GAMECO MARKETING STRATEGY 2017

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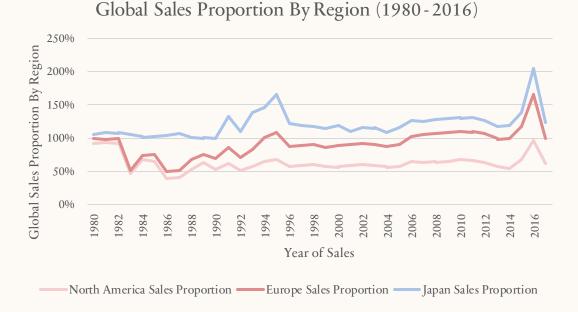


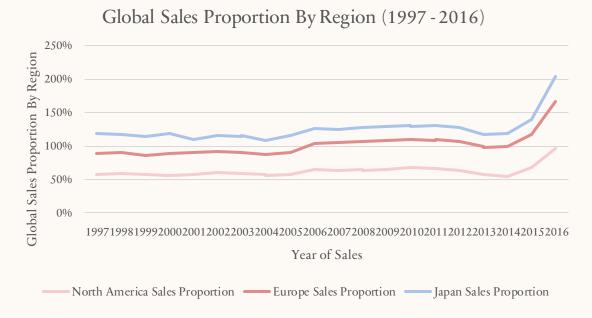
CURRENT HYPOTHESIS

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

YEAR-WISE TREND IN GLOBAL SALES BY REGION

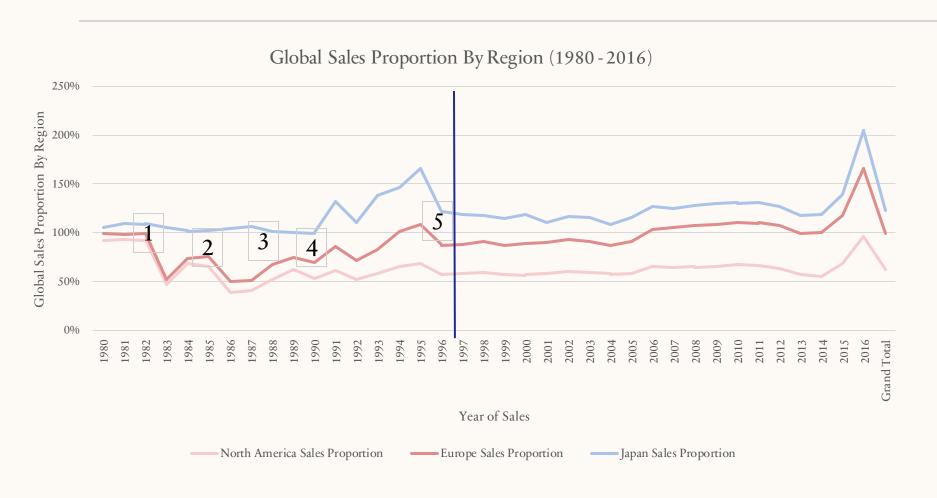
- North America has consistently been top player in Global Sales for GameCo since 1997-2016.
- Europe Sales has also shown an upward trend since 1996 and is growing at rapid pace to and is second major market after North America Sales.
- Japan Sales have shown high volatility in year 1996-1997.





> THE DATA SUGGESTS THAT JAPAN AND NORTH AMERICA REGIONS HAVE SHOWN HIGH VOLATILITY PARTICULARLY BETWEEN 1980 AND 1996-1997.AND THIS CONTRASTS WITH CURRENT UNDERSTANDING OF THE BUSINESS.

HIGH VOLATILITY IN SALES IN 1997



*Major market changes affected North America and Japan in opposing ways until 1996-1997.

Volatility Time Line:

#1: 1983-NES was released

Japan: 48% Increase

North America: 47% Decrease

#2: 1985-Super Mario Bros. released

Japan: 26% Increase

North America: 29% Decrease

#3: 1988-Super Mario Bros. 2 & 3 were released

Japan: 20% Decrease

North America: 12% Increase

#4: 1989-1990-Gameboy (1989) & SNES (1990) were released

Japan: 21% Increase

North America: 21% Decrease

#5: 1996-N64 was released

Japan: 23% Decrease

North America: 16% Increase

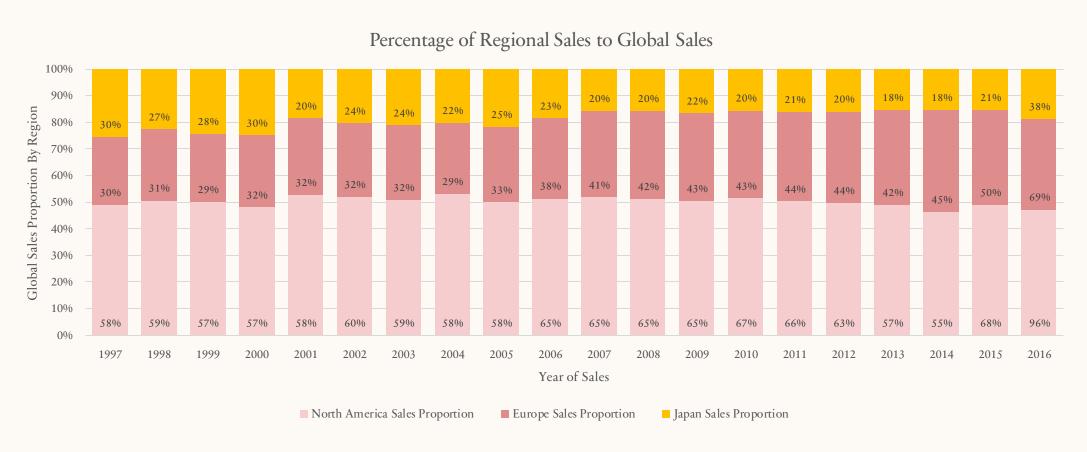
IS THERE ANY TREND IN GLOBAL SALES?

- Europe and Japan have grown consistently since 1996 but still Global Sales have been declining rapidly from 2008 till date.
- The main reason behind this declining global sales is decline in North America Sales as it captures major market for GameCo.





PERCENTAGE OF REGIONAL SALES COMPARED GLOBAL SALES



Europe and Japan Sales percentage is increasing consistently however, North America Sales is comparatively decreasing.

KEY INSIGHTS FROM CURRENT DATA

NORTH AMERICA MARKET LEAD:

The North American market leads the pack by bringing forth the highest number of sales before and after 2008. Global game sales have been mainly driven by the North America (NA) region prior to 2016.

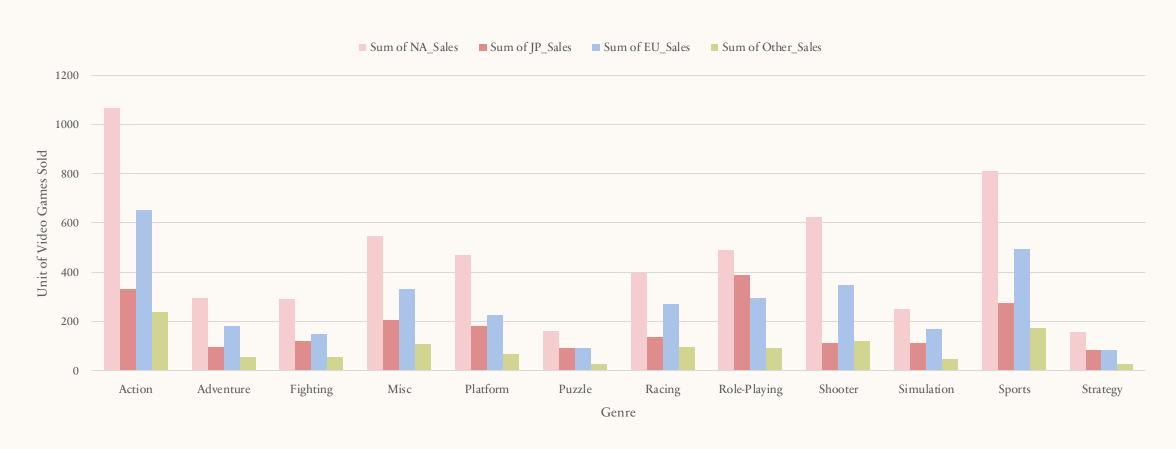
2008 FINANCIAL CRISIS:

After 2008 there was a negative shift in sales across all market regions. Europe had the least percent change in sales followed by North America and Japan.

HIGH VOLATILITY IN MARKET:

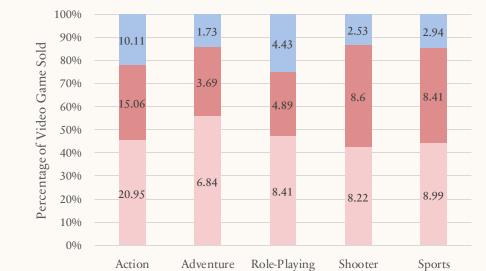
The market is changing constantly, as North America has been the dominant contributor to the overall global game sales but the market did not stayed the same and its sale declined rapidly since 2008. Europe (EU) has been the main contributor to the overall game sales since 2016. Japan's game sales market has gone up and is leading in 2016.

