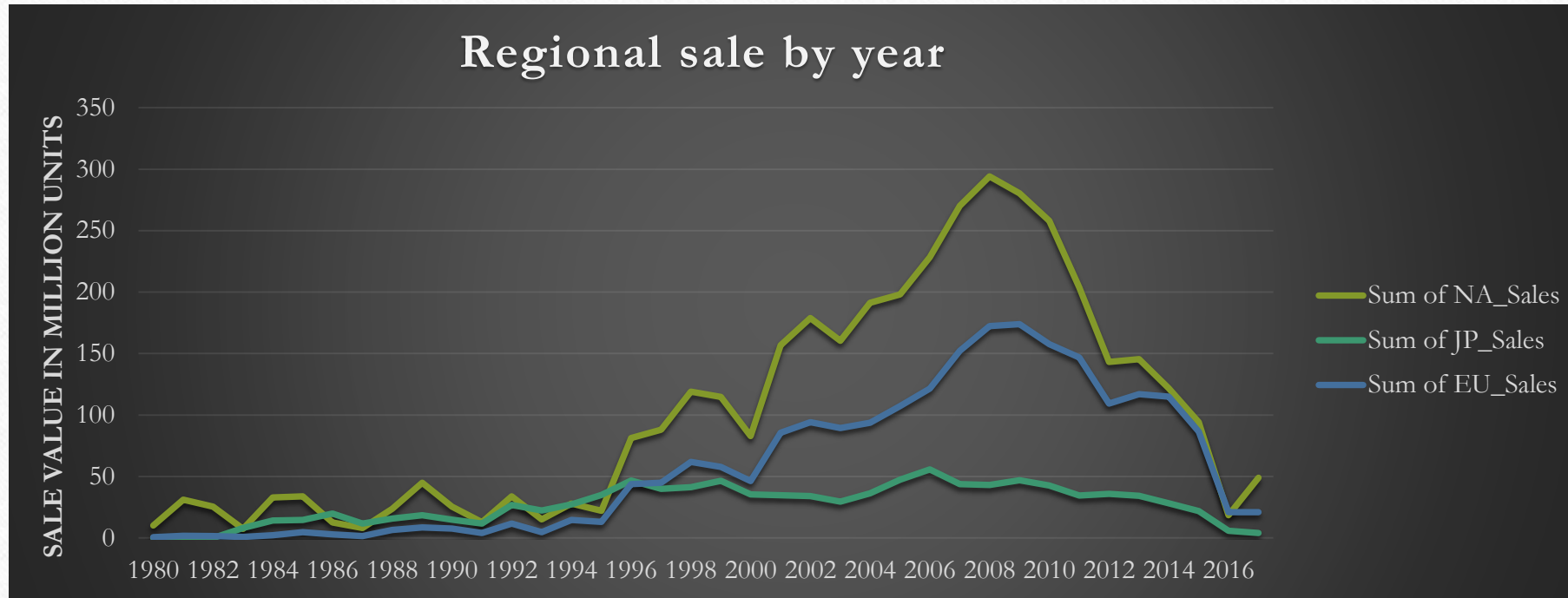




Examining the Gameco Video Game Market An Analysis

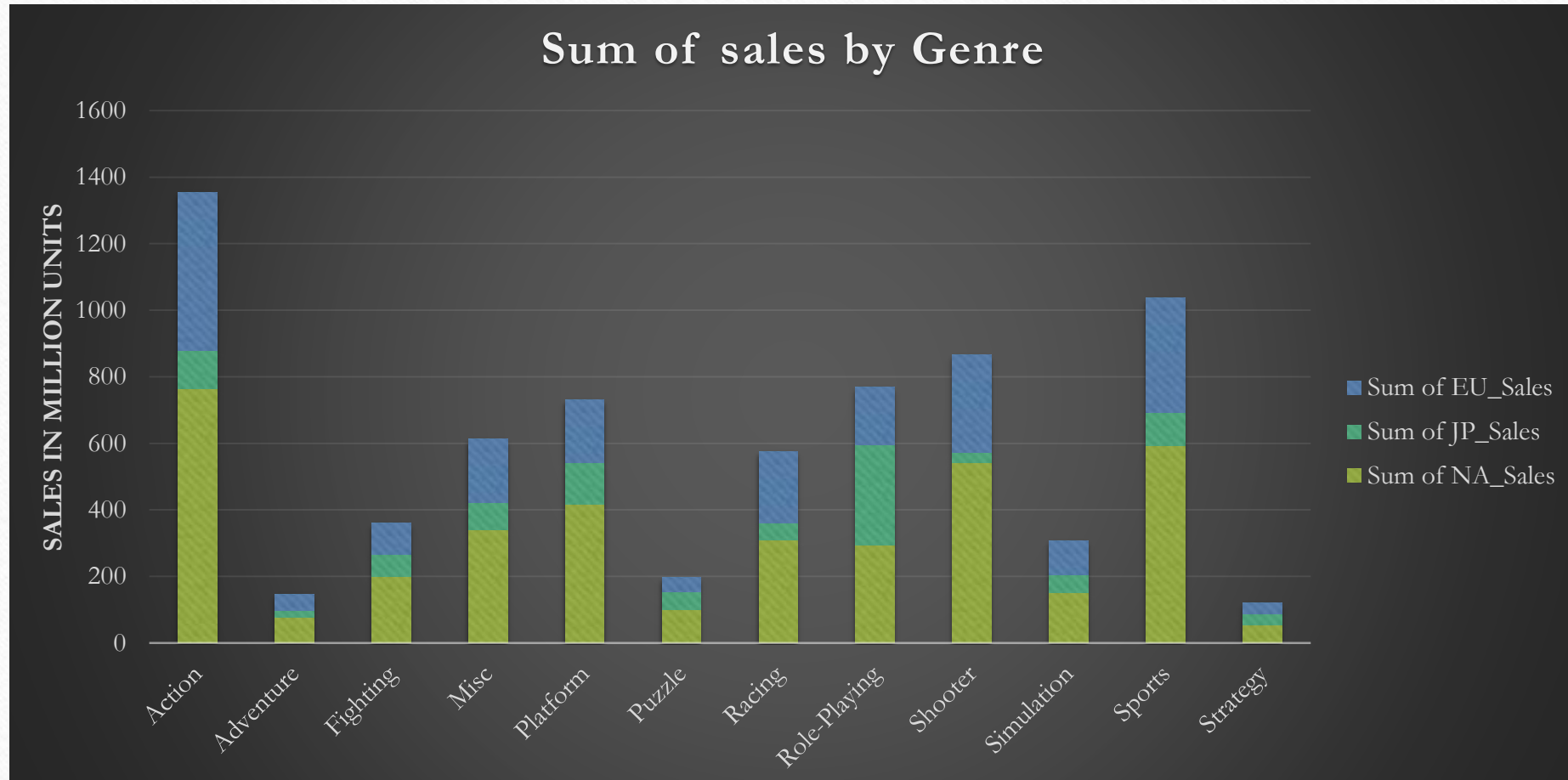
Have sales of Gameco in diverse geographic regions maintained consistent performance over an extended period?



Contrary to assumptions, sales in different geographic regions did not remain stable over time.

