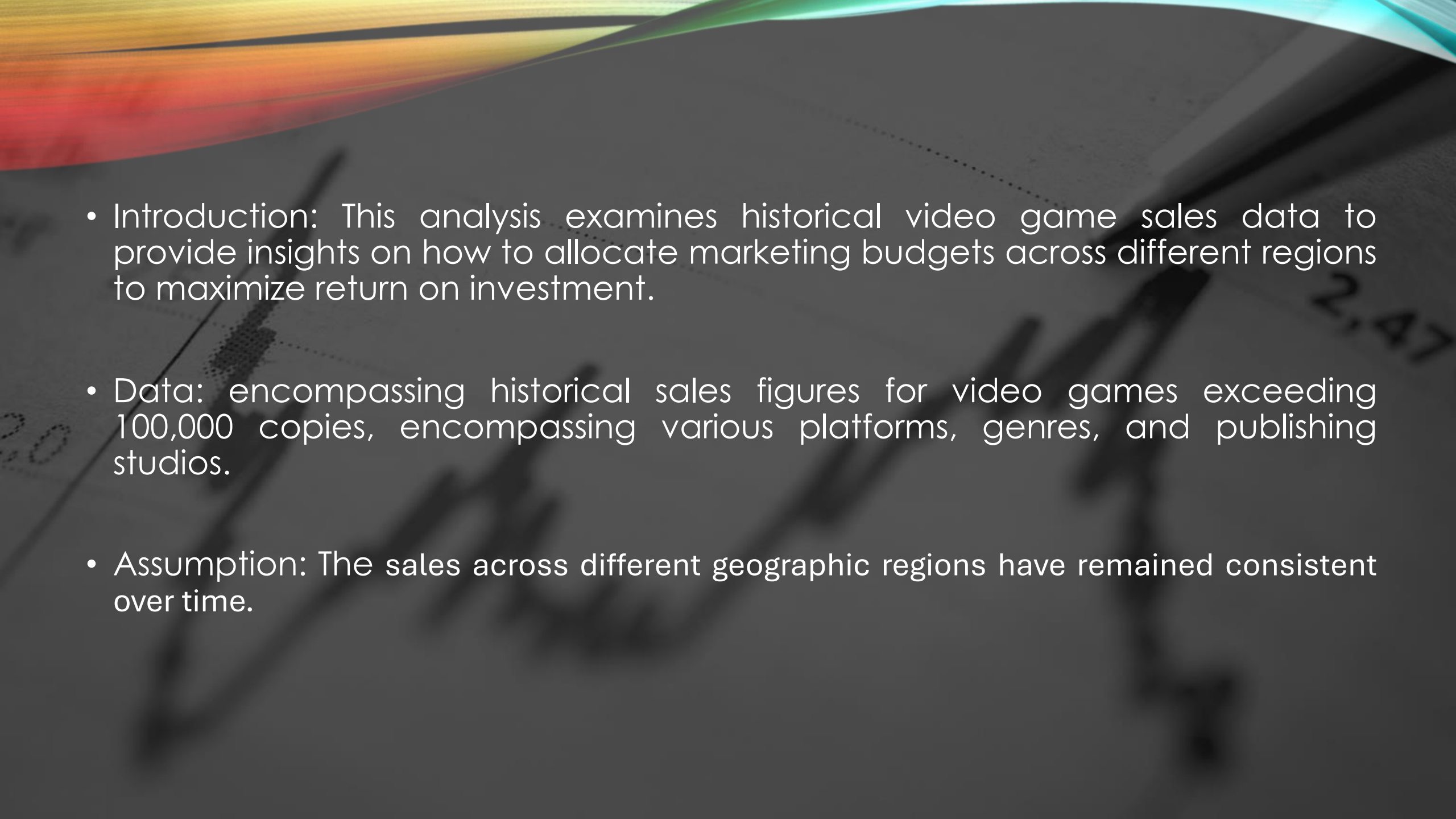
