

SALES ANALYSIS GameCo

Budget Planning for 2017

Task 10- Final
Project Presentation
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July 9th, 2023



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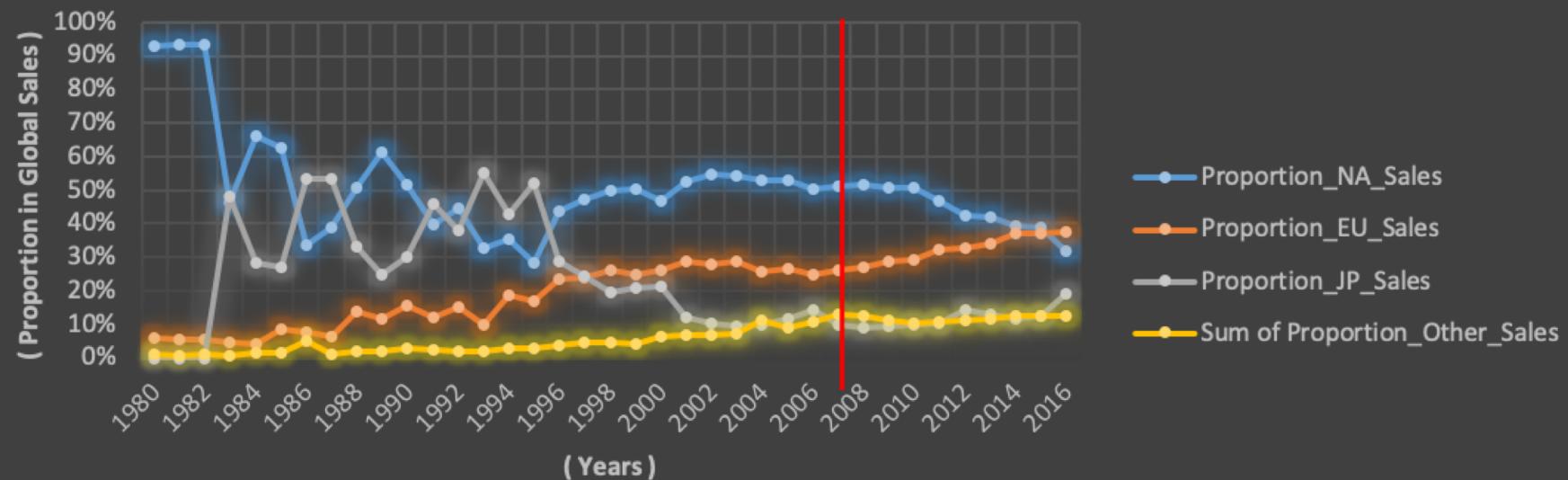
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- REASON
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FACTS

What's in data?



