

## CASE STUDY: MAVEN TOYS

Sales & inventory data for a fictitious chain of toy stores in Mexico called Maven Toys, including information about products, stores, daily sales transactions, and current inventory levels at each location.

### About the dataset

This dataset contains **4 tables**, in Excel format;

- The ***Products*** table contains the 35 products sold at Maven Toys (each record represents one product), with fields containing details about the product category, cost, and retail price
- The ***Stores*** table contains the 50 Maven Toys store locations (each record represents one store), with fields containing details about the store location, type, and date it opened
- The ***Sales*** table contains the units sold in over 800,000 sales transactions from January 2017 to October 2018 (each record represents the purchase of a specific product at a specific store on a specific date)
- The ***Inventory*** table contains over 1,500 records that represent the stock on hand of each product in each store at the current point in time (Oct 1, 2018)

## SCENARIO

You will be assuming the role of a BI consultant that has just been hired by Maven Toys. As they look to expand their business with new stores, they've brought you in to analyze interesting patterns and trends in their data and help them make informed decisions.

Your task is to share a single-page visual or dashboard that outlines a potential expansion plan and contains the supporting data from your analysis.

*Source: Maven Analytics*