

Regarding Napkin Drawings and Peer-Feedback w.r.t Power BI Dashboard, for Capstone Project Group 6 – Marketing Analytics: Video Game Sales

The proposed dashboard will attempt to answer each of the exploratory questions for this project (outlined in the executive summary) with at least one visual per question. The presentation will be ordered in a way that subsequent questions flow into each other, and one coherent story is presented to the viewer. The napkin drawings below summarize a first-draft outline for the dashboard; feedback from classmates is also included.

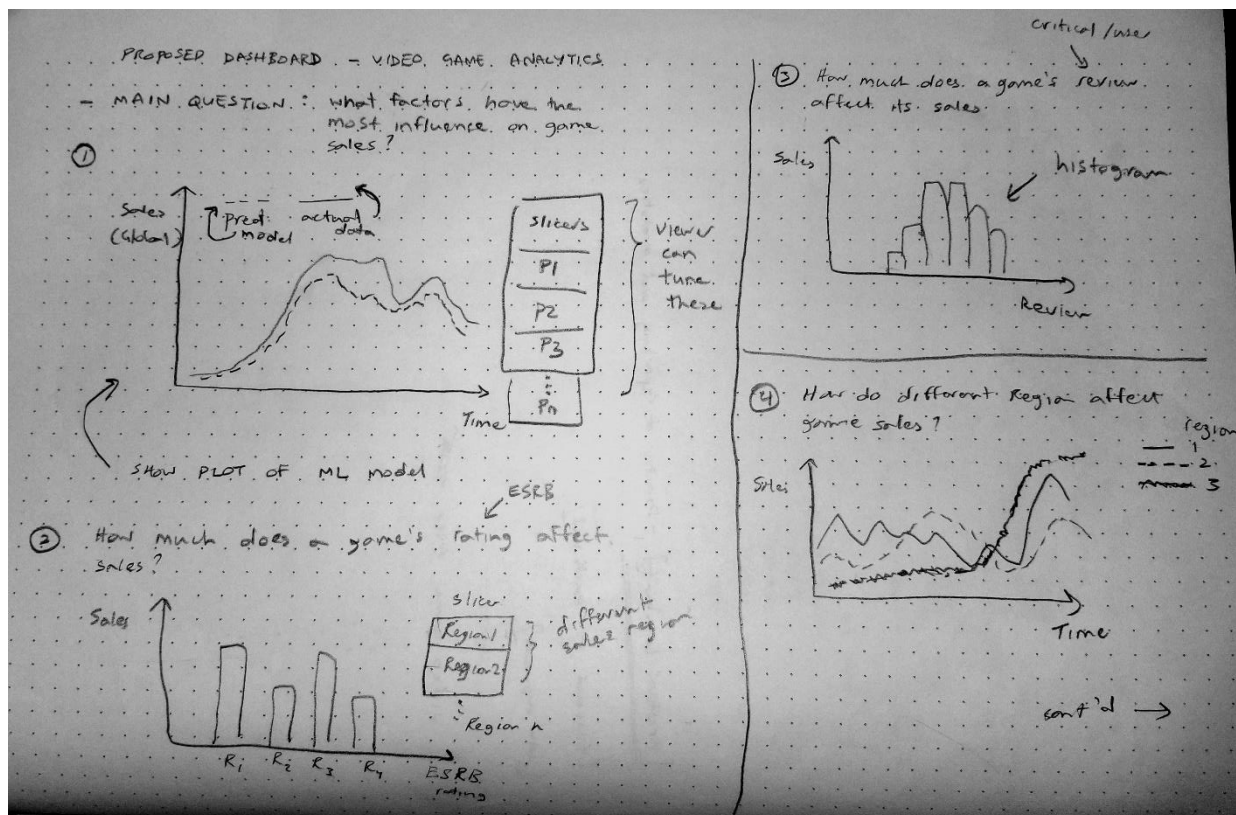


Fig. 1a: Figures for Power BI dashboard

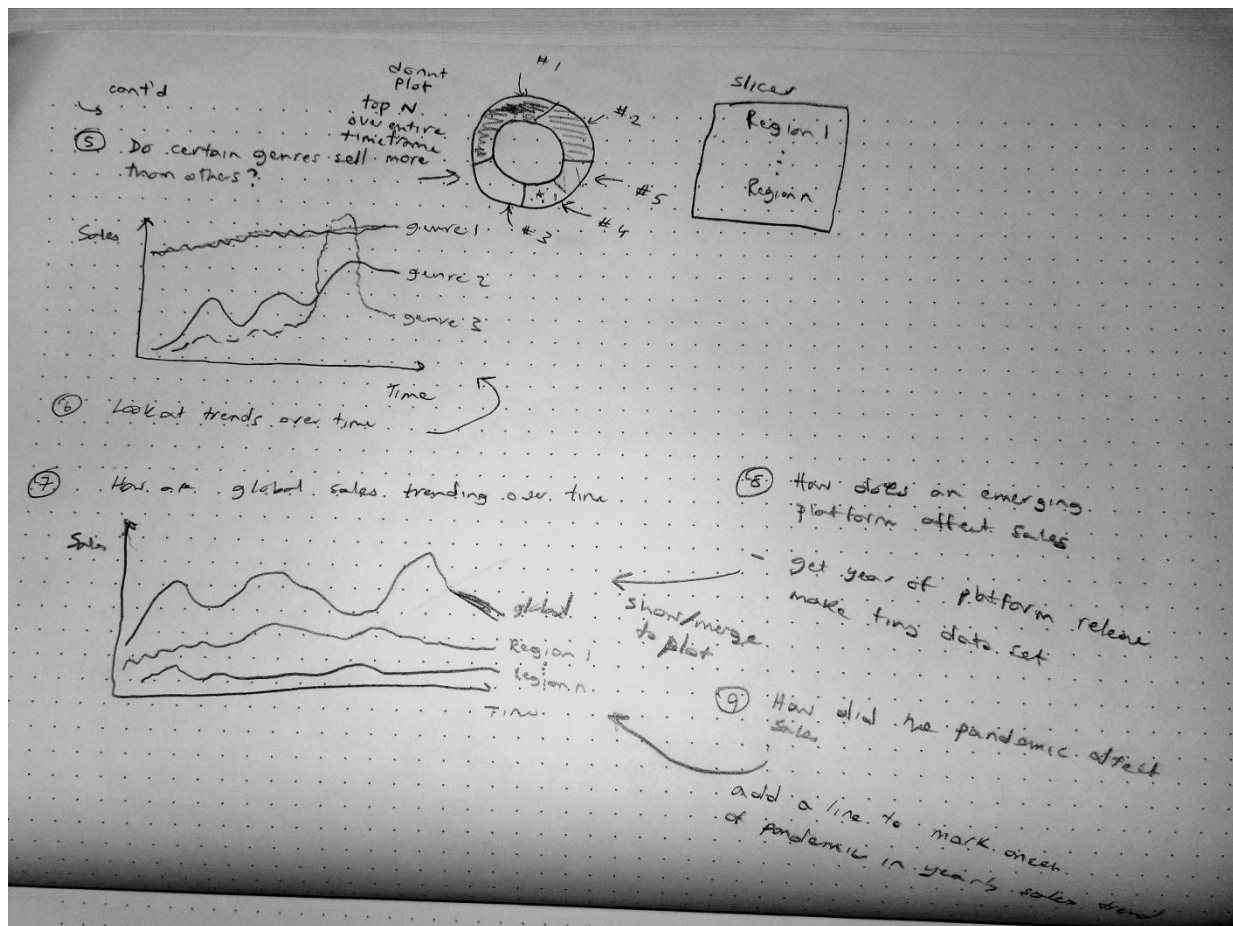


Fig. 1b: Figures for Power BI dashboard

Feedback Received (screenshots):

Overall I like the visualizations that you're going for. Especially that you all are exploring how different variables impact the sales of a game. Not sure you will need the last two ideas you have on there for the Covid-19 pandemic since you will already have a plethora of information being shot at the reader.

Group6 comment to block above:

we were going to maybe look at those sales because the market *exploded* during the pandemic so we wanted to see what things looked like 2 years down the line from that, but you make a fair point

Classmate Response:

Well if you do that, I would recommend keeping the number of visualizations around 7, too many and it will make your dashboard too dense in my opinion

Additional feedback:

Page 1: 1) What factors have the most influence on game sales? are those factors going to be listed out?

2) Looks good

3) histogram, or bar chart? I think bar chart would work better

4) Are you going to define 'region'?

Page 2: 5) Donut/Pie charts are fine for comparing a few categories, make sure there's not too much going on there

6) Trends over time is good

7/8/9) I like what you're going for, make sure this graph is big enough to show comparisons between regions/global and still have room for markers of new platforms

Modifications after feedback:

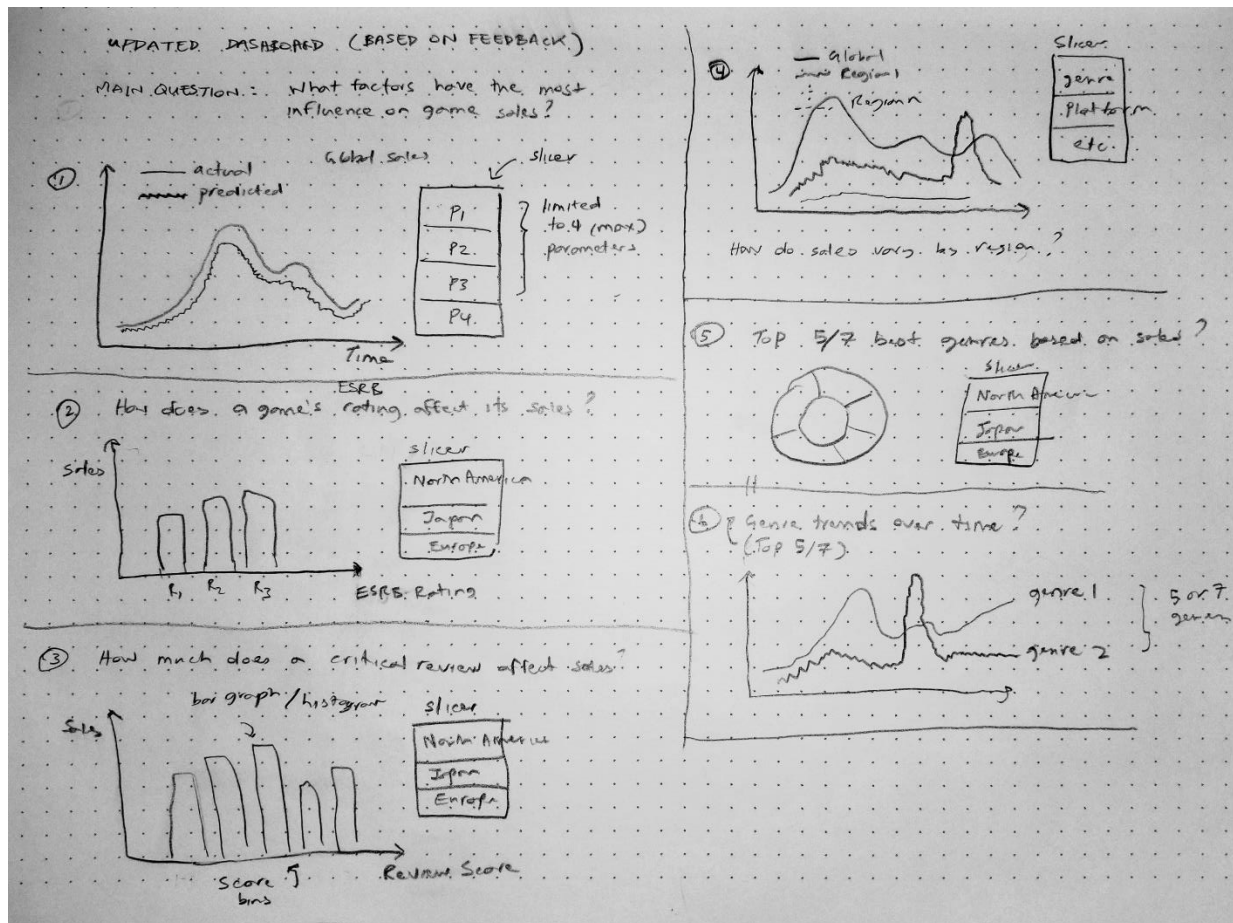


Fig 2: Feedback Modifications (rough draft)

Notes: Kept it to at or under 7 visuals/questions; Regions are defined roughly (more/less might be added or removed); tunable global sales factors will be listed (genres, platforms etc.) – an info box will probably be used to describe the model on a high-level overview.