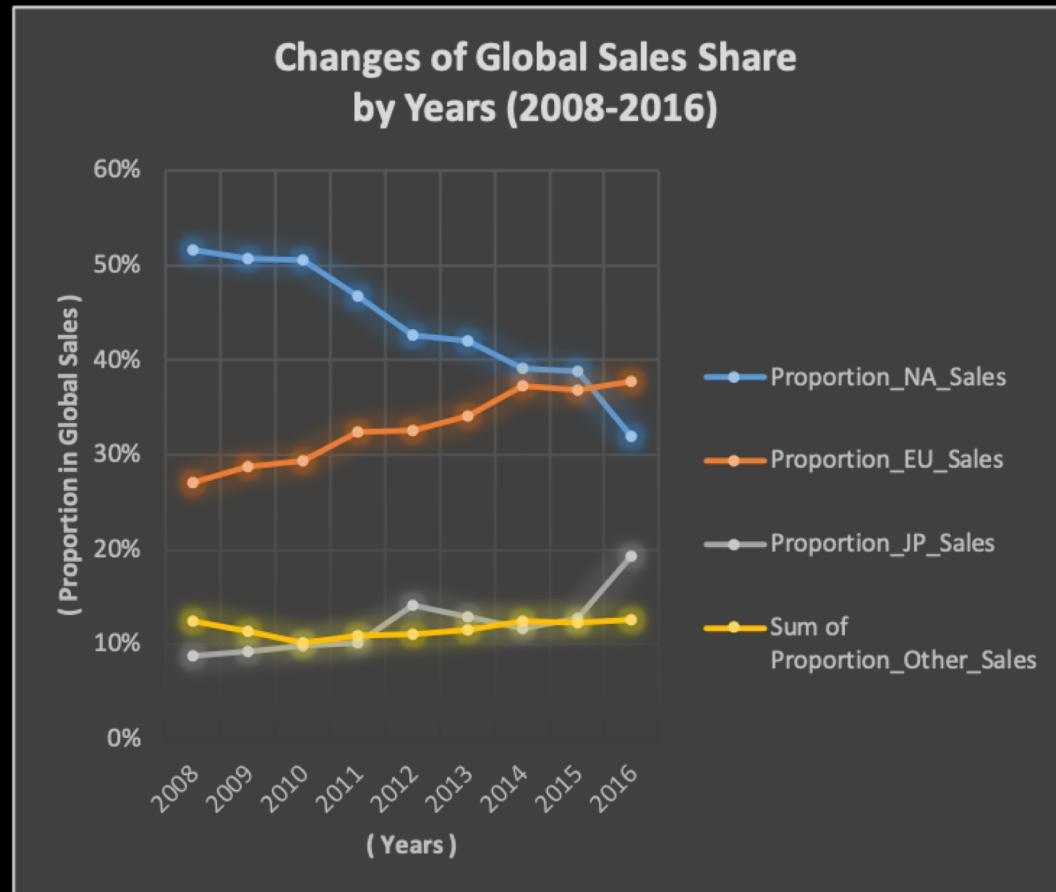
Changes of Global Sales Share by Years (1980-2016)



1. Sales in '**NA**' and '**Japan**' flows very oppositely.
2. Sales in the '**EU**' and '**Other**' have steadily risen, albeit slightly. (**EU > Other**)
3. Sales in '**EU**' overtook '**NA**' for the first time since 1980, the first year of this dataset.
4. '**NA**'s global share ranges from 28% (1995) to 93% (1980-81).

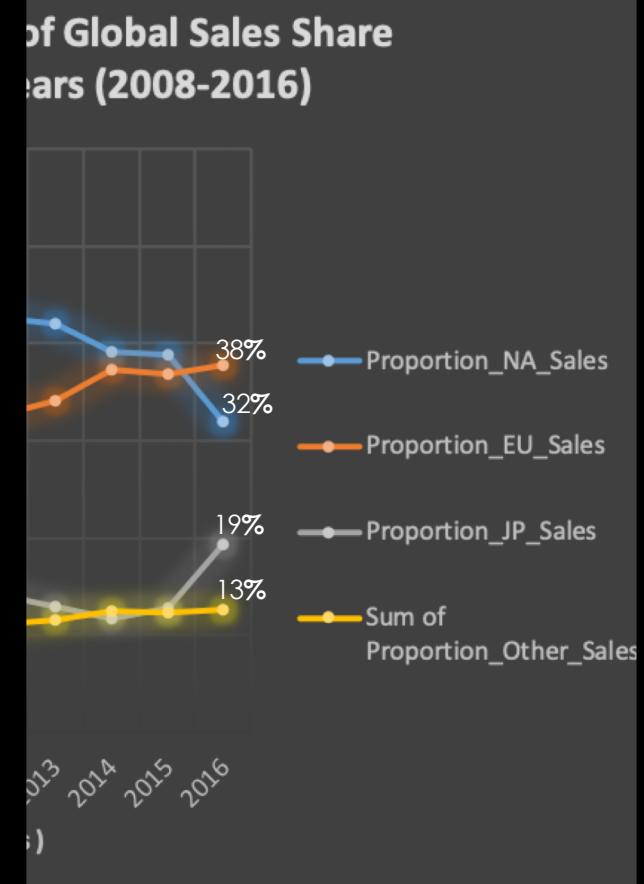
CLOSE UP TO 2008-2016

1. While sales in '**NA**' falls...
2. '**EU**,' '**Japan**,' and '**Other**' are edging up.
3. In 2015, the '**EU**' overtook '**NA**' in sales.



