

The background is a blurred Super Mario Bros. level featuring a blue sky with white clouds, a green grassy ground, brown dirt, a green pipe, and several stacks of brown brick blocks. A dark blue L-shaped frame is overlaid on the image, with the top-left corner on the left and the bottom-right corner on the right.

# VIDEO GAME ANALYSIS

Tammy Sique  
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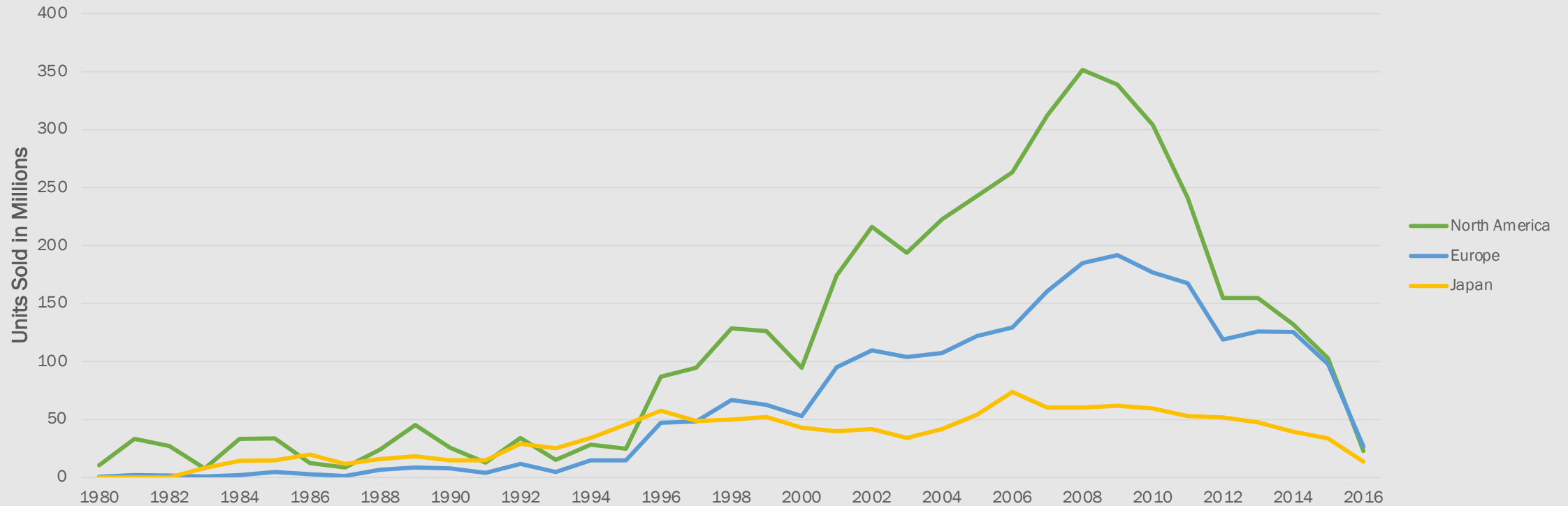
# Agenda

1. [Purpose of Analysis](#)
2. [Yearly Sales](#)
3. [Popular Genres](#)
4. [Proportion of Sales](#)
5. [Recommendations](#)

# Purpose of Analysis

- GameCo's current understanding of the sales for the various geographic regions is they have remained constant.
  - *Have sale figures varied over time?*
- Which genres are most popular?
- How have sales changed over the years?
  - \*\* 2016 is partial data

# Yearly Sales



Compared to our initial thought was that sales were remaining constant, then there is an increase in 1995 until 2008 then a decline begins

Europe has its highest sales in 2009 with 191.74 units sold and this year 26.76 units sold; about a 7.2% decrease

