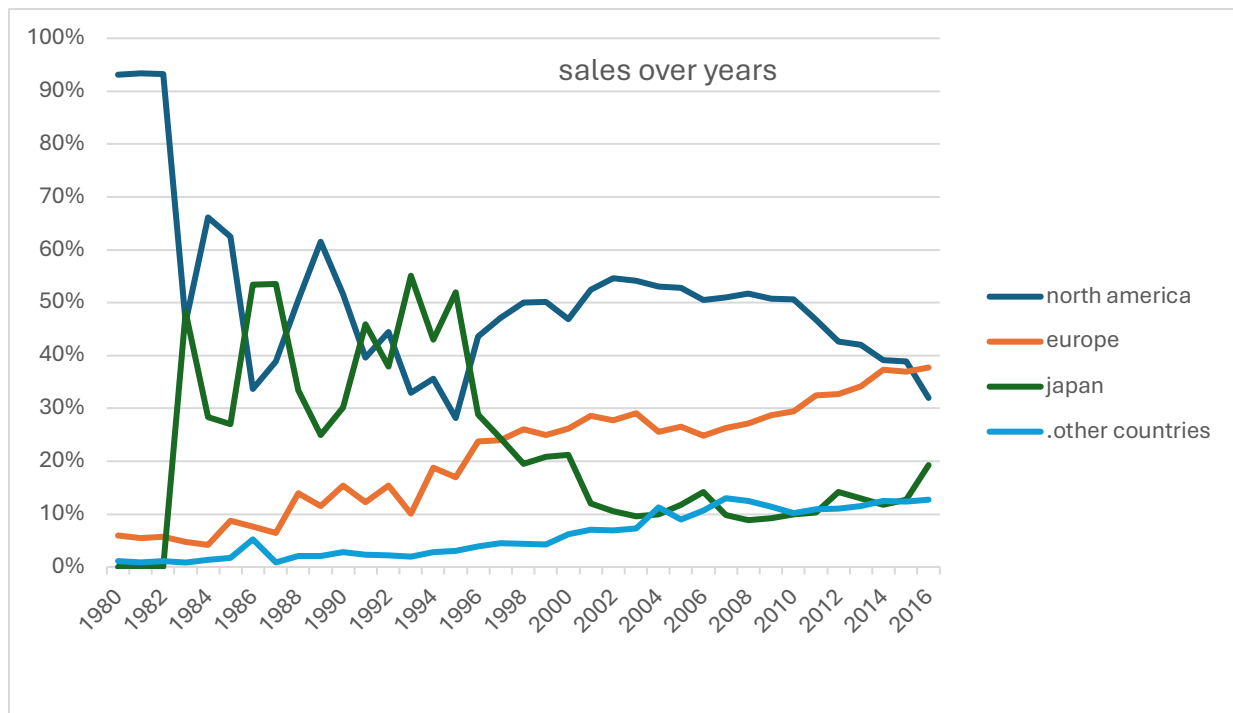


GameCo Sales Analysis

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Historical Overview



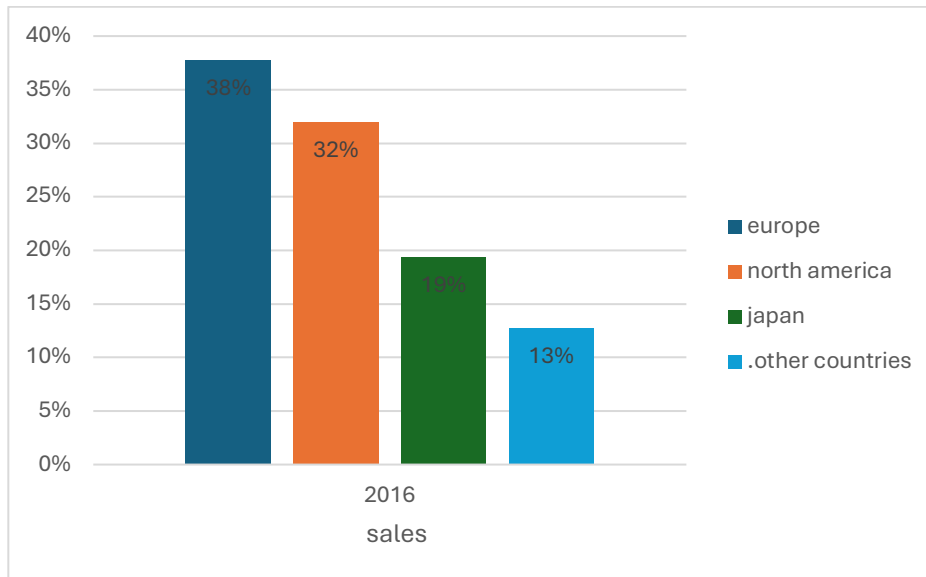
GameCO. 2016 sales results:

After analyzing the data and filtering it from all unwanted information for the year 2016, our **Global sales** are divided into 4 main regions with the best sales .(in descending order)

The results were as follows:

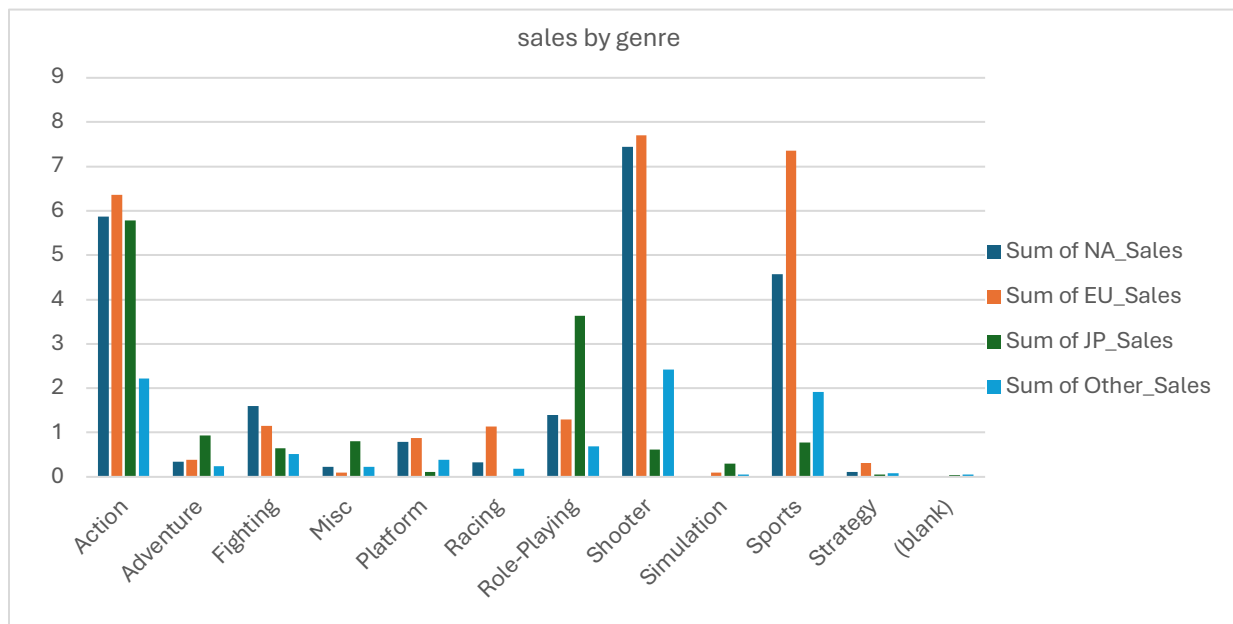
- First, Europe is the best-selling country.
- In second place was North America Sales.
- Japan was the 3rd.

- Then were the Other countries.



But looking closely at each region, we will see that the sales differ depending on the games **Genre**: (in descending order)

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



Insights

Of course, any sales company always aims to increase its sales, and there are several measures that can be taken, and there is one of two ways to do that

1. Increase sales opportunities for less sold genre (Racing - platform - Adventure – Strategy – simulation) through advertising and discounts.
2. Cancel sales lines for the less sold genre and focus on selling the most popular games genre (action, sports, shooting... etc.)
3. Trying to revive sales in other countries by creating gaming halls that will attract people who do not have platforms at home, or friends who like to play together.

In this way, the goals are achieved by increasing the percentage of sales and thus preventing the accumulation of goods.

Even if sales are high in some areas, we always aspire to improve sales .