

# Data Visualization using Tableau: **Project**

**Business Context:** Gamers' Arena is a website that provides information about video games. It keeps track of the games that have been released and their sales across various platforms and genres. Different genres, such as RPGs, shooters, multiplayer, action, and so on, would appeal to different audiences. Gamers' Arena has now implemented a feature on their website that allows gamers to subscribe to their platform on a month-to-month basis. They can play a limited number of games as long as they have a subscription.

**Objective:** As an analytics lead, you must design an interactive dashboard that helps the director of the company make a decision on a new sales model (a subscription model) that will attract more gamers to our platform. There are multiple questions to be answered in order to make the decision on the subscription model. For example, which games need to be given for the subscription and what would be the duration? In order to answer these questions, a dashboard needs to be created with the following information:

1. What is the total number of games? What is the total global sales in millions of dollars (USD)? What is the average CriticScore? What is the total number of users?
2. Which are the top-N games, top-N platforms, and top-N genres based upon GlobalSales?
3. How have GlobalSales been distributed across platforms and genres?
4. Which are the top-N games based upon UserScore, CriticScore, and number of users rated?
5. What are the top N games based on the number of users rated and what is the average UserScore for these games?

# Dashboard Template (only for reference)

Dashboard Title

*Metrics from Question 1*

KPI 1

KPI 2

KPI 3

KPI 4

Sheet - 1 (Chart to visualize question 2)

Sheet - 3 (Chart to visualize question 4)

Sheet - 2 (Chart to visualize question 3)

Sheet - 4 (Chart to visualize question 5)

- For each KPI, you should create a separate sheet.No chart is required for KPIs in Question 1.
- For Question 2, Question 3, Question 4 and Question 5, create a separate sheet as per the required columns.
- You should create only one dashboard for the problem statement by combining the sheets created for all questions.Multiple dashboards are not required.
- You can use Objects in the Dashboard for the title and KPIs if required.
- You should not use chart as floating type in the dashboard to avoid clutter.
- You should use fixed size Generic Dashboard(1366px\*768px) to avoid the inconsistency of the device used.

**Question 1:** Create a measure for each metric using the columns Name, GlobalSales, CriticScore, and UserCount.

**Question 2:** You could create a treemap using GlobalSales and one parameter to switch between games, genres and platforms. Create one parameter for top-N games/genres/platforms to filter based upon GlobalSales.

**Question 3:** You could create a heat map to visualise the GlobalSales by platform and genre.

**Question 4:** You could create a parameter to switch between CriticScore, UserScore, and UserCount and create a calculated field "ratings" for this. Create another parameter, Top-N, which filters Top N based upon the average of "ratings". Use "ratings" and "GlobalSales" for creating the treemap.

**Question 5:** You could create a bar chart using UserCount, Name and Average UserScore in color marks and one parameter for top-N games.

**Use Filter Actions to make the dashboard interactive**



**Happy Learning !**

