



GameCo

ANALYSIS FOR THE MARKETING STRATEGY

2017

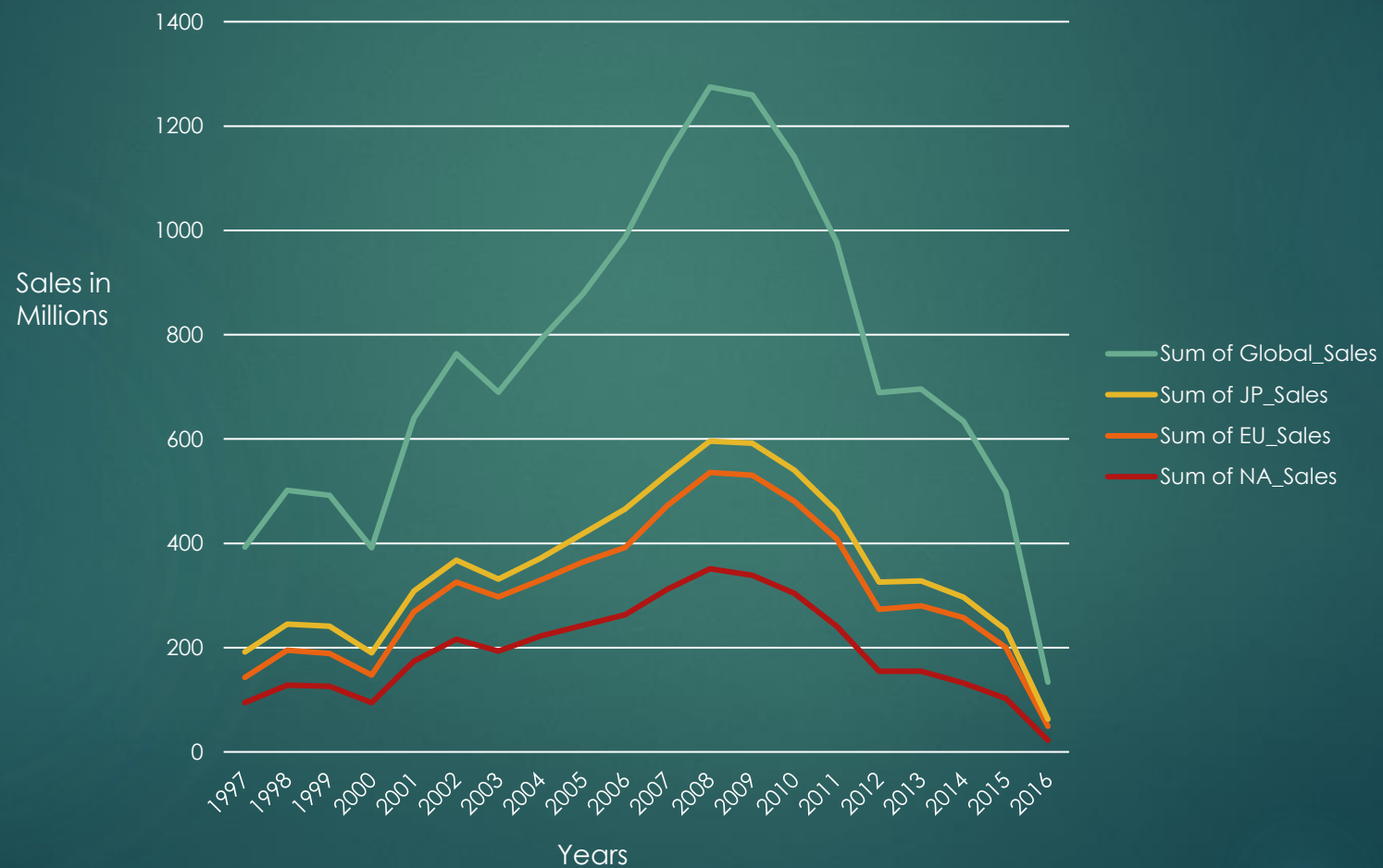
Hyphothesis

Sales in different geographical locations show minimal variations over a period of time.

