Sebastian Valenzuela Urena

NET REVENUE ANALYSIS: HASBRO & MATTEL

Data Analysis Process in Microsoft Power BI

1. **Data Preparation**

   In this part of the data analysis process the following steps were made in the Query Editor:

   - Removed unrequired data
   - Fixed missing values
   - Formatted data type
   - Combined tables using principal key column
   - Loaded the clean and transformed data into the Data Model

2. **Data Analysis**

   In this section of the data analysis the following steps were executed to explore and analyze the data:

   - Edited relationships between tables
   - Created measures using DAX language used in the final report
   - Returned to the Query Editor to fix little mistakes such as incorrect values

3. **Report and Visualization**

   This is the final part of the data analysis process. The following steps were implemented:

   - Used multiple charts/visuals to best represent the data
   - Adding slice to filter the data according to the year
   - Presentation and design

Final Insights

According to the report we can observe an increase of *$955,000,000* Net Revenue of Hasbro between 2020 and 2021. On the other hand, we observe an increase of *$869,300,000* Net Revenue of Mattel between 2020 and 2021.

The category of Hasbro which generated most part of the Net Revenue in 2021 is *Franchise Brands* with 41.83% of the total Net Revenue, meanwhile *Emerging Brands generated the least part of the Net Revenue with 8.79%.*

The category of Mattel which generated most part of the Net Revenue in 2021 is *Dolls* with 37.8% of the total Net Revenue, meanwhile *Vehicles* generated the least part of the Net Revenue with 20.6%.

Both companies have an increase in their Net Revenue Percentage Change between 2020 and 2021. Hasbro with 17% while Mattel with 19%.

Note: The report is intended to be explored in Microsoft Power BI.

References

All the data was extracted from the official website of the companies.

Hasbro, retrieved from https://investor.hasbro.com/

Mattel, retrieved from https://investors.mattel.com/