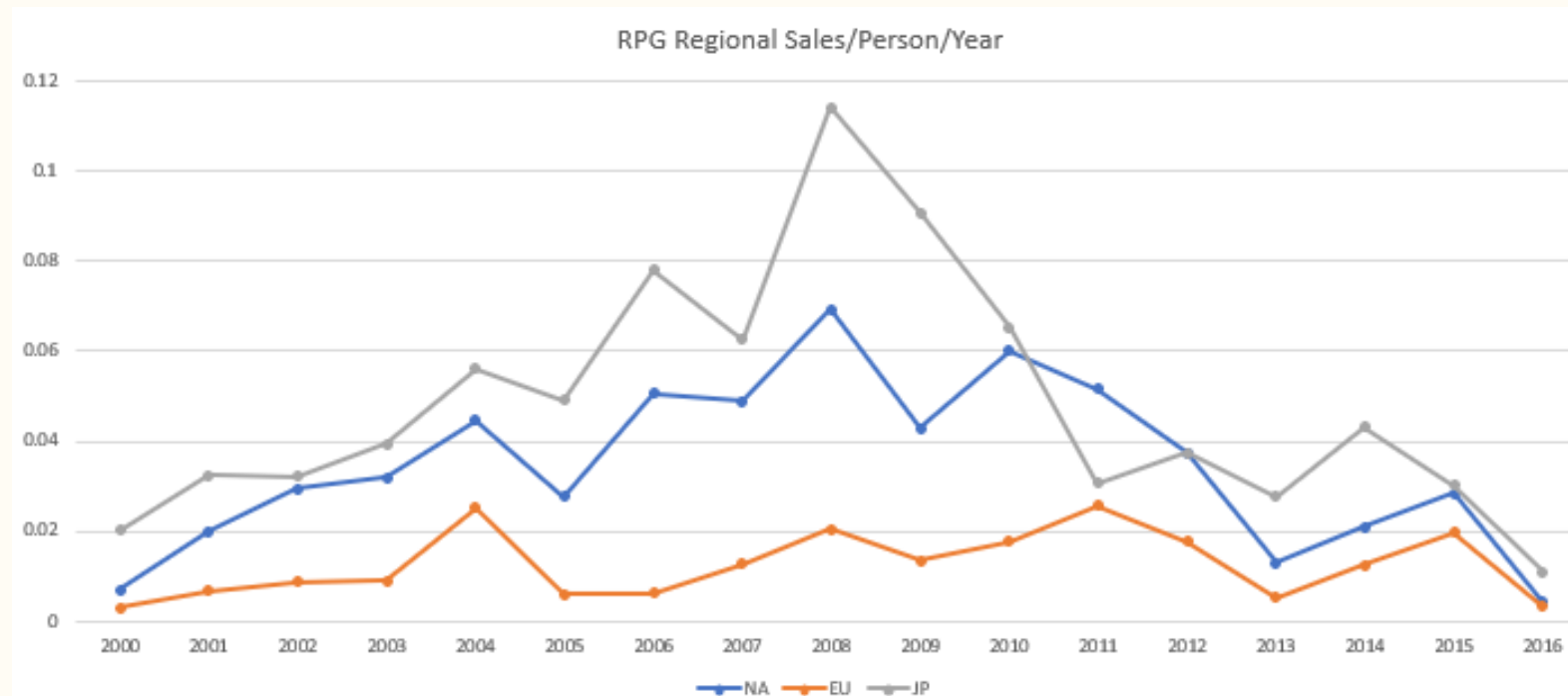Puzzle Regional Sales/Person/Year

Regional Sales/Person/Year

Role-Playing Games

NA Peak: 2008 (6.9 cents/person)

