



GamesCo. Marketing Analysis

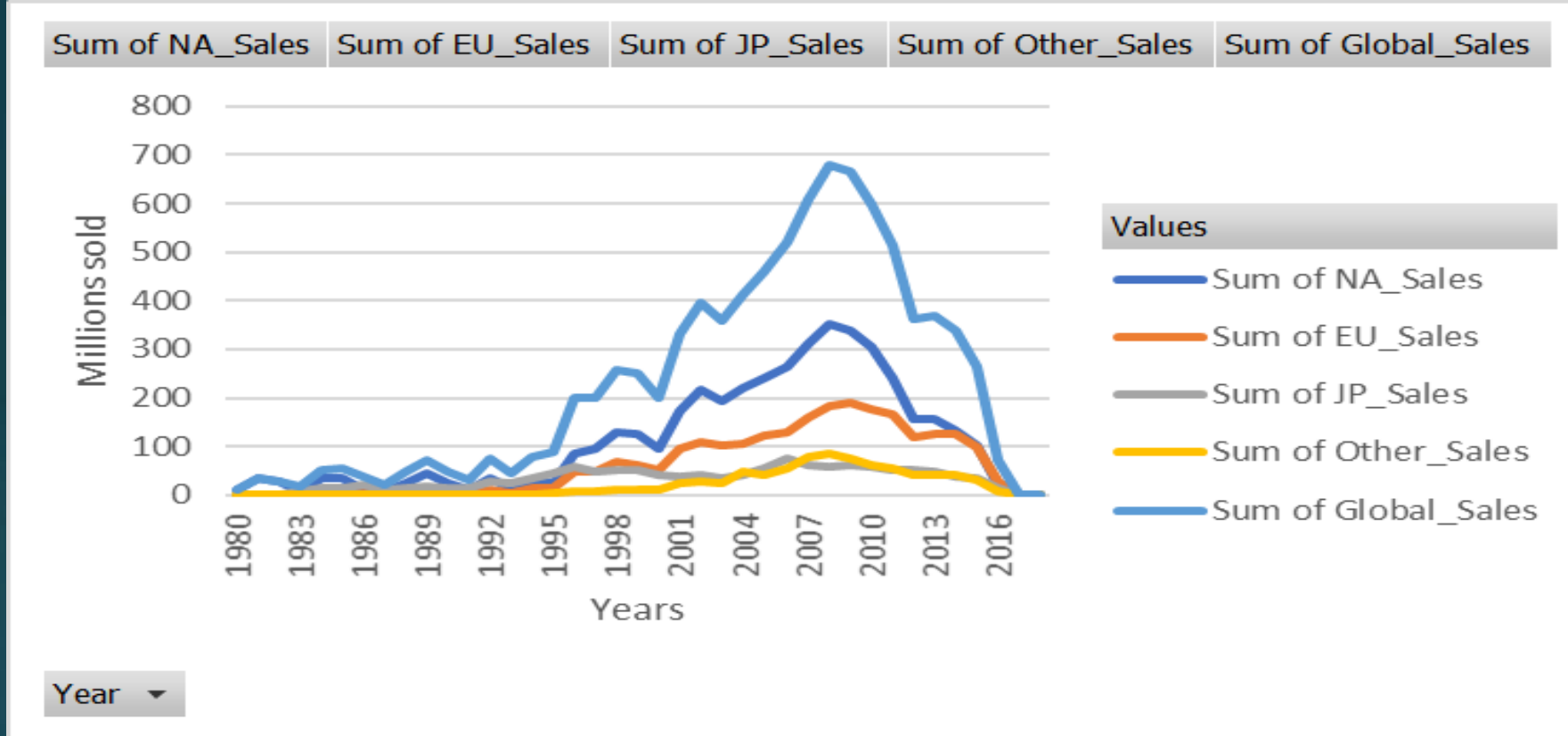
1980 - 2016



ASSUMPTION

- ▶ GameCo assumption of video game sales for the various geographic regions have stayed the same over time,

