Data Visualization Final Project

Section 1

Project title: Video Game Sales
Team members:
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Section 2

We are proposing the development of a comprehensive data visualization tool tailored for video game companies, empowering them to make informed decisions regarding their operational strategies and assess the performance of their products in the market. This tool aims to provide valuable insights into customer preferences across various regions.The envisioned data visualization platform will serve as a dynamic and user-friendly interface, offering a holistic view of key performance indicators and market trends. Video game companies can leverage this tool to analyze and interpret data, enabling them to formulate strategic directions for their operations.

Section 3

We intend to create a data visualization platform for a comprehensive dataset encompassing sales data across diverse regions and years, along with information on game genres for each year. Additionally, the dataset will feature insights into the top 5 publishers, the top 5 gaming platforms in use, and sales ratios categorized by both region and genre.

Section 4

Hsiao is a manager at a video game company, and he aims to optimize the company's game development and marketing strategies for the upcoming year. He envisions leveraging a comprehensive data visualization platform to gain insights into customer preferences, market trends, and the performance of the company's games.

Upon logging into the company's tailored data visualization tool, Hsiao is greeted with an intuitive and user-friendly interface showcasing game sales data. The initial view presents a pie chart illustrating the sales ratio and a bar chart indicating sales globally and in other regions. Below, a bubble chart displays each game as a bubble, with the circle size reflecting the game's global sales. Hsiao clicks on a specific game's bubble, prompting the display of detailed data. A pie chart reveals insights into the sales ratio of the selected game, while a bar chart breaks down sales by global and other regions.

Navigating to another view focused on detailed sales information, Hsiao encounters a pie chart illustrating the sales ratio per region, a donut chart indicating genre-wise

sales distribution, and two bar charts highlighting the top 5 platform sales and the sales performance of the top game companies.

Hsiao filters the data to a specific region, such as JP or NA, to analyze trends in that area. Here, he discovers the most popular game genre and identifies the top 5 game companies with the highest sales. Additionally, he determines the preferred gaming platform in the region.

Analyzing year-over-year sales changes, Hsiao gains insights into market trends for different genres. For instance, by filtering the data through a dropdown menu, he observes a decline in popularity for Shooter games and an increase in demand for Action games. Armed with this information, he can make informed decisions about creating a new game, leaning towards the popular Action genre.

Section 5
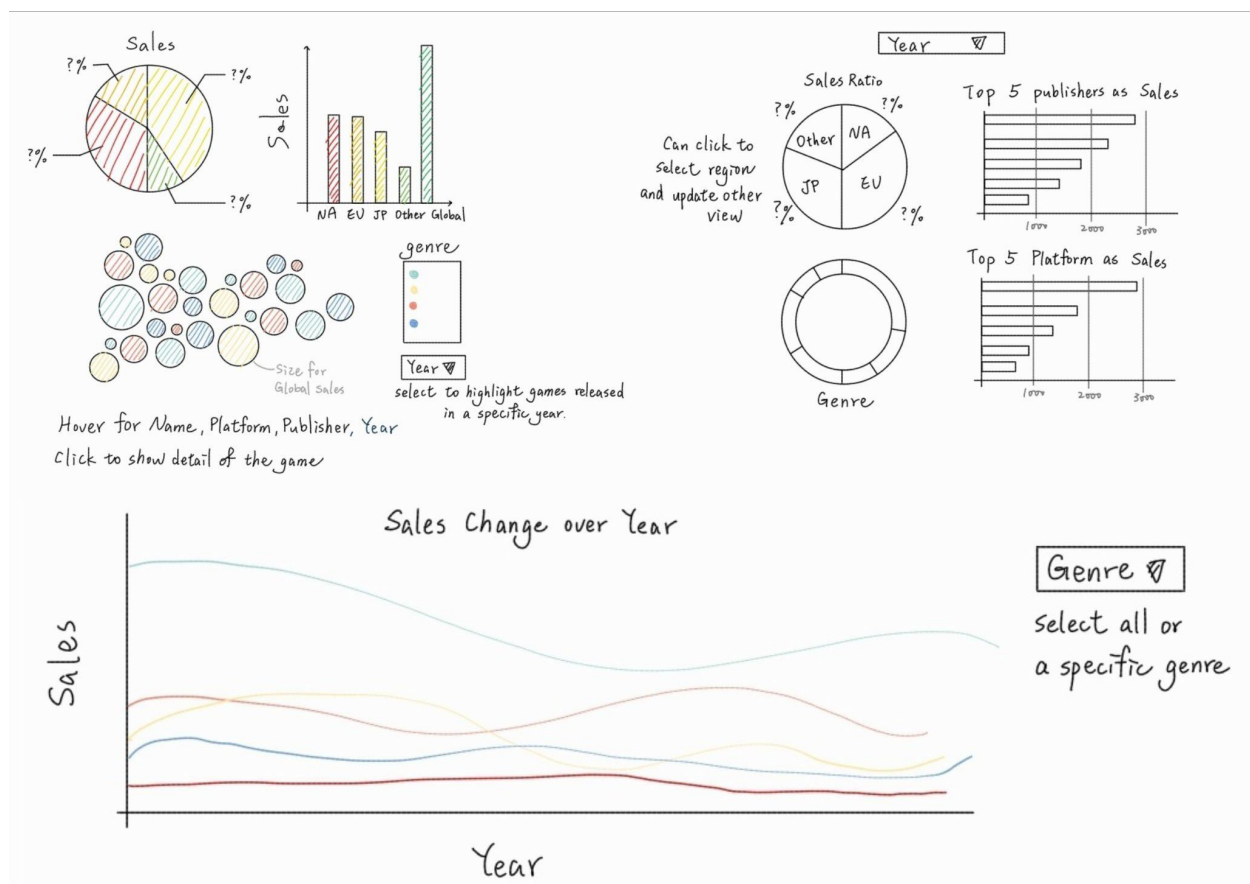
Color hue in "Sales Change over Year" represents Global, NA, EU, JP, and other sales.
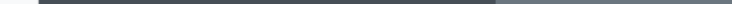
Section 6

Work Breakdown
蕭乃云：
1. Sales distribution of each game (pie chart, bar chart and bubble chart on the left top of the picture)
2. Sales change over year (line chart)

彭鈺婷：
1. Sales distribution of each year (donut chart, pie chart, two bar charts on the right top of the picture)

Schedule

ID	Name	Dec 10, 2023							Dec 17, 2023				
		10	11	12	13	14	15	16	17	18	19	20	21
1	▾ Example												
2	Sales distribution of each game (top left cha…												
3	Sales distribution of each year (top right cha…												
4	Sales change over years												