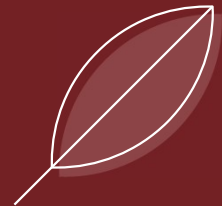


# GAMECO MARKETING BUDGET 2017

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BY LERTKIET LERTCHAYANTEE



# TABLE CONTENTS

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- Historical data in sales by region over the years from 2007 - 2016
- Proportion of sales by region from 2007 - 2016
- Top 5 genres by region from 2007 - 2016
- Future trends
- Recommendations
- Examples of actions

## SCENE FOR THE ANALYSIS

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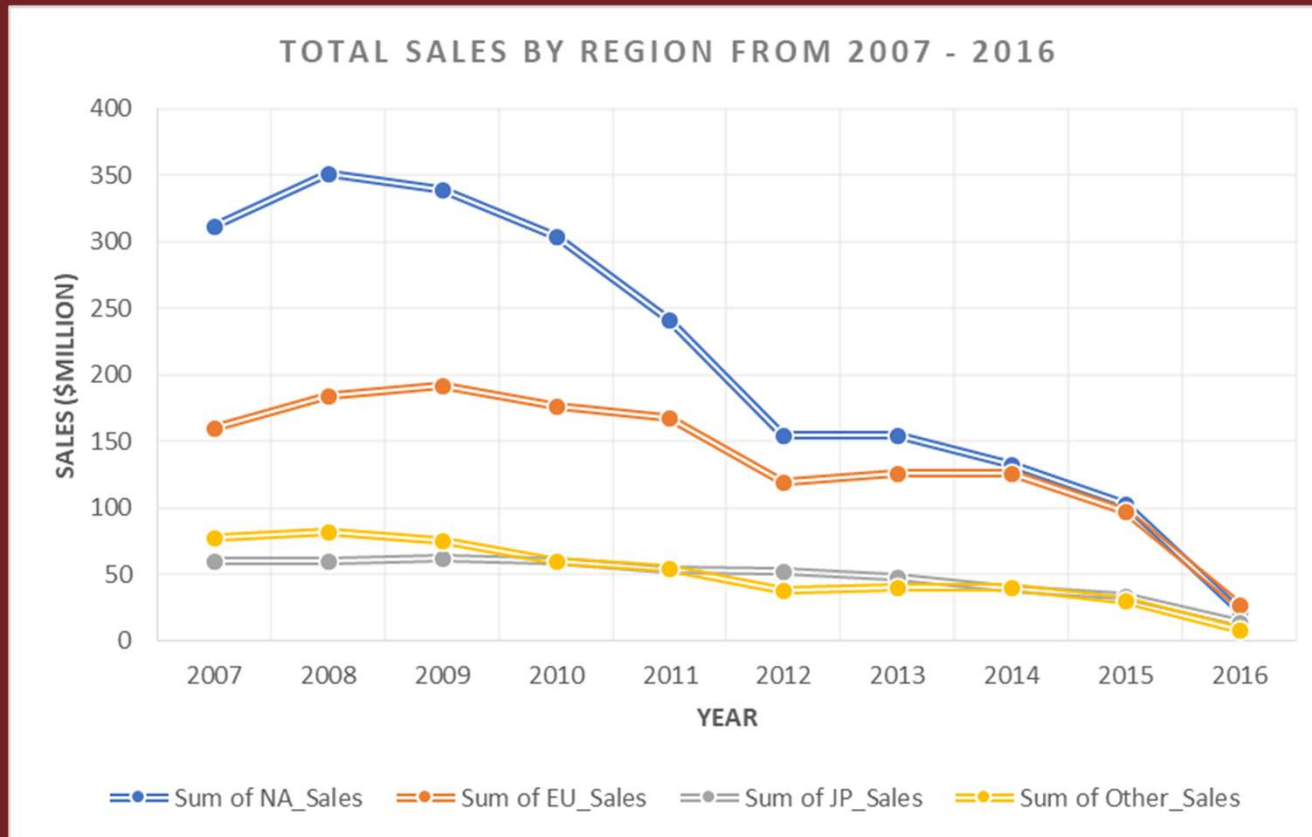
GameCo's current understanding assumes that

"sales for the various geographic regions  
have stayed the same over time".