Key points in analysis

- ▶ For sales and genre analysis, data was considered for the last two decades: 1997–2016.
- ▶ This is basically to ensure the correctness with the nearest historical data for the study for 2017.
- ▶ Analyses for many platforms have been performed through the last decade.
- ▶ This is to present an accurate image of existent platforms in 2017 while avoiding non-existing platforms.

Sales analysis 1997-2016



North America :

Between 2002-2004, there was a significant increase from 94 to 216 million, or 122 million. However, from 2003-2008, the growth rate decreased to 216-351 million, or 135 million. Thereafter, sales have continued to drop.

Europe :

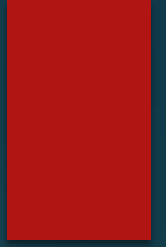
From 2000 to 2009, sales in Europe grew steadily. However, one year later, sales in North America dropped. Europe's sales began to decline in 2012, but at a slower rate than North America. Sales briefly increased from 2012 to 2014 before decreasing again, analogous to North America.

Japan :

Sales dropped from 52 million in 1999 to 34 million in 2004, grew to 72 million in 2006, and then steadily down to 33.7% in 2015.

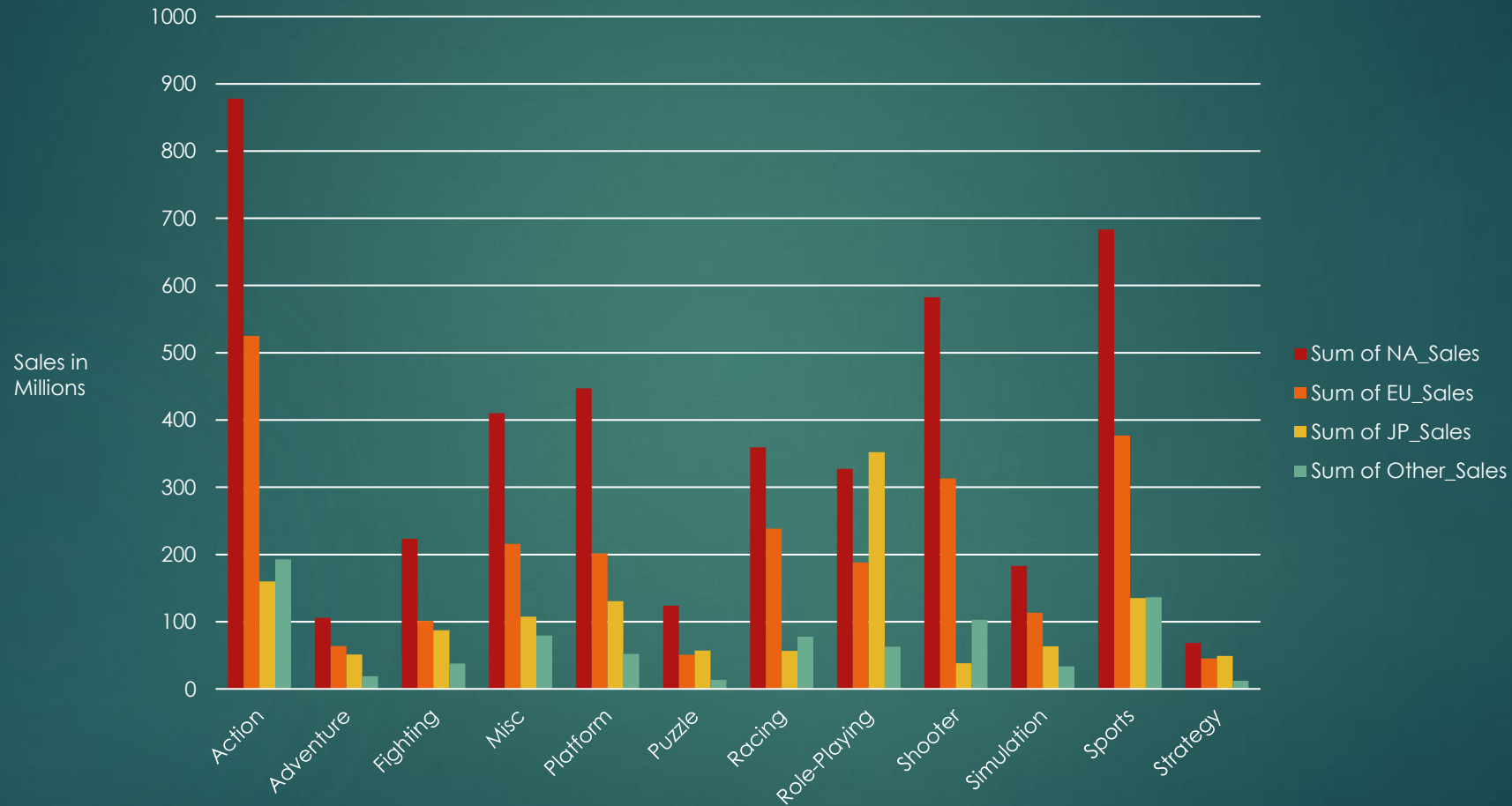
The primary reasons for the sales drop since 2008.

