

# GamesCo's Budget Analysis

Year 2017

xxxxxx  
xxxxxx  
xxxxxx  
xxxxxx  
xxxxxx



1

## Where is the company now?

GamesCo's current understanding around the sales behavior is that sales values stayed the same in the last decades.



xxxxxx  
xxxxxx  
xxxxxx  
xxxxxx  
xxxxxx



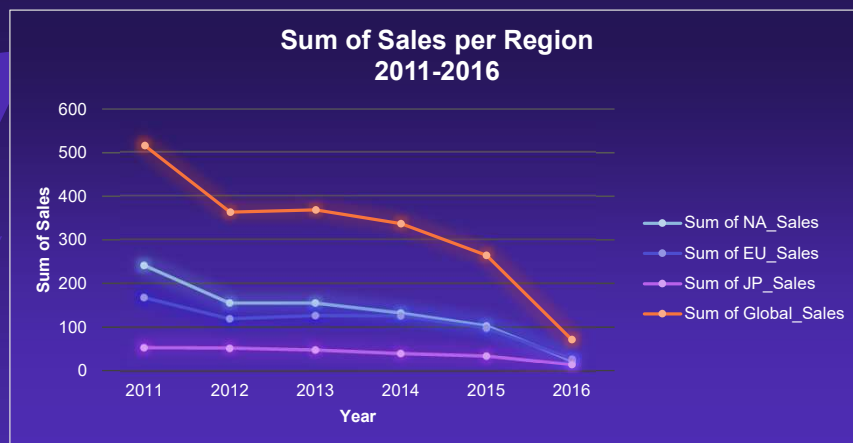
2

## What the data say about that?

XXXXXX  
XXXXXX  
XXXXXX  
XXXXXX

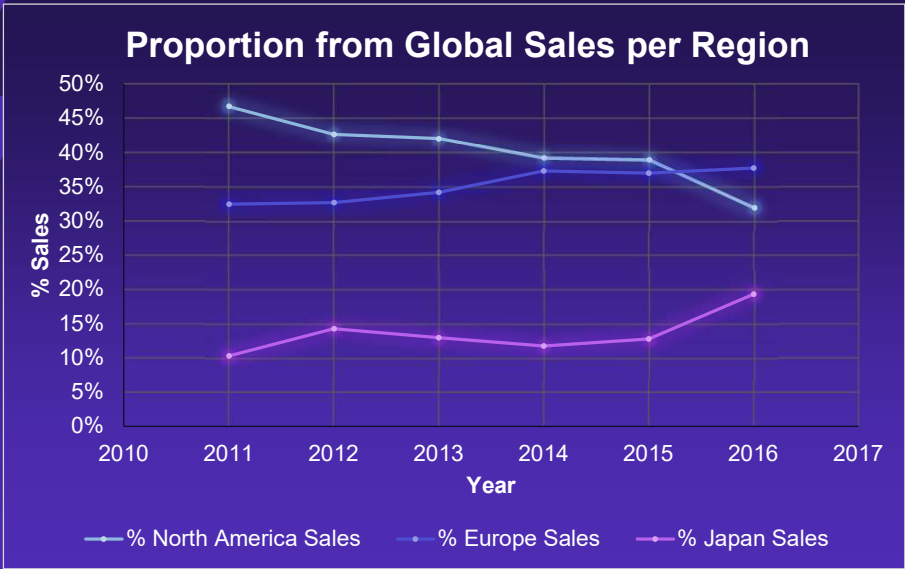


3



- As the Graphic shows, ***the sales values have changed*** over the last years;
- We had a decrease in the number of sales in all regions and consequently in the global sales value;
- Japan is the smallest market but the most stable.

4

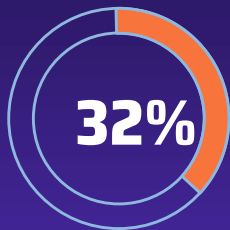


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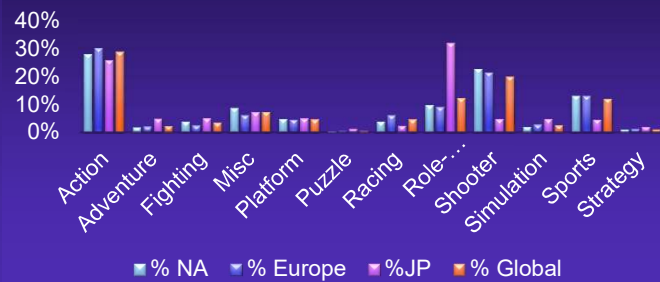
# Japan Market Insights



## Role-Playing Games

This is something GamesCo's could invest.

## %Sales Per Genre/Region



# Conclusion

- Investments in the Japanese Market:
  - Role-playing games specially designed for Japan;
- Search what is happening in North America.
  - Economy issues;
  - New entertainment preferences;
  - Concurrence with other companies.

# Thank you

