



GameCO.

marketing budget for the year 2017.

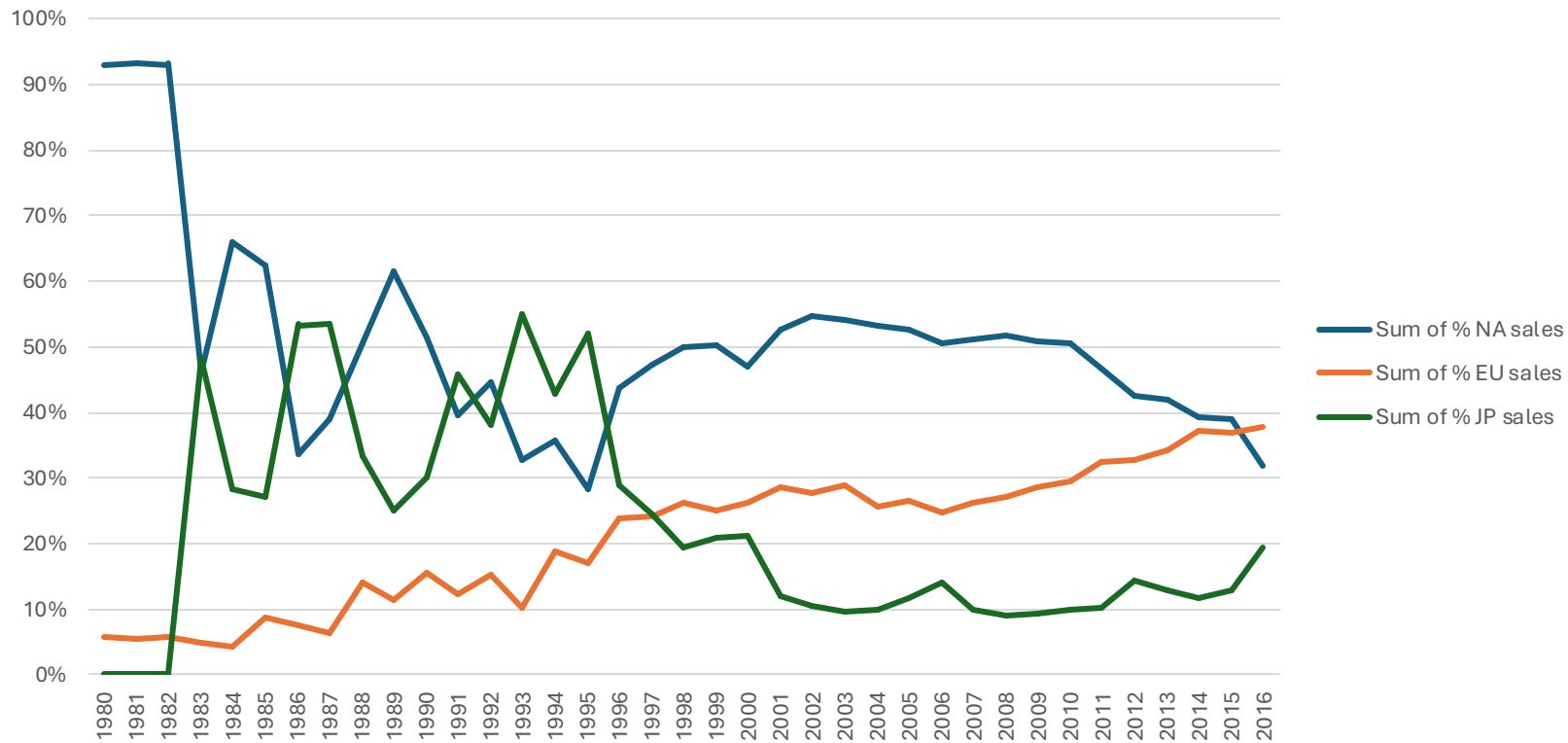
Our **global sales** are divided into **4 main regions** :

1. Europe
2. North America
3. Japan
4. Other countries

And in each region , the sales are divided by **games genre**:

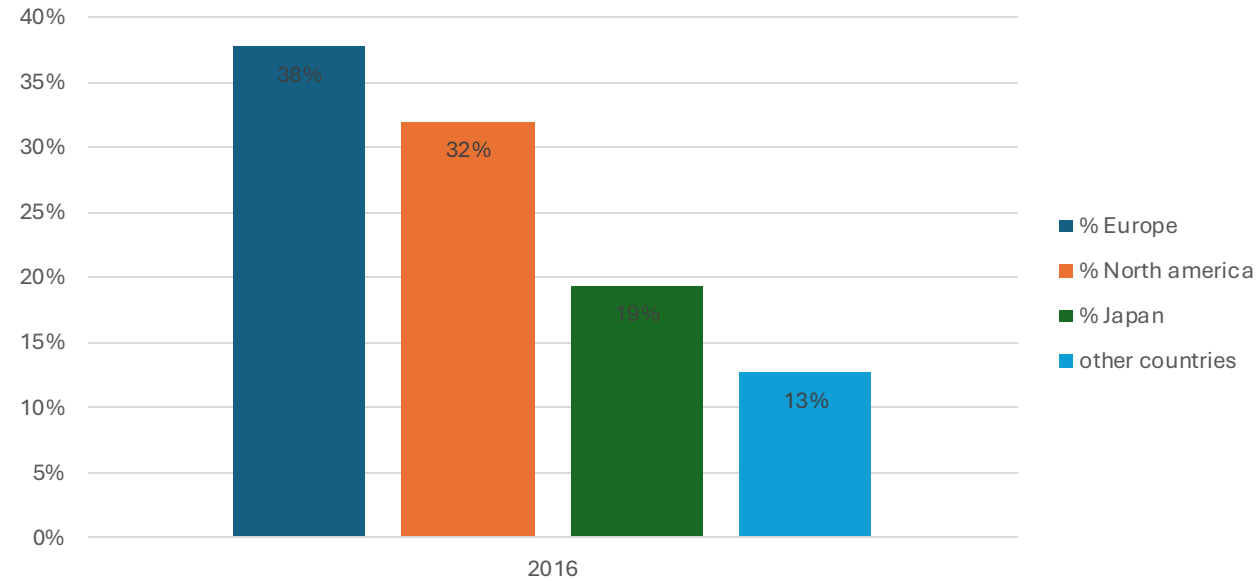
Shooting - Sports - action – role playing – fighting - Racing - platform - Adventure – Strategy – simulation.

