

# Winter Olympics — Medal Performance Analysis

Exploratory data analysis of medal distribution across countries, sports, gender and age

## Purpose of the analysis

The goal of this analysis is to understand long-term medal performance patterns at the Winter Olympics, identify dominant countries and sports, and explore demographic factors influencing medal success.

## Target user

Management, product owners and analysts interested in data-driven insights into performance structures and long-term trends.

### Data source

Historical Winter Olympics medal data  
Public sources (LA Times, Sports-Reference, Wikipedia)

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Power BI • DAX • Python  
2025

3K  
Medals

44  
Countries

15  
Sports

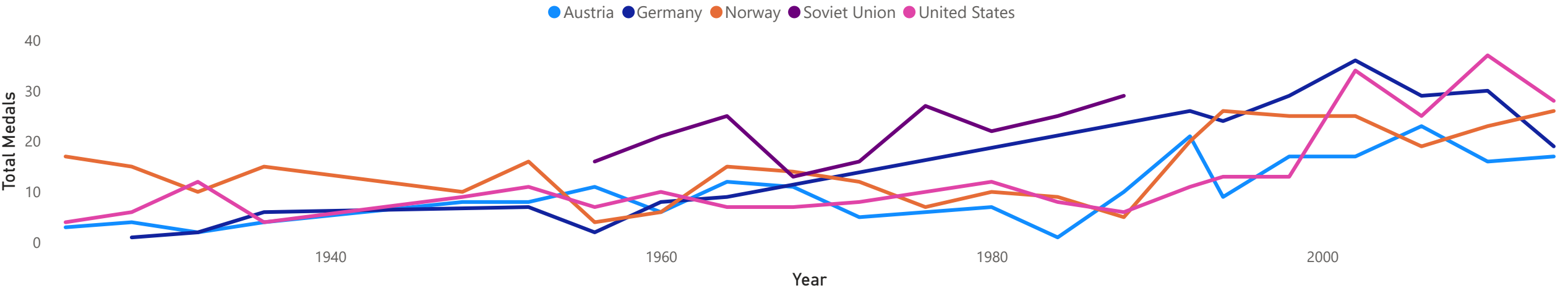
2K  
Athletes

692  
Teams

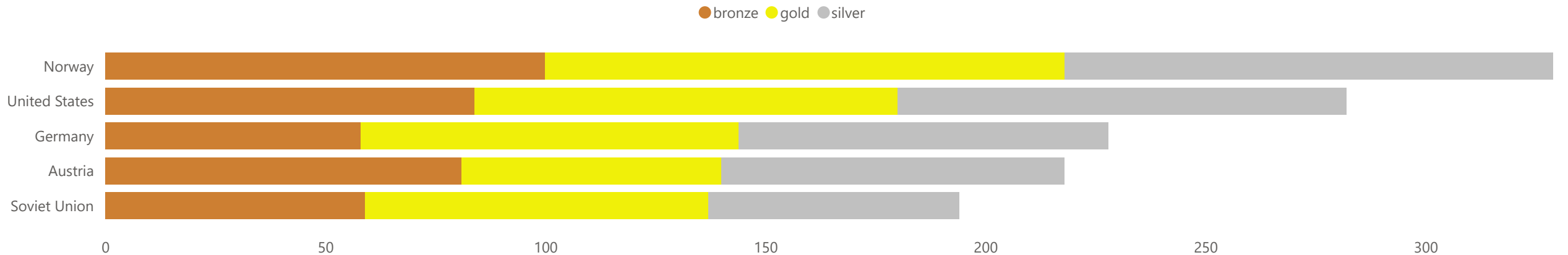
Decades

All

Medal Trends Over Time - Top Countries



Top Performing Countries by Medals



KEY INSIGHT

Norway, USA and Germany consistently dominate Winter Olympics medal counts over time, driven by strong performance in skiing and skating disciplines.

Medals

**3K**

Countries

**44**

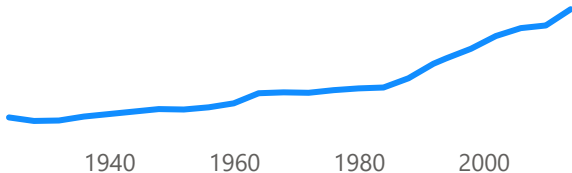
Sports

**15**

All

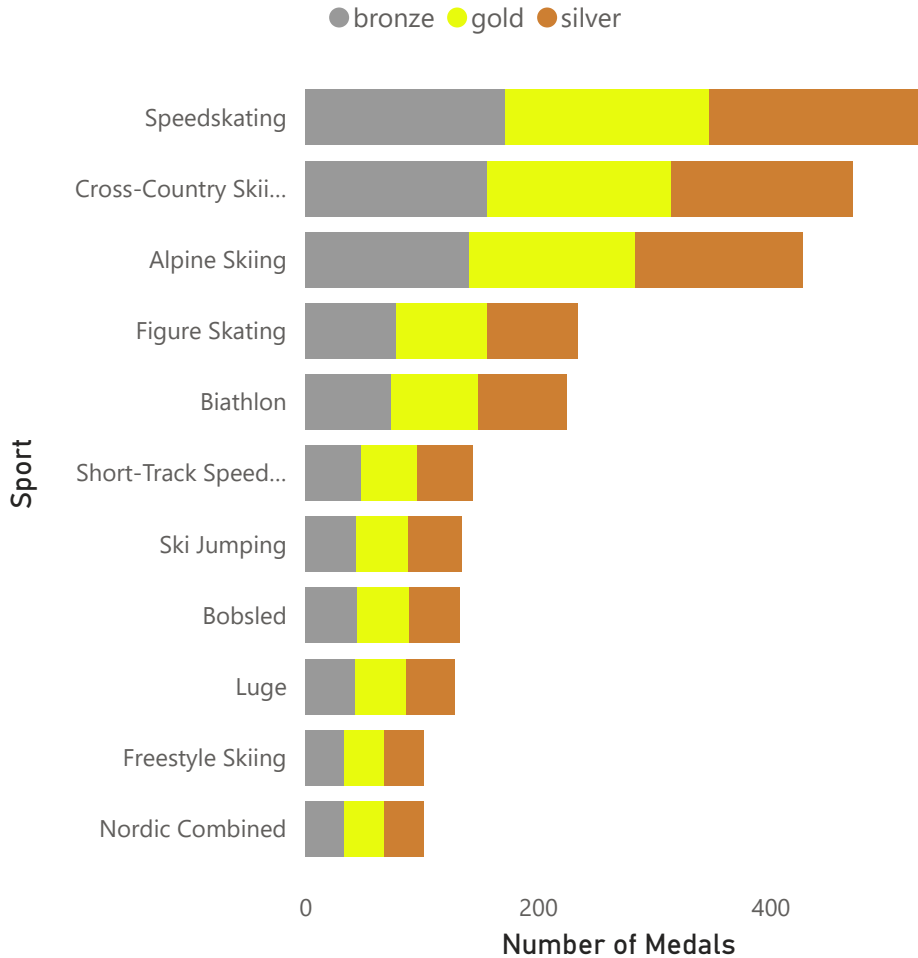


## Medals Trend - Selected Context



● gold ● bronze ● silver

Top Sports by Medal Contribution



**KEY INSIGHT**

Medal success is driven by a small number of sports, with a clear age peak around mid-20s and significant gender differences across countries.

