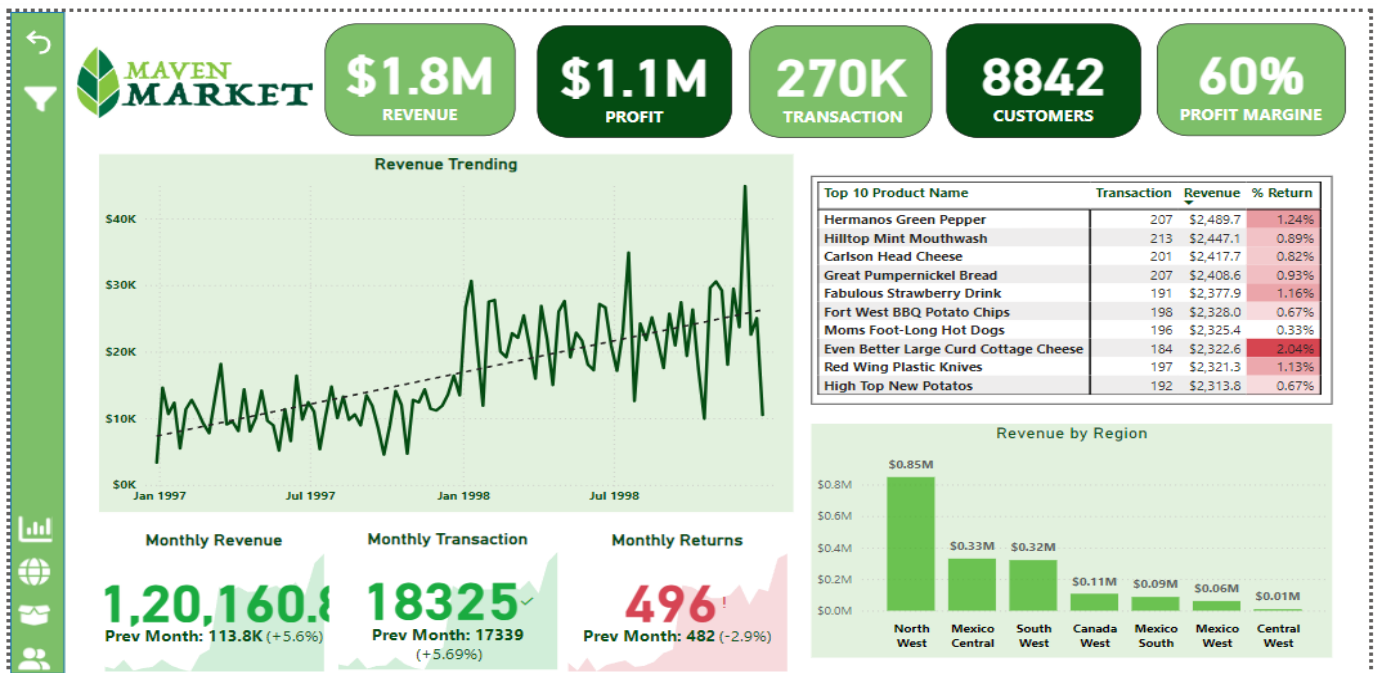


EXEC DASHBOARD



Maven Market Dashboard Report

Objective:

To analyse Maven Market's business performance by processing, cleaning, and visualizing data using Power BI to derive actionable insights.

Steps Undertaken:

1. Data Cleaning and Transformation:

- Loaded datasets (Transactions, Customers, Products, Regions, Calendar, Stores, and Returns) into Power Query.
- Addressed inconsistencies, handled missing data, and performed data transformation to establish relationships between tables.
- Built a clean, relational data model ensuring seamless analysis.

2. Measures Created:

- Total Revenue:** Sum of all transaction revenues.
- Total Profit:** Revenue minus associated costs.

- **Total Transactions:** Count of all sales transactions.
- **Total Customers:** Unique count of customer IDs.
- **Return Rate:** Percentage of transactions returned (Returns/Transactions).
- **Profit Margin:** Profit as a percentage of revenue.

