

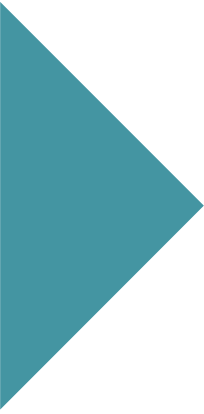
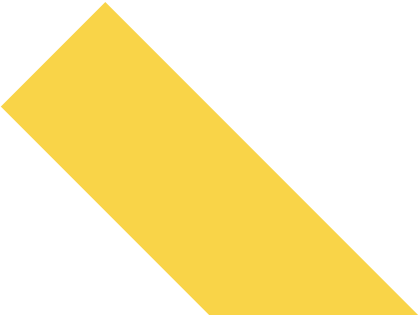



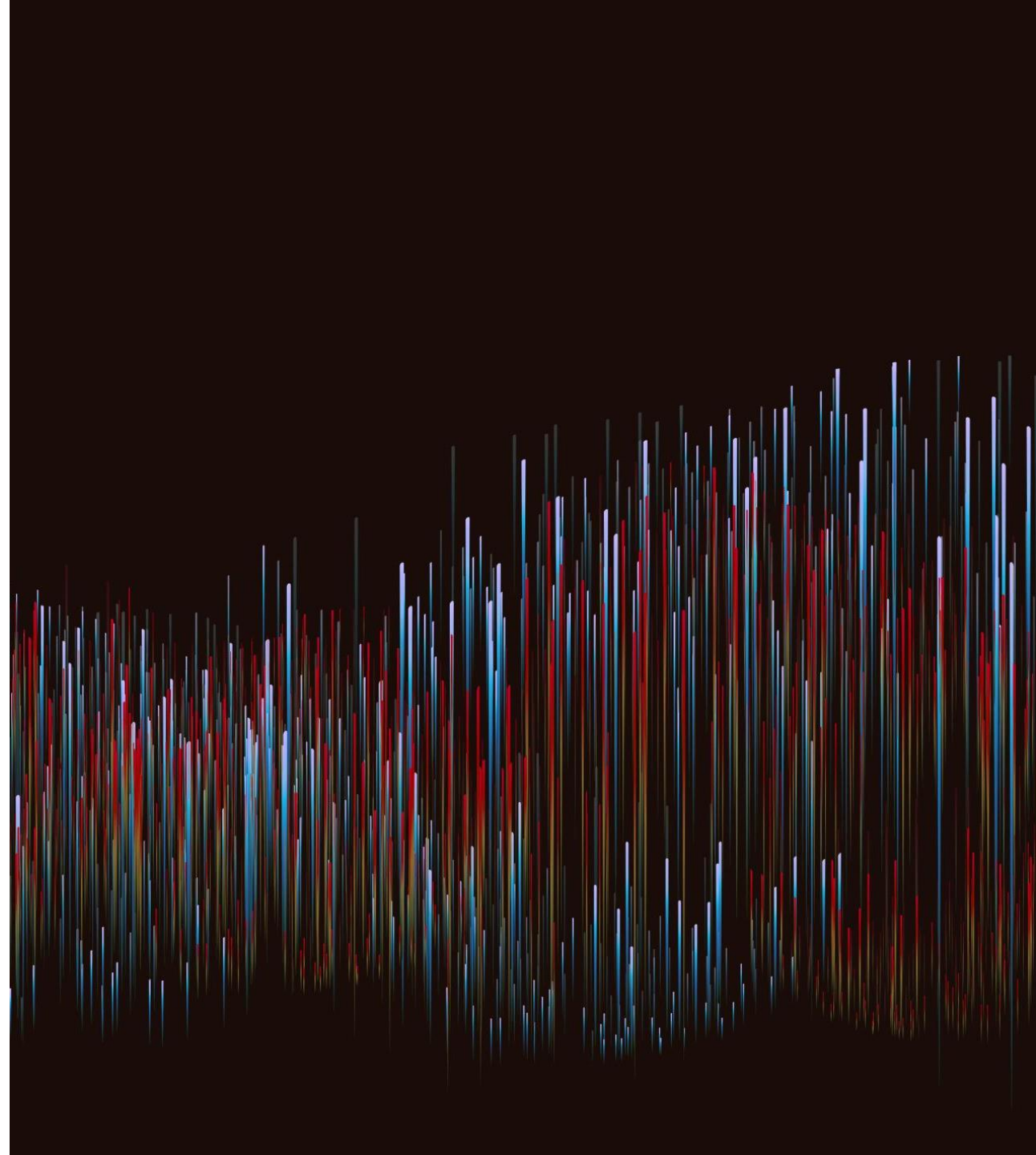
Game Co Videogame Sales Analysis for Marketing budget 2017

Sruthy Sreekanth

Agenda



- **Objective**
 - **GameCo's Assumption**
 - **Global & Regional Sales Analysis**
 - **Gaming market-2016**
 - **Insights from Data**
 - **Budget for Marketing in 2017: Recommendations**
 - **Summary**
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Objective

- Analyze the video game sales data up to October 2016 and provide the executive board of Game Co. insightful information to help them plan their marketing budget for 2017.
- Understand the prevailing gaming trends and the future outlook for the gaming business.
- Data from 1983 to 2016 were analyzed



GameCo's Assumption

The executive committee of Game Co. is planning the 2017 marketing budget. They assume that over time, videogame sales have remained constant across all regions.





