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TOPIC: MARKETING ANALYSIS

VIDEO GAMES SALES ANALYSIS

OBJECTIVE: Prediction of video game sales for various countries.

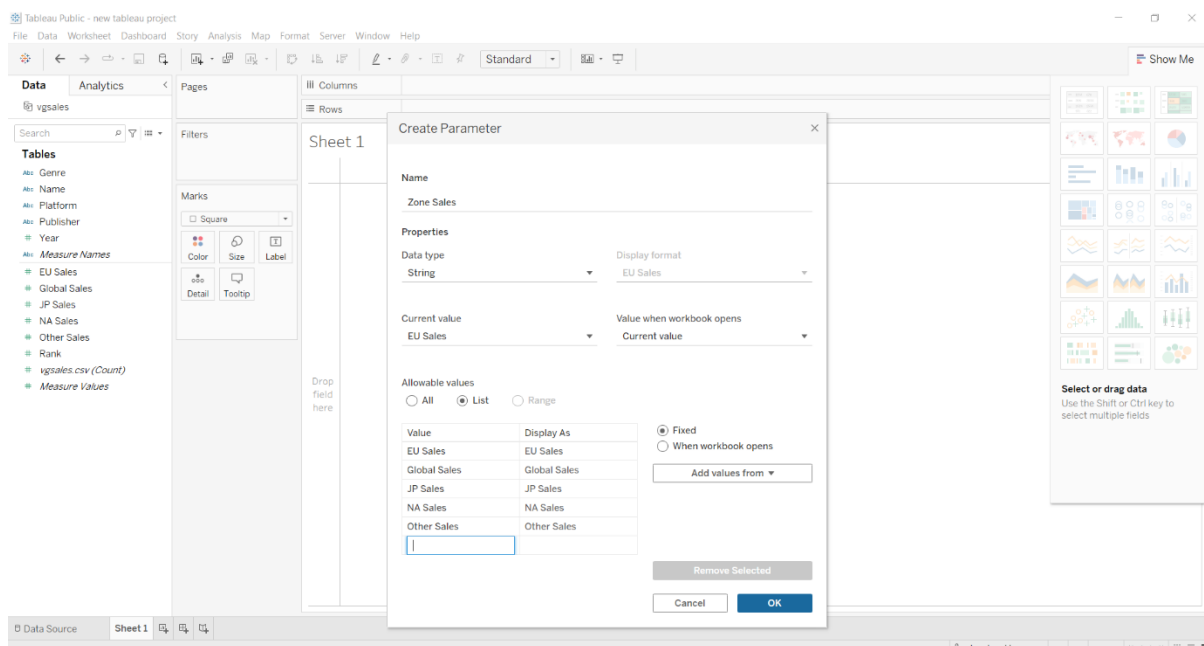
Our dashboard represents total sales of video games in various parts of the world which include European, Japan, North America countries along with some global and other countries. In our dashboard we have created various visualizations representing different video game sales in different countries with respect to their year, genre, publisher and platform.

Let's have a gradual glance of how we created our dashboard:

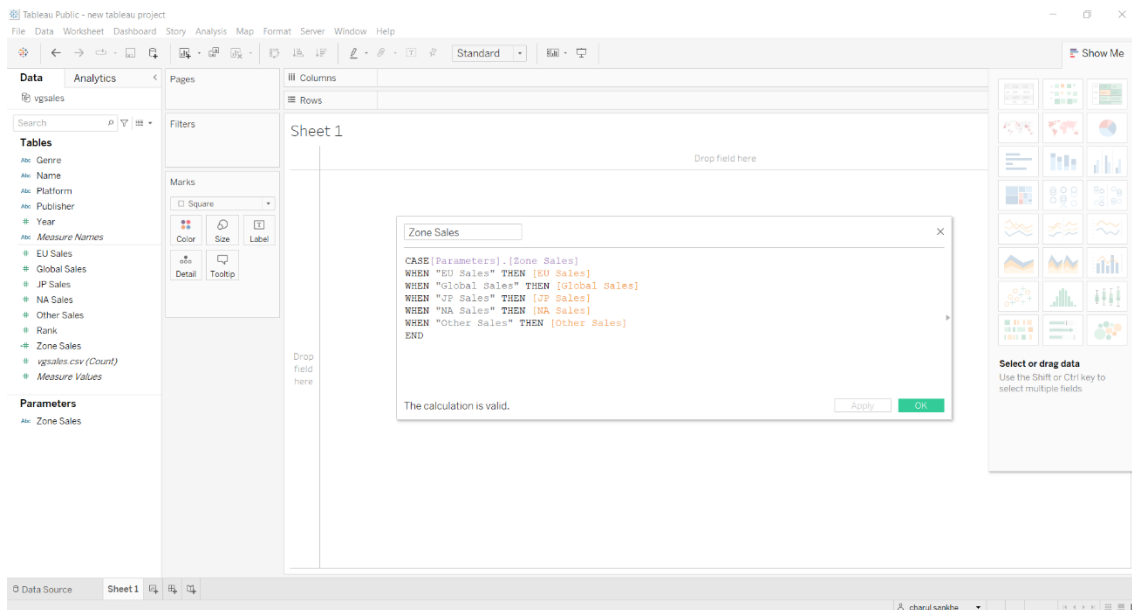
Step 1: We have imported our dataset from the below mentioned link.

