



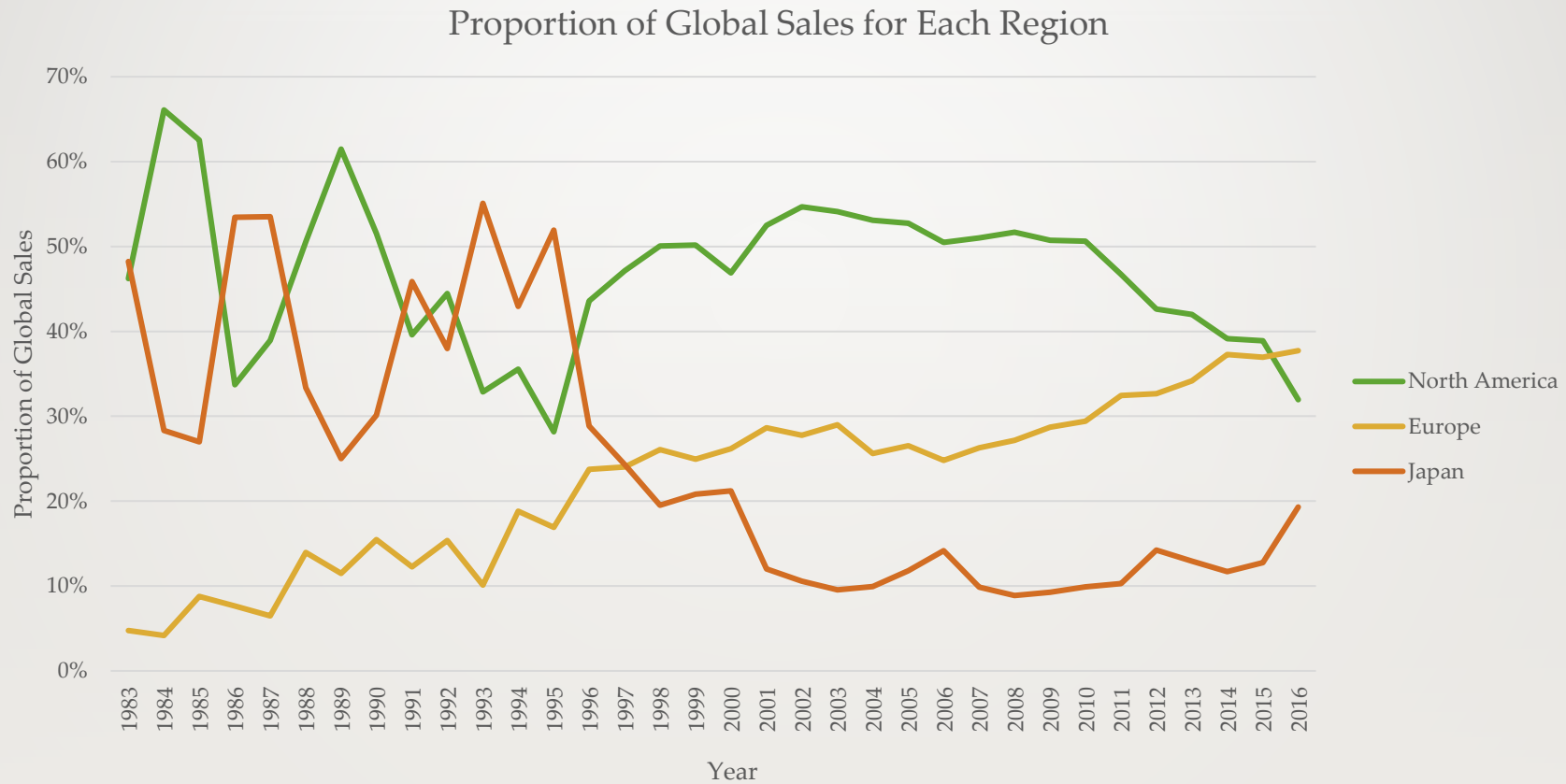
Final Project Presentation

BY PRIYA AGRAWAL

Current Expectations

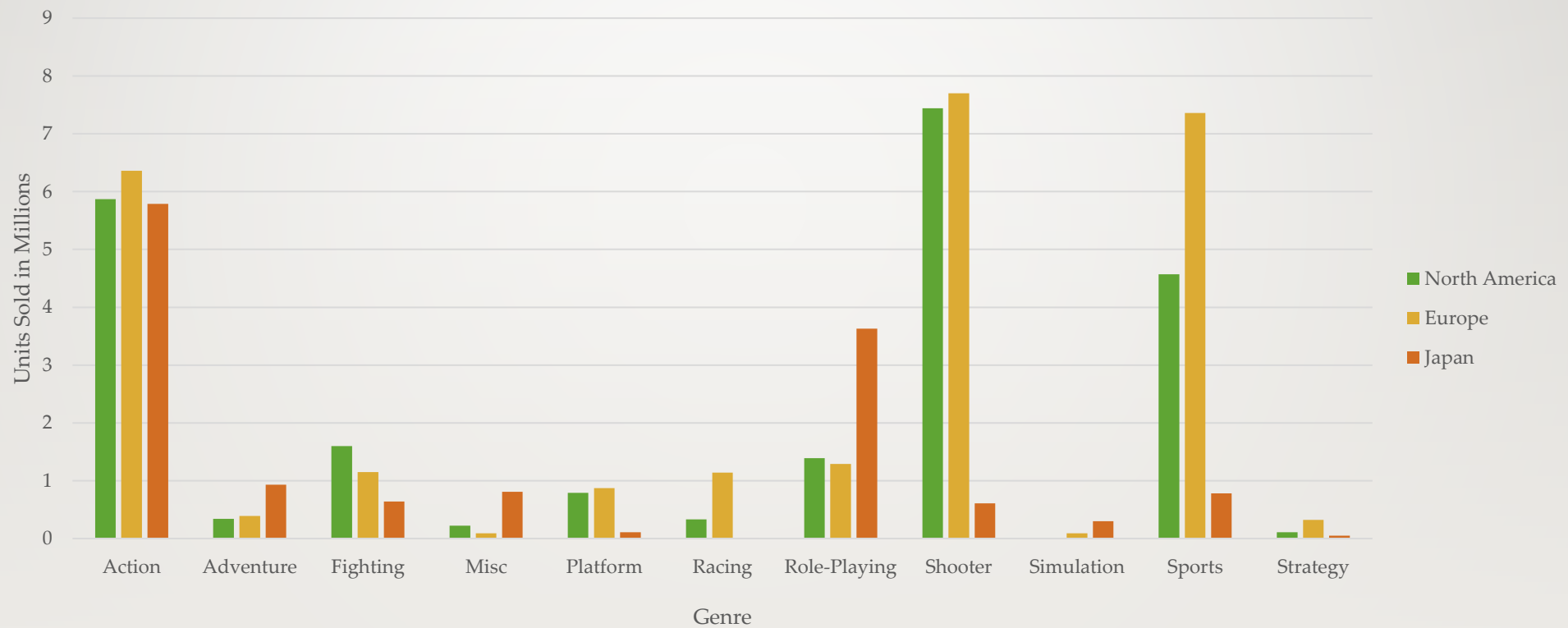
- GameCo's current understanding about the behaviour of video game sales across different geographic regions is that the sales remain the same as time goes by and of the three largest sales regions, North America generates the highest sales, followed by Europe and then Japan.