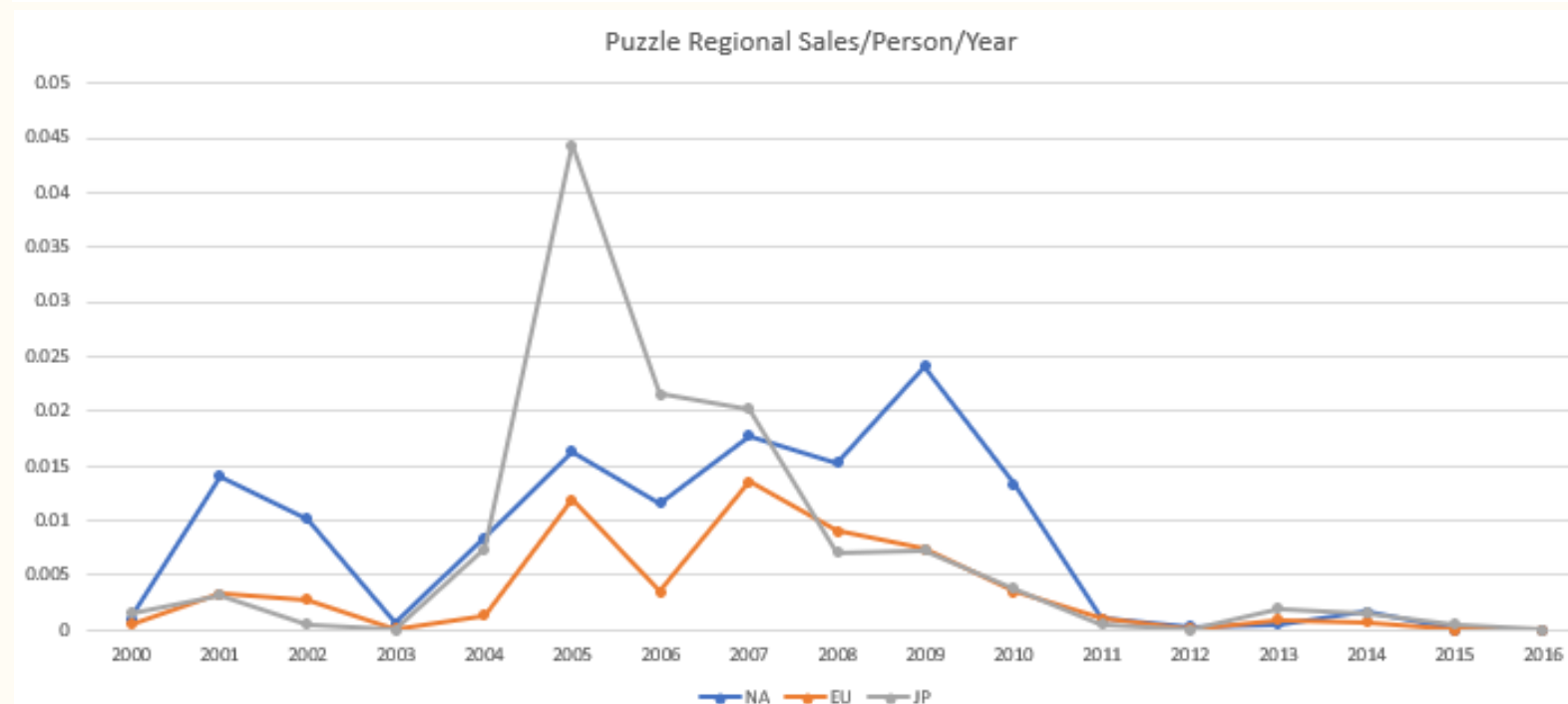EU Peak: 2004, 2011 (2.5 cents/person)
