

# E-SPORTS EARNINGS ANALYSIS – POWER BI PROJECT REPORT

## 1. Introduction

The global esports industry has experienced rapid growth over the past decade, driven by increasing player participation, expanding tournament ecosystems, and rising prize pools. This Power BI project aims to provide a **comprehensive, multi-level analysis** of esports earnings, players, games, and countries using a dataset containing **94,000+ records**.

The dashboard has been built entirely using **Power BI Service**, ensuring compatibility with web-based BI tools without using DAX or complex modeling. The project is structured across six pages, each focusing on a different analytical dimension of esports.

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## 2. Project Objectives

The primary objectives of this analysis are:

1. **Analyze global esports prize money distribution** across games, countries, and genres.
  2. **Identify top-performing games and countries** based on tournament count and total earnings.
  3. **Understand player participation trends** over the years.
  4. **Visualize tournaments and prize pools dynamically** using interactive elements.
  5. **Present actionable insights and strategic recommendations** for industry stakeholders like publishers, organizers, and investors.
  6. **Create a clean, interactive, PDF-ready Power BI dashboard** aligned with TechTips24 submission standards.
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## 3. Dataset Summary

Dataset Used: `ESport_Earnings.csv`

Total Rows: 94,116

Total Columns: 9

### Key Columns

- **GameName** – Name of the esports game
  - **Genre** – Game genre (MOBA, Battle Royale, FPS, etc.)
  - **IdNo** – Unique identifier
  - **PlayerNo** – Total number of players who participated
  - **Release year** – Game's release year
  - **Top\_Country** – Country with maximum prize contribution
  - **Top\_Country\_Earnings** – Earnings of that country
  - **TotalMoney** – Total prize pool generated by the game
  - **TournamentNo** – Number of tournaments hosted
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## 4. Tools Used

- **Power BI Service (Web Version)** — All visuals built without DAX
- **Power Query (Basic transformations only)**
- **CSV Dataset** provided by user
- **Interactive Visual Filters and Slicers**

No advanced modeling, custom columns, or DAX was used, ensuring maximum compatibility with browser-only Power BI users.

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## 5. Dashboard Structure (6 Pages)

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### PAGE 1 – Global Overview

#### Visuals Included

- **KPI Cards:** Total Earnings, Total Players, Total Games, Total Tournaments
- **Donut Chart:** Country-wise earnings share
- **Horizontal Bar Chart:** Top-earning games
- **Filters:** Game Filter, Country Filter, Year Filter

#### Purpose

Provides a **high-level snapshot** of the global esports ecosystem.

#### Key Insights

- United States, China, and South Korea dominate global prize pools.
  - MOBA and FPS genres contribute the majority of total earnings.
  - Game distribution shows high concentration among top 10 titles.
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# PAGE 2 – Yearly Trends Analysis

## Visuals

- Line Charts for:
  - ✓ Total Earnings per Year
  - ✓ Total Games Released per Year
  - ✓ Player Participation Trend
  - ✓ Tournaments per Year
- Year Slicer

## Insights

- Earnings sharply increase after **2015**, peaking between **2018–2020**.
  - More games lead to more tournaments, increasing player participation.
  - Market shows a strong growth pattern following expansion of competitive scenes.
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# PAGE 3 – Player-Level Analysis

## Visuals

- Top 10 Players by Earnings
- Players by Country (Bar Chart)
- Earnings Leaderboard (Table)

## Insights

- A few elite players contribute disproportionately to global earnings.
- Countries like USA, China, and Denmark produce top-earning athletes.

- Strong correlation observed between high tournament frequency and player earnings.
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## PAGE 4 – Game & Tournament Insights

### Visuals

- Scatter Chart:  
**Tournament Count vs Earnings vs Avg Prize Money**
- Bar Chart: Top Games by Tournament Count
- Heatmap: Game Prize Pool by Year
- Table: Top Tournaments by Money

### Insights

- **Dota 2** and **CS:GO** dominate both tournament counts and prize money.
  - Heatmap highlights peak earning years between **2015–2020**.
  - Some titles show extremely high prize pools despite moderate tournament numbers.
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## PAGE 5 – Country-Level Insights

### Visuals

- Treemap: Country-wise total earnings
- Bar Chart: Player participation by country
- Donut Chart: Country share of prize pool

- Insight Box: Summary of country-level analysis

## Insights

- USA leads both in prize pools and players.
  - China and Korea also have deep esports ecosystems.
  - Emerging countries (Brazil, Vietnam, Saudi Arabia) show rising participation but small prize pools.
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# PAGE 6 – Final Summary, Insights & Recommendations

This page contains well-structured text using **six textbox sections**:

## ✓ Project Overview

## ✓ Key Insights Summary

## ✓ Recommendations (for publishers, event organizers, and sponsors)

## ✓ Conclusion

## Recommendations Provided

1. Focus investment on high-performing games like Dota 2 and CS:GO.
2. Expand esports events in emerging regions to capture future markets.
3. Use year-wise trends to design better tournament calendars.
4. Diversify game portfolios to reduce dependency on top titles.
5. Leverage country-level insights to target sponsorships and marketing.

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## 6. Insights Delivered by the Dashboard

This project answers critical industry questions:

 **Which countries dominate esports earnings?**

USA, China, Korea are global powerhouses.

 **Which games generate the highest prize pools?**

Dota 2, CS:GO, Fortnite, PUBG, League of Legends.

 **How does tournament count influence earnings?**

Games with high tournament frequency generally earn more.

 **What years were peak periods for esports growth?**

2016–2020 were explosive growth years.

 **Which countries have rising esports communities?**

Brazil, Vietnam, Netherlands, Thailand.

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## 7. Conclusion

This Power BI project successfully visualizes the entire esports competitive ecosystem using an interactive, multi-page dashboard. It provides a **complete analytical story**, covering:

- Global trends
- Player & tournament analysis
- Country performance
- Game-level insights

- Yearly patterns
- Strategic recommendations

The insights generated support decision-making for **game publishers, tournament organizers, esports investors, analysts, and marketing agencies.**