

# Final Project Presentation

## GameCo Marketing Plan for Year 2017

### GameCo's Sales Data, Year 1996-2016

#### Overview

- Goal: Review the current state against the expectation.
- Recommend how the marketing budget will need to be redistributed among the regions in order to maximize return on investment.

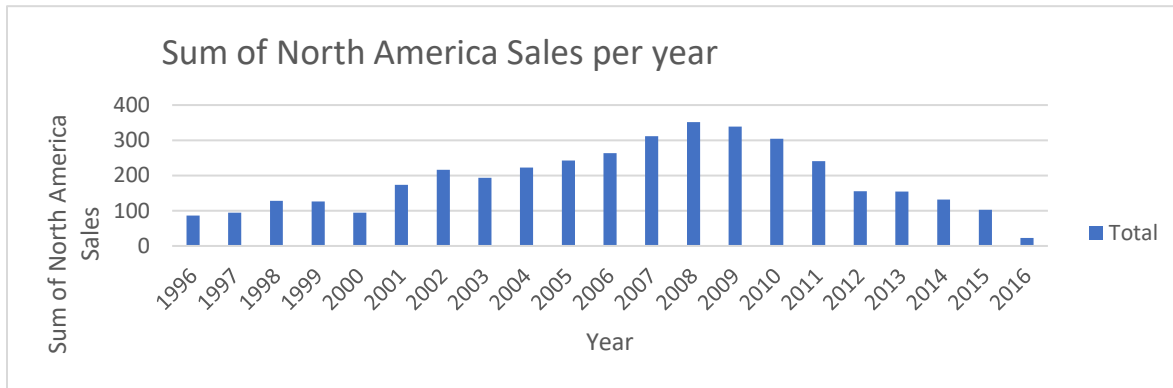
GameCo's current understanding is that the video game sales behavior across geographic regions have stayed the same over time.

Data on GameCo Global Sales, from year 1996 – 2016



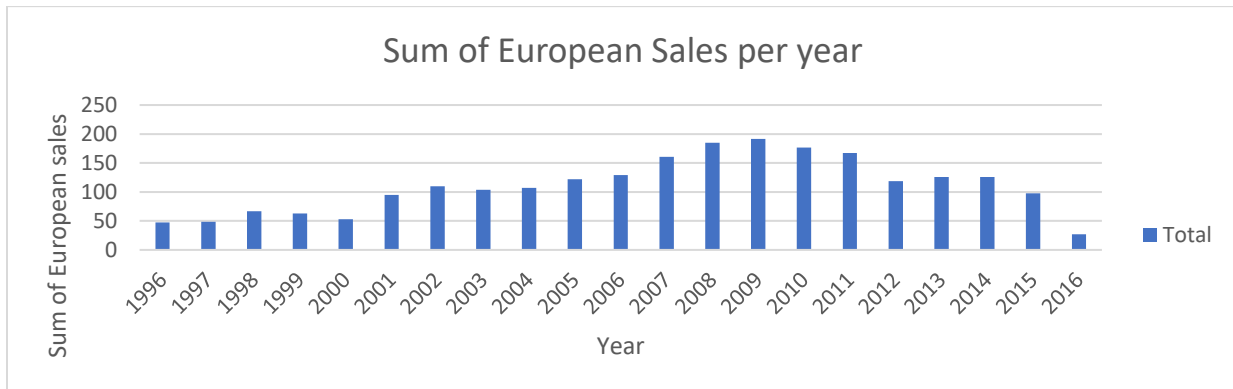
The data above suggests that in fact there is a significant difference in the sales globally over the years.

Data on GameCo North America Sales, from year 1996 - 2016



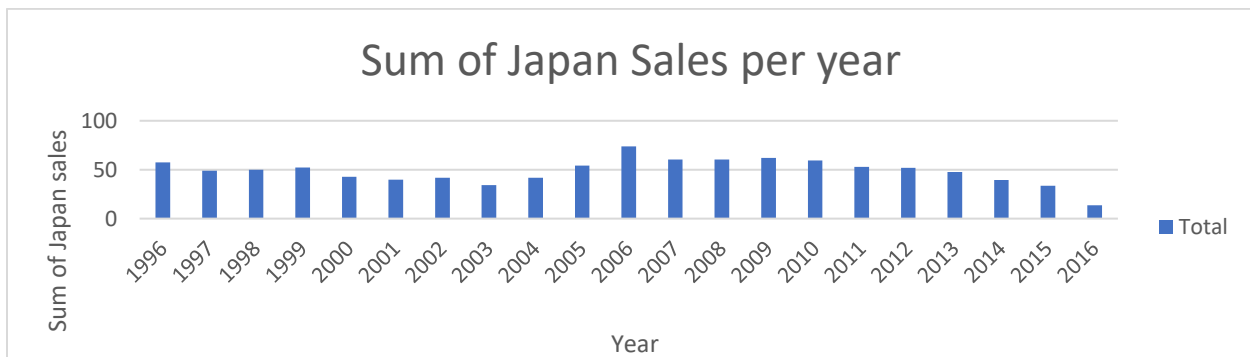
For North America sales, the sales have been going down after the peak in year 2008.

