

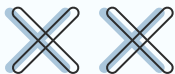


GAMECO

Video Games Market Analysis

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Project Brief

About

GameCo – an imaginary video games company, wants to leverage data to inform the development of new games and guide their marketing efforts.

Project Data

Game sales dataset (Source: VGChartz)

****Data limitation:** The dataset tracks the total number of physical units of games sold (not financial figures) from 1980 to 2016.*

Key questions

01

Are certain types of games more popular than others?

02

What other publishers will likely be the main competitors in certain markets?

03

Have any games decreased or increased in popularity over time?

04

How have sales figures varied between geographic regions over time?



Content Overview



Sales Analysis



**Market Share
Analysis**



**Games Performance
Analysis**

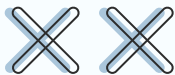


Competition Analysis



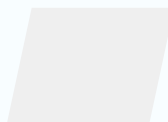
**Conclusion and
Recommendations**

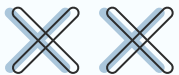




Initial Hypothesis

GameCo's current understanding of the Video Games market assumes that sales for the various geographic regions (**North America**, **Europe**, and **Japan**) have stayed the same over time.

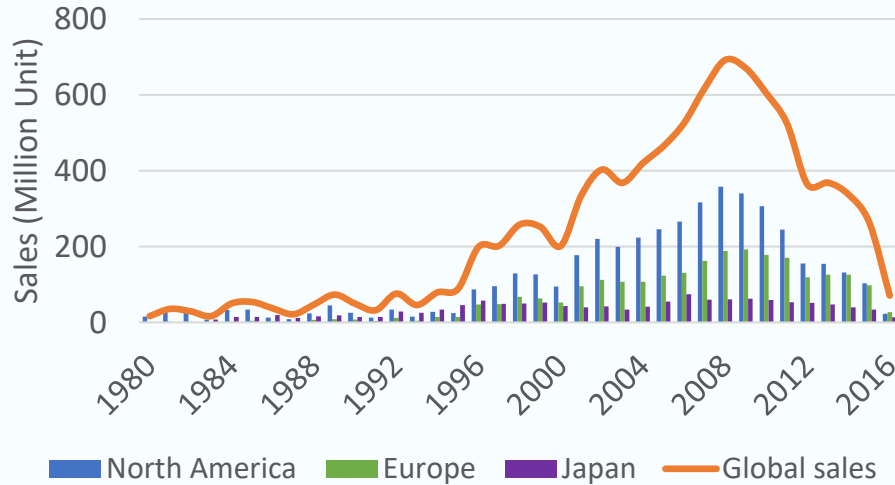




Sales Analysis

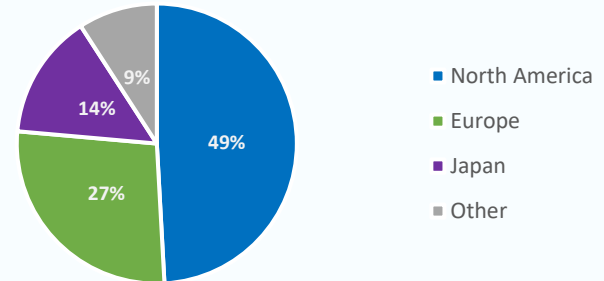


How video games sales varied between geographic regions?

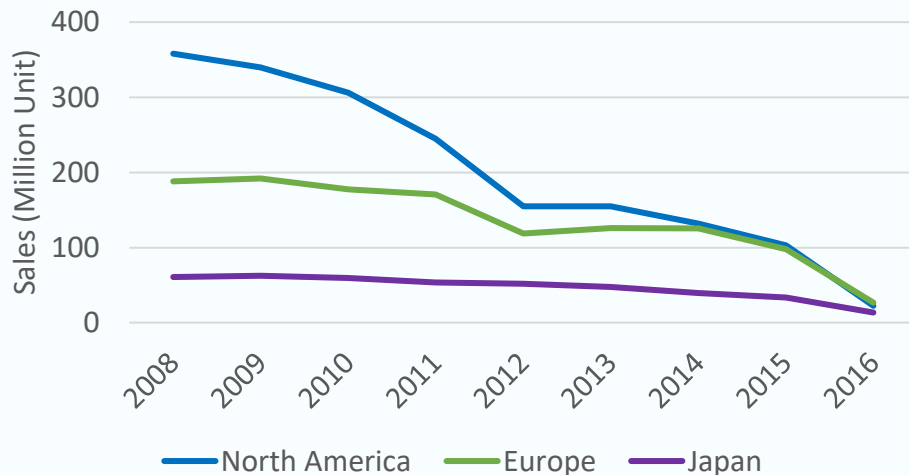


Video games sales continued to grow over the years since **1995** with **North America** leading global sales over **Europe** and **Japan**.

Since **2008**, the market saw a steep **decline** in sales across all geographic regions.



What happened since 2008?