Global Sales Analysis

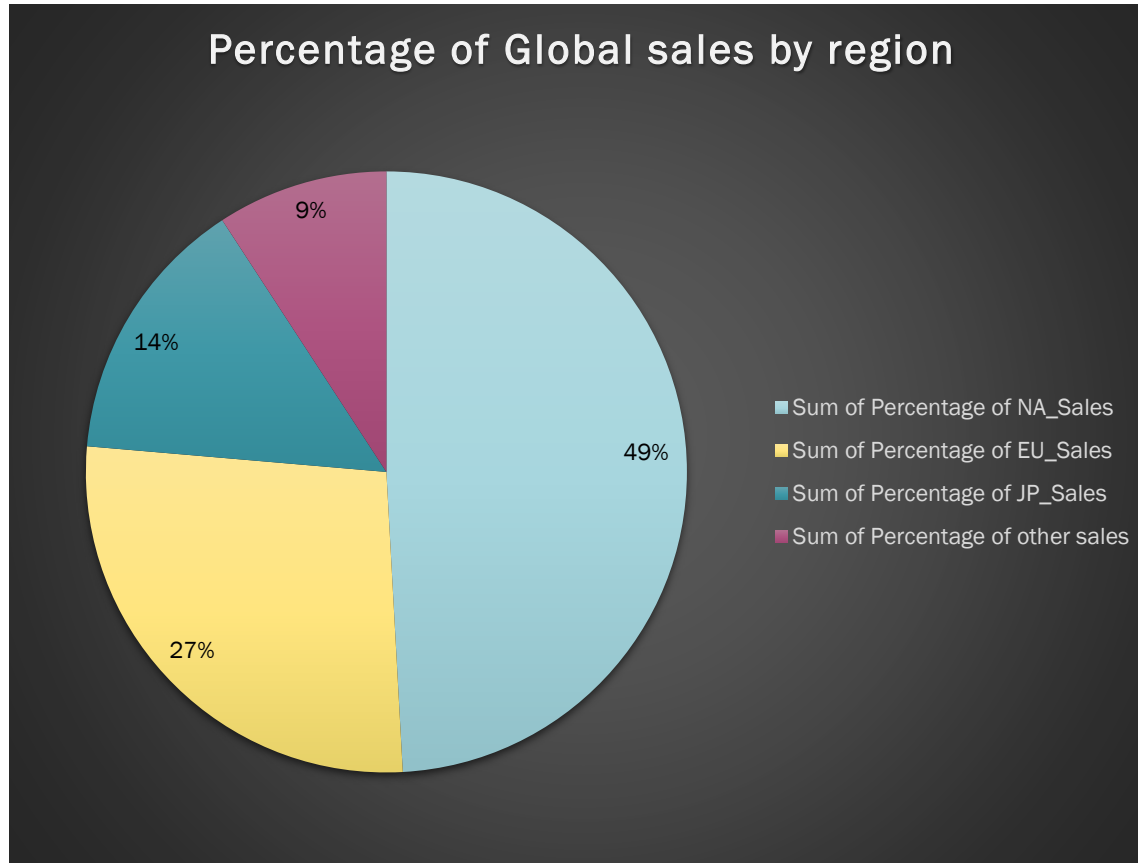
- By Year
- By Region
- By Genre
- By Platform

Global sales by Year



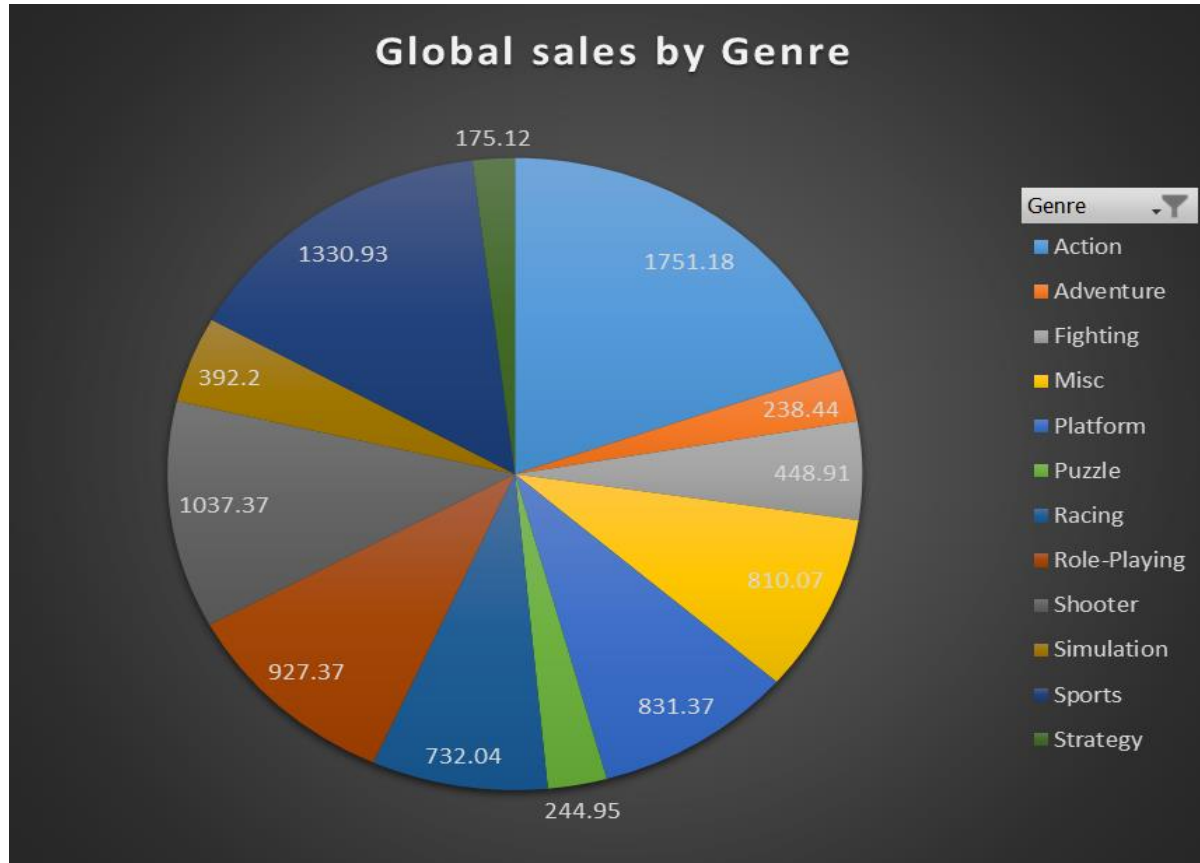
- From 1983 to 2016, the flow of overall sales is depicted in this visualization.
- Since 2008, there has been a decline in global sales.
- The primary cause is the declining trend in North American sales.

