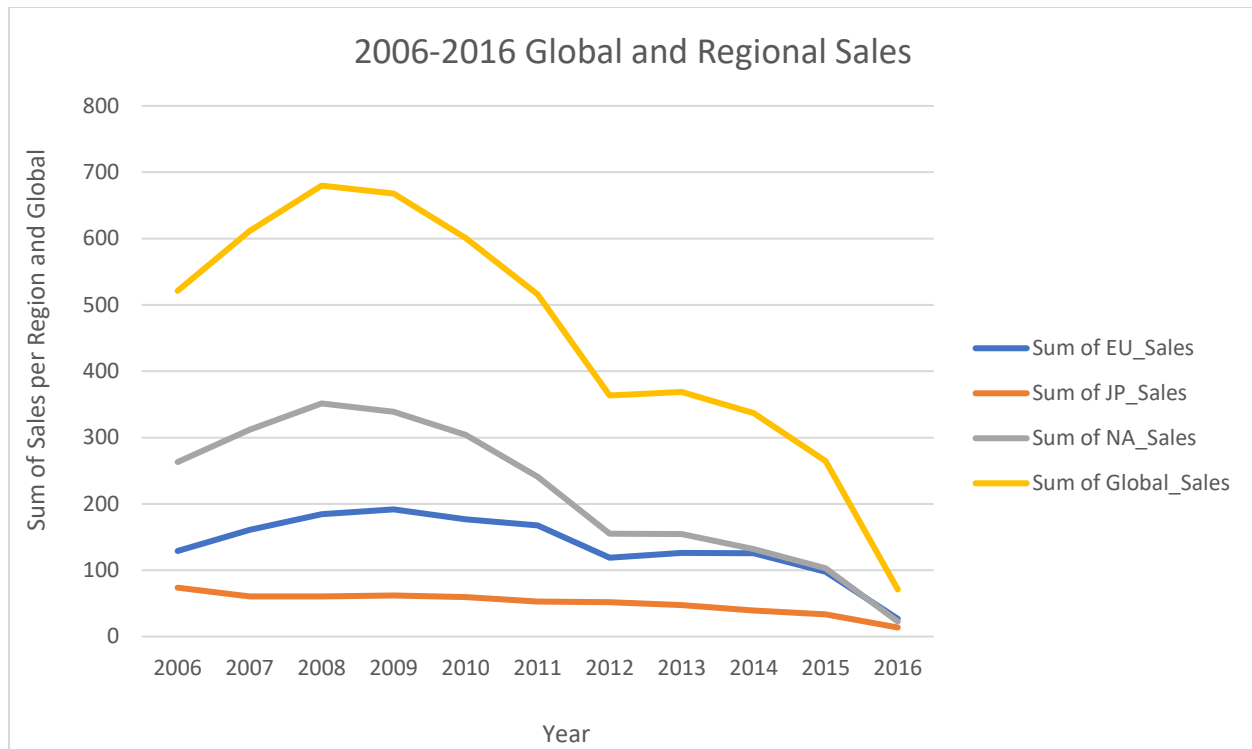My focus hopes to answer these questions for the Executives of GameCo:

     1) What genres do we focus production on based on sales by region?

     2) What genres may need further explanation to describe the sales in that genre- to shift focus and resources to grow certain categories even more?