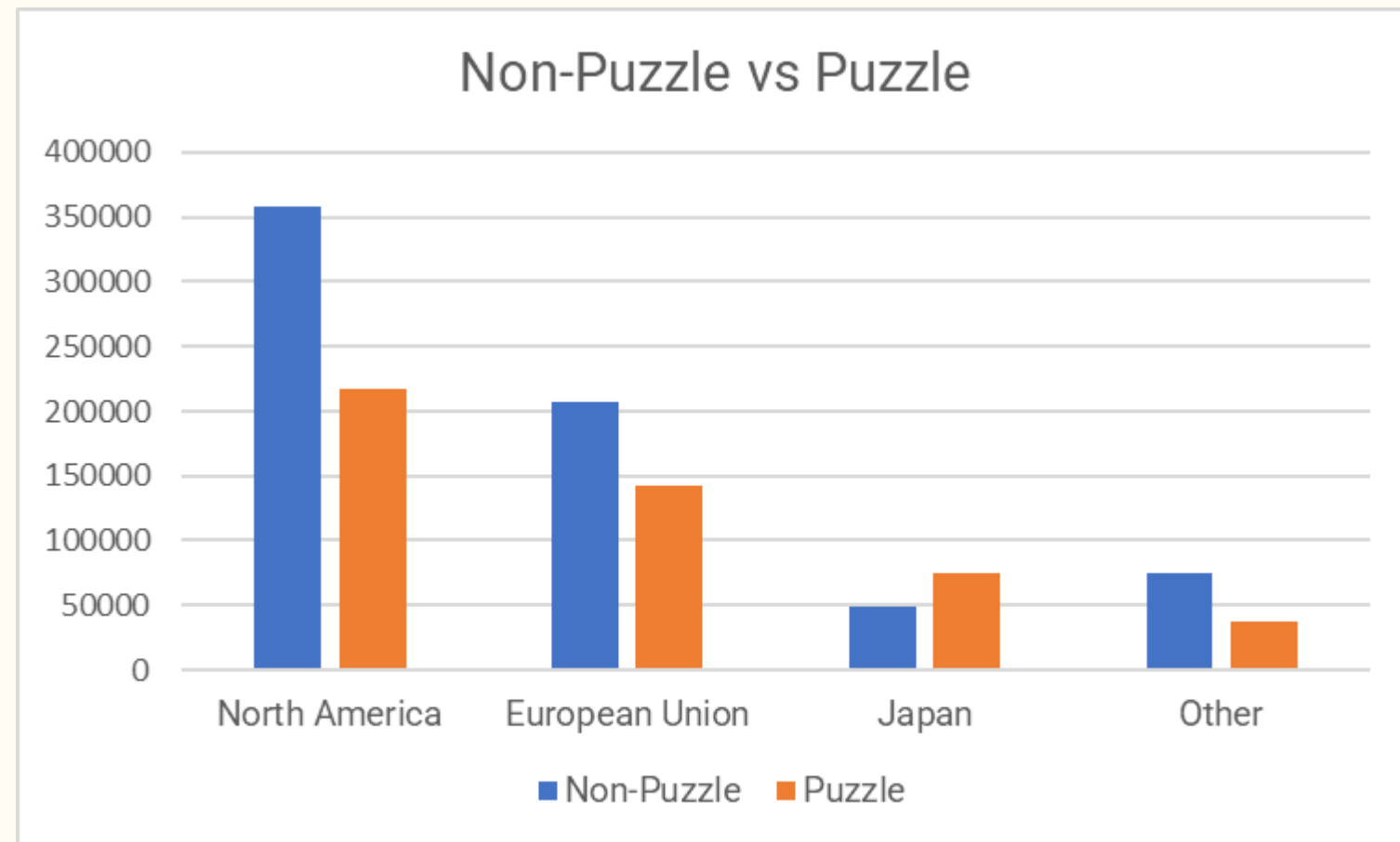
Japan Peak: 2008 (11.4 cents/person)

