

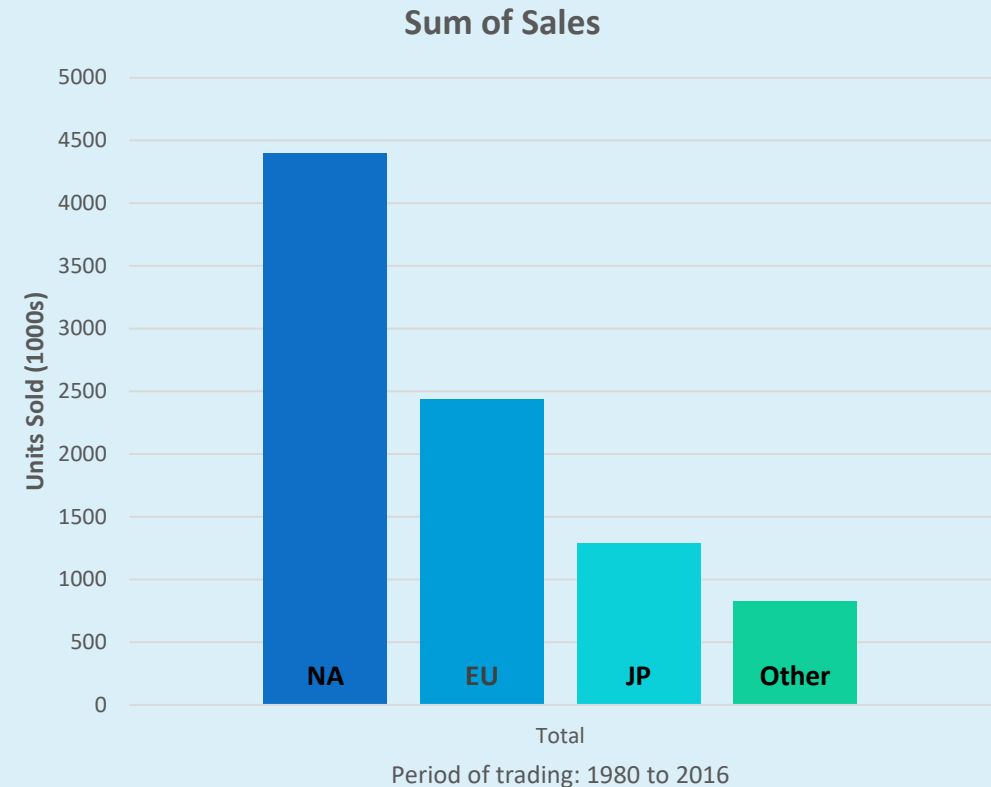
Final Project Presentation

GAMECO'S MARKETING STRATEGY FOR 2017 – REVALUATING OUR ASSUMPTIONS

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Our company's marketing strategy operates under the following assumptions:

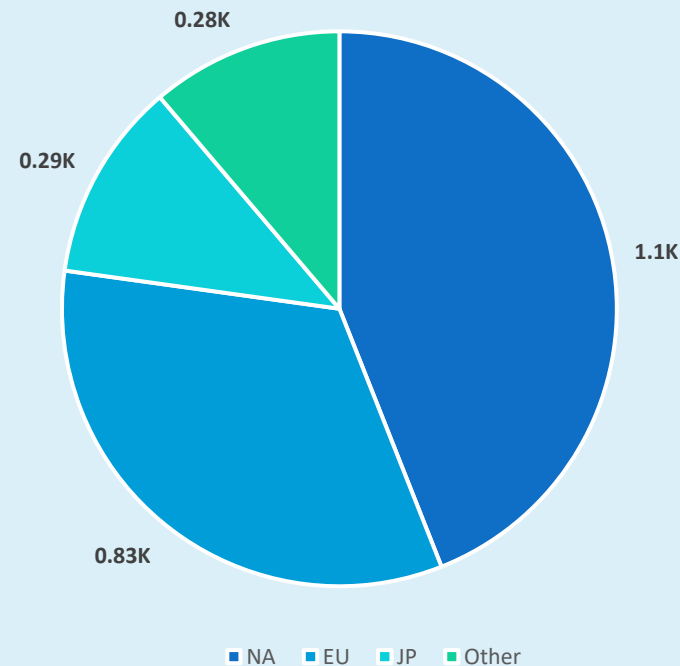
- **NA sales are normally higher than EU and JP, generating more revenue**
- **This trend of sales stays similar over time**



