GameCo.

DATA ANALYST

JORDAN NOVELLI

Data Overview

Brief:

- Stakeholders are interested in understanding the gaming industry to build a budget for 2017.

Questions:

- Which game genre performs the best?
- How are competitors in other markets gaining or losing in the industry?
- Understanding the dominance in the market.

Currently Views:

- Stakeholders assume that sales for various geographic region have stayed the same over time.
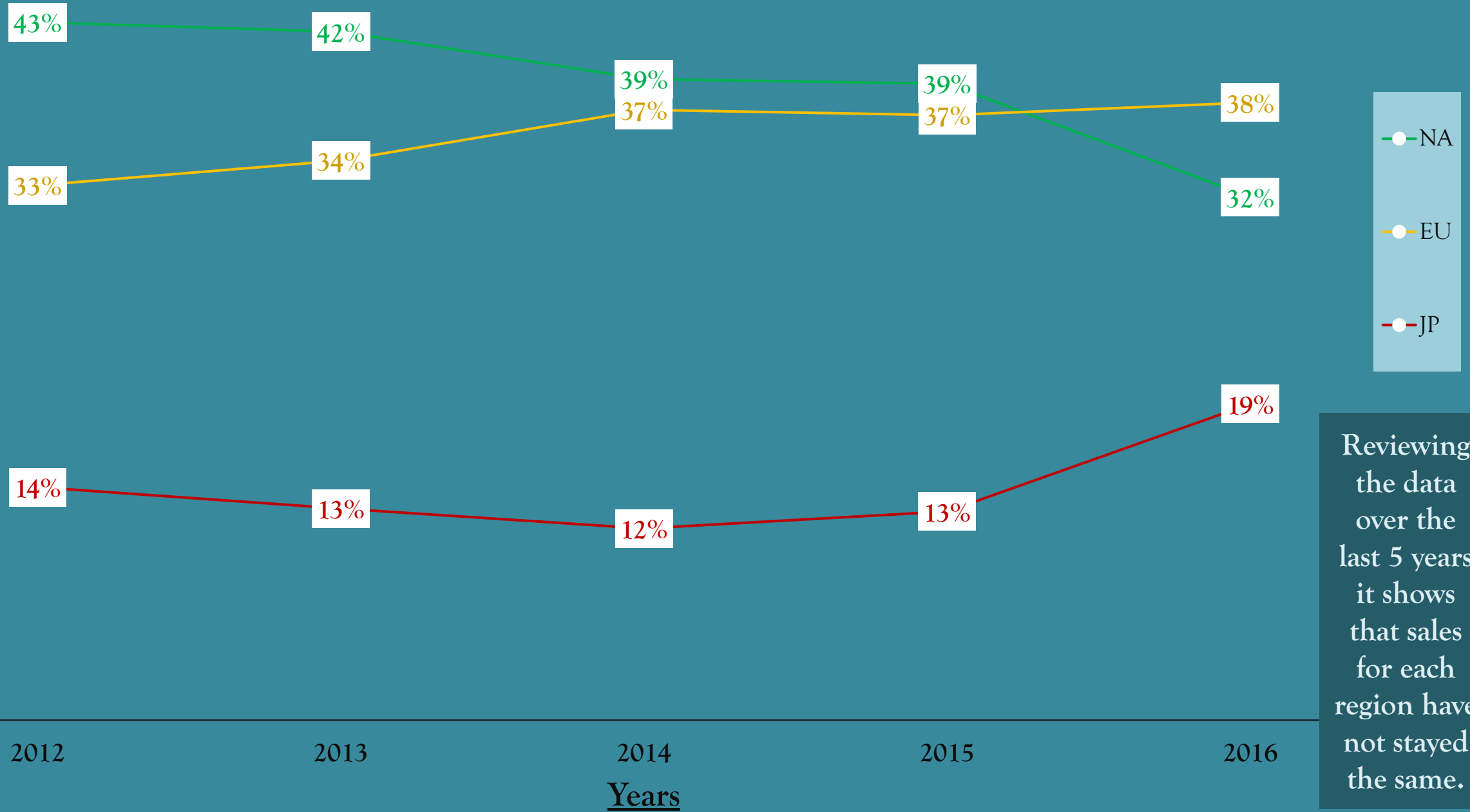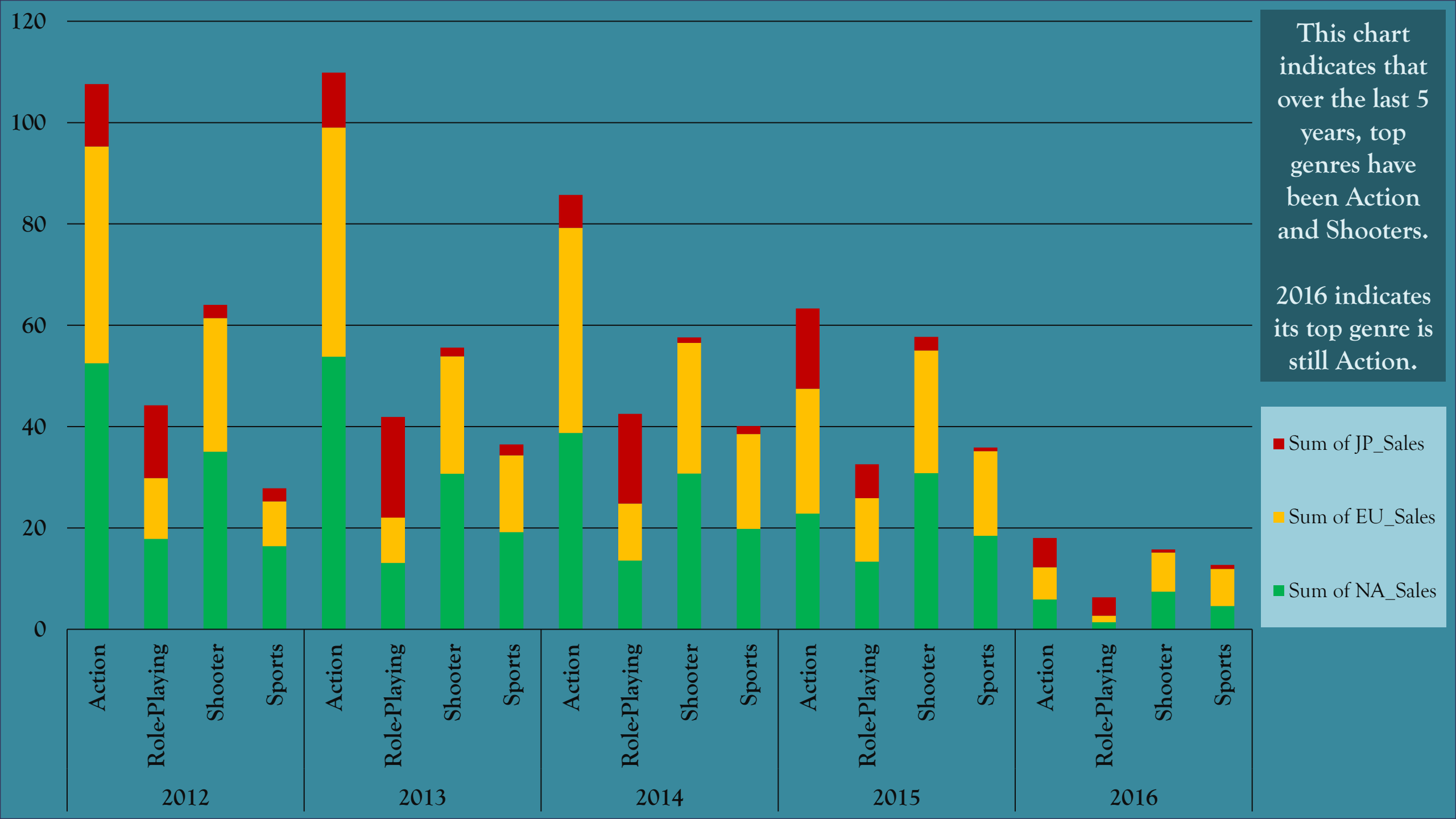
Data History:

- This video game data tracks the total number of units sold from 1980 – 2016 counting it by the millions.
- Only video games that sold over 10,000 copies are documented by this data.
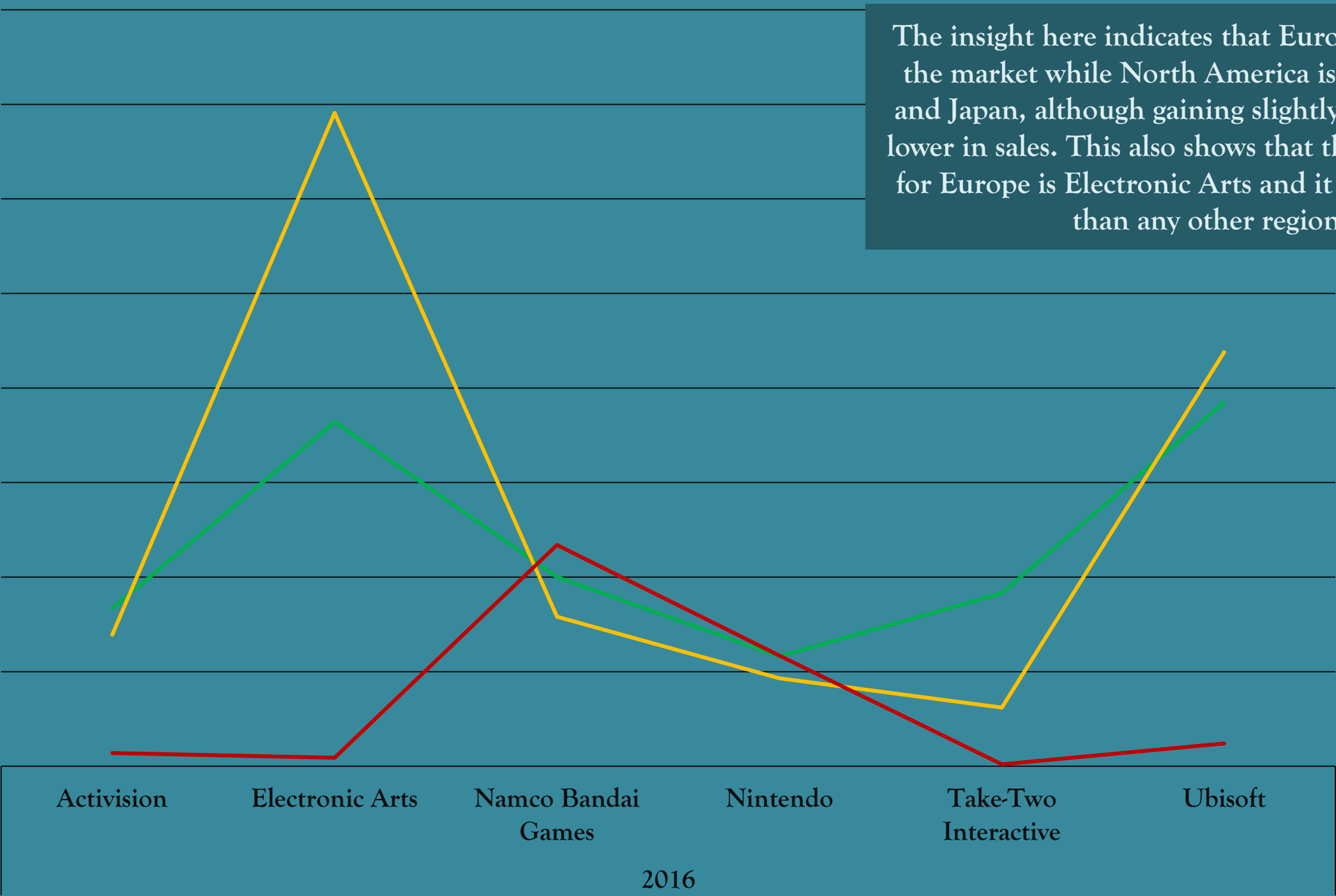- Data taken from VGChartz