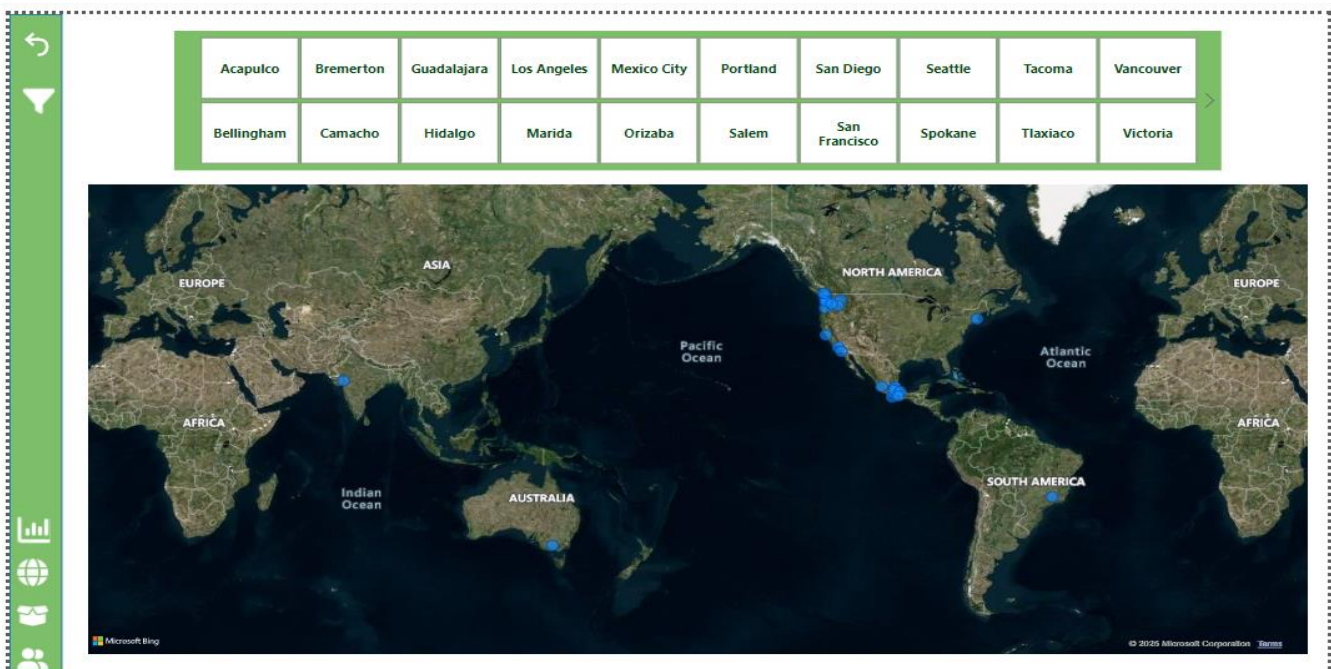
3. Visualizations:

- **Cards:** Displayed key metrics like Total Profit, Revenue, Transactions, Customers, and Profit Margin.
- **KPI Indicators:** Showed monthly trends for revenue, return rate, and transactions, highlighting performance fluctuations.
- **Line Graphs:** Depicted monthly revenue trends, identifying seasonal peaks and dips.
- **Bar Graphs:** Illustrated key performance indicators like transaction volumes and product-wise or region-wise profitability.

