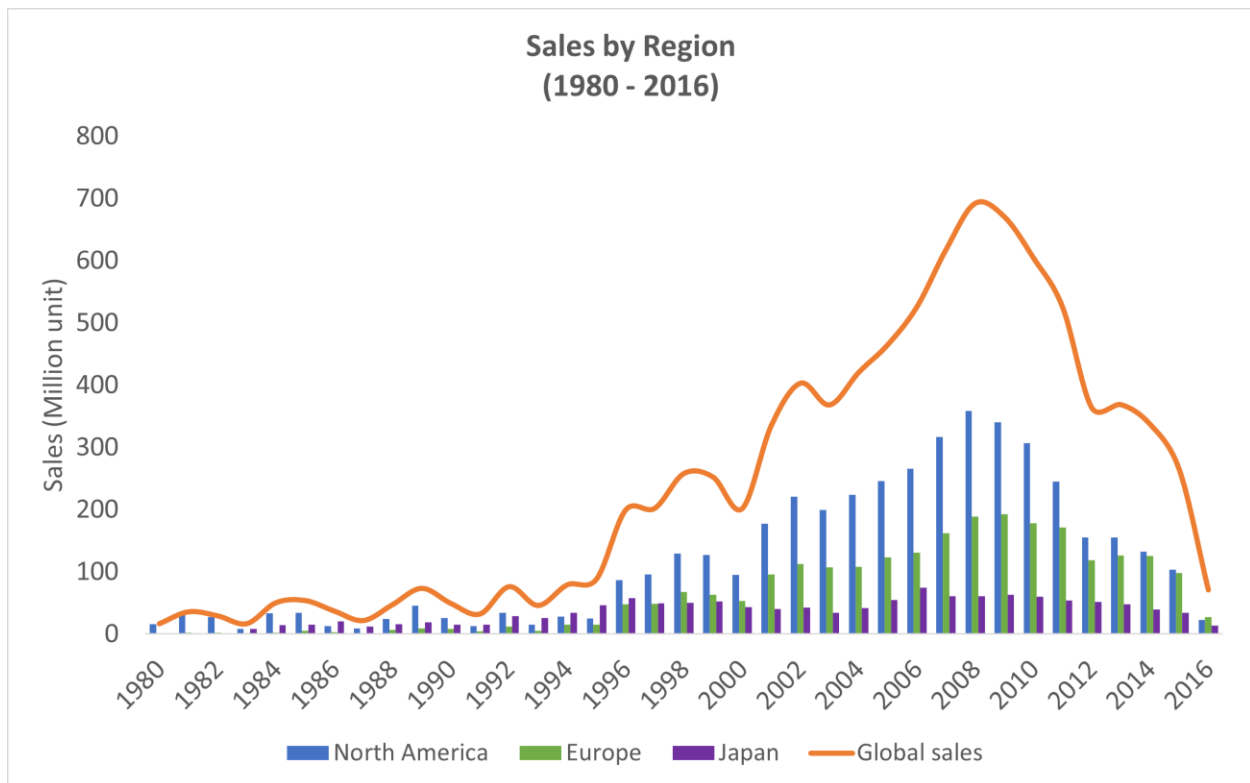


GameCo Analysis Report

Initial Hypothesis

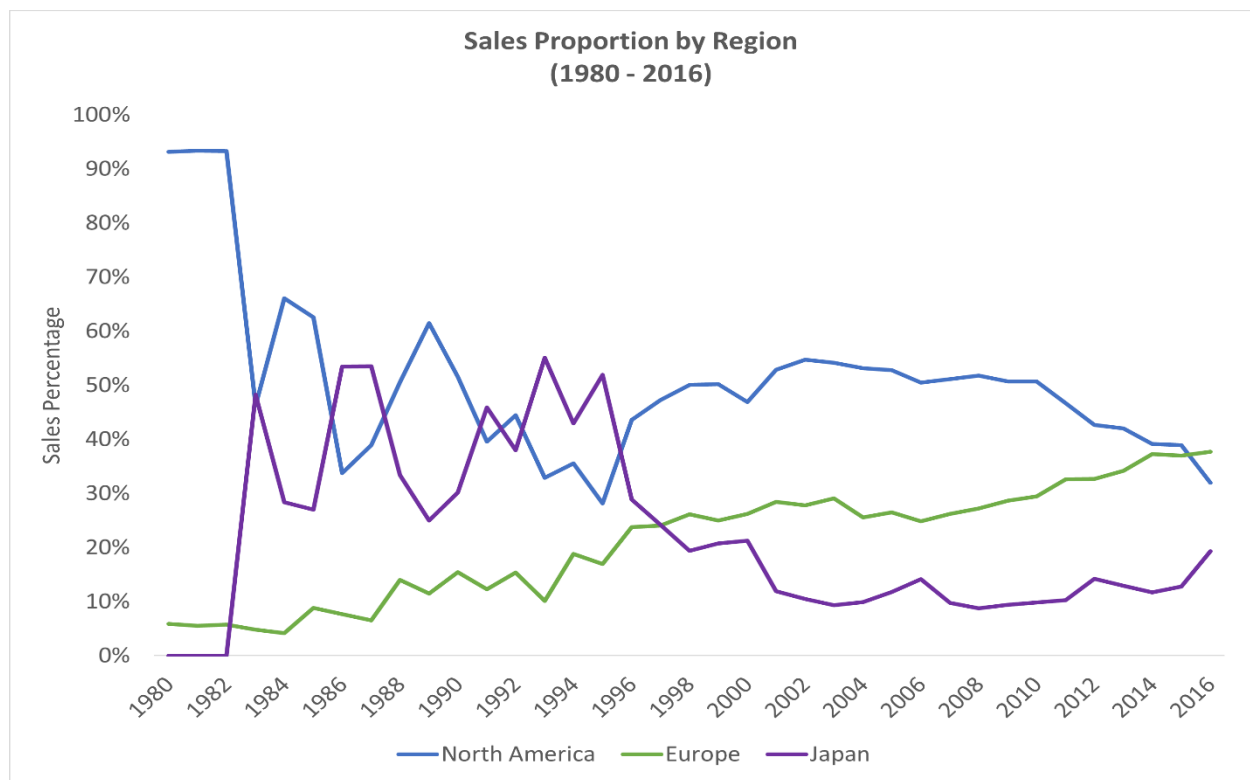
GameCo's current understanding of the video games market assumes that sales for the various geographic regions (North America, Europe, and Japan) have stayed the same over time.



