



PRACTICE PROJECT II:

Maven Market



GLMACS

PROJECT DESCRIPTION



THE SITUATION

As a BI developer, your company asked you to work with a client: **Maven Market**, a multi-national grocery chain with locations in Canada, Mexico and the United States. You are to design and deliver an end-to-end business intelligence solution –*from scratch!*

THE BRIEF

Your client needs a way to **track KPIs** (*sales, revenue, profit, returns*), **compare regional performance**, **analyze product-level trends and forecasts**, and **identify high-value customers**

All you've been given is a folder of **raw csv files**, containing information about transactions, products, customers and territories

CLASS PROJECT DESCRIPTION

THE OBJECTIVE

Use Power BI Desktop to:

- *Connect and transform the raw data*
- *Build a relational data model*
- *Create new calculated columns and DAX measures*
- *Design an interactive report to analyze and visualize the data*