

# GameCo

## Sales Analysis for the 2017 Marketing Budget



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## CURRENT UNDERSTANDING

- ▶ The current understanding of global sales assumes that all the regions will have the same market-share thus the same budget requirements for 2017.
- ▶ This assumption needs to be confirmed or a redistribution of the marketing budget might be required if this assumption is proven otherwise.

## KEY POINTS OF INTEREST

- ▶ Have sales for the regions stayed the same over time?
- ▶ If not, the marketing budget is to be redistributed among the regions.
- ▶ This analysis provides a deeper meaning of the data.
- ▶ The analytical process used.
- ▶ A selection of data visualizations providing a sense of how the recommendations were developed.

# HELLO!

## I am Mark Daniels

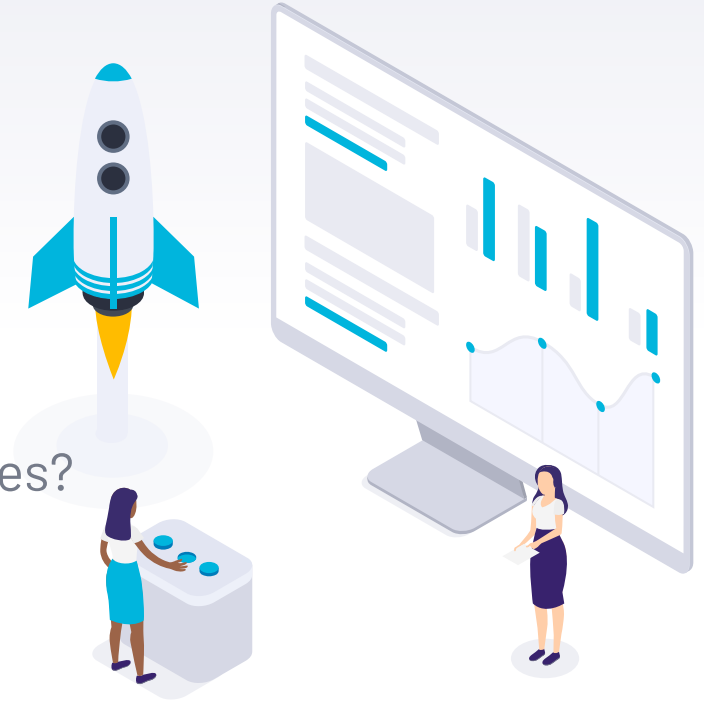
I am here because I love to give presentations.

You can find me at @gameco.mark



# Historical Context

What has been our Video Game successes?

