

Video Game Popularity for GameCo

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**Games of
the Year
1980-2016**



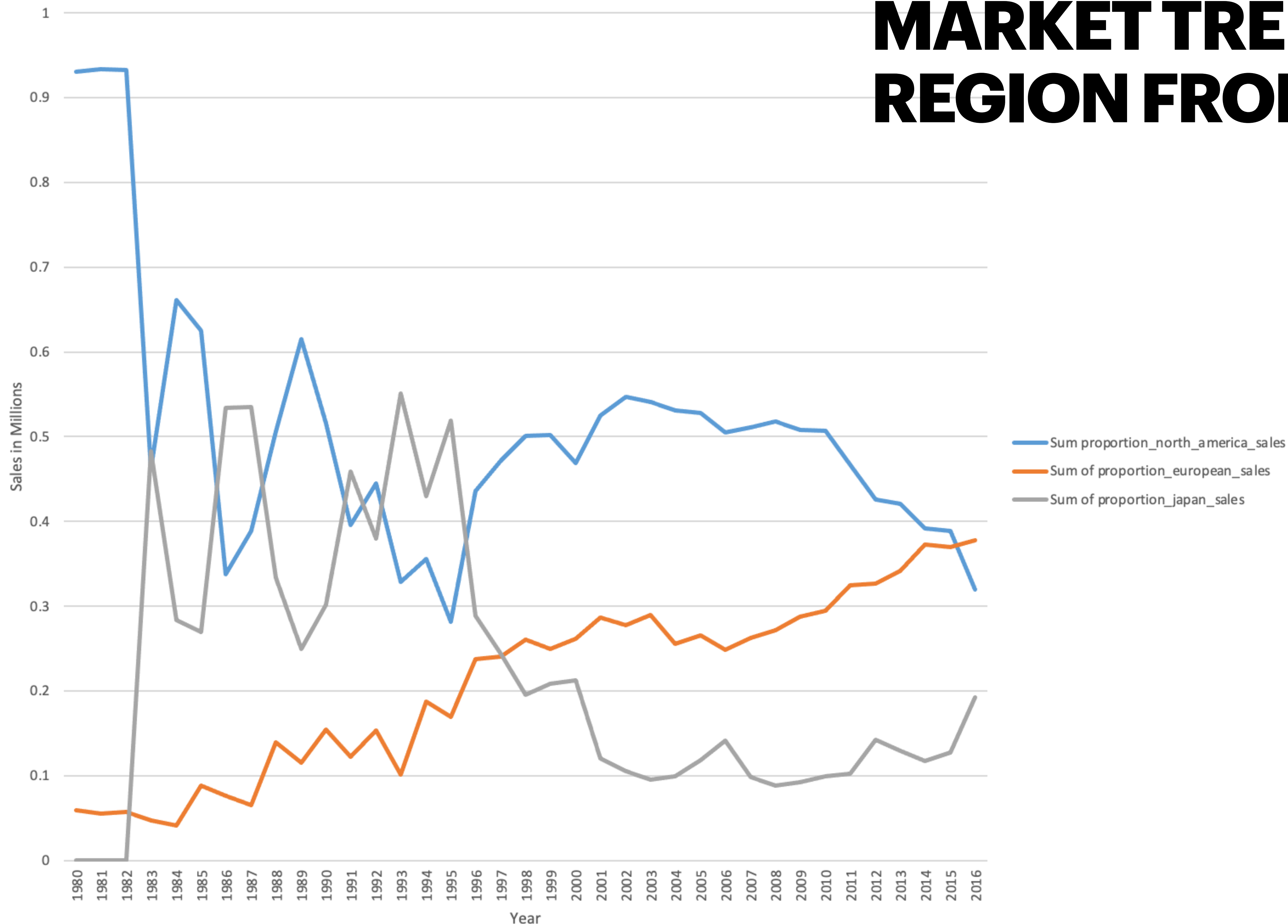
KEY CONCEPTS

Global sales are comprised of North America, Europe, Japan, and Other sales.

