

# Maven Market Analysis Report

## **1. Home Dashboard:**

The home dashboard serves as a centralized gateway to essential sections, providing easy navigation to customer, sales, products, store, return, and support pages.

## **2. Customer Dashboard:**

- Total customers: 10.28k
- Total sales: \$1.76M
- Marital status, Membership type: Bronze, Normal, Golden, Silver
- Gender, Homeowner status, Age range, Yearly income, Education, Occupation
- Top 5 customers
- Children status of customers
- Map chart displaying customer distribution across countries

## **3. Sales Dashboard:**

- Total sales: \$1.76M
- Sales per day: \$2.62k
- Total profit: \$1.05M
- Sales and profit margin based on month and year
- Sales by regions
- Sales membership distribution
- Sales distribution by store type
- Sales across countries

## **4. Products Dashboard:**

- Total products: 1560
- Avg. product price: \$0.854
- Avg. profit margin: \$1.2633
- Avg. retail price: \$2.1173
- Top 10 products and top 10 product brands
- Identification of low-fat and recyclable products
- Most profitable products

## **5. Return Dashboard:**

- Total return value: \$17.43k
- Total return orders: 8289
- 10 most returned product names and brands
- Types of stores where returns are most frequent

- Return quantity by month or year
- Identification of recyclable and low-fat return products

#### **6. Stores Dashboard:**

- Total stores: 24
- Total regions: 109
- Total available space: 211k sqft
- Avg. remodel age: 17.5 years
- Sales per store: \$73.52k
- Stores based on regions and types
- Distribution of stores across the country
- Remodel age of stores
- Top 5 stores based on sales

#### **7. Support Page:**

A support page for providing essential contact information, including name, LinkedIn, GitHub, address, and Gmail.

#### **Suggestions for Growth:**

1. Customer Engagement: Enhance customer engagement through targeted marketing campaigns and loyalty programs based on identified preferences.
2. Product Optimization: Focus on the most profitable products and consider expanding or optimizing the product range to align with customer preferences.
3. Store Expansion: Evaluate the performance of top-performing stores and explore opportunities for strategic expansion in regions with high potential.

#### **Insights:**

- Understanding customer demographics aids in tailoring marketing strategies.
- Monitoring sales and profit margins by region helps in targeted resource allocation.
- Identifying return patterns guides product quality improvement and inventory management.

#### **Conclusion:**

This Maven Market Analysis project provides a comprehensive overview of customer behavior, sales performance, product dynamics, return patterns, and store statistics. Leveraging these insights is critical for strategic decision-making and sustained growth.

This analysis lays the foundation for informed decision-making, enabling Maven to capitalize on opportunities, address challenges, and foster sustainable growth in the market.