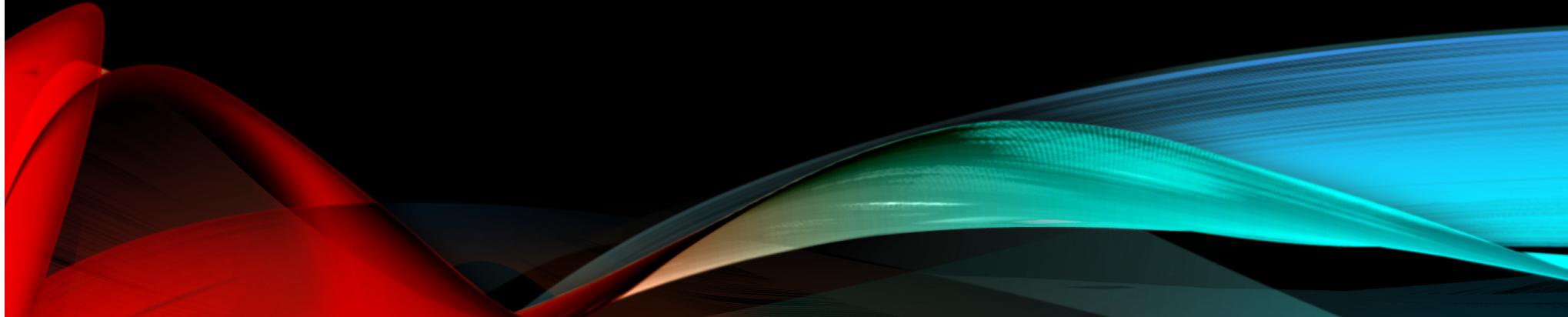
KEYPOINT

1. Since 2008, sales in...
 - 1) '**NA**' is declining,
 - 2) '**EU**,' '**Japan**,' and '**Other**' are increasing.
2. As of October 2016, global share in sales is as follows.
 - 1) '**EU**'- 38%
 - 2) '**NA**'- 32%
 - 3) '**Japan**'- 19%
 - 4) '**Other**'- 13%