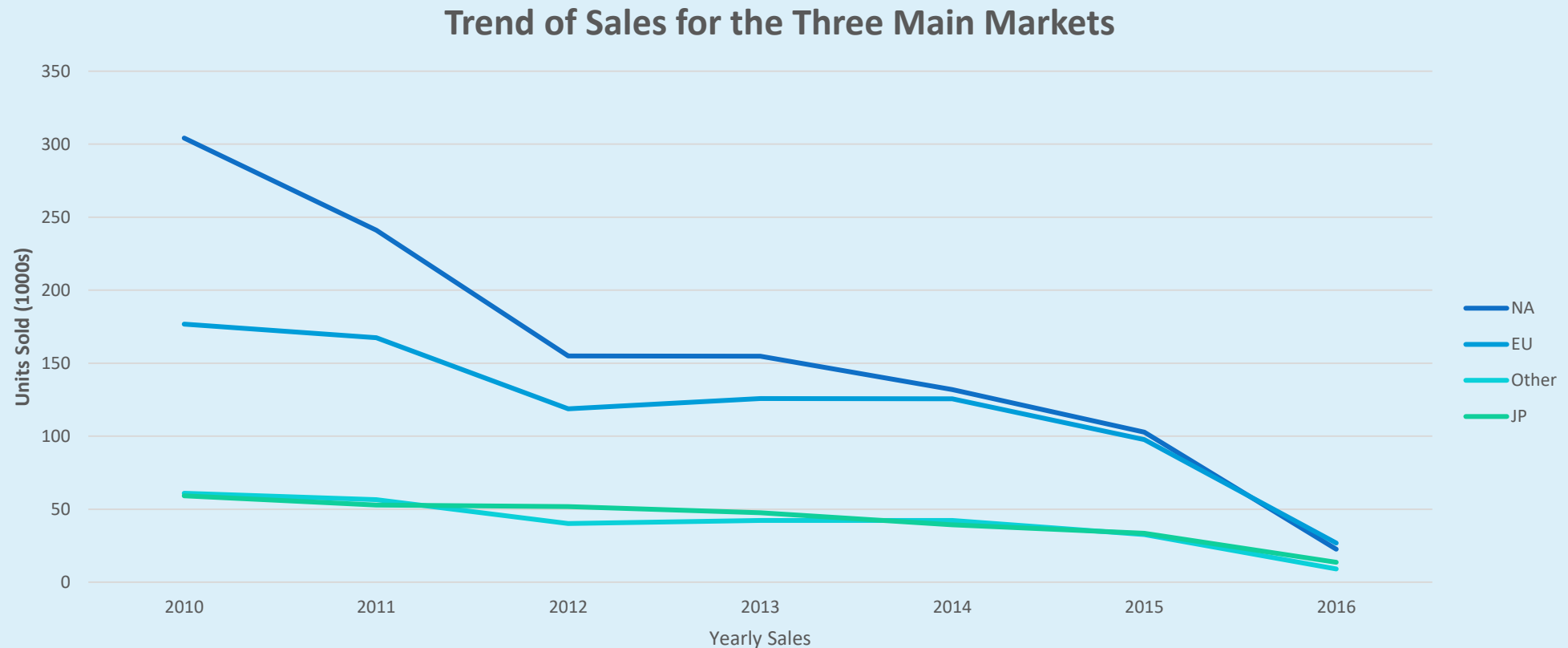
Summary of global sales for 2010-2016

Sum of all sales for the years 2010-2016

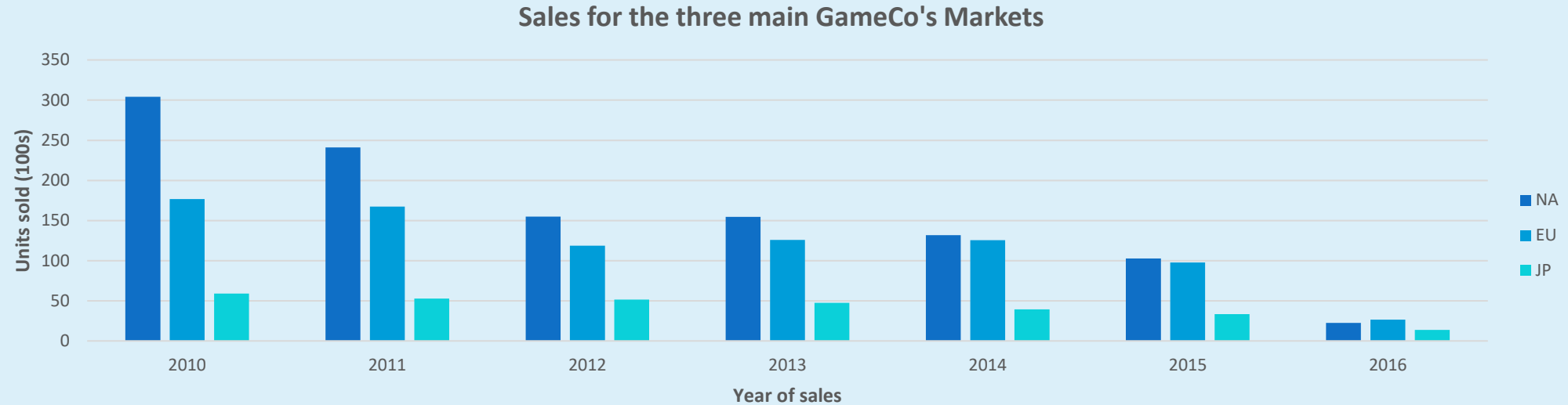
**A sum of sales for all
regions during the years
2010 to 2016 apparently