Through this course I have consistently stated that we needed to look at genre compared to sales in each region. This would help focus time and money into the genre that is most consistently sold in each region rather than just developing games in all genres and not gaining sales. There are also specific markets with higher sales and those markets will need to maintain those sales to maintain profitability long term. The markets with lower sales the focus needs to again be on the highest selling genre to maintain the sales and hopefully look at expanding options of that genre to eventually increase sales. First, I graphed the Regional sales for the specific years they are focusing on. This graph also included the Global sales as you can tell that sales are on the decline especially between the 2015 and 2016 years it was significantly sharp decline in most markets and Globally. Second, I took the Regional Sales by genre and graphed them to see which genre is the highest and lowest selling. Role Playing is the largest genre in Japan sales and it would be worth looking into what this all entails as for growth in that market it would be tied to that genre. This graph also leads me to wonder what is classified as adventure and how that is so much lower than the action and fighting categories. Finally, through this graph analysis I would like to get more information on what is classified as Miscellaneous as that is a larger sales category for all regions and could help shift increased sales if it was described and we understood the components in that genre category.
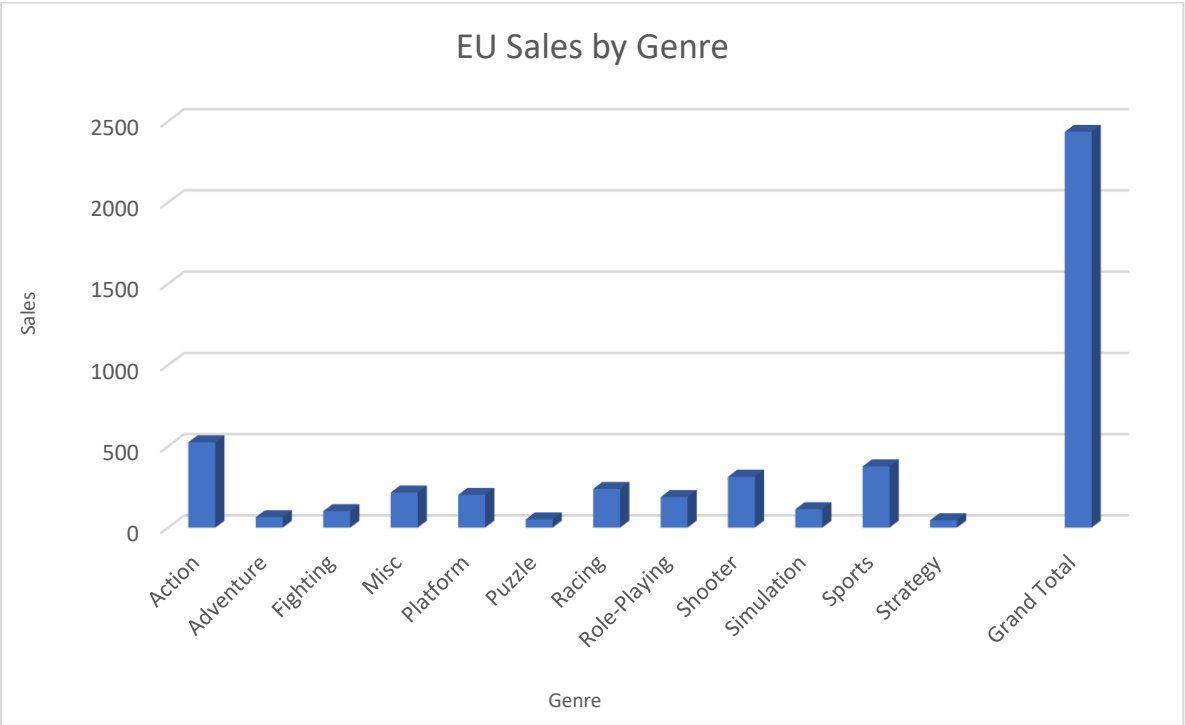
2006-2016 Global and Regional Sales

