



GameCo – Marketing Plan Analysis

Scenario: GameCo is planning its budget for the next fiscal year. It would like to develop new games and needs to know key figures about the current market.

Objective: Create a report addressing GameCo's aspirations and concerns.

Key Questions: ● Are certain types of games more popular than others? ● What other publishers will likely be the main competitors in certain markets? ● Have any games decreased or increased in popularity over time? ● How have their sales figures varied between geographic regions over time?

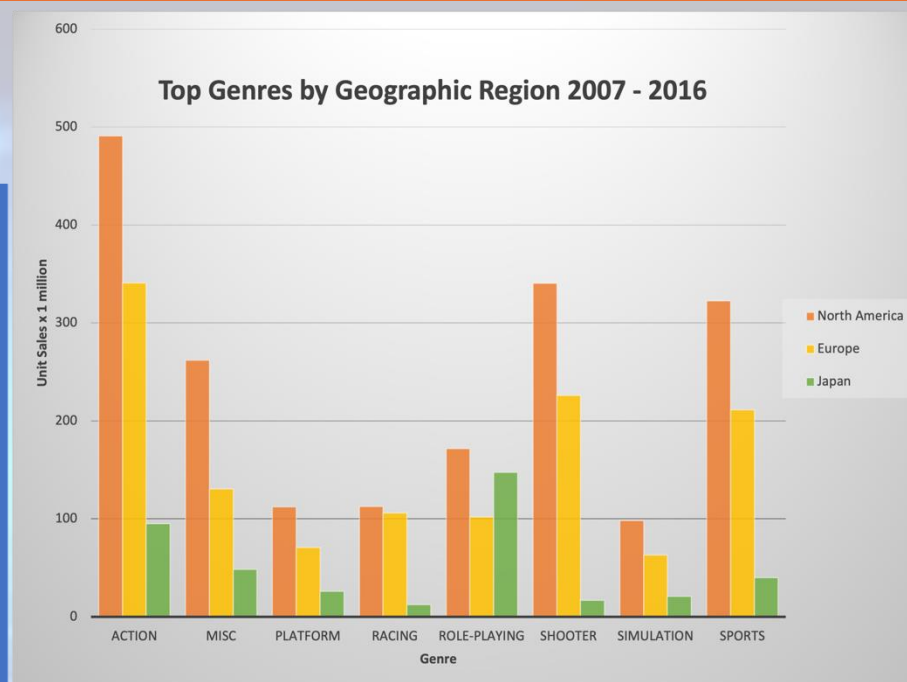
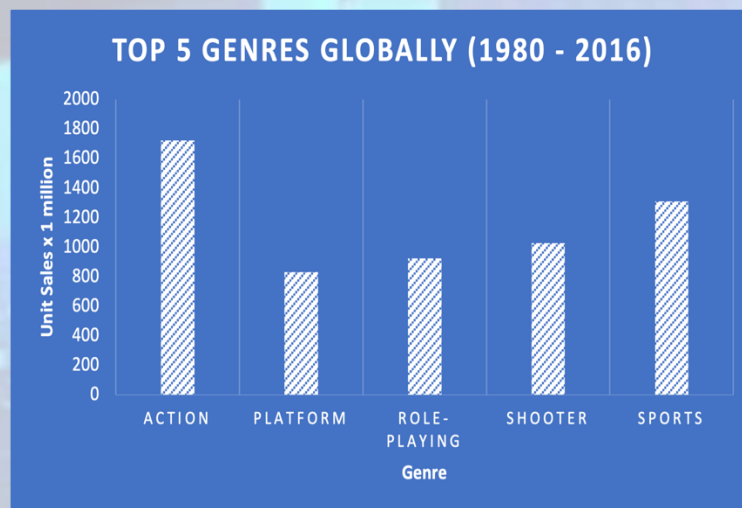
Data set: From VGChartz.com includes global and regional unit sales; information on genres, game consoles, and publishers for over 17,000 titles from 1980 – 2016.



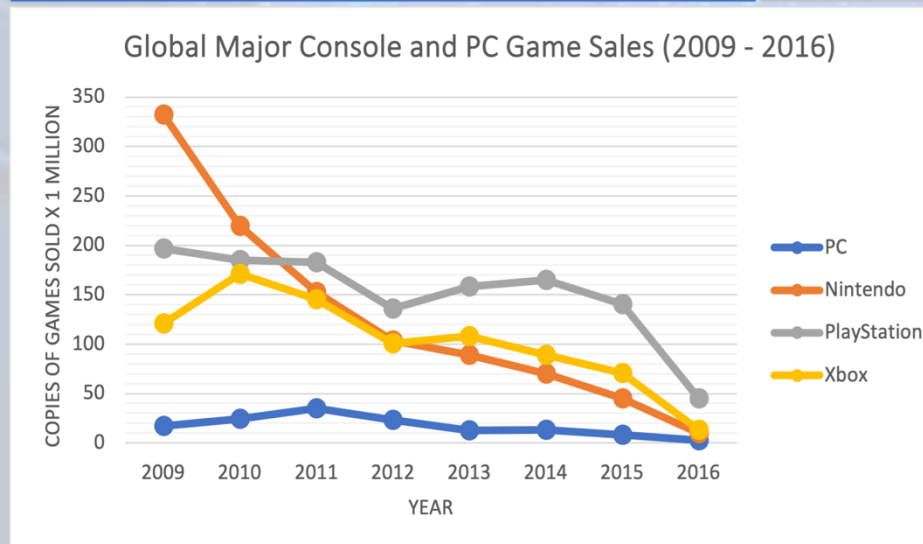
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Answering the question of the popularity of types of games led me to examine the top genres and top gaming consoles.