Global sales by Region



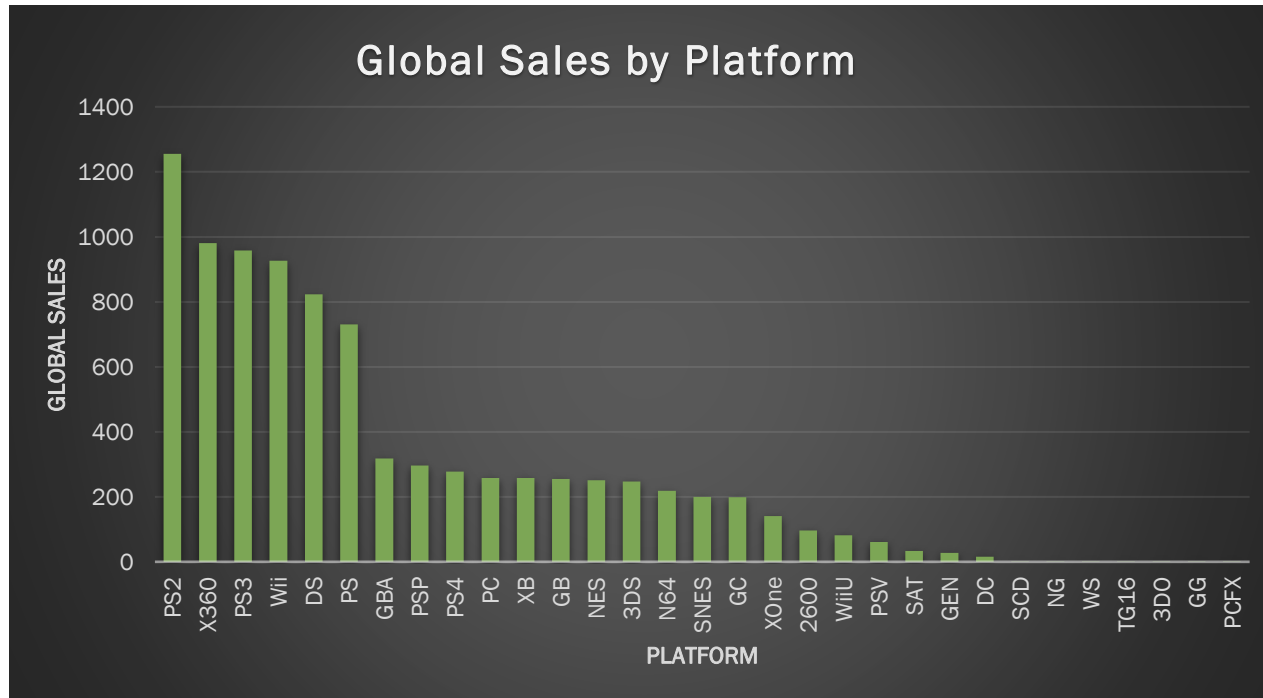
- It displays the proportion of global sales by geographical region.
- From 1983 to 2016, about half of all sales worldwide came from North America.
- The North America has the highest proportion of Global sales (49%).
- Japan has the lowest proportion of Global sales (14%)

Global sales by Genre



- From 1983 to 2016, It represents the game types that sold the most units.
- Top 5 Genres across Global
 - ☐ Action
 - ☐ Sports
 - ☐ Shooter
 - ☐ Role-playing
 - ☐ Platform

Global sales by Platform



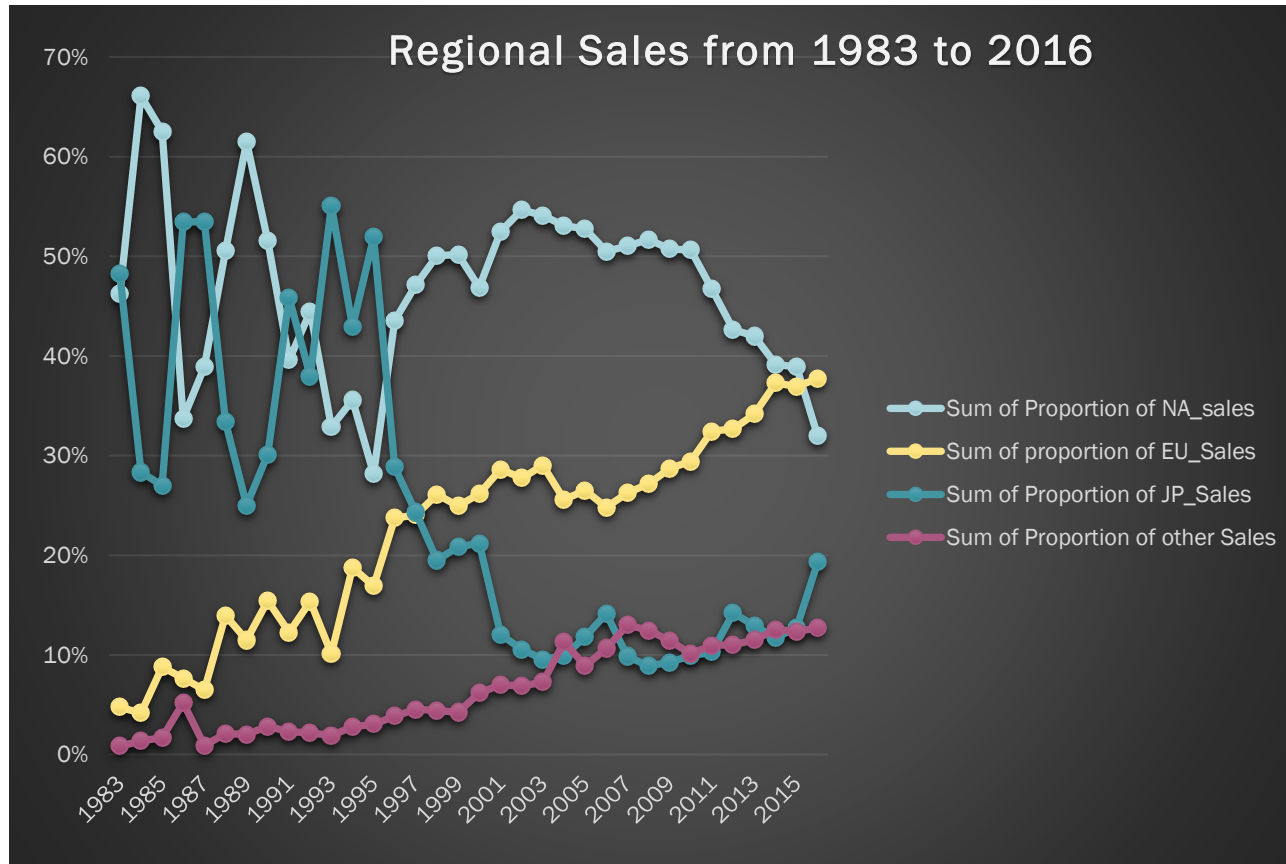
- It provides an overview of platform's level of popularity.
- Top 5 Platforms across Global
 - PS2
 - X360
 - PS3
 - Wii
 - DS



