



2017 Marketing Proposal

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Data Analytics

A blurred background image of a candlestick chart, likely representing financial data. The chart features blue and orange candlesticks on a dark grid, with a red trend line curving upwards from the bottom right. The overall aesthetic is professional and data-driven.

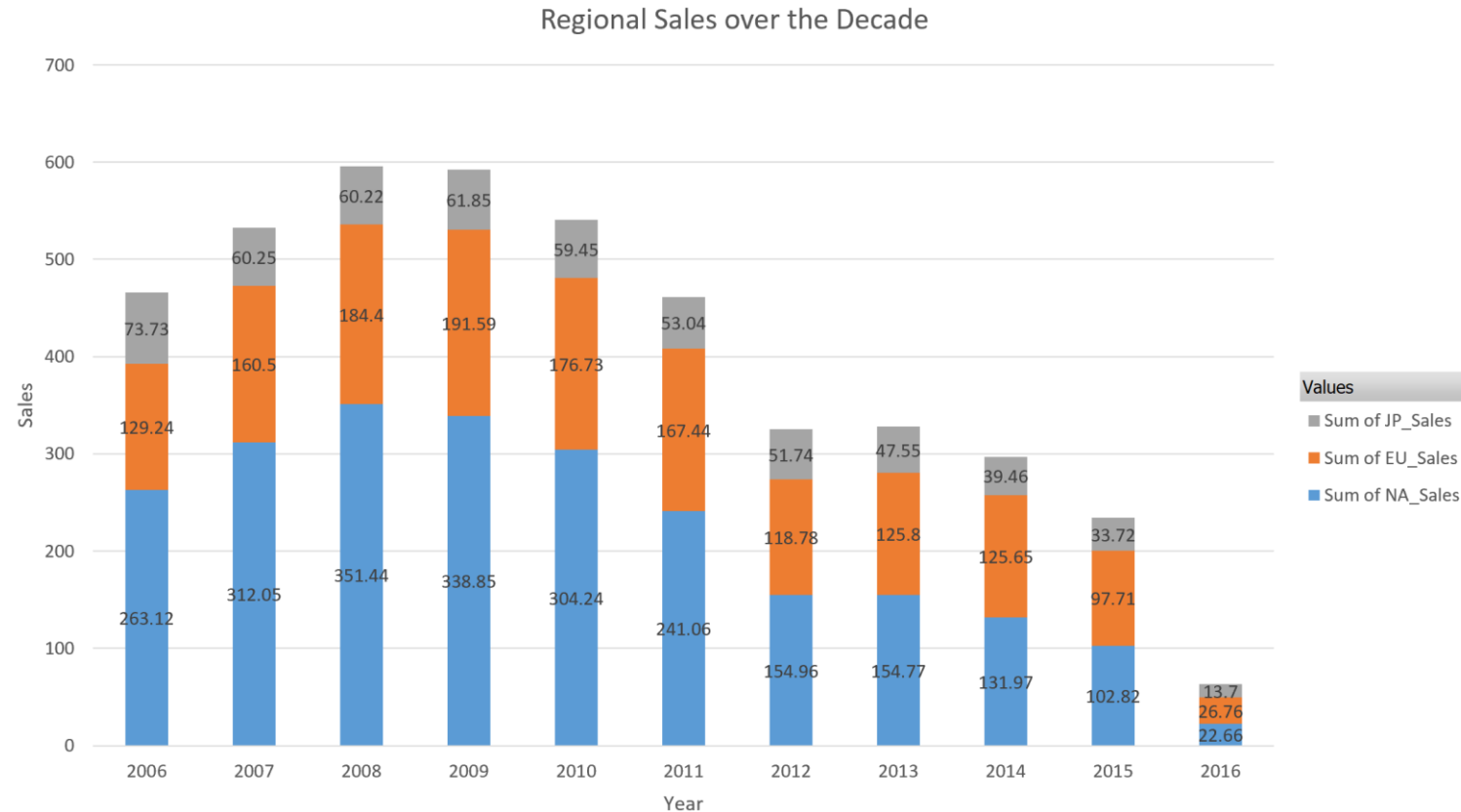
Overview

- The current assumption is that the trends will remain the same for the year 2017.
- We will be looking at the trends until 2016.
- We will be looking at newly discovered trends which will develop new ideas for marketing in the different regions for 2017.