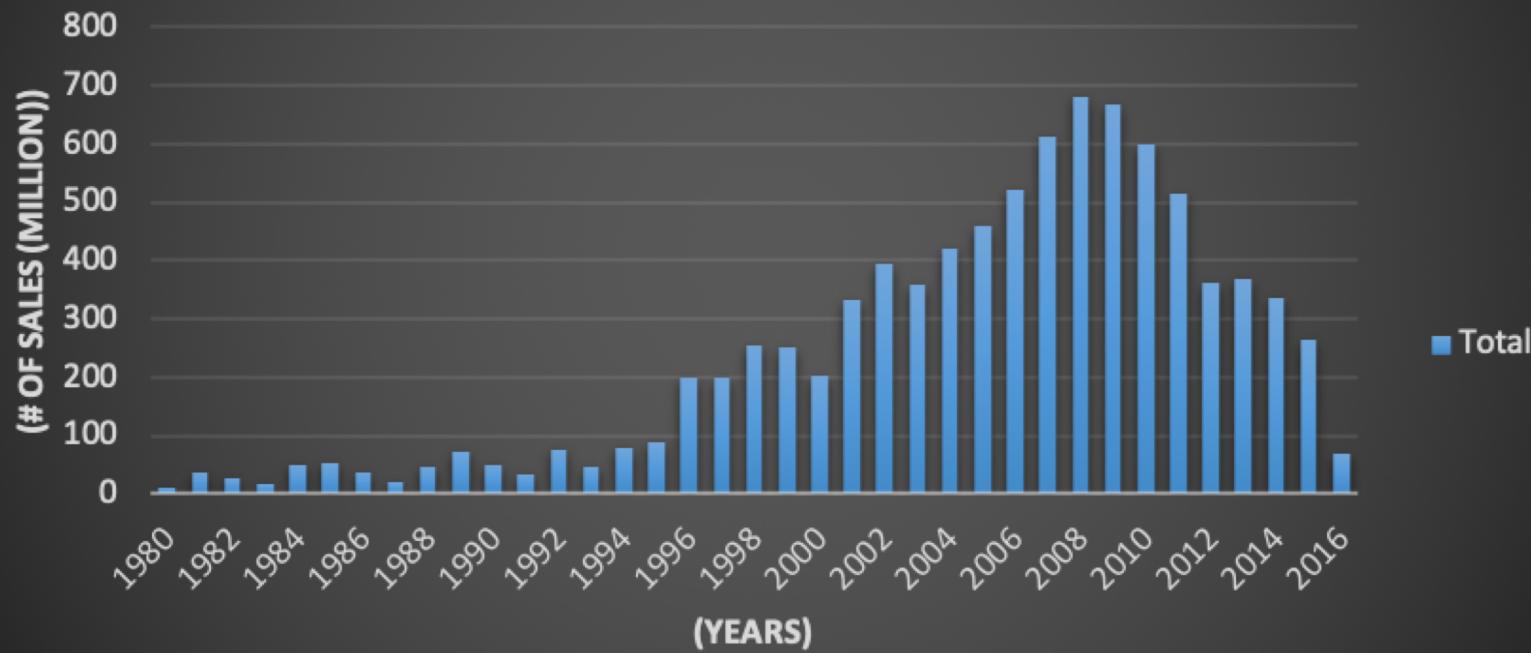


FACTS

Is global sales stayed the same over time?



