



Global Video Games Sales Analysis Dashboard

Tool Used: Microsoft Power BI

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

by: SathishKumar A

- ## Comparing performance across different market segments



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 segments
- There is a need for a **centralized, interactive dashboard** to analyze video game sales effectively.



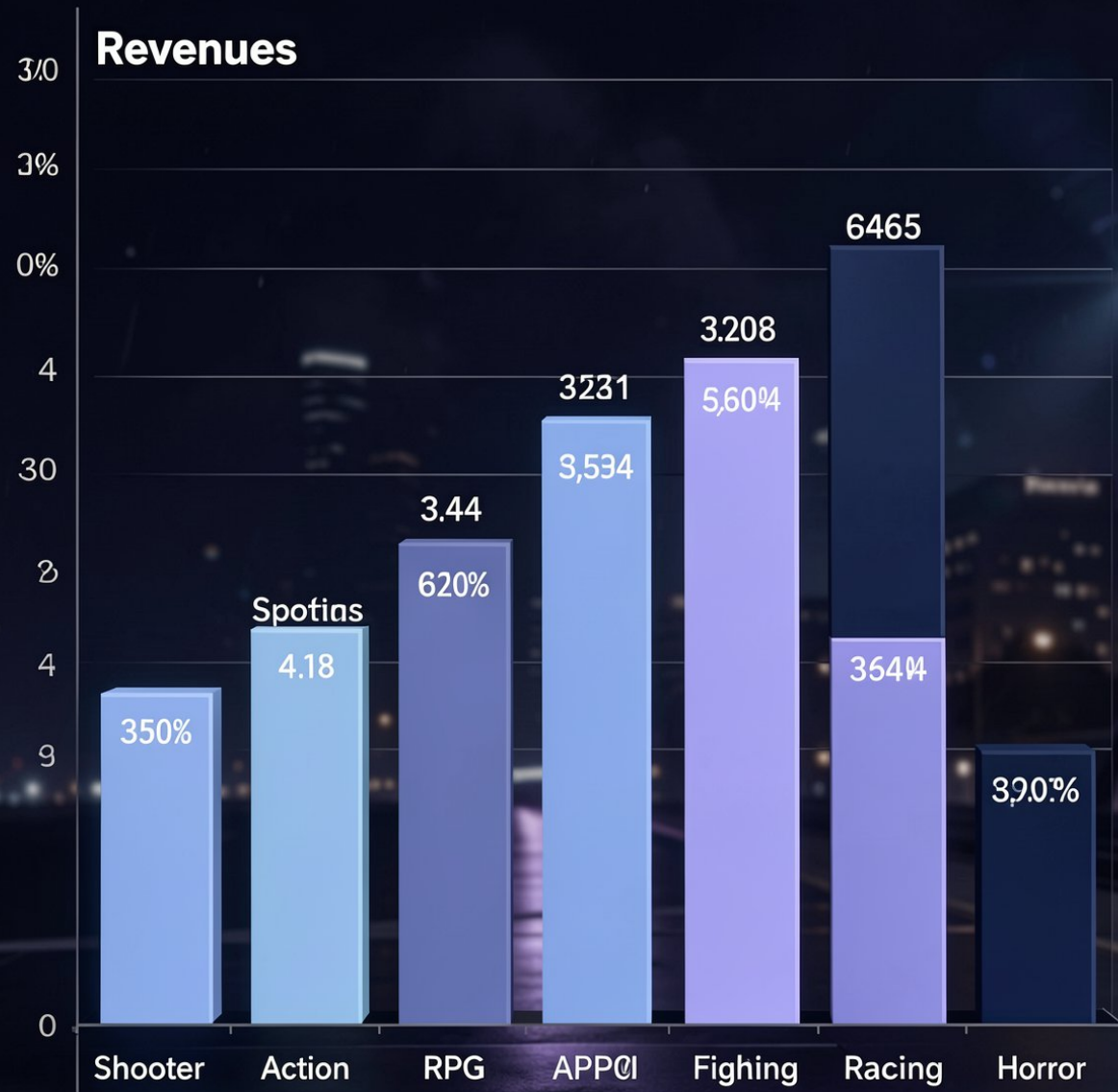
Key Performance Indicators (KPIs)

The top section of the dashboard displays summary KPIs:

10.13T	2.82B	273
Total Revenue	Total Units Sold	Total Games
	8.49B	
	Average Revenue per Game	

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

Revenue by Genre Analysis



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.