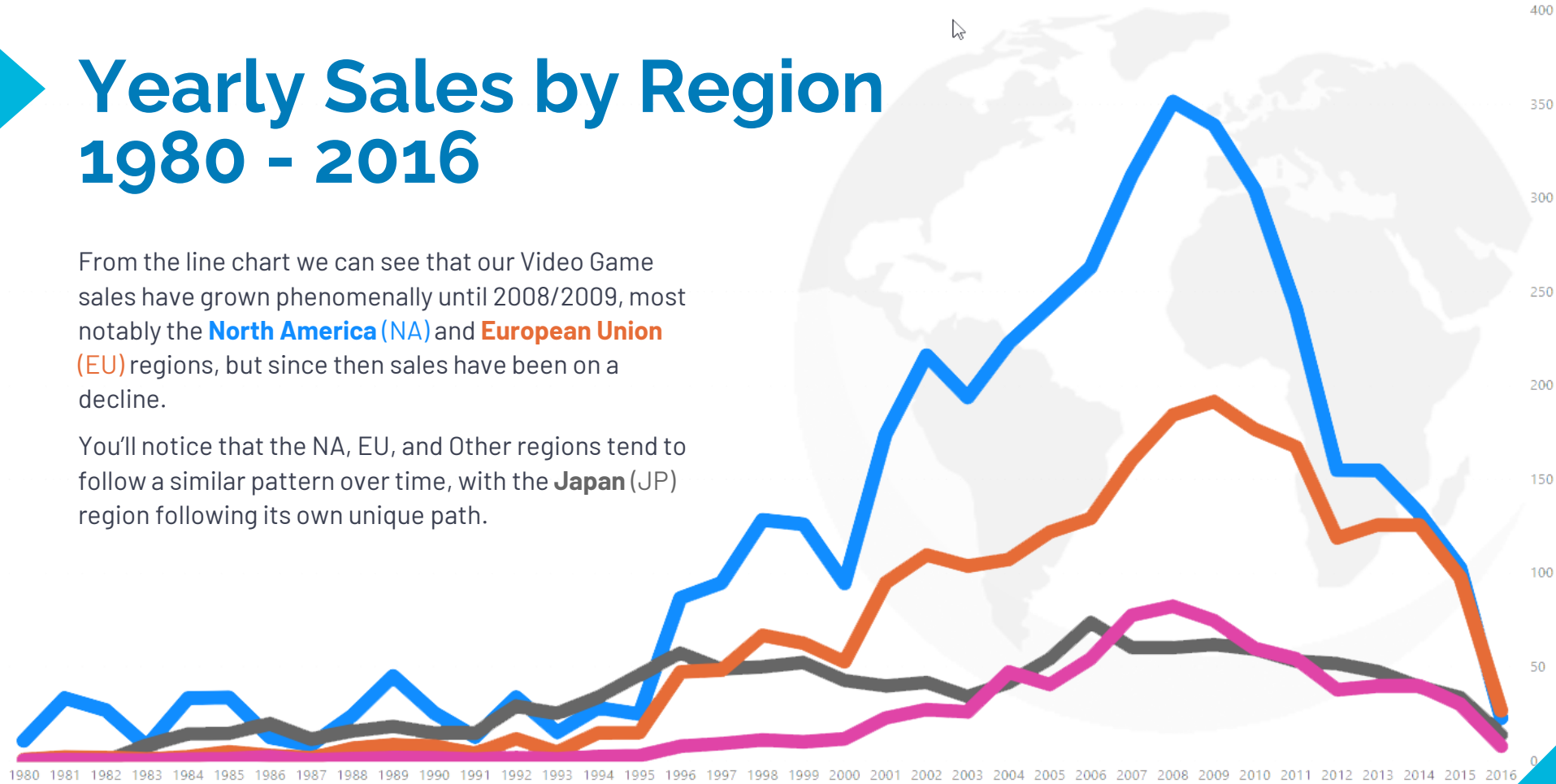


● NA ● JP ● EU ● Other

# Yearly Sales by Region 1980 - 2016

From the line chart we can see that our Video Game sales have grown phenomenally until 2008/2009, most notably the **North America (NA)** and **European Union (EU)** regions, but since then sales have been on a decline.

You'll notice that the NA, EU, and Other regions tend to follow a similar pattern over time, with the **Japan (JP)** region following its own unique path.