Puzzle Games

NA Peak: 2009 (2.4 cents/person)

EU Peak: 2007 (1.3 cents/person)

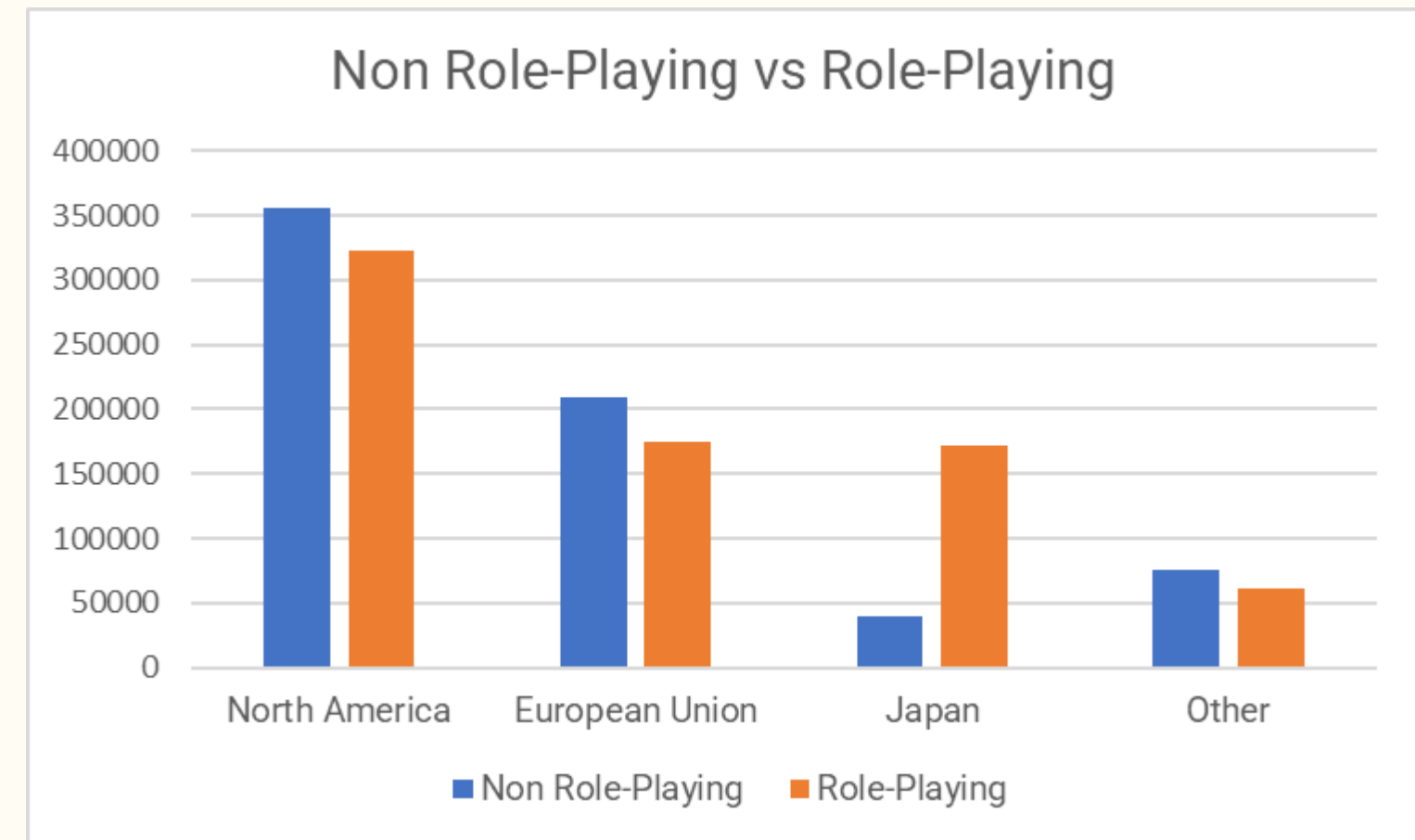**Japan Peak: 2005 (4.4 cents/person)**

GENRE SALES PERFORMANCE

Non-Puzzle vs Puzzle

P-Values
North America: .99
European Union: .97
Japan: .18
Other: .99

Non Role-Playing vs Role-Playing

P-Values
North America: .90
European Union: .96
Japan: 2.16E-14
Other: .99

CLASSIFICATION
(STEPWISE)

PUZZLE

Nominal Logistic Fit for puzzle

Effect Summary

Source	LogWorth		PValue
na_sales	6.169		0.00000
user_score	1.115		0.07675
jp_sales	1.102		0.07901
critic_score	0.740		0.18191
eu_sales	0.707		0.19637

- NORTH AMERICA SALES HAVING MOST IMPACT

ROLE-PLAYING

Nominal Logistic Fit for RP

Effect Summary

Source	LogWorth		PValue
na_sales	9.149		0.00000
jp_sales	5.399		0.00000
eu_sales	4.984		0.00001
year_of_release	0.438		0.36459
critic_count	0.253		0.55817

- NORTH AMERICA SALES, JAPAN SALES, AND EU SALES HAVING MOST IMPACT

CLASSIFICATION (DECISION TREE)

EUROPE PREFERS PC GAMES

ROLE-PLAYING GAMES IN JAPAN DO BETTER THAN OTHER GENRES

ACCURACY: 79%

All Rows

Count	G^2	LogWorth
3936	5516.0862	149.08652

platform_PC(0)

Count	G^2	LogWorth
3656	4560.1844	44.609016

platform_PC(1)

Count	G^2
280	263.24119
▷ Candidates	

genre_role-playing(0)

