

Story

Date	16 December 2024
Team ID	PNT2022TMIDxxxxxx
Project Name	Uncovering the Gaming Industry's Hidden Gems: A Comprehensive Analysis of Video Game Sales
Maximum Marks	5 Marks

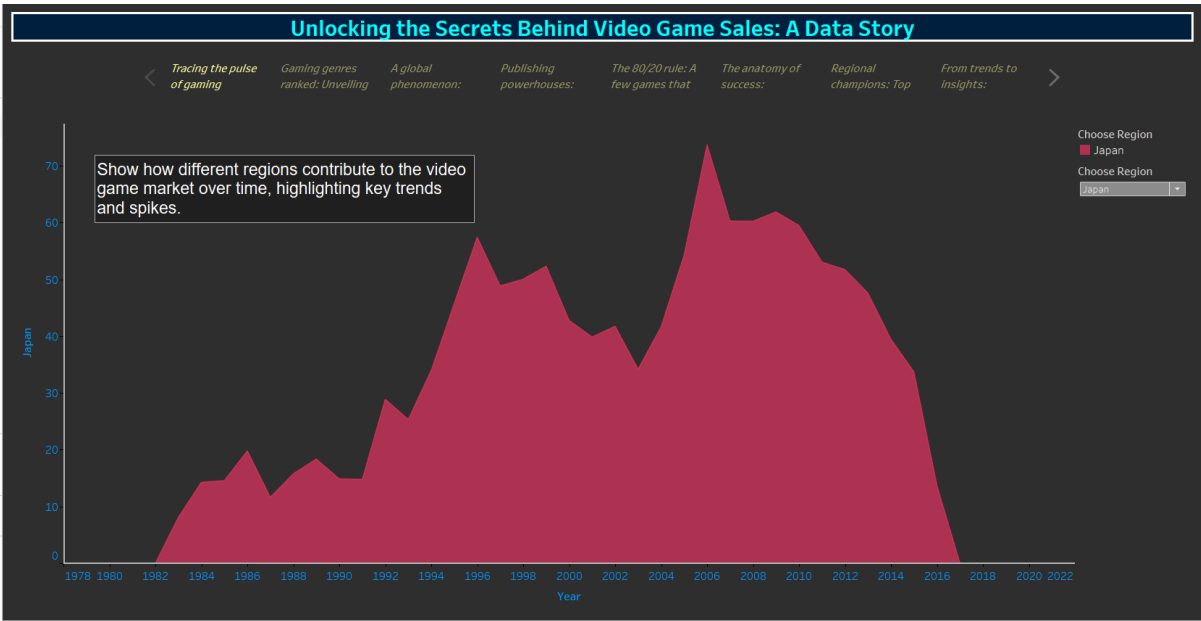
Report on Using Tableau Stories for Gaming Analytics

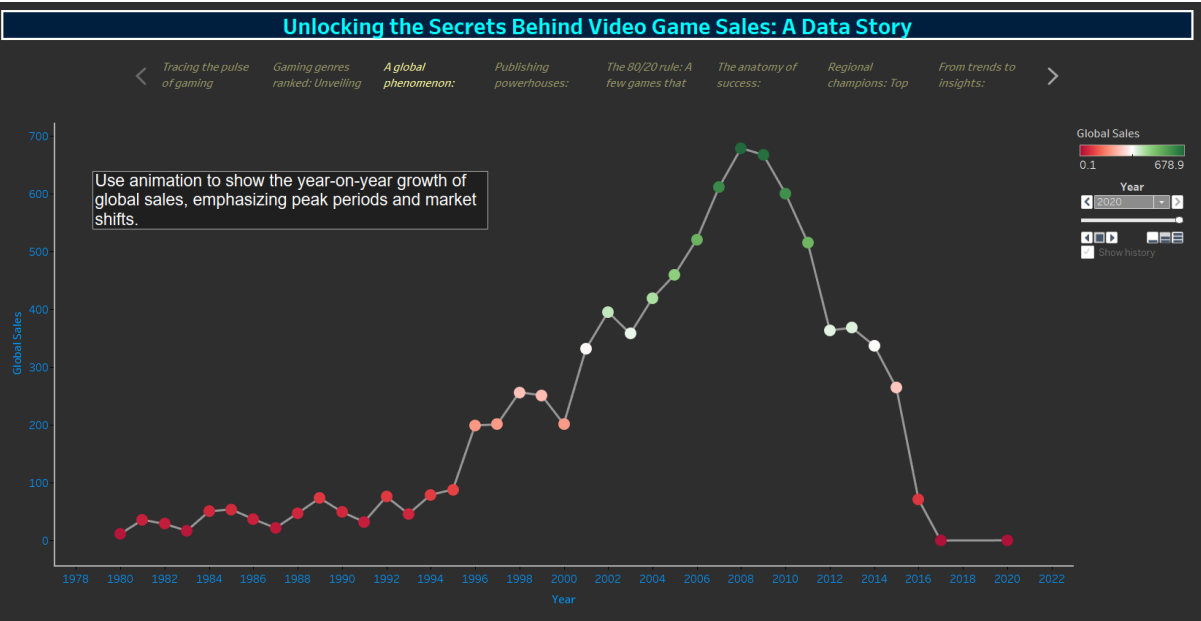
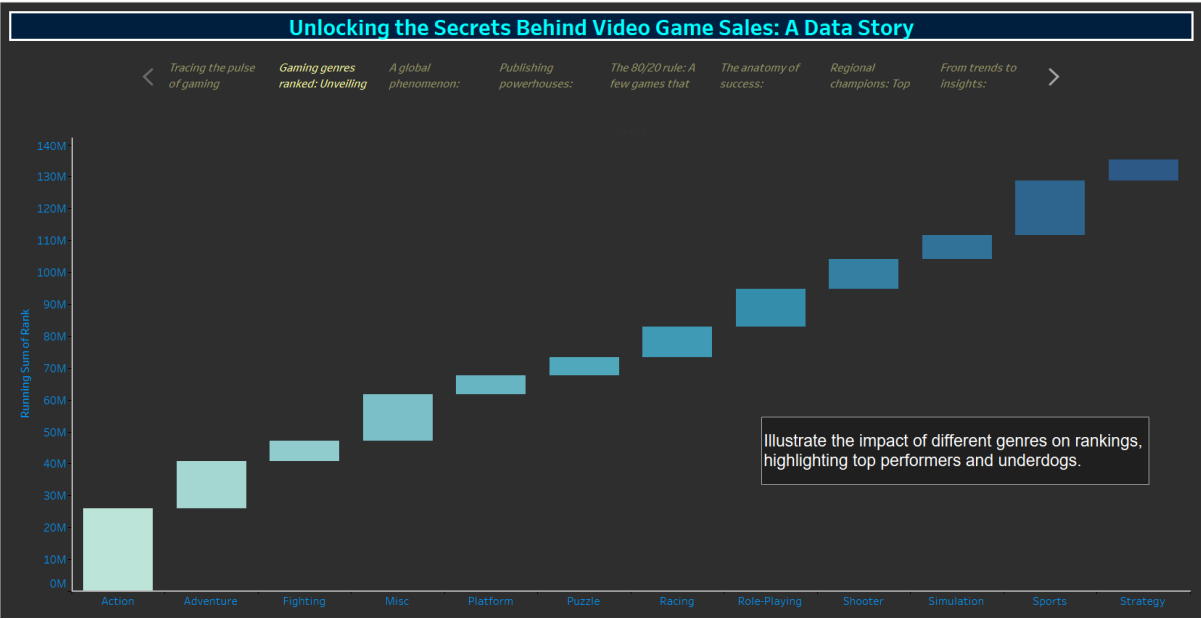
Introduction:

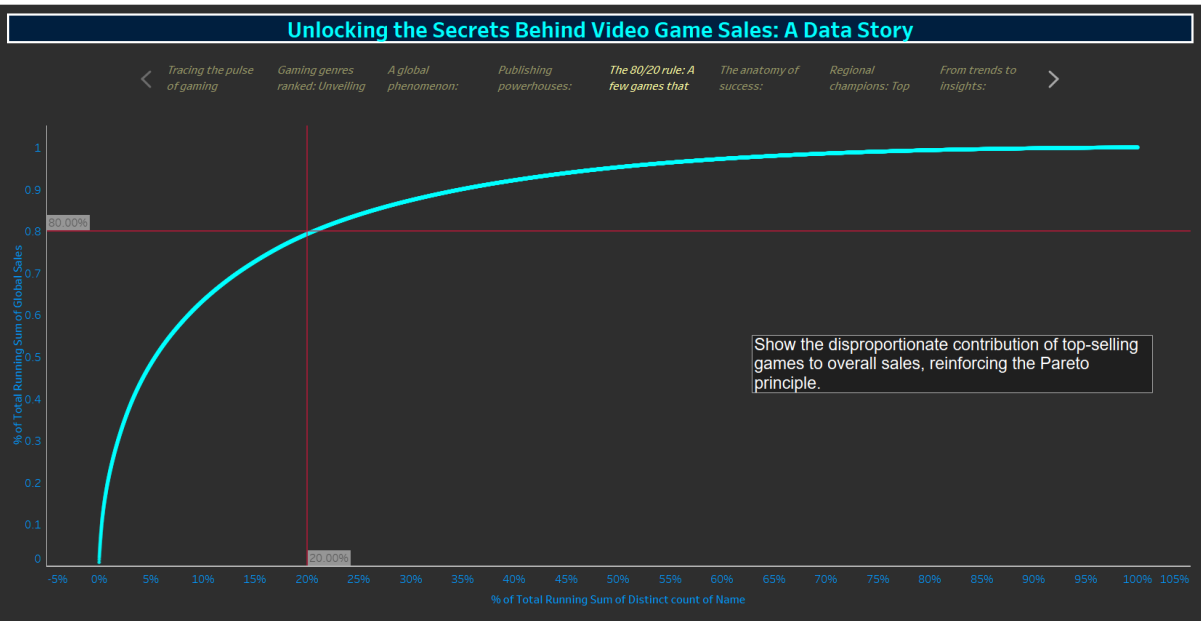
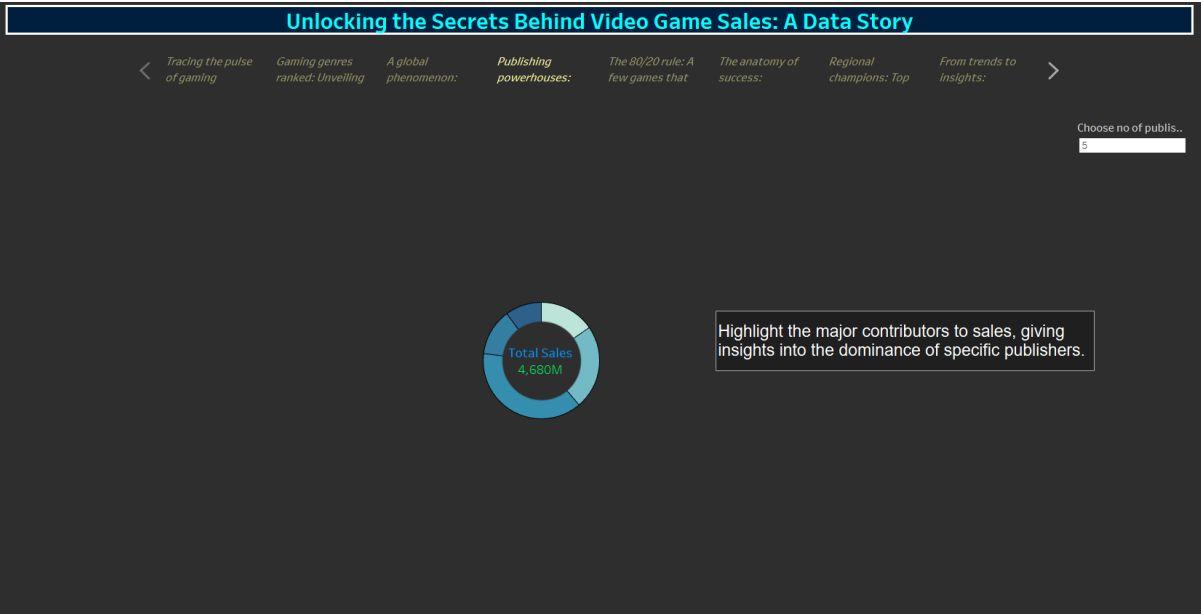
Using Tableau Stories enables a narrative-driven approach to presenting gaming analytics data, combining dashboards, charts, and text to engage the audience and communicate insights effectively. This structured storytelling approach simplifies complex data, guiding viewers through key trends and observations in a logical sequence.

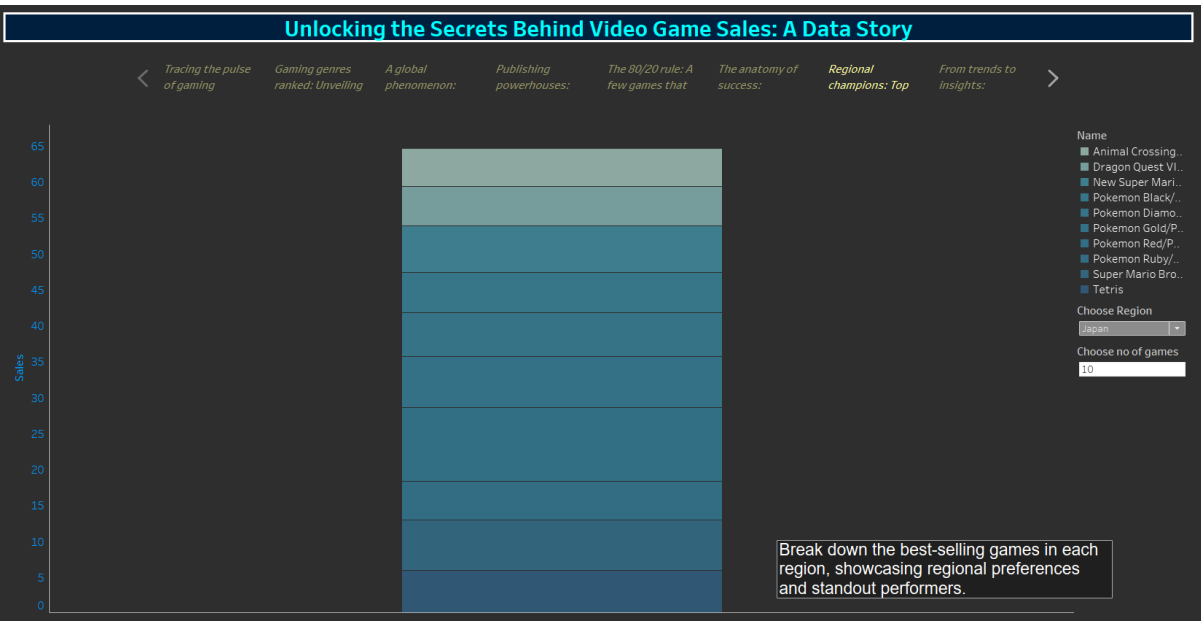
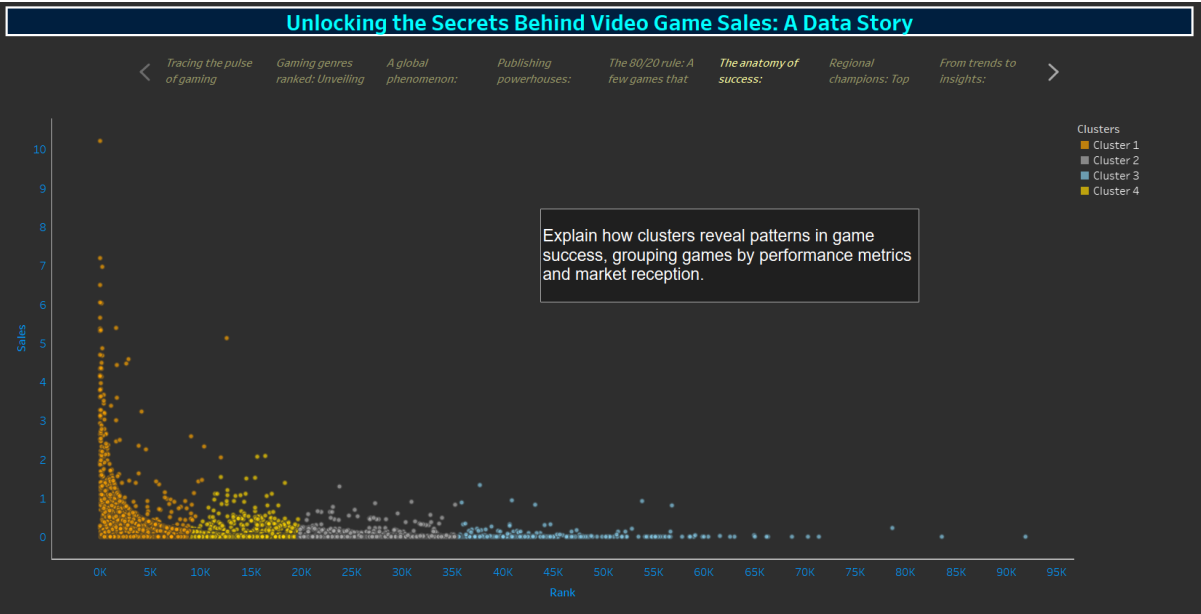
What is Tableau Stories?

