

# GAM01: AAA Gaming Publisher Analysis

Executive Summary | February 01, 2026

## Key Performance Indicators

Call of Duty TOP FRANCHISE	\$4411M TOP REVENUE	163M TOTAL MAU
~40% MTX SHARE	Mobile TOP PLATFORM	Strong MOBILE GROWTH

## Stock Performance Summary

Metric	Value	Interpretation
Total Return (44.8Y)	15093.2%	Cumulative appreciation
Annualized Return	11.9%	Geometric mean annual
Volatility	29935.0%	Annualized std dev
Sharpe Ratio	0.00	Risk-adjusted return
Max Drawdown	-99.5%	Peak-to-trough

## Data Coverage

Company: Activision Blizzard (ATVI)
Analysis Period: 2016-02-03 to 2026-01-30
Total Data Points: 12,777
Data Sources: Yahoo Finance (stock), synthetic operational metrics
Focus: Premium game publishing economics

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Portfolio Sample - Demonstrates data engineering methodology | Generated: 2026-02-01 00:57:53