seems to confirm both
assumptions**



A yearly breakdown of sales, however, shows that number of units sold not only changed over time, they are decreasing in all areas.



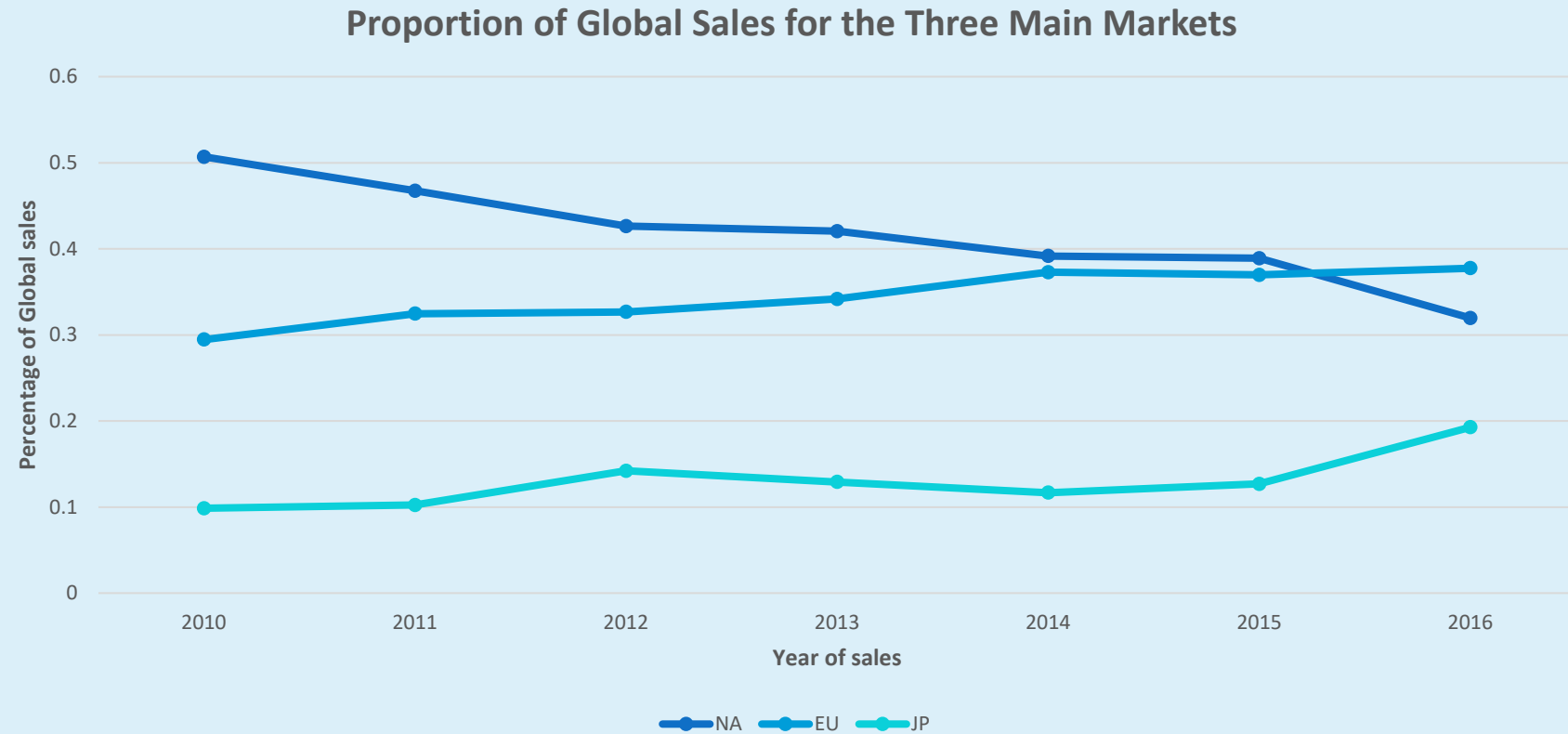
It suggests that our initial understanding of sales is in fact incorrect and needs revisiting. NOTE: data is insufficient to define 'Other Locations', so for marketing purposes it will be excluded from the rest of this study.