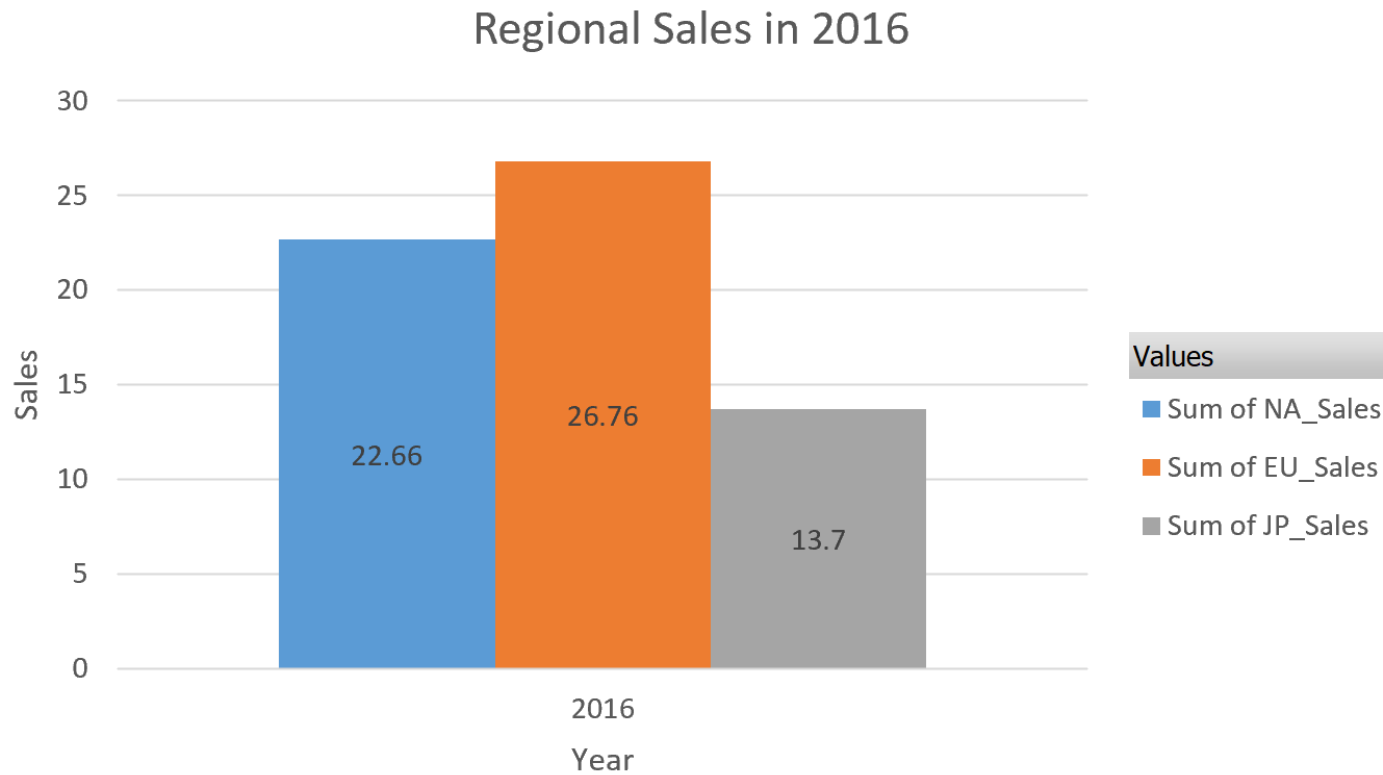


Regional Sales Through the Decade

- A steady decline is apparent.
- Europe has been increasing in sales over the other regions.
- The recent years have shown consistency and unchanged which would agree with GameCo's assumption.