Sum of Sales per Region and Global

- Sum of EU_Sales
- Sum of JP_Sales
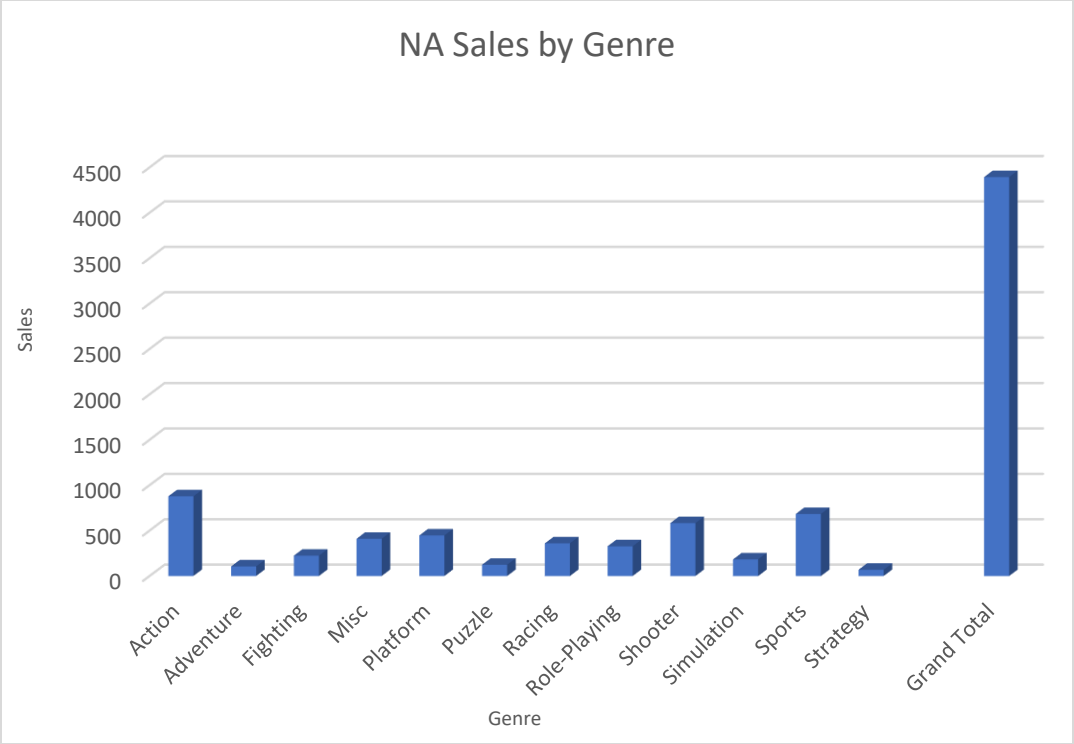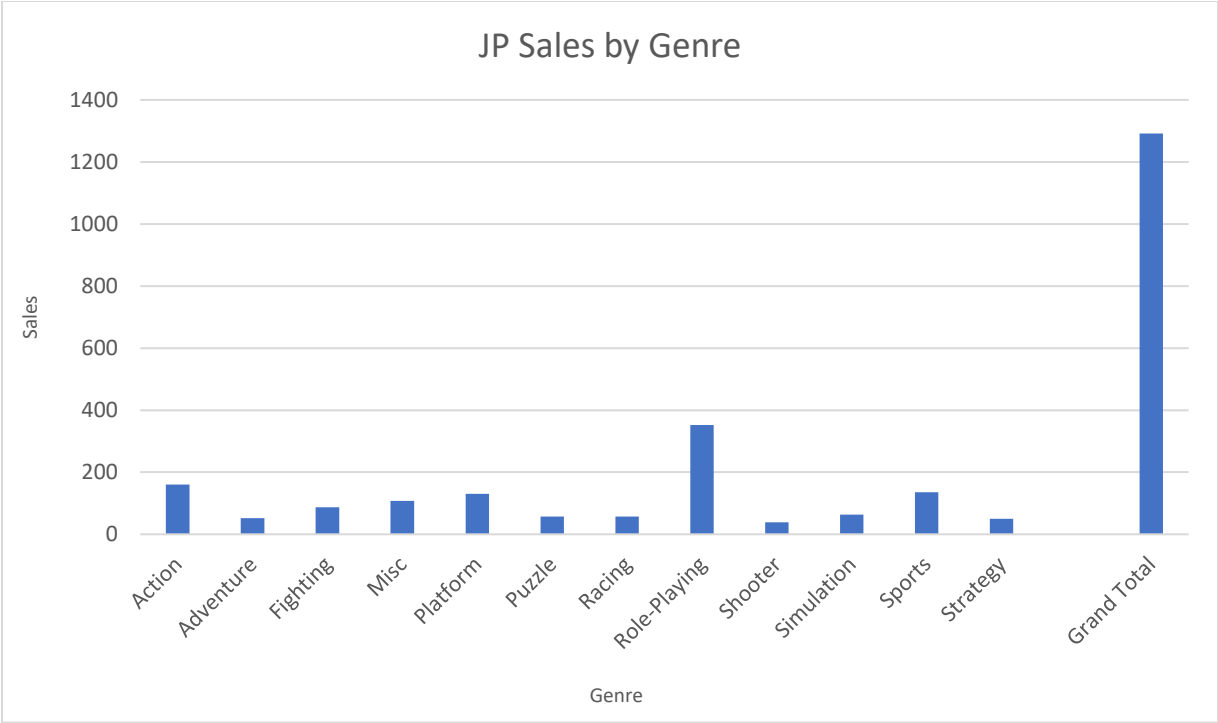