<https://www.kaggle.com/datasets/grego...>

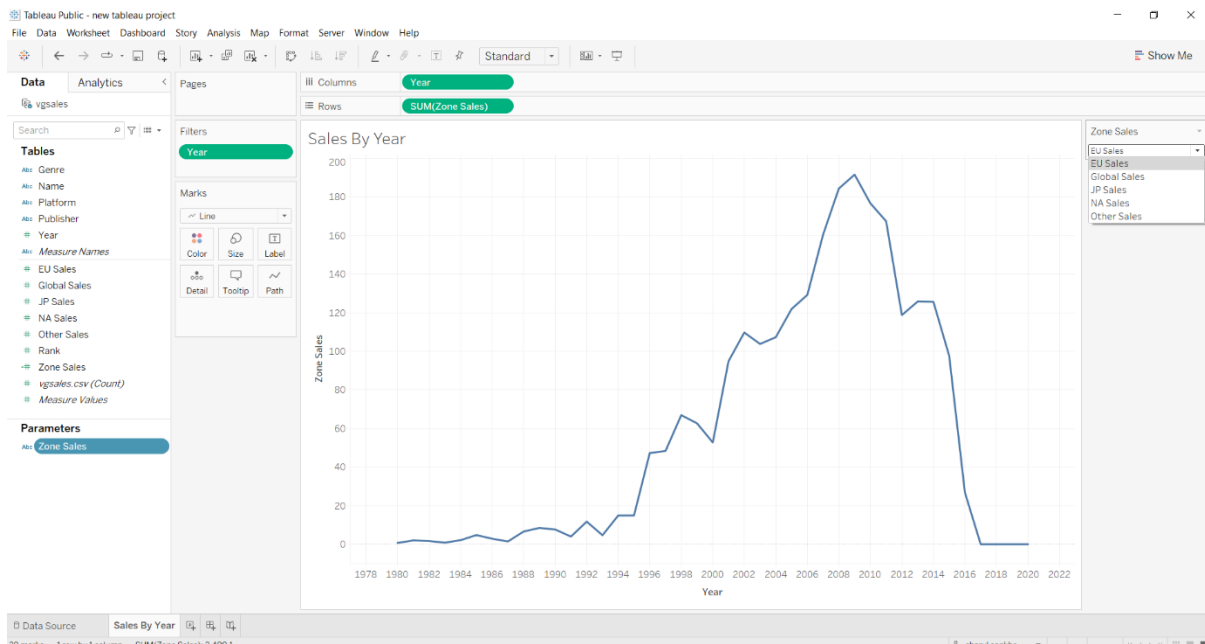
Step 2: We have created a parameter field named Zone Sales.



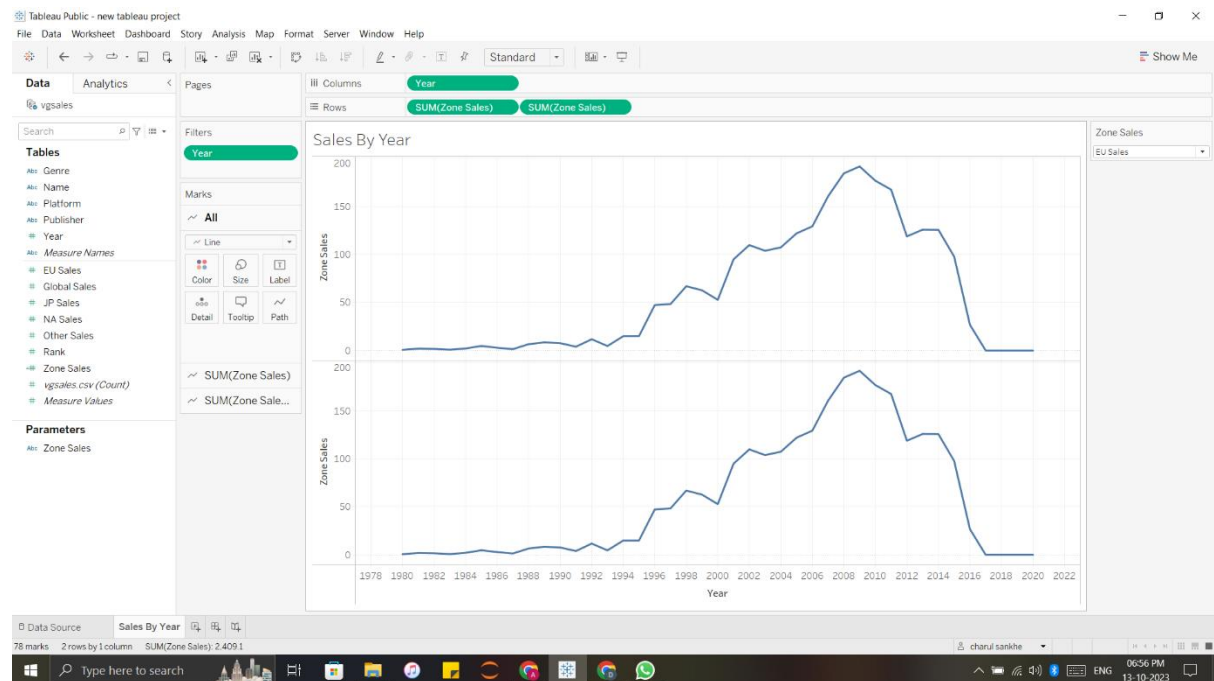
Step 3: Also, we created a calculated field named Zone Sales.