Proportion of Global Sales for the Regions



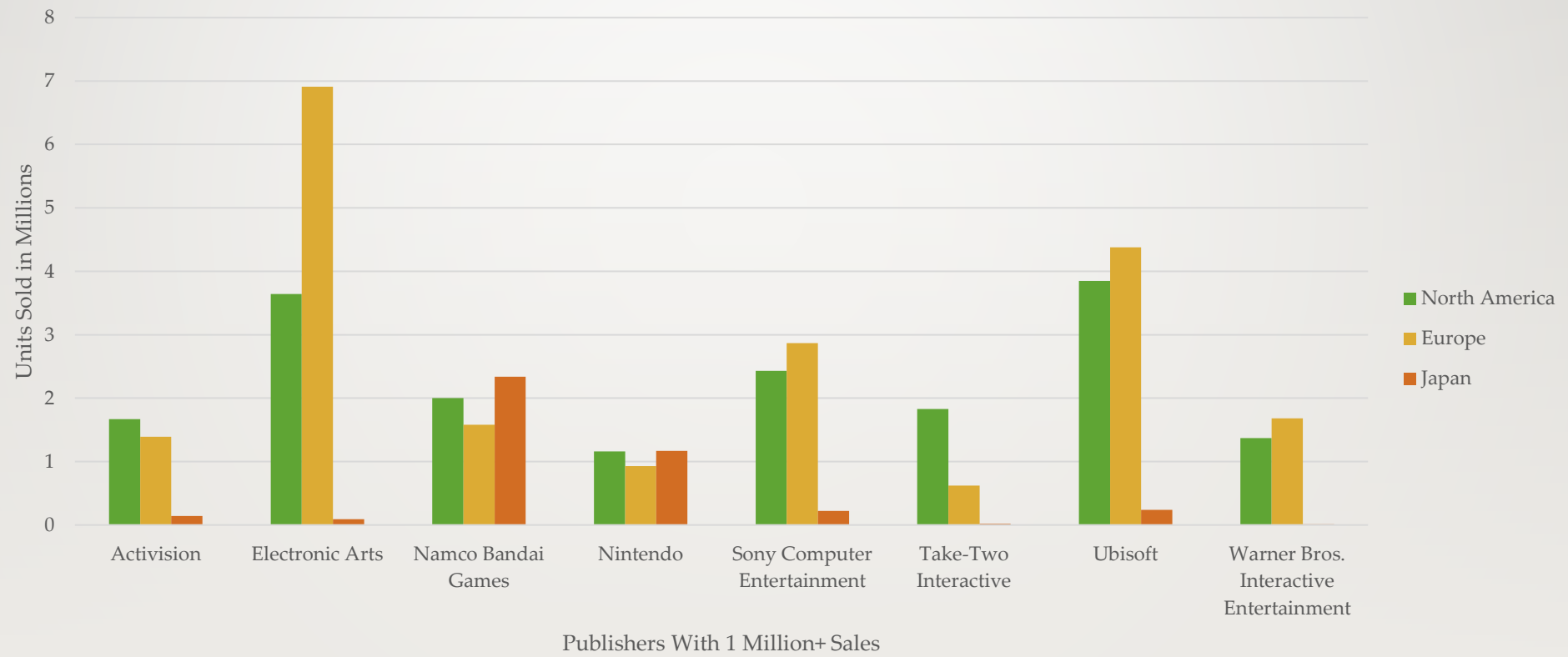
Sales by Genre in Each Region

Sales in Each Region by Genre in 2016



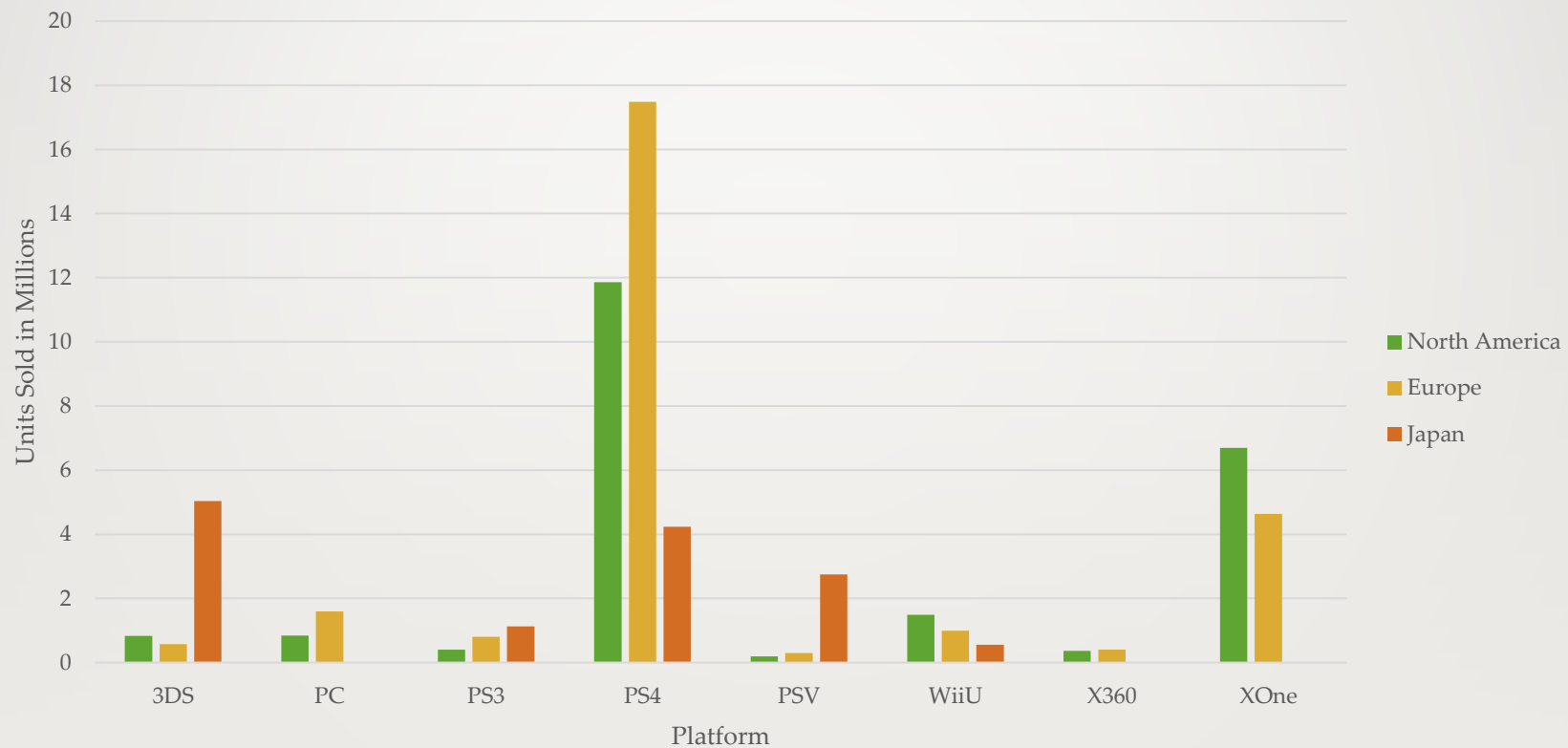
Sales by Publisher in Each Region

Sales in Each Region by Publisher in 2016



Sales by Platform in Each Region

Sales in Each Region by Platform in 2016



Findings and Insights

- According to the data, sales have changed over the years in the different regions. Europe had a consistent increase in sales, North America had a decrease in sales in recent years, and Japan had a decrease in sales for many years followed by a recent increase in sales.
- In 2016, Europe had the highest sales of the three regions, North America had the second highest sales, and Japan had the lowest sales.
- The genres with the most sales in 2016 are shooter in Europe and North America and action in Japan.
- The publishers with the most sales in 2016 are Electronic Arts in Europe, Ubisoft in North America, and Namco Bandai Games in Japan.
- The platforms with the most sales in 2016 are PS4 in Europe and North America and 3DS in Japan.
- This differs from GameCo's current understanding as the sales for the geographic regions have changed over time with Europe having the highest sales rather than the sales for the geographic regions remaining the same over time with North America having the highest sales.

Revised Expectations

- Video game sales change over time in the different geographic regions with Europe having the highest sales, followed by North America, and then Japan.

Recommendations

- GameCo can allocate a larger portion of marketing funds towards Europe to maximize sales in the largest market, a smaller portion towards North America, and an even smaller portion towards Japan and can focus on marketing games for the most popular genres and platforms in the regions to compete with the popular publishers in the regions.