- Sum of NA_Sales
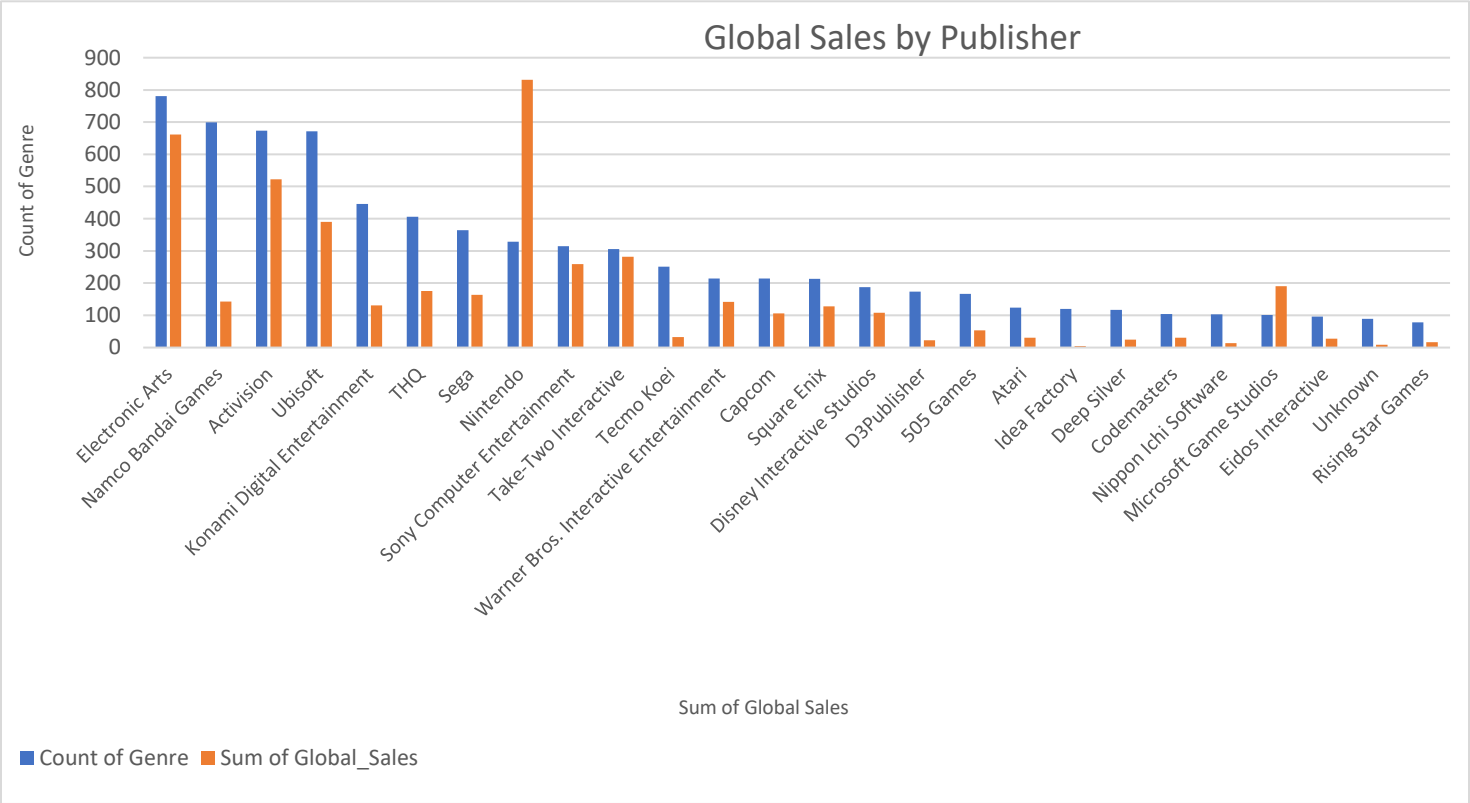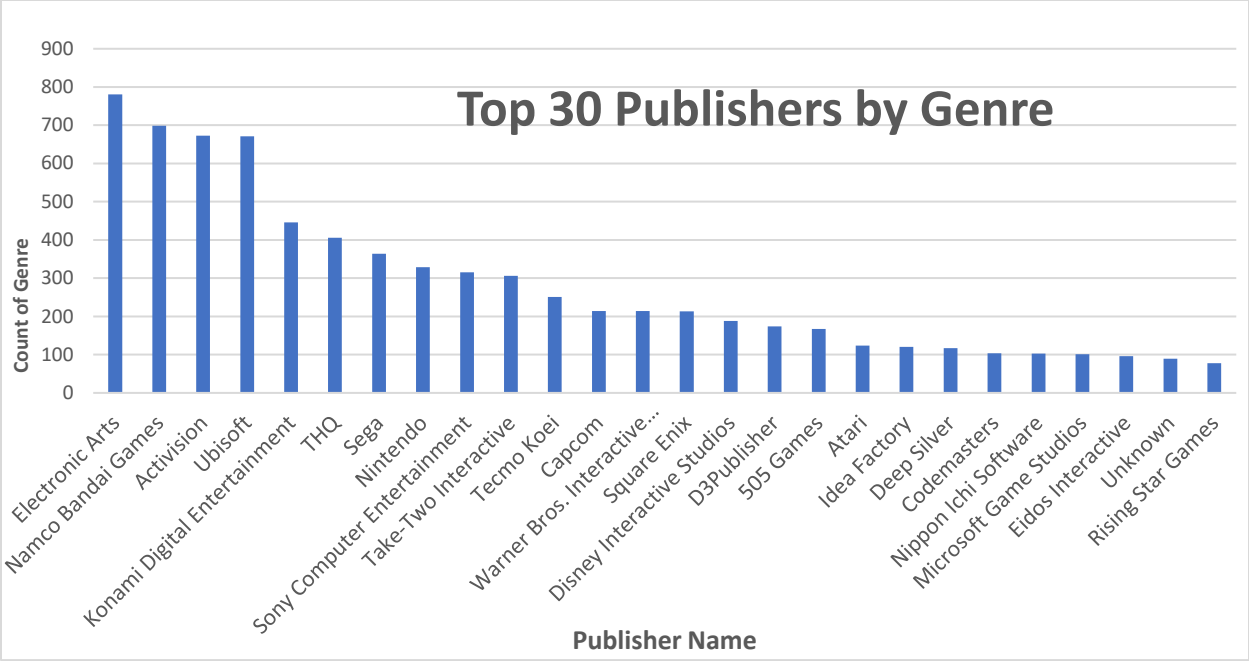- Sum of Global_Sales

