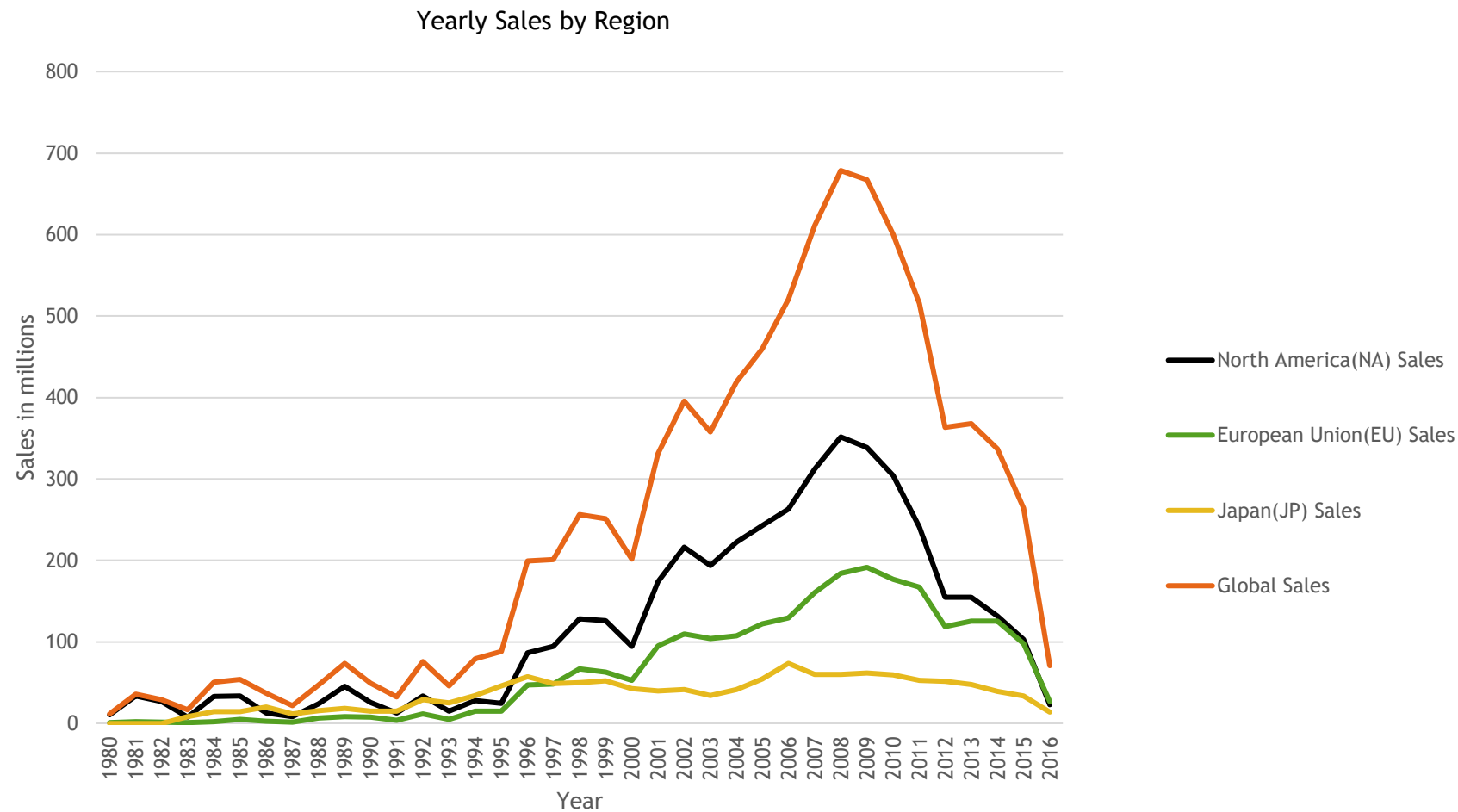


GameCo's Marketing Analysis(1983-2016)

