

Marketing Proposals for 2017

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Company's Assumption :

- Sales for the various geographical regions have stayed the same overtime
- Further Analysis to be done to see if any revisions are needed for marketing budget of 2017 to maximize the return on investment

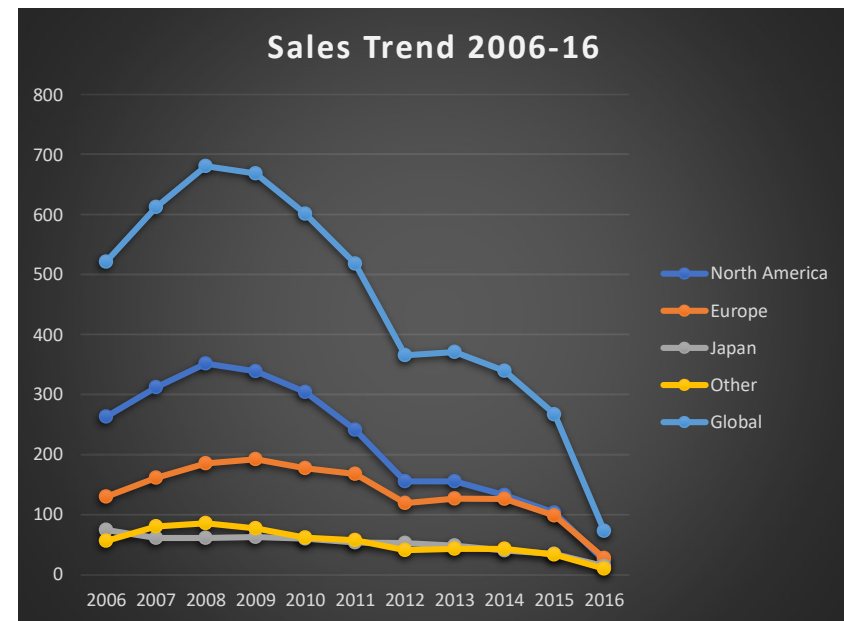
Analysis done on following parameters to arrive at conclusion :

- Sales trend across region for a period 2006-16
- Regional Market Share
- Genre Popularity Comparison across different regions



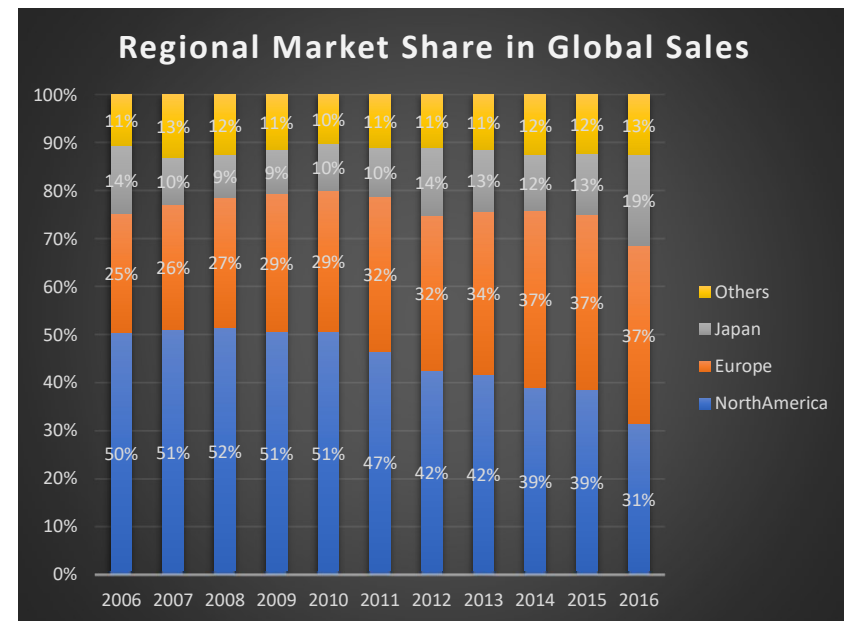
Sales Trend across Regions (2006-16)

- All Sales peaked in the year of 2008 and started declining after that.
- 2016 is the year of lowest sale
- Peak and declining trend over the years is almost same for Global sales and across all regions



