

# MODULE 4

## PBI: GENERAL PERFORMANCE SUMMARY



### THEME DESCRIPTION

Students are able to represent a summary of the sales performance of video game products to answer the following executive questions:

- How many video game products are sold based on Demographics?
- What is the total sales for each Publisher/ Producer?
- What is the shape of the sales distribution/trend mentioned above in each month?
- Which video game products are the best-selling and provide the most benefits?
- What sales channels/channels generate the most transactions?

### COURSE SUB-LEARNING OUTCOMES (SUB-CLO)

CLO-3-Sub-CLO-4:

Student are able to breaking down into sections about the nature of data: present the design, implementation, for information visualization, visual analytics, and information dashboards using PBI through the processing steps which consist of:-C<sub>4</sub>

1. Loading the Source Data
2. Create the Page Header
3. How much are we selling by Region ?
4. How much are we selling by Publisher ?
5. What's our sales Trend ?
6. What are our top selling games & profit ?
7. What Channel is generating the most traffic ?

### PRACTICUM SUPPORT

- a. Windows Operating System
- b. Java Standard Edition JRE and JDK version 1.8 or above (*installed*)
- c. Microsoft Power BI version (min.) 2.86.727.0 64-bit (*installed*)

### PRACTICUM STEPS

Today practice is to summarize the overall performance of video game product sales to answer the following executive questions:

- ▶ How much are we selling by Region ?
- ▶ How much are we selling by Publisher ?
- ▶ What's our sales Trend ? (in monthly period)
- ▶ What are our top selling games & profit ?
- ▶ What Channel is generating the most traffic ?

## 1) Loading the Source Data

- ▶ The data used in today's practice has been provided in the form of a power bi file, make sure you have downloaded the 4. Data IS-529 Lab Wo5 PBI GENERAL PERF SUMM. pibx file
- ▶ In today's exercise, the input data used contains unstructured data. *Please understand independently where and how the unstructured data is stored*
- ▶ Please do make sure that the data loaded consisting only one table by some fields of : Cost, Genre, Image\_url, Marketing, Month, Name, Platform, Profit, Publisher, Ratings, Region, Sales, Sessions and Year.
- ▶ The Final Page of "General Performance Video Game Products" will contain 5 (five) types of graphically illustrated on figure 5.6. General Performance Summary.

## 2) Create the Page Header

- ▶ Insert – Text Box.
- ▶ Adjust the *title format* as shown in Figure 5.6

## 3) How much are we selling by Region?

- a. Choose the graphic visualizations of **Clustered Column**
- b. Type the title of this view on Visualization tab – Title and data labels = ON
- c. On the filter tab in order from top to bottom Filters on this page: Region – Sales
- d. Axis = Region
- e. Values = Sales

❖The graphical illustration in accordance with figure 5.1. Selling by Region

## 4) How much are we selling by Publisher?

- a. Choose the graphic visualizations of **Clustered Column**
- b. Type the title of this view on Visualization tab – Title and data labels = ON
- c. On the filter tab in order from top to bottom Filters on this page: Publisher - Sales
- d. Axis = Publisher
- e. Values = Sales

❖The graphical illustration in accordance with figure 5.2. Selling by Publisher

## 5) What's our sales Trend ?

- a. Choose the graphic visualizations of **Slicer** for the heading of monthly period
- b. On the filter tab in order from top to bottom Filters on this page: Month - Month
- c. Field = Month
- d. Choose the graphic visualizations of **Line Chart**
- e. Type the title of this view on Visualization tab – Title and data labels = ON
- f. On the filter tab in order from top to bottom Filters on this page: Month – Sales - Year
- g. Axis = Month
- h. Legend = Year
- i. Values = Sales

❖The graphical illustration in accordance with figure 5.3. Sales Trend.