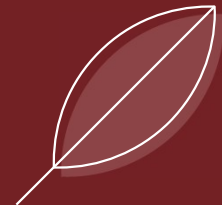
To have deep understanding and reach correct analysis in order to maximize return on the company's investment. Let's explore the data ...

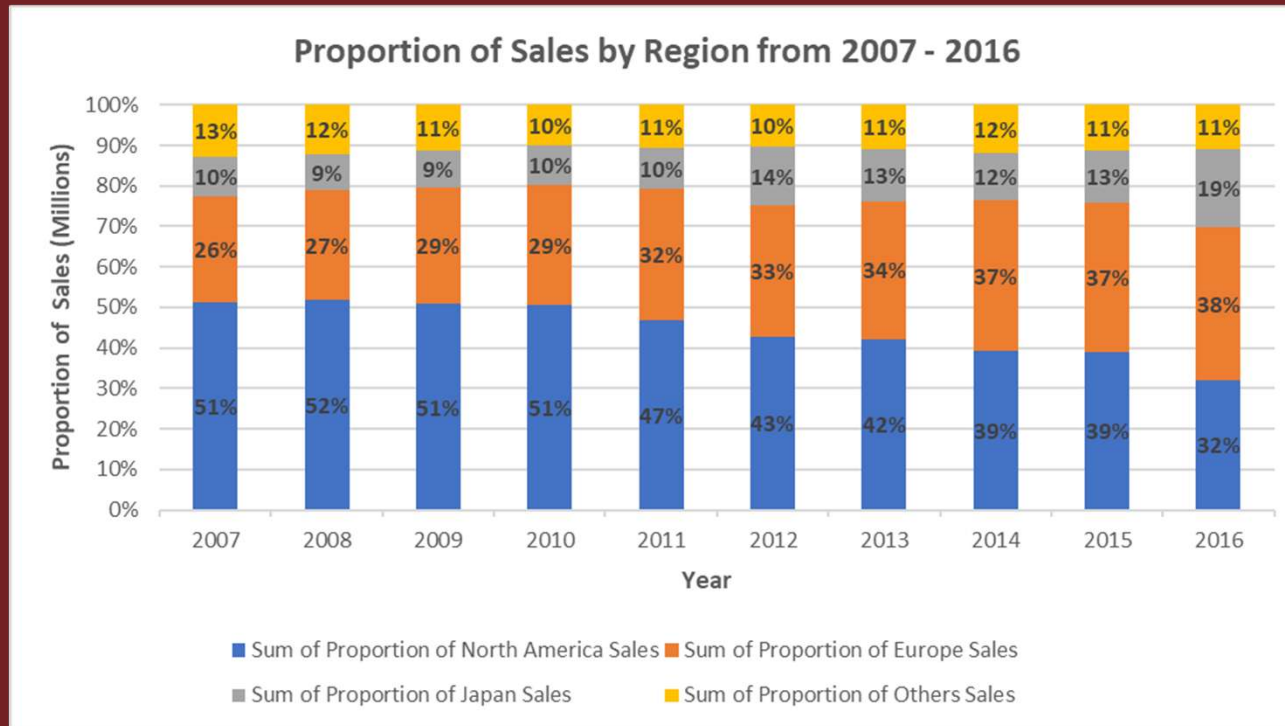
# HISTORICAL DATA FROM CHARTS



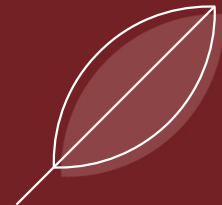


*Sales in all regions for the last 10 years (2007 - 2016)  
have decreased over the years.*

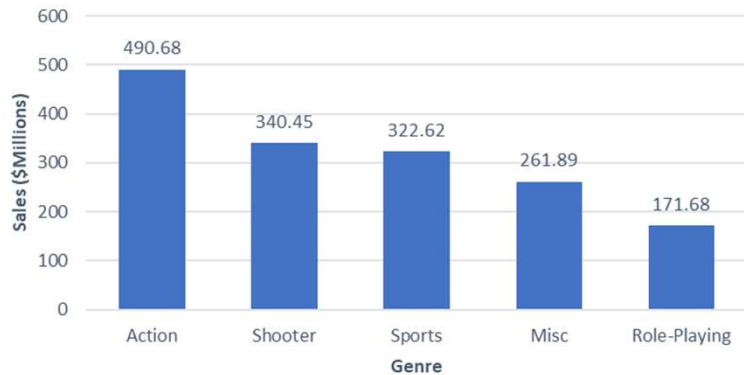




*The proportion of sales in North America has taken majority, but its proportion has decreased over the years compared to other regions.*