**KEY INSIGHT #2**

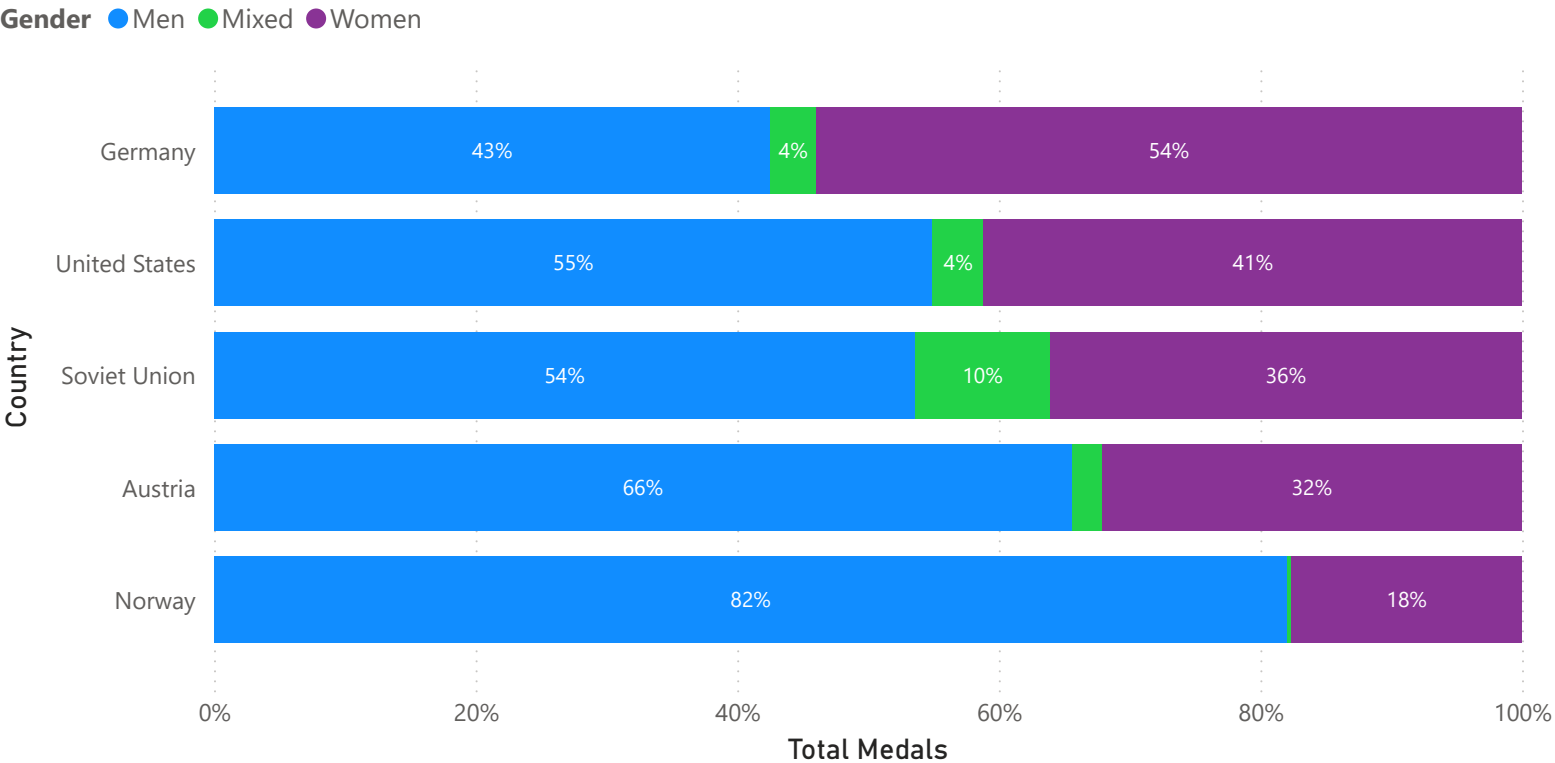
Germany and USA show the highest share of women medalists, while Norway remains male-dominated across decades.

Country

Decade

Sport

Gender Distribution of Medals by Country



Age Distribution of Medal-Winning Athletes

