

Business Question and Visualization Report

Date	12 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

Visualization development refers to the process of creating graphical representations of data to facilitate understanding, analysis, and decision-making. The goal is to transform complex datasets into visual formats that are easy to interpret, enabling users to gain insights and make informed decisions. Visualization development involves selecting appropriate visual elements, designing layouts, and using interactive features to enhance the user experience. This process is commonly associated with data visualization tools and platforms, and it plays a crucial role in business intelligence, analytics, and reporting.

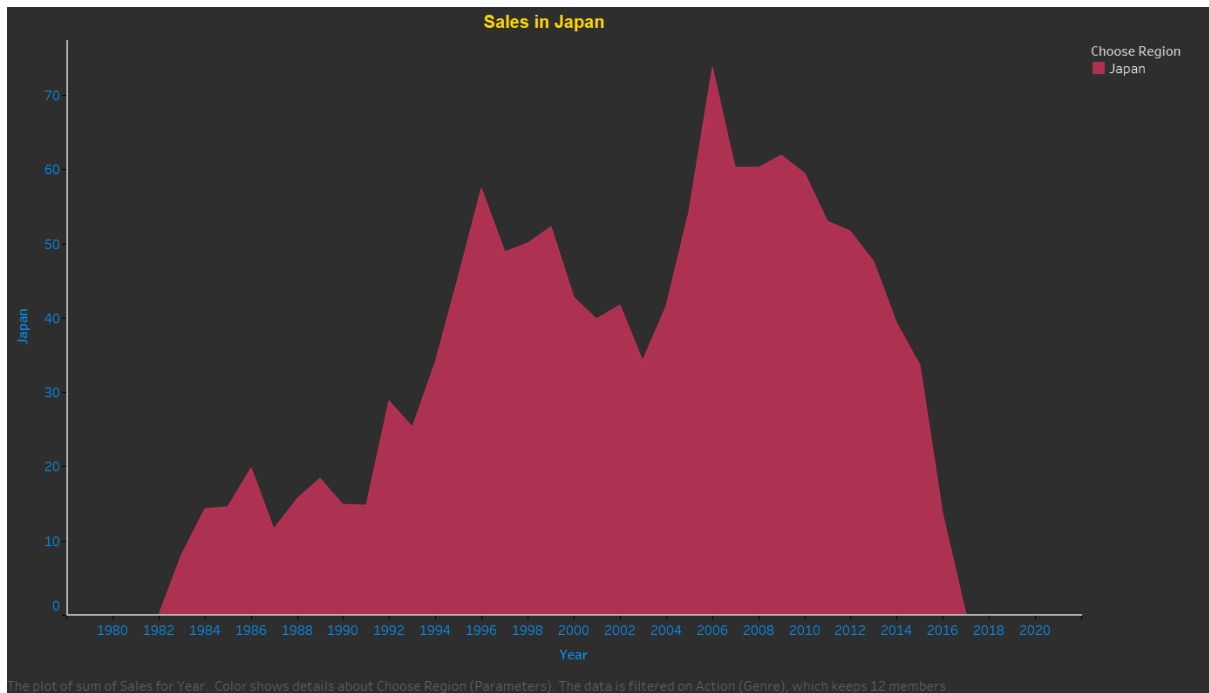
Business Questions and Visualisation

The process involves defining specific business questions to guide the creation of meaningful and actionable visualizations in Tableau. Well-framed questions help in identifying key metrics, selecting relevant data, and building visualisation that provide insights.

