



Global Video Games Sales Analysis Dashboard

This project analyzes global video game sales performance using an interactive Power BI dashboard.

Tool Used: Microsoft Power BI

by: SathishKumar A



Problem Statement

- The global video game industry generates vast amounts of sales data across multiple genres, platforms, and years.
- Analyzing this data using traditional methods is time-consuming and inefficient.
- Stakeholders face difficulty in:
 - Identifying top-performing genres and platforms
 - Tracking revenue and units sold trends over time
 - Comparing performance across different market
- There is a need for a centralized, interactive dashboard to analyze video game sales effectively.



Key Performance Indicators (KPIs)

The top section of the dashboard displays summary KPIs:

10.13T

Total Revenue

2.82B

Total Units Sold

273

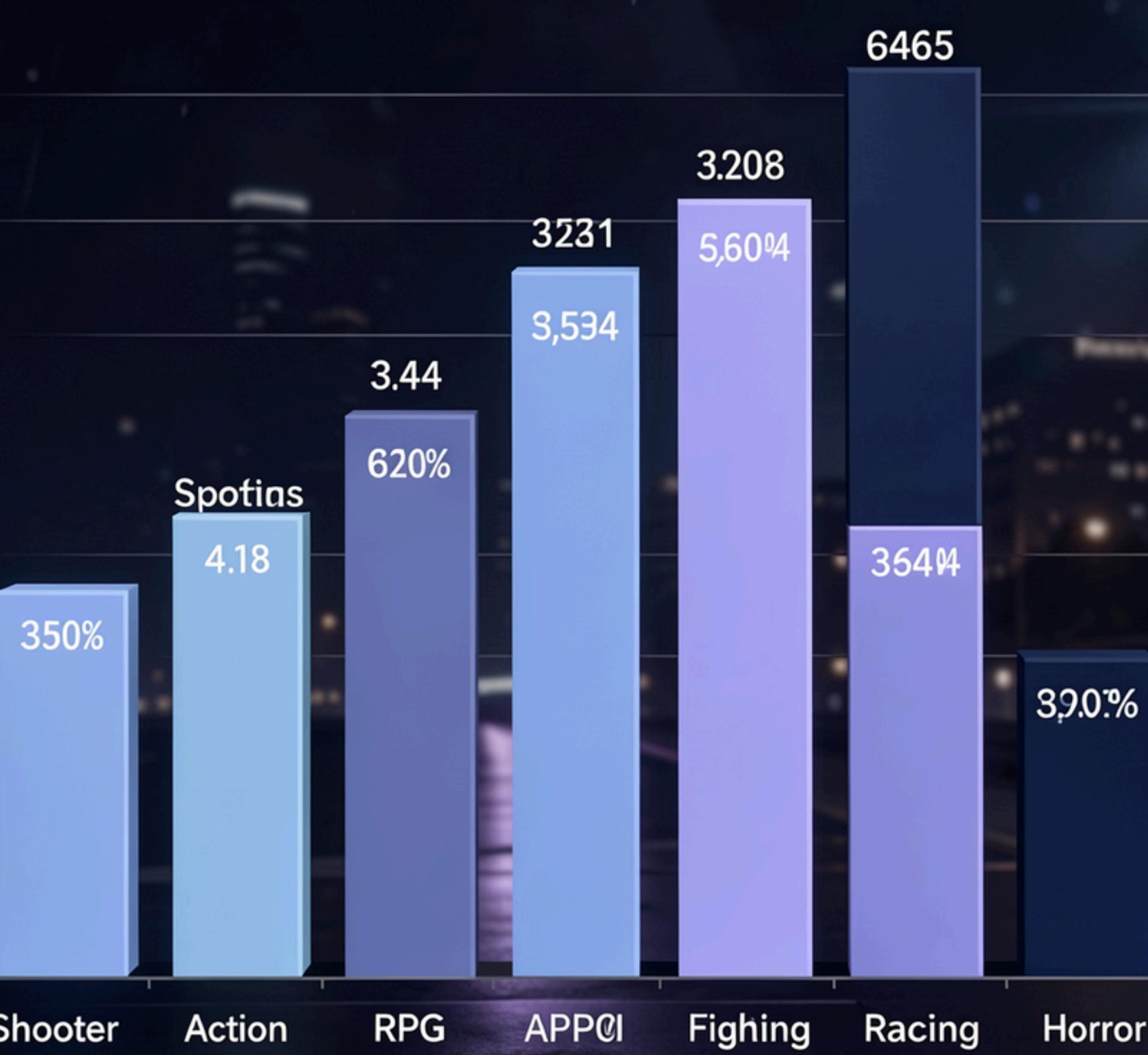
Total Games

8.49B

Average Revenue
per Game

These KPIs provide an overall snapshot of the video game market.

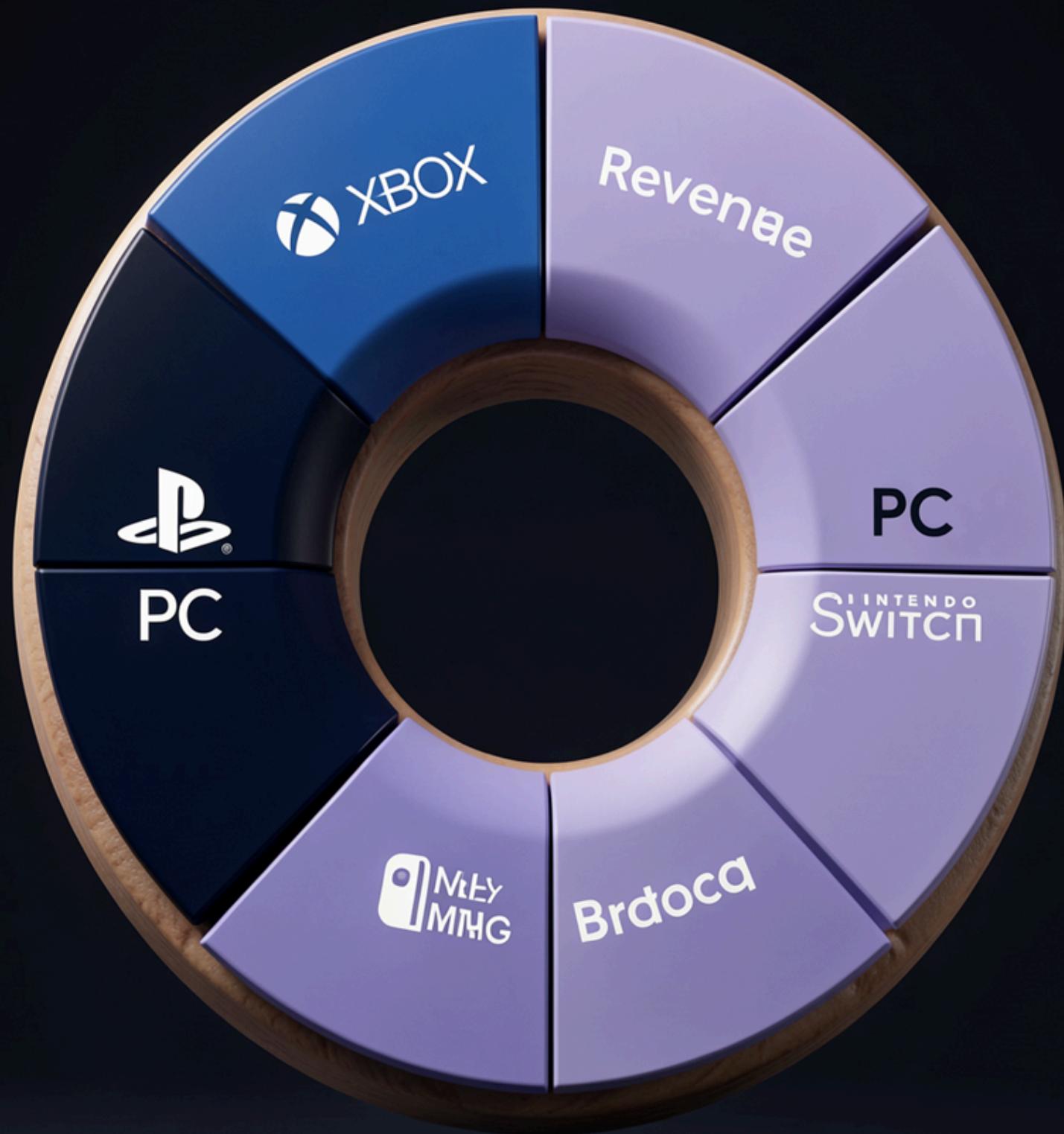
Revenues



Revenue by Genre

- Shooter genre generates the highest revenue.
- Action-Adventure and Sports genres also perform strongly.
- RPG and Fighting genres show moderate contribution.
- Racing and Horror genres generate lower revenue.

👉 Helps identify the most profitable game genres.



Revenue by Platform

- Revenue is distributed across multiple platforms:
 - PlayStation (PS4, PS5)
 - Xbox (Series X, Xbox One)
 - PC
 - Nintendo Switch
- Platform performance is well balanced.
- Highlights importance of multi-platform releases.

Sales Performance Insights

High total revenue

Indicates strong global market.

Large number of units sold

Reflects wide consumer reach.

High average revenue per game

Shows strong monetization.

Action and Shooter genres

Dominant sales performance.

Conclusion

- Power BI effectively visualizes global video game sales data.
- The dashboard combines KPIs, trends, and comparisons.
- Interactive filters enhance analytical flexibility.
- This project demonstrates strong data visualization and business analytics skills.

