

Project Overview: I have been hired as the Lead Business Intelligence Analyst for **Maven Toys**, a small toy store chain located in the US. As one of my first tasks, the COO, Andy Davis, has asked me to prepare a new monthly dashboard for the company's Regional Sales Managers.

The data: The data is from Maven Toys from January 2020 to July 2021. The data shows the year, month, the store name, the region, the store type, the product name, the product category, the units sold, the revenue, and the profit. The dashboard that we create needs to allow the regional managers to explore the month over month and year over year changes. The stores in the respected regions, and the best performing and worst performing products in each region.

The Dashboard: For the questions that need to be answered for Andy and regional managers, I created a series of different tables under the "Data Prep" tab in the excel file attached. These tables consist of using MAXIFS, IFS, SUMIFS, SUM, IF, and MAX formulas Up formulas to break up and find the information we need. From there I created an interactive dashboard that the managers can use to see their best stores and bestselling products, as well as the month over month and year over year changes. The dashboard will change the numbers accordingly.