Presenter: Azeez Babarinde

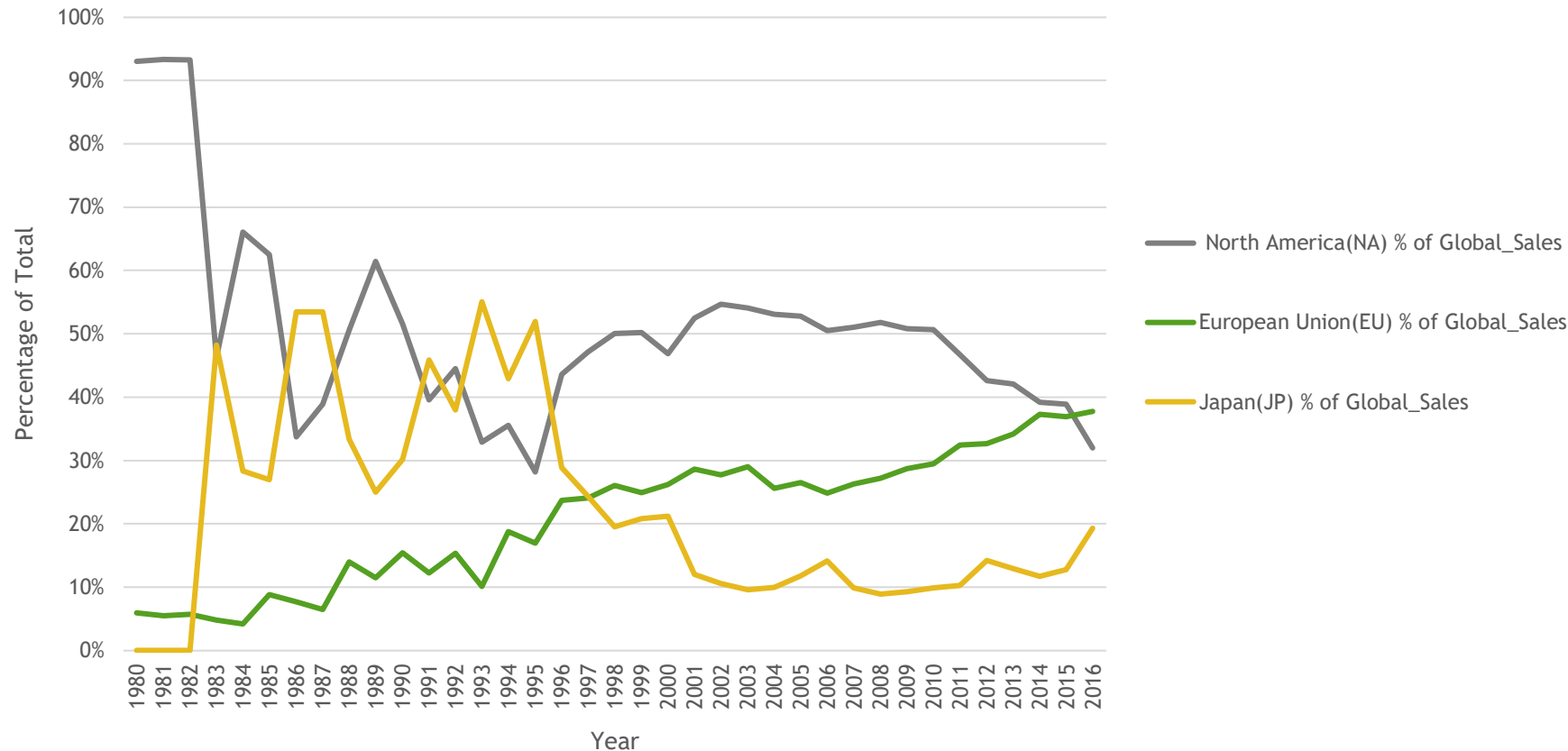
Current Expectation

- ▶ The Executives current assumption of the market is that game sales for the various geographic regions have stayed the same over time