- ▶ Young people's lifestyles are shifting away from gaming and towards more meaningful activities. This could be attributed to the increase in exchange study programs, cost-effective airlines, and foreign transportation. The introduction of Border crossing legal obligations are flexible as a result of regionalization and other factors.
- ▶ Rapid growth in the mobile game sector has created new market opportunities. Which had a negative impact on the video game industry.
- ▶ The 2008 global recession had a substantial impact on consumer purchasing behaviour, and some patterns have yet to be recovered even after economic recovery.
- ▶ It is claimed that, after nearly three decades, the video game market has matured.



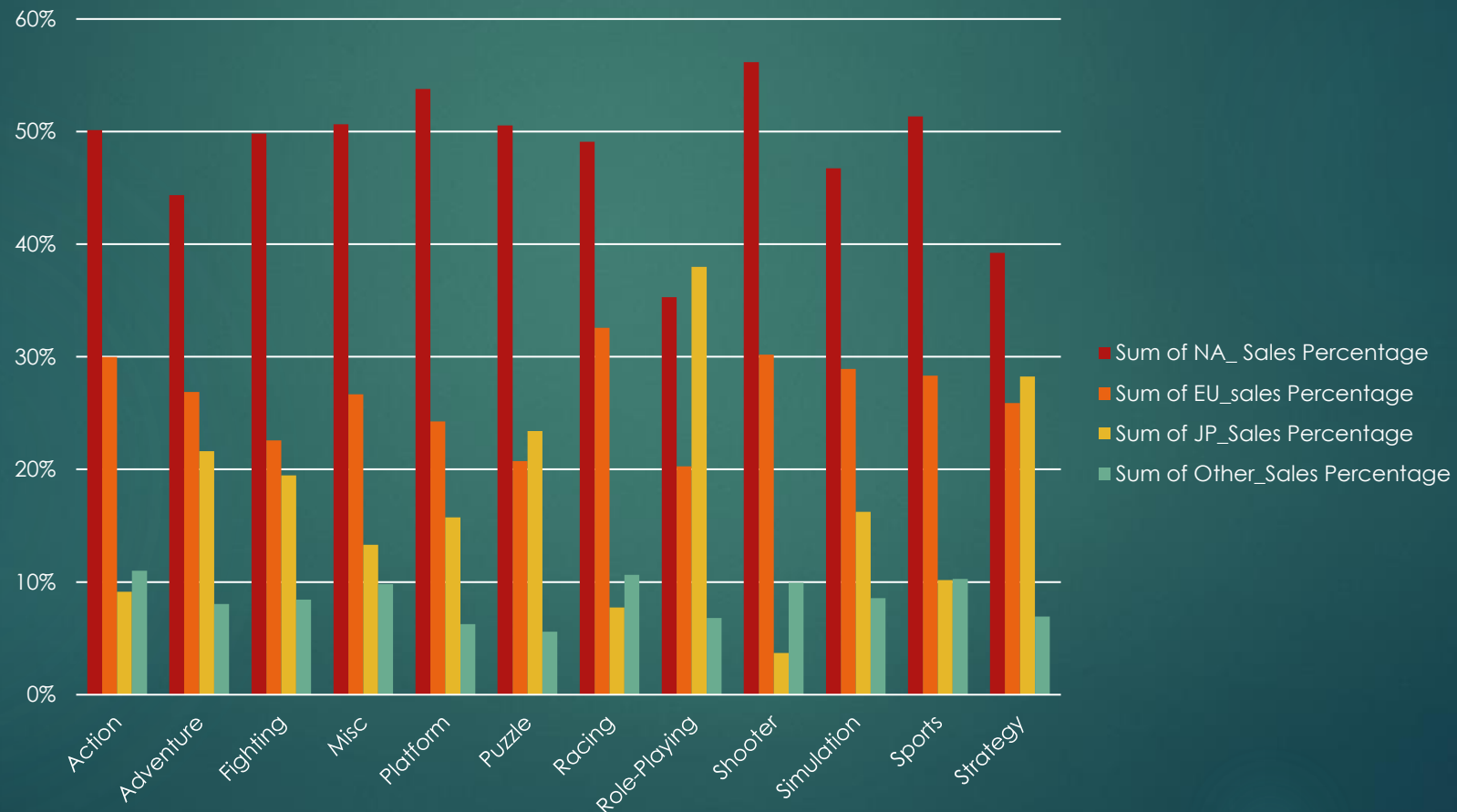
Our initial hypothesis is incorrect, as sales have not consistently increased, decreased, or remained stable over time. Neither on values or on percentages.

Further analyses regional sales aspects



Further analyses regional sales aspects.

Regional sales as a percentage of global sales by genre. Reference to regional sales by genre.



North America:

To increase sales in America, it's recommended to invest heavily in popular genres such as shooting, action, sports, platform, and fighting, which account for over 50% of global sales and top sales value in the region. Additionally, it's important to decide whether to allocate marketing budget to increase sales proportion of the strategy.

Europe:

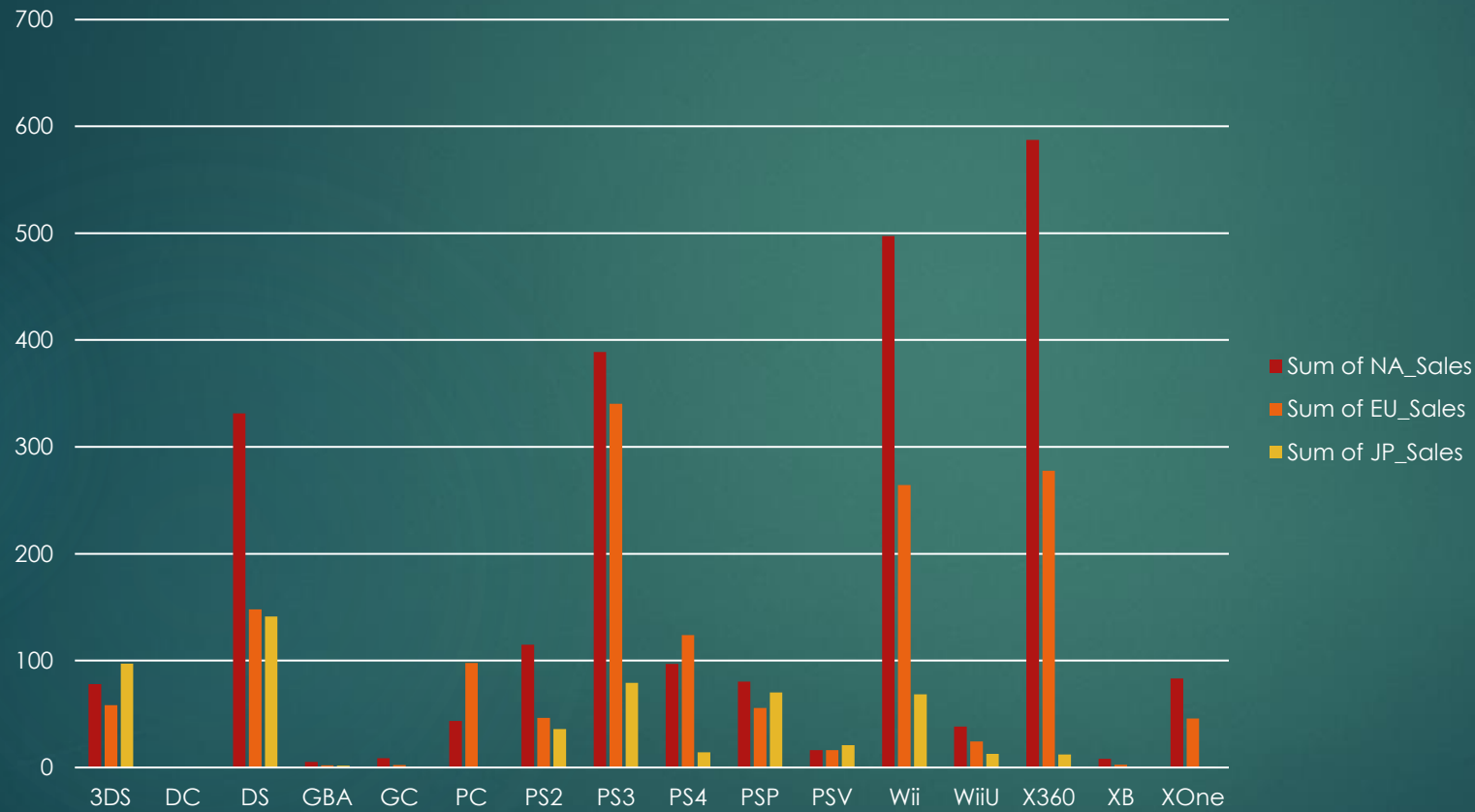
In Europe, the top selling categories were action, shooter, sports, and racing. It is recommended to allocate marketing money primarily towards these genres. Europe, like North America, relies on puzzles and tactics to make decisions.

Japan :

In Japan, role playing has the biggest sales value and proportion of worldwide sales, followed by strategy and adventure. Recommend treating Japan as a market with specific preferences.

Further analyses regional sales aspects


Regional sales by platforms 2007-2016



To allocate advertising funds within genres, it's important to understand which platforms are popular in each location.

Key recommendations

- ▶ A large portion of the total advertising budget should be allocated to North America and Europe.
- ▶ Optimize market campaigns for major platforms X360, Wii, and PS3 in North America, targeting key genres such as shooting, action, sports, and fighting.
- ▶ In Europe, priorities shooting, action, sports, and racing genres and optimise market campaigns for PS3, Wii, and X360 platforms.
- ▶ When planning a marketing strategy for Japan, approach it as a distinct market apart from North America and Europe.
- ▶ Introduce a marketing campaign to increase overall sales in all regions, as sales continue to drop.
- ▶ Consider global and regional sales proportions for each genre to determine its importance.
- ▶ Focus major genres such as role-playing, action, platform, and sports in Japan. Optimise market campaigns for popular platforms such as DS, 3DS, and PS3 for optimal results.



A detailed analysis report will be emailed to each member, including conclusions, data cleaning process, and external considerations considered in some cases.

Please contact us!
if you require any further information for decision making.

Thank You!