1995-2008

2008

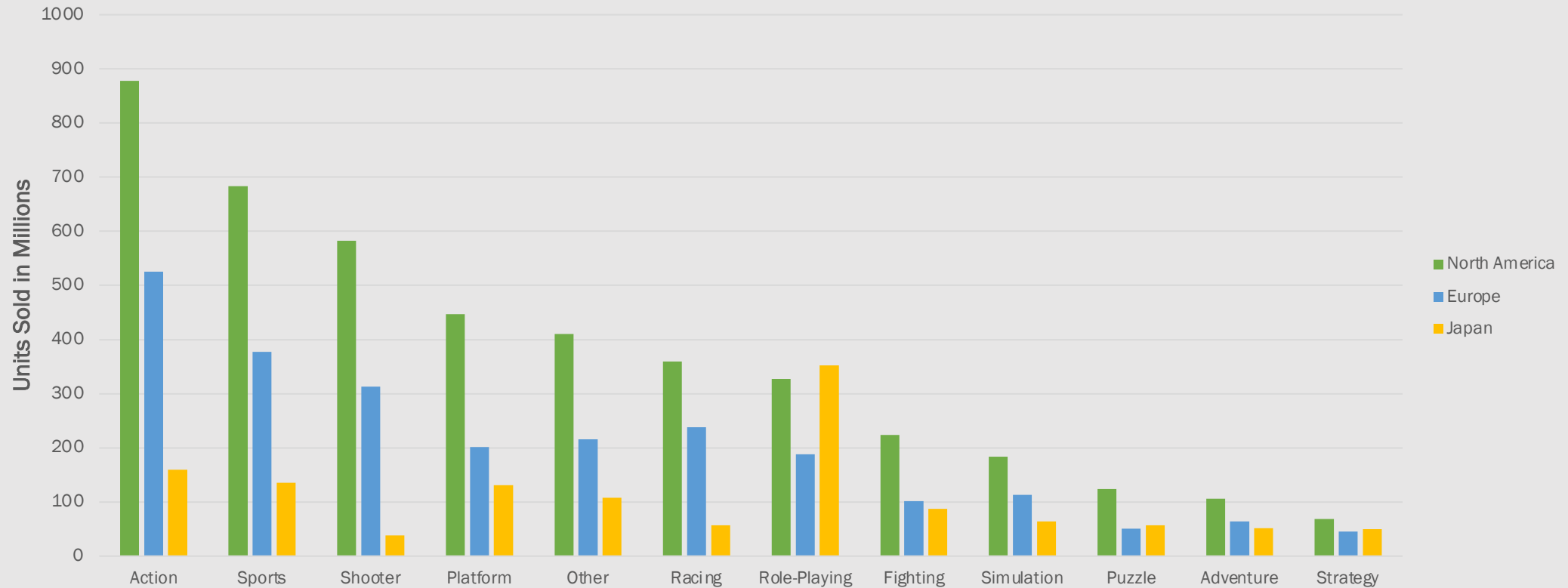
2009

this year

North America has the highest overall sales with a peak in 2008 at 351.44 units sold and this year at 22.66 units sold; a 15.5% decrease

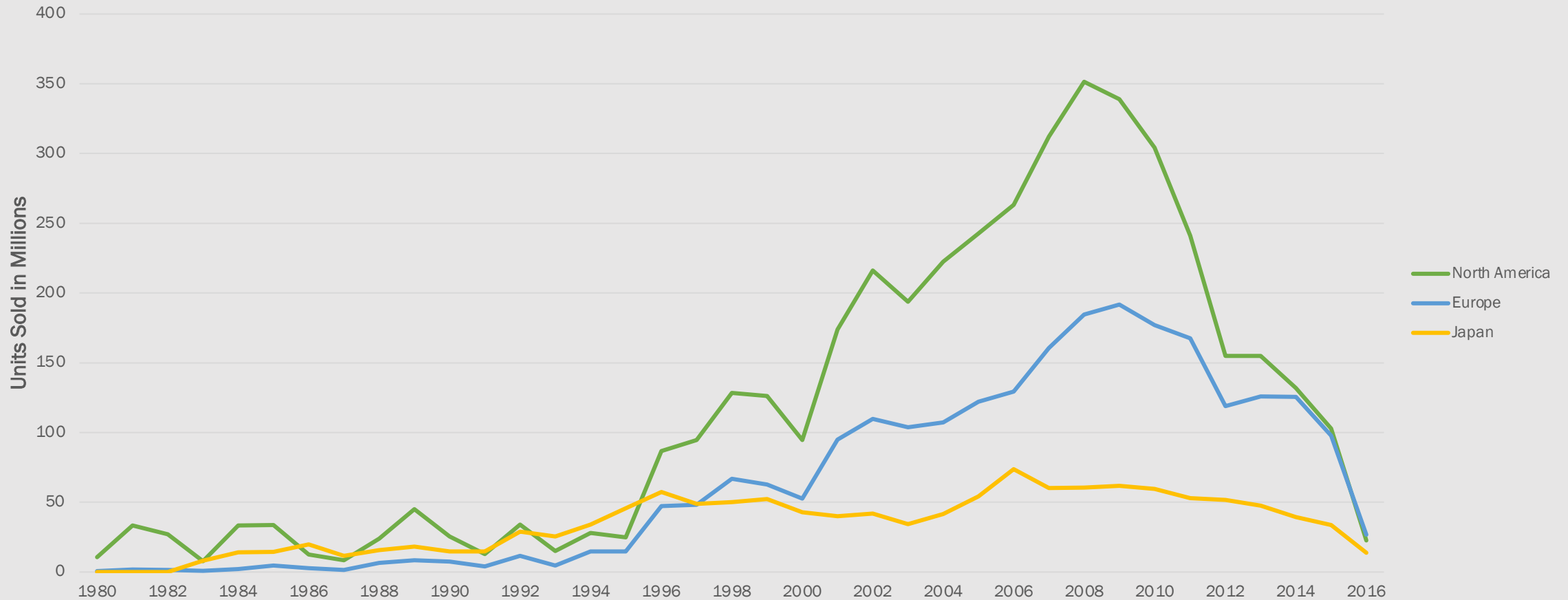
Japan's overall sales have been low. The highest was in 2006 at 73.73 units sold and this year 13.7 units sold; a 5.4% decrease

# Popular Genres



- Between all three regions, action-adventure is the top genre purchased;
  - Action-adventure 1754.21 units sold
  - Sports 1176.19 units sold
- North American and European other highest seller is shooter at 885.61 units sold
- Japan's other highest sale came from role-playing at 350.25 units sold
- Lowest sales came from puzzles, strategy, and stimulations

# Proportion of Sales



- North America shows fluctuations then a decline, then in 1995 a small swell begins, then a gradual decline
- Europe shows a slow and steady increase and at the end of this year has the highest sales for the first time
- Japan shows fluctuations then a decline in 1995 and has overall remained low on sales
- Overall, sales are currently low and have gone down about 30%

# Recommendations

Discovery

We found out that sales have been steadily decreasing over all three regions.

Further Analysis

Is our company the only one seeing changes in North American sales over the past ten years?

Do we have role-playing games to advertise to Japan?

Budget

The marketing budget should be adjusted for the three regions

Increasing marketing budget for Europe since there is a steady increase in sales