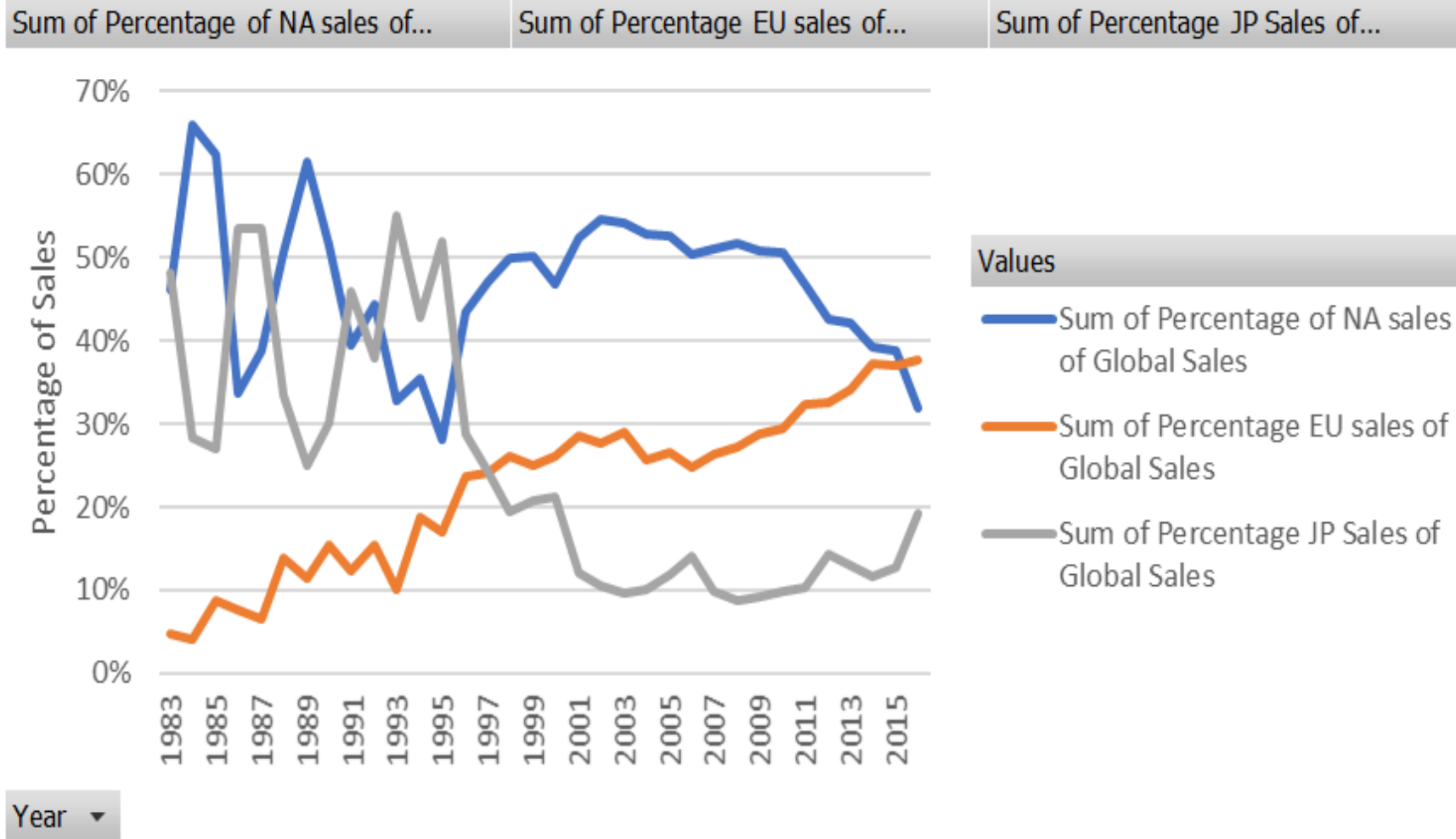
Game Sales per year



GameCo game sales has been fluctuating over the years across all regions, you can see sudden increase and decrease in sales.

The distribution above shows the yearly sales of games across all regions. It shows that, there have been an increase in sales from 2008 to 2009 and which includes North American having the highest distribution of sales across all regions. Although there was a sudden decrease from 2008 from all region and also Japan has the lowest sales in all region.