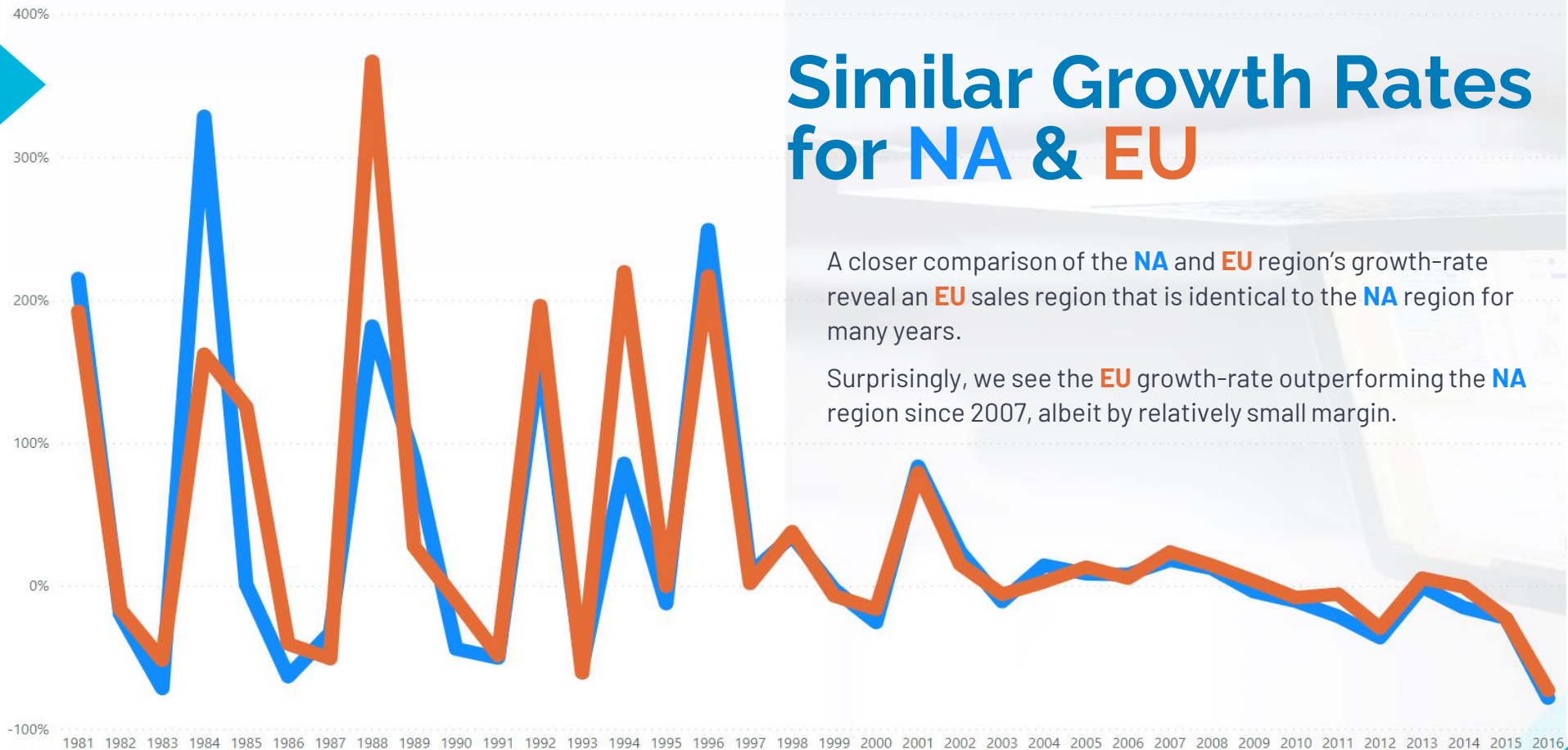


● NA ● EU

# Similar Growth Rates for NA & EU

A closer comparison of the **NA** and **EU** region's growth-rate reveal an **EU** sales region that is identical to the **NA** region for many years.

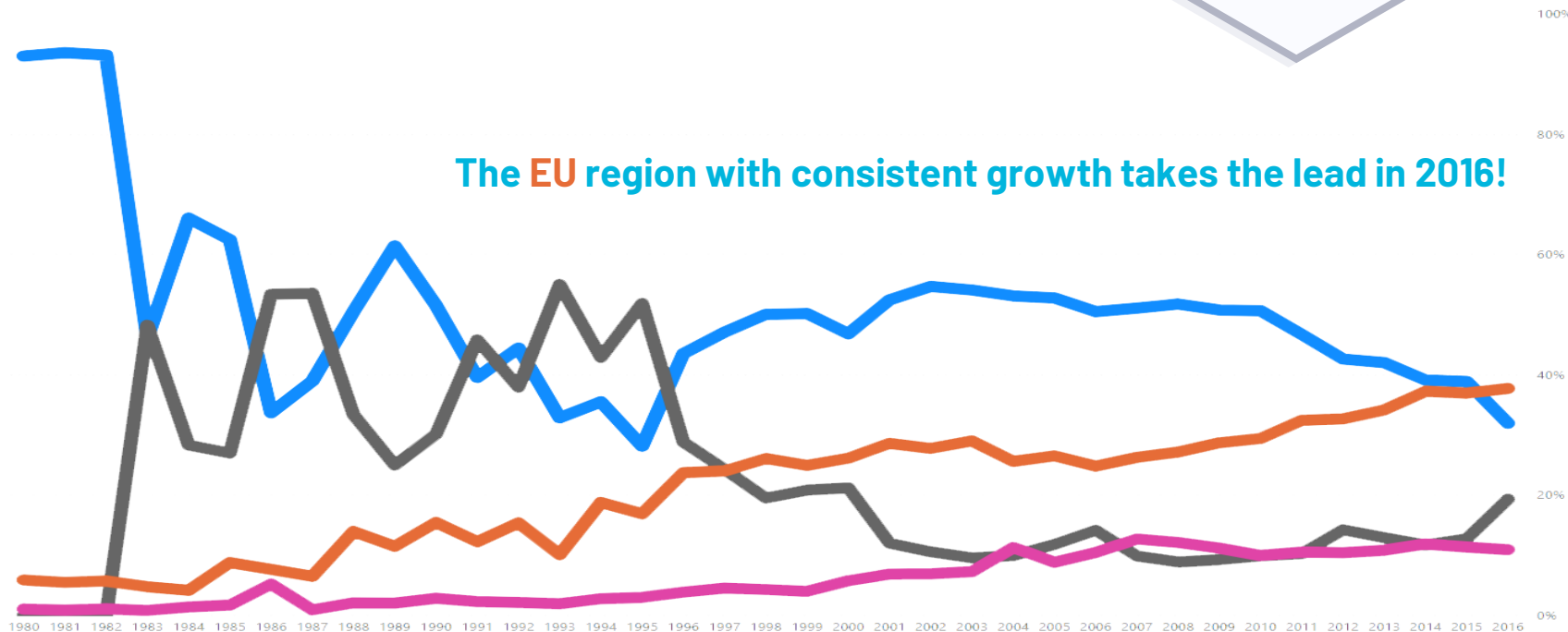
Surprisingly, we see the **EU** growth-rate outperforming the **NA** region since 2007, albeit by relatively small margin.



