

Project Description: Data Analysis and Business Analysis for Maven Market

Objective: To perform comprehensive data and business analysis for Maven Market using Power BI and Python, documenting the results on GitHub.

Tools Used:

- **Power BI:** For creating interactive dashboards.
- **Python:** For data cleaning and analysis.
- **GitHub:** For version control and project documentation.

Process:

1. **Data Collection and Preparation:**
 - Gathered sales, customer, and product data.
 - Cleaned and preprocessed data using Python.
2. **Exploratory Data Analysis (EDA):**
 - Analyzed sales trends, customer demographics, and product performance.
 - Visualized data to uncover key insights.
3. **Business Analysis:**
 - Identified top-selling products and high-value customer segments.
 - Assessed marketing campaign effectiveness.
4. **Data Visualization:**
 - Developed interactive Power BI dashboards.
 - Visualized sales performance, customer segmentation, and marketing impact.

Key Findings:

- **Sales Insights:** Identified popular products and peak sales periods.
- **Customer Insights:** Segmented customers by behavior and demographics.
- **Marketing Effectiveness:** Evaluated ROI of marketing efforts.
- **Operational Efficiency:** Provided recommendations for inventory management.

Outcome: The project provided Maven Market with actionable insights, enabling data-driven decision-making and improved business strategies through interactive visualizations and detailed analysis.