

GAMECO MARKET SALES ANALYSIS

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OVERVIEW

Goal:

- ▶ Develop an understanding of the video game market sales to ensure GameCo maximizes return on investment

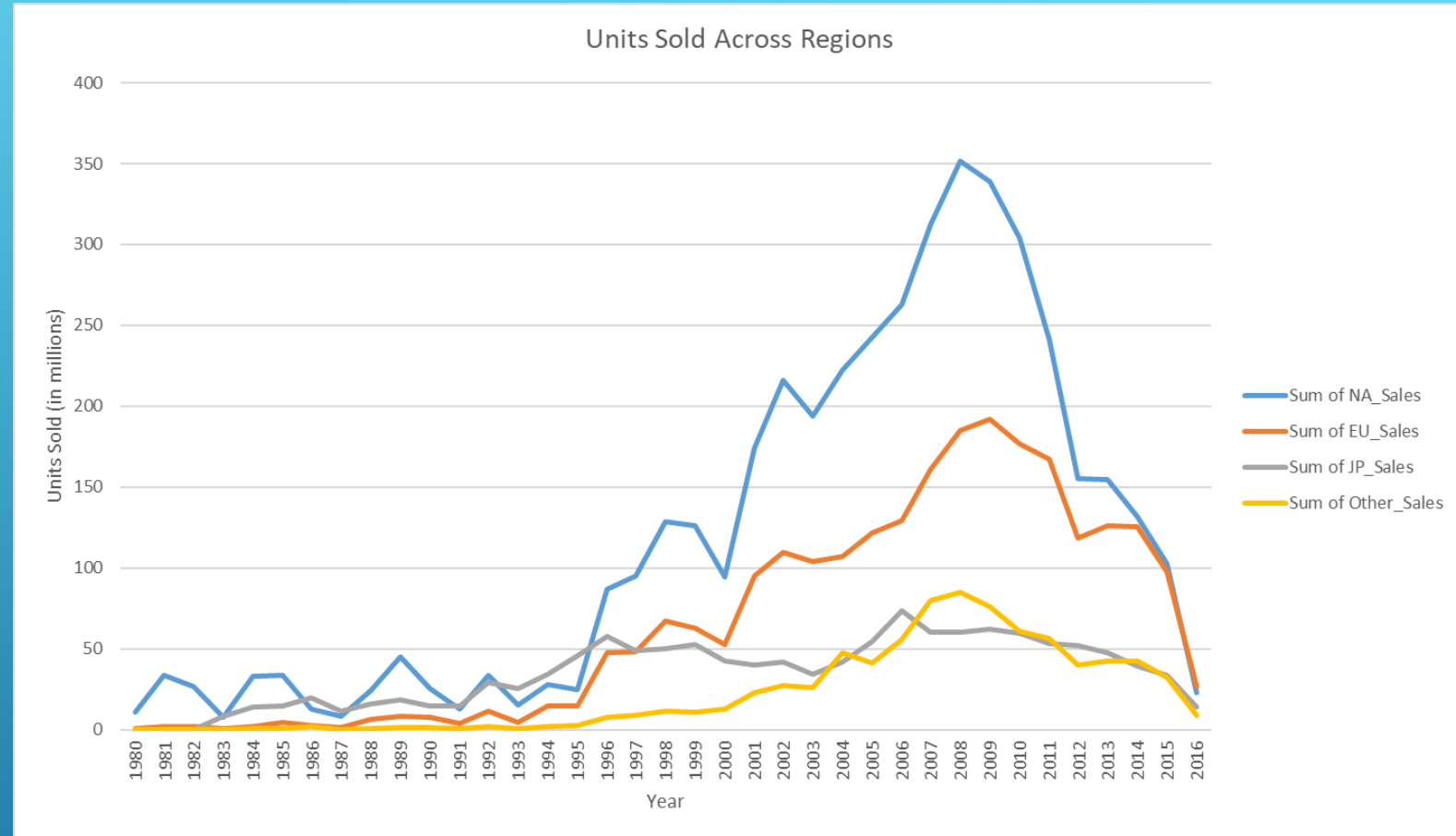
Assumptions:

- ▶ GameCo's current understanding around video game sales assume that sales across regions have stayed the same over the years.