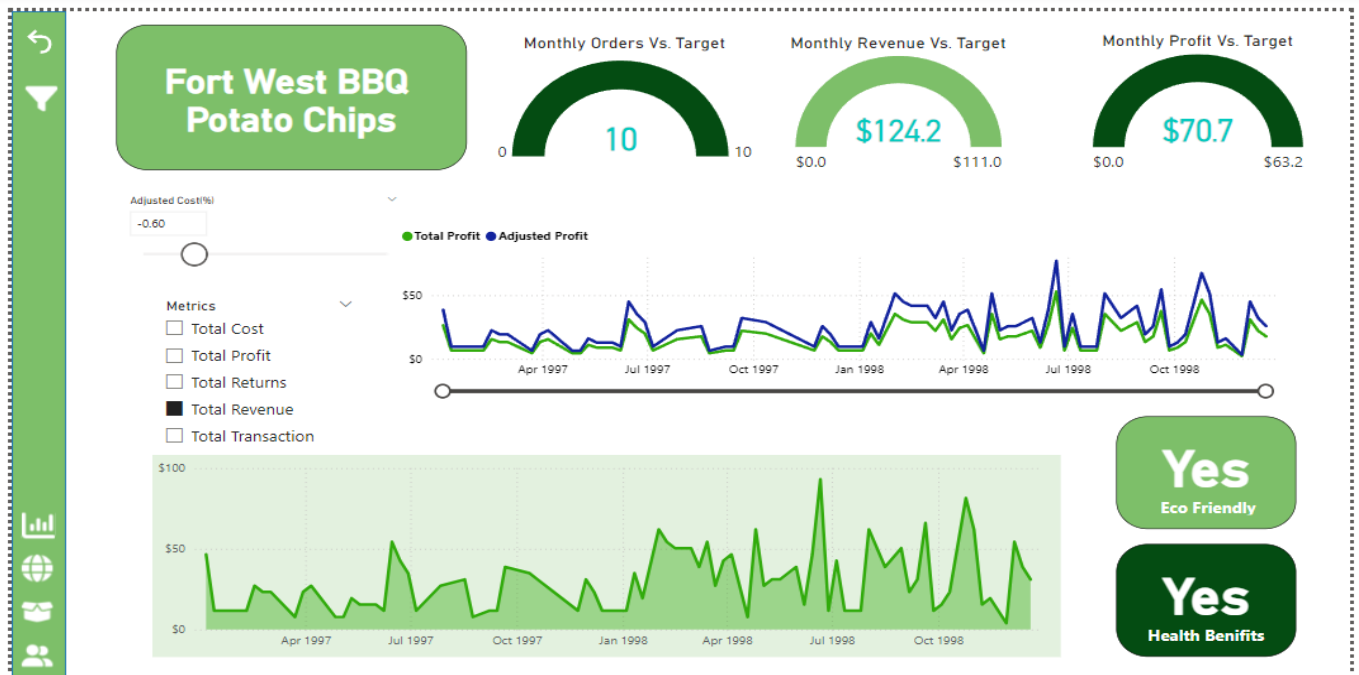
4. Insights Derived:

- Identified high-performing regions, stores, and products contributing the most to revenue and profit.
- Observed seasonal patterns in sales and returns to better understand demand cycles.
- Assessed profitability trends across regions and customer segments to optimize strategies.

MAP DASHBOARD



PRODUCT DETAILS DASHBOARD



Product Details Dashboard Report

Objective: Provide a comprehensive view of individual product performance, with actionable insights for executive decisions.

1. Visualizations:

○ Line Charts:

- Monthly Revenue vs. Target, Profit vs. Target, and Orders vs. Target to track performance gaps.
- Adjusted Profit and Total Profit to understand product profitability trends.
- Total Revenue, Cost, Transactions, and Profit trends for a holistic view of product performance.

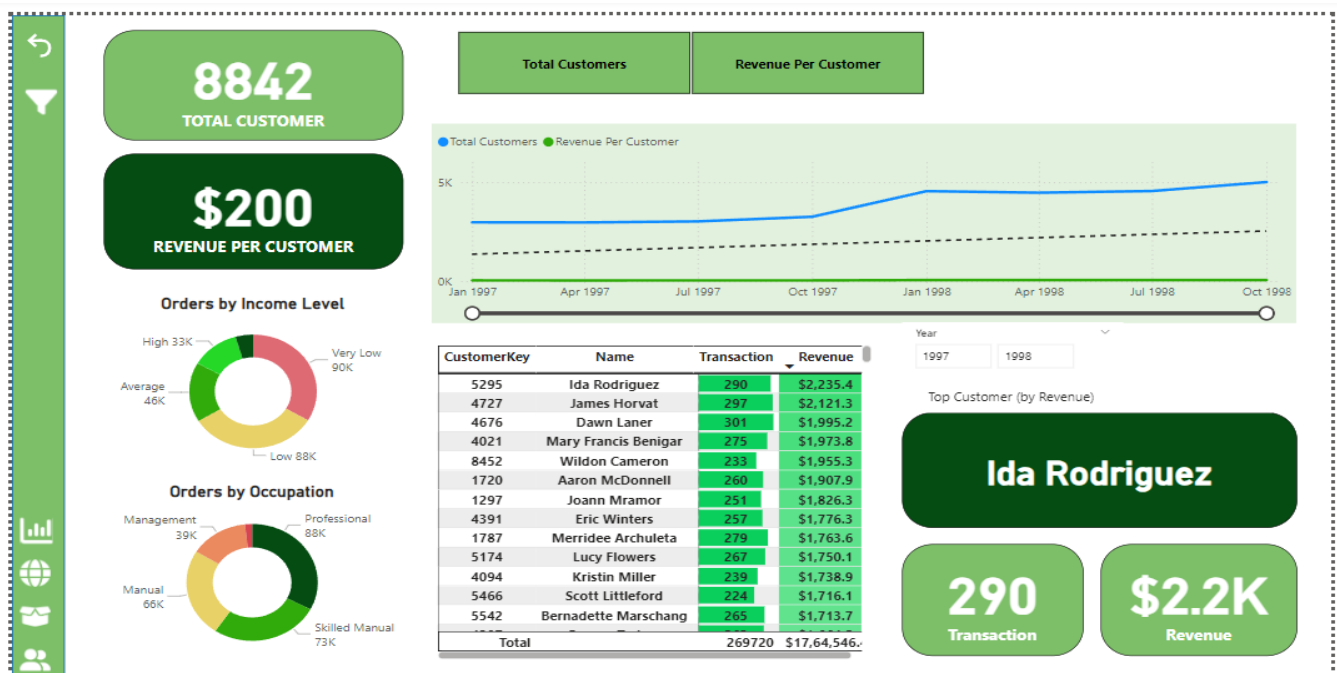
- **Drill-through Feature:** Enabled a deep dive into specific product performance from the top 10 products identified by executives.