Taken as the sum of all geographical regions, action, sports, and shooter games take the cake. But when we break these regions down, we see something interesting.



Gamers know that the style of Nintendo games tends to differ from those on PlayStation and XBOX. PC games also have a niche of their own.



The top genres in North America and Europe tend to mirror each other. In Japan role-playing games rule, overtaking the seemingly unshakeable action genre.



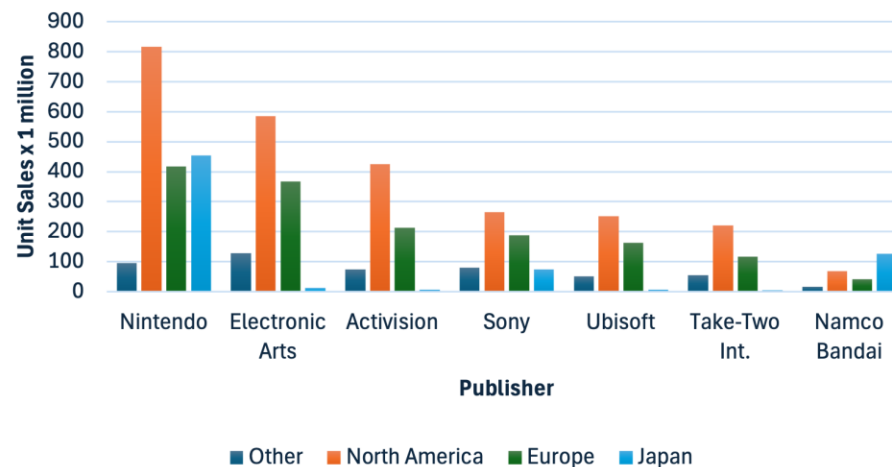


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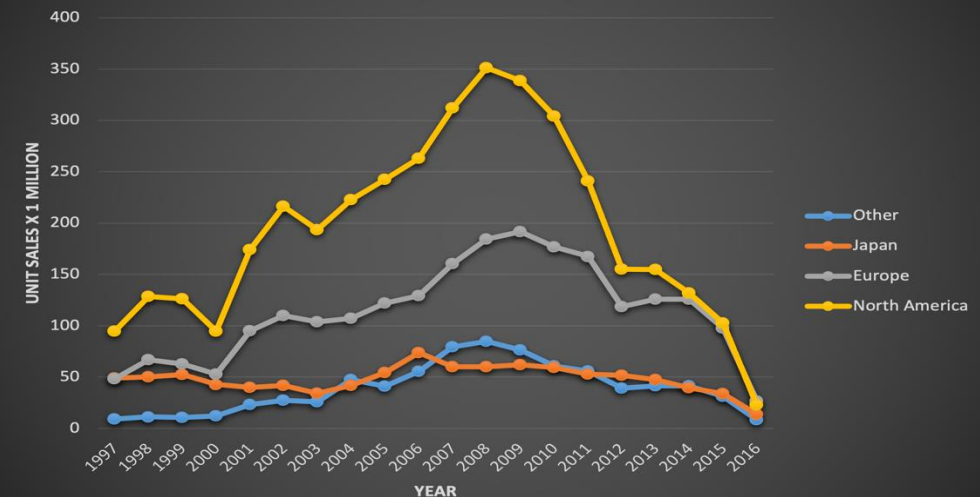
We can see that the main competition with major publishers is mostly the same around the world, however, as with game genres, Japan differentiates itself yet again.

It seems that the early 2000s were a bit of a golden age for video games in North America and Europe. In recent years however, video game sales have dropped off everywhere.

Top Publishers in Major Markets (1980 - 2016)



Game Sales by Geographic Region (1997 - 2016)

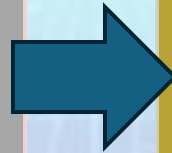




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Data Discoveries:

- The top-selling genres over time are reliably action, sports, shooter, and role-playing games.
- Nintendo is the top competition as a publisher in the three major markets.
- All video game sales have dropped severely in recent years.
- PlayStation is currently the best performing console.
- Nintendo is the top console in Japan. PlayStation is the only other console selling there.



Recommendations:

- Now may not be the right time to develop new games for gaming consoles.
- Make significant cuts to marketing resources for console-based games across all regions.
- PlayStation should be the focus for action, shooter, and/or sports games, in that order, in North America and Europe.
- Role-playing, followed by action games for Nintendo, should be the focus in Japan.
- Increase resources toward research in new trends such as smart phone and virtual-reality based gaming.