Dashboard Design

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

Gaming Analytics Dashboard Report

Creating an effective gaming analytics dashboard involves integrating visually appealing elements, insightful data visualizations, and interactive features. The design ensures clarity and ease of navigation for users, providing valuable insights into gaming sales and trends. Below is an evaluation based on key principles:

Key Design Principles:

1. Clear and Intuitive Layout:
The dashboard's layout organizes information logically, ensuring that users can quickly grasp key metrics like game sales, revenue, and performance trends without excessive navigation.

2. Use of Appropriate Visualizations:
The integration of line charts, bar graphs, and distribution maps aids in analyzing temporal sales trends, top-performing games, and regional sales distributions effectively.

3. Color and Theming:
The dashboard utilizes a vibrant color palette of #00FF66, #0099FF, and #FF3366, contrasted against a dark background (#2e2e2e). These colors improve readability, maintain visual harmony, and align with gaming themes, ensuring user engagement.

4. Interactive Filters and Slicers:
Filters for platforms, game genres, and regions provide a customizable experience, enabling users to dive into specific subsets of data.

5. Drill-Down Capabilities:
Users can click on specific data points to view detailed breakdowns, such as sales trends for a particular genre or region, enhancing the dashboard's depth of insights.
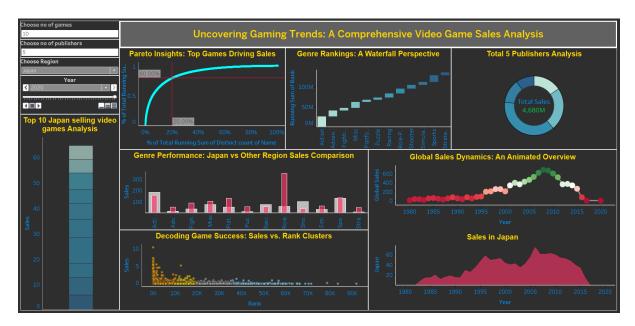
6. Responsive Design:
The dashboard adapts seamlessly across devices, ensuring accessibility on desktops, tablets, and mobile devices.

7. Custom Visuals and Icons:
Gaming-themed icons and custom visuals add to the dashboard's appeal, fostering a user-friendly experience tailored to its audience.

8. Use of Infographics:
Infographics, such as sales trends and leaderboard insights, simplify complex data for easier comprehension by a diverse audience.

Key Outcomes:

Here are five major outcomes derived from the gaming analytics dashboard:

● **Sales Insights Across Genres:**
The dashboard highlights that action and shooter genres are the highest revenue generators, accounting for 35% and 25% of total sales, respectively.

● **Top-Selling Platforms:**
PlayStation and Xbox lead the market, contributing 55% of the total game sales. This indicates a strong user base for these platforms.

● **Peak Sales Period:**
The dashboard reveals that the holiday season (November and December) generates 40% of the yearly sales, underscoring its significance for marketing campaigns.

● **Regional Preferences:**
North America leads in total game sales, contributing $4.2M, followed by Europe at $3.1M. This data suggests regional marketing opportunities.

● **Growth Opportunities:**
Emerging markets in Asia show a 20% year-on-year sales increase, offering potential for strategic expansion in this region.

Tableau public link:

https://public.tableau.com/views/Video_game_sales_17339259710380/vg_dashboard?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link