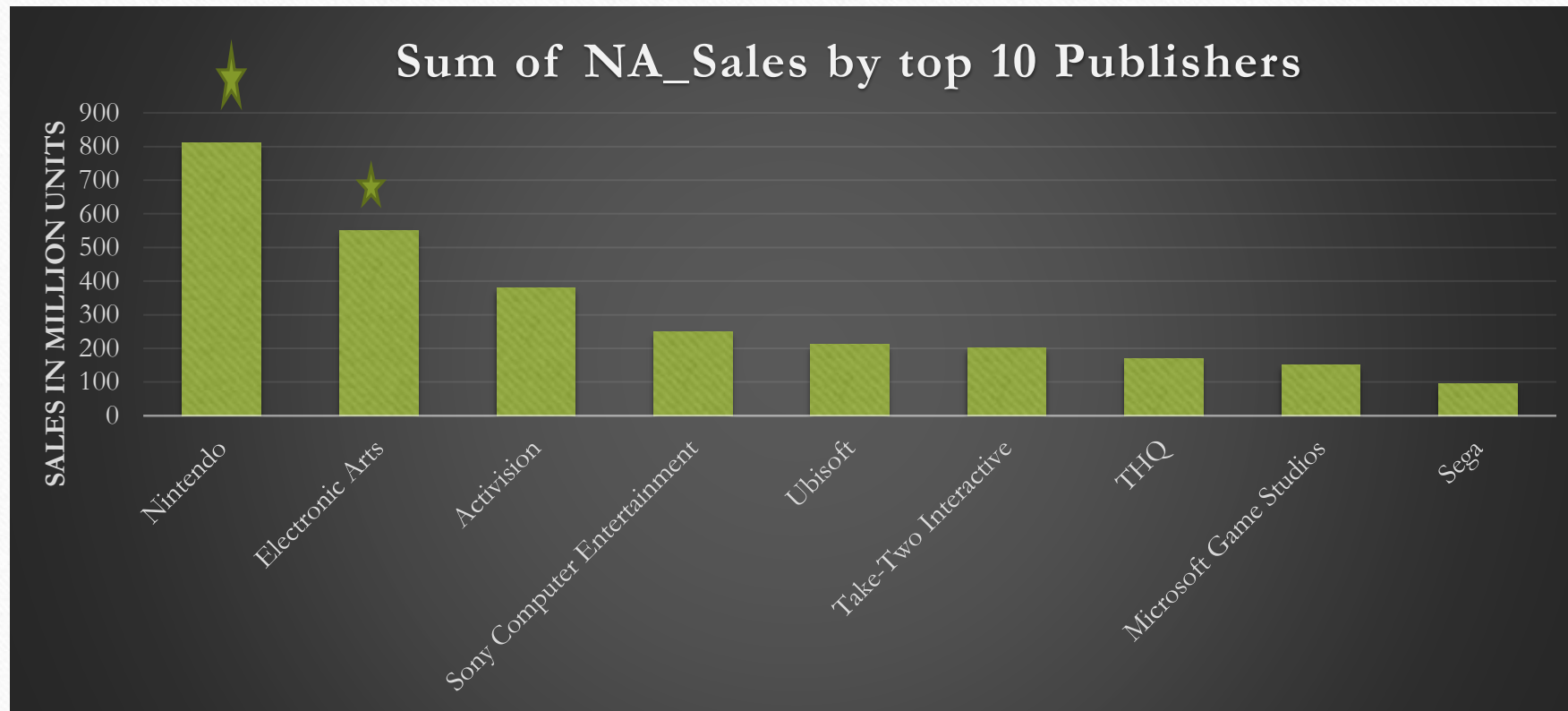
- North America, although often recording high sales, experienced fluctuations rather than consistent performance.
- Sales in North America showed an upward trend from 1996 to 2008, followed by a decline from 2008 to 2016.
- Similarly, Europe saw an increasing sales trend until 2008, but then experienced a continuous decrease.
- Japan, although maintaining a consistent sales pattern from 1996 to 2010, may have also witnessed fluctuations beyond that timeframe.

The graphs below presents the genre distribution for each region, focusing on a more relevant time frame of the last 10 years.

