MAVEN MARKET

Product Brand	Total Transactions	Total Profit	Profit Margin	Return Rate
Hermanos	5,342	$21,753	58.64%	0.95%
Ebony	5,238	$20,354	59.81%	0.96%
Tell Tale	5,112	$19,982	58.05%	0.99%
Tri-State	5,099	$19,980	58.91%	1.10%
High Top	4,940	$19,810	60.42%	1.01%
Nationeel	4,408	$18,617	60.44%	1.18%
Best Choice	4,218	$18,355	60.64%	0.81%
Horatio	4,195	$17,737	58.42%	1.26%
Fort West	4,108	$15,834	59.80%	0.97%
Fast	4,097	$16,469	61.03%	1.07%
Sunset	3,953	$14,018	60.45%	1.03%
Carrington	3,891	$14,883	59.52%	0.78%
Red Wing	3,870	$15,870	59.36%	1.06%
Big Time	3,816	$15,560	60.20%	1.05%
Cormorant	3,744	$15,749	61.60%	0.87%
Imagine	3,634	$15,102	61.40%	1.06%
Super	3,618	$13,868	60.59%	0.96%
Denny	3,584	$16,015	58.02%	0.99%
High Quality	3,577	$16,139	59.98%	1.13%
Golden	3,550	$13,256	58.72%	0.88%
BBB Best	3,514	$12,991	62.12%	0.80%
PigTail	3,467	$11,617	60.68%	1.04%
Plato	3,352	$12,748	63.55%	1.06%
Landslide	3,270	$10,647	58.65%	0.98%
CDR	3,078	$12,062	58.98%	1.11%
Better	2,823	$9,179	61.15%	1.07%
Carlson	2,564	$10,534	61.20%	0.97%
Pleasant	2,564	$10,187	60.18%	0.92%
Just Right	2,558	$9,283	59.54%	0.83%
Bravo	2,484	$11,027	59.15%	0.82%
Total	**1,13,668**	**$4,49,627**	**59.94%**	**1.00%**

Map filter buttons: Select all / Canada / Mexico / USA

USA | Mexico | Canada

Weekly Revenue Trending
$50K ... $0K — Jan 1998, Apr 1998, Jul 1998, Oct 1998

Revenue vs. Target
$119.48K / $120K
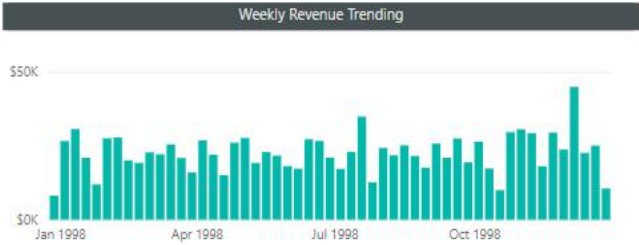
transaction_date	stock_date	product_id	customer_	store_id	quantity
01-01-1998	12/25/199	4	2439	10	3
01-01-1998	12/28/199	11	4284	10	3
01-01-1998	12/28/199	12	534	10	3
01-01-1998	12/29/199	14	9743	10	2
01-01-1998	12/27/199	16	3608	10	3
01-01-1998	12/27/199	23	1550	10	3
01-01-1998	12/28/199	46	1425	10	3
01-01-1998	12/29/199	50	1325	10	4
01-01-1998	12/30/199	56	3761	10	4
01-01-1998	12/31/199	59	1013	10	3
01-01-1998	12/26/199	61	1325	10	5
01-01-1998	12/26/199	61	1641	10	3
01-01-1998	12/31/199	75	5981	10	2
01-01-1998	12/26/199	89	3608	10	3
01-01-1998	12/31/199	90	8534	10	2
01-01-1998	12/29/199	112	1425	10	4
01-01-1998	12/26/199	115	1013	10	2
01-01-1998	12/30/199	119	1013	10	3
01-01-1998	12/31/199	120	9743	10	2
01-01-1998	12/31/199	126	7279	10	3
01-01-1998	12/26/199	127	1325	10	5
01-01-1998	12/28/199	130	9634	10	2
01-01-1998	12/26/199	139	6812	10	2
01-01-1998	12/28/199	159	1425	10	2
01-01-1998	12/25/199	163	7279	10	4
01-01-1998	12/26/199	165	5981	10	4
01-01-1998	12/29/199	166	534	10	3

return_date	product_id	store_id	quantity
01-01-1997	250	6	1
01-01-1997	628	6	1
01-01-1997	869	6	1
01-02-1997	469	11	1
01-02-1997	532	23	2
01-02-1997	742	23	1
01-02-1997	761	11	1
01-02-1997	1396	11	1
01-03-1997	1	7	1
01-03-1997	365	7	2
01-03-1997	385	7	1
01-03-1997	671	7	1
01-03-1997	1329	23	2
01-05-1997	70	15	1
01-05-1997	461	7	1
01-05-1997	469	23	1
01-05-1997	850	7	1
01-05-1997	927	7	1
01-05-1997	961	23	1
01-05-1997	987	23	1
01-05-1997	1117	23	1
01-05-1997	1292	15	1
01-05-1997	1458	23	1
01-06-1997	23	24	1
01-06-1997	40	24	2
01-06-1997	43	6	1
01-06-1997	85	24	1

