

## Product Performance

Year, Month  
2017

Product\_C...  
All

Product...  
All

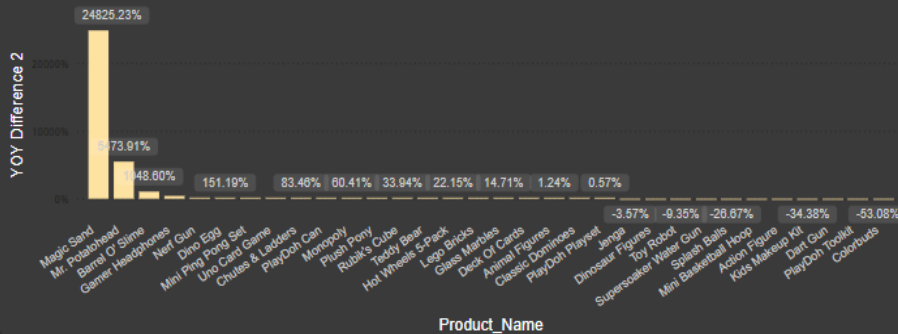
Store\_City  
All

Store\_Loc...  
All



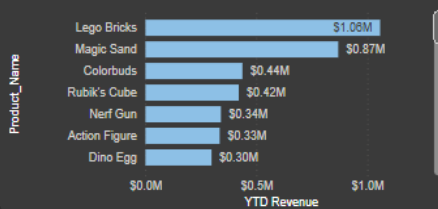
### YOY Difference in Revenue by Product

Count of Product\_Name 1

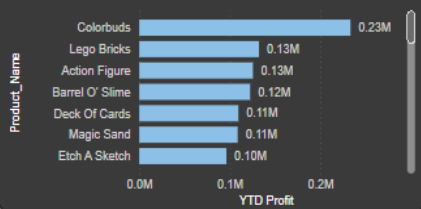


Product_Name	Previous YTD Revenue	YTD Revenue	% Difference
Magic Sand	\$3,486	\$8,68,849	24825.23%
Mr. Potatohead	\$1,149	\$64,036	5473.91%
Barrel O' Slime	\$21,271	\$2,44,316	1048.60%
Gamer Headphones	\$47,102	\$2,43,316	416.58%
Nerf Gun	\$1,31,514	\$3,40,230	158.70%
Dino Egg	\$1,18,615	\$2,97,950	151.19%
Mini Ping Pong Set	\$83,217	\$1,86,923	124.62%
Uno Card Game	\$5,929	\$12,145	104.85%
Chutes & Ladders	\$13,432	\$24,642	83.46%
PlayDoh Can	\$97,911	\$1,64,280	67.79%
Monopoly	\$20,450	\$32,804	60.41%
Plush Pony	\$35,162	\$50,595	43.89%
Rubik's Cube	\$3,14,123	\$4,20,756	33.94%
Teddy Bear	\$31,436	\$39,165	24.59%
Hot Wheels 5-Pack	\$51,891	\$63,388	22.15%
Lego Bricks	\$9,05,014	\$10,57,576	16.88%
Glass Marbles	\$1,59,487	\$1,82,940	14.71%
Total	\$53,20,116	\$69,62,074	30.86%