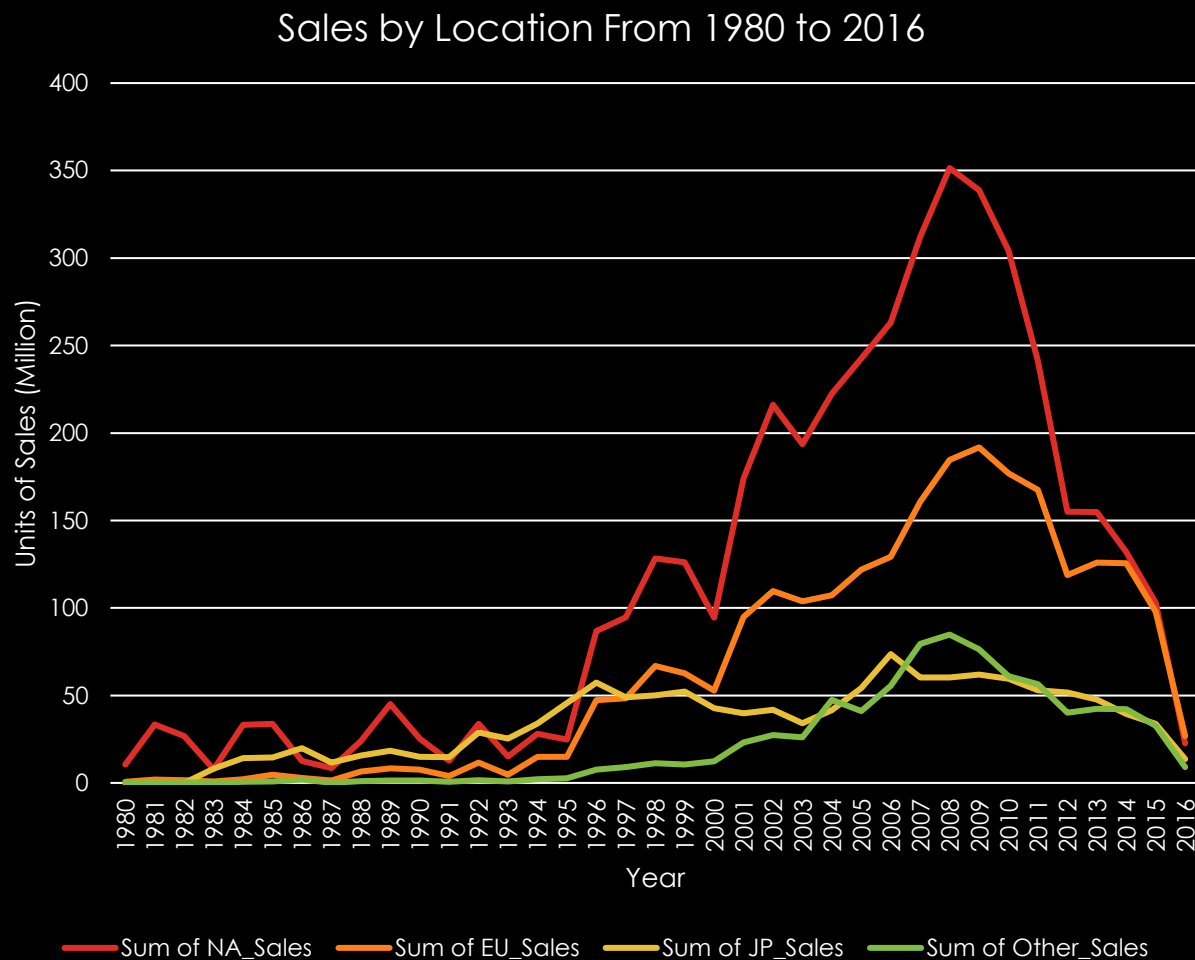