The sales in GameCo over years

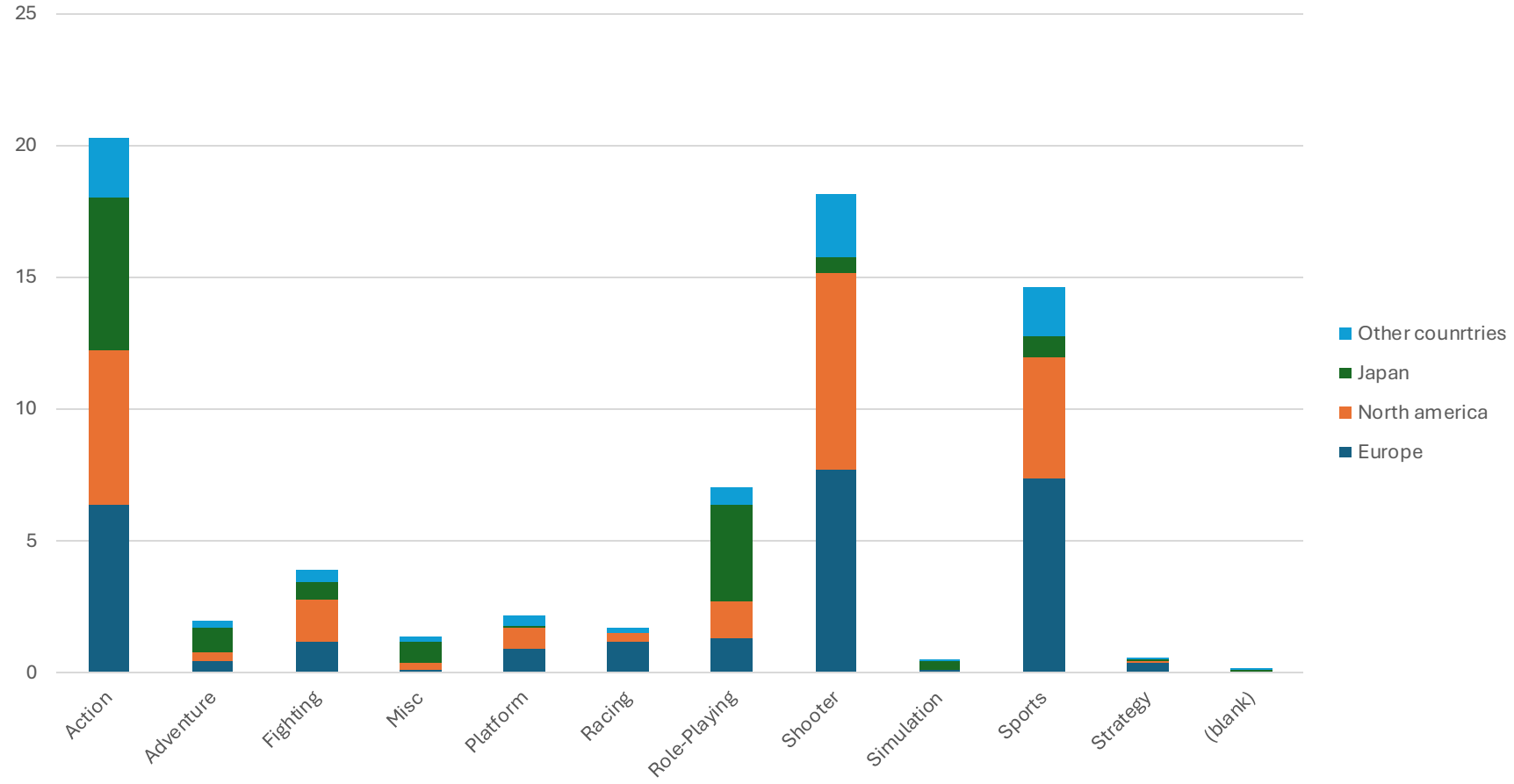


Our sales % in 2016 by country

(in descending order)



These are the sales by games genre



Summary

The highest sales are in Europe

The Lowest sales are in other countries.

Highest games genre are :

shooter , sports and action games.

Low genre sales are:

fighting - Racing - platform - Adventure – Strategy – simulation.

Recommendations

1. Creating gaming halls in low sales countries.
2. Advertising & discounts on low genre games.
or
3. stop selling them, focus on highest genre games sales.