Areas of Observation:

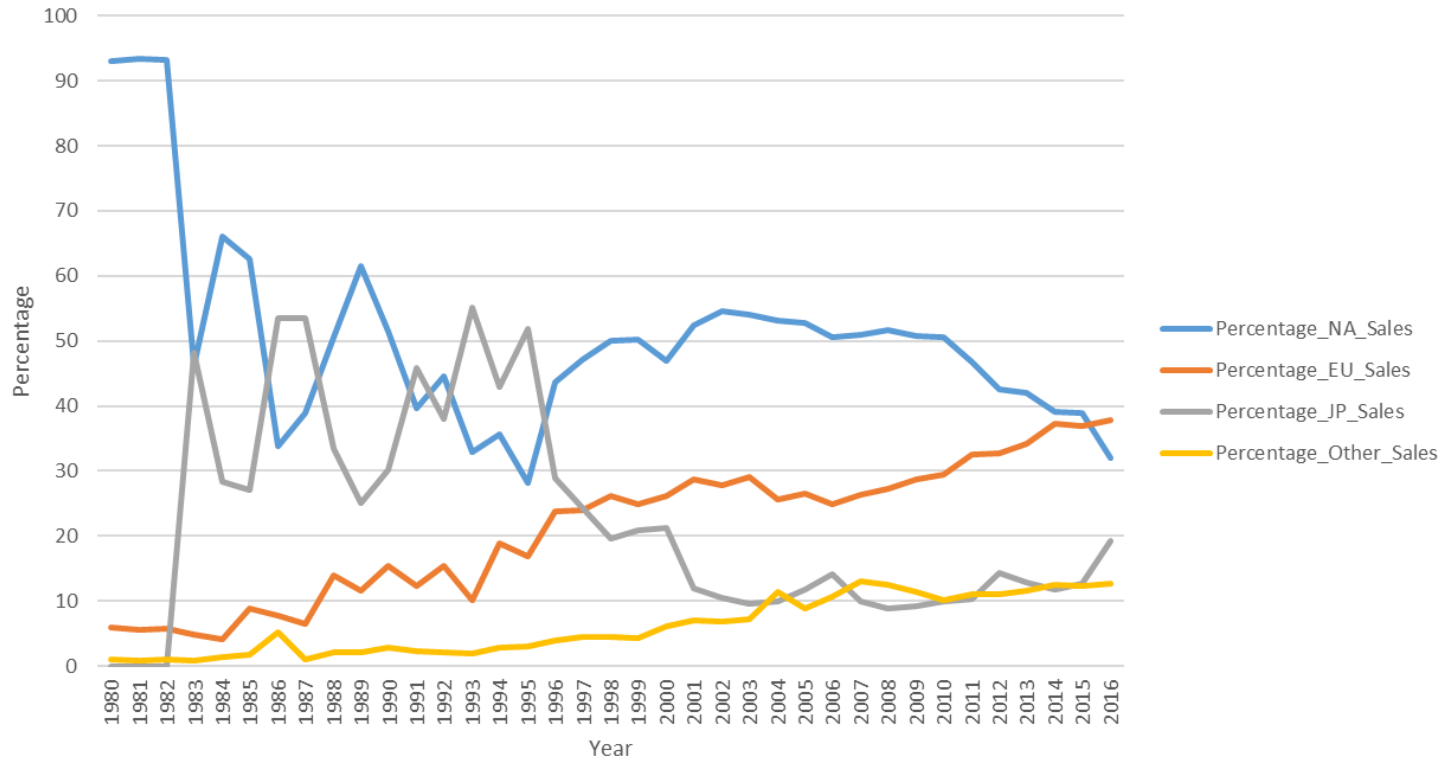
- ▶ This analysis will observe trends over time in accordance with:
 - ▶ How sales figures varied between regions
 - ▶ Whether certain genres are more popular than others
 - ▶ Which publishers are the main competitors
 - ▶ Whether games have increased or decreased in popularity

- ▶ North America has dominated the market in sales over the years
- ▶ There have been a gradual increase in sales up to the late 2000s
- ▶ Each market region peaked in the late 2000s, specifically 2008 for North America, 2009 for Europe, and 2006 for Japan
- ▶ There is a sharp decline in sales since the late 2000s, which can be attributed to the introduction of digital sales