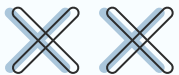


North America and **Europe** sales have significantly dropped between **2008** and **2016**, while **Japan** sales continued on a slow downtrend over time.

This decline could be attributed to the industry's shift to **digital distribution** of video games and the lack of thereof in the data.

For more information on data collection methodology and limitation, [click here](#).

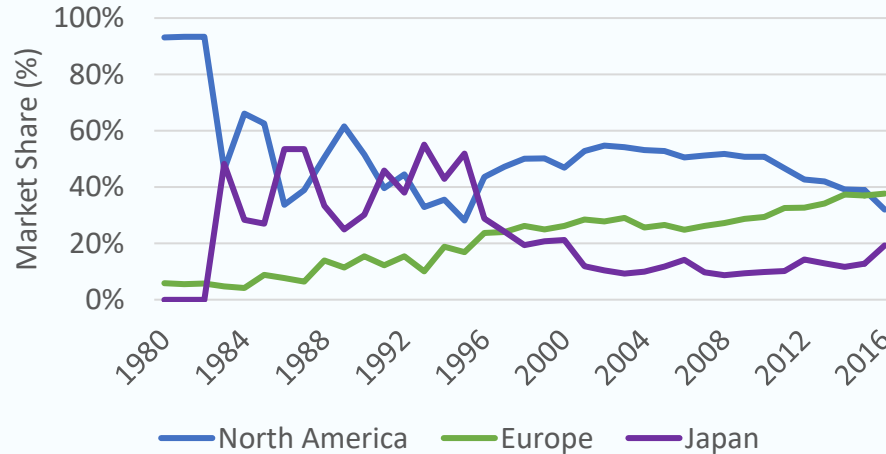




Market Share Analysis



How competitive is the video games market?

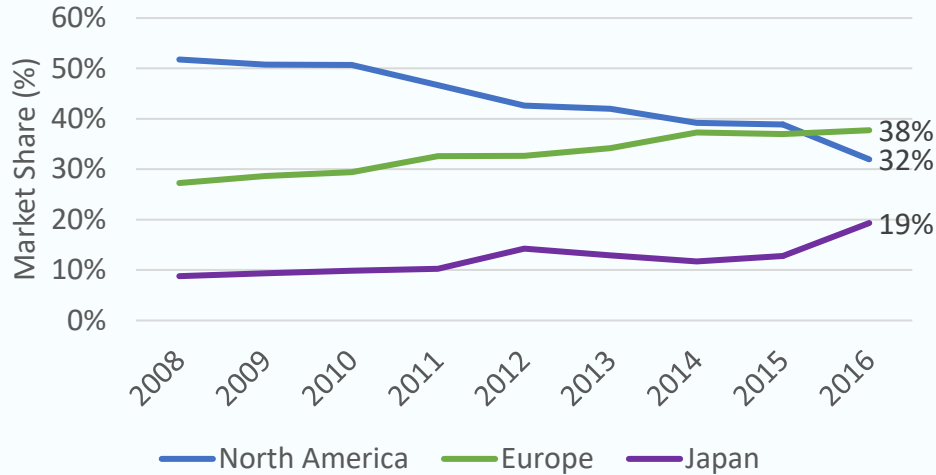


The chart demonstrates the **high volatility** of the video games market which can be observed by the **unpredictable deviations** in regional sales proportions between **1980** and **1995**.

After market stabilization in **1996**, **North America** dominated the global market over **Europe** and **Japan**.

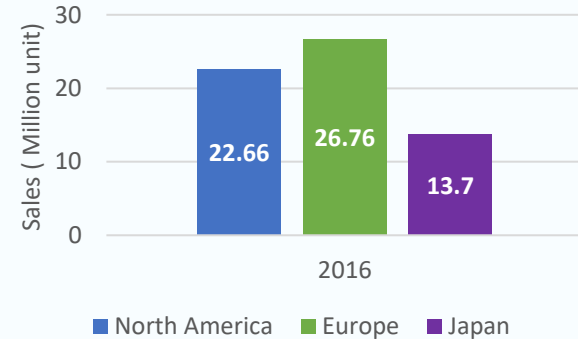


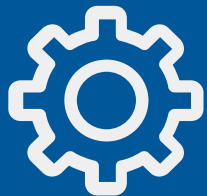
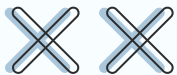
Have sales figures remained the same throughout the years?



North America sales have dropped approximately by **20%** between 2008 and 2016, while **Europe** and **Japan** sales have increased by almost **10%** each.

In 2016, **Europe** surpassed **North America** for the first time in the global **market share**.

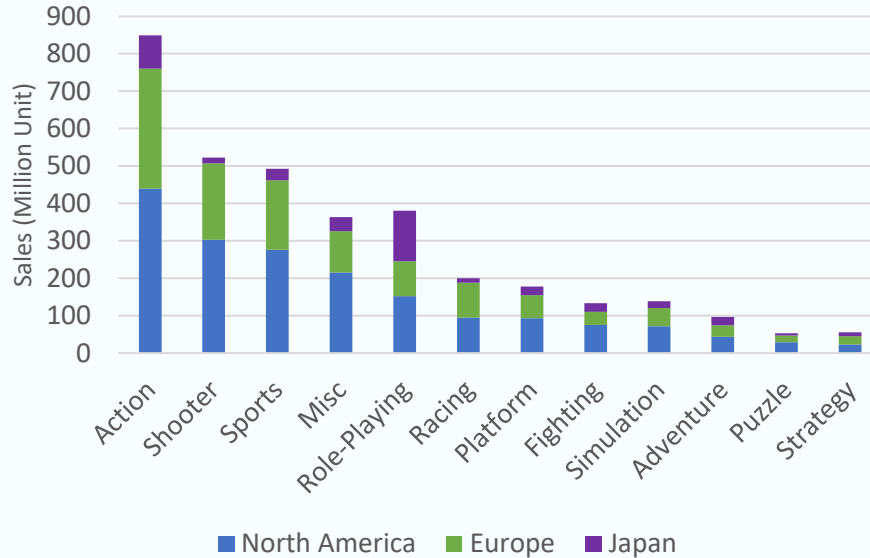




Games Performance Analysis

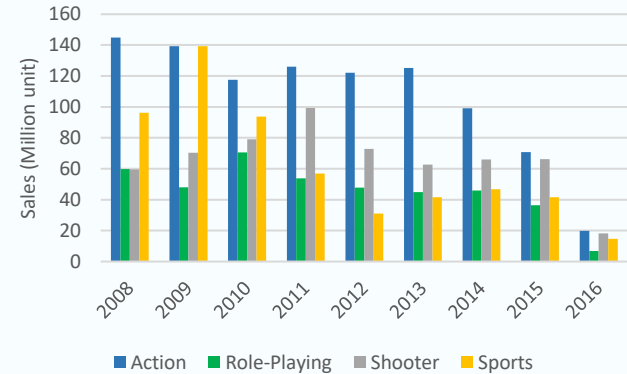


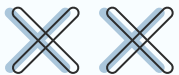
Are certain types of games more popular than others?



Action, **Shooter** and **Sports** games remained in very high demand in **North America** and **Europe** throughout the years.

Role-Playing and **Action** games are the top-most popular games in **Japan**.

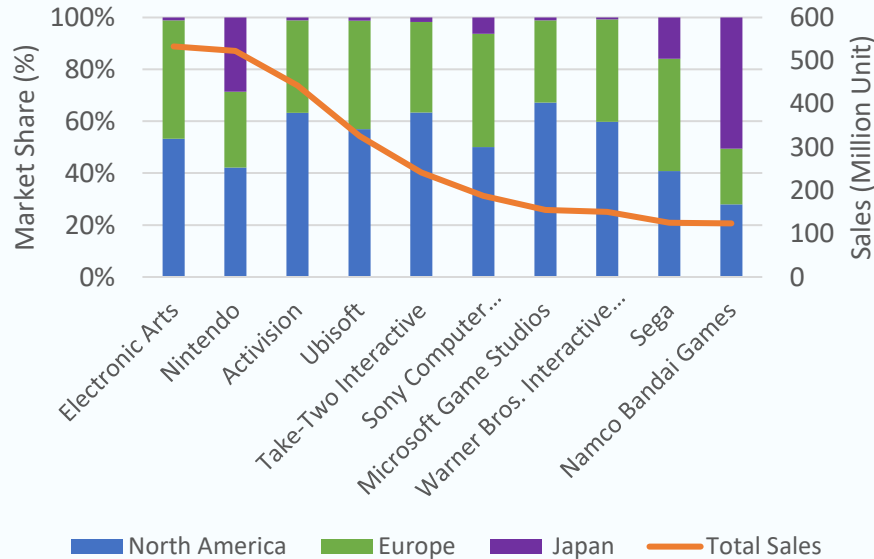




Competition Analysis



What other publishers will likely be the main competitors in certain markets?



Electronic Arts, Nintendo and Activision are the top 3 publishers in **North America** and **Europe** in terms of market share and global sales.

Nintendo, Namco Bandai Games and Sega are dominating the **Japanese** market.



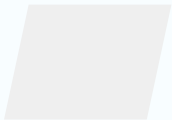
Conclusion & Recommendations



- The video games market is highly competitive and volatile where such deviations in sales are expected. Although the data shows a decline in North America sales between 2008 and 2016, this isn't an accurate indicator that these figures will remain the same in 2017 moving forward.



- North America remains the biggest market for the most popular games in terms of sales and reception.
- The Marketing budget should be slightly adjusted to account for the uptrend in both Europe and Japan regions sales.



- The Budget allocation could be further optimized by focusing resources based on games performance and reception by genre for each region to maximize overall sales.



Thanks

Do you have any questions?

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