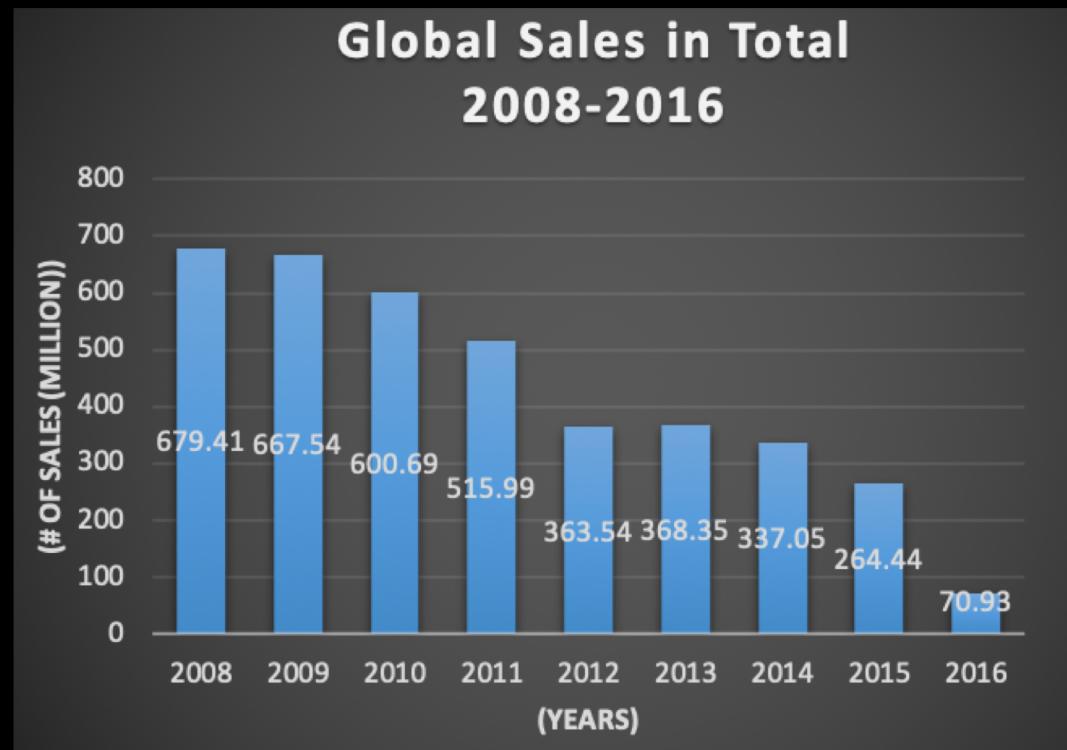
Global Sales in Total 1980-2016



1. Global sales have fallen sharply since 2008 till now, October 2016.

CLOSE UP TO 2008-2016

1. Compared to the year 2008, the peak of global sales, it **fell 9.6 times** this year, 2016.
2. Compared to last year, 2015, it **fell 3.7 times** this year, 2016. (This is the **deepest annual fall**.)



FACTS

Is global sales stayed the same over time?

“No! Global sales is declining especially in North America region!”

The background of the slide features abstract, flowing light streaks against a black background. On the left, there are several thick, glowing red and orange streaks that curve upwards and outwards. On the right, there are thinner, more horizontal streaks transitioning from red to orange to yellow to green to blue. The overall effect is dynamic and suggests movement or energy.

REASON

Why?

WHY?

"...this is due to **pricing changes**, along with the possibility that upcoming **hardware revisions**, including Scorpio, PlayStation Neo, and the Xbox One S making consumers wary about buying current-gen consoles..."

- From the article "[June 2016 NPD: Video Game Sales Shoot Downward, Overwatch Is June's Top Game](#)" by Elise Favis at 'Game Informer'

GAMEINFORMER

magnitude to push numbers higher.

Earlier this month, [Sony reported](#) that the PlayStation 4 was the leading hardware in June. Microsoft didn't reveal its sale numbers, but noted that more than 1.2 billion hours were played on Xbox One. The June 2016 NPD report breaks down video game-related product sales further, and notes that while PlayStation 4 led the race, hardware sales in total have dropped 42 percent.

According to NPD, this is due to pricing changes, along with the possibility that upcoming hardware revisions, including Scorpio, PlayStation Neo, and the Xbox One S making consumers wary about buying current-gen consoles. Software is down 20% from last year, now totaling \$322 million. PC software, including both digital and physical formats, have also declined by 20 percent with the new total of \$27.8 million.

NPD Group announced in mid-July that it would now [include digital sales data](#), however this shift has proven to be more confusing than substantial in the report. This has in turn affected how the listing of top games has been organized and structured.