Sample

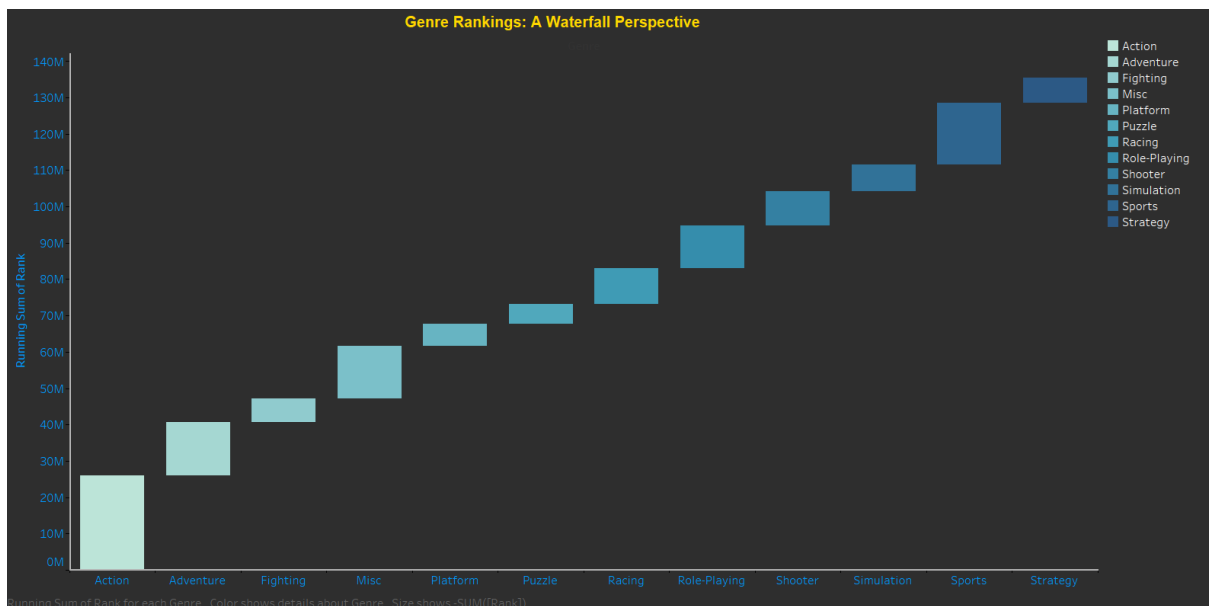
1. What are the sales trends across different regions over time?

- *Visualization:* Area chart showing regional sales trends over time.
- *Screenshot of visualisation*



2. Which genres perform best according to rank?

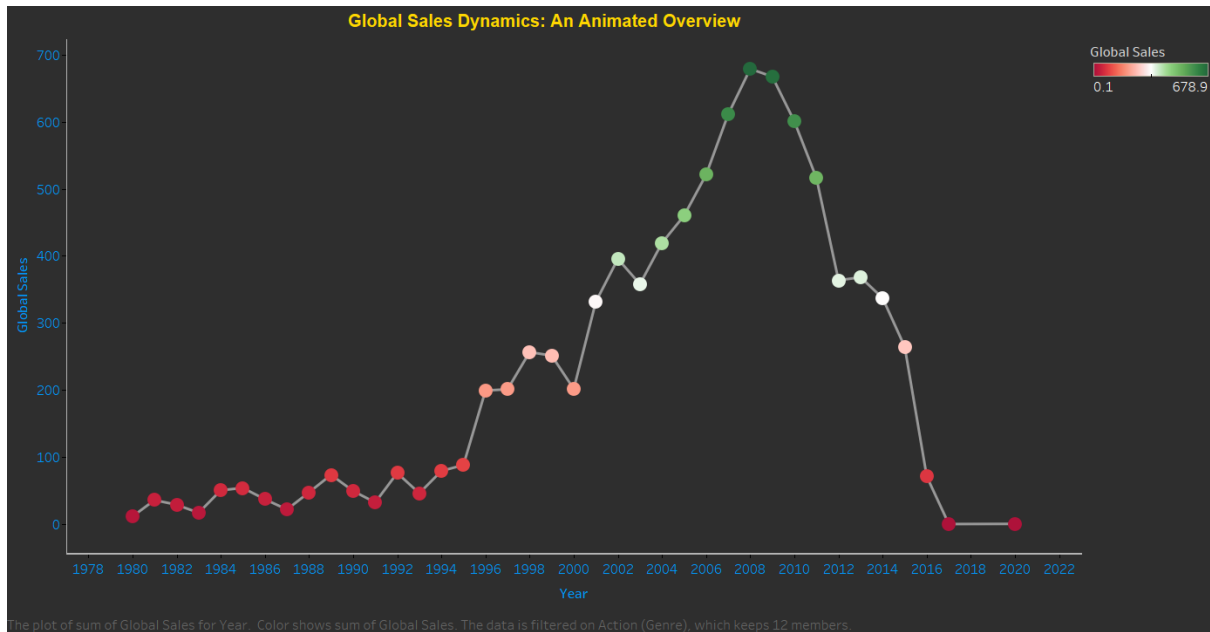
- *Visualization:* Waterfall chart showing the running sum of ranks by genre.
- *Screenshot of visualisation*



