



Final Project Presentation for GameCo

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Situation: GameCo's
believes sales for the various
regions have stayed the
same over time.

Analysis: Sales
have varied
throughout time with
overall trends to be
noticed.

Variables and What You Know

Years: 1980 to 2016

Regions: North America (NA), Europe (EU), and Japan (JP)

Units or Sales: Represented in Millions

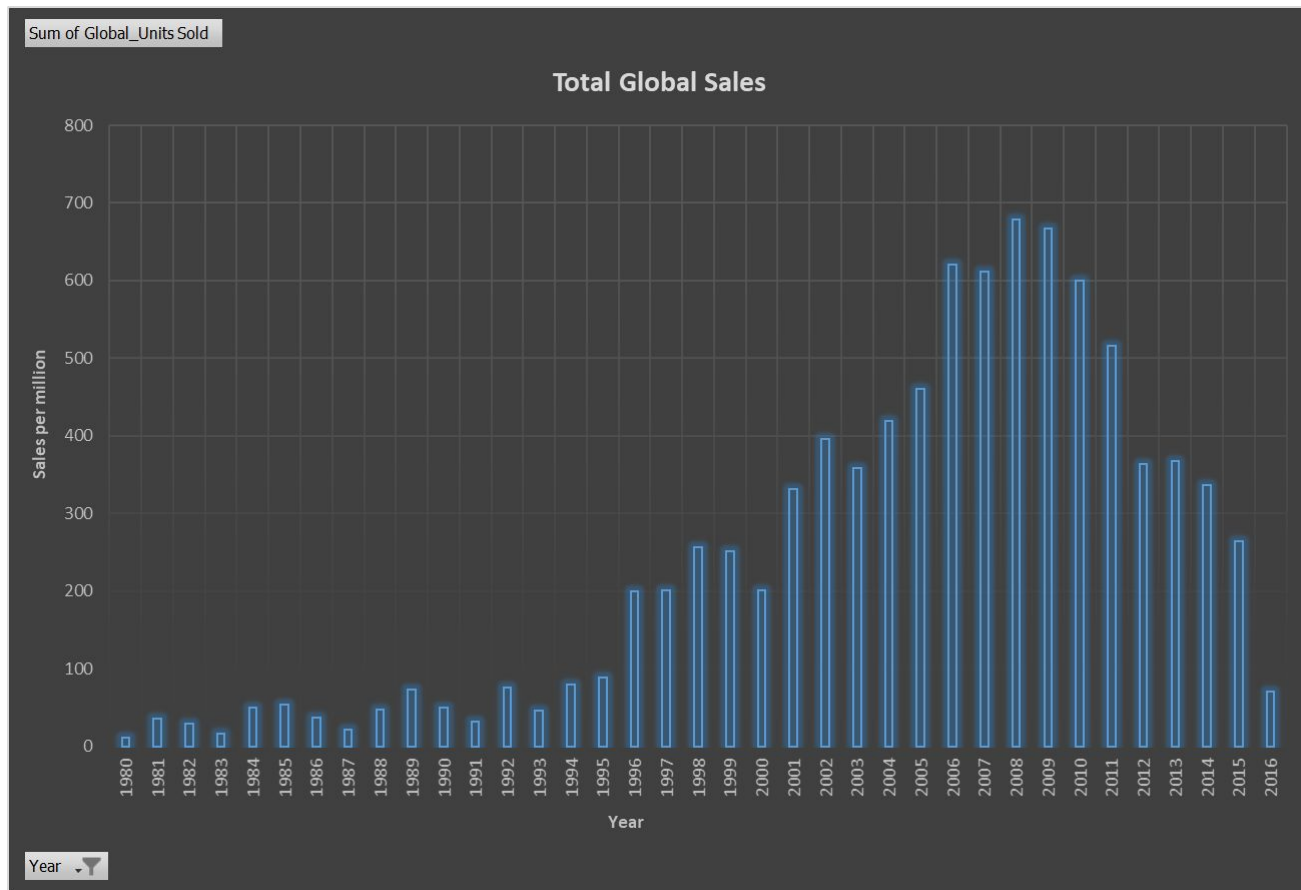
Genres: Shooter, Action, Sports, Fighting, Role-Playing, Platform, Adventure, Racing, Strategy, Simulation



Breaking it Down:

Total Global Sales

**Global Sales
have
decreased
since 2009**

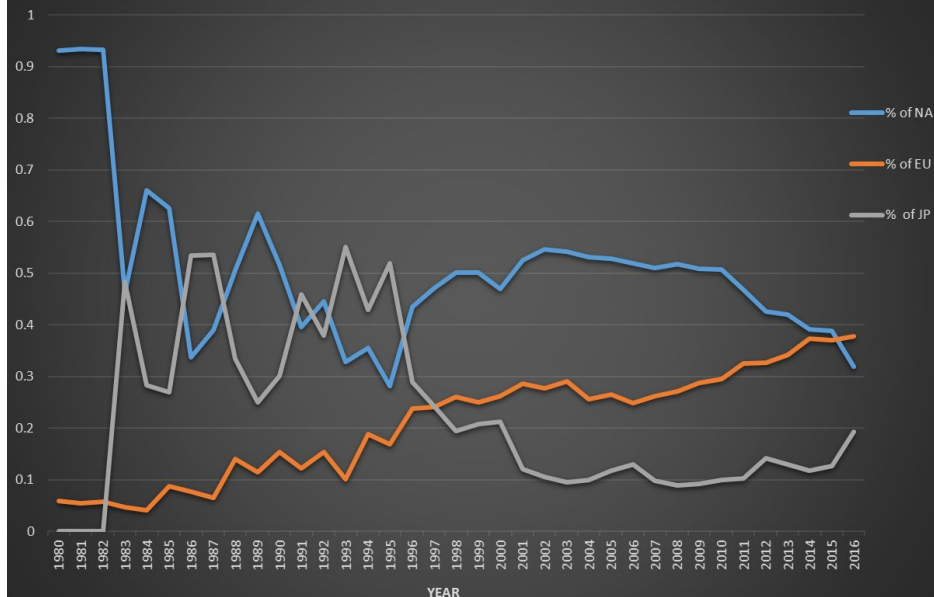




Breaking it Down:

Region

% of Global Sales by Territory



Insights

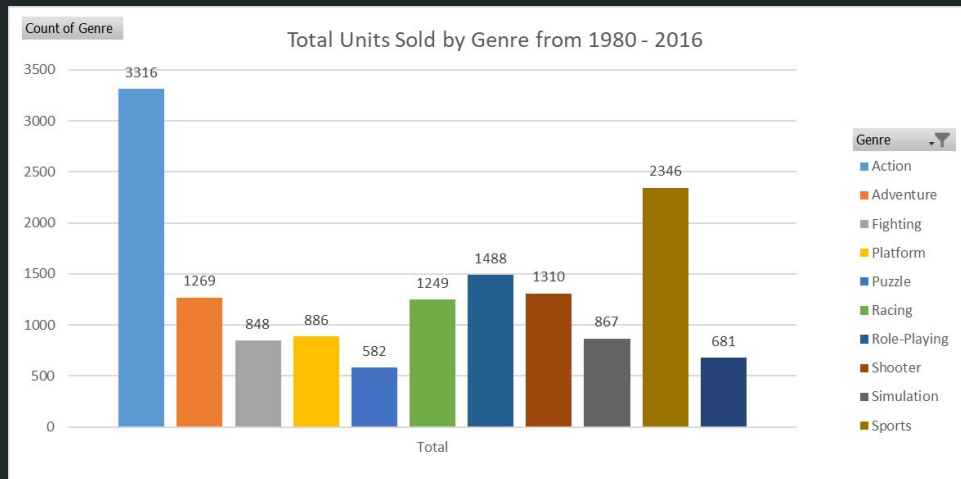
- North America: NA had the majority of sales between 1980-2006; however, has been on a constant decline since 2003.
- Europe: Has shown constant increase in the percentage of global sales since 2007 and takes the lead in the largest percentage of sales in 2016.
- Japan: Sales were randomly the highest of the regions in 1986, 1991, 1993, and 1995.

Takeaway: Sales have varied throughout the years and Europe is expected to continue with the lead for 2017.