Regional Sales Analysis

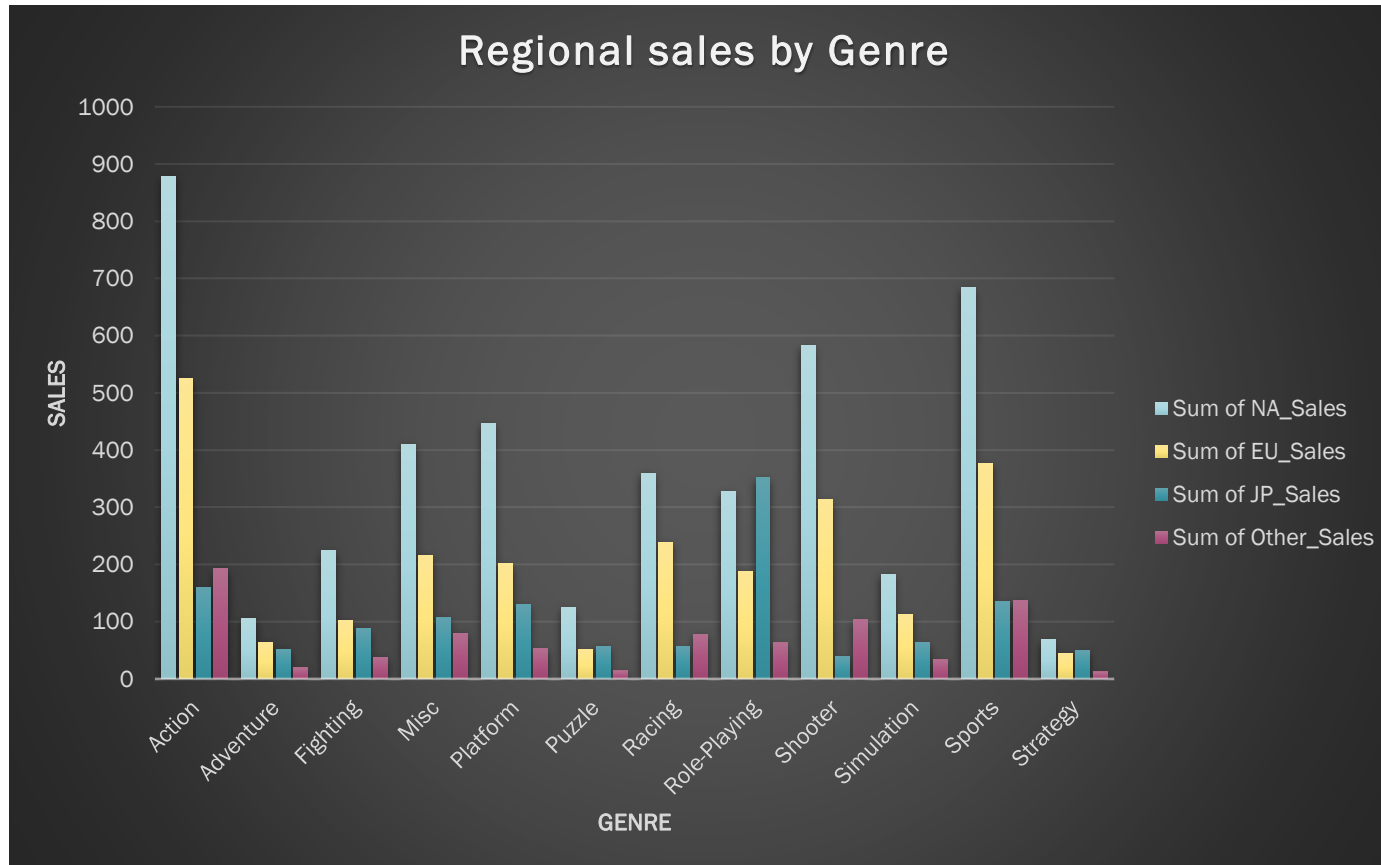
- By Year
- By Genre
- By Platform

Regional sales by Year



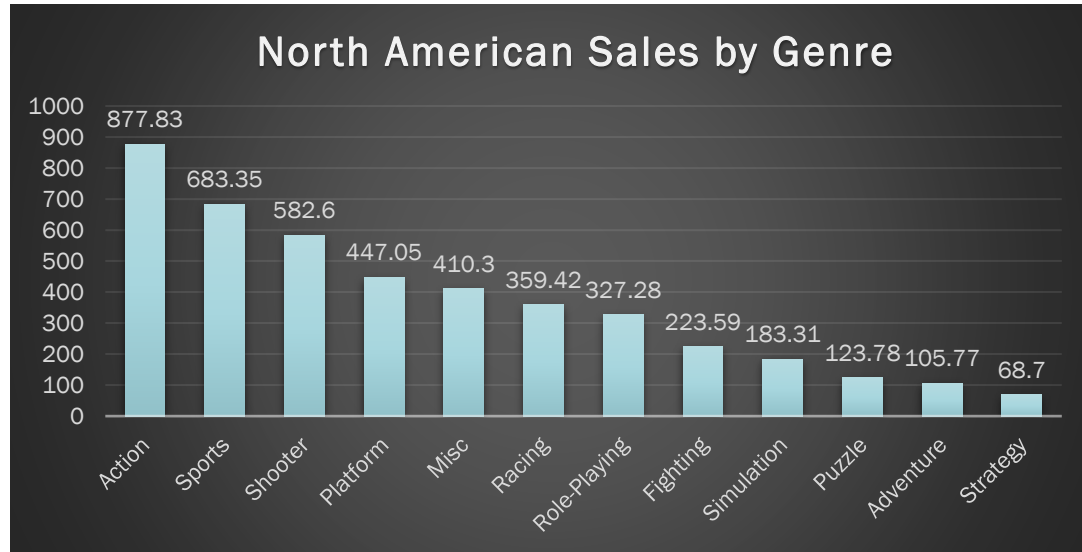
- Between 1983 and 2016, It illustrates the percentage of global sales by region
- For the majority of the years, North America had the highest sales figures, however, there has been a decline in recent years.
- Since the beginning of the years, European sales have been steadily increasing, and in 2016, the European market overtook the North American market.
- Japan's sales have increased somewhat in recent years.

Regional sales by Genre



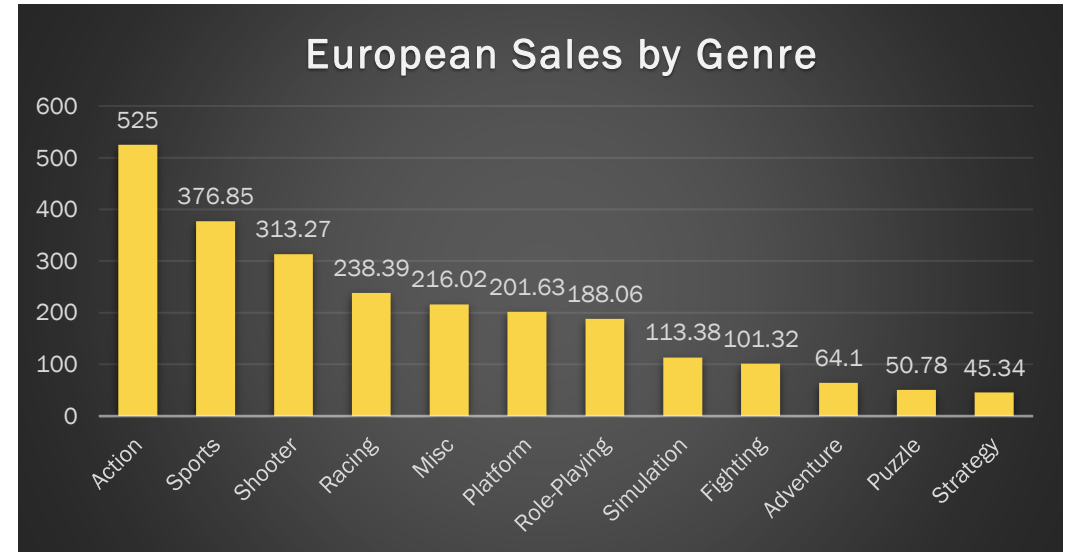
- With the exception of role-playing games, North America seems to be the market leader in terms of sales.
- Japan has the largest Role-Playing game sales overall.