- **Indicators:** Highlighted whether the product is eco-friendly or offers health benefits.

Insights:

- Clear visualization of products meeting or missing monthly targets.
- Identification of trends in profitability and cost efficiency over time.
- Differentiation of eco-friendly products and those with health benefits to align with marketing strategies.
- Drill-through enabled executives to focus on top-performing or underperforming products for strategic decisions.

CUSTOMER DETAILS DASHBOARD



Customer Details Dashboard Report

Objective:

This dashboard provides comprehensive insights into customer demographics, revenue trends, and purchasing behaviours to support strategic decision-making and enhance customer engagement strategies.

Key Metrics and Visualizations:

1. Total Customers and Revenue per Customer (KPIs):

- The dashboard highlights **8,842 Total Customers** with an average **Revenue per Customer of \$200**, offering a snapshot of customer contribution to overall revenue.

2. Line Chart for Total Customers and Revenue per Customer:

- Tracks the growth in the customer base and revenue per customer over time (1997–1998).
- Identifies trends in customer acquisition and profitability.

3. Orders by Income Level (Pie Chart):

- Categorizes orders into income brackets (e.g., High, Average, Low, Very Low).
- Indicates that customers with higher incomes contribute more to transactions, supporting targeted marketing.

4. Orders by Occupation (Pie Chart):

- Displays customer segmentation based on their occupation (e.g., Management, Skilled Manual, Professional).
- Highlights which professions have the most purchasing power and engagement.

5. Top Customers by Revenue (Table):

- Lists key customers by revenue and transactions, with **Ida Rodriguez** leading with **\$2.2K revenue and 290 transactions**.
- Identifies high-value customers to enhance loyalty programs and personalized marketing efforts.

