Video Game Sales & Starbucks Location Analysis – Dashboard Report

This dashboard highlights trends in video game sales across genres, regions, and time, while also incorporating U.S. Starbucks location data for contextual visualization. The insights provide an overview of consumer preferences, sales performance, and industry growth patterns since the late 1970s.

Key Insights

1. **Video Game Sales by Genre (Global & NA)**

   o Globally, **Action (1,751M), Sports (1,331M), and Shooter (1,037M)** genres dominate sales.

   o Role-Playing and Miscellaneous genres also show strong performance, while Simulation and Strategy remain niche markets.

   o In North America, sales trends follow a similar pattern, with **Sports and Action leading**, particularly during peak years.

2. **Sales Trends Over Time**

   o Video game sales show significant growth starting in the **mid-1990s**, with a sharp surge between **2000–2010**, peaking around 2008–2009.

   o After 2010, both North American and global sales experienced a notable decline, indicating market saturation or the rise of alternative platforms (mobile & digital).

   o Sales patterns highlight the **console gaming boom era** followed by a shift in industry dynamics.

3. **Regional and Global Comparisons**

   o North American sales trends closely mirror global performance, showing that NA was a major driver of worldwide demand.

   o The strong correlation suggests that global sales growth was heavily influenced by consumer behavior in the U.S. market.

4. **Starbucks U.S. Locations**

   o The dashboard includes a heat map of Starbucks stores across the United States, showing concentration in **urban and coastal areas**.

   o While unrelated to game sales, this data showcases the integration of diverse datasets within the dashboard.

Conclusion

The analysis highlights the **dominance of Action, Sports, and Shooter Games globally**, with a clear sales boom from the **1990s to 2010s** before decline. North American sales strongly influenced global trends, reinforcing its importance in shaping the gaming industry. The Starbucks dataset demonstrates the dashboard's flexibility in combining cross-domain data. These insights can guide further exploration into **genre-based preferences, regional market strategies, and the impact of industry shifts toward digital platforms.**