Note: Please access this link for interactive Power BI dashboard. ([Analyzing Maxico Toy Store KPI](https://1drv.ms/p/c/323f6ff5d86bf512/EQwnebdFwDZDtTZvFEGfJ6QBNiAFMSJUIX5Yxy66Ua7xBg?e=8QuIfT&nav=eyJzSWQiOjI1NiwiY0lkIjozMjExODU5NTQyfQ) )

**Project Description**

**Business Case**  
This Power BI project analyzes the sales and inventory data for Maven Toys, a fictitious toy store chain in Mexico. The business goal is to provide insights into the performance of different stores, products, and time periods.

**Analytical Approach**  
The analysis begins by connecting and profiling multiple data tables, including sales, products, stores, and the calendar. I conducted a thorough review to ensure there were no missing or incorrect values, and verified the accuracy of data types. I then created relationships between these tables to build a relational model that supports effective analysis.

To dive deeper into the data, I created calculated columns to calculate revenue and profit for each transaction. I also created measures to calculate the total number of orders, total revenue, and total profit.

* **Key Insights**  
  **Sales Trends:** The data highlighted peak sales months and seasonal variations, helping to identify the best times to launch promotions or restock popular products.
* **Product Performance:** Some product categories performed much better than others, which can guide decisions about what products to prioritize or discount.
* **Store Performance:** Differences in sales across stores pointed to areas where marketing or inventory management could be improved to boost sales.

**Impact Driven**  
The interactive Power BI report created as part of this project allows users to quickly see key performance indicators like total orders, revenue, and profit, all broken down by product category, time period, and store location. Overall, this project helps streamline operations, improve sales strategies, and maximize profits for the company.