The background features a dark, textured surface with several faint, light-colored line graphs and bar charts. A prominent wavy line in shades of red, orange, and yellow runs across the top left. The overall aesthetic is modern and data-driven.

VIDEO GAME MARKET SALES ANALYSIS

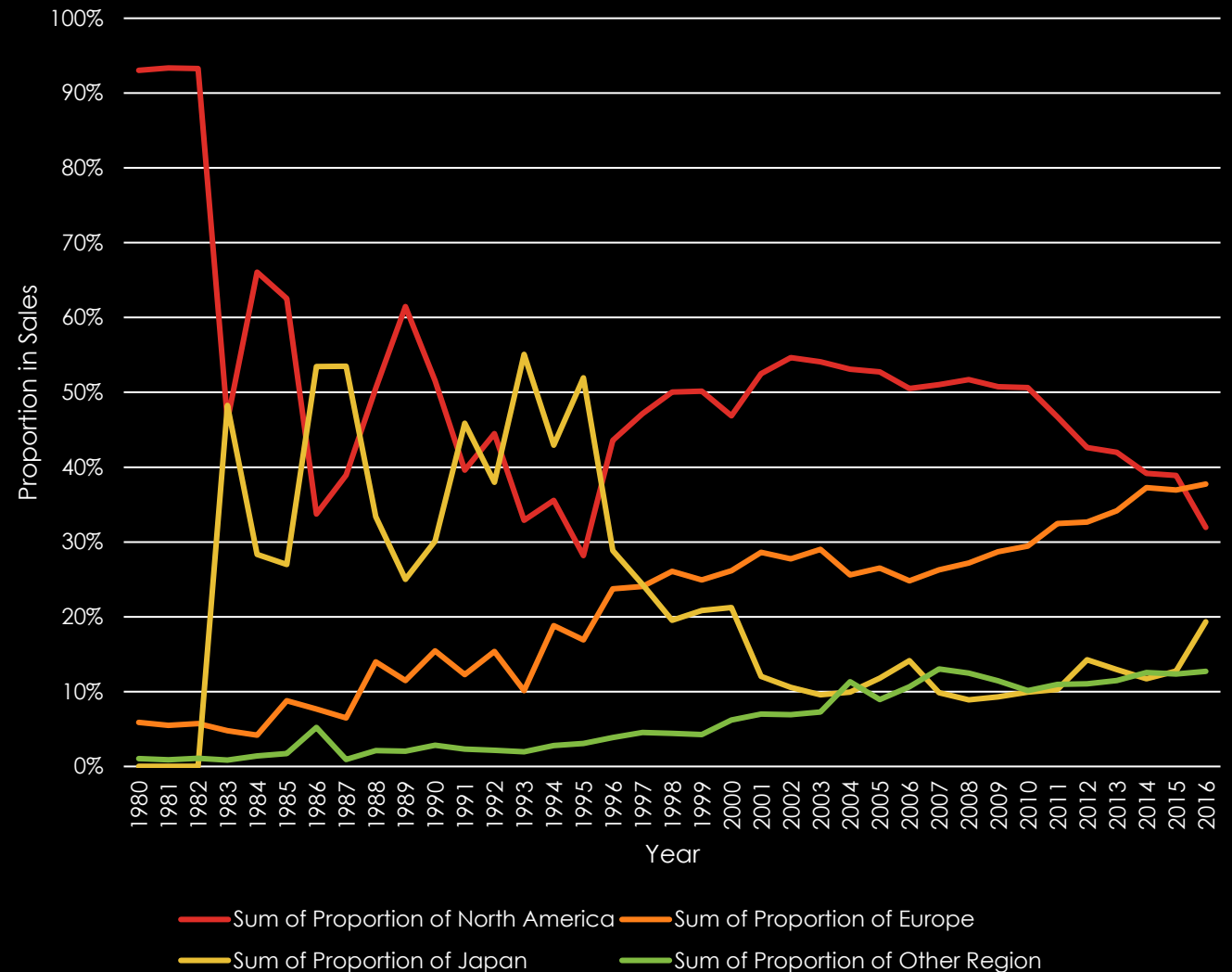
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- Introduction: This analysis examines historical video game sales data to provide insights on how to allocate marketing budgets across different regions to maximize return on investment.
 - Data: encompassing historical sales figures for video games exceeding 100,000 copies, encompassing various platforms, genres, and publishing studios.
 - Assumption: The sales across different geographic regions have remained consistent over time.

- As we can see that video game sales appear to have fluctuated between 0 and 50 million units of sale until 1995. However, post-1995, there is a noticeable upward trend in sales, particularly in North America, where sales surpassed the 50 million mark.
- European sales have mirrored the trend in North America. Despite experiencing some minor fluctuations over time, the overall upward trajectory in sales persisted until 2008. Following a peak in 2008, sales began a downward trend that has continued with significant acceleration.
- Based on this data we can say that the current assumption needs to be reconsidered as it is inaccurate.