3. How do total sales vary globally?

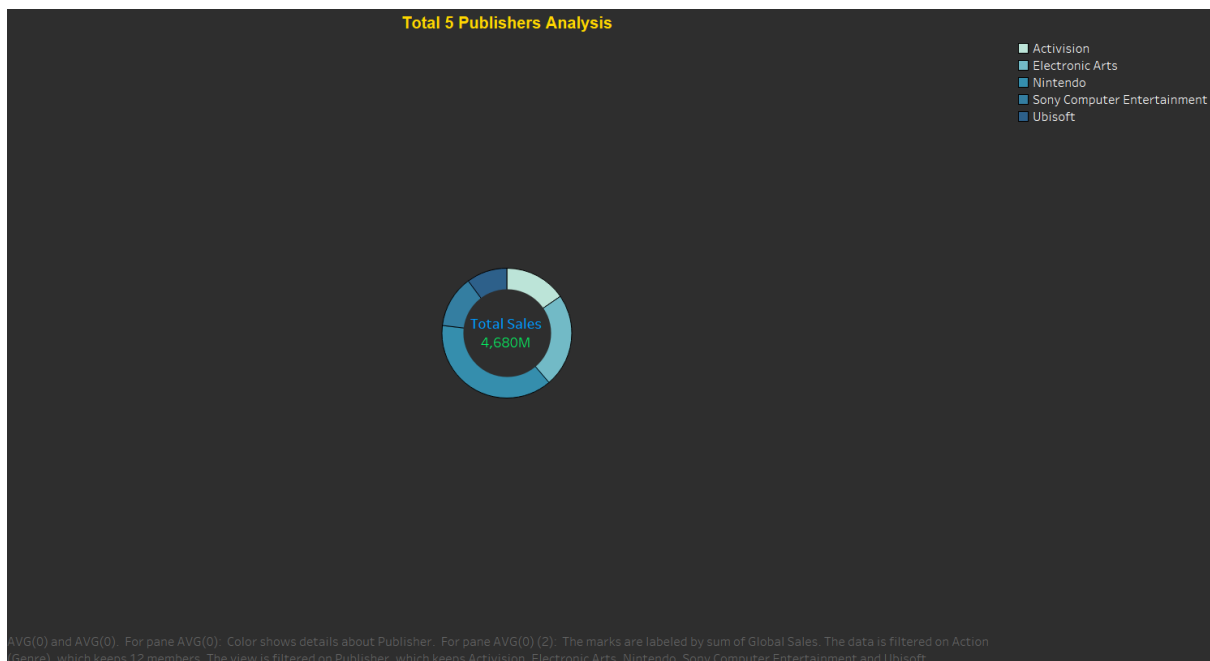
- *Visualization:* Animated line chart visualizing global sales over time.