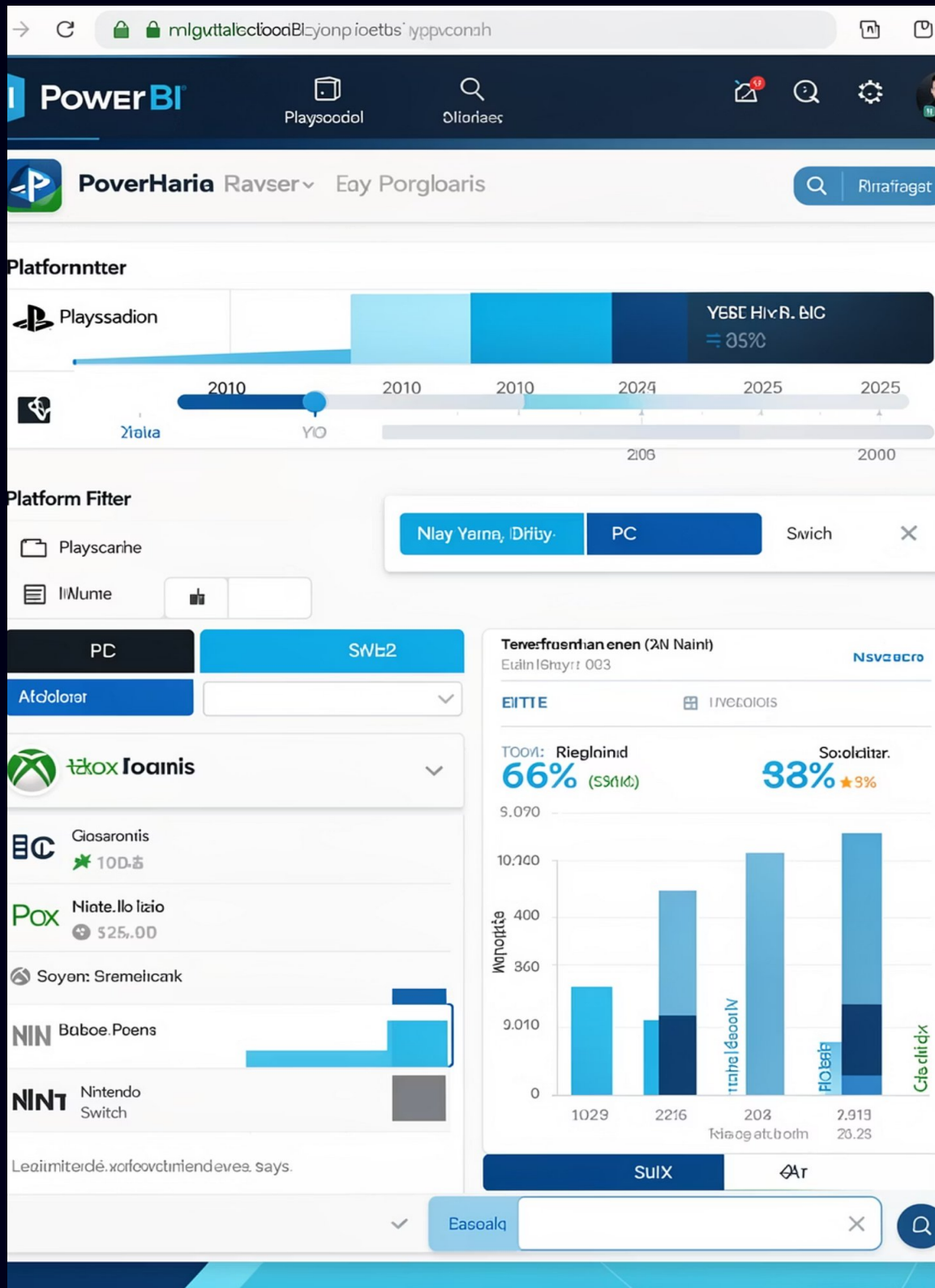
🔍 Helps identify the most profitable game genres.

Revenue by Platform Analysis



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.



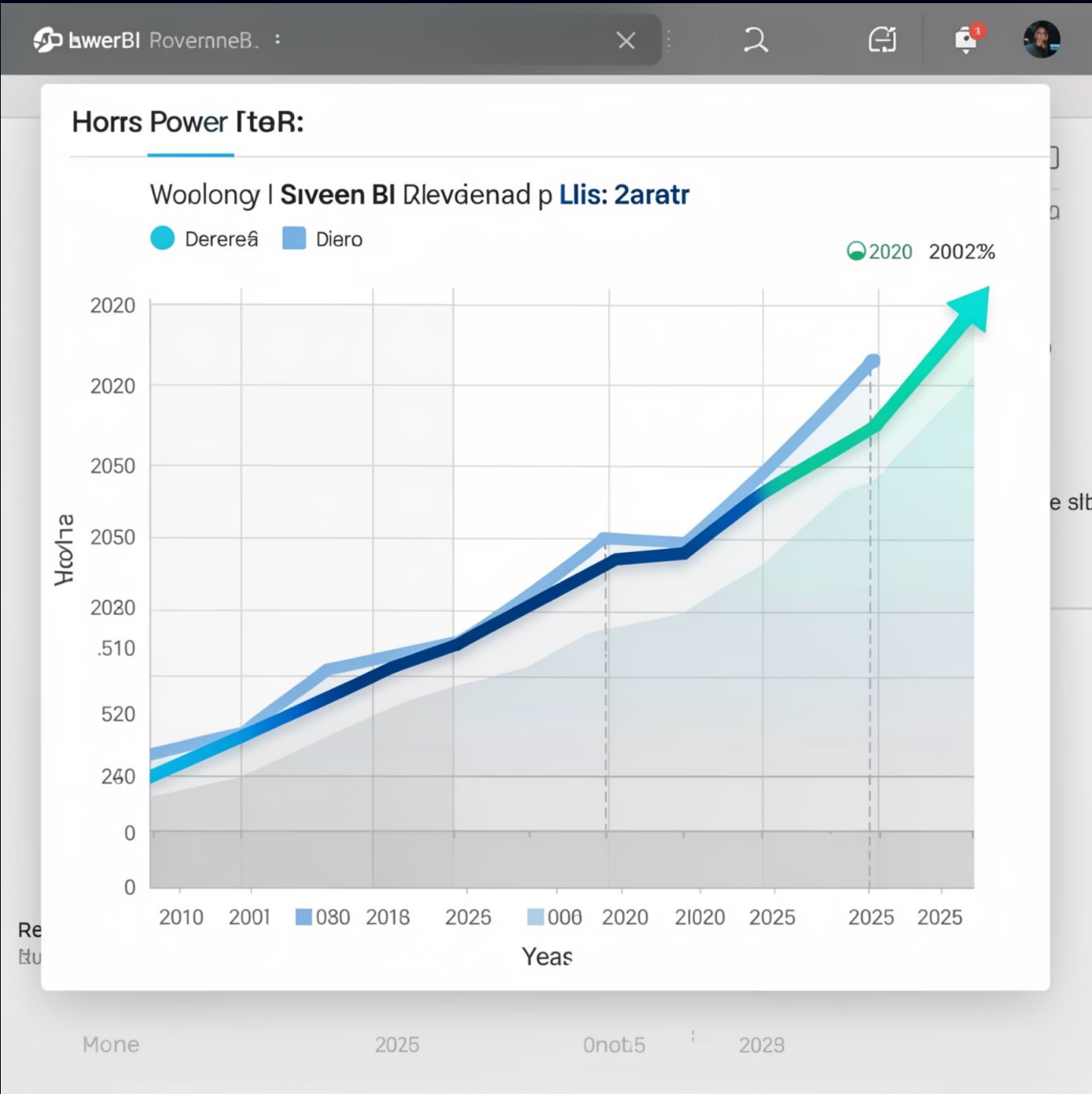
Year Filter and Platform Slicer

Visuals: Year Slider & Platform Filter

- Year filter allows analysis from **2010 to 2025**.
- Platform slicer enables focused platform-wise insights.
- All visuals dynamically update based on selection.

🔑 Improves interactivity and focused analysis.

Revenue Trend by Year



Revenue Trend by Year

- Revenue shows fluctuations over the years.
- Steady growth observed after initial years.
- Sharp increase visible in recent years.
- Indicates growing demand in the gaming industry.

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

Dominate sales performance.

Business Use Cases



Publisher Investment

Helps publishers decide which genres to invest in.



Launch Strategies

Supports platform-based launch strategies.



Market Analysis

Useful for market trend and performance analysis.



Automated Reporting

Reduces manual reporting through automated visuals.

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.

