

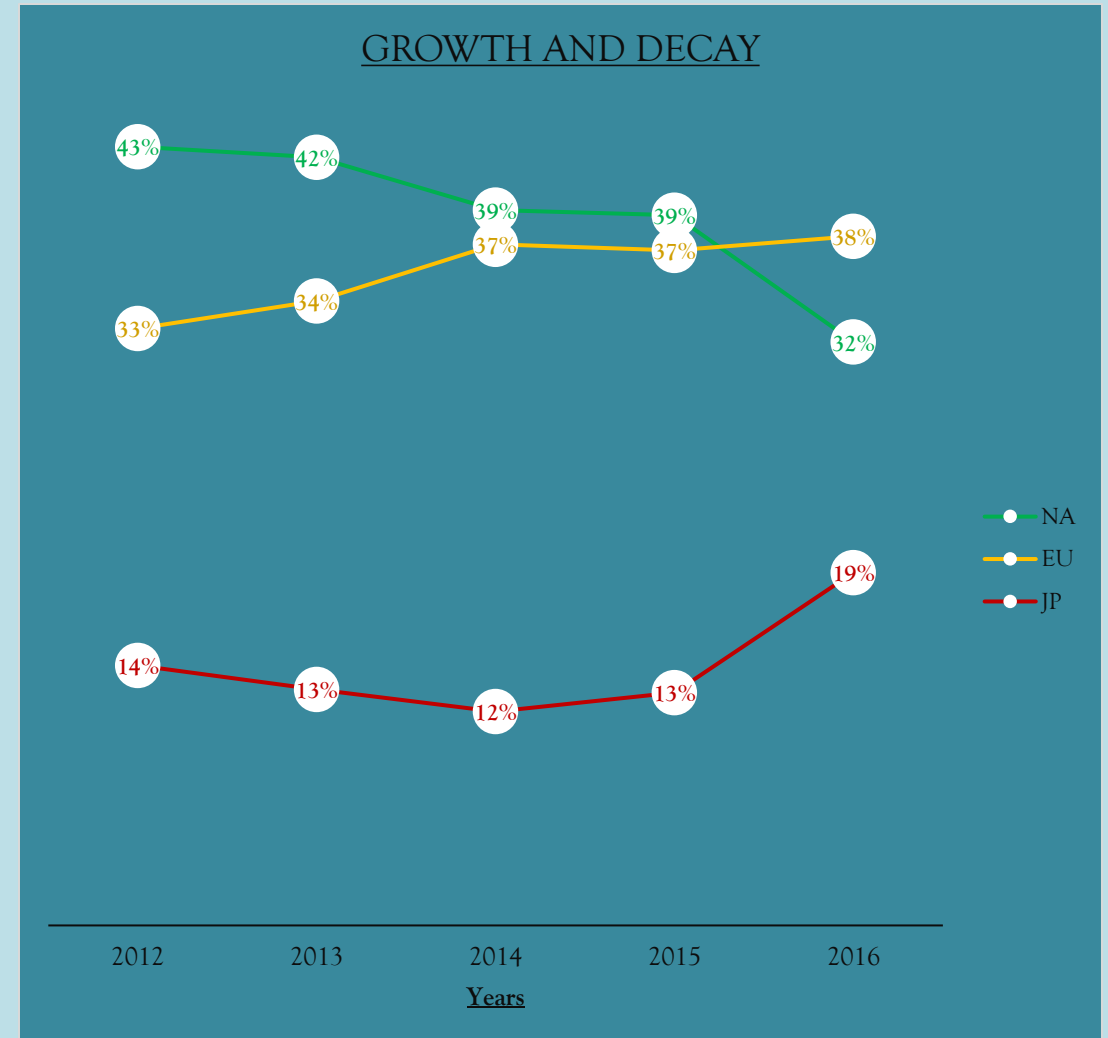


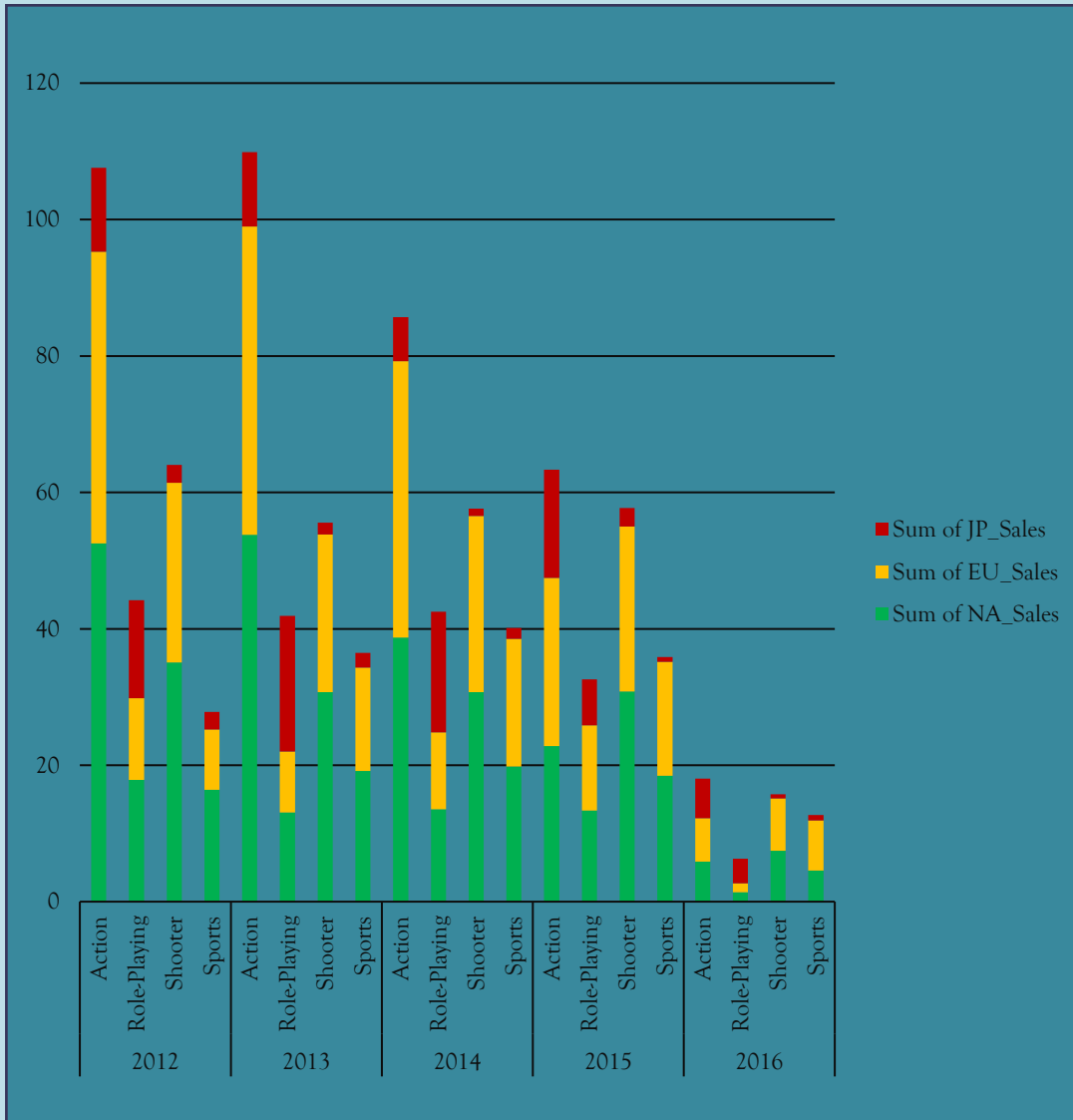
GameCo

DATA ANALYST
JORDAN NOVELLI

- ♦ Stakeholders are interested in building the budget for 2017. They're interested in knowing which genre of games perform the best, how competitors in other markets are gaining or losing, and understanding the swing in the market. Currently stakeholders assume that sales for various geographic region have stayed the same over time.