- *Screenshot of visualisation*



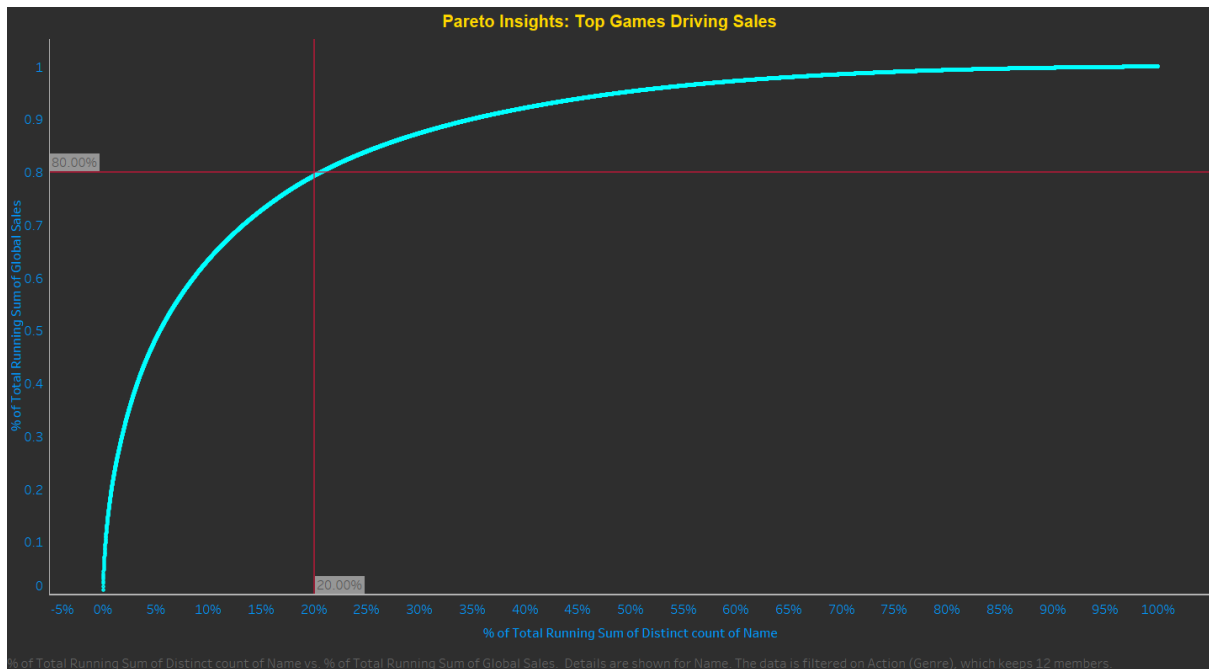
4. Who are the top publishers contributing to sales?

- *Visualization: Donut chart displaying total sales contribution by publishers.*
- *Screenshot of visualisation*



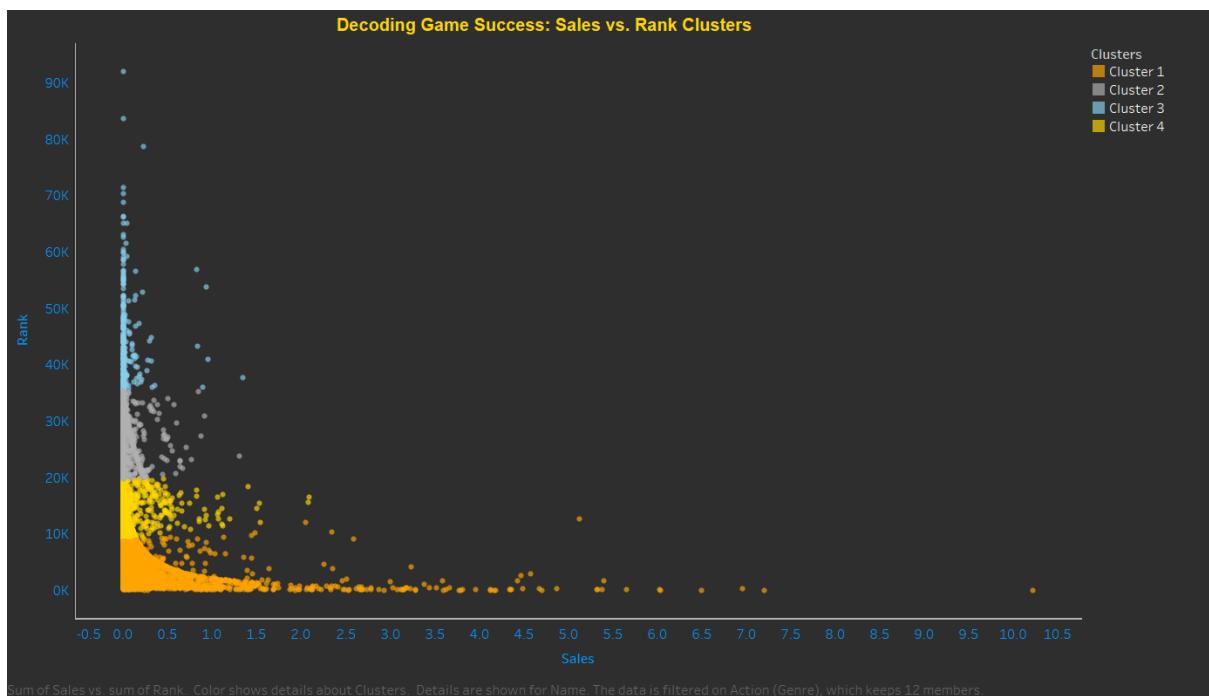
5. What percentage of games contribute to total sales?

- *Visualization:* Pareto chart analysing sales and game contributions.
- *Screenshot of visualisation*



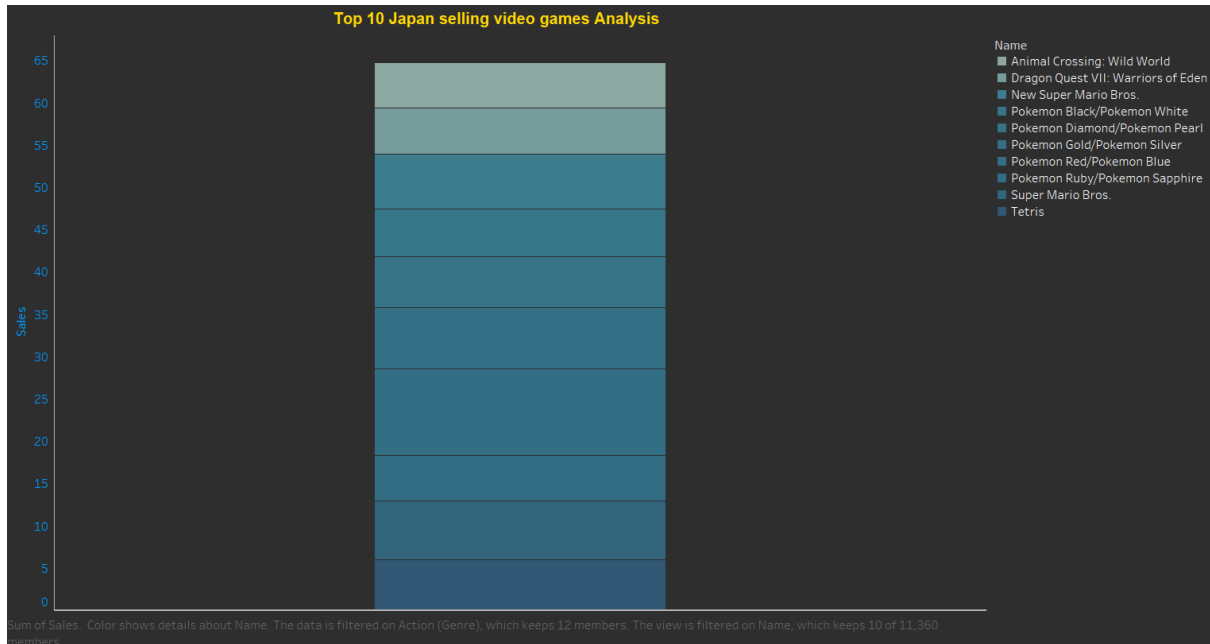
6. How do games cluster based on sales and rank performance?

- *Visualization:* plot with clustered data points representing performance categories.
- *Screenshot of visualisation*



7. How do games cluster based on sales and rank performance?

- *Visualization*: Stacked bar chart showing top-selling games in each region.
- *Screenshot of visualisation*



8. How do games cluster based on sales and rank performance?

- *Visualization*: The dual-axis bar-in-bar chart juxtaposes Region-wise Sales with Other Sales for each genre
- *Screenshot of visualisation*

