Case Study #2

Case Study Overview:

You've just been hired as a BI consultant by **Maven Toy Emporium** (MTE), a chain of toy stores in Mexico that is looking to expand their business with new stores. They've brought you in to build a scalable reporting solution, create new reports, analyze interesting patterns, and share your insights. Your main goal is to help MTE make data-driven decisions that will grow their company.

You have access to Maven Toy Emporium's entire online data repository, which includes information about products, stores, sales, and inventory:

Table Name	Column Name	Data Type	Example
Products	Product_ID	INT	2
	Product_Name	VARCHAR	Action Figure
	Product_Category	VARCHAR	Toys
	Product_Cost	DECIMAL	9.99
	Product_Price	DECIMAL	15.99
Stores	Store_ID	INT	24
	Store_Name	VARCHAR	Maven Toys Pachuca
	Store_City	VARCHAR	Pachuca
	Store_Location	VARCHAR	Downtown
	Store_Open_Date	DATE	2001-10-04
Sales	Sale_ID	INT	10
	Date	DATE	2021-07-28
	Store_ID	INT	24
	Product_ID	INT	4
	Units	INT	1
Inventory	Store_ID	INT	24
	Product_ID	INT	2
	Stock_On_Hand	INT	0

Source: Maven Analytics | License: Public Domain

Important Notes:

- You plan to use the Query Editor to create a custom Calendar table with the following fields: *Date*, *Year*, *Quarter*, *Start of Month*, *End of Month, Month Name*, *Start of Week, Day Name*
- You've been asked to create several deep-dive analyses that will each be built on separate report pages

Project Requirements:

- Reports should be published to Power BI Service and distributed to the team
- The MTE team has requested visuals that address the following questions:
    - Which product categories drive the biggest profits? Is this the same across store locations?
    - Can you find any seasonal trends or patterns in the sales data?
    - Are sales being lost with out-of-stock products at certain locations?
    - How much money is tied up in inventory at the toy stores? How long will current inventory levels last?