

## Video Games Sales Performance Dashboard

Interactive Power BI dashboard analysing video game sales trends by time, region, genre, platform, and publisher.

### Key Insights

- Identified top-performing genres globally as action and sports, and the North American market as the largest single market with almost 50% of sales.
- Games published after 2008 show a strong downward trend in global sales.
- PS3, PS2 and X360 are the three platforms that account for the most sales globally, in the European Market and in other countries. In North America, the top performing platforms are X360, PS2, and Wii, and DS, PS, and PS2 in Japan respectively.
- The Japanese market declined slower than all other markets, and has a notably higher share of role-playing games sold.
- Nintendo has the highest market share by global sales across all time and genres with 20%.
- Palcom, Mojang, and Bethesda Softwares are not among the top 10 publishers by market share, however they achieved very high average sales numbers per title that was released.
- Nintendo's business performance is led by platform, role-playing, and sports games, with North America emerging as the company's primary market.

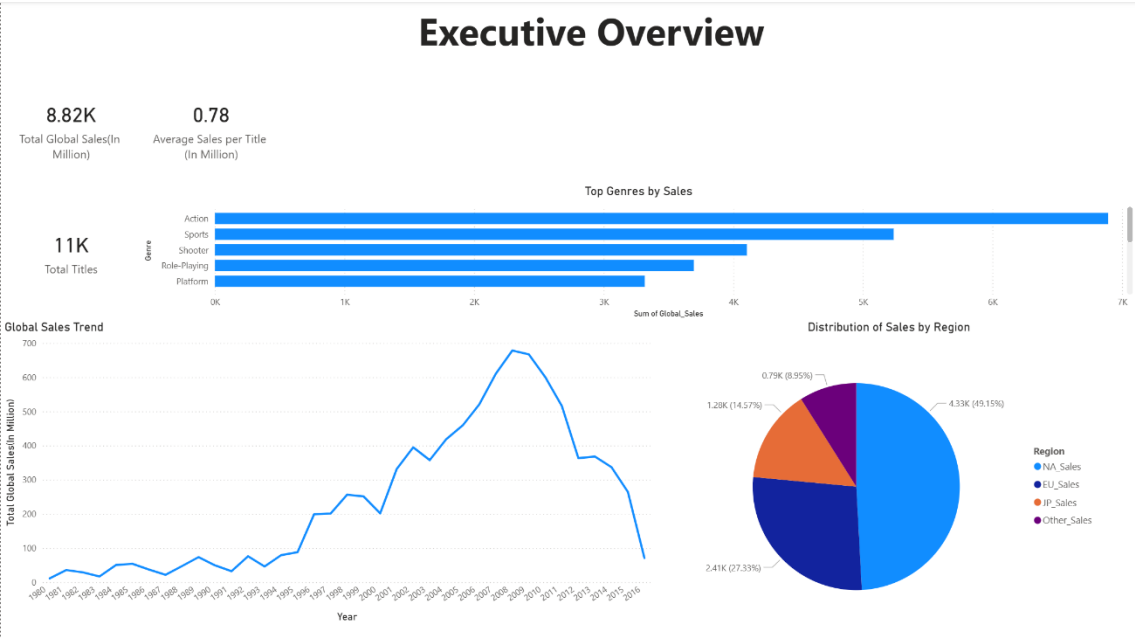
### Tools & Techniques

- Data transformation, data analysis expressions, interactive slicers, drill through, data aggregation, and trend analysis.

### Data Information

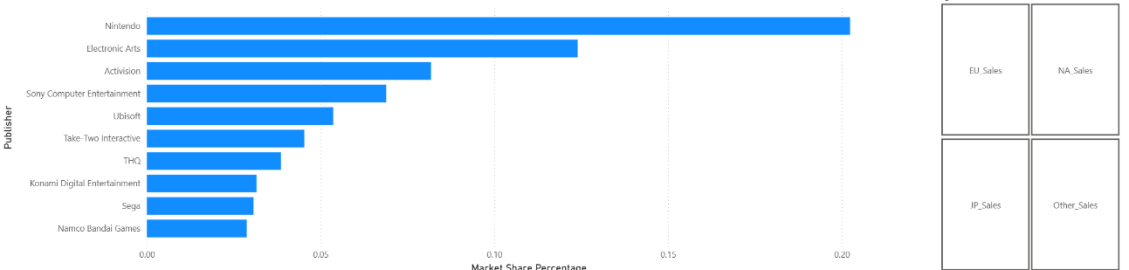
- Dataset downloaded from kaggle.com (<https://www.kaggle.com/datasets/gregorut/videogamesales/data>).

Dashboard Views

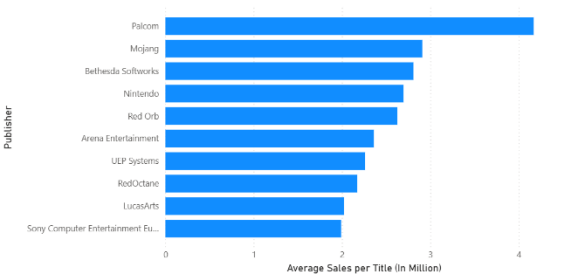


# Publisher Performance

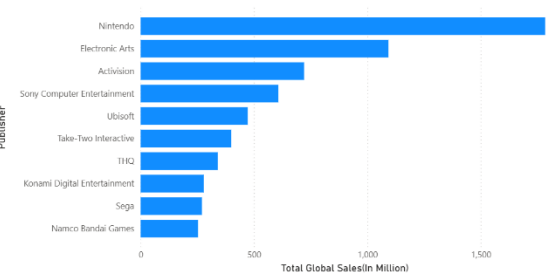
Market Share Percentage by Publisher



Average Sales per Title (In Million) by Publisher

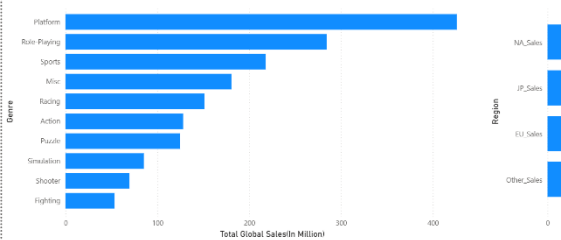


Total Global Sales(In Million) by Publisher

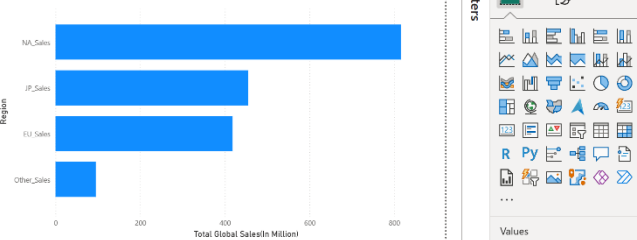


# Publisher Detail

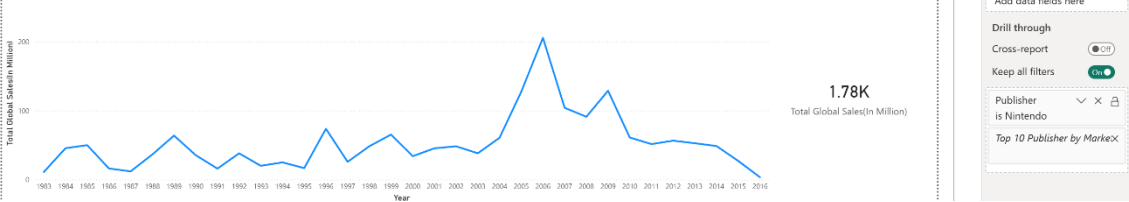
Total Global Sales(In Million) by Genre



Total Global Sales(In Million) by Region



Total Global Sales(In Million) by Year



Visualizations

Build visual

Filters

Values

Drill through

Cross-report

Keep all filters

Publisher is Nintendo

Top 10 Publisher by MarkeX