Data on GameCo European Sales, from year 1996 - 2016



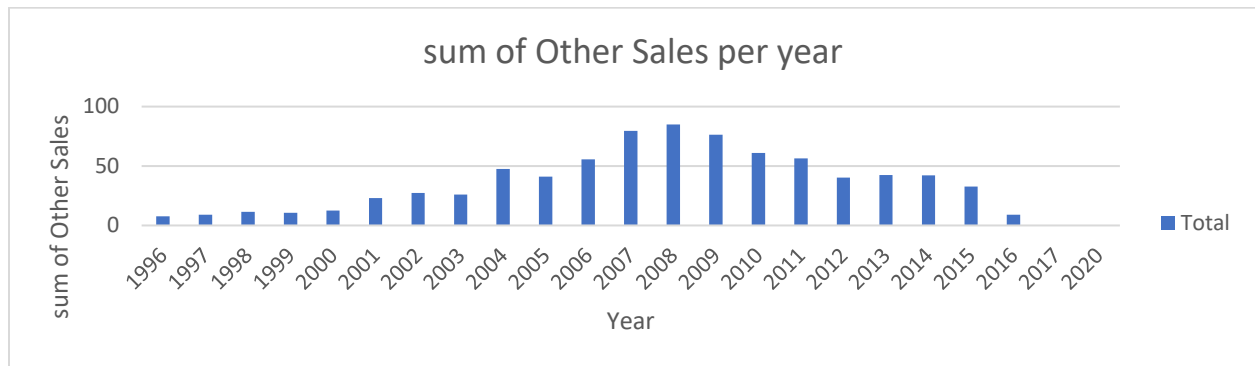
For European sales, the market peaked in year 2009, also went down a little.

Data on GameCo Japan Sales, from year 1996 - 2016



For Japan sales, the region peaked in year 2006, also went down a little also.

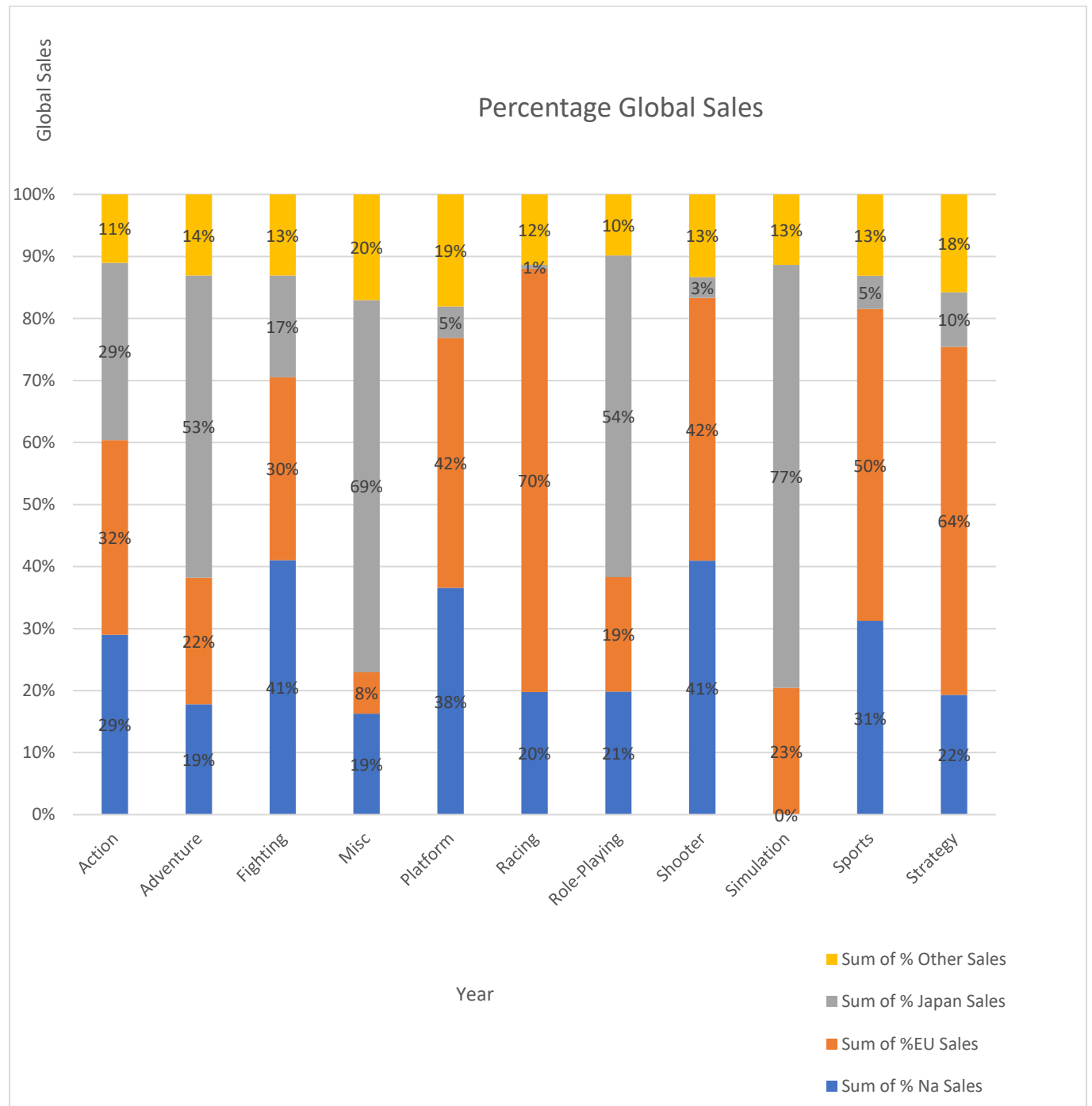
Data on GameCo Other Sales, from year 1996 - 2016



