

Maven Market Analysis

Create a multiple page power bi dashboard that delves into the Maven Market dataset, providing a thorough analysis on sales, orders, returns, customers, stores and products. The dashboard should offer insights and actionable information to understand and optimize business performance.

Objectives:

Sales Analysis Page:

- 1) Visualize sales trends over time
- 2) Analyze sale performance by region, product category
- 3) Identify top selling product

Order Analysis Page:

- 1) Display order fulfillment metrics
- 2) Evaluate order volume trends and patterns
- 3) Analyze the correlation between order size and sales revenue

Return Analysis Page:

- 1) Visualize return rate
- 2) Explore return trends by product or geographical region
- 3) Identify the impact of returns on overall revenue

Customers Analysis Page:

- 1) Segment customers based on purchasing memberships cards, occupation, education
- 2) Identify high value customers and their contribution to sales

Store Analysis Page:

- 1) Compare store-wise sales performance and growth

Product Analysis Page:

- 2) Categorized products based on sales volume and profitability
- 3) Visualize product performance across different regions or customers segments

MAVEN MARKET ANALYSIS

Product Name

All

Total Quantity Sold

567K

Total Profit

\$10.71K

Total Sales

\$17.89K

Country

Canada

USA

Mexico

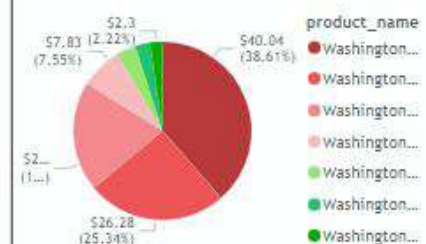
Sales By City



Hot Selling Product

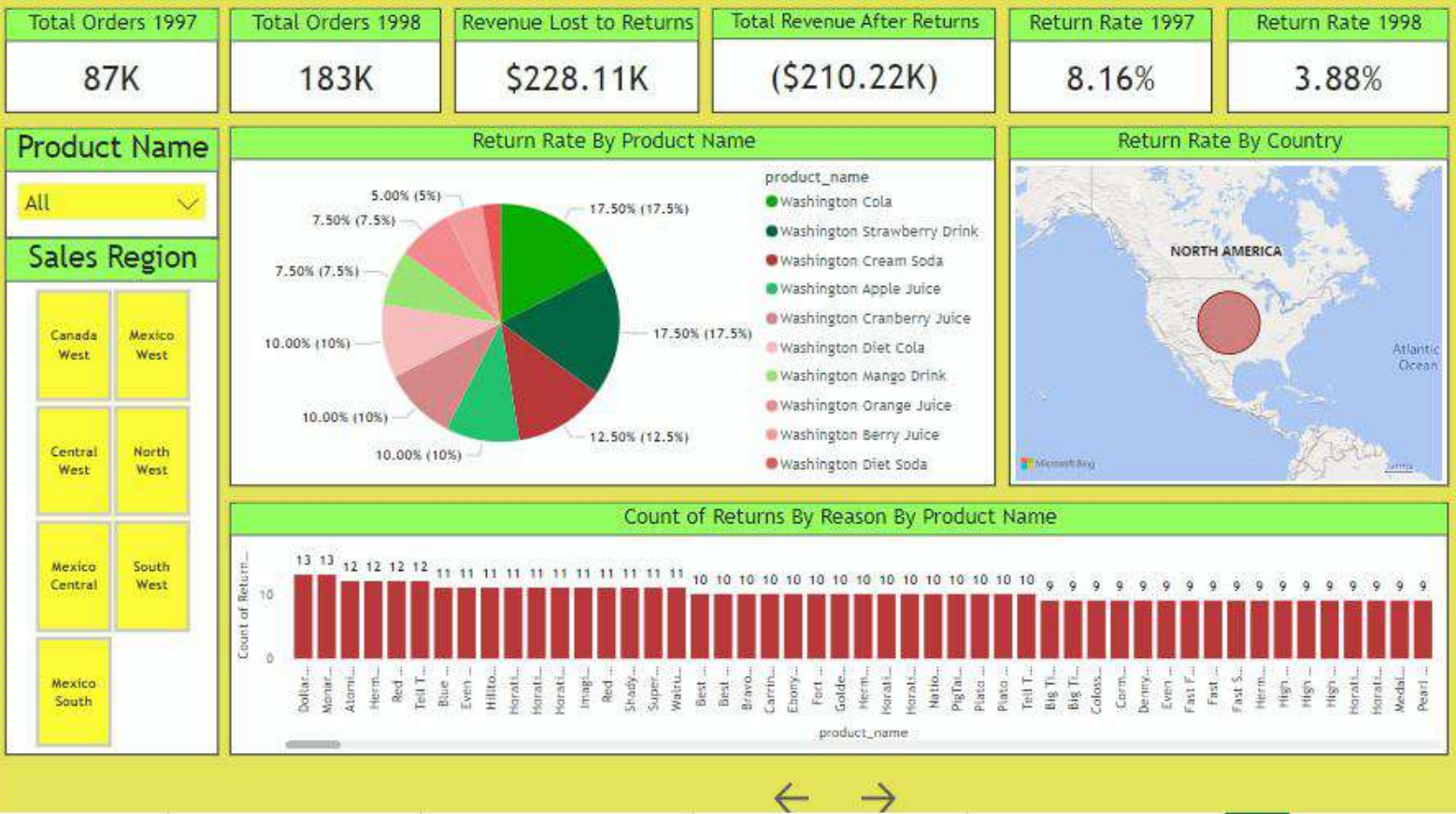
product_name	total_quantity_sold
Washington Strawberry Drink	296

Sales By ProductName



Sales and Profit By Region





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