OVERALL SALES BY GENRE (1980-2016)



*North America is top player in almost all genres.

GENRE PREFERENCES BY REGION IN 2016



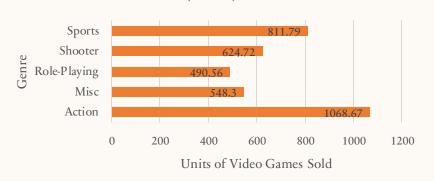
Sum of NA Sales

Genre

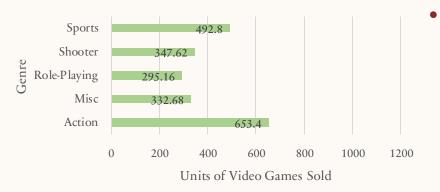
Sum of EU Sales Sum of JP Sales

Top 5 Regional Genre Preference (2016)

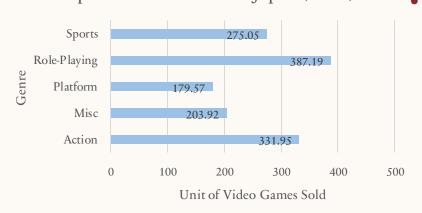
Top 5 Genre Preferences of North America (2016)



Top 5 Genre Preferences Europe (2016)



Top 5 Genre Preferences Japan (2016)

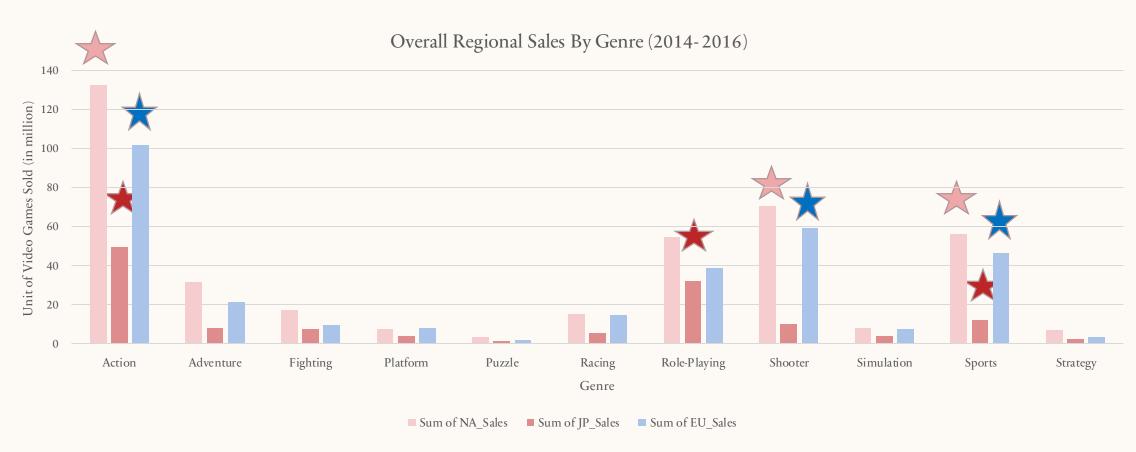


North America and Europe most favorable Genre in the Year 2016 were Action, Shooter and Sports.

Japan most favorable Genre in the Year 2016 were Action, Role-Playing and Sports.

GameCo has to plan its marketing strategy in 2017 based on these regional preferences.

LAST 3 YEARS SALES BY GENRE



^{*}Star represents top 3 most popular genres in North America, Europe and Japan.

RECOMMENDATIONS FOR GAMECO MARKETING STRATEGY 2017

- GameCo's marketing team should allocate more resources towards the North American market as it takes up the greatest proportion of sales from 1980-2016.
- The European market should be promoted as well since it has the second largest proportion of sales out of the three regions and has the lowest percentage of change in sales after 2008.
- More GameCo distributors should release Role-Playing, Sports, Miscellaneous, and Action genres because they are global best sellers from 2008-present.

Disclaimer:

- The above recommendations are based on the insights obtained by analyzing the available data.
 While the data was collected from one of the reputable sources, the analyst was not able to verify the data accuracy as the collection was done by another party.
- Recommendations are crafted to assist the management team in making informed decisions.



THANK YOU

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