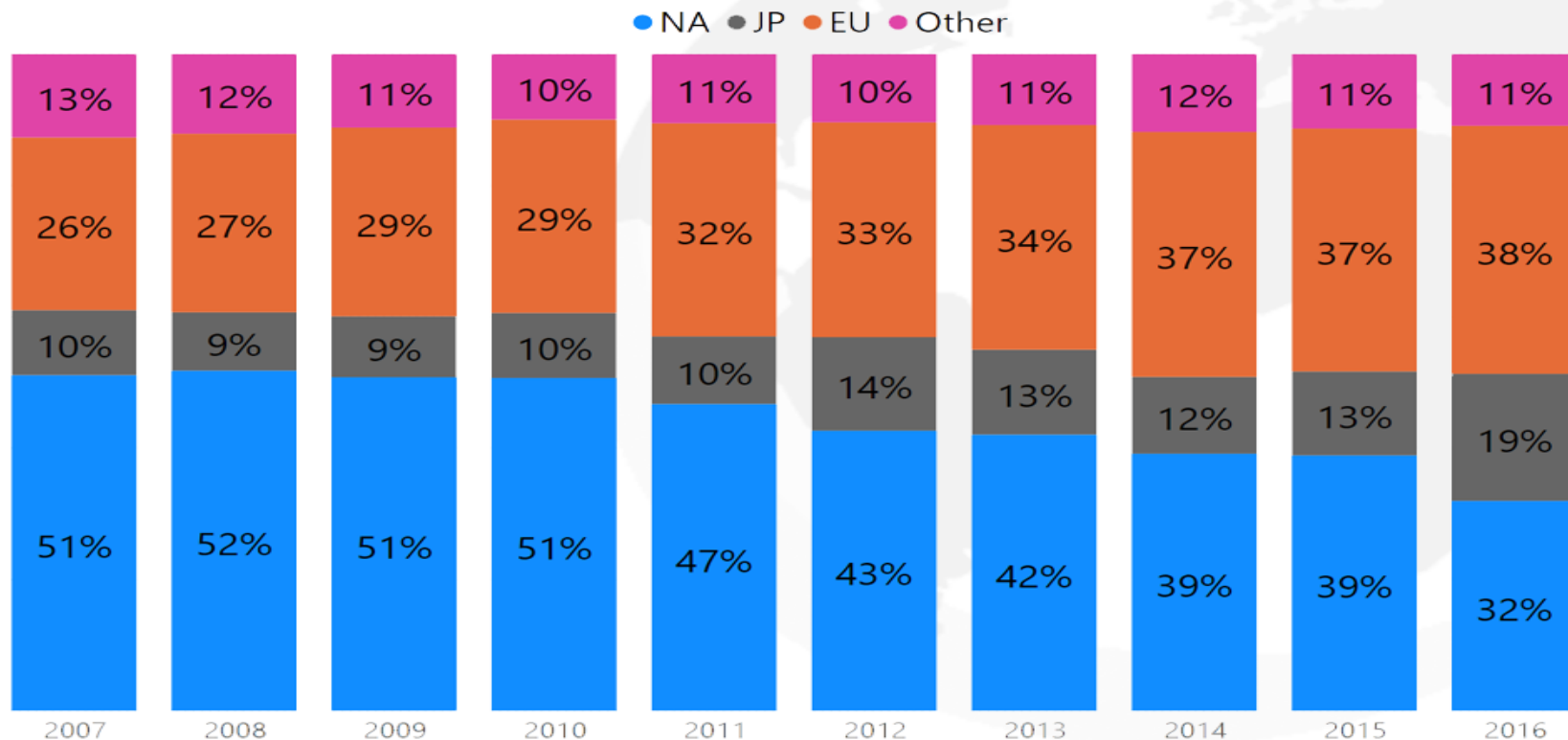
# Regional Sales Proportions



● NA ● JP ● EU ● Other

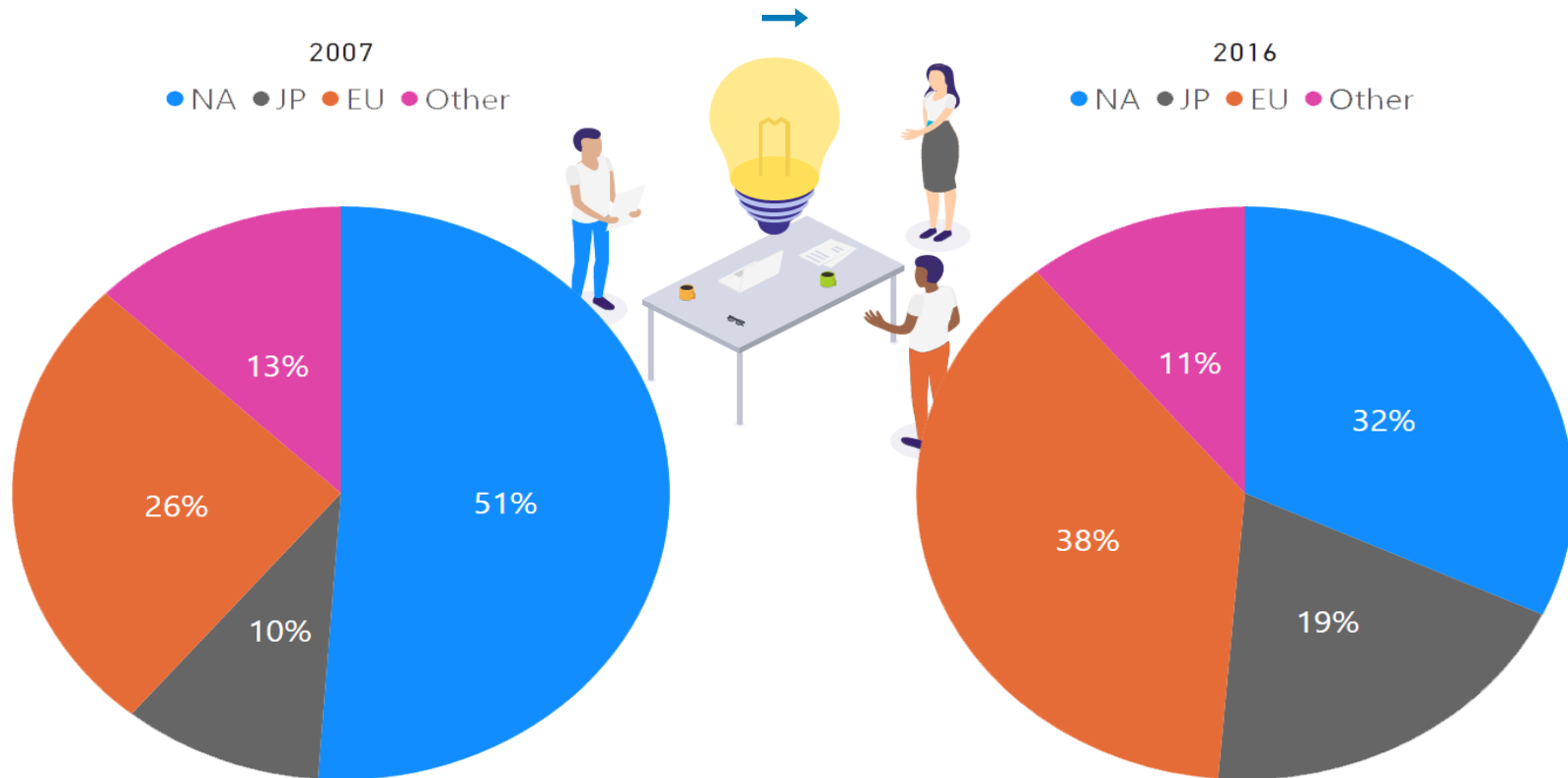


# Steady EU Growth vs Sharp NA Decline





# How to Split Budget 2017



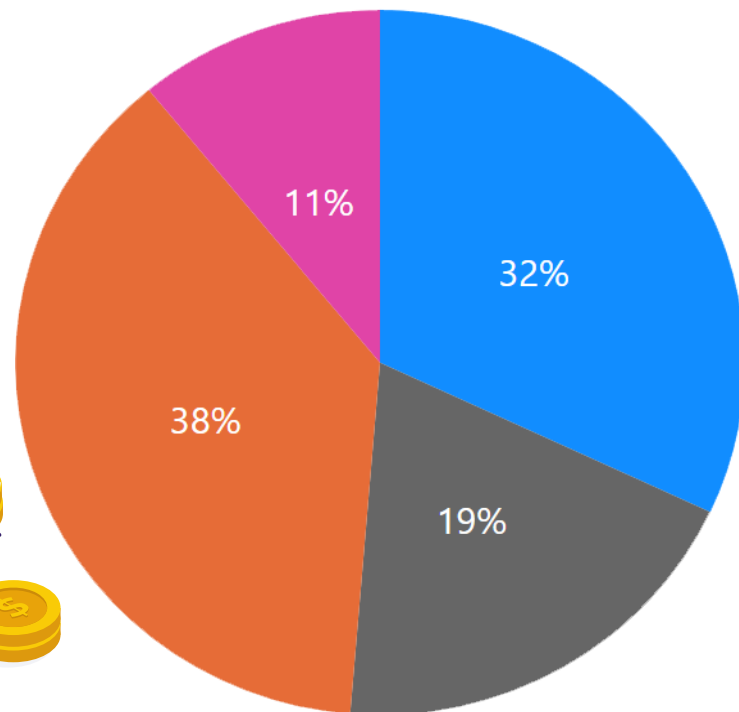