Regional Representation by Top Genres in Graphics



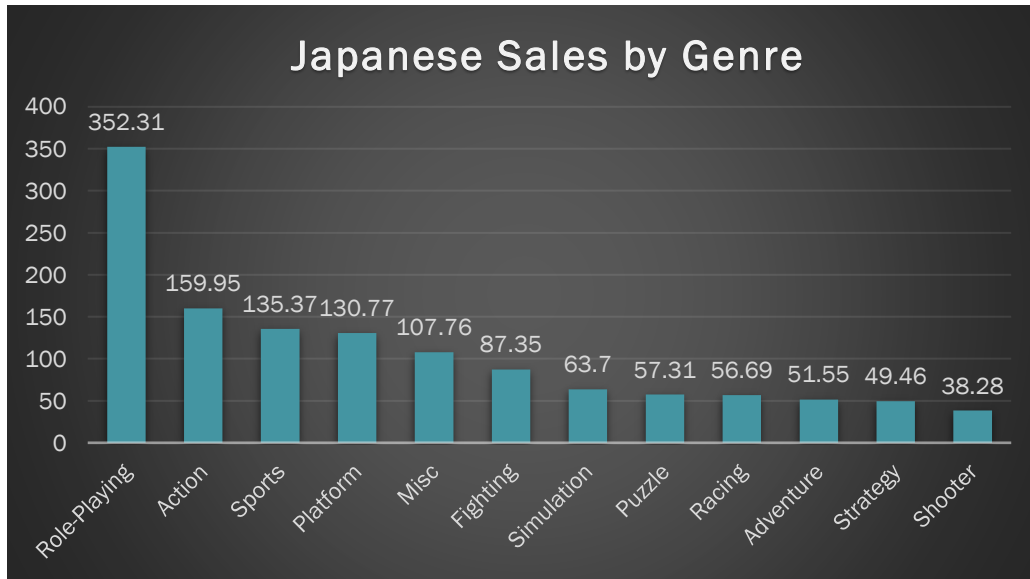
Top 3 popular Genre in NA

- Action
- Sports
- Shooter



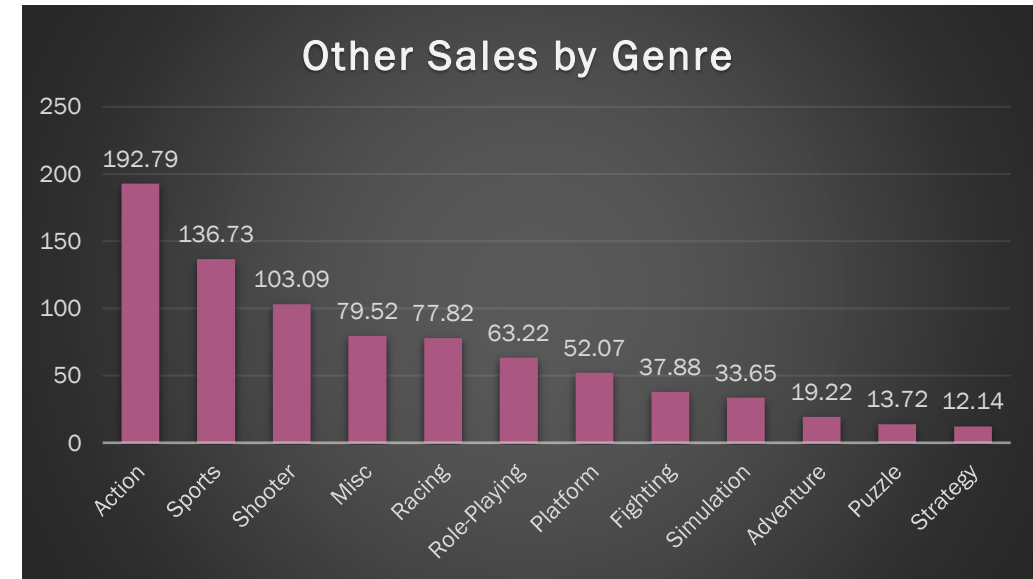
Top 3 popular Genre in EU

- Action
- Sports
- Shooter



Top 3 popular Genre in JP

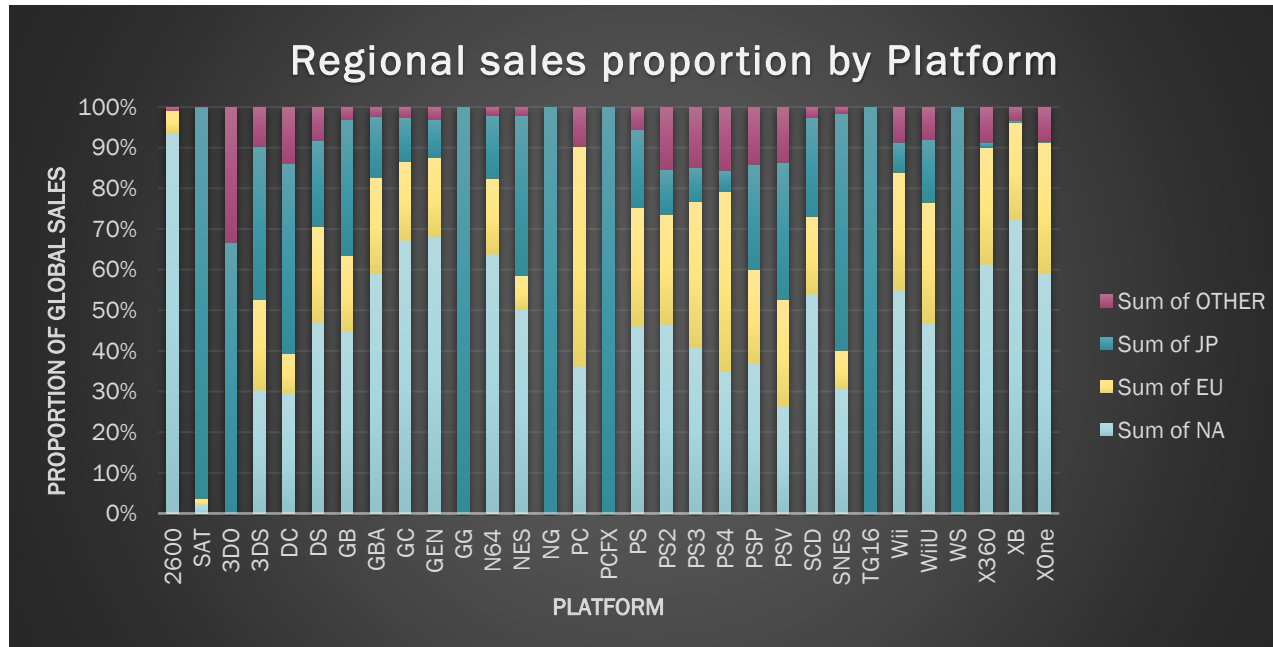
- Role-Playing
