

# Video Game Sales Dashboard Report

## 1. Overview

The dashboard provides a comprehensive analysis of video game sales across multiple dimensions: game rankings, genres, publishers, and regional breakdowns. It effectively visualizes key performance metrics to identify top-performing games, genres, and publishers while comparing regional sales trends.

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## 2. Key Insights from the Visualizations

### a) Top 10 Best-Selling Games:

- **Wii Sports** is the highest-selling game globally, followed by **Grand Theft Auto V** and **Super Mario Bros.**
- Nintendo's titles dominate the top 10, showcasing the company's consistent success in the gaming industry.

### b) Global Sales by Genre:

- **Action** and **Sports** genres lead in global sales, accounting for approximately 19.5% and 14.8% of total sales, respectively.
- **Shooter** and **Platform** genres also hold a significant share, highlighting their popularity across different regions.

### c) Regional and Global Sales Comparison (Over Time):

- Sales peaked between 2005 and 2010, possibly driven by the popularity of platforms like Wii, Xbox 360, and PlayStation 3.
- North America consistently contributed the largest share of sales, followed by Europe and Japan.
- Sales in other regions were relatively smaller but show a steady contribution over the years.

### d) Regional Sales by Genre:

- Action games dominate in North America and Europe, while Role-Playing games are notably popular in Japan.
- Sports and Shooter genres also show strong performances across multiple regions.

### e) Top Publishers by Global Sales:

- **Nintendo** is the leading publisher with over 1,500 million units sold globally.
- Other major publishers include **Electronic Arts (EA)**, **Activision**, and **Sony Computer Entertainment**, reflecting their significant market impact.
- The chart highlights a steep drop-off in sales beyond the top publishers.