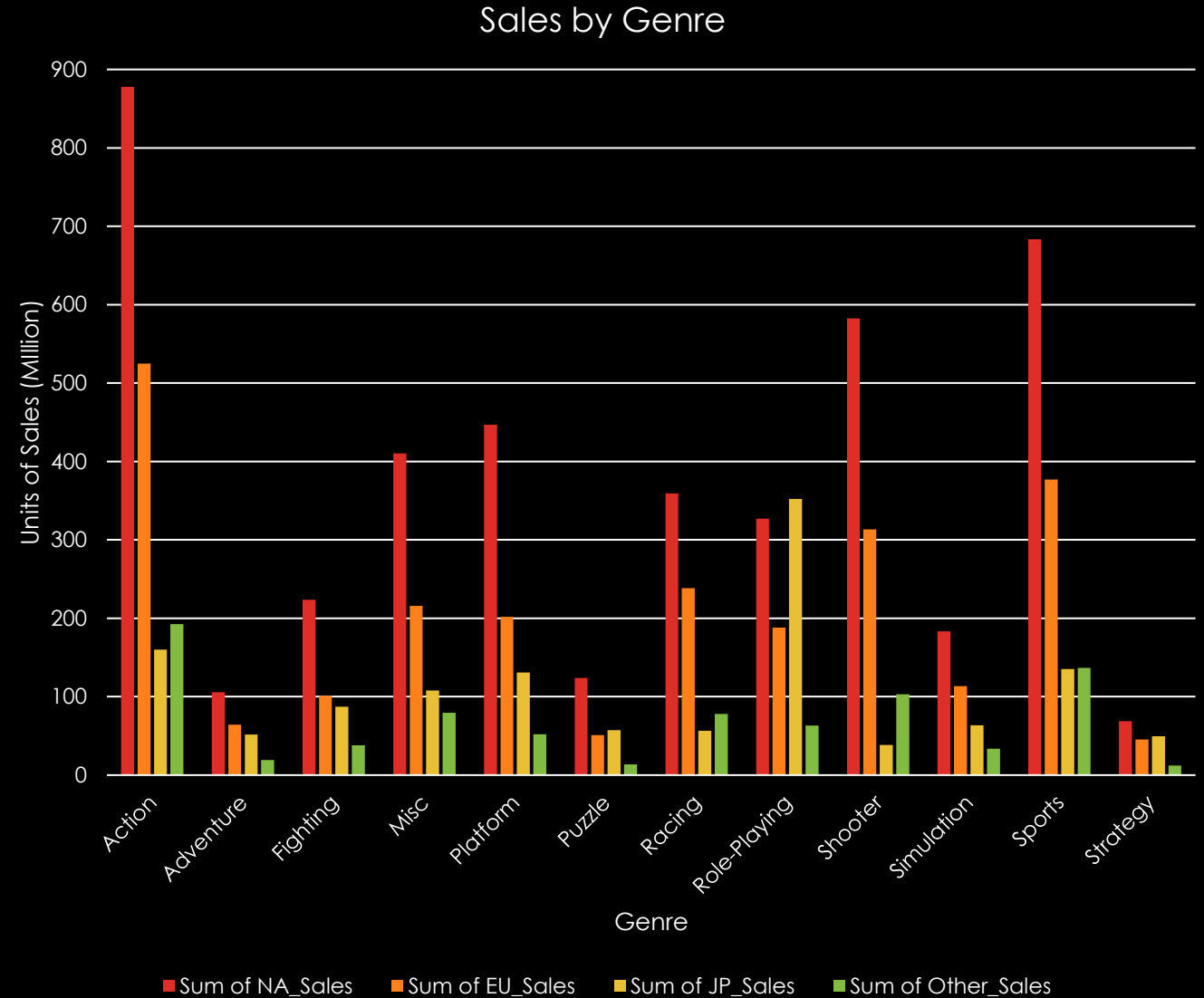


- It becomes evident that North America and Japan have periodically dominated global market share. Despite North America's longstanding leadership, European sales, which have shown a consistent upward trajectory, overtook the lead after 2015.
- Similarly, sales in Japan experienced significant growth post-2015. This trend suggests that European customers tend to demonstrate greater loyalty over time, potentially due to the addition of new customers to an already loyal base.
- Alternatively, it could be inferred that a negative correlation has existed between the sales figures of North America and Japan since the mid-1990s.