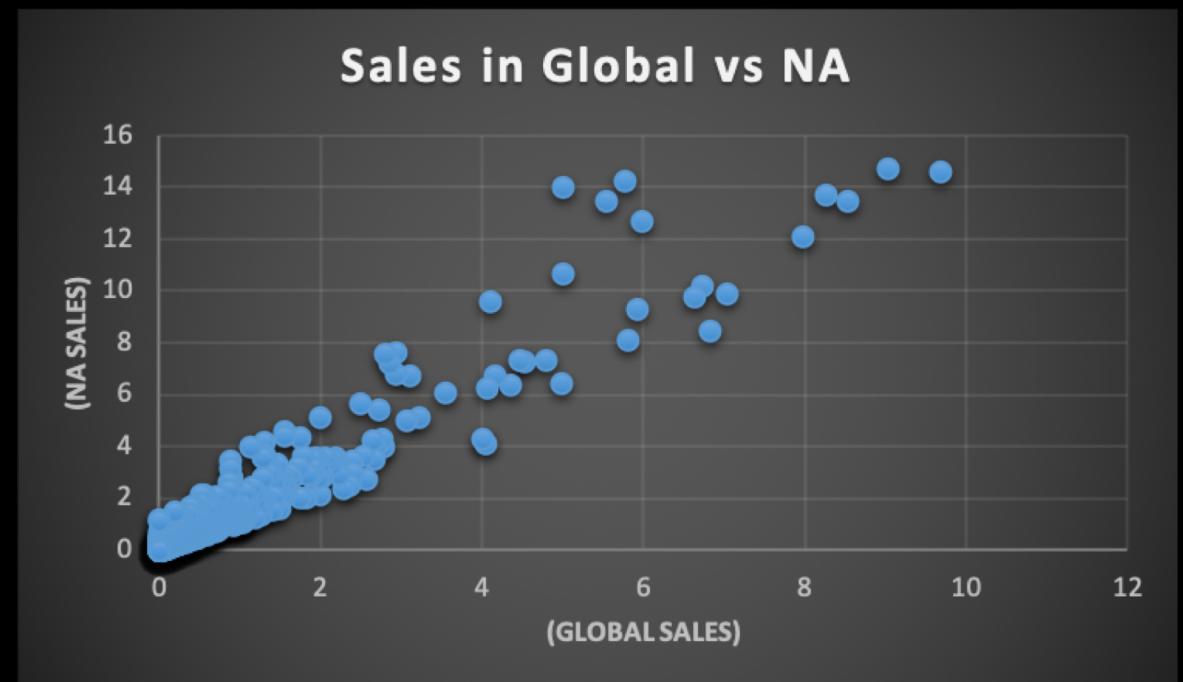
SUGGESTION

Opportunity



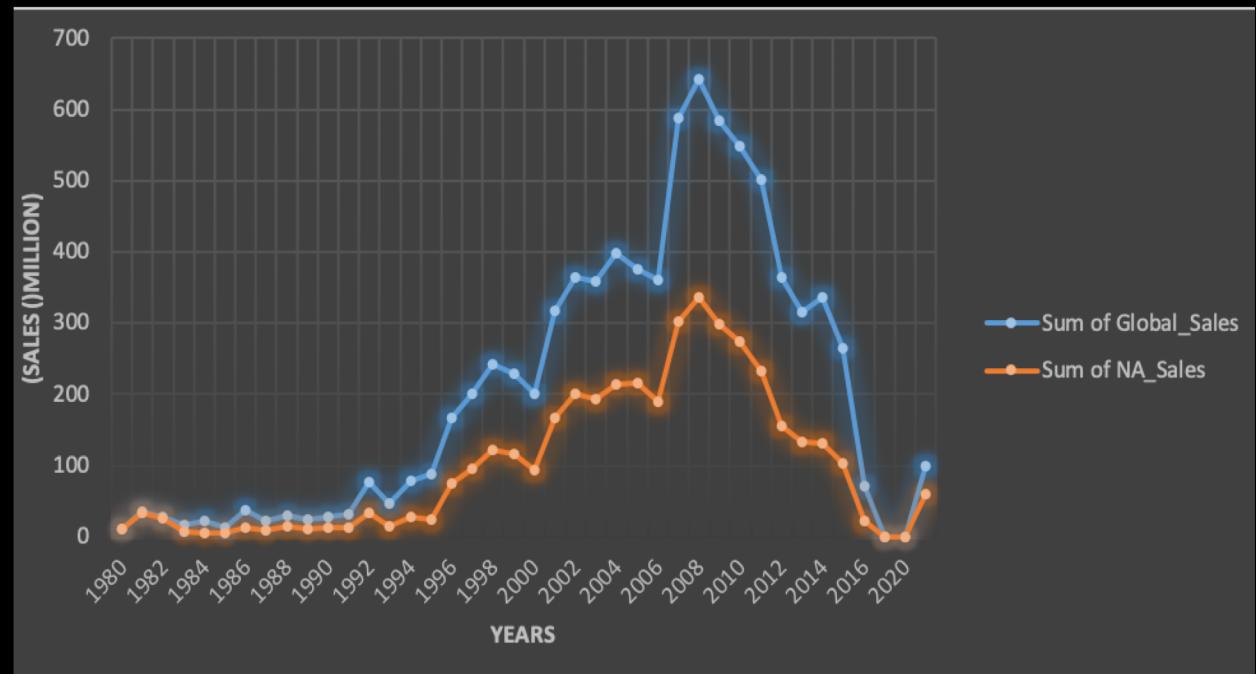
OPPORTUNITY