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1. Executive Summary

Maven Market's dashboard provides a comprehensive snapshot of its operational and financial performance. With over 18,325 monthly transactions, $71,682 in monthly profit, and a return rate of 1.00%, the dashboard highlights both achievements and areas for improvement. While the company has exceeded its transaction goals (+5.69%), challenges remain in optimizing profit margins, reducing return rates, and diversifying regional contributions. This report delves into these aspects, presenting insights, recommendations, and actionable strategies for sustained growth.

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2. Business Problem (Need)

The dashboard reveals several key challenges Maven Market must address:

1. **Uneven Regional Contributions:**

      o Canada accounts for the majority of revenue, while Mexico and the USA underperform. This regional imbalance may hinder overall market diversification and growth.

2. **High Return Rates:**

      o Products like "Horatio" exhibit return rates above 1.2%, significantly impacting profitability and customer satisfaction.

3. **Underperforming Products:**

- While "Hermanos" leads in transactions, its profit margins are moderate compared to competitors.

Maven Market must address these issues to achieve:

- Sustained revenue growth.

- Improved profitability and cost-efficiency.

- Enhanced customer experience and retention.

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3. Objectives and Scope

Objectives:

1. Identify key drivers of profitability and operational efficiency.

2. Minimize return rates while maintaining high transaction volumes.

3. Develop region-specific strategies to enhance market penetration.

Scope: This report focuses on analyzing transactional data, profitability metrics, return rates, and regional sales distributions. It leverages Power BI insights and additional analytical techniques to provide a roadmap for achieving business goals.

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4. Data Requirement

Key data points required for this analysis:

1. **Sales Data:**

   o Weekly and monthly revenue trends.

   o Transaction volumes by product and region.

2. **Profitability Metrics:**

   o Total profit by product and region.

   o Profit margins and their alignment with targets.

3. **Operational Metrics:**

   o Return rates by product.

- o Performance of top-selling products.

4. **Comparative Metrics:**

- o Goals vs. actuals (e.g., $120K revenue target).

- o Regional benchmarks.

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5. Data Collection and Understanding

The analysis leverages data from Maven Market's Power BI dashboard:

1. **Time Period:**

   - o The data covers weekly and monthly trends, providing a granular view of performance.

2. **Regional Breakdown:**

   - o Sales data segregated by Canada, USA, and Mexico.

3. **Product-Level Data:**

   - o Transaction counts, profit margins, and return rates for over 30 product brands.

Key Observations:

- "Hermanos" leads with 5,342 transactions but has a moderate profit margin of 58.64%.

- Canada dominates revenue contributions, while Mexico's performance requires improvement.

- Return rates vary significantly, with some products exceeding 1.2%.

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6. Data Validation (Bias/Transparency/Reliability)

Bias Checks:

- Ensure equal representation of regions (Canada, USA, Mexico) to avoid skewed insights.

Transparency:

- Clearly document calculations for profit margins and return rates.

Reliability:

- Verify data consistency across multiple sources (e.g., transaction logs vs. Power BI outputs).

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7. Data Cleaning and Exploration (EDA)

Cleaning Steps:

- Standardized product names to eliminate duplicates.
- Addressed missing values in transaction and profit data.
- Removed outliers in return rates for accurate trend analysis.

Exploration Insights:

- High-return products correlate with low-profit margins.
- Canada's seasonal spikes align with promotional campaigns.

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8. Tools and Techniques Selection

1. **Power BI:**
   - Used for interactive dashboards and real-time insights.
2. **Python:**
   - Supplementary analysis (e.g., correlation analysis, predictive modeling).
3. **SQL:**
   - Efficient data extraction and transformation.

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9. Graphical Analysis

Univariate Analysis:

- Top-performing products (e.g., "Hermanos") by transaction volume.

- Regional sales distribution: Canada leads, followed by the USA and Mexico.

Bivariate Analysis:

- Profit margins vs. return rates: Identified products with high returns and low margins.

Multivariate Analysis:

- Revenue trends across regions, products, and time periods reveal opportunities for optimization.

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10. Detailed Dashboard Insights

Transactions:

- Current month transactions: 18,325, exceeding the goal by 5.69%.

Profitability:

- Current month profit: $71,682, 5.61% below target.

Return Rates:

- Return rate: 1.00%, with specific products like "Horatio" exceeding 1.2%.

Regional Sales:

- Canada contributes the majority of revenue; Mexico shows potential for growth.

Product Performance:

- "Hermanos" leads in transactions but has room for margin improvement.

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11. Storytelling and Business Impact

The data reveals actionable insights:

- **Regional Focus:** Enhance marketing efforts in Mexico and the USA to diversify revenue streams.

- **Product