For Other sales, the market peaked in year 2008, also went down a little.

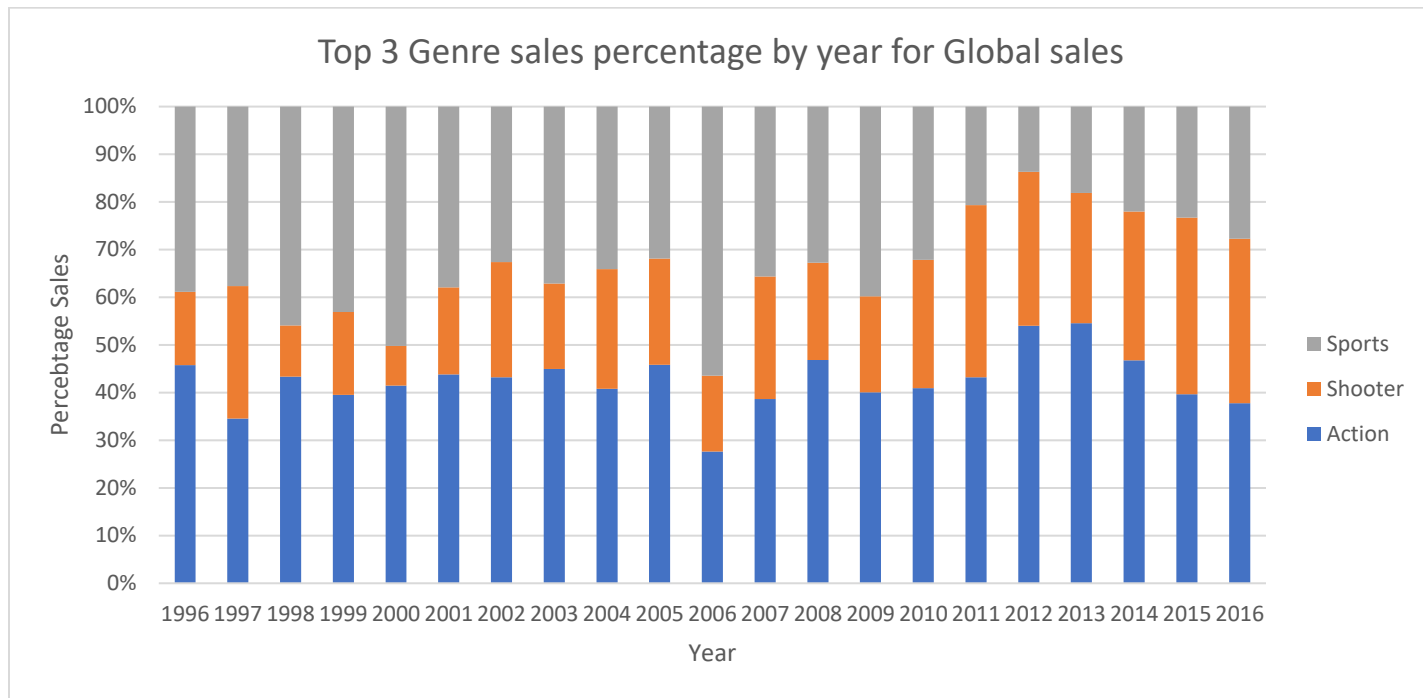
The above 4 bar charts suggest that in fact there is a significant difference in the sales from different regions over the years.

Data on GameCo Genre percentage Global sales, from year 1996 - 2016



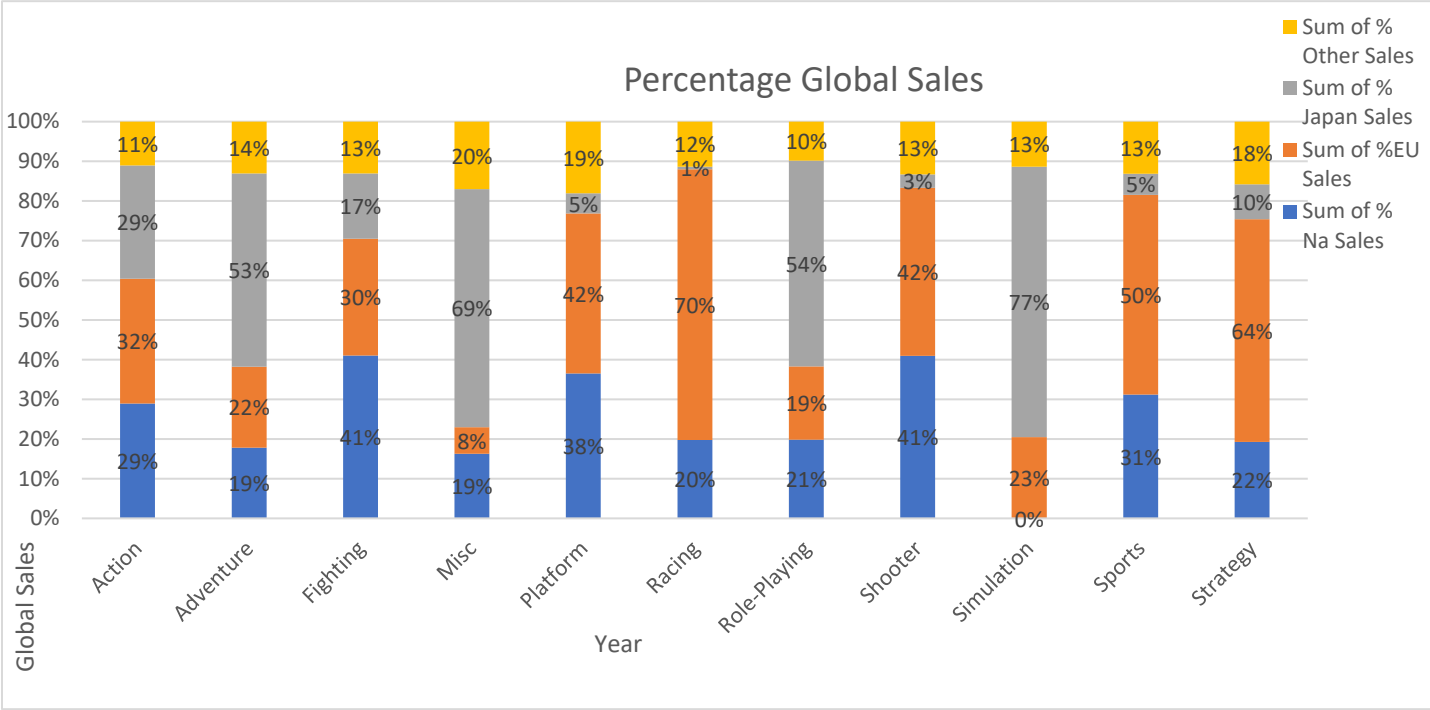
The Chart above visualizes the Genre Global Sales from year 1996 to 2016, which also buttresses that the sales of the video games flatulates from year to year.

Data on GameCo top 3 Genre percentage Global sales, from year 1996 - 2016

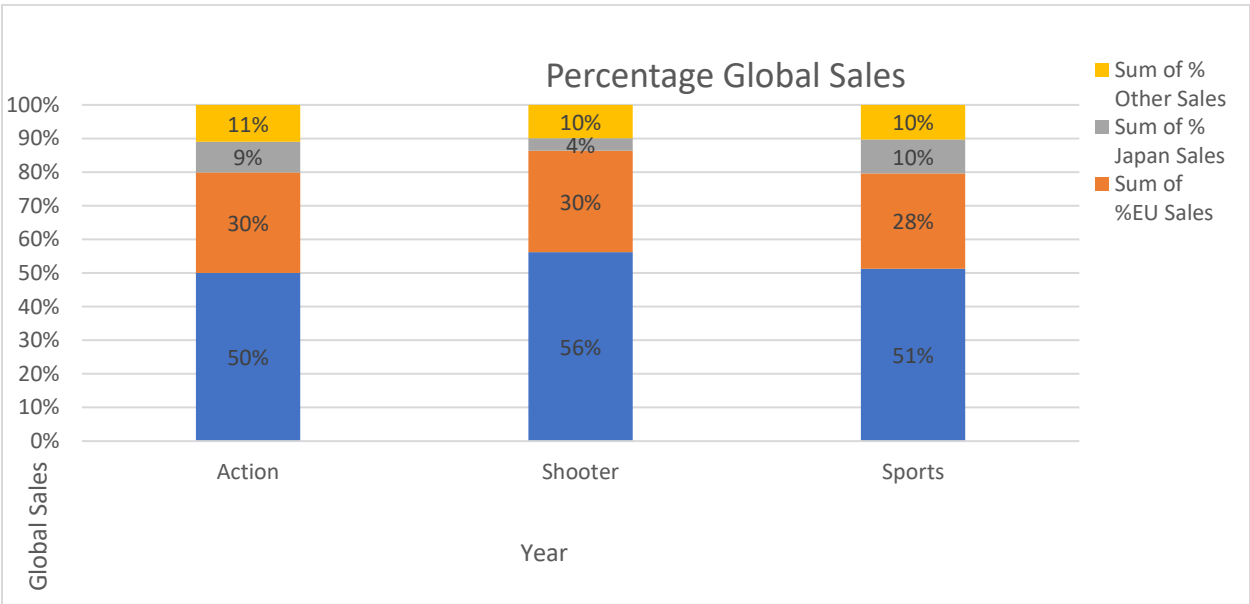


The Chart above visualizes the Global Sales from year 1996 to 2016 of the top 3 genres, which also buttresses that the sales of the video games flatulates from year to year.

Data on GameCo Genre percentage Global sales, for year 2016



Data on GameCo top 3 Genre percentage Global sales, from year 2016



Globally, the top 3 Genre that GameCo needs to focus on.

# Revised Understanding

- The data shows that GameCo's current understanding that the video game sales behavior across geographic regions have stayed the same over time is not realistic.

## Recommendations

- GameCo should focus more of the marketing budget on Action genre for year 2017 in Europe, North America and Japan regions in order to maximize return on invest.
- GameCo should focus more of the marketing budget on Adventure genre for year 2017 in Japan and Europe regions in order to maximize return on invest.
- GameCo should focus more of the marketing budget on Fighting genre for year 2017 in North America and Europe regions in order to maximize return on invest.
- GameCo should focus more of the marketing budget on Miscellaneous genre for year 2017 in North Japan region in order to maximize return on invest.
- GameCo should focus more of the marketing budget on Platform genre for year 2017 in Europe and North America regions in order to maximize return on invest.
- GameCo should focus more of the marketing budget on Racing genre for year 2017 in Europe region in order to maximize return on invest.
- GameCo should focus more of the marketing budget on Role-playing genre for year 2017 in Japan region in order to maximize return on invest.
- GameCo should focus more of the marketing budget on Shooting genre for year 2017 in Europe and North America regions in order to maximize return on invest.
- GameCo should focus more of the marketing budget on Simulation genre for year 2017 in Japan region in order to maximize return on invest.
- GameCo should focus more of the marketing budget on Sports genre for year 2017 in Europe and North America regions in order to maximize return on invest.
- GameCo should focus more of the marketing budget on Strategy genre for year 2017 in Europe region in order to maximize return on invest.
- GameCo should focus more of the marketing budget on Europe market as the sales in this region has been growing steadily over the years in order to maximize return on invest.
- GameCo should focus on why the market in North America is going down and reverse this.