The data displays the variation in sales between the geographic regions over time, from 1980 until 2016.

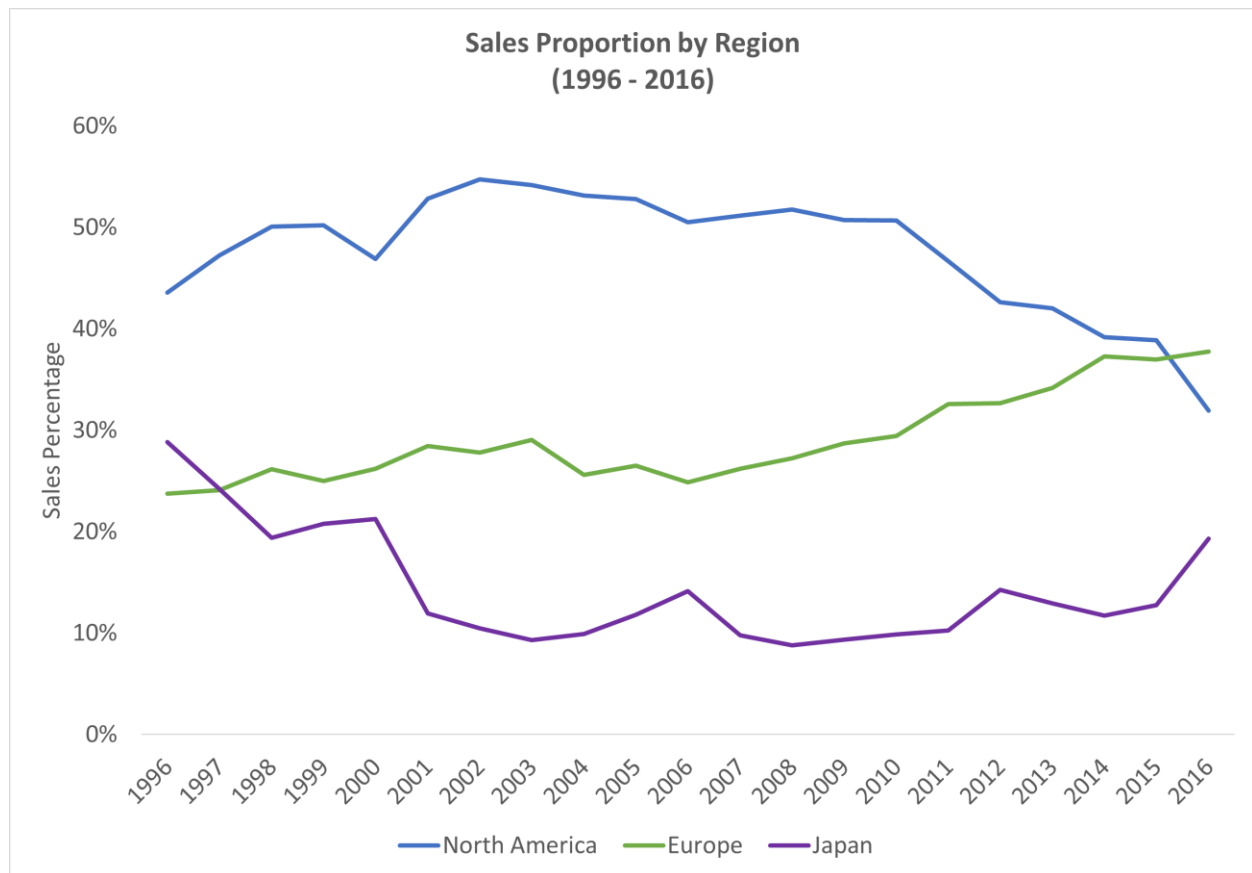
An uptrend in sales between 1995 and 2008 can be seen across all regions, with North America leading global sales over Europe and Japan.

