Video Games Dashboard Report

1. **Dataset Description**
   The dataset contains a wide collection of video game records from various platforms, genres, and publishers. It has 16,719 data entries and includes information about the game's title, platform of release, year of release, genre, publisher, regional sales (North America, Europe, Japan, and other regions), global sales, critic scores, critic counts, user scores, user counts, developer details, and age rating. The proper data we have is from 1980 to 2017.

   Each entry represents a distinct video game release, providing a valuable dataset for analysing trends, key performance indicators (KPIs), and market overview in the video game industry. The incorporation of multiple parameters allows for in-depth investigation of the factors impacting game sales, critical reaction, and audience preferences across countries and platforms.

2. **Target User Description**
   The dashboard is designed for the CEO of a game developing company. As the company's head, the CEO is responsible for monitoring strategic decision-making, establishing company objectives, and guaranteeing overall business success. The dashboard gives useful information about market trends, genre performance, platform popularity, critical and user feedback trends, publisher comparisons, and age rating distributions in the video game business. These insights enable the CEO to make more informed decisions about product development, marketing strategies and resource allocation, resulting in the success of the product's growth and competitive edge in the gaming industry.

3. **Data Operations**
   The dataset was in a very clean state, with minimal inconsistencies and well-structured data. However, there were some missing values in the user and critic score areas, particularly for older games where data may not have been fully recorded.
   Additionally, the "Year_of_Release" column required transformation from text to date format to facilitate analysis and trend identification. Overall, the dataset's quality was satisfactory, allowing for smooth visualization and analysis without significant preprocessing efforts.

4. **Justifications**
   Tableau was chosen as the visualization tool for its adaptability and advanced analytical functionalities, making it suitable for delivering results. In comparison to Power BI, Tableau offers a more user-friendly interface and greater customization options, allowing for the creation of visually engaging dashboards easier.

   The dataset was chosen not only for its relevance and inclusiveness in capturing key metrics essential for calculated tasks within the video game industry but also due to my personal passion and deep love for gaming. With over 16,000 entries, it offers a rich collection of video game records.

   The columns were chosen for visualization based on their relevance in providing comprehensive insights into the video game industry. Sales data across regions enable the examination of geographical sales patterns, while critic and user scores serve as indicators of

game quality and popularity among consumers. Developer information and age rating provide additional context regarding game development and content suitability.

My favourite visualisation would be the regional sales chart, showcasing sales trends by year and genre across different regions. This chart provides a comprehensive overview of sales performance and market dynamics, enabling the user to identify opportunities for growth, optimize resource allocation, and align organizational strategies with prevailing market trends in the competitive video game industry worldwide.

By utilizing Tableau and incorporating preferred visualizations such as the regional sales chart, the dashboard offers an intuitive and informative platform for the CEO to track key metrics, and frame strategic initiatives aimed at the business success.

5. **Insights**
   a. Genre Influence on Sales: The dashboard analysis highlights an important correlation between video game genre and sales performance. Particularly, Action and Sports genres consistently dominate the sales figures, indicating their popularity and extensive appeal among gamers. This insight suggests that the gaming audience falls towards immersive experiences by fast-paced action-packed games and competitive sports simulations. User can leverage this trend by investing in the creation of titles within these genres, which are likely to be more popular with the audience and drive higher revenue. Furthermore, understanding the preferences within each genre can inform strategic decisions regarding game design, marketing strategies, and platform optimization to maximize sales potential and enhance player engagement.

   b. Publisher Impact on Game Success: Another key insight gathered from the dashboard analysis is the substantial influence of game publishers on the overall success of video game titles. The data reveals that games published by established companies such as Microsoft, Electronic Arts, Activision, and Nintendo consistently outperform their competitors in terms of both sales figures and reviews. By partnering with renowned publishers, developers can gain access to valuable resources, marketing channels, and distribution networks, thereby increasing the visibility and reach of their games. Furthermore, the track record of success associated with top publishers gives confidence to consumers, leading to increased purchases and excitement for upcoming releases.

6. **Conclusion**
   In conclusion, the dashboard analysis can prove very fruitful. Present gaming trends include the rise of immersive experiences like virtual reality and augmented reality gaming which when combined with the top two genres action and sports can lead to a very successful project.

   In today's gaming industry, there's a noticeable increase in the desire for cross-platform and multiplayer games. This trend is prompting developers and publishers to cooperate more closely to meet the demand. At the same time, independent game developers are gaining more influence, challenging traditional norms within the industry. Utilizing Tableau's capabilities, the dashboard analysis can provide a means to effectively adapt to these trends, enabling improved decision-making that drives success in the ever-evolving gaming landscape.