- Using historical data of games sold I will be conducting descriptive analysis for these regions from the years 1980 to 2016
- Sales are in per unit sold in Millions
- The current belief is that historical trends will continue, and no marketing changes need to be made for 2017
- My insight says other wise, and that certain types of games will dominate the market share for each region



Total sales proportion by Region



MARKET TRENDS PER REGION FROM 1980-2016

- North American sales had majority of global sales pre 2000, and has been steadily decreasing with peaks over the years
- European sales has been very consistent and has contributed more and more to global sales over the years, even crossing NA sales in 2016
- Japan has had early spikes in sales in the 1990s, however their sales had continually decreased throughout the years falling to third place

WHAT DO THE CHANGES IN REGION TRENDS MEAN?

DOES IT MATTER, SINCE THE OVERALL TREND IS SAME?

While North America still contributes the most to Global sales, the steady decline is concerning.

- **Are the recent games not appealing to the North American audience?**
- **Have they found a new source of entertainment to replace video games?**

European sales have been most consistent and have overtaken NA sales in the year 2016

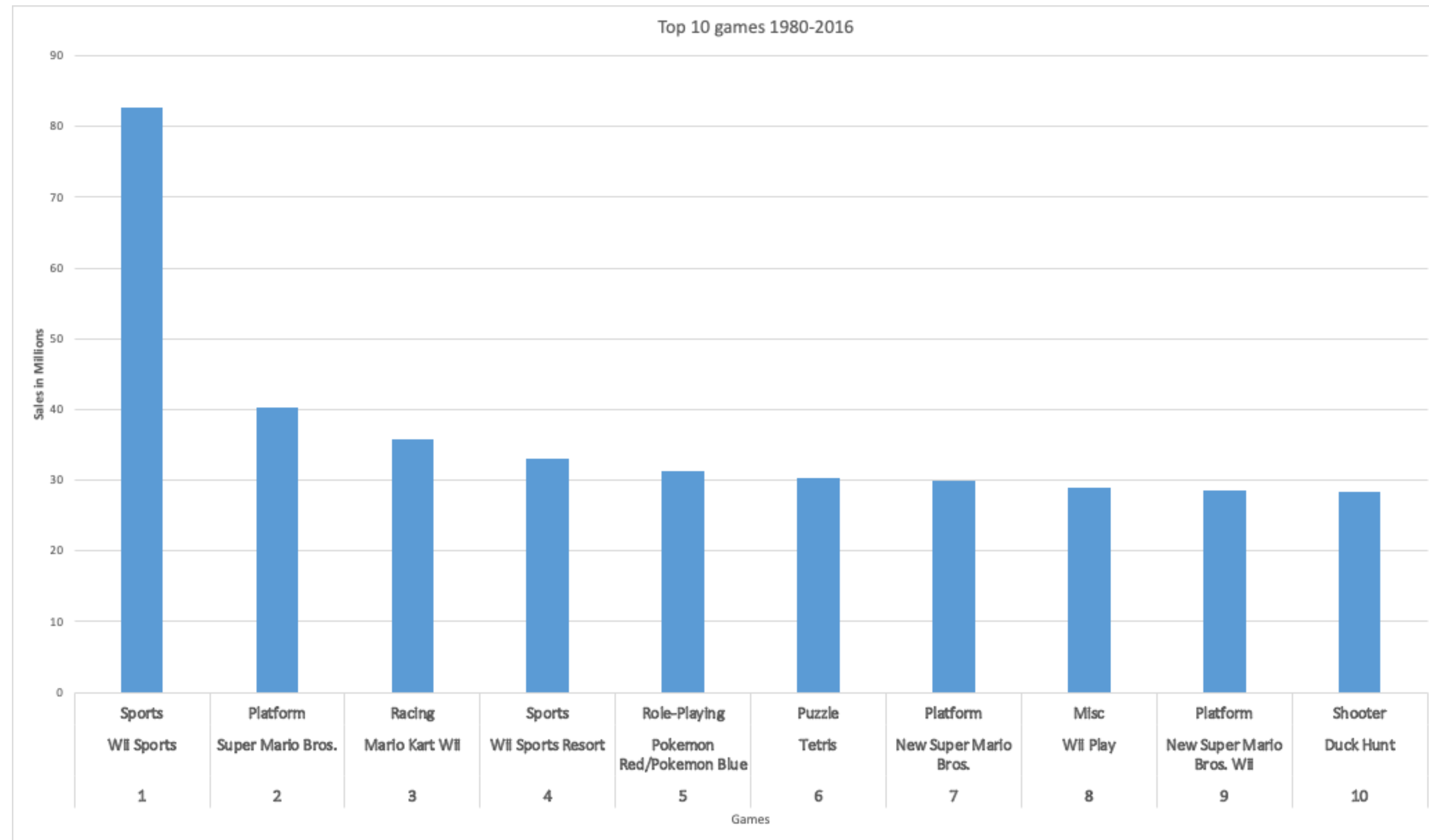
- **We should pivot and pour more into marketing in the European audience**
- **What type of games do they enjoy more?**