6. Yearly Filter:

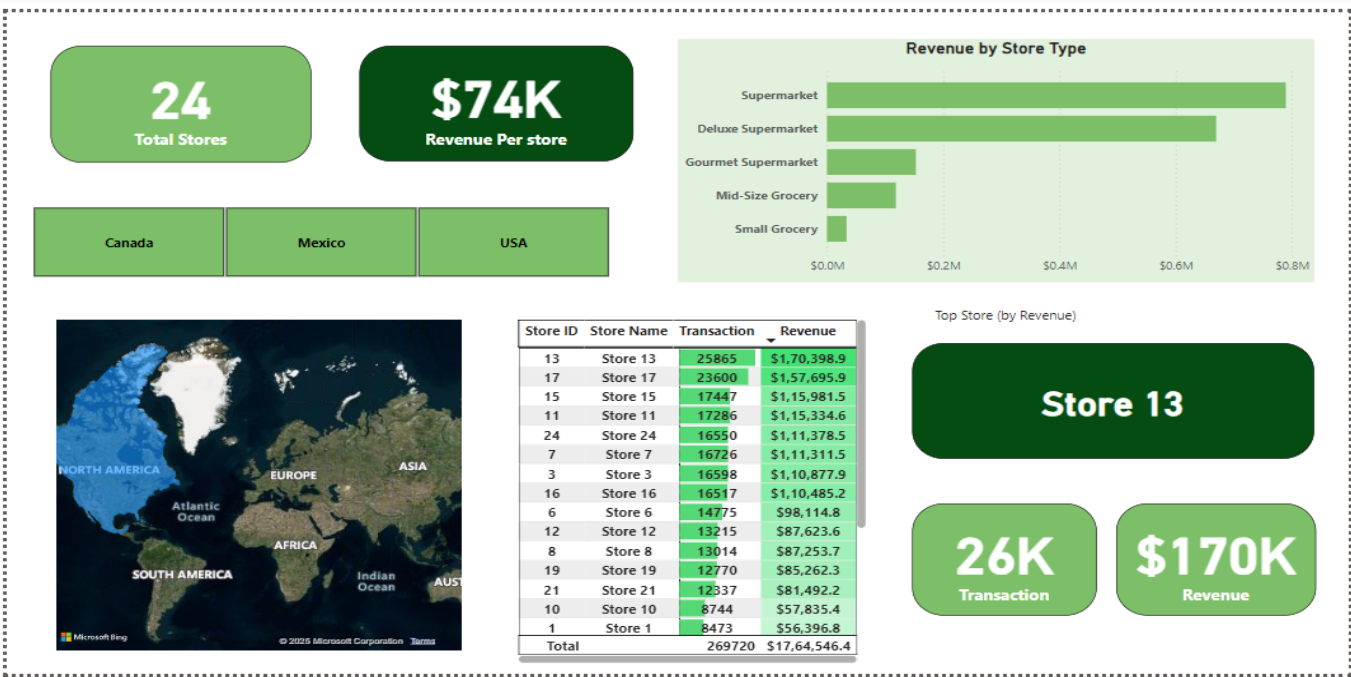
- Enables users to view data for specific years (1997 or 1998) and observe trends in customer engagement and revenue over time.

Insights:

- Revenue and customer growth trends indicate strong potential for scaling business operations.

- Customers in higher income brackets and management roles are key drivers of revenue.
- Top-performing customers represent a significant opportunity for retention and cross-selling strategies.

STORE DETAILS DASHBOARD



Store Performance Dashboard Report

Objective:

This dashboard provides an overview of store performance, highlighting total stores, average revenue per store, revenue by store type, top-performing stores, and country-specific insights.

Key Metrics and Visualizations:

1. Total Stores and Average Revenue per Store (KPIs):

- Displays the **Total Number of Stores** and the **Average Revenue per Store**, offering a clear understanding of store network scale and performance efficiency.

2. Types of Stores vs Revenue (Bar Graph):

- Categorizes stores by type and displays their corresponding revenue contributions.
- Helps identify the store types that generate the highest revenue and require further investment or optimization.

3. Top-Performing Stores (Map Visualization):

- Maps out the top-performing stores based on their revenue.
- Provides geographical insights into store performance and highlights regions with high sales potential.

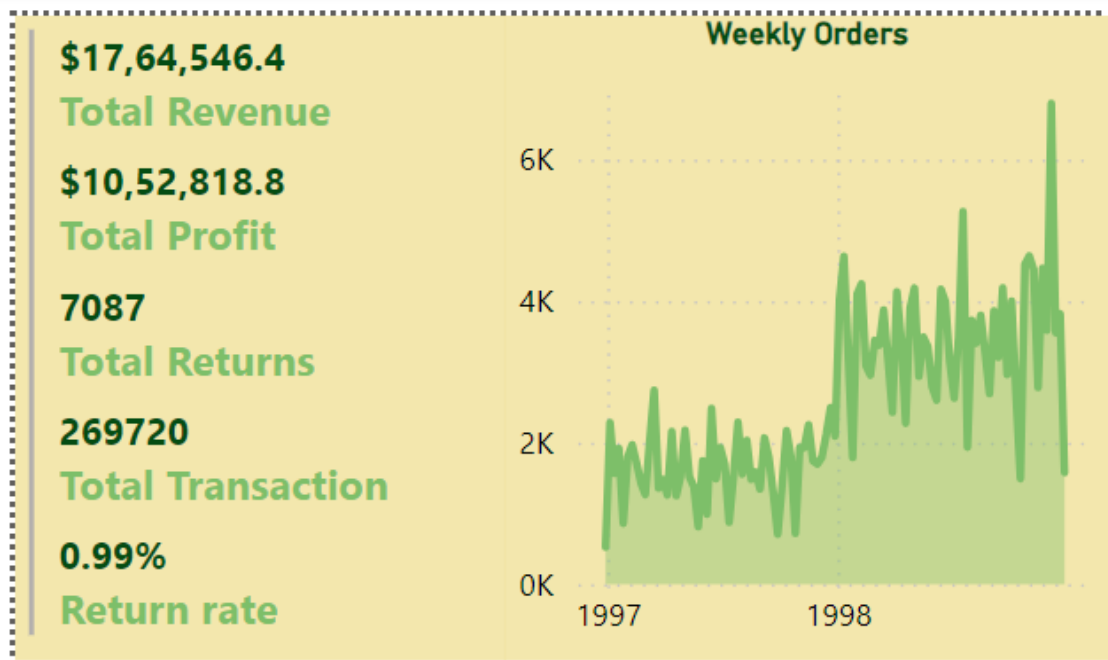
4. Country-Wise Filter:

- Allows filtering of store performance metrics by country.
- Supports a granular analysis of revenue distribution and store success in specific markets.

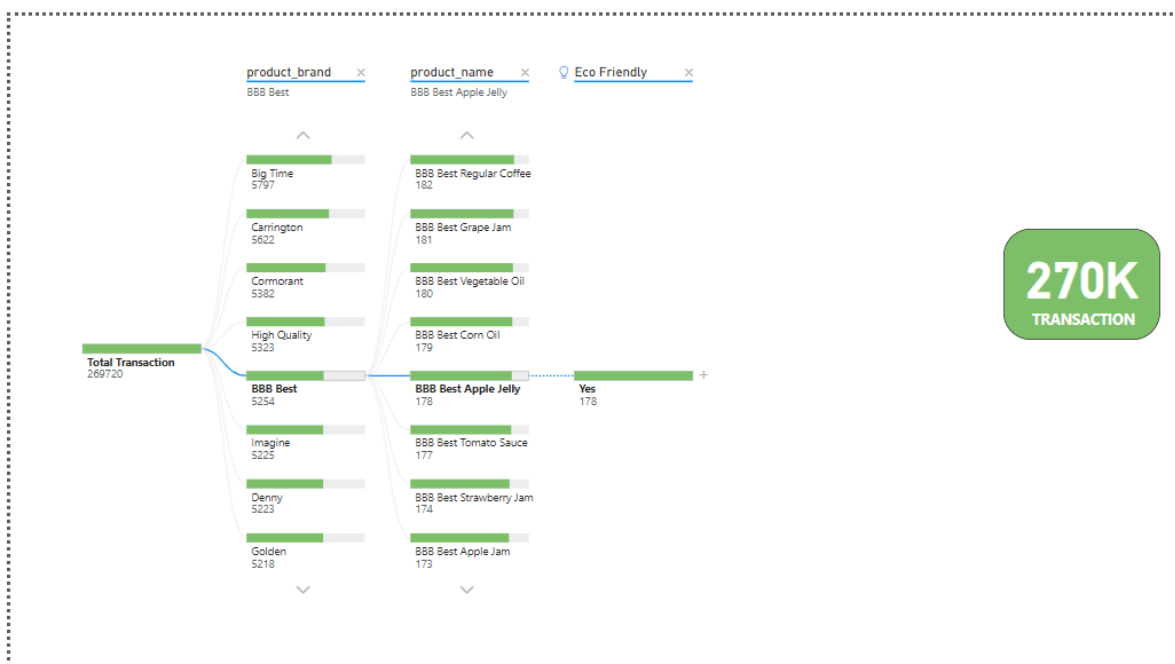
Insights:

- The total store count and average revenue per store provide a baseline for evaluating overall store network efficiency.
- Certain store types outperform others, offering opportunities for expansion or targeted improvements.
- Top-performing stores located on the map help focus attention on high-performing regions and replicate success strategies elsewhere.
- Country-wise filters allow businesses to identify regional strengths and weaknesses, enabling better resource allocation and localized strategies.

CUSTOM TOOLTIP



DECOMPOSITION DETAILS DASHBOARD



KEY INFLUENCERS DASHBOARD

