**GAME SALES**

**Insights to be drawn**

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| Relevant party | Insight | Considerations |
| Publisher | Potential for a new game sequel | * Overall sales (top 3) * Region sales * Leading platform |
| Leading publisher | * Game entries by publisher * Top 3 games per region |
| New games | * Popular genre (top 3) |
| Console manufacturers | Demand for console type | * Number of game s * Leading region in console use/games |

* Best seller
* Overall
* Region
* Console
* Publisher
* Genre
* Overall popular console
* Overall Leading publisher
* Top 3 games per region
* Top 3 games per publisher

**Dashboards**

* Best seller per region wrt sales
* Leading publisher per region wrt number of games
* Console- region combination
* Number of games per publisher