SALES ANALYSIS

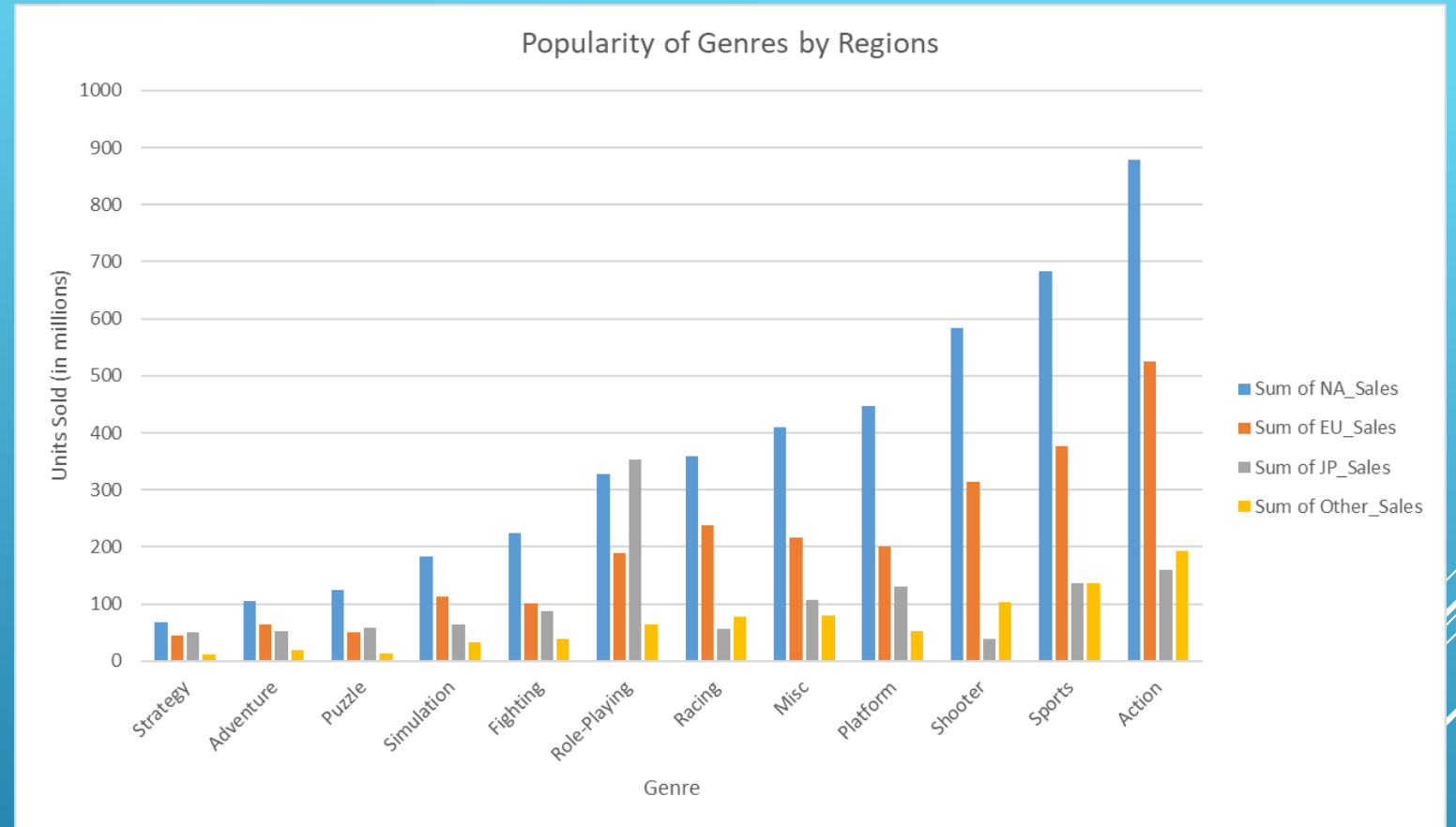
Proportion of Sales Across Regions



- ▶ North America and Japan's sales fluctuated over time
- ▶ Europe and Other regions shows a steady incline in sales
- ▶ North America had strong market sales until 2015, when Europe surpassed it