Percentage of Regions Sales on Global Sales

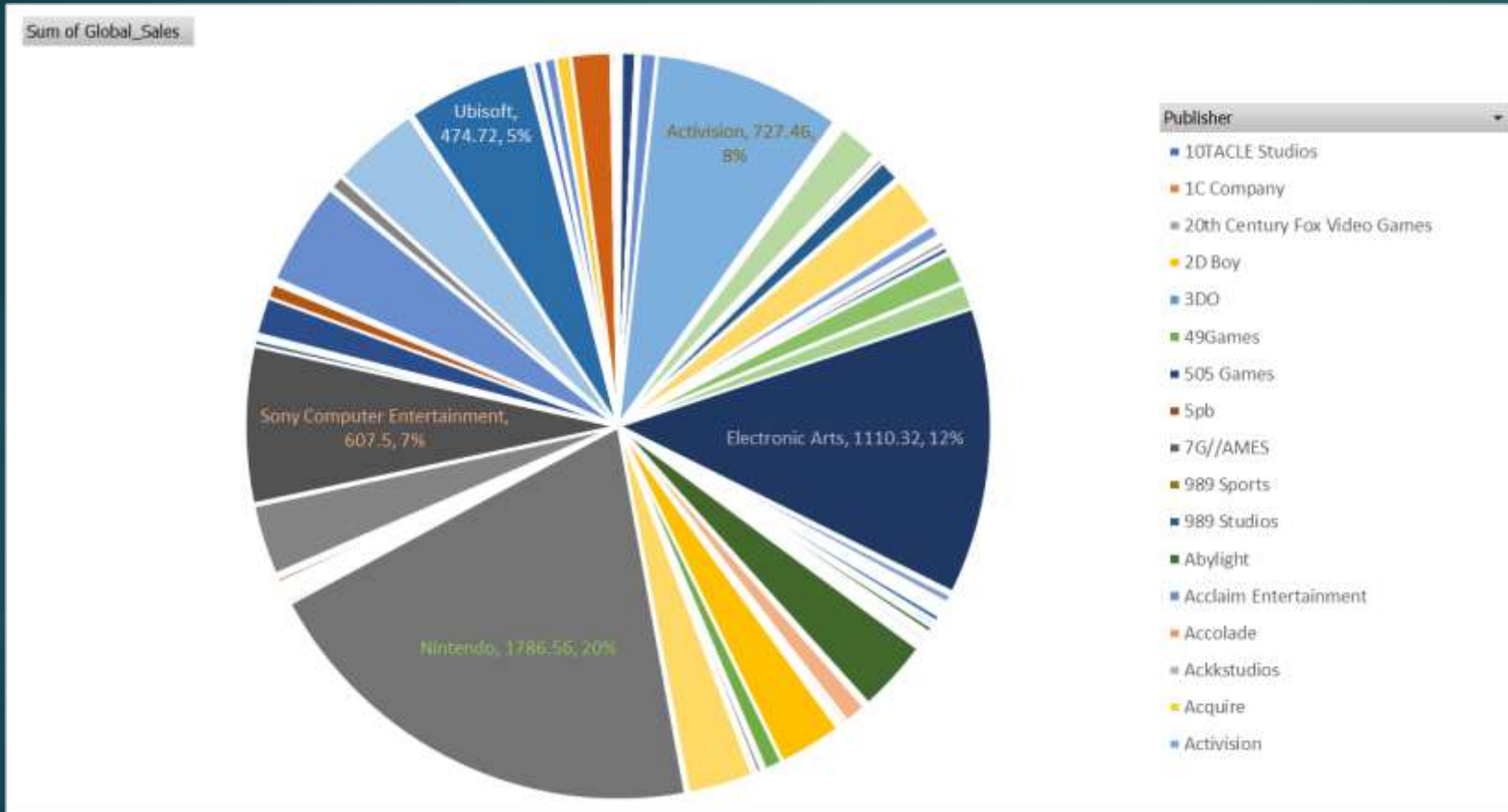


North Americans sales has a gradual increase in global sales from 1984 to 1985 and 1988 to 1990. However, after 1990 a gradual decrease in sales occurred continuously 2015.

While the Europe has stable increase from 1990 which account for 32% of global sales.