Approach:

- While there's 36 years of data to analyze, I chose to look at the last 5 years (2012 – 2016). Examining 2016 alone wouldn't give sufficient data to build an adequate case.

GROWTH AND DECAY

Reviewing the data over the last 5 years it shows that sales for each region have not stayed the same.

Legend:
- NA
- EU
- JP

NA: 43%, 42%, 39%, 39%, 32%

EU: 33%, 34%, 37%, 37%, 38%

JP: 14%, 13%, 12%, 13%, 19%

Years: 2012, 2013, 2014, 2015, 2016

This chart indicates that over the last 5 years, top genres have been Action and Shooters.

2016 indicates its top genre is still Action.

Legend:
- Sum of JP_Sales
- Sum of EU_Sales
- Sum of NA_Sales

Y-axis: 0, 20, 40, 60, 80, 100, 120

Genres (repeated for each year): Action, Role-Playing, Shooter, Sports

Years: 2012, 2013, 2014, 2015, 2016

The insight here indicates that Europe is gaining in the market while North America is falling slightly and Japan, although gaining slightly, still lies much lower in sales. This also shows that the top publisher for Europe is Electronic Arts and it is much higher than any other region.

Sum of NA_Sales

Sum of EU_Sales

Sum of JP_Sales

Activision   Electronic Arts   Namco Bandai Games   Nintendo   Take-Two Interactive   Ubisoft

2016

Conclusion

- Now that there is an understanding where there is growth and decay among the regions and which region currently is creating more sales, I'd recommend higher budgeting for Europe. We can focus on their favorite publisher Electronic Arts and market for more action, shooter, and sport genres.

- We can develop marketing plans for North America that promote more action and shooter genres among any publisher.

- Marketing for Japan can focus on building more role-playing and action genres to boost sales in the future.