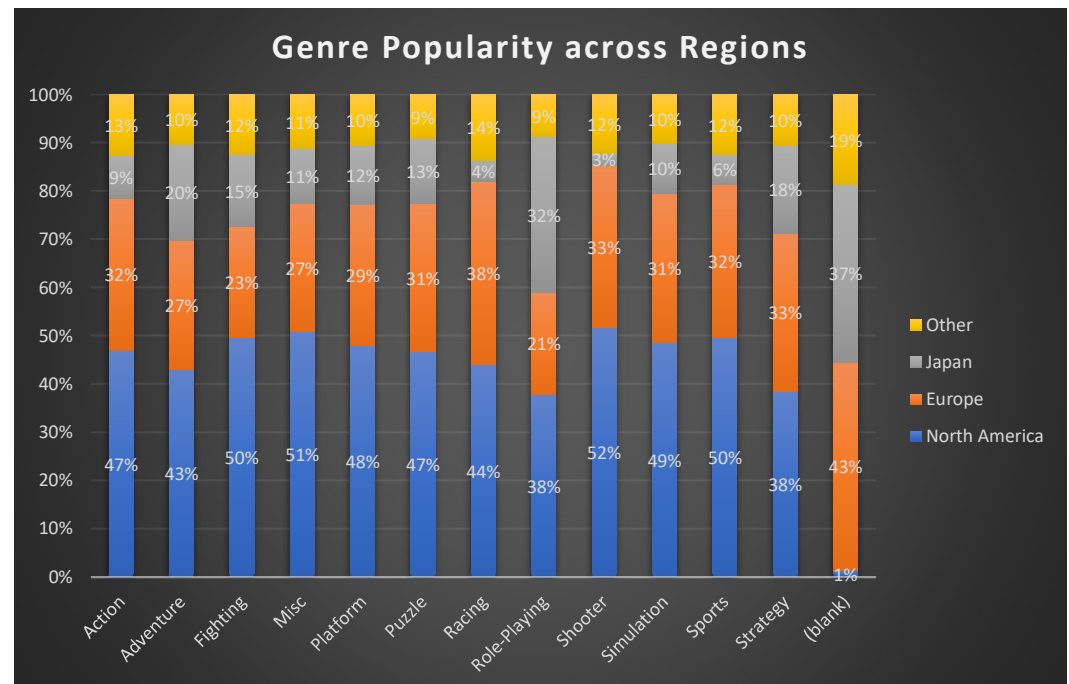
Regional Market Share in Global Sales

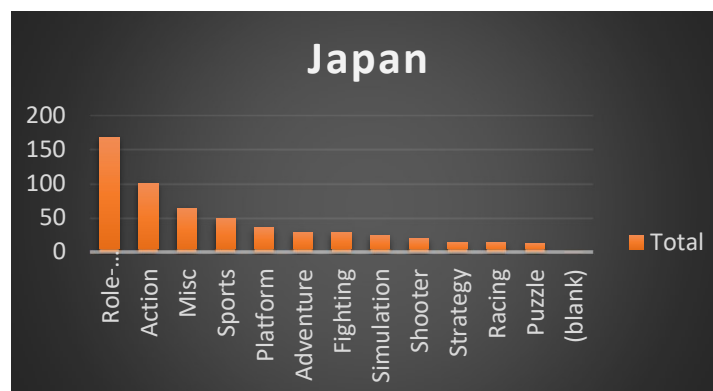
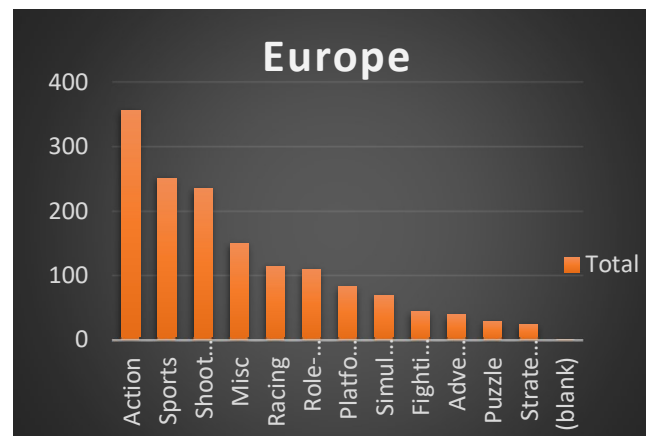
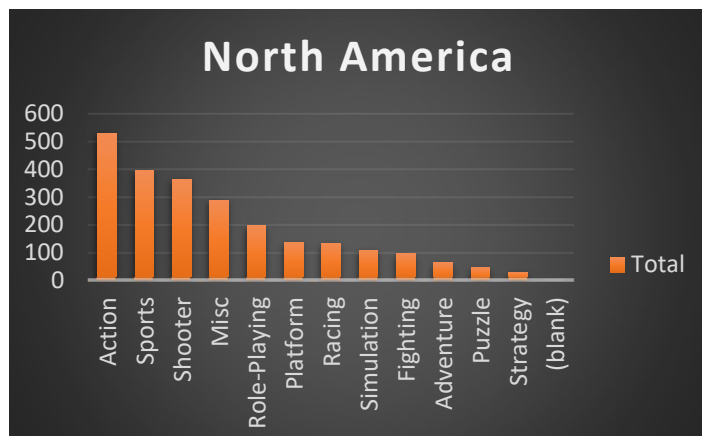
- North American region is leading with the highest market share till year 2015
- Europe region with second highest share till year 2015 and became No.1 in year 2016. Europe is the only region with consistent upward trend in gaining market share
- Japan & Others have been consistent with lowest market shares