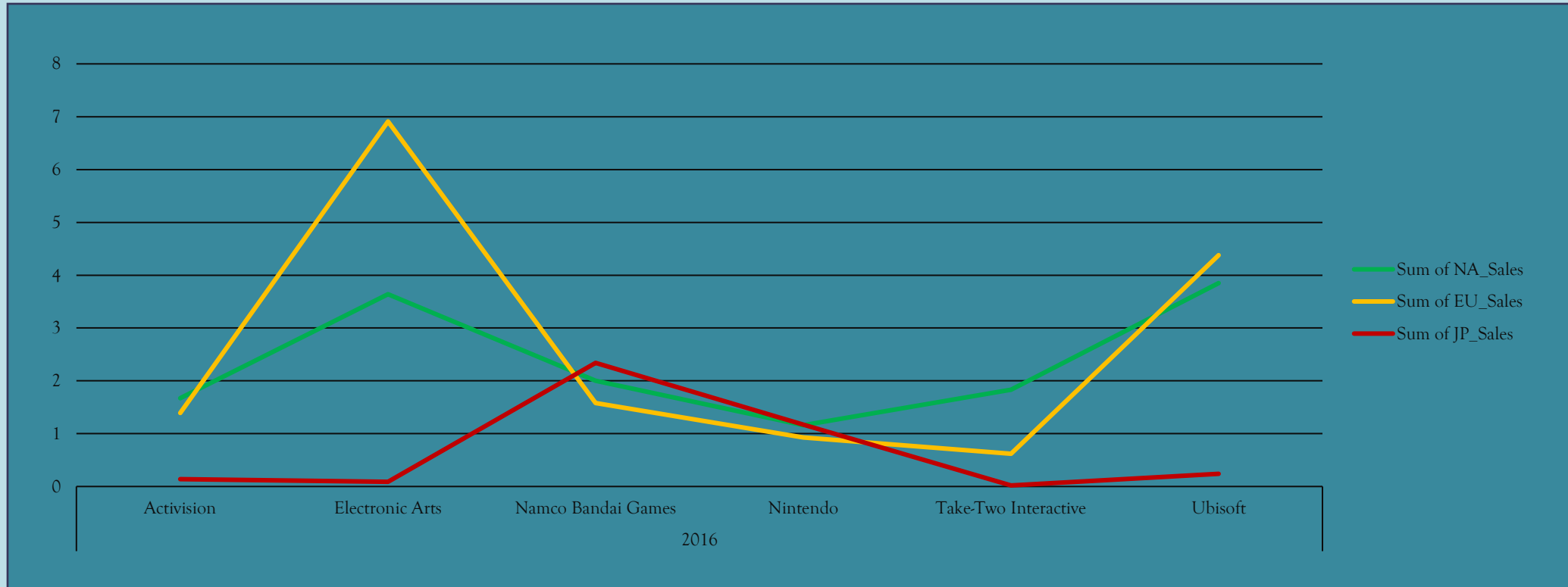
Reviewing the data over the last 5 years it shows that sales for each region have not stayed the same.





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

2016 indicates its top genre is still Action.



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.

- ♦ Now that there is an understanding that 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.