**6) What are our top selling games & profit?**

- a. Choose the graphic visualizations of **ChicletSlicern 1.6.3** for the heading of Publisher logo
- b. On the filter tab in order from top to bottom Filters on this page:  
Image\_url – Platform – Sales Url
- c. Category = Platform
- d. Value = Sales (sum)
- e. Image = Image\_url
- f. Choose the graphic visualizations of **Tables**
- g. Type the title of this view on Visualization tab – Title and data labels = ON
- h. On the filter tab in order from top to bottom Filters on this page: Cost – Name – Profit - Sales
- i. Axis = Region
- j. Values = Name, Sales, Cost, Profit, Ratings (in order from top to bottom)

❖ **The graphical illustration in accordance with figure 5.4. Top Selling & Profit**

**7) What Channel is generating the most traffic?**

- a. Choose the graphic visualizations of **Treemap**
- b. Type the title of this view on Visualization tab – Title and data labels = OFF
- c. On the filter tab in order from top to bottom Filters on this page: Marketing - Sessions
- d. Group = Marketing
- e. Values = Sessions

❖ **The graphical illustration in accordance with figure 5.5. The Most Traffic Channel**

❖ **Finally, save all pages in 4. IA IS-529 Lab Wo4 PBI GENERAL PERF SUMM yourname-NIM .pibx and submit to e-Learning IS-529 Lab Week#4**

## RESULTS / OUTCOMES

1

How much are we selling by Region?

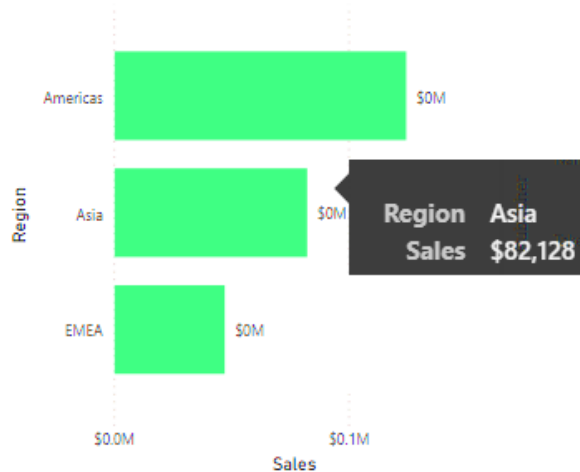


Figure 5.1 Selling by Region

2

How much are we selling by Publisher?

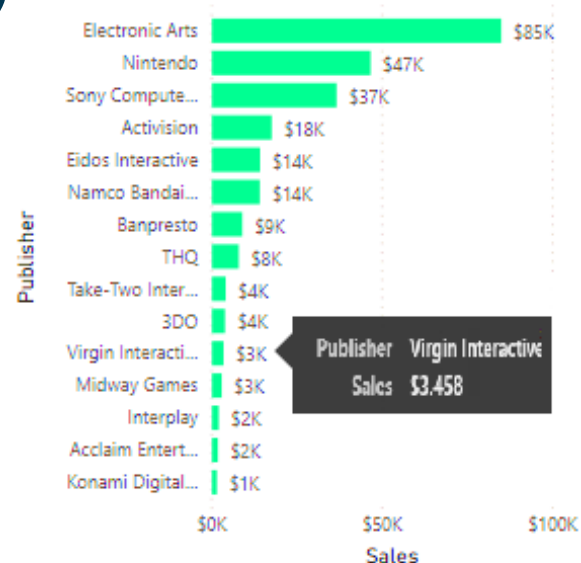


Figure 5.2 Selling by Publisher

January February March April May June July August >

What's our sales Trend?

3

Year ● 2019 ● 2020

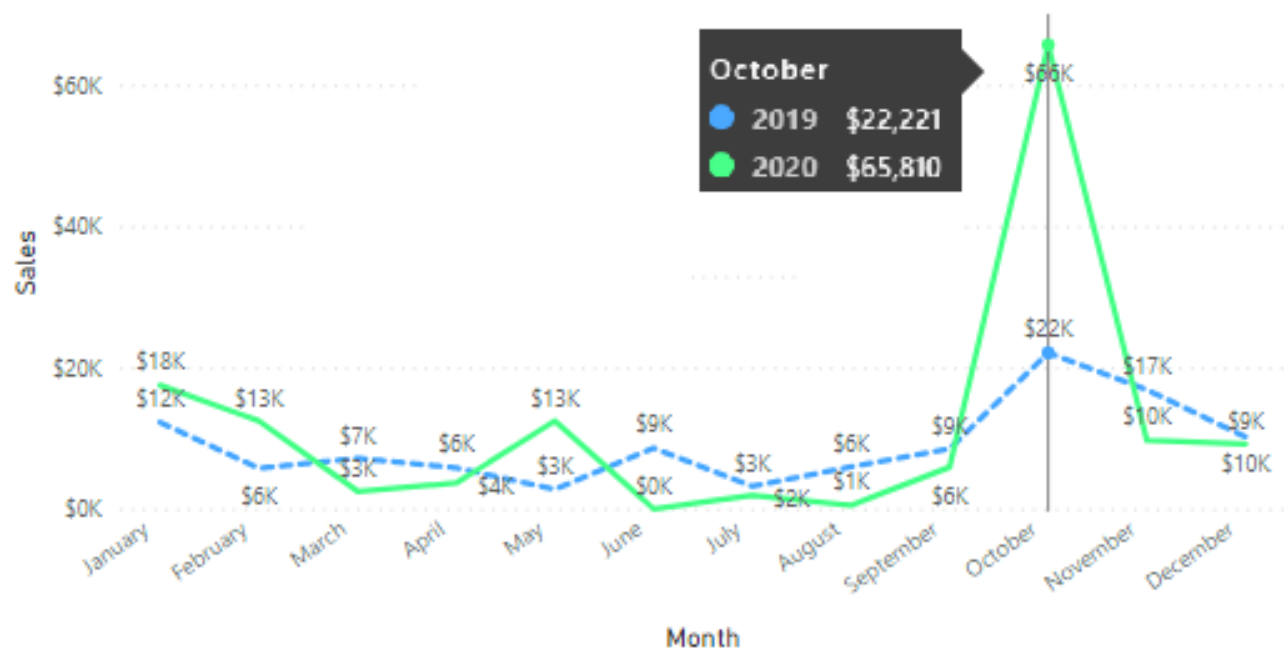


Figure 5.3 Sales Trend

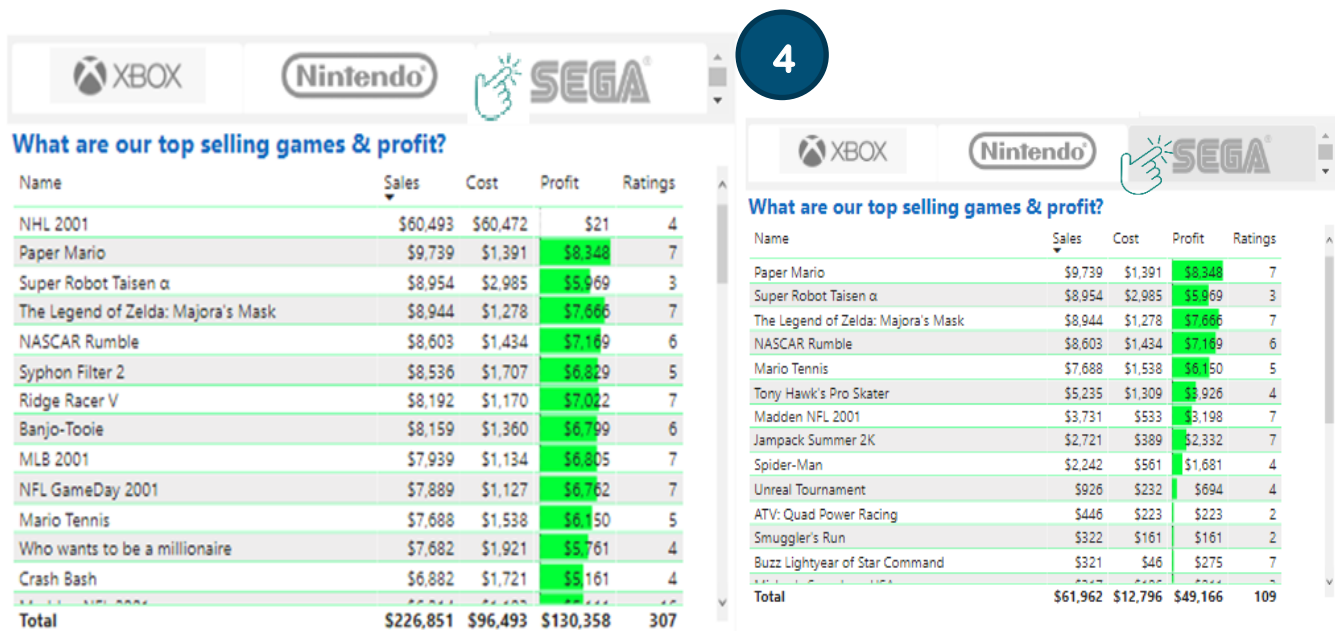


Figure 5.4 Top Selling & Profit

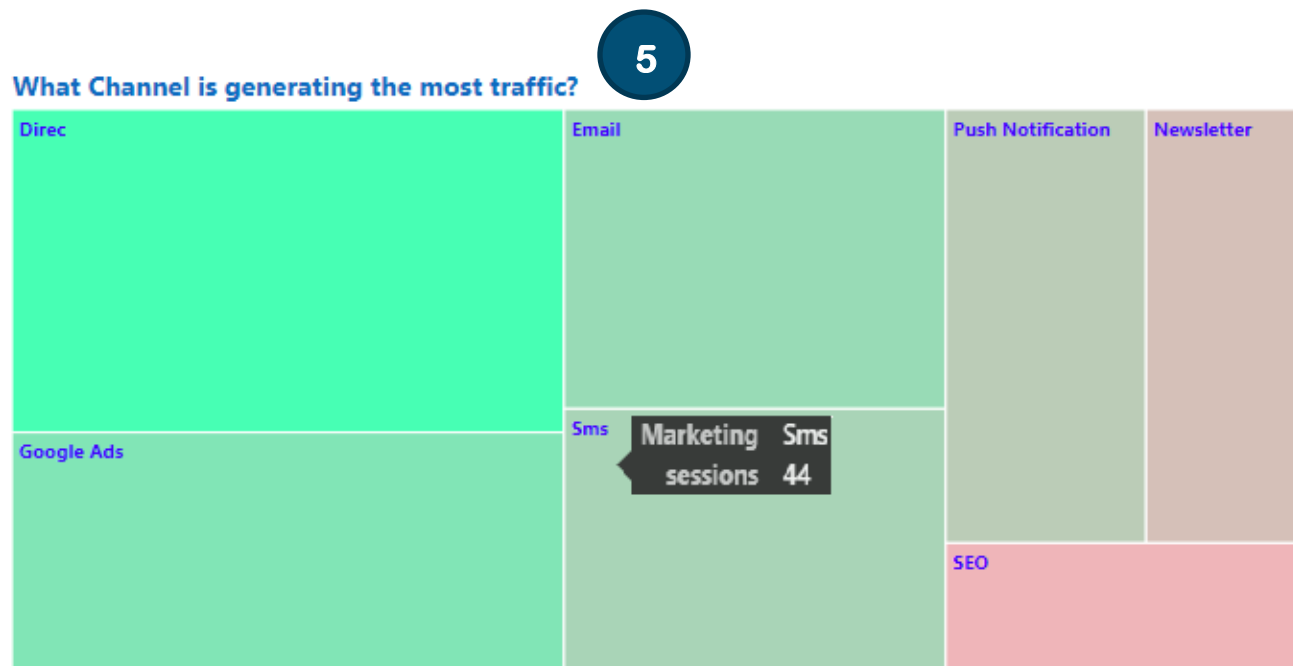


