



## Project Brief

# Hamleys Toy Store KPI Reports

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### THE SITUATION

You are a brand-new **Data Analyst** for Hamleys Toys, a toy store chain with multiple store locations in Mexico



### THE ASSIGNMENT

You have access to data containing transaction records from January 2022 – September 2023, along with information about stores and Locations

**Your goal is to build a simple, interactive report that the leadership team can use to monitor key business metrics a high-level trends**



### THE OBJECTIVES

1. Connect and profile the data
2. Create a relational model
3. Add calculated measures & fields
4. Build an interactive report