Breaking it Down:

Genre



Throughout History:

Highest Demand:
Action

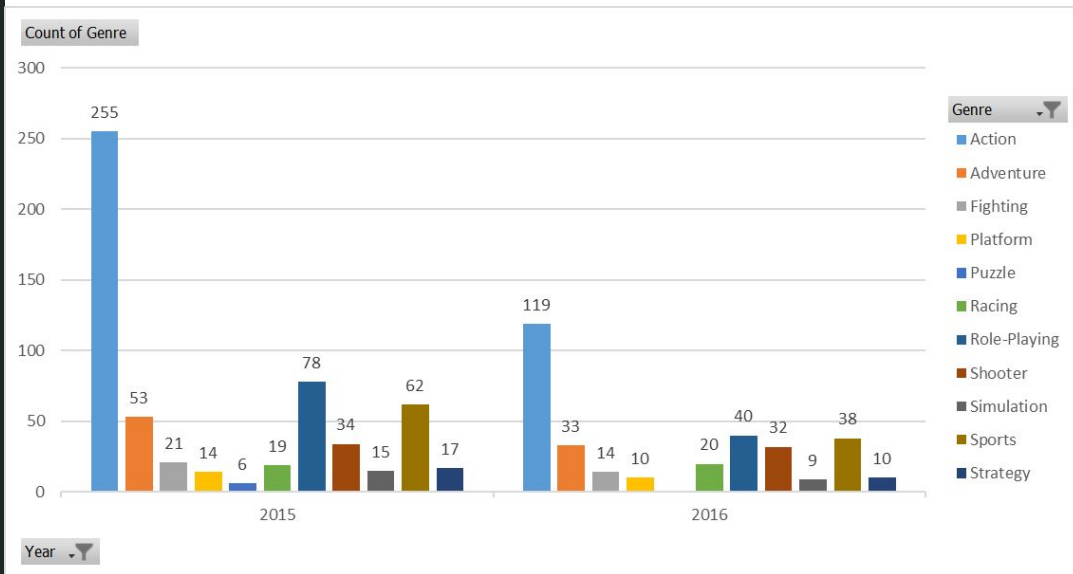
Lowest Demand:
Puzzle



Breaking it Down:

Sales by Genre in 2015 and 2016

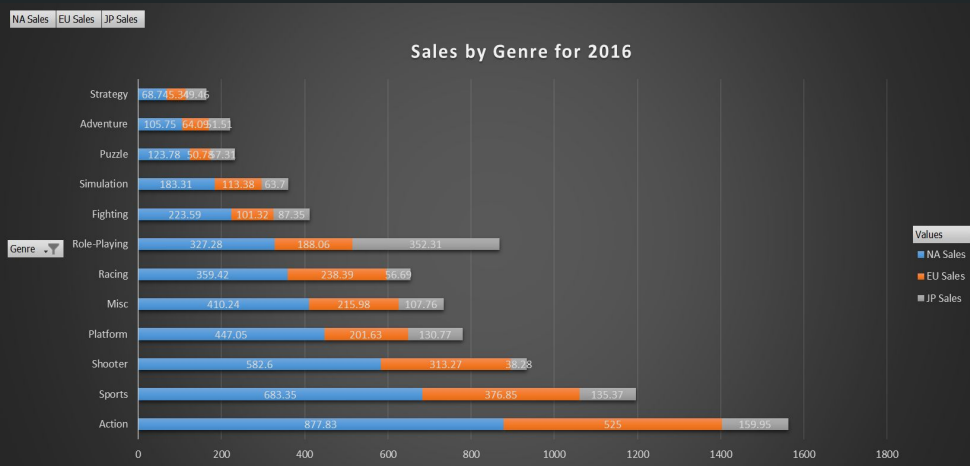
Units Sold by Genre in 2015 & 2016





Breaking it Down:

Top Selling Genres by Region in
2016



Top Selling Genres by Region

- NA - Action - 877.83
- EU - Action - 525
- JP - Role Playing - 352.31

Note:

- Strategy has always sold the fewest in each region

Recap:

- **Sales have varied throughout the years and by region.**
 - Europe is expected to have the highest percentage of sales in 2017, followed by North America, then Japan.
- **Number of games sold has been declining since 2009.**
- **Highest selling genre is action, with lowest selling genre as strategy**
- **Top Selling Genres by Region:**
 - Action for North America and Europe
 - Role-Playing for Japan

Recommendations

- **Marketing Budget:**

- Allocate the largest marketing budget to the European region, with a slightly smaller budget for North America, and the smallest budget for Japan.

- **Sales Budget:**

- With sales declining since 2009, it is estimated to be conservative with the marketing budget.

- **Production:**

- Focus on making the most Action games with the fewest Strategy.

- **Research/Things to look into:**

- Why there has been such a decline in NA sales since 2003?
- Why have the number of units sold been declining since 2009?
 - Is this due to marketing, consumers using a different platform, piracy, etc?

Thank You!
