Business Analytics: Data Visualization Using Power BI

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CASE: MAYA COSMETICS

Maya Cosmetics is a high-end wholesale cosmetics producer, headquartered in Seattle. It has 12 stores across the U.S. and has achieved total sales of almost $100Million during the 2017-2019 period. Each of the twelve stores are managed by either a Sales Manager or a Sales Associate.

Its main products are as follows:

Segment	Category	Products
Every Day Products	Hair Care	Shampoo Conditioner Baby Shampoo Hair Spray
	Skin Care	Moisturizer Shaving Cream Sunscreen Bar Soap Liquid Soap
Luxury	Fragrances	Body Spray Perfume
	Men's Fragrances	Men's Cologne

On Jan 1st 2020, a new CEO, Jen Parker took the helm. She was an external hire with background in sales and is data oriented. The day she arrived the office, she asked for a report with the following analysis:

1. How does Maya's locations distribution look if you were to plot them on a map?

2. Which locations (states/cities) have the highest amount of unit sales?

   - Please provide this analysis for each year and for each segment.

3. Which segment/categories/products are most profitable for each year?

4. How did sales associates and managers perform in terms of sales over the last three years?

5. Please include unit sales, $ sales, costs and margin in the report.

This case study was designed for educational purposes and is based on a dataset for a fictional company with fictional employees and products