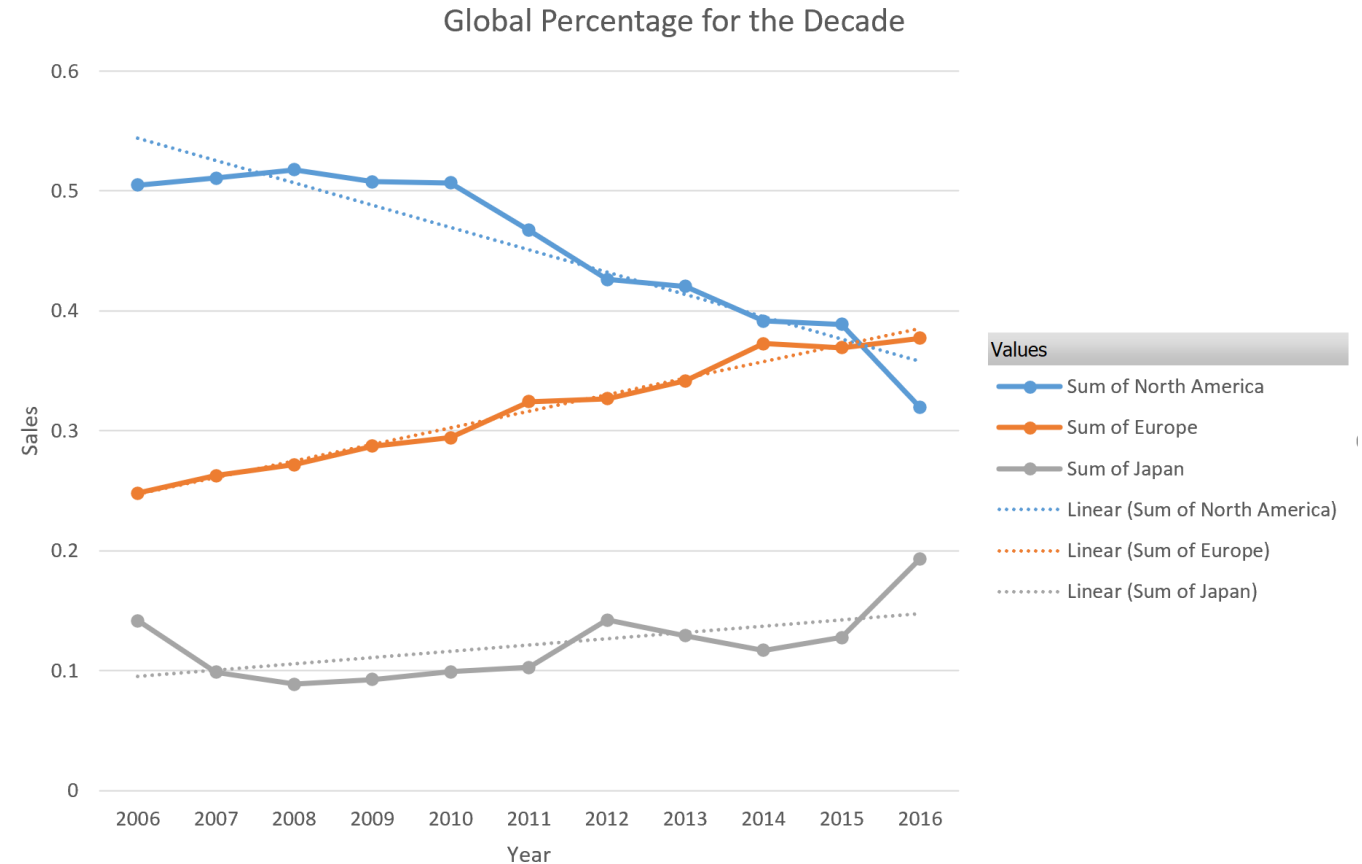
A Closer Look at 2016



- A clear definition that Europe has been increasing in sales.
- A better understanding that a particular region can be used for marketing.

The Trends Over the Decade

- Taking into consideration of the Global percentage, we can see that there is an increase in sales for Europe over the decade.
- Japan's trend has shown no significance as it is too recent to explore.



Shift the Focus to Europe

- Europe has shown stability with global sales and by shifting the focus, there will be more sales by 2017.
- The European market will prove to be a reliable source and will shift the chances of the assumed consistent sales.



Summary and Conclusion

- As suggested, GameCo's assumption that 2017's sales will be consistent is inaccurate.
- Sales have increased in Europe and has shown that there is stability in the global sales have proven that this is the region to shift the market.
- Due to the decreasing trend, a better marketing campaign is recommended.
- An approach to take is to focus on Europe as there has been a proven increase in global sales. This is the safest approach as the North American Market may prove to be unstable for further progress for 2017 and onward.



Any Questions?