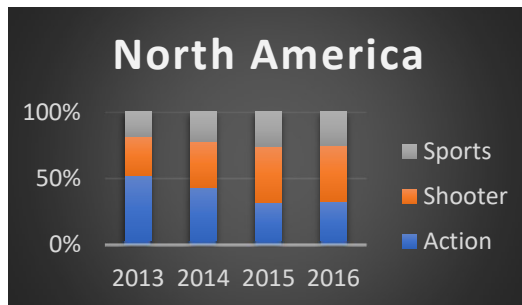
Genre Popularity across regions

- Shooter has the highest proportion of North American Sales
- Role Playing is the genre with highest proportion for Japan compared to other genres

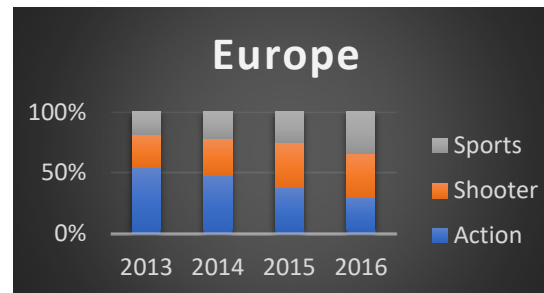




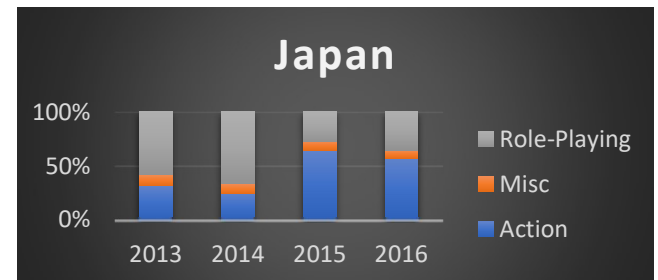
Top 3 Genres for Different Regions



- Action, Sports and Shooter are the top 3 genres for North America
- Shooter has become the most popular genre for years 2015 and 2016



- Action, Sports and shooter are the top 3 genres for Europe
- Sports and Shooter are gaining more popularity compared to Action games by year 2016



- Role playing, Action and Misc are the top 3 Genres for Japan
- Role playing is particularly popular in Japan region but by year 2016 Action games have become the most popular in Japan.

Conclusion And Recommendations

- Game Sales across the different regions have been fluctuating overtime. After the peak of 2008 , there is a decline of almost 89.4% in Global sales and all the regions recorded their lowest sales in year 2016
- We need budget revision for all the regions as well as the further investigation to find out the root cause for decline in sales of video games.
- Marketing budget revisions should be made after consideration of regional sales trends ,genre popularity, consumer preference , Mode of playing (Online V/s Console based V/s Mobile based)

Region Specific Recommendations

Europe

- No. 1 region and the only region with consistent upward Sales trend over the years
- Increase in marketing budget with special focus on Shooter and sports games surely going to help in boosting sales

North America

- Second highest market in 2016, has been a market leader till the year of 2015.
- Shooter and Sports games need special marketing focus because of low competition and existing leadership in these genres
- North America has huge potential to become a leader again , further analysis needed to study the other modes of playing too like console based, mobile based.

Japan

- Japan sales have been fluctuating over the years accounting for the lowest global sales. Japan has a huge potential for video game sales, just needs to be explored further.
- Action games are gaining popularity and should be focused on a marketing side , along with Role playing games which are specifically all time popular in Japan



Thank You