**Games2Win Sales Analysis Dashboard - Detailed Summary Document**

## 1. Dashboard Overview

The Games2Win Sales Analysis Dashboard is an interactive BI tool built using Power BI to monitor and evaluate the sales performance of digital products across various countries, time frames, and product lines. The dashboard empowers decision-makers with real-time insights by combining geographical, temporal, and item-level data breakdowns.

## 2. Dashboard Structure & Navigation

The dashboard is composed of multiple sections and interactive buttons that allow users to toggle between different views:

- **GeoWise Revenue View**: Focuses on country-level sales performance.

- **ItemWise Revenue View**: Breaks down sales based on individual product items.

- **Clear Filters Button**: Resets all filters to default, enabling a fresh view of the dataset.

## 3. Filters & Slicers

At the top of the dashboard, the following slicers allow users to narrow down the data:

- **Select Country**: Filters the dataset to display sales from a specific country.

- **Item Name**: Focuses on individual product items.

- **Quarter, Month, Year**: Allows users to slice data by specific time intervals.

- **Weekday_Weekend**: Filters based on whether the sales occurred during weekdays or weekends.

## 4. Key Performance Indicators (KPIs)

Five core KPIs give a high-level snapshot of sales activity:

- **Unique Users**: 229 distinct users who made purchases.

- **Average Items per User**: 3.89, indicating how many items each user buys on average.

- **Average Price per Item**: $7.61, showing monetization per item.

- **Total Countries**: 50, signifying the platform's global reach.

- **Total Items Sold**: 20 different digital products.

## 5. Geographical Sales Insights

**Top 5 Countries by Revenue:**

- **United States**: $1337.90 (19.72%)

- **Philippines**: $465.70 (6.86%)

- **South Africa**: $464.00 (6.84%)

- **Egypt**: $369.70 (5.44%)

- **Russia**: $394.73 (5.82%)

**World Map Visualization:**

A dynamic world map visualizes revenue by country, using pie charts placed on geographic locations to represent month-wise sales performance. Each chart is proportionally scaled to show contribution over time.

**Scrolling Bar Chart (Ticker Format):**

Displays country-wise revenue in a horizontal format. Examples:

- Poland: 10.98

- Portugal: 0.86

- Romania: 0.61

- Russia: 394.73

- Saudi Arabia: 63.68

# 6. Time-Based Analysis

**Total Revenue by Quarter:**

- **Q1**: $4.18K (61.58%) – Highest

- **Q2**: $0.77K (11.00%)

- **Q3**: $0.70K (10.00%)

- **Q4**: $1.11K (16.33%)

**Total Revenue by Month:**

- **Highest Revenue Month**: April ($2322.4), followed by March ($1632.25)

- **Lowest Revenue Month**: December ($37.99)

- **Sales Trend**:

- o    Sharp rise from January to April

- o    Steady decline in mid-year

- o    Minor recovery in October, then another dip

## 7. Day-Wise Sales Insights

Sales are further divided by type of day:

- **Weekends**: $3.62K (53.35%)

- **Weekdays**: $3.16K (46.65%)

This shows slightly higher engagement or monetization during weekends, possibly due to higher user activity.

## 8. Item-Level Analysis

**Top Items by Revenue:**

- **best_buy**: $3130.62 (55.35%) – Clearly the highest-selling item.

- **everything**: $1326.78 (23.4%)

- **all_cars**: $673.86 (11.9%)

- **hot_del**: $346.9 (6.13%)

**Pie Chart Representation:**

A pie chart highlights the top 5 items, visually showing each product's share in total sales.

**Ticker Visualization:**

Live scrolling bar with revenue generated by different items, such as:

- bargain, pro_max, hot_deal, etc.

## 9. Insights & Strategic Observations

- The **United States** contributes the largest share of revenue by a significant margin.

- **Q1 and Q2** are the strongest performing periods in the year.

- **April and March** are peak months, which could be leveraged for future campaigns.

- **Weekends** consistently outperform weekdays slightly, indicating the potential for weekend offers/promotions.

- The item **"best_buy"** dominates sales, potentially due to pricing, bundling, or popularity.

## 10. Recommendations

- **Target promotions** in Q1 and Q4 to maintain strong performance.

- **Invest in weekend marketing** strategies.

- **Analyze "best_buy" further** to understand why it performs so well — replicate its model.

- **Enhance item diversity** for underperforming countries to increase engagement.

**Document Prepared For:** Sales Team, Product Managers, and Business Analysts of Games2Win

**Purpose:** For strategic planning, performance monitoring, and campaign optimization.