**Top 5 North America Sales by Genre**



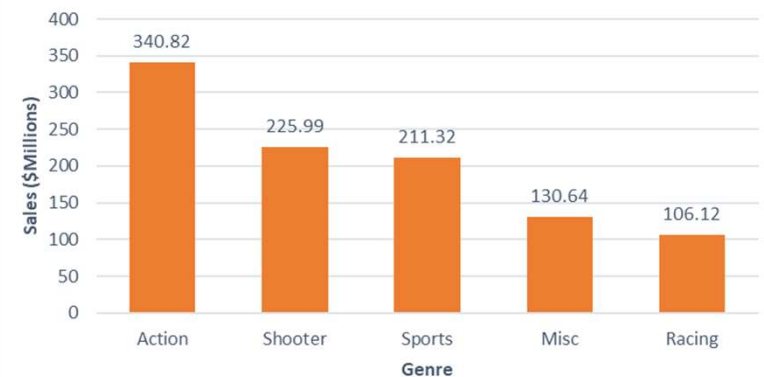
North America's sales have been in the highest demand compared to other regions.

Action and shooter games are the most popular ones over the years (2007 - 2016).

Similarly to North America's, Europe's sales have been in the second highest demand.

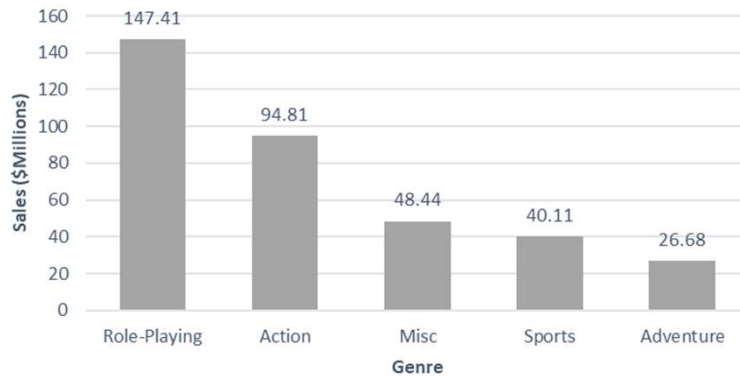
Action and shooter games are the most popular ones over the years (2007 - 2016) as well.

**Top 5 Europe Sales by Genre**





**Top 5 Japan Sales by Genre**

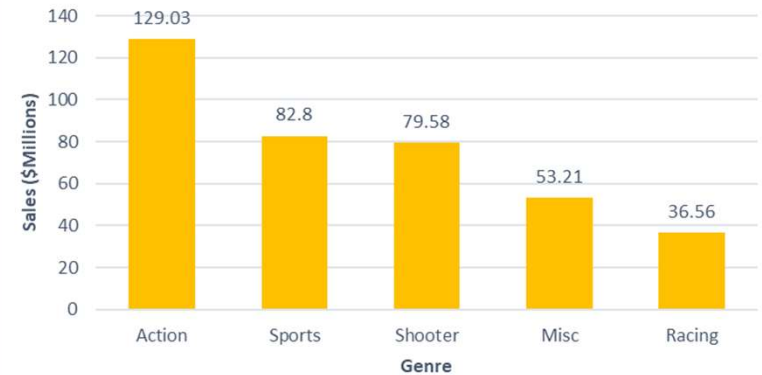


Japan's sales are obviously in a different pattern from other regions.

Role-Playing game is the most popular one over the years (2007 - 2016) due to its culture and technology.

