The Maven Market dataset is a popular and well-structured dataset used in data analytics and business intelligence projects, particularly for those learning and building portfolios with tools like Power BI. It simulates a real-world business scenario, providing a rich set of data for analysis.

**Dataset Overview**

The "Maven Market" is a fictional multi-national grocery chain with locations in Canada, Mexico, and the United States. The dataset provides a comprehensive look into its operations, including sales transactions, returns, product information, and customer demographics. It is designed to be a complete case study for data analysis, from data cleaning and modeling to reporting and visualization.

### Dataset Structure (Key Files)

The dataset typically consists of multiple interconnected CSV files, forming a relational data model. This structure requires data modeling skills to connect the tables and perform meaningful analysis. The main files usually include:

* **MavenMarket\_Transactions\_1997.csv and MavenMarket\_Transactions\_1998.csv:** These are the primary "fact" tables, containing the raw transactional data for each year. Each row represents a single sale and includes details like transaction\_date, product\_id, customer\_id, store\_id, and quantity.
* **MavenMarket\_Returns\_1997-1998.csv:** A fact table for product returns, detailing the returned product\_id, store\_id, and quantity.
* **MavenMarket\_Calendar.csv:** A dimension table containing date-related information, which is essential for time-series analysis.
* **MavenMarket\_Customers.csv:** A dimension table with customer-specific information such as customer\_id, first\_name, last\_name, birthdate, yearly\_income, and gender.
* **MavenMarket\_Products.csv:** A dimension table with product details like product\_id, product\_name, product\_brand, product\_retail\_price, and product\_cost.
* **MavenMarket\_Stores.csv:** A dimension table with store-specific data, including store\_id, store\_name, store\_city, and store\_country.
* **MavenMarket\_Regions.csv:** A dimension table with geographical information, linking region\_id to sales districts and regions

### Insights Demonstrated in this Dashboard

* **Sales Performance:** Analyzing total transactions, revenue, and profit MOM target v/s achieved KPI.
* **Product Analysis:** Analyzing products, by brand total transaction, profit and profit margin percentage.
* **Store Type Segmentation:** Understanding Store type performance by using drill through to analyze revenue distribution by weekend and working days, by priority, by member card, by gender, and by yearly income slab, showing top 10 products by store location.
* **Transaction Trend Analysis:** Visualizing transaction weekly trend.