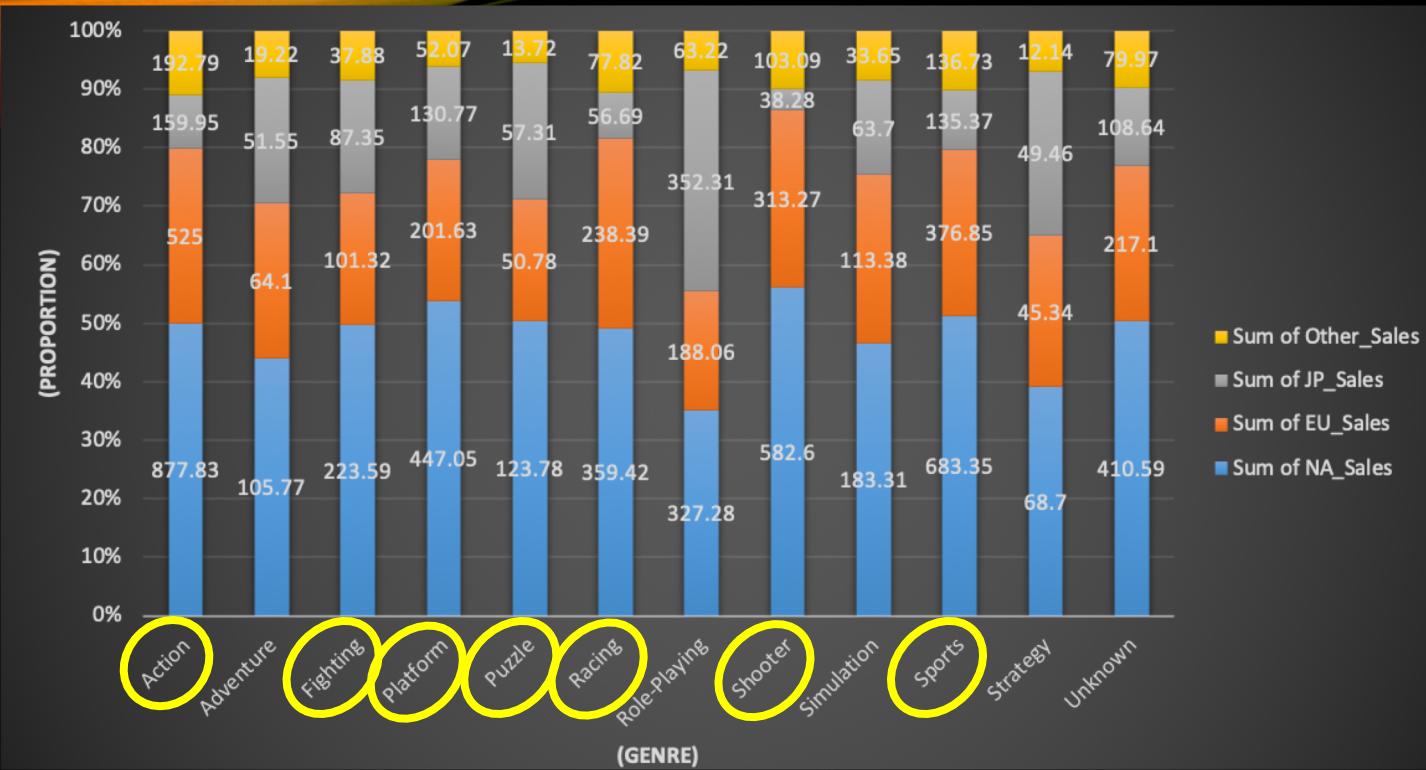
1. Sales in '**NA**' and the Global has a **strong positive correlation**.