A steady decline in sales can also be seen, between 2008 and 2016, across North America and Europe regions.



Here, the data displays the high volatility of the video game market as shown by the deviations in regional sales proportions between 1980 and 1995.

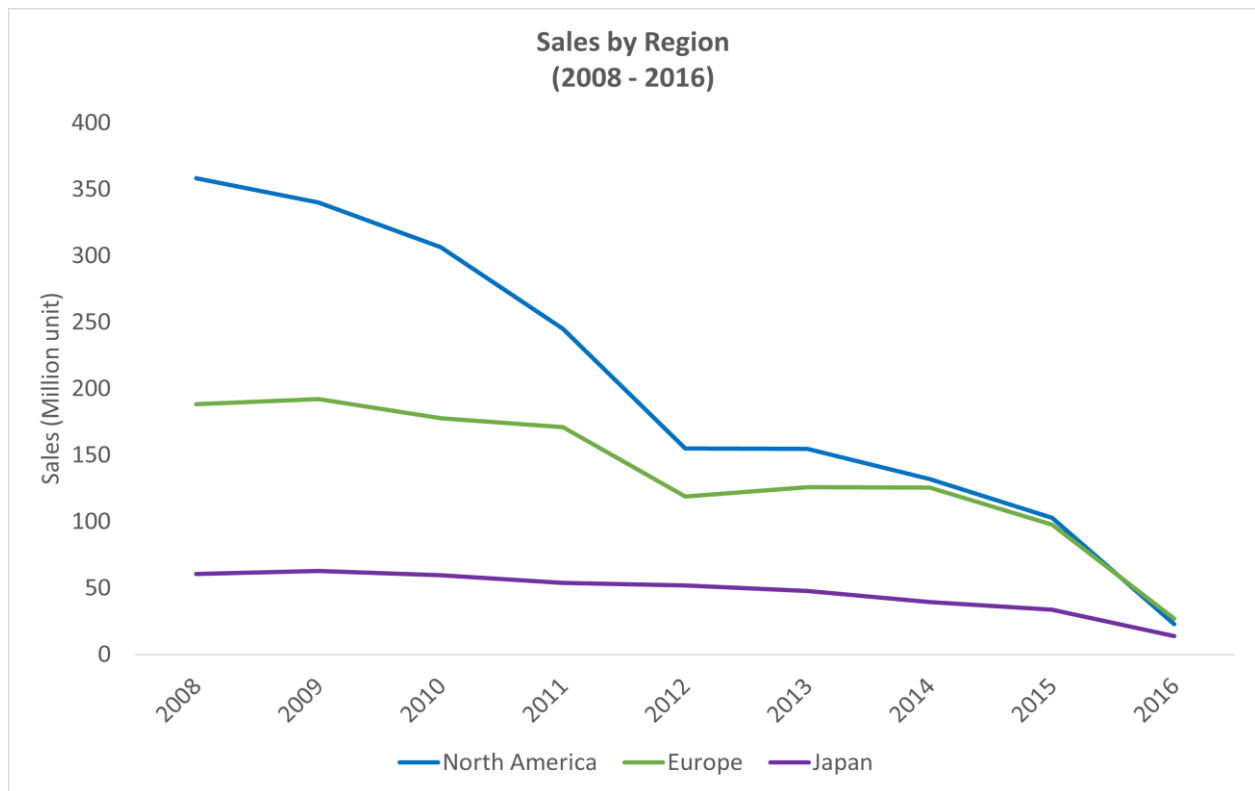
The year,1995, marks a point of stabilization in the market.