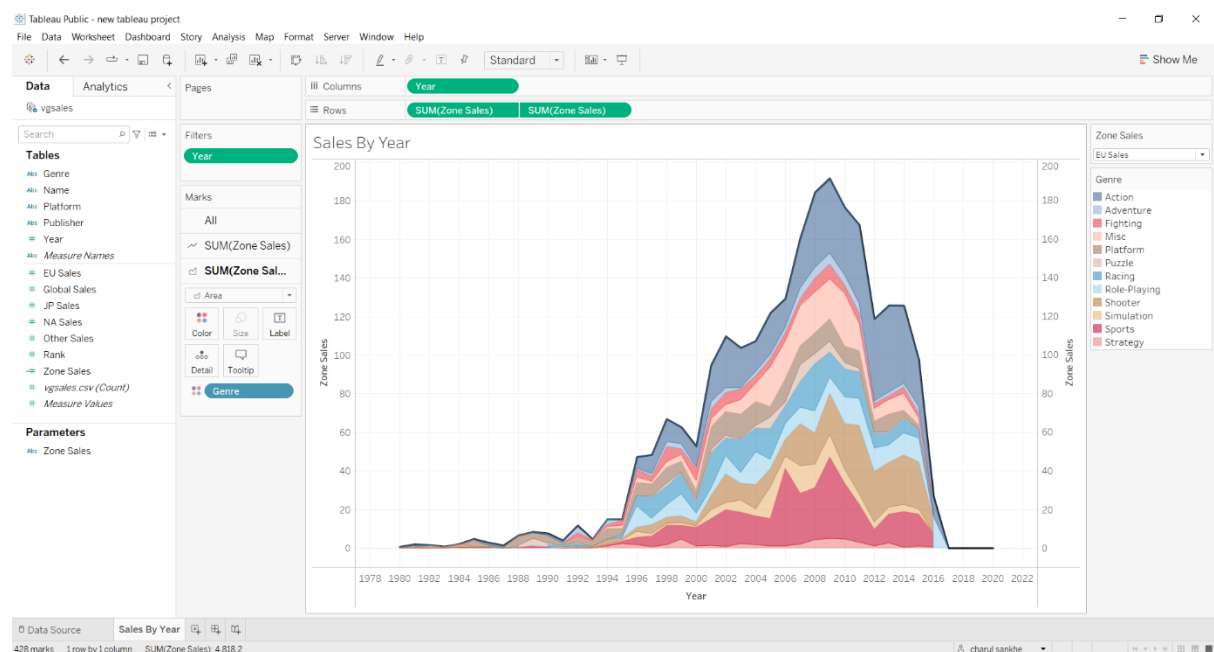
Step 4: We have created area visualization depicting various sales in different years



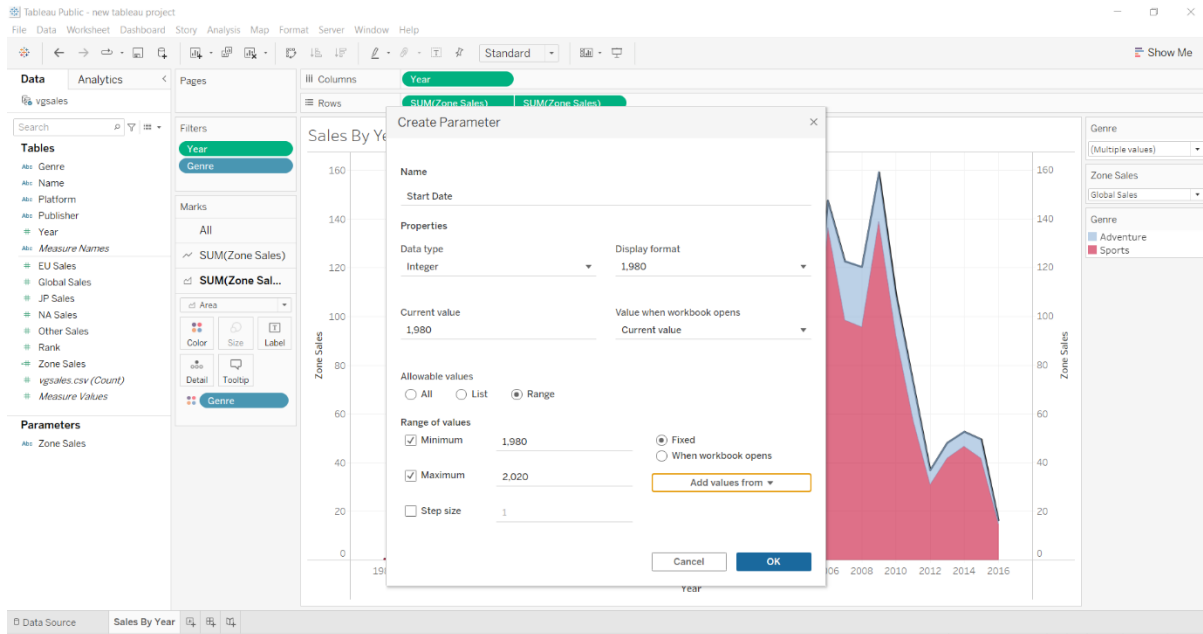
Step 5: We duplicate our visualization for dual axis.



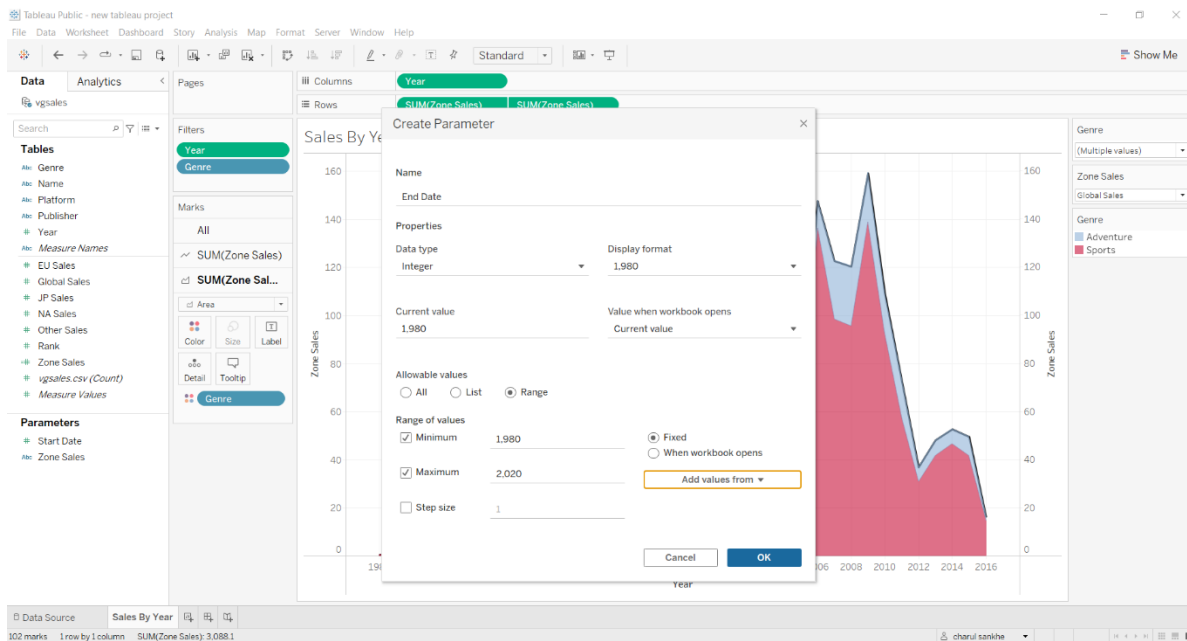
Step 6: Dual Axis is useful for analyzing two measures with different scales. Below is our final area visualization.



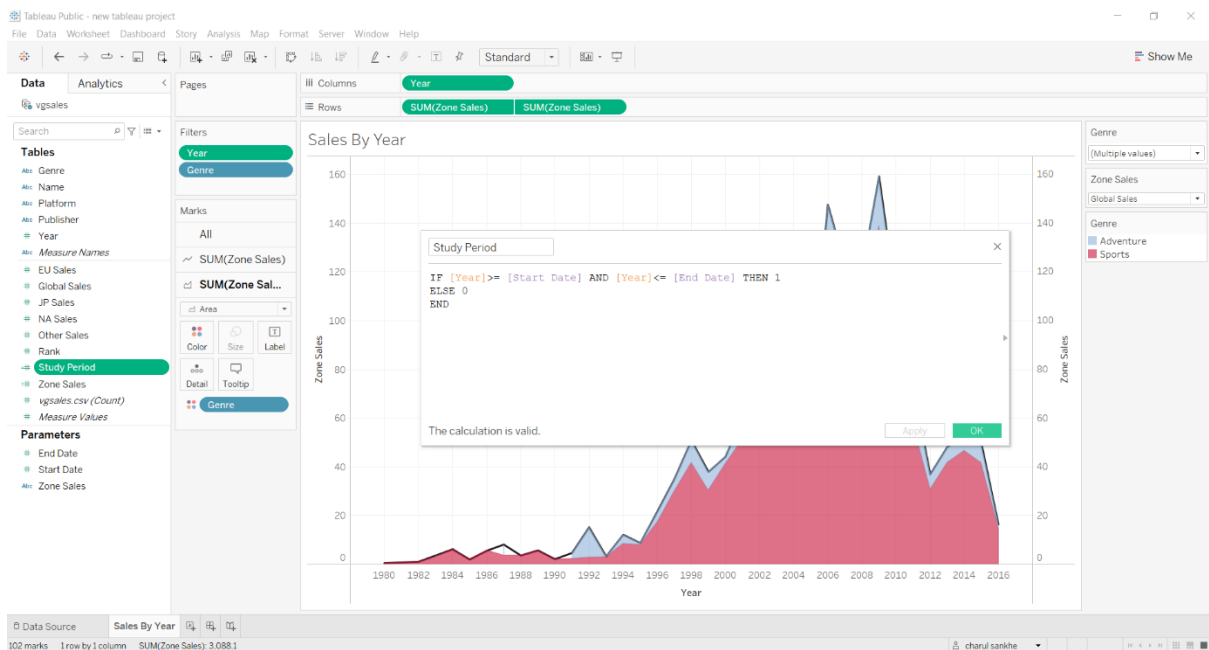
Step 7: We created a parameter field named Start Date.



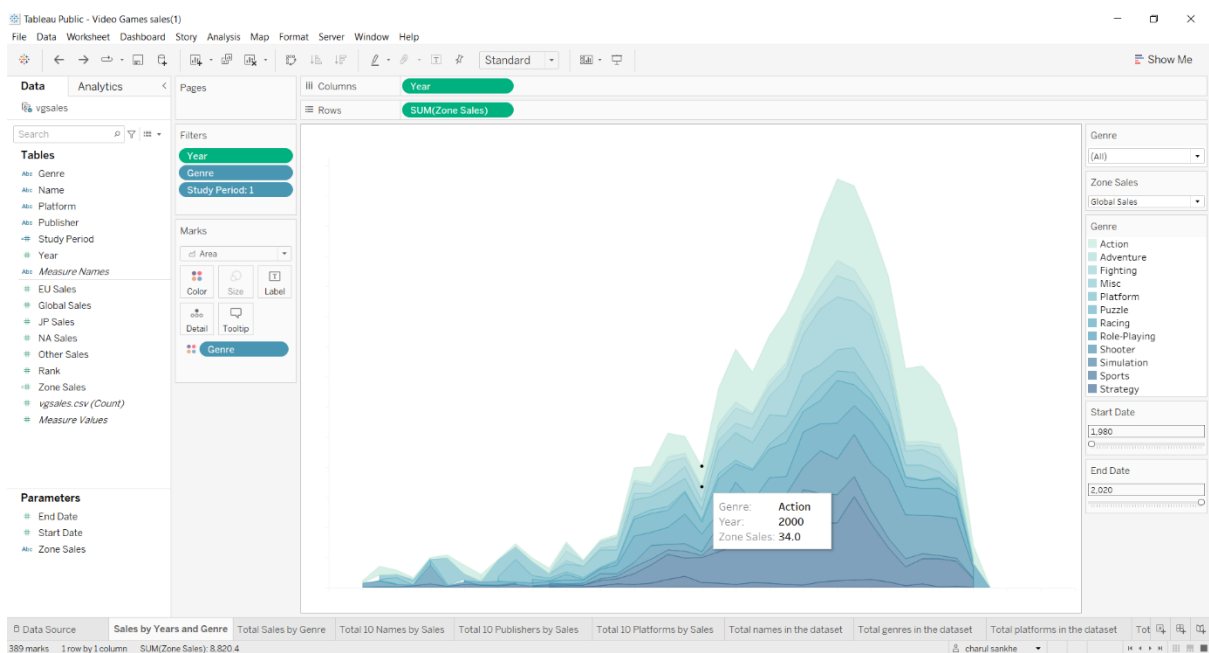
Step 8: Also, we created a parameter field named End Date.



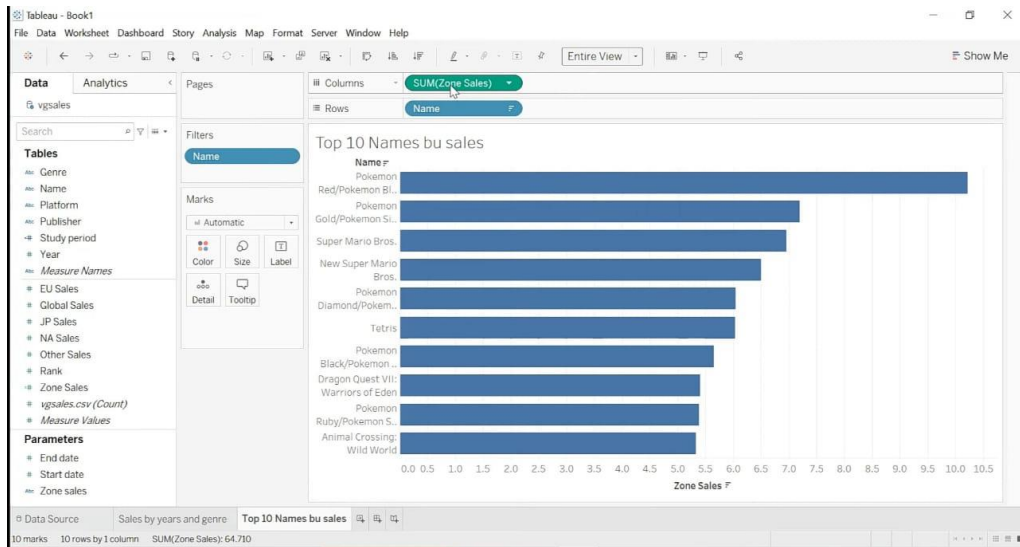
Step 9: Next, we created a calculated field named Study Period.



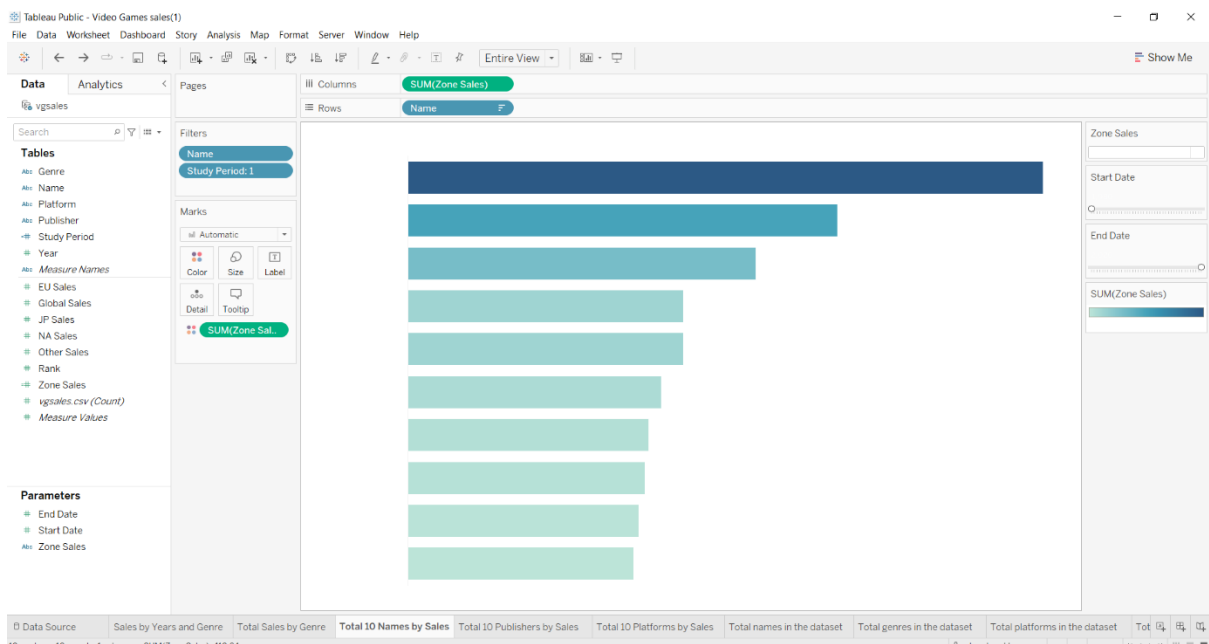
Step 10: After filtering, sorting and adding colors our final area visualization output is as depicted.



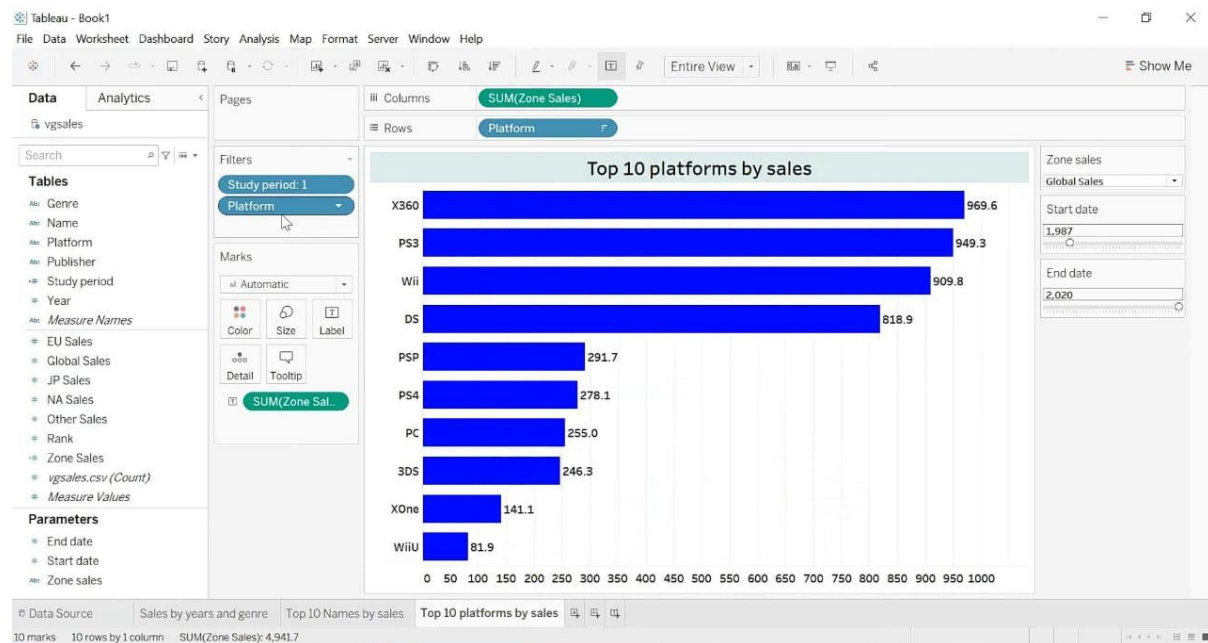
Step 11: With the help of parameter field (Zone Sales) and names of Video games we created horizontal bar visualization.



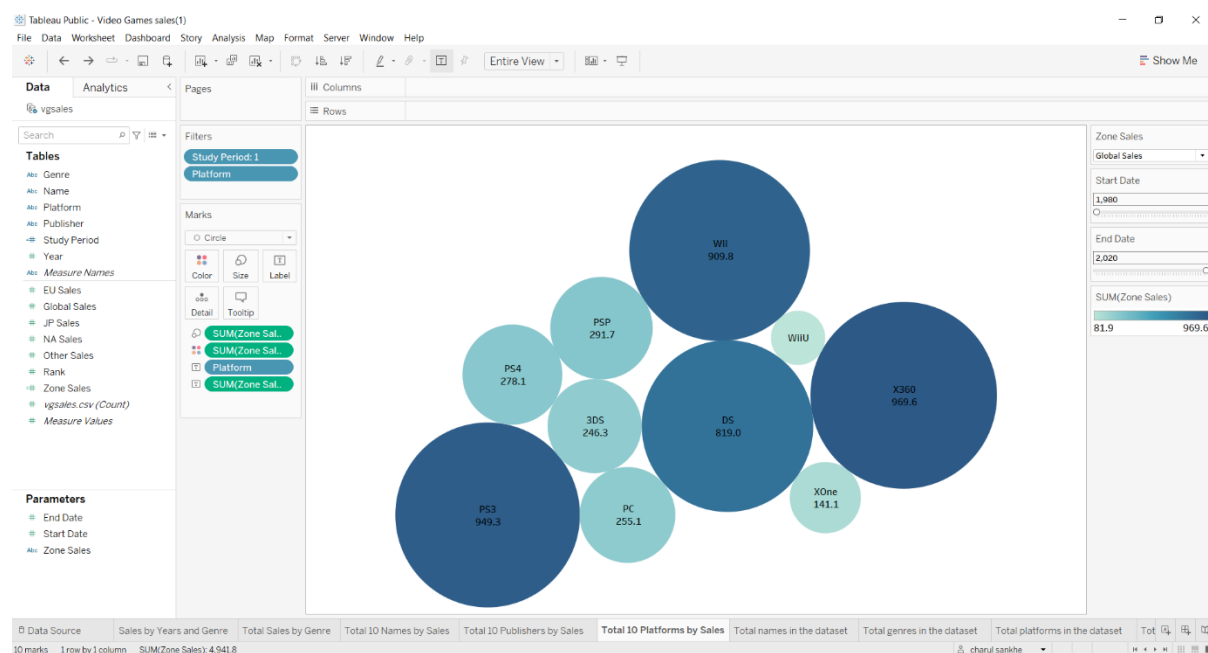
Step 12: After filtering, sorting and adding colors our final horizontal bar visualization output is as depicted.



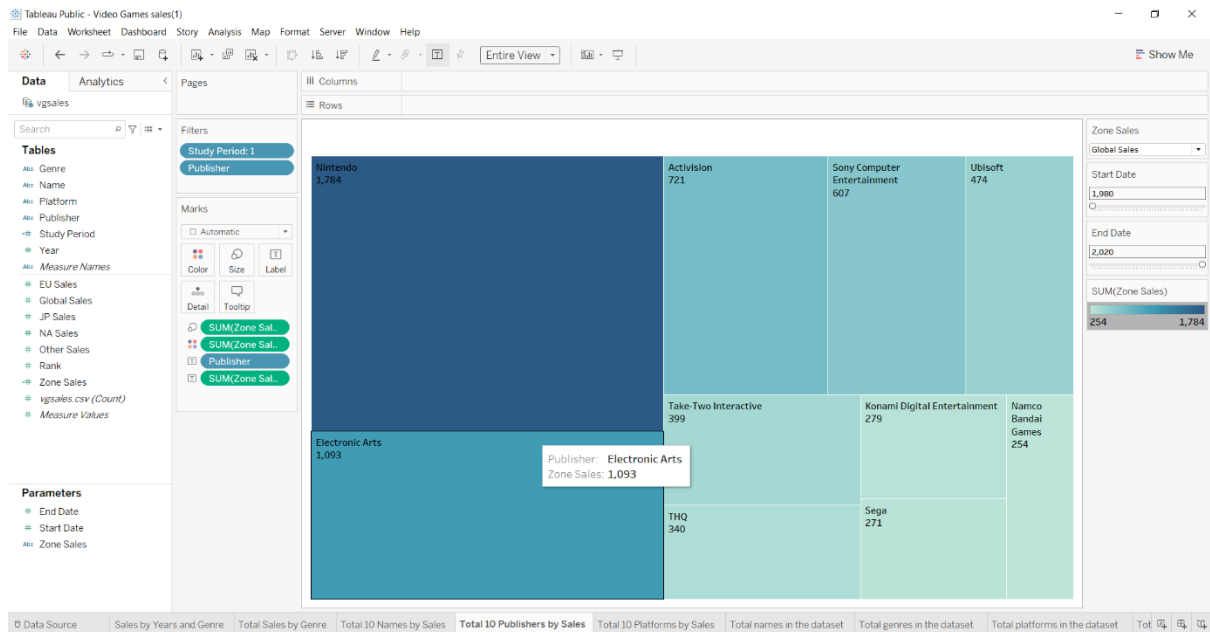
Step 13: We duplicate the above visualization by taking into account parameter field (Zone Sales) and platforms.



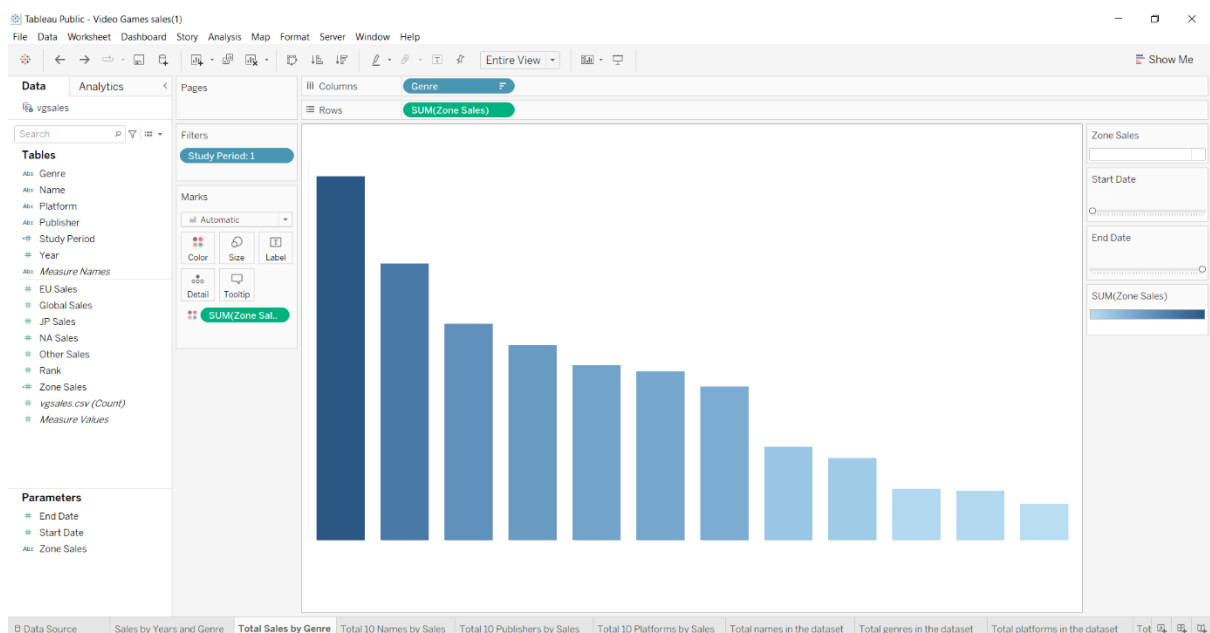
Step 14: We converted above visualization into Bubble Chart Visualization.



Step 15: We duplicate the chart created in Step 6 by taking into account parameter field (Zone Sales) and publishers, thus converting into tree map visualization.



Step 16: We have created a simple bar chart by taking into account parameter field (Zone Sales) and genre. After filtering, sorting and adding colors our final simple bar visualization is as depicted.



Step 17: Further we have created sheets depicting total count of names, genres, years, publishers and platforms.

Step 18: Here is our dashboard ready!