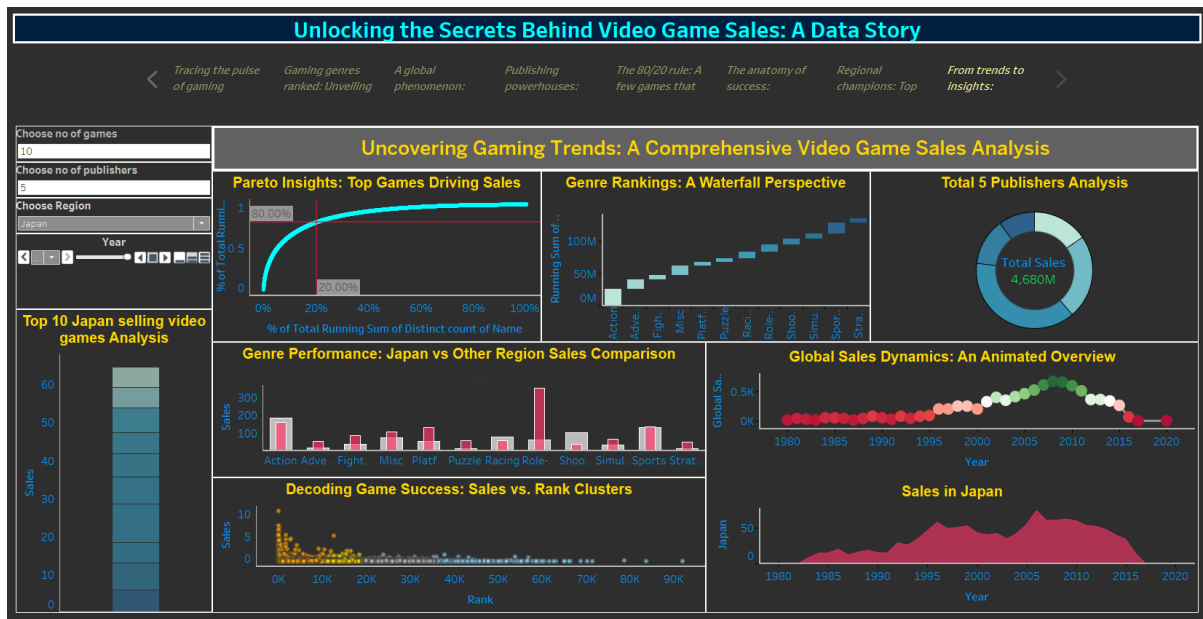
Tableau Stories is a feature designed for data storytelling. It allows users to create a sequence of dashboards, visualizations, and narratives that collectively highlight important data insights, trends, and recommendations. This functionality ensures that viewers follow a cohesive narrative and gain actionable insights from the data presented.











Observations from the Gaming Analytics Tableau Story

1. Action Games Dominate Sales:

- Action games have the highest revenue among all genres, indicating their broad appeal and profitability.

2. Seasonal Trends in Gaming:

- Sales spike during November and December, driven by holiday promotions and releases, while January experiences the lowest sales.

3. Platform Market Share:

- PlayStation and Xbox lead in sales, showcasing their dominance in the gaming market.

4. Best-Selling Game Insight:

- The highest revenue-generating game achieved \$3.2M, demonstrating its market popularity and potential for future expansions.

5. Regional Growth Opportunities:

- Asian markets are experiencing rapid growth, with a 25% year-over-year increase in sales, signaling significant opportunities for localized gaming content and campaigns.

Story on tableau public:

https://public.tableau.com/shared/NQDB2T66W?:display_count=n&:origin=viz_share_link