From 1995 till 2015, North America sales made up the highest proportion of global video games sales. A consistent increase in sales in the European market is also shown in the chart during this period of time, whereas sales in the Japan region are still falling behind.

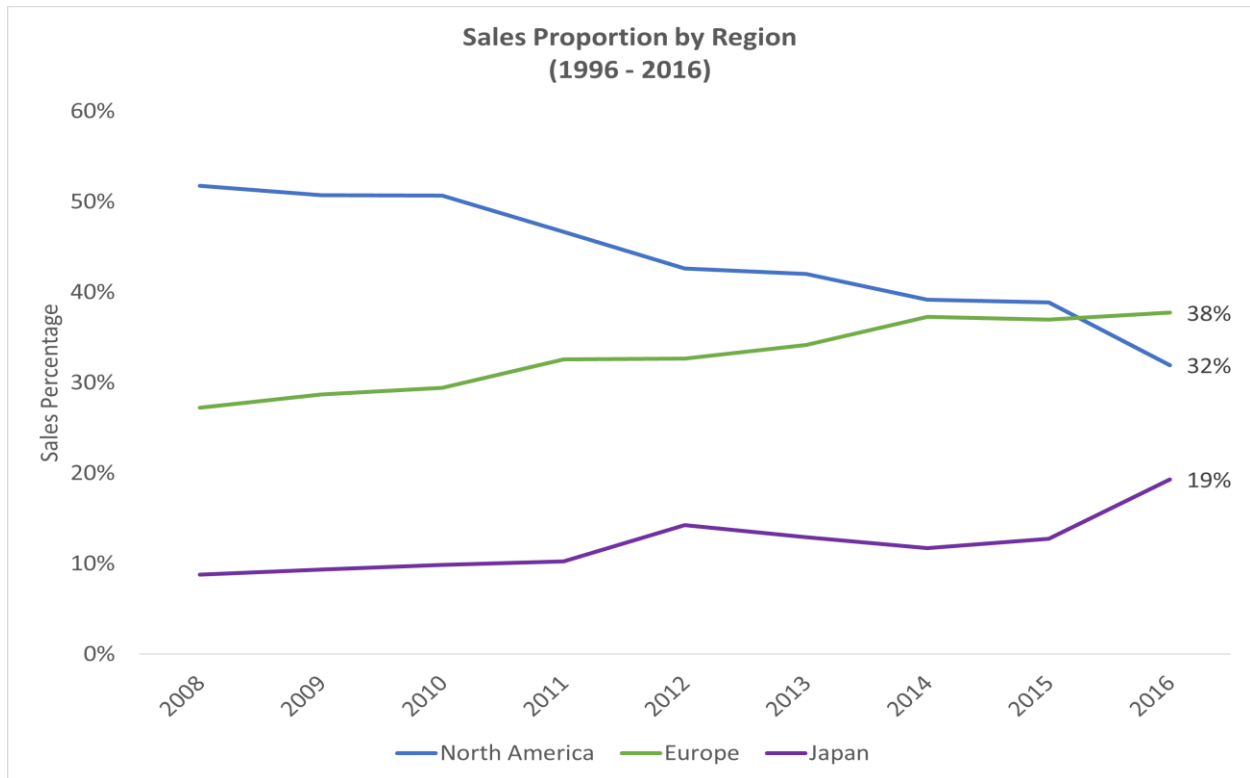
These observations contrast with GameCo's current understanding of the market.

What happened between 2008 - 2016?



