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Business Requirement Document

Dashboard Title: Video Game Sales Dashboard

Purpose

This interactive Tableau dashboard provides a comprehensive analysis of global video game sales across genres, platforms, publishers, and individual game titles.

It allows users to explore historical trends, identify top-performing categories, and analyze industry dynamics using filters for genre, sales zone, and year range.

Business Value & Insights

- Discover top genres driving sales, led by Action and Sports.
- Analyze sales trends over time, with a notable peak during the 2000s.
- Track top-selling platforms like Wii, PS3, and DS to inform hardware investments.
- Identify publishing leaders such as Nintendo, Electronic Arts, and Sony.
- Evaluate title-level success with global hits like Wii Sports and GTA V.
- Guide product development and marketing strategies through data-backed insights.

Key Performance Indicators (KPIs)

- Total Game Titles: 11,493
- Total Platforms Analyzed: 31
- Total Publishers: 579
- Total Genres: 12

Charts and Visualizations

- Bar Chart: Average sales by genre.
- Area Chart: Game sales over the years segmented by zone.
- Horizontal Bar Chart: Top-selling game titles.
- Donut Bubble Chart: Publisher performance by total sales.
- Bar Chart: Top-selling platforms.

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Filters and Interactivity

- Filters for Start/End Year, Genre, and Zone Sales.
- Interactive genre palette for quick filtering.
- Dynamic chart updates with each filter application.
- Hover tooltips with game title, platform, and sales volume details.

Export Options

- Option to export filtered dashboard view as PDF or image.
- Branding, visual structure, and selected KPIs retained in export.
- Export supports inclusion in business presentations or strategy documents.

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