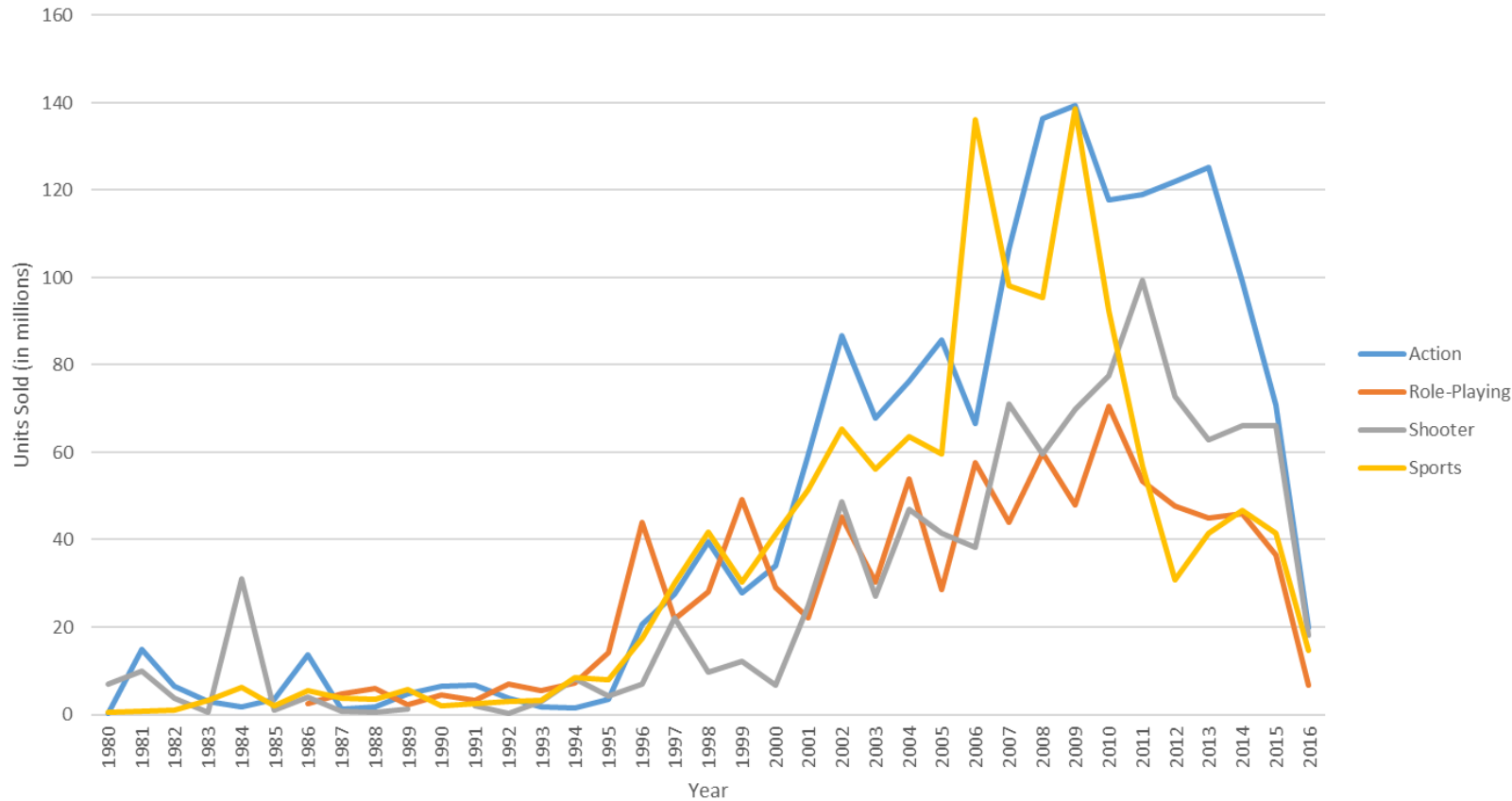
PROPORTION OF SALES

- ▶ North America, Europe, and Other regions shares the same top 3 genres: Action, Sports, Shooter
- ▶ Japan's top genre is role-playing, followed by Action and Sports



