

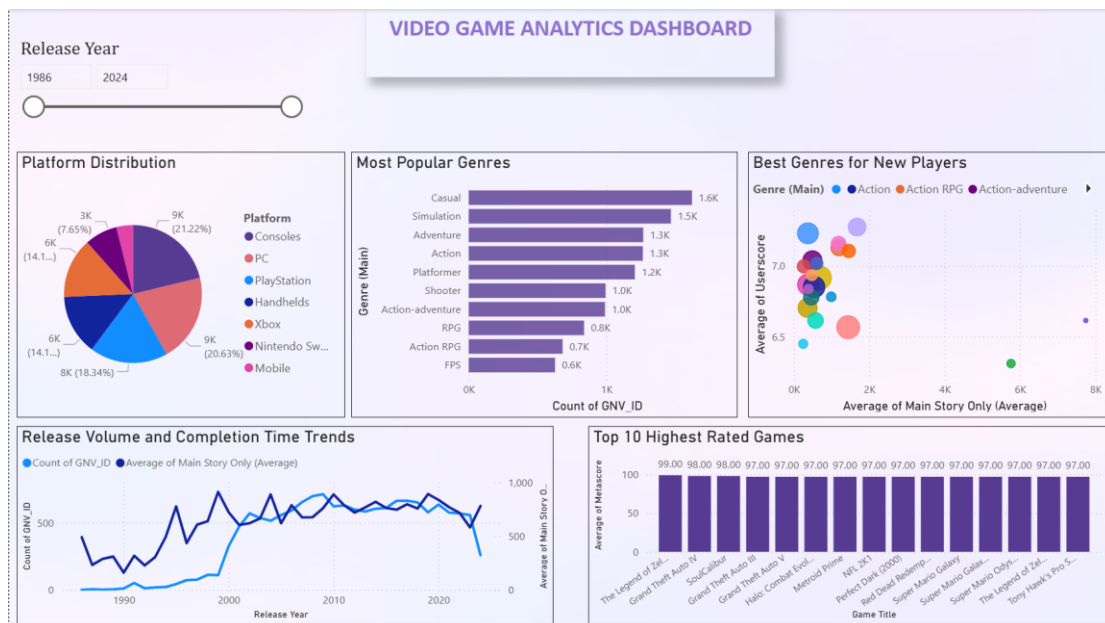
Business Intelligence Portfolio

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Dashboard 1: Video Game Analytics

Business question: What does the global video game market look like across platforms, genres, and time — and which games deliver the best player experience?

Dataset: Public video game database covering titles from 1986 to 2024 across major platforms including consoles, PC, PlayStation, Xbox, Nintendo Switch, and mobile.



Key insights delivered:

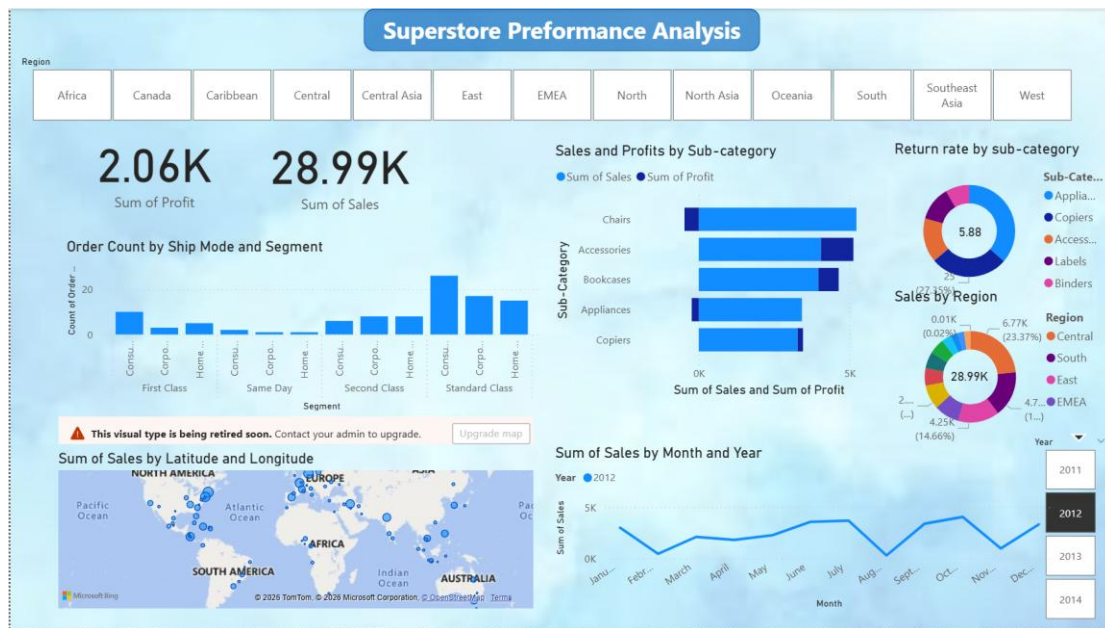
- Casual and simulation genres dominate by volume, but action and adventure titles score higher on user ratings
- Console and PlayStation together account for over 40% of all titles
- Release volume peaked around 2008–2010 then declined significantly post-2015
- The top 10 highest-rated games (97–99 Metascore) span a narrow window of 1998–2017, suggesting a golden era of critical acclaim
- Scatter analysis reveals that longer games don't necessarily score better with new players

Tools & techniques: Power BI, DAX measures, slicers, scatter plots, bar charts, pie charts, timeline analysis

Dashboard 2 — Superstore Performance Analysis

Business question: How is a retail superstore performing across regions, product categories, and time — and where are the profit and return rate risks?

Dataset: Sample superstore retail dataset covering orders from 2011–2014 across global regions including North America, Europe, Asia, and Africa.



Key insights delivered:

- Total sales of 28.99K with a profit margin of 2.06K — indicating thin margins that vary significantly by category
- Chairs and accessories are top revenue drivers, but copiers show disproportionately high return rates
- Central region leads in sales at 23.37%, while Africa and Caribbean contribute minimally
- Standard class shipping dominates order volume across all customer segments
- Sales trend shows strong seasonality — Q4 consistently outperforms, particularly December

Tools & techniques: Power BI, DAX calculations, donut charts, bar charts, geographic map visualisation, year slicers, KPI cards