Year

4. Step 4

I choose the visualization of graphs for the presentation to delve deeper into the platform sales numbers in relation to the regional sales as well. I wanted to see if it is cost effective to focus on specific platforms over others according to region and sales. I then cross-referenced genre and platform to again see if certain platforms could be eliminated or focused on according to the highest selling genres.

Overall, sales are down across the regions (including North America) and focusing on genre and platform for a region may help market and drive specific sales up. One thing that is apparent is that Miscellaneous genre needs more definition as it is in the top five genres and could hold a lot of sales protential for multiple regions if we knew what the data was composed of. Japan sales are drive by role playing – with the breakdown below are there platform opportunities to increase this genre in this specific region?

There are many platforms but the top 30 make up more than 72% of the top sellers in the ten years we are analyzing. I broke the sales down by the top 30 so that the marketing team could focus on these platforms and genres easier. There is a ton of data available that can be used to focus strategic planning to hone in on the genre, platform, and region for many variables and hopefully drive marketing, development, and increased sales going forward.

NA Sales by Genre

EU Sales by Genre

JP Sales by Genre

Top 30 Publishers by Genre

Chart showing Count of Genre (y-axis, 0–900) by Publisher Name (x-axis): Electronic Arts, Namco Bandai Games, Activision, Ubisoft, Konami Digital Entertainment, THQ, Sega, Nintendo, Sony Computer Entertainment, Take-Two Interactive, Tecmo Koei, Capcom, Warner Bros. Interactive..., Square Enix, Disney Interactive Studios, D3Publisher, 505 Games, Atari, Idea Factory, Deep Silver, Codemasters, Nippon Ichi Software, Microsoft Game Studios, Eidos Interactive, Unknown, Rising Star Games

Global Sales by Publisher

Chart showing Count of Genre and Sum of Global_Sales by publisher. Legend: Count of Genre, Sum of Global_Sales

Sales in NA by Publisher

Count of Genre (y-axis: 0 to 900)