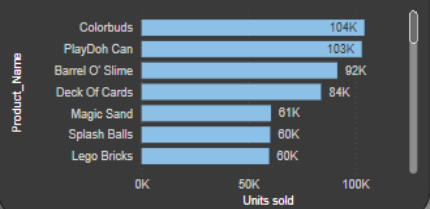
### YTD Revenue by Product\_Name



### YTD Profit by Product\_Name



### Units sold by Product\_Name



## Store Performance

Year, Month  
2017  
2018

Product\_Ca...  
All

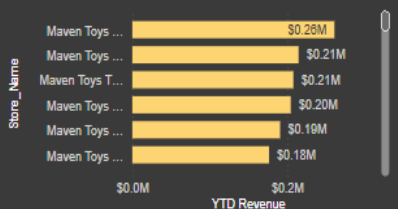
Product...  
All

Store\_City  
All

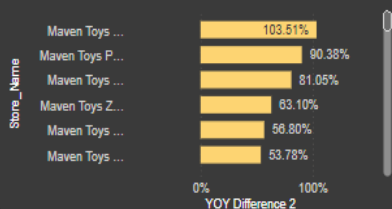
Store\_Loc...  
All



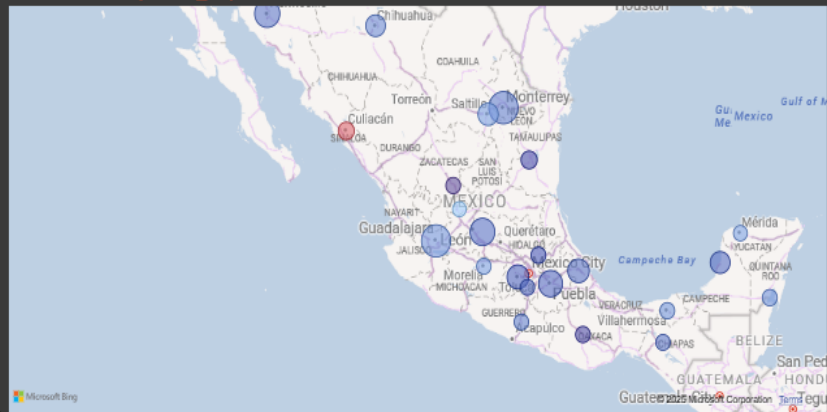
### YTD Revenue by Store\_Name



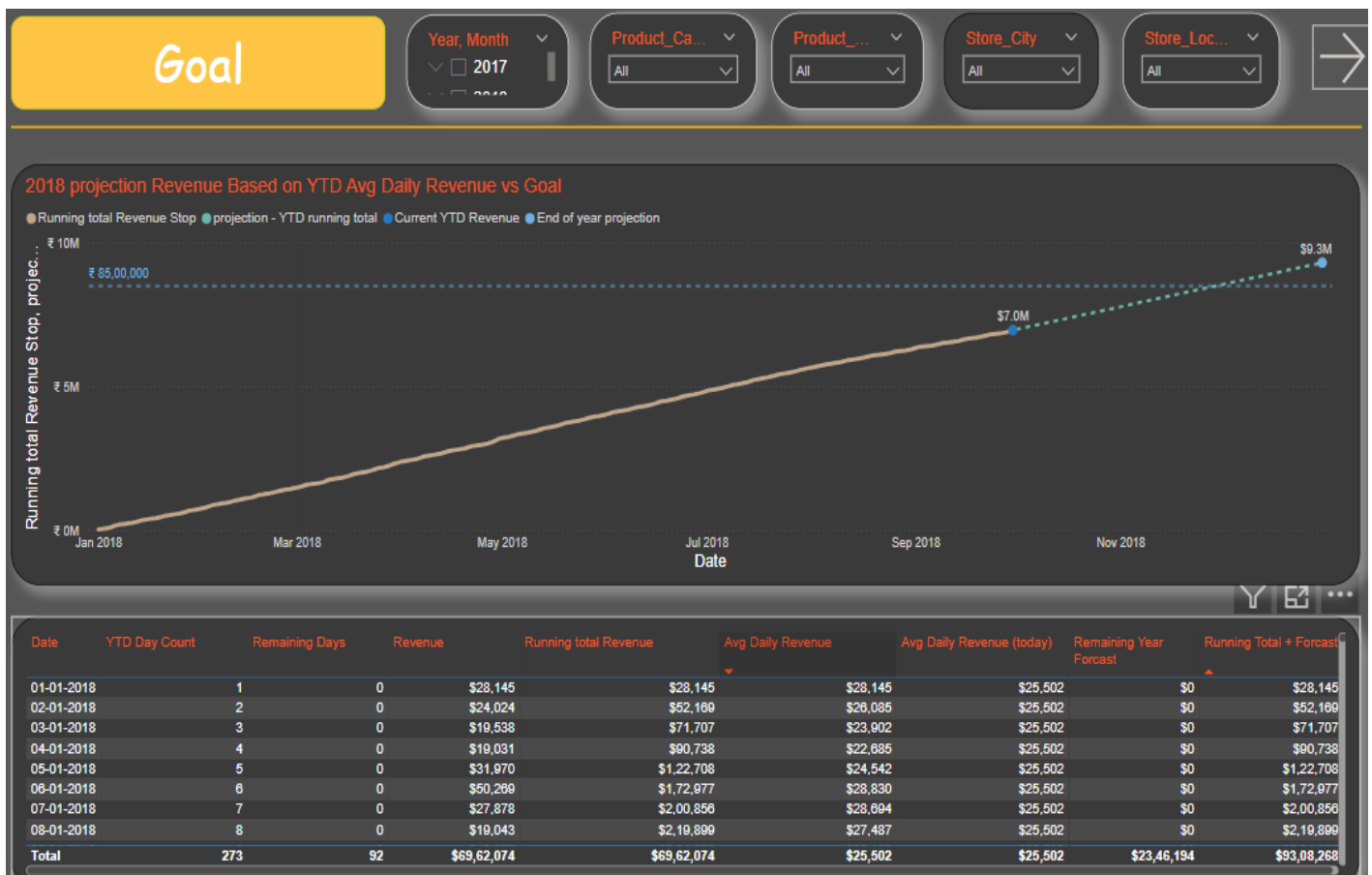
### YOY Difference 2 by Store\_Name



### YTD Revenue by Store\_City



Store_Name	Product_Name	Day of Inventory	Av
Maven Toys Aguascalientes 1	Colorbuds		0.84
	Deck Of Cards		1.80
	Lego Bricks		0.33
	Magic Sand		2.25
	Rubik's Cube		3.13
	Total		3.94
Maven Toys Campeche 1	Lego Bricks		2.04
	Magic Sand		0.34
	Mini Ping Pong Set		0.17
	Nerf Gun		0.17
	Rubik's Cube		2.70
	Total		2.70
Maven Toys Campeche 2	Lego Bricks		0.18
	Magic Sand		3.84
	Mini Ping Pong Set		0.41
	Nerf Gun		0.22
	Rubik's Cube		2.75
	Total		2.75
Maven Toys Chetumal 1	Action Figure		0.13
	Colorbuds		0.27
	Lego Bricks		0.34
	Magic Sand		2.45
	Nerf Gun		0.89
	Total		1.32
Maven Toys Chihuahua 1	Gamer Headphones		0.62
	Lego Bricks		0.81
	Magic Sand		1.13
	Mini Ping Pong Set		0.63
	Rubik's Cube		2.00
	Total		2.67
Maven Toys Chihuahua 2	Action Figure		0.33
	Dino Egg		0.55
	Lego Bricks		0.22
	Magic Sand		0.36
	Mini Ping Pong Set		1.58
	Total		1.58



## Toys Sales Analysis Using Power BI

Developing an interactive dashboard for a toy company, "Maven Toys". Managers can use this dashboard to get comprehensive report about the sales of toys. The aim of this data analysis project is to create an interactive dashboard using Power BI for analyzing sales of a toy company called "Maven Toys". The project involves taking raw sales and inventory data, cleaning and transforming it into a suitable format, and then visualizing the insights through an interactive and user-friendly dashboard.

### Overview

We have been given data about the sales, products, inventory and stores in CSV format. The data describes the 820,000+ transactions for all Maven Toys stores. The data spans from January 1st 2017 to September 30th 2018.

The main questions that are require to be answered are:

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 it last?

Data Collection and Description:

The data is collected from [Maven Data Playground](#).

We are given four files in CSV format described below: