

## **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 Softwars 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**

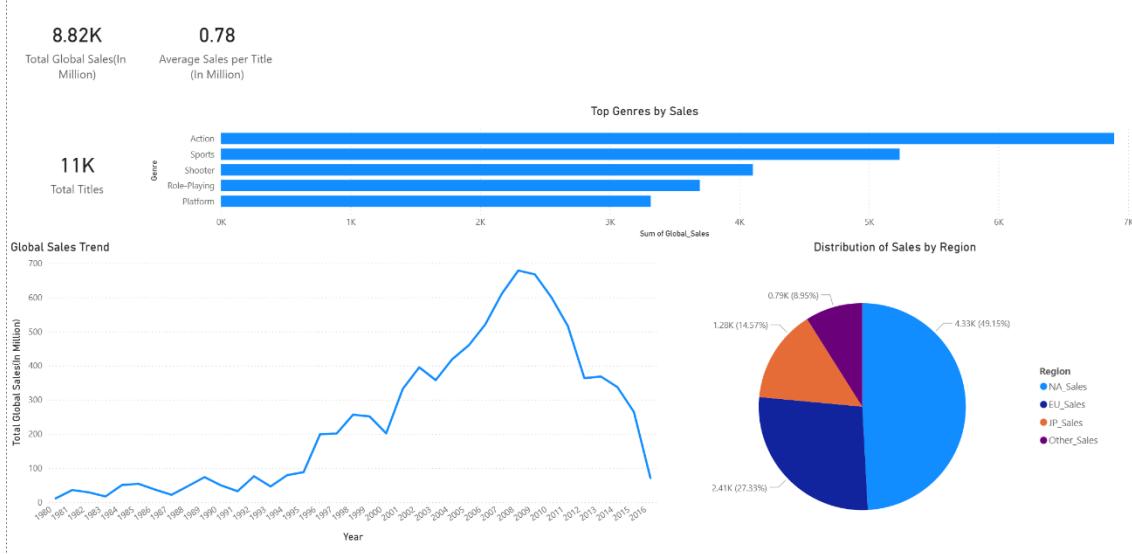
- Data transformation, data analysis expressions, interactive slicers, drill through, data aggregation, and trend analysis.

### **Data Information**

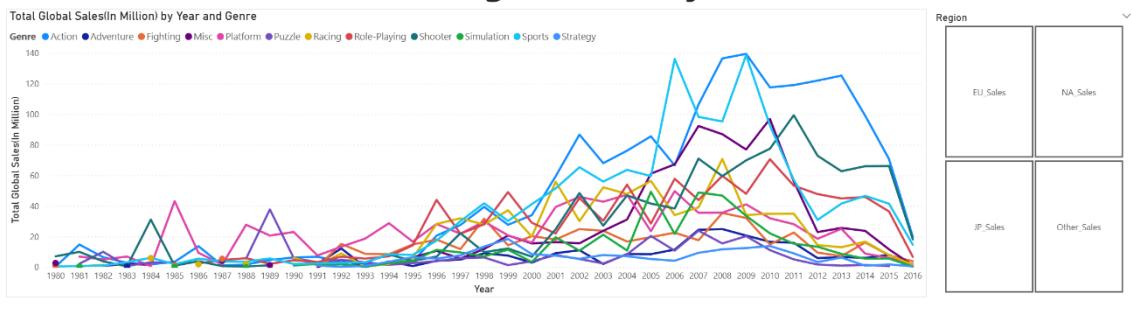
- Dataset downloaded from kaggle.com (<https://www.kaggle.com/datasets/gregorut/videogamesales/data>).

## Dashboard Views

### Executive Overview



### Regional Analysis



Genre	2600	3DO	3DS	DC	DS	GB	Gra	GC	GEN	GG	N64	NES	NG	PC	PCF	PS	PS3	PS4	PSP	PSV	SAT	SCD	SNES	TG16	Wii	WiiU	WS	X360	XB	XONE	
Action	26.31	56.49	1.26	114.02	7.93	54.13	37.11	2.74	29.40	28.75	30.54	125.70	472.38	304.01	87.08	62.73	19.98	0.65	10.08	110.41	19.31	239.60	47.44	33.78							
Adventure	0.40	0.06	4.74	2.50	47.16	17.15	12.23	5.93	0.19	0.45	4.38	10.03	20.73	21.24	22.85	4.70	10.68	4.17	4.16	1.50	0.14	18.26	0.19	15.19	3.02	2.51					
Fighting	0.77	10.44	1.84	7.20	4.16	18.43	5.89	22.11	6.54	1.42	0.14	72.14	89.20	51.71	8.04	21.89	3.18	8.53	26.94	22.81	6.24	37.62	12.80	2.24							
Misc	3.57	10.47	137.64	13.35	36.09	16.44	0.03	11.20	3.59	8.40	44.88	98.63	45.82	7.37	13.68	5.20	1.20	0.00	5.02	217.30	12.21	89.36	8.57	6.68							
Platform	13.26	32.25	2.53	71.36	53.88	77.99	28.59	15.44	0.04	36.10	95.78	0.47	64.22	72.13	29.85	6.91	17.26	3.01	0.76	1.50	65.65	90.70	21.26	11.37	9.63	0.89					
Puzzle	13.67	0.02	5.56	83.54	47.47	11.99	4.56	3.23	20.99	0.93	12.06	5.94	0.45	0.02	5.46	0.20	1.00	6.38	15.58	1.34	0.73	0.41									
Racing	2.32	14.43	2.65	38.54	4.55	18.81	21.77	0.26	40.01	0.78	3.79	102.91	154.33	73.09	11.57	34.71	2.94	2.40	0.07	13.49	61.11	7.78	65.08	31.32	8.83						
Role-Playing	75.69	0.68	176.49	88.24	64.20	13.04	0.27	3.02	18.78	47.22	0.03	78.40	91.61	75.32	25.75	48.95	13.07	3.76	0.00	36.45	14.08	2.44	1.22	71.97	13.51	0.46					
Shooter	22.96	1.23	0.33	8.10	1.19	3.56	13.61	0.13	19.26	35.62	43.33	39.33	108.20	105.79	75.32	19.80	4.59	3.97	6.06	0.02	26.27	6.16	277.14	62.13	51.59						
Simulation	0.44	0.02	26.63	0.52	131.25	3.55	5.94	8.61	10.18	51.81	25.34	42.26	10.69	0.77	6.29	0.07	1.13	5.63	36.48	0.21	14.12	7.11	0.54								
Sports	2.78	6.18	3.65	31.65	0.06	16.32	24.36	3.21	32.55	26.04	0.02	11.97	119.49	365.67	135.02	50.10	39.95	4.99	2.79	17.86	269.86	3.31	137.33	52.89	23.98						
Strategy	2.07	14.70	8.06	7.46	4.28	0.19	10.34				45.61	21.76	14.97	4.77	0.42	10.26	0.31	3.24	0.14	4.98	5.24	1.24	0.20	9.79	2.74	0.29					
<b>Total</b>	<b>86.48</b>	<b>0.10</b>	<b>246.18</b>	<b>15.95</b>	<b>817.65</b>	<b>254.43</b>	<b>312.88</b>	<b>196.73</b>	<b>28.35</b>	<b>0.04</b>	<b>218.01</b>	<b>251.05</b>	<b>1.44</b>	<b>254.24</b>	<b>0.03</b>	<b>727.56</b>	<b>1,233.56</b>	<b>949.39</b>	<b>278.13</b>	<b>291.66</b>	<b>61.62</b>	<b>33.59</b>	<b>1.86</b>	<b>200.04</b>	<b>0.16</b>	<b>909.20</b>	<b>81.79</b>	<b>1.42</b>	<b>969.31</b>	<b>251.57</b>	<b>141.10</b>

# Publisher Performance