- Action
- Sports



Top 3 popular Genre in Other Regions

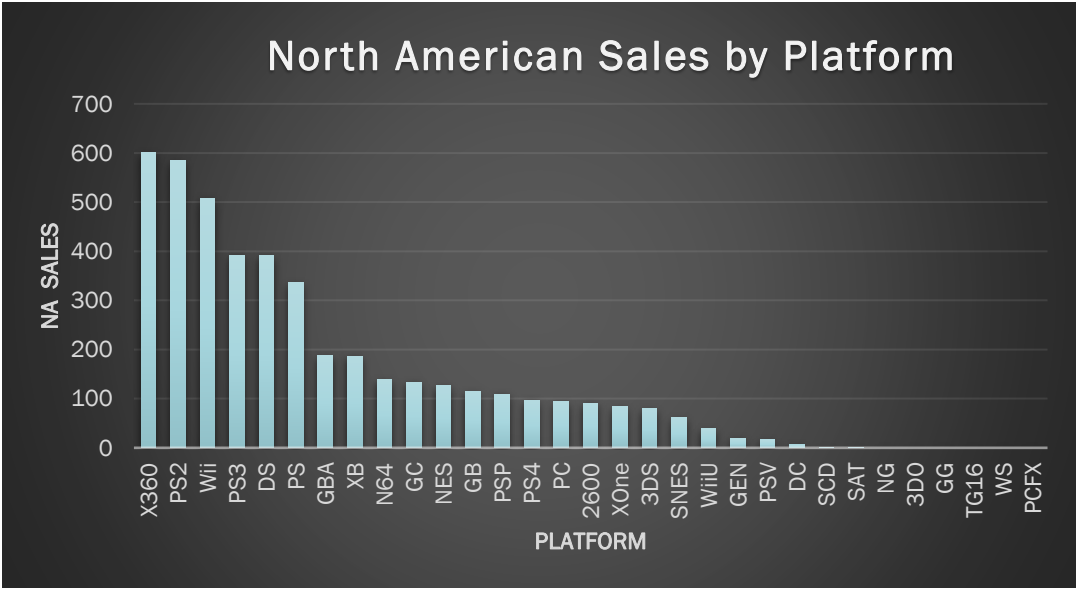
- Action
- Sports
- Shooter

Regional sales by Platform



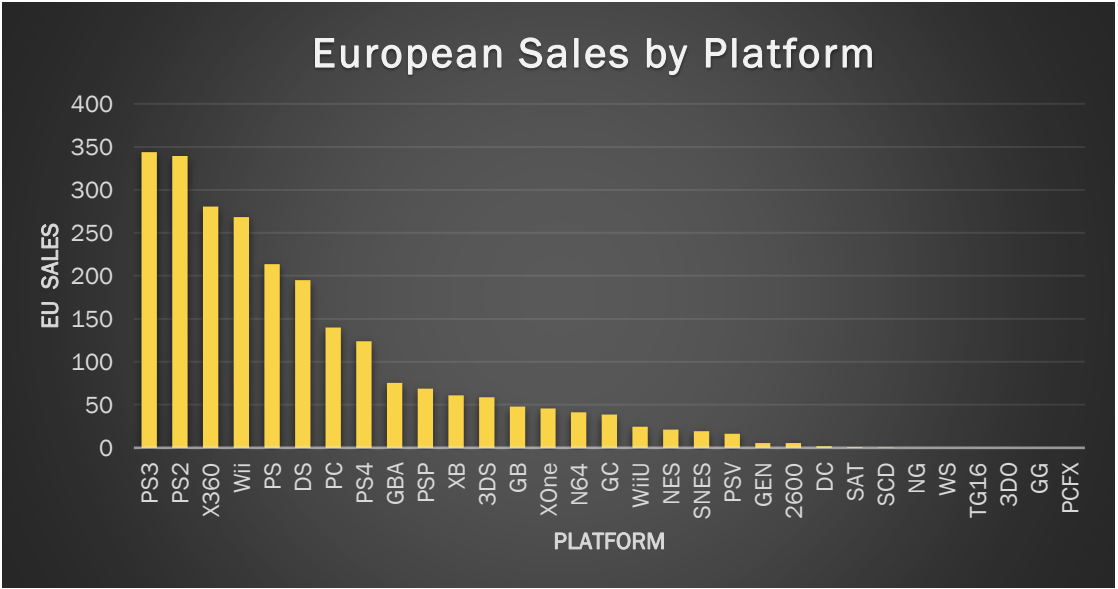
- It displays the percentage of sales in various regions using different platforms in recent years, from 2010 to 2016.