# Budget 2017 Split Proposal

Given its consistent market-share growth and most recent performance the **European Union** region should be allocated the lion-share of 38%, North America 32%, Japan 19%, and **Other** 11%.



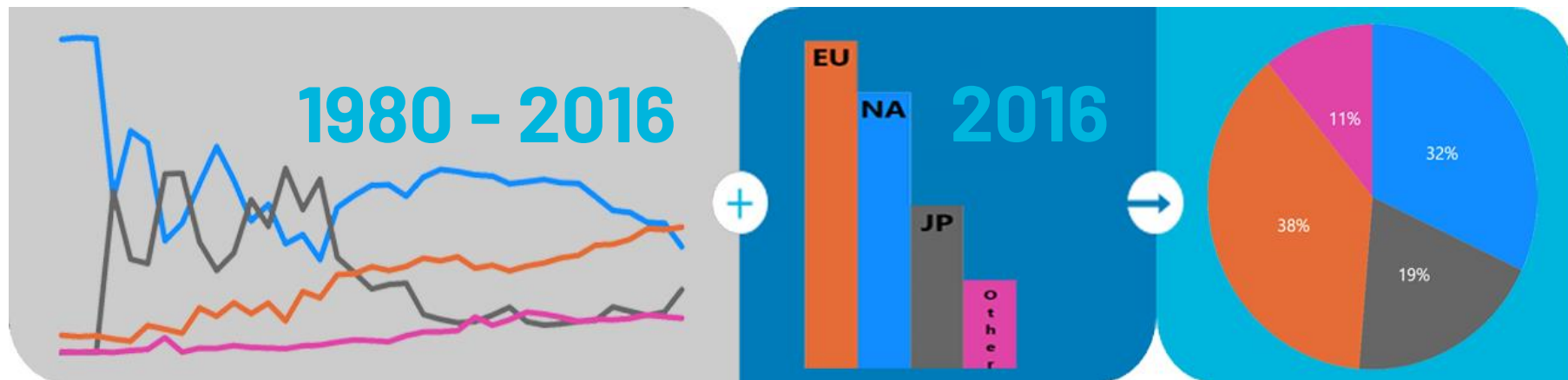
2016

● NA ● JP ● EU ● Other



# Budget 2017 Split Summary

In summary, region performance plus the most recent results allow for a budget split based on the proportional results of 2016.



# THANKS!

## Any questions?

You can find me at:

- ▶ @gameco.mark
- ▶ mark@gameco.com