Japanese sales have completely capitulated since 1995, further research as to why is required

- **What can we do to revitalize interest in the Japanese market?**

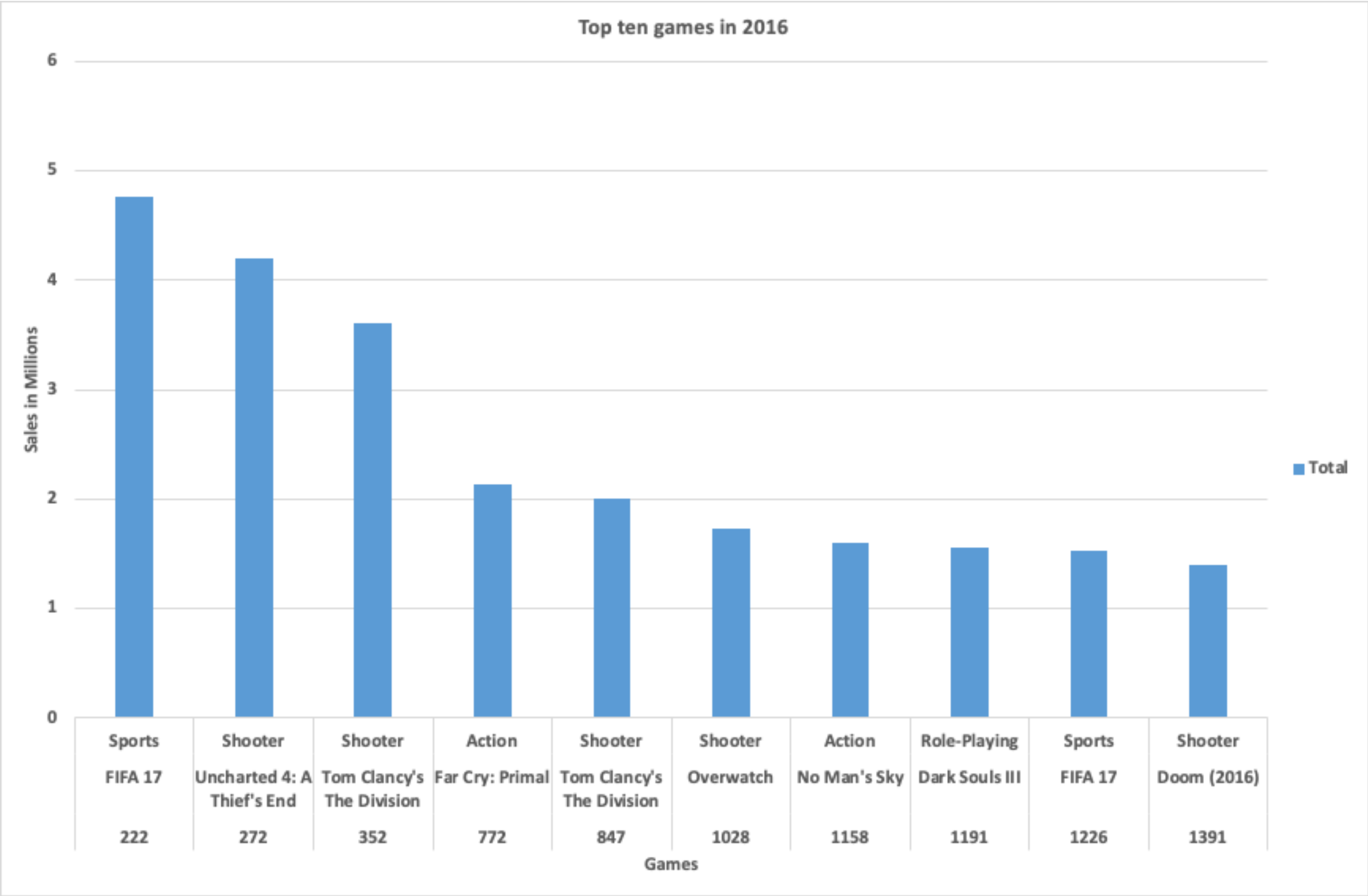
TOP TEN GAMES SOLD FROM 1980-2016

- Number one game sold globally was Wii Sports, A Nintendo console **sports** game
- The other games had a wide variety of genres;
 - **Platform, Racing, Role Playing, Puzzle, Misc, and Shooter**
- According to this chart, GameCo should focus on diversifying and creating a variety of games in order to get into the top ten sales