Regional Popularity Represented Graphically by Platform



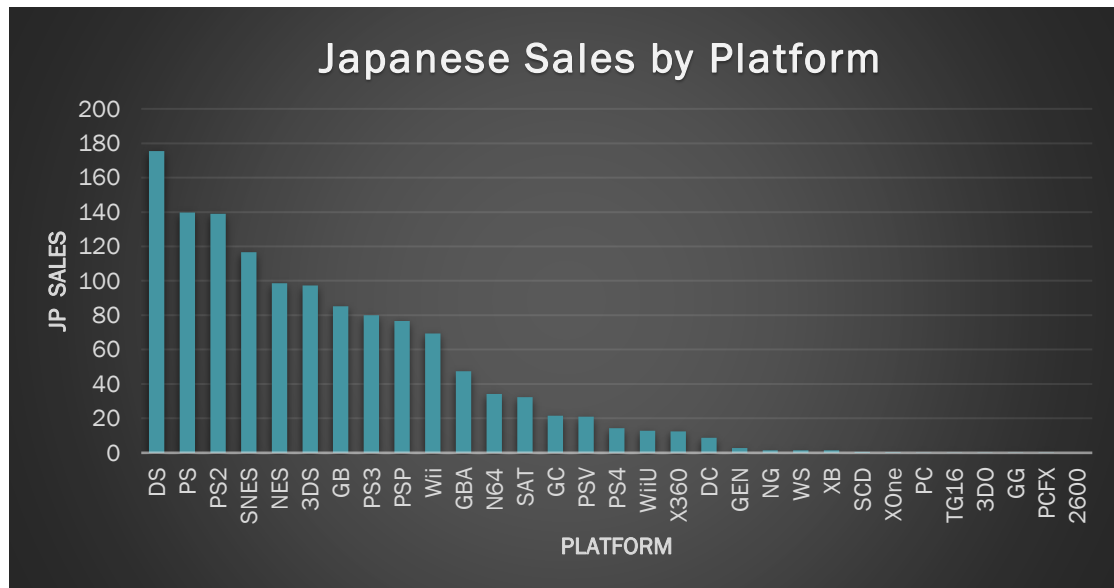
Top 3 popular Platforms in NA

- X360
- PS2
- Wii



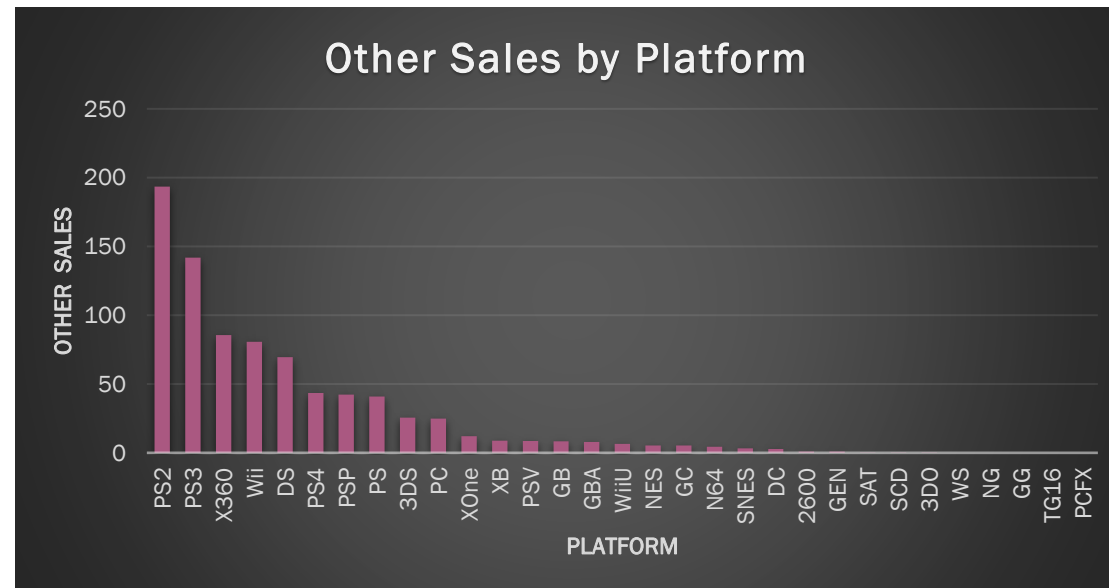
Top 3 popular Platforms in EU

- PS3
- PS2
- X360



Top 3 popular Platforms in JP

- DS
- PS
- PS2



Top 3 popular Platforms in Other Regions

- PS2
- PS3
- X360

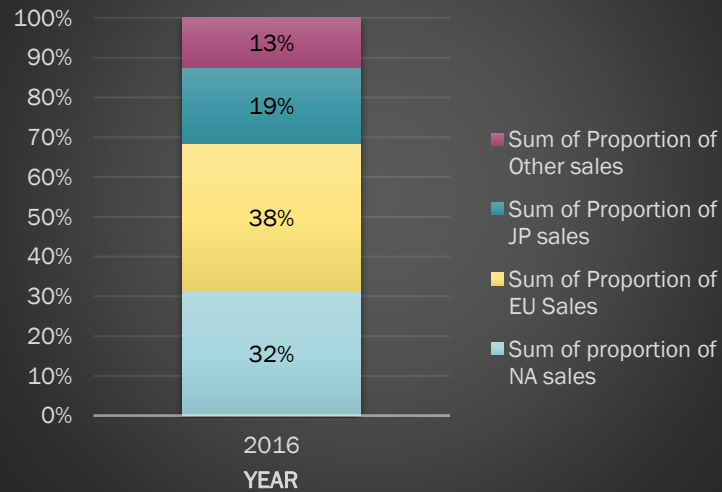


Gaming Market -2016

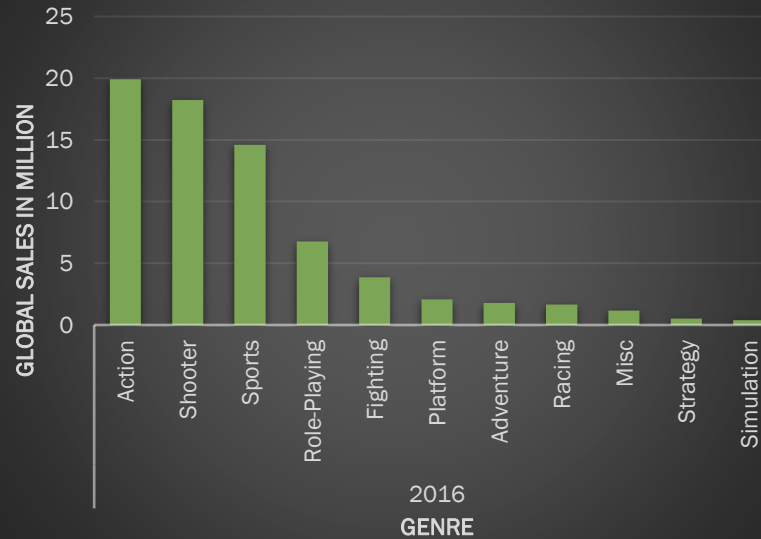
- Global Sales-2016
- Regional sales-2016

Global Sales-2016

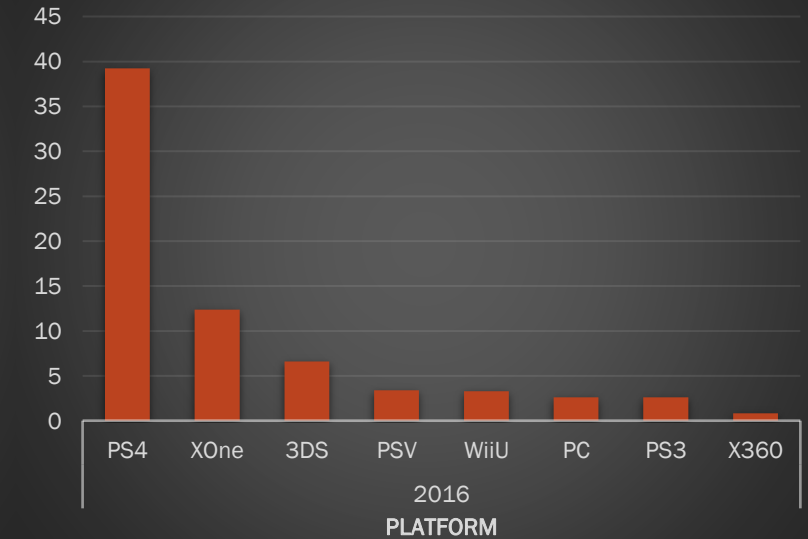
Global sales proportion by Region-2016



Global sales by Genre-2016



Global sales by Platform-2016



Ranking in Global Sales

- European Market
- North American Market
- Japanese Market
- Other Regions

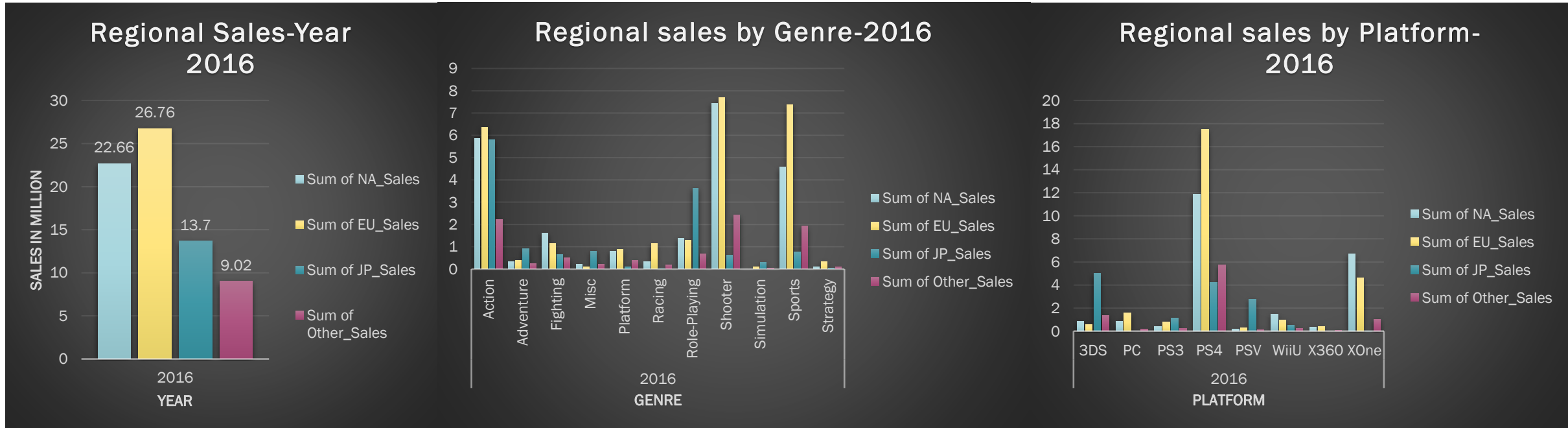
Top 3 Genre in 2016

- Action
- Shooter
- Sports

Top 3 platform in 2016

- PS4
- XOne
- 3DS

Regional Sales- 2016



- In 2016, the European market had the highest sales, followed by the North American market.

Top 3 Genres in 2016

- NA – Shooter, Action, Sports
- EU – Shooter, Sports, Action
- JP – Action, Role-playing, Adventure
- Other – Shooter, Action, Sports

Top 3 Platforms in 2016

- NA – PS4,Xone,Wiiu
- EU – PS4,Xone,PC
- JP – 3DS,PS4,PSV
- Other – PS4,3DS,XOne

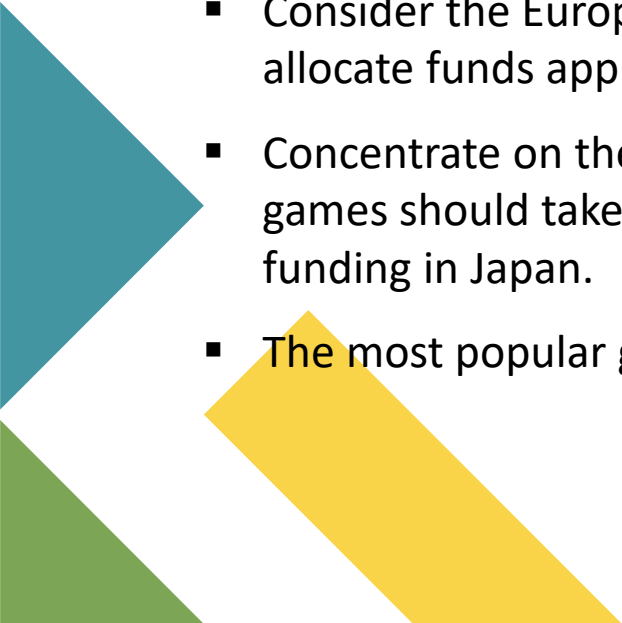
A black and white photograph of a young plant seedling with two large, smooth leaves emerging from a mound of dark, textured soil. The seedling is positioned on the left side of the frame, and its stem is thin and upright. The background is dark and out of focus.

Insights from Data

- Since 2008, global sales of video games have been steadily declining.
- Sales in North America have been heading down recently, while sales in Europe and Japan have been trending up.
- From 1983 to 2016, European Sales have increased at a comparatively constant rate.
- Positive correlations exist throughout all geographic areas, with Japan having the lowest correlation to worldwide sales.

Budget for Marketing in 2017: Recommendations



- The worldwide gaming industry is in a downward trend, and regional video game sales are not consistent over time.
 - Although there has been a decline in sales in recent years, North America has had the highest numbers of sales for most of the years and will continue to do so. Therefore, Game Co. should look into the reasons behind the fall in game sales in North America.
 - Consider the European market to be the video game market with the most potential for sales and allocate funds appropriately.
 - Concentrate on the genres that are most popular locally. Budgeting for action, sports, and shooter games should take precedence over other genres. However, role-playing games receive greater funding in Japan.
 - The most popular gaming platforms are PS4 and XOne.
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Summary

- GameCo's assumption must be revised because it doesn't match the insights drawn from the data.
- Data indicates that the gaming industry is on the decline.
- The two regions with the highest correlation to worldwide sales are Europe and North America. The country with the lowest global sales correlation is Japan.
- Based on sales, platform, and genre, each geographic area has a unique marketing recommendation that helps the marketing team in planning and allocating the marketing budget for 2017.
- It is preferable to get more information from different locations and organize it according to region in order to examine the future of videogames more thoroughly.



Thank You