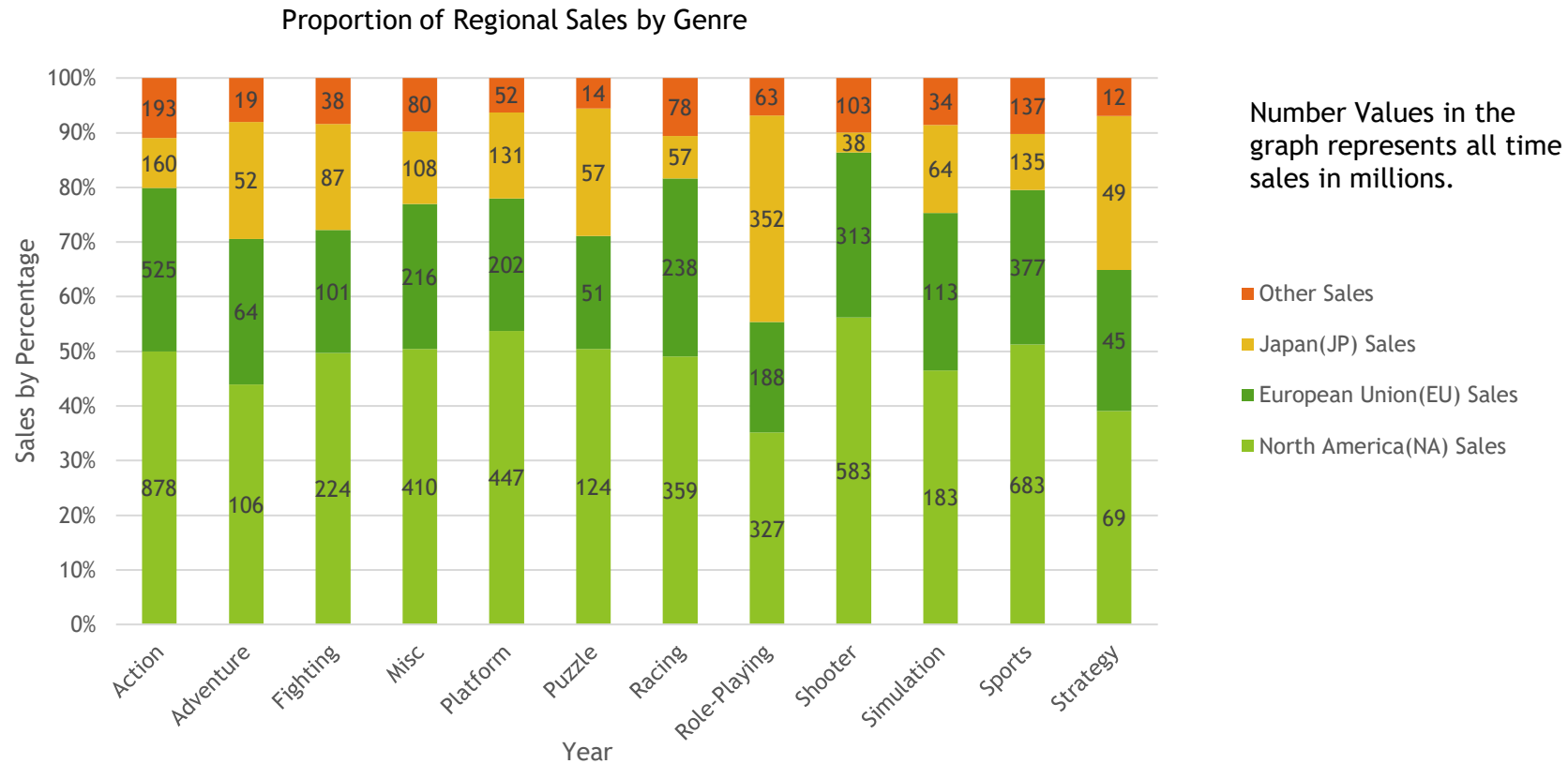
- There have been changes in sales trend in all the regions over the years.
- They all had a massive increase in sales from 1993 till they peaked in 2006-2010 then plummeted until 2016

Looking Further: Regional Percentage of Global Sales



- Japan and NA have both led and shared the first and second spot from 1983 till 1996 where NA led until 2015.
- EU percentage share of the Global sales have been moving up constantly to claim the top spot from 2015

Looking Further: Proportion of Regional All time Sales by Genre



- North America leads in all time sales of every genre except role-playing games.
- Japan tops other regions in all time sales of Role-playing games.

Insight and Conclusion

- ▶ Our findings tells us that the market have been changing over the years and there are also new business opportunities.
- ▶ EU market have been the most consistent region by sales growth from time and have become the leader since 2015
- ▶ Japan have been struggling with sales, but it is best performing region by all time sales of Role-playing games

Insight and Conclusion

- ▶ Overall game sales have been on a massive decline since 2008
- ▶ NA sales needs more attention since it has the highest share of we go back in time, I recommend more marketing to be directed to this region
- ▶ While make our marketing budget decisions by sales of each region, we need to look at it by genre sales.