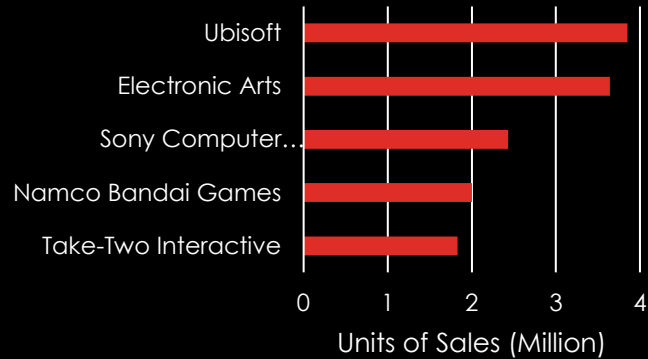
Million Unit Sales by Genre



- It is evident that action and excitement genres generally captivate customer interest. In contrast, strategy and simulation genres appear to have declined in popularity.
- Based on this information action, shooter and sports genre controls majority of market and needs to be invested more to increase business.



Top 5 Publisher in North America Sales in 2016



Top 5 Publisher in Europe Sales in 2016

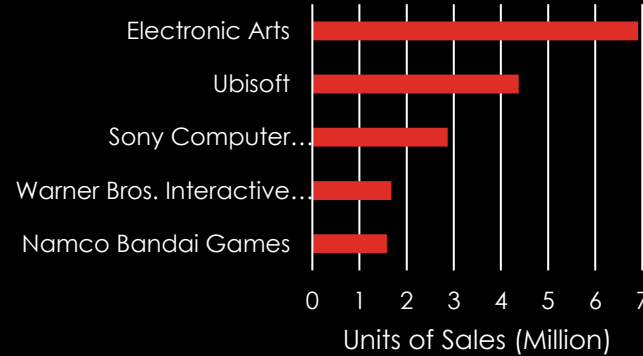
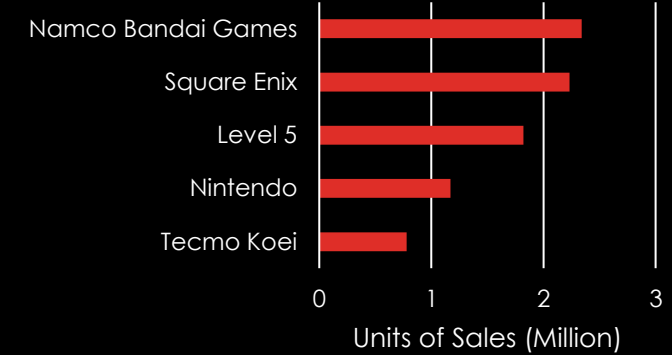


Figure 6 -Top 5 Publisher in Japan Sales in 2016



Above charts illustrate that the same publishers usually hold the market shares in North America and Europe, whereas different publishers lead the market in Japan. Consequently, for future market strategies, Electronic Arts and Ubisoft might be more favorable in the European and North American markets, while Namco Bandai games and Square Enix would be better suited for the Japanese market.

RECOMMENDATIONS

- If their goal is to create a new game, they should consider focusing on the action genre, known for its strong sales across all three major regions. Additionally, the shooter genre stands out as particularly suitable for North America and Europe.
- In terms of publishing partnerships, collaborating with Electronic Arts and Ubisoft would be advantageous for the European and North American markets. For the Japanese market, prioritizing partnerships with Namco Bandai Games and Square Enix would be ideal.

The background features a solid black field. At the top, there is a decorative, wavy band of color that transitions from a warm orange-red on the left to a bright cyan-blue on the right, with a thin black line separating it from the main black area.

THANK YOU!