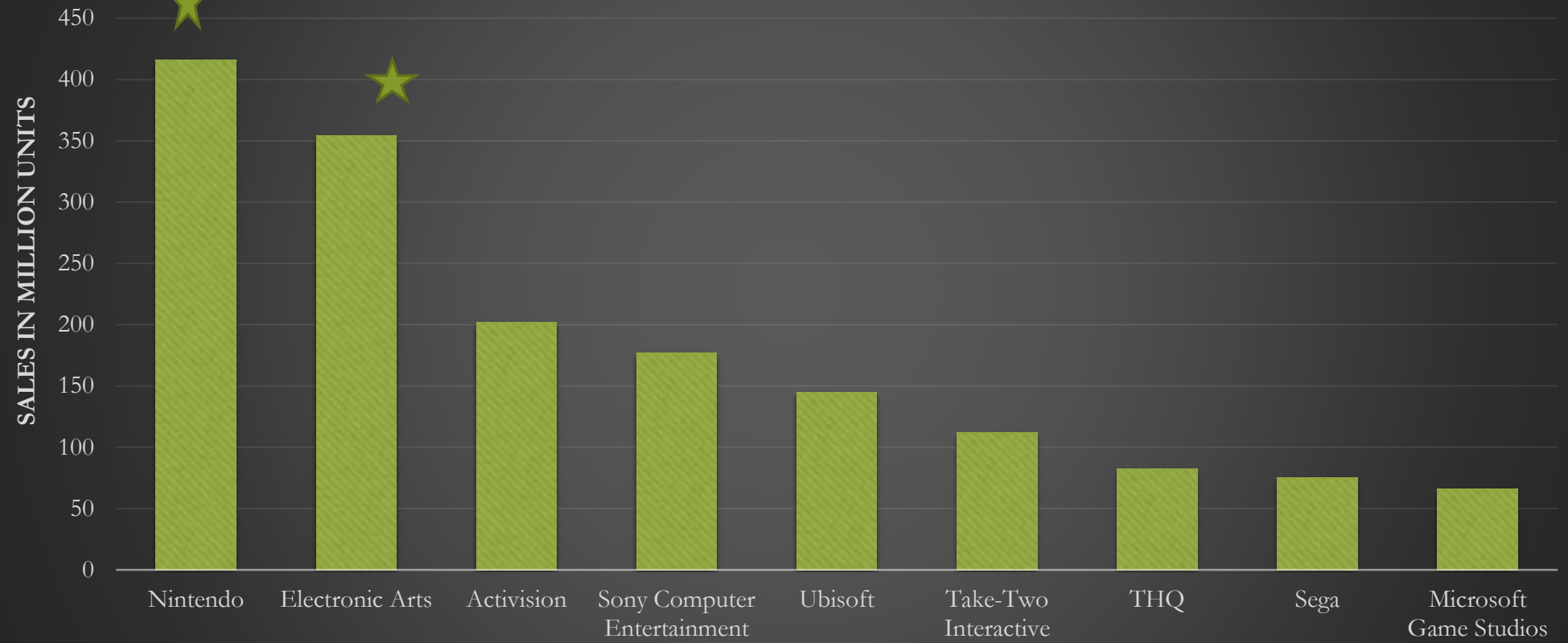


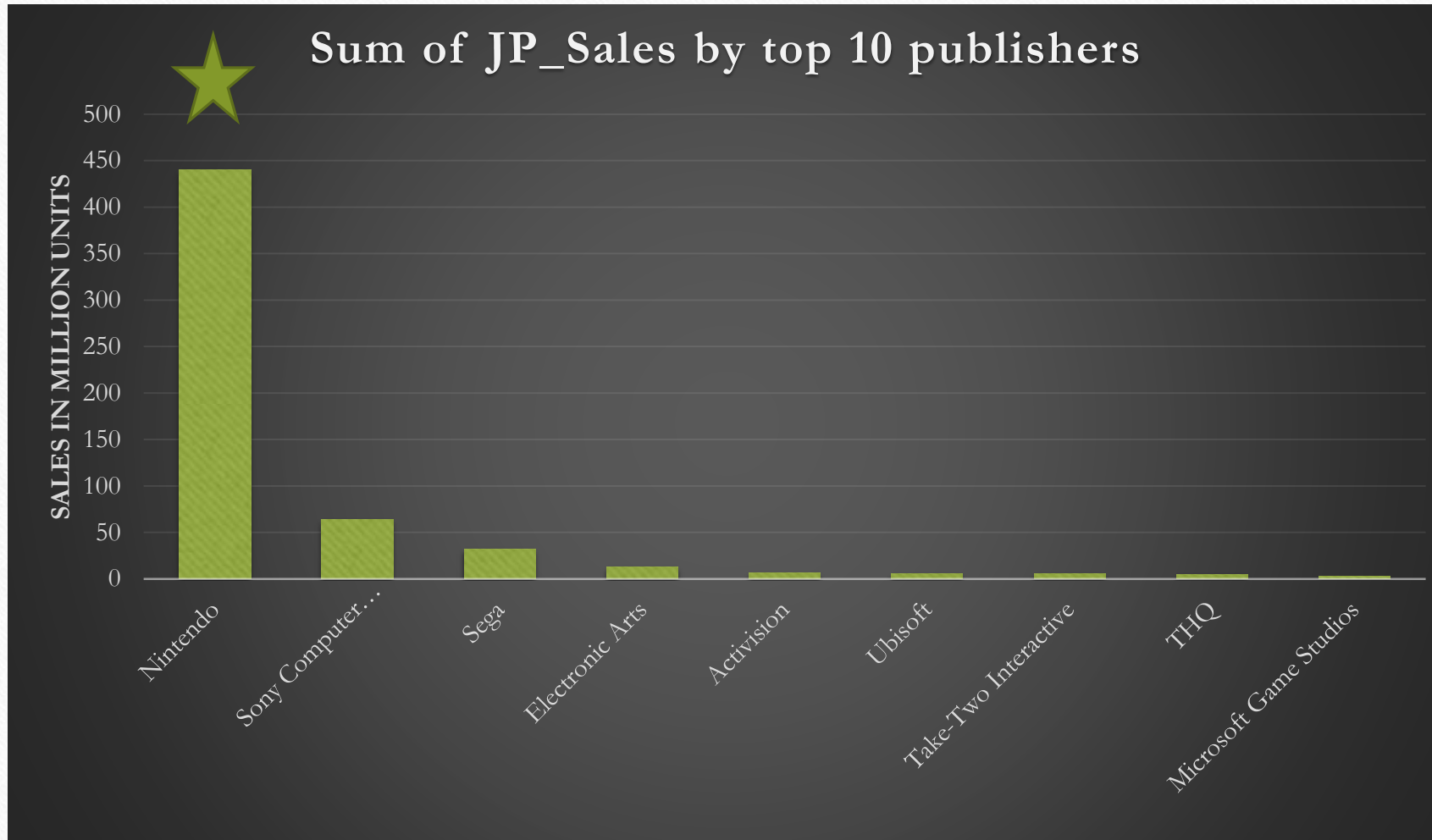
- According to the graph, the most popular genres in North America are Action, Sports, and Shooter.
- In Europe, the most popular Genres are Action, Sports and Shooter.
- In Japan , the most popular genres are Role playing ,Action and platform.