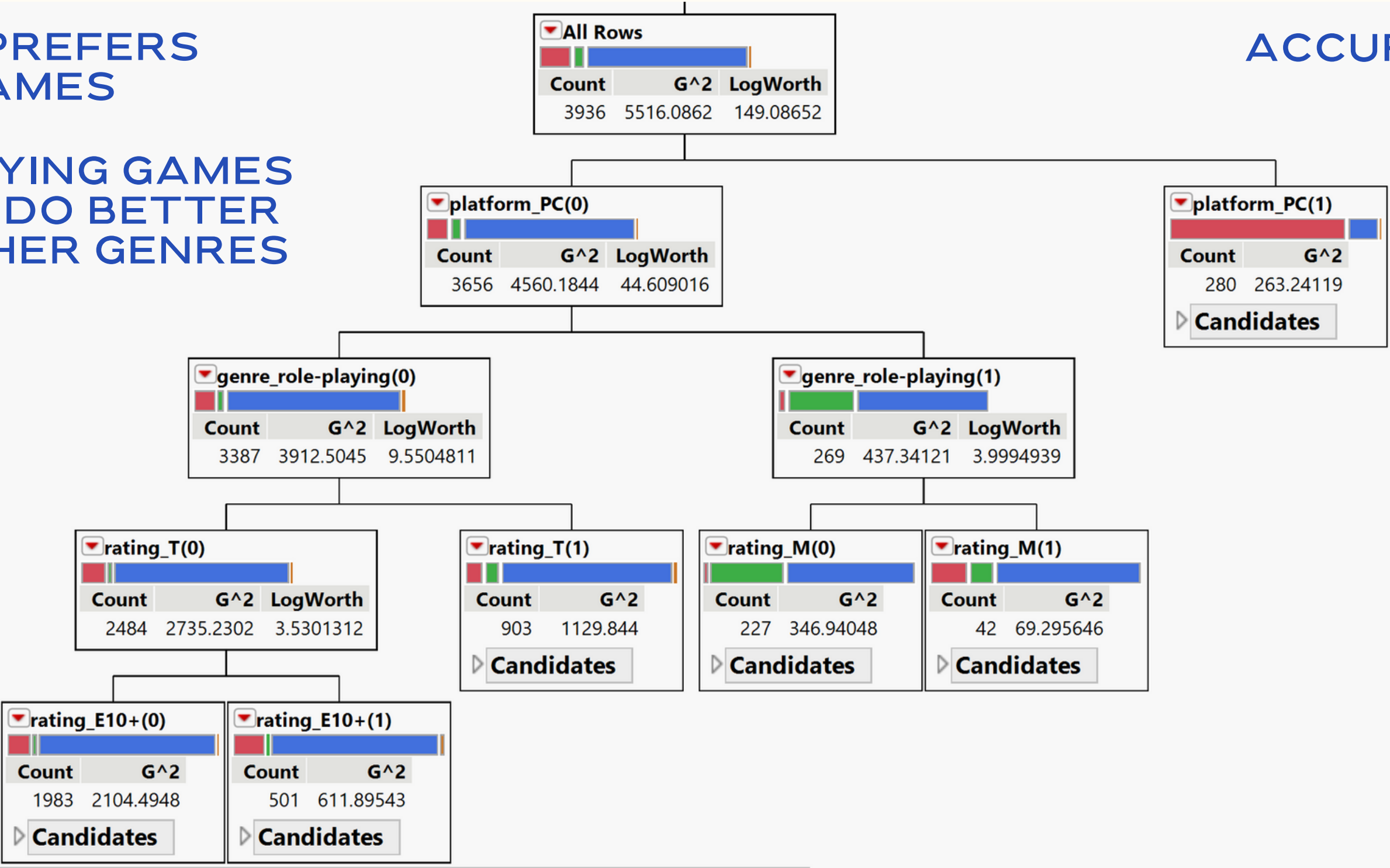| Count	G^2	LogWorth
3387	3912.5045	9.5504811

genre_role-playing(1)

Count	G^2	LogWorth
269	437.34121	3.9994939

rating_T(0)

Count	G^2	LogWorth
2484	2735.2302	3.5301312

rating_T(1)

Count	G^2
903	1129.844
▷ Candidates	

rating_M(0)

Count	G^2
227	346.94048
▷ Candidates	

rating_M(1)

Count	G^2
42	69.295646
▷ Candidates	

rating_E10+(0)

Count	G^2
1983	2104.4948
▷ Candidates	

rating_E10+(1)

Count	G^2
501	611.89543
▷ Candidates	

CONCLUSION

QUESTIONS?