Publishers (x-axis): Electronic Arts, Namco Bandai Games, Activision, Ubisoft, Konami Digital Entertainment, THQ, Sega, Nintendo, Sony Computer Entertainment, Take-Two Interactive, Tecmo Koei, Warner Bros. Interactive..., Capcom, Square Enix, Disney Interactive Studios, D3Publisher, 505 Games, Atari, Idea Factory, Deep Silver, Codemasters, Nippon Ichi Software, Microsoft Game Studios, Eidos Interactive, Unknown, Rising Star Games
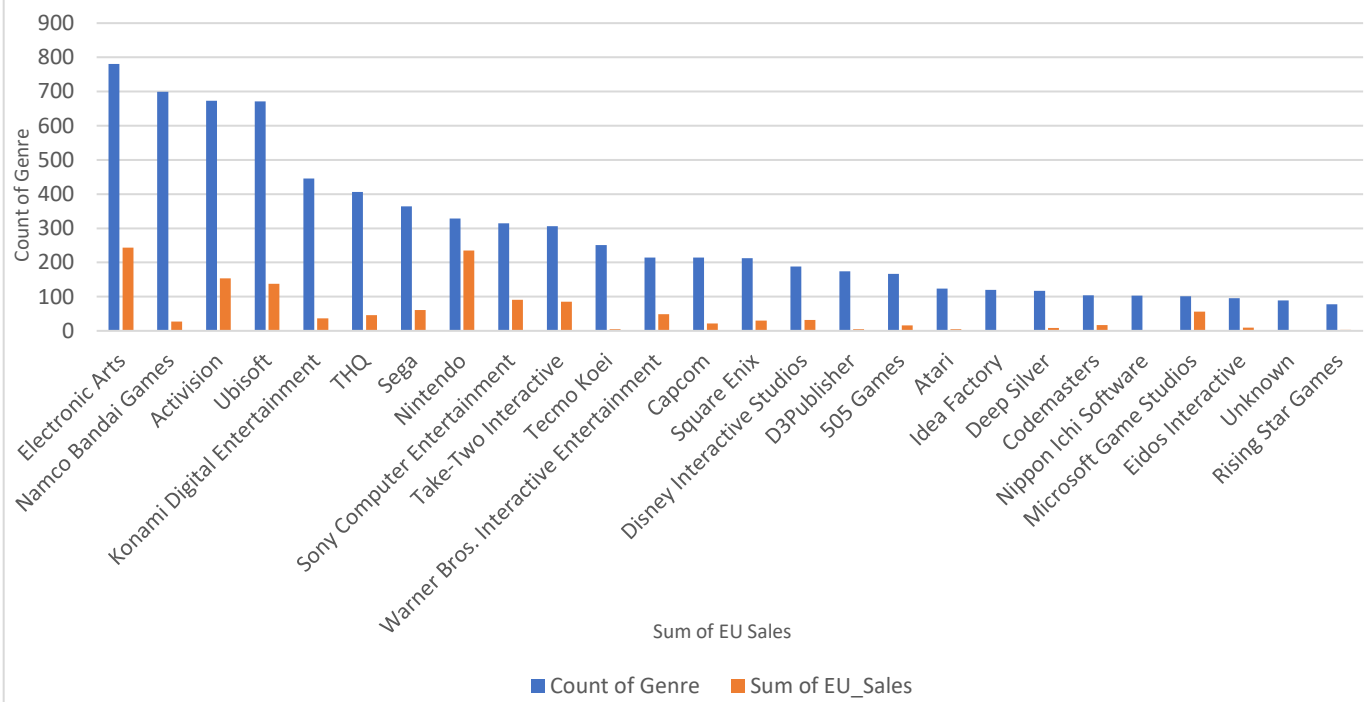
Sum of NA Sales

■ Count of Genre   ■ Sum of NA_Sales

Sales in EU by Publisher

Sales in Japan by Publisher

Count of Genre

900
800
700
600
500
400
300
200
100
0

Electronic Arts, Namco Bandai Games, Activision, Ubisoft, Konami Digital Entertainment, THQ, Sega, Nintendo, Sony Computer Entertainment, Take-Two Interactive, Tecmo Koei, Warner Bros. Interactive..., Capcom, Square Enix, Disney Interactive Studios, D3Publisher, 505 Games, Atari, Idea Factory, Deep Silver, Codemasters, Nippon Ichi Software, Microsoft Game Studios, Eidos Interactive, Unknown, Rising Star Games

Japan Sales by Genre

■ Count of Genre   ■ Sum of JP_Sales