Amount of Total Sales per Region

- Our data shows a sharp and continuous decline on the NA Market. There seems to be a drop of 9% in the quantity of units sold every 3.5 years (on average).
- Sales for the EU Region also decreased. There is some fluctuation in the figures, indicating increase and decrease of 2% in the amount of units sold in different years. However, there is a clear trend of increase of 9% in the share of global sales, throughout this period.
- JP's Market also presents a continuous decline in sales, although not as sharp as the NA Region. It maintains a constant average of 12% in the share of global sales, with a surge of 7% more sales in 2016.

Although general sales have decreased, both EU and JP markets show signs of a surge in sales for a continuous period of time.

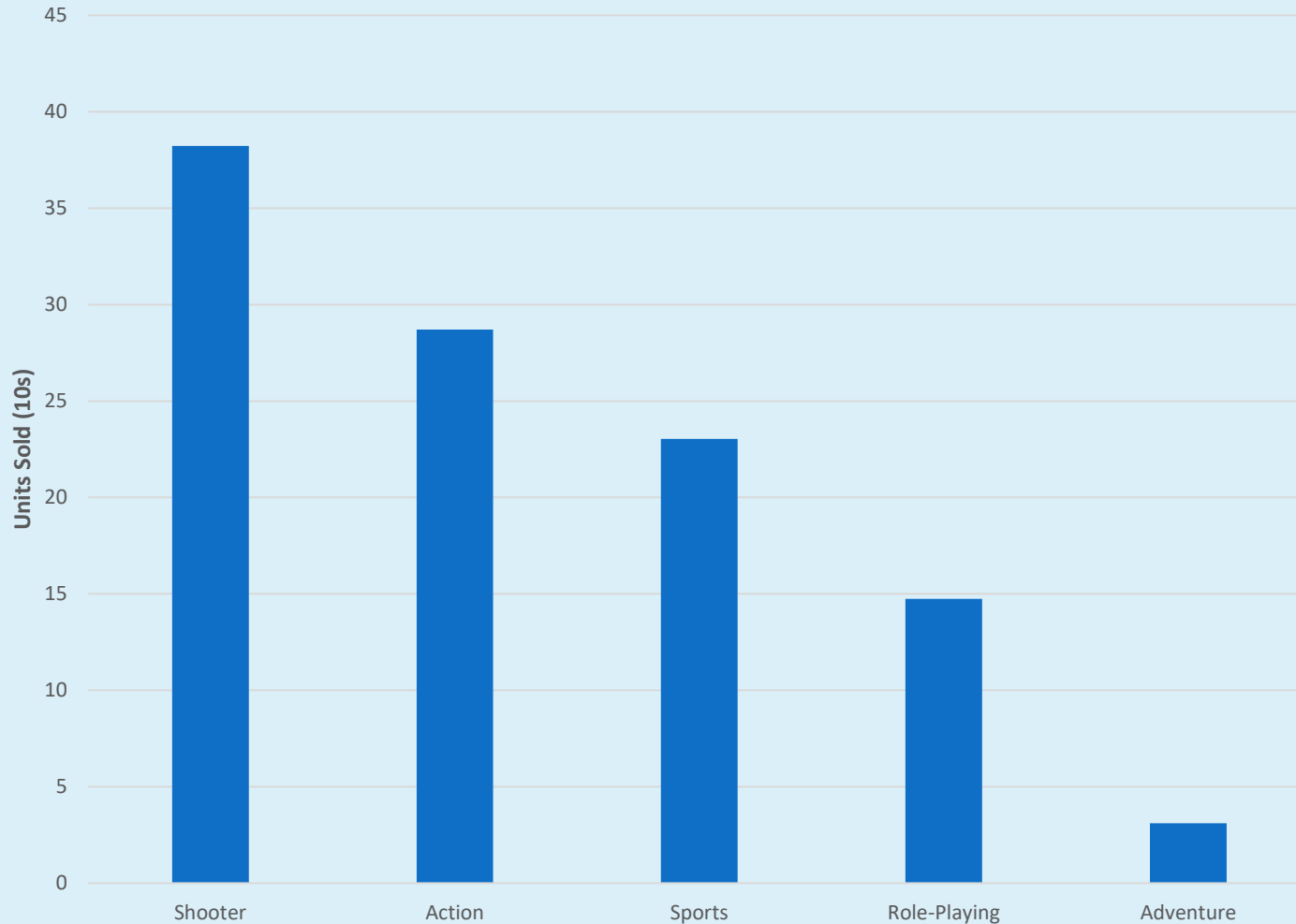


This pattern suggests that these two regions could potentially generate more revenue over time

In Summary:

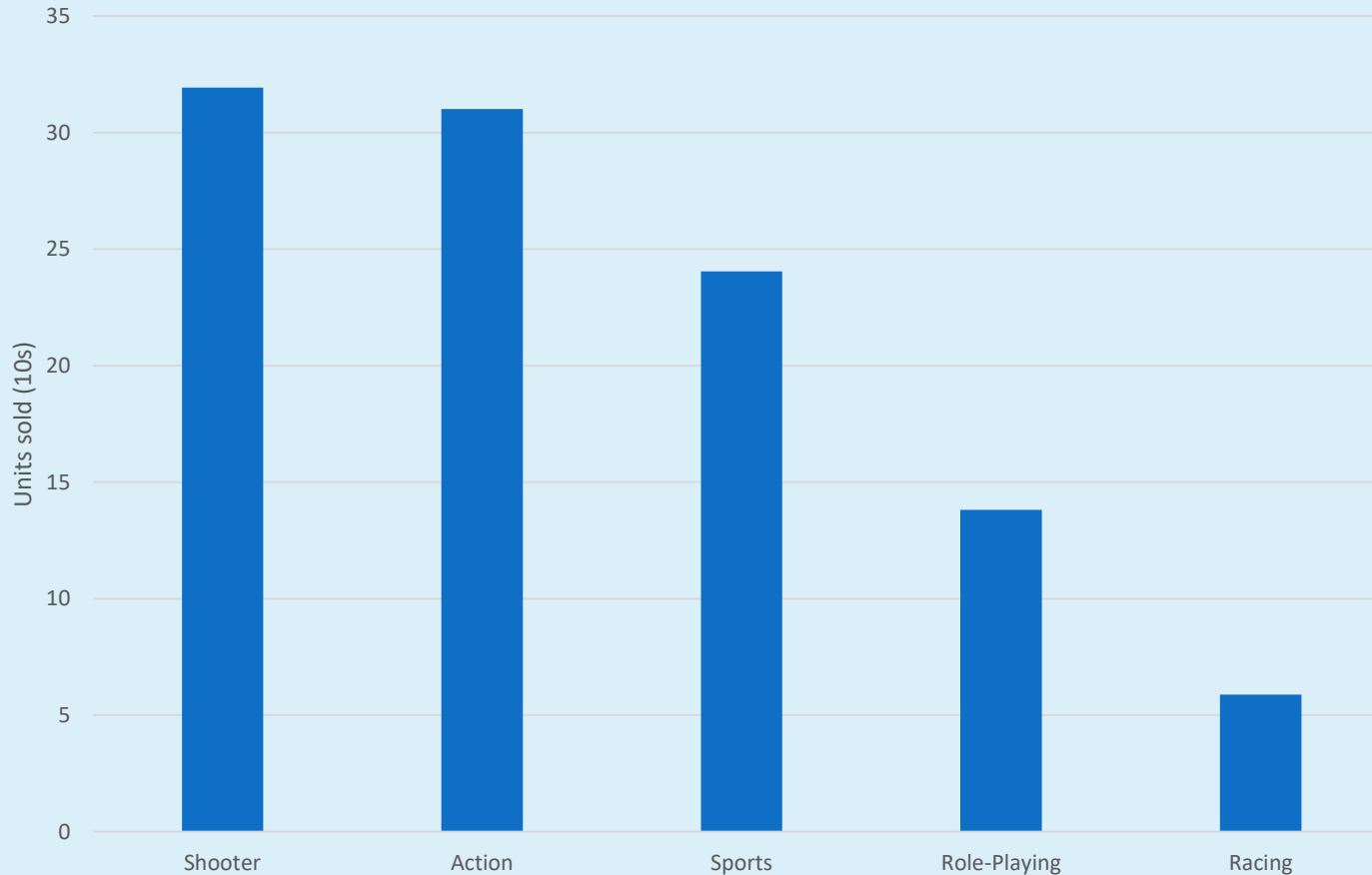
- ✓ Contrary to our initial understanding, current data indicates that sales did not stay similar over time. Furthermore, the data suggests there is a clear pattern of decline in the amount of sales.
- ✓ Contrary to our initial understanding, the numbers also suggest that – proportionally – the EU and JP combined sales surpassed the NA market in sales since 2012.
- ✓ This data suggests that sales change – and fluctuate – over time in all regions. Although there is a clear pattern of decline in sales, the data suggests that this could be reverted and that further action can (and should) be taken.

Suggestions for action - NA



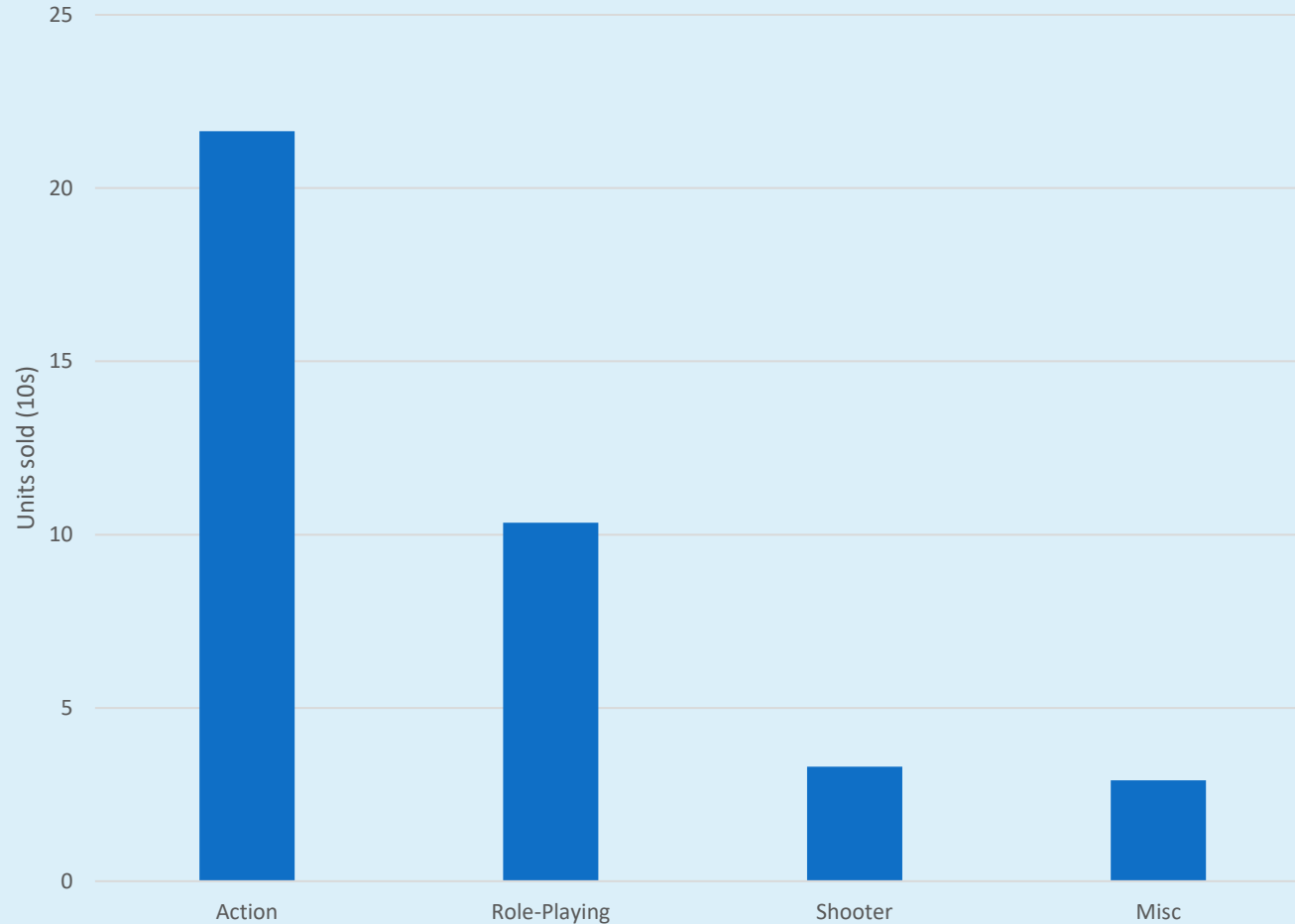
NA: Still GameCos' main market (despite its continuous decrease on sales). Figures for 2015-2016 show that the genres 'Shooter', 'Action', 'Sports' and RPG made up more than 83% of sales, compared to all other genres combined. Marketing Campaigns should focus especially on those genres. Check both sum and if trend of sales changed after one year.

Suggestions for action – EU



EU: figures for 2015-2016 show that the genres 'Shooter', 'Action', 'Sports' and RPG made up more than 81% of sales, compared to all other genres combined. Trend of sales is increasing. Marketing Campaigns should focus primarily on these genres due to their revenue, but some marketing budget should be allocated to other genres (such as racing, fighting and adventure). Focus on top-ten genres list to maximise return of revenue.

Suggestions for action - JP



JP: 2015-2016 figures show that 'Action' and RPG genres made up 68% of sales. Other genres from the top-ten list were evenly divided. Budget should be allocated to these two genres first, and then to the rest of the top-ten list.

Suggestions: Revise Assumptions More Often

- Patterns in the data point to fluctuation in sales. Our understanding of sales may change in the future. Allocation of budget for marketing campaigns should be revisited accordingly.
- Our assumptions should be revaluated every two years to ensure maximum return of investment. However, if possible this should be done every year.
- Revision should also consider comparing quarters within the year – and previous years – to ensure maximum impact of marketing campaign.

Thank you!