GENRE POPULARITY

Top 4 Genre Sales Globally

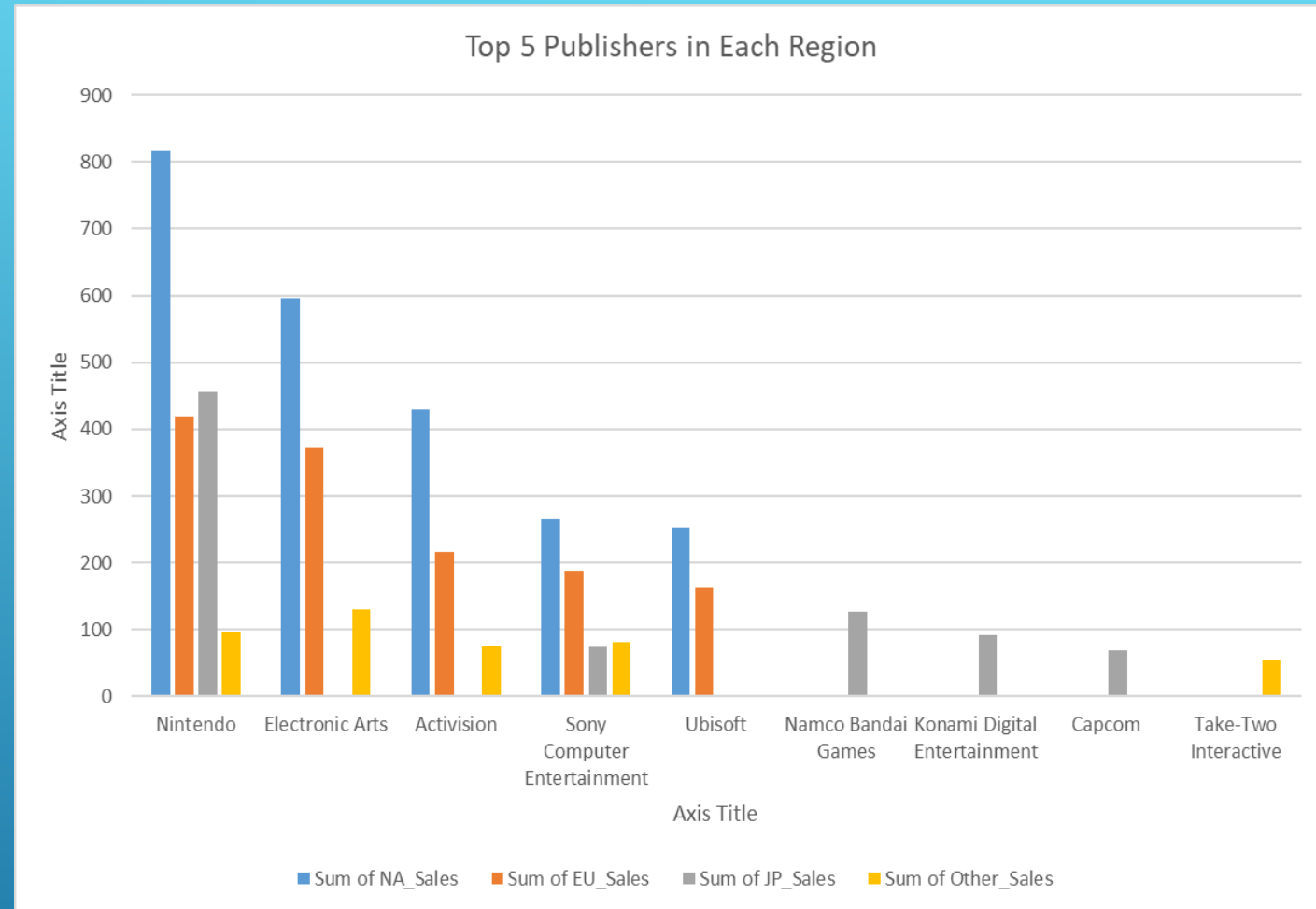


- ▶ Top 4 genre sales show a steady increase in sales up until the late 2000s
- ▶ The decline in sales can be attributed to the introduction of digital sales
- ▶ After 1995, the sales with these genres increased rapidly

GENRE SALES

- ▶ Nintendo dominates the market in all regions except in Other region where it is 2nd
- ▶ North America and Europe shares the same top 5 publishers
- ▶ Japan only shares Nintendo with the other regions
- ▶ Other region shares the top 4 with North America and Europe

TOP 5 PUBLISHERS



- ▶ The decline in sales can be attributed to the fact that digital copies have become increasingly popular in recent years
- ▶ Europe and Other shows a stable market for video game sales
- ▶ North America, Europe, and Other regions share the top 3 popular genres
- ▶ Nintendo has dominated the market in all regions except Other

REVISED UNDERSTANDING

- ▶ Further analysis should be conducted to determine if the introduction of digital sales attributed to the decline shown
- ▶ Executives should plan for a platform in which they can sell digital games.
- ▶ Partner with Nintendo to provide the highest marketing abilities for the release of the games
- ▶ Ensure adequate games in the respective popular genres for each region
- ▶ Provide a solid marketing plan for Europe and Other regions to ensure the continuation in video game sales

RECOMMENDATIONS