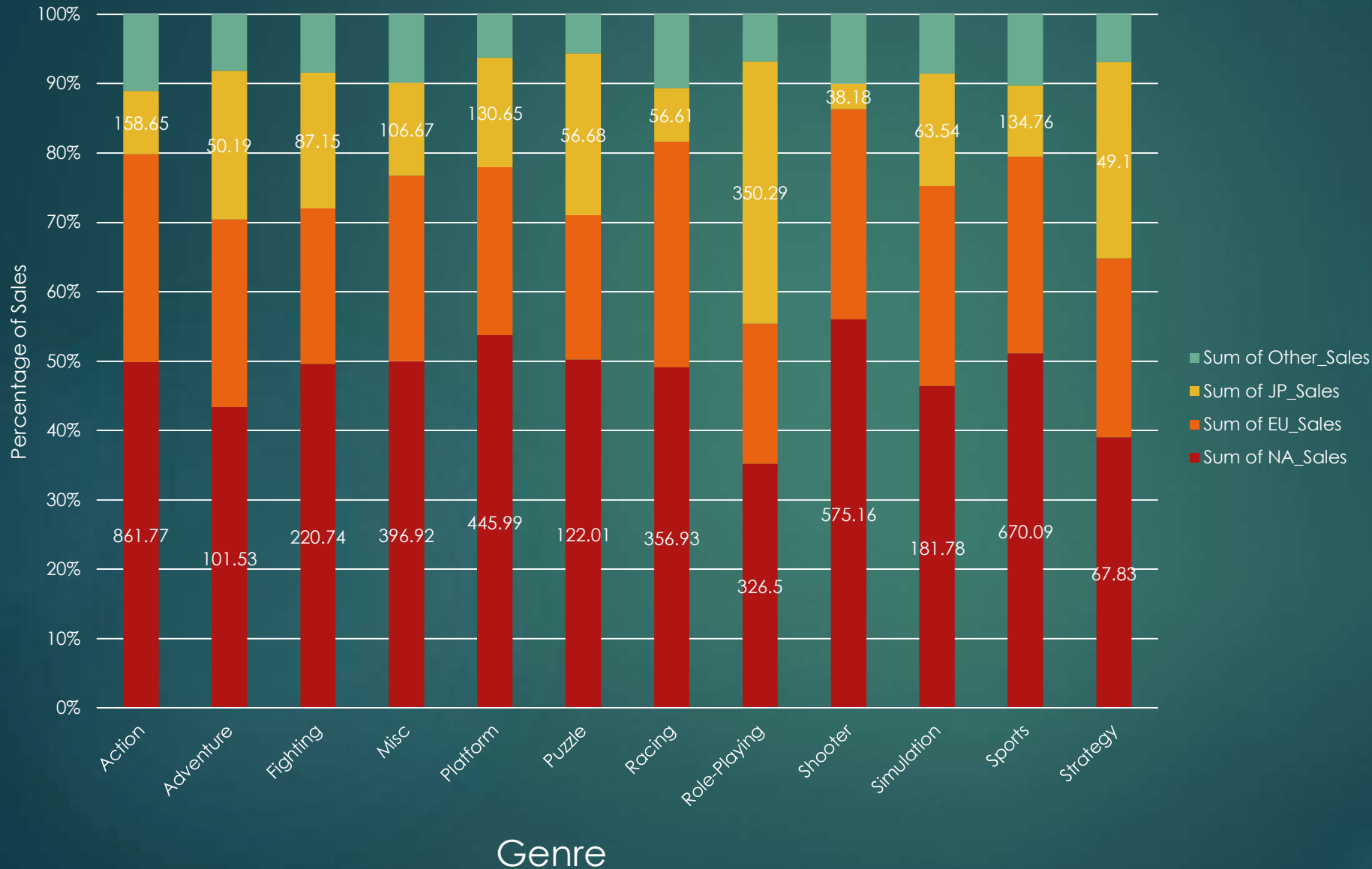
Japanese has a sharp decrease in global sales from 2001 and have a report of 17% as of 2015

Top 5 Global Sales Per Publisher



The above Pie charts shows the top five publisher. We can see that GameCo cooperates more with these publishers, we also see the percentage in sales for each publisher, which shows the Nintendo game has the highest and Ubisoft comes fifth among distribution of global sales across all regions.

GameCo Sales by Genre and Region



Looking at the cluster chart, we could see the various sales by Genre and region. Action games were more sold in the whole region. North American has the highest sales for action games while Japan has the lowest sales across the 3 regions. We can also note that Europe sales are getting closer to the North American sales.

Conclusion and Recommendations

- Across all regions games sales haven't remain the same over the years, there have been upward and downward trends in the sales of games in the past few years. While north American and Japan sales has been flatulating, Europe maintains a upward trend over the years.
- I also notice the most populous genres are the Action follow by sport and shooters. I can also see other genres increasing in their sales. I recommend GameCo to create advertisement or awareness about this genres, this could help to generate more funds and improve the market sales.
- After going through this analysis, I notice Japan sales has more decrease in sales. I recommends GamesCo to look into regions and publisher when splitting the market budgets in promotion video games.