OPPORTUNITY

1. 'NA' sales accounts for **a large portion** of the **Global** sales.

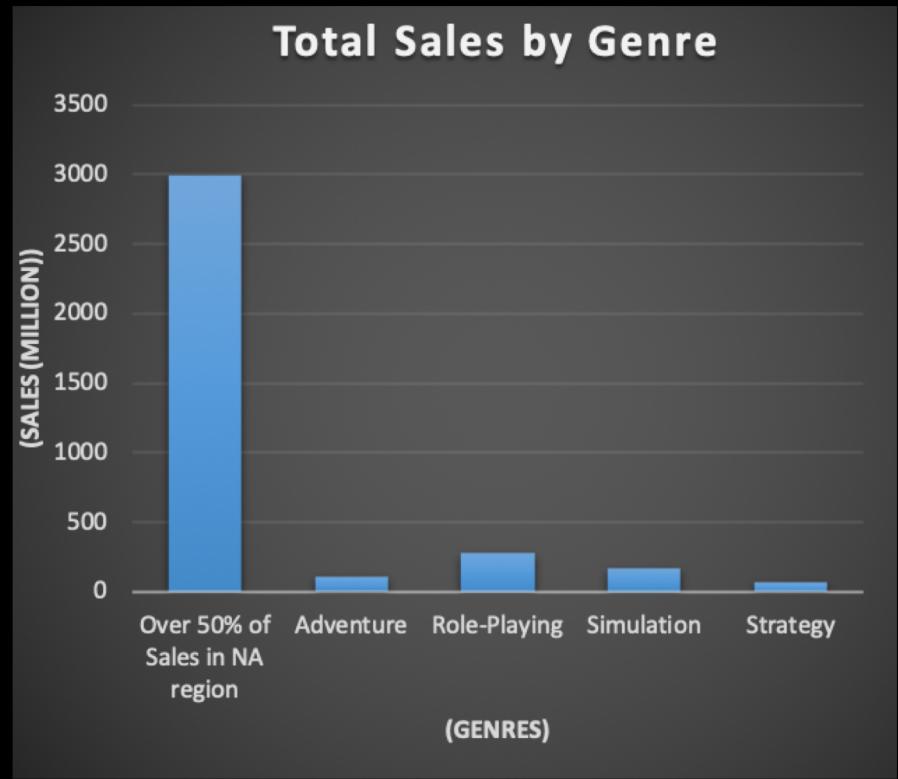




1. In many genres, '**NA**' has the biggest market share among other region. such as **Platforms, Shooters, and Sports**.

OPPOTUNITY

1. Genres such as **Action, Fighting, Platform, Puzzle, Racing, Shooter**, and **Sports** account for more than 50%, respectively, of global sales in NA.
2. The share of the group of these 7 genres is overwhelming.





SUGGESTION

- Europe: Steadily rising in sales for over 30 years.
- North America: Still accounts for a large portion of global sales.
- Managing genres and prices that are strong by region.

The background of the slide features a horizontal band of abstract, blurred colors at the top. From left to right, the colors transition through yellow, orange, red, green, and blue. Below this colorful band is a large, solid black rectangular area that covers most of the slide's surface.

Thank You!