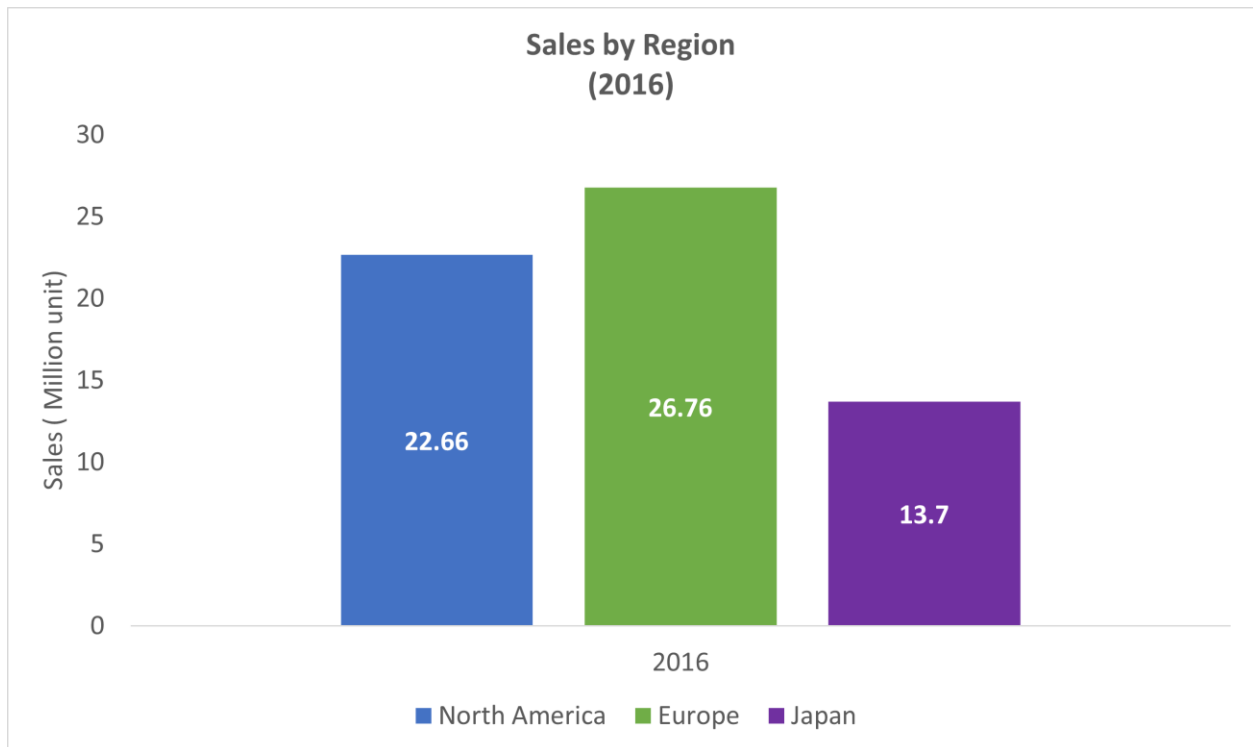
Taking an up closer look at the regional sales chart between 2008 and 2016, the data shows a steady decline in sales across all geographic regions.

North America and Europe sales have dropped significantly during this period of time, while Japan sales went on a slow decrease over the years.



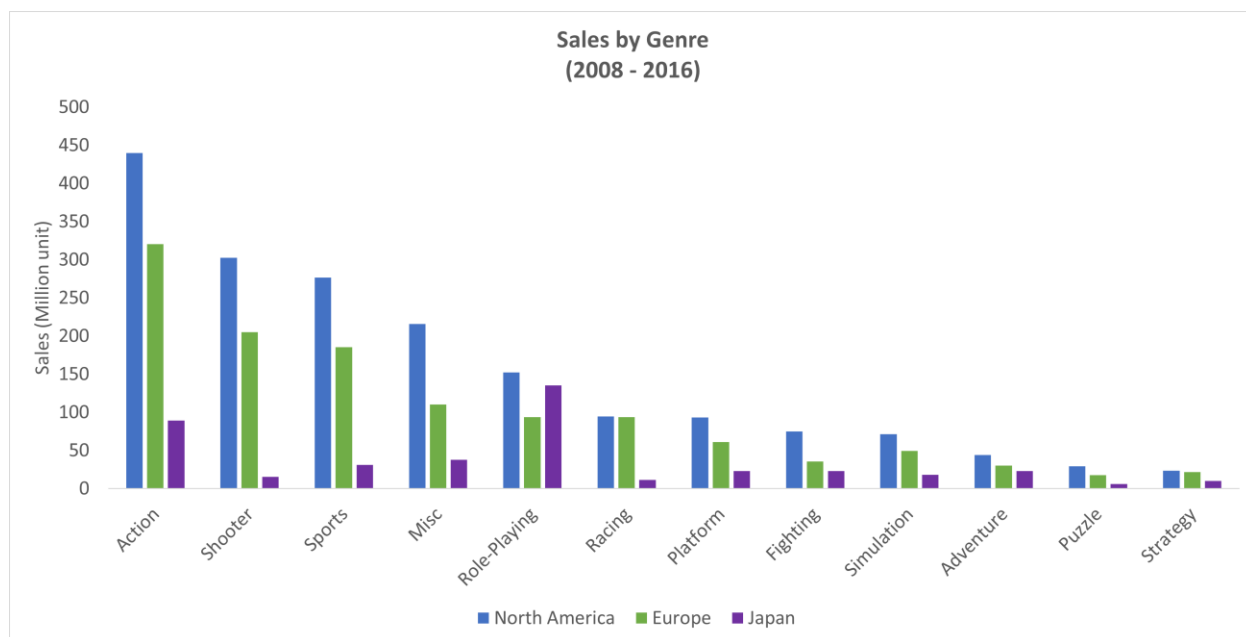
Looking at the regional sales percentage between 2008 and 2016, we see that North America sales have decreased by approximately 20%, while Europe and Japan sales have increased by almost 10% each during this period of time, as shown in the table below.

	2008	2016
North America	51.75%	31.95%
Europe	27.23%	37.73%
Japan	8.76%	19.31%



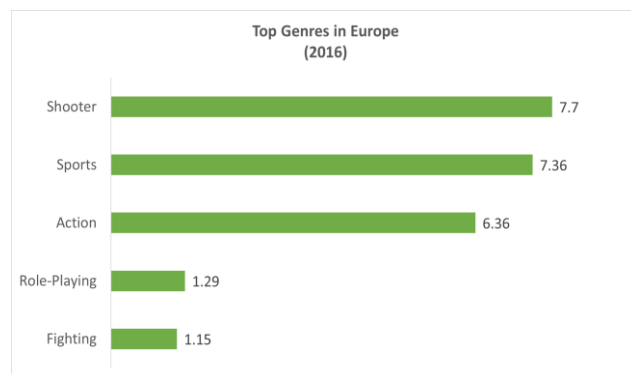
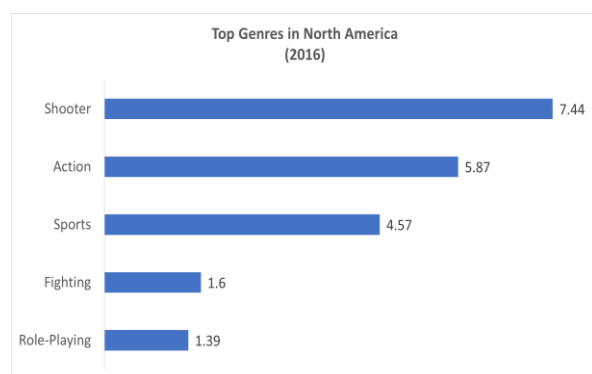
The data shows that by 2016, Europe surpassed North America in sales by 4.10 million units.

How did games perform between 2008 and 2016?

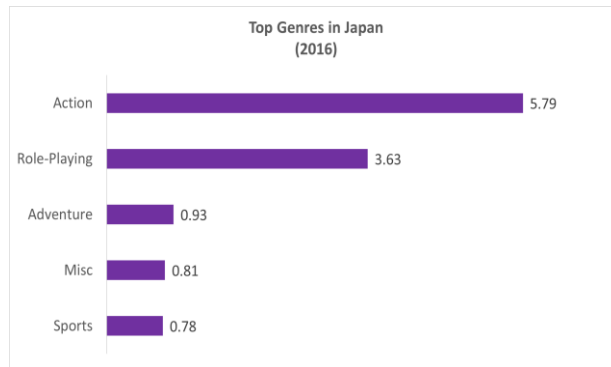


The chart displays the regional sales of games by genre between 2008 and 2016.

Here, the data shows that Action, Shooter and Sports games were all in very high demand, especially in North America and Europe during this period of time, whereas Role-Playing games sold the most in the Japanese market.



A closer look at the top most performing games in 2016, we can see that in fact Shooter, Action and Sports games are leading regional sales in North America and Europe.



In Japan, however, Action games in 2016 outranked Role-playing games in sales by a large margin.

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.