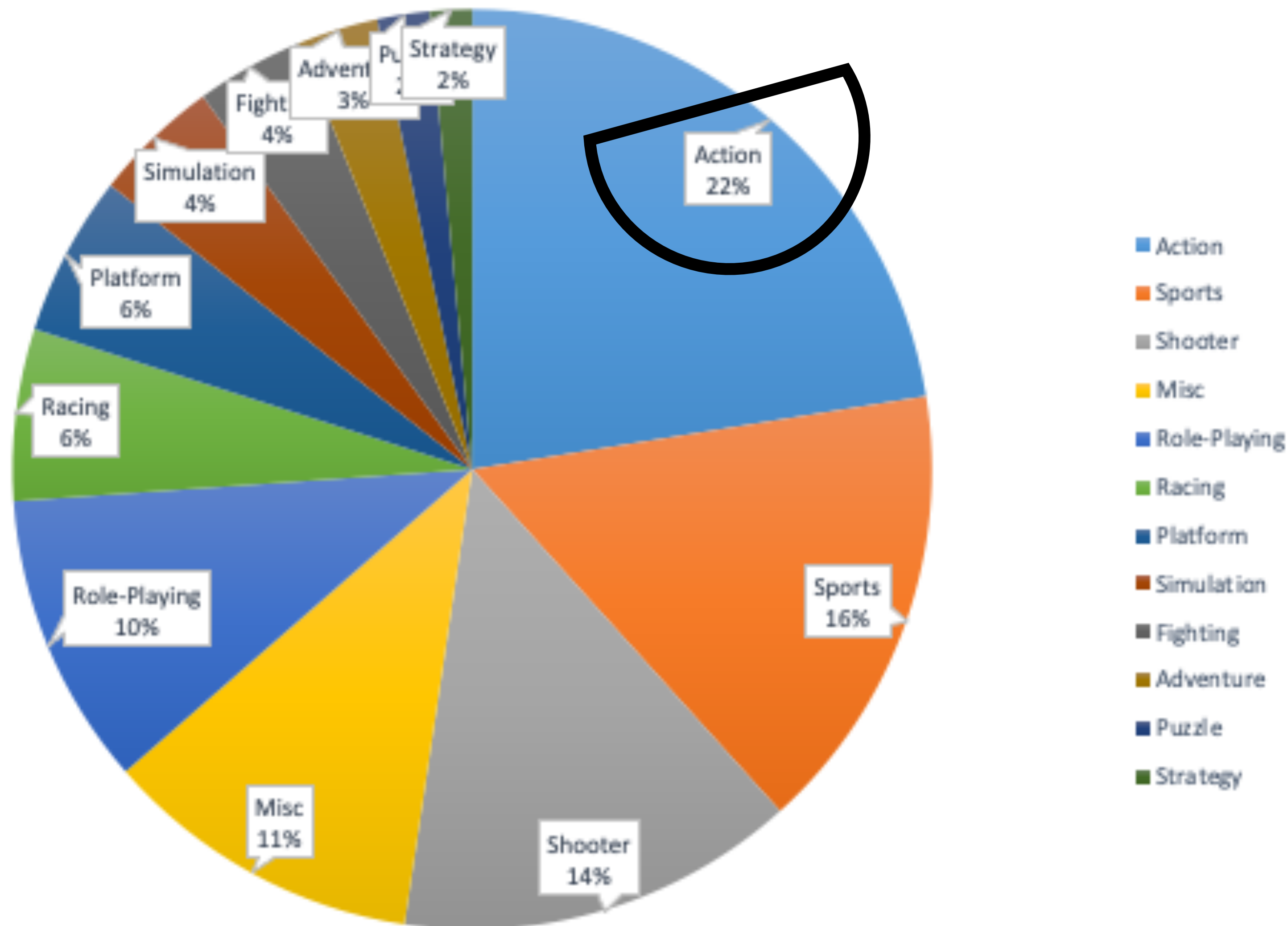
TOP TEN GAMES SOLD IN 2016

- Number one game sold globally was FIFA 17 a **sports** game
- The other games had a much narrower variety compared to the previous top ten
 - Mainly **Sports, Shooter, and Action**
- According to this chart, the trends have changed in 2016, and the above mentioned genres sold the most



WHAT TYPE OF GAME PERFORMS THE BEST?

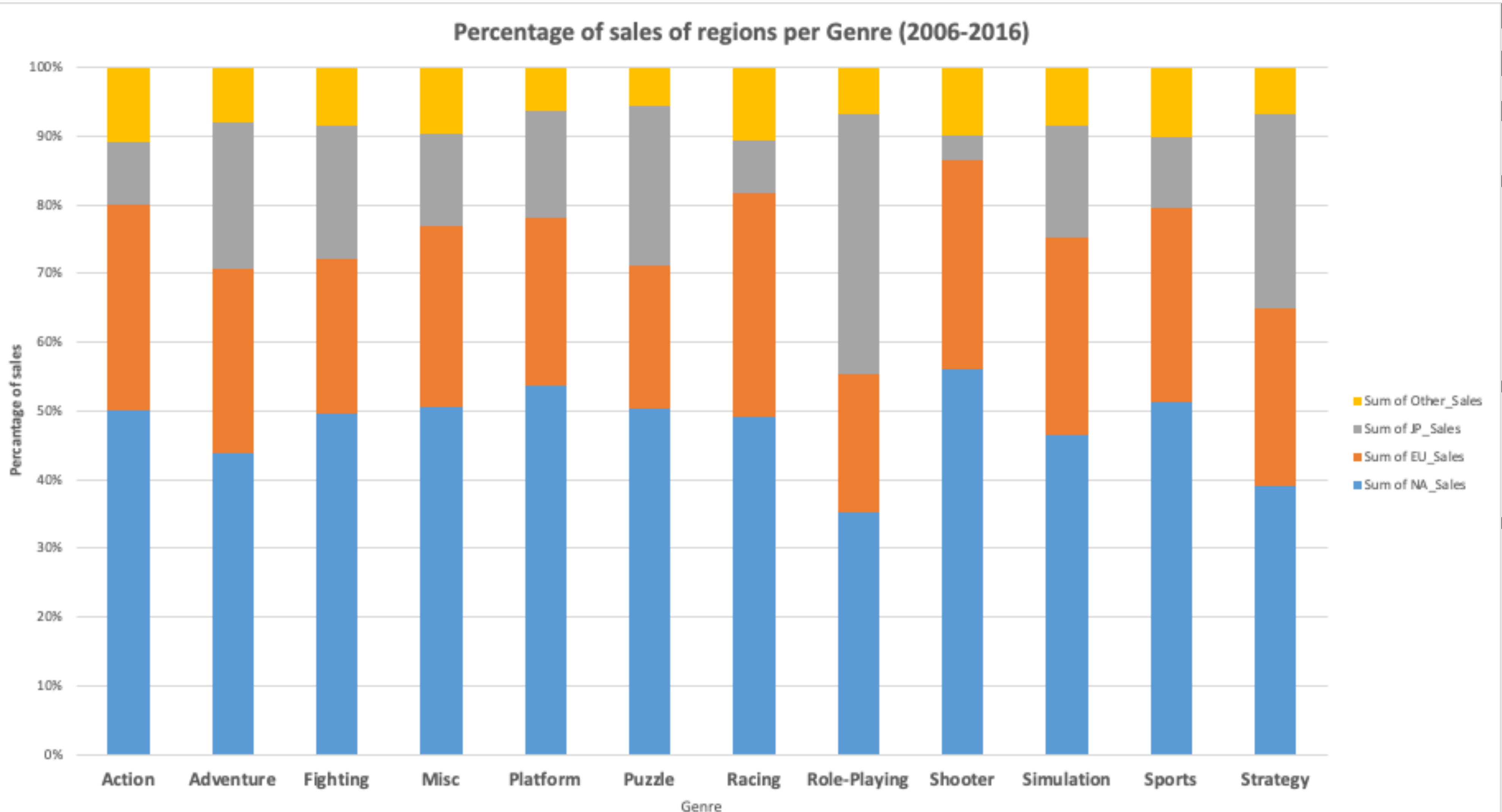
Percentage of Global sales per Genre (2006-2016)



Certain genres of games outperform others in total global sales

- Action genre is number one
- Sports, Shooter, and Role Playing follow behind at two, three, and four
- Strategy and puzzle games do the worst in terms of sales

HOW EACH GENRE DOES IN SALES PAST 10 YEARS



REGION SALES DIFFER ACROSS GENRES AS WELL

- NA sales have over 50% of market share in Action, Platform, Shooter, and Sports genre
- EU sales have the most sales in Action, Sports, and Misc.
- JP sales have a noticeable market share in Role-Playing, and Action games

REVISED FINDINGS

North American Sales make up the majority of Global sales, and is an important market to cater towards.

- Top performing genres in NA would be Sports, Shooters, and Action

European Sales have been most consistent and have overtaken market share from NA in 2016

- Action, Sports, and Misc are most popular

Japan sales have been steadily decreasing after the year 1995

- Role-Playing and Action games seem to be the only genres gaining market share in Japan



RECOMMENDATIONS

1. **FOCUS MORE ON ACTION AND SPORTS SINCE THAT SEEMS TO HAVE THE MOST COMMON GENRES AMONG ALL REGIONS**
2. **EUROPE REGION SEEMS MOST CONSISTENT**
3. **JAPAN MARKET SEEMS TO BE FALLING OFF, FOCUS ONLY ON ROLE PLAYING GENRE FOR THIS REGION**