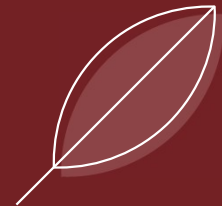
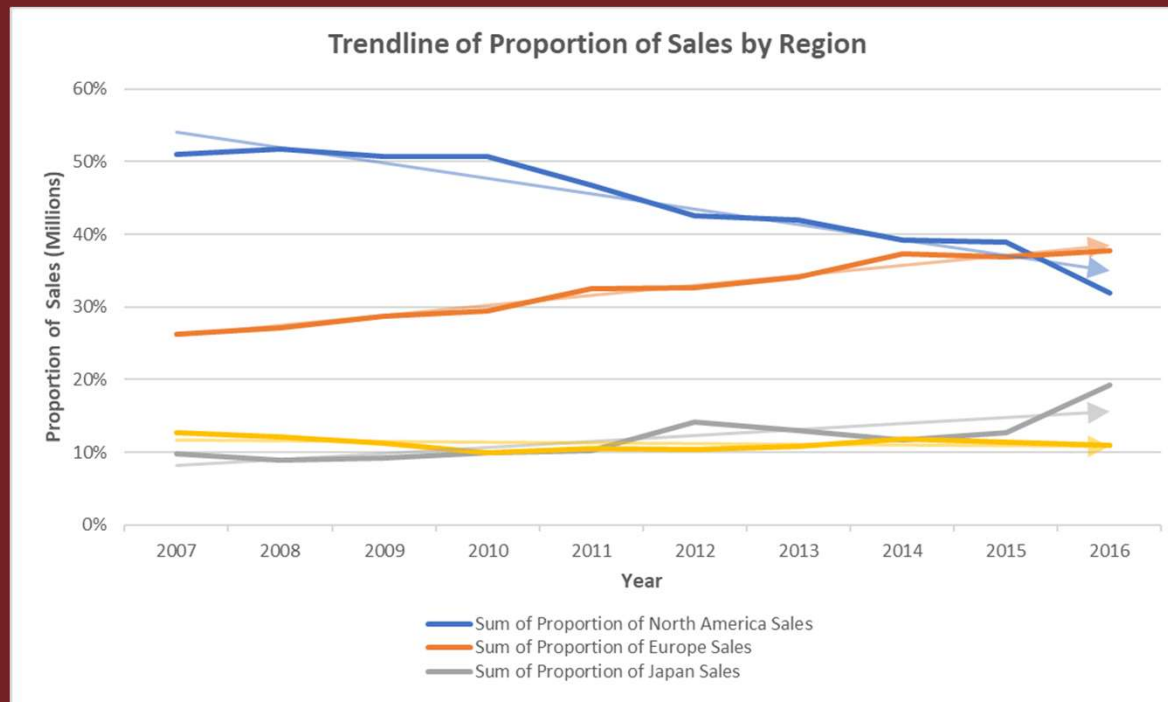
Other regions' sales are in a similar pattern with North America's and Europe's which have action and sports games as the highest ones in sales over the years (2007 - 2016) but in smaller scales than those two regions.

**Top 5 Other Regions Sales by Genre**





# FUTURE TRENDS





## FUTURE TRENDS IN 2017

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- North America's sales are significantly declining and have lost the proportion of sales to Europe and Japan. They seem to continue decreasing in 2017.
- Europe has more potential than Japan. However, both Europe's and Japan's proportion of sales are increasing over the years and more likely to stay on this trend in 2017.
- Other regions' proportion of sales looks stable but is slowly decreasing. It could remain constant in 2017.

## RECOMMENDATIONS

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- I would recommend the company to focus on distributing marketing budget for Europe and Japan in 2017. The data says both regions have significant rise in sales, and they could get maximize return on the company's investment.
- Even though, North America's sales have dropped over the years, I still see some demand that I think GameCo could still make profit and get market share from other regions. I would recommend them to distribute some budget, but not to focus on the region primarily like in the past.
- I would give other regions the last priority to distribute marketing budget in these regions due to their small proportion numbers in sales and sales figures over the years.

## EXAMPLES OF ACTIONS

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- They can focus on doing marketing strategies to get high profits in Europe especially top 5 genre which are action, shooter, sports, misc and racing games.
- Japan has potential in Role-Playing games demand, so the company should not ignore this fact.
- North America's sales still have market demand, so they could focus on top 2 genre which are action and shooter games.

THANK YOU



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