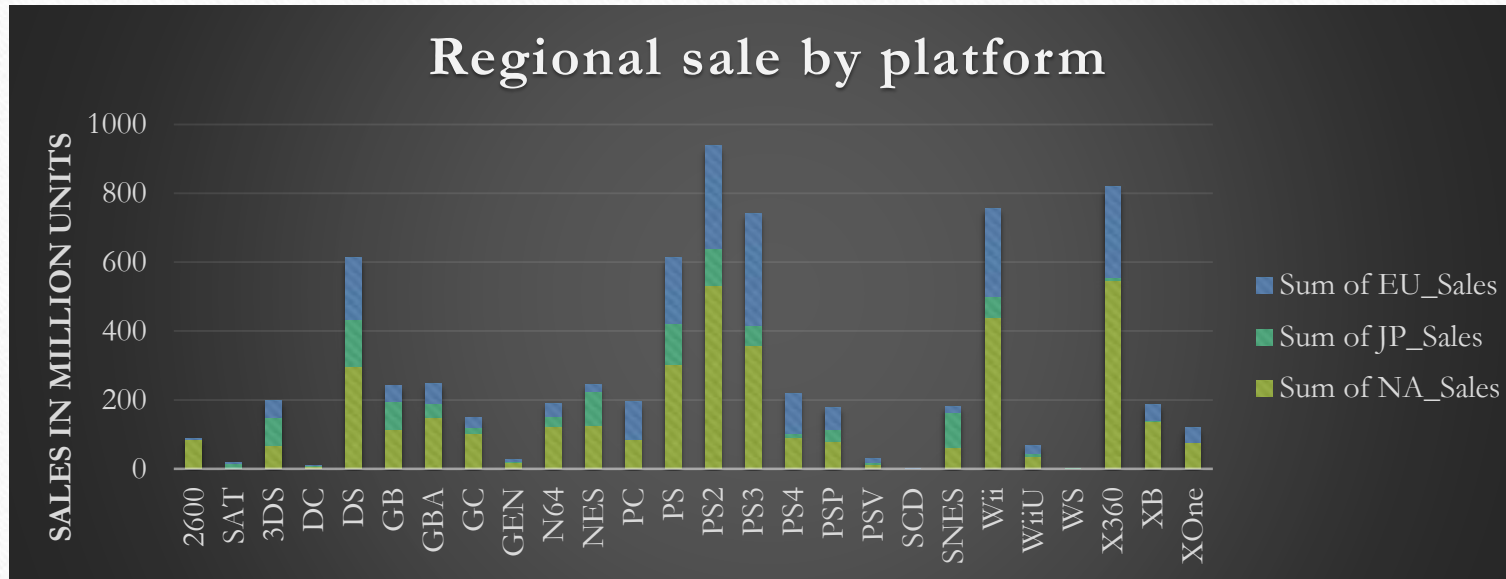
The graphs below depict the distribution of sales for each region based on the top 10 publishers



Sum of EU_Sales by top 10 Publishers







PS2 ,X360,PS3and Wii platformers are having a good sale in North America, Europe and Japan compared to other platforms.

RECOMMENDATIONS

- **Redistributing resources to regions that exhibit promising sales trends, such as Europe and North America help to increase the sale, while maintaining a reasonable allocation for Japan.**
- **Gameco should prioritize expanding its game portfolio across a variety of genres, publishers platforms. This approach will help mitigate risks associated with market fluctuations and cater to diverse player preferences**
- **To increase sales numbers, it would be beneficial to focus the budget on the most popular genres in each region
North America & Japan- Action, Sports, and Shooter.
Japan - Role playing ,Action and platform**
- **Directing the market budget towards the platformers PS2, X360, PS3, Wii and publishers Nintendo , Electric Arts in each region would be beneficial in establishing a strong business strategy.**

THANK YOU

BY ROSE A J