Figure 5.5 the Most Traffic Channel

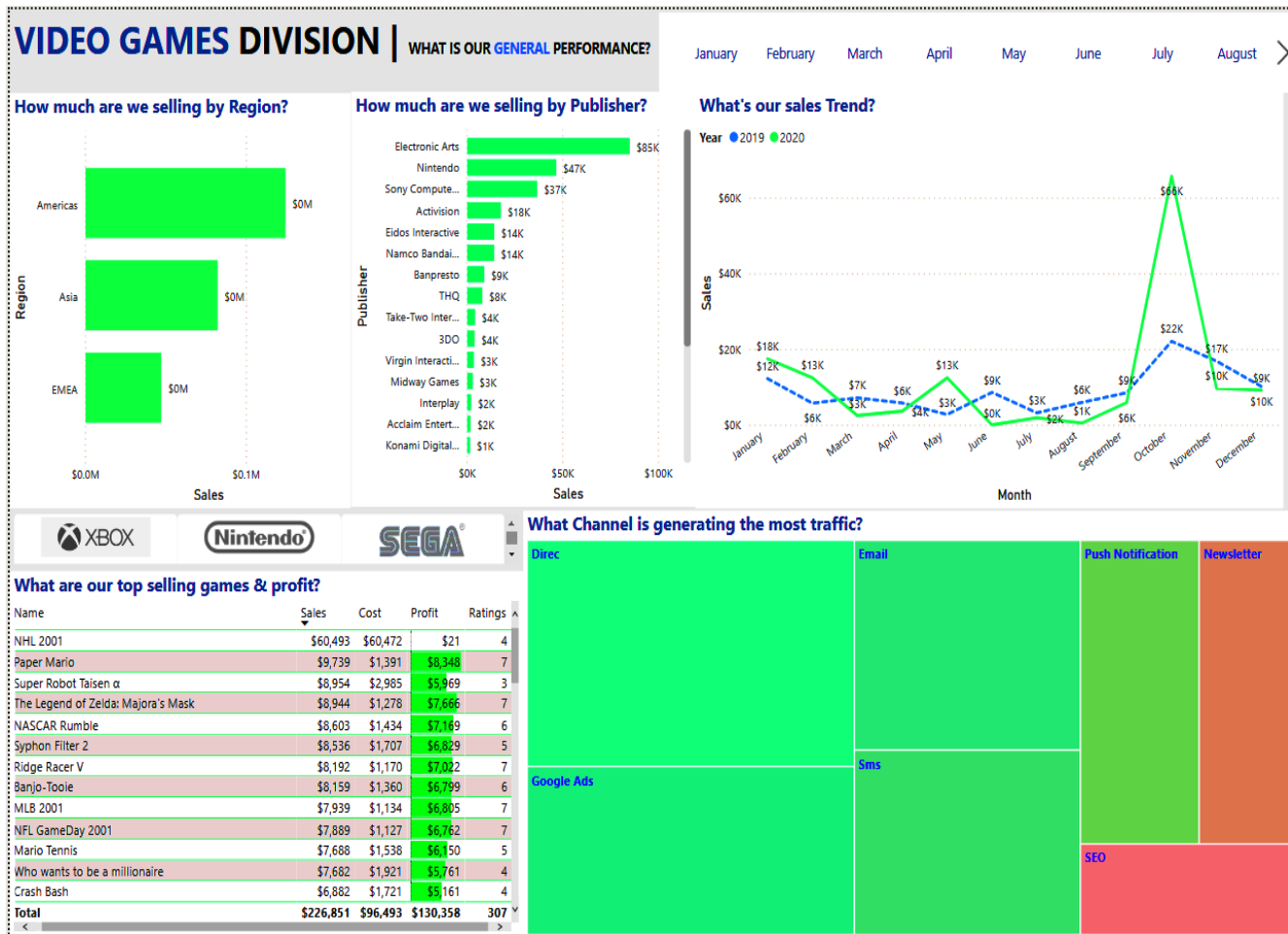


Figure 5.6 General Performance Summary

## REFERENCE

- (1) <https://docs.microsoft.com/en-us/power-bi/>
- (2) <https://community.powerbi.com/>
- (3) Brett Powell. 2017. Microsoft Power BI Cookbook. Packt Publishing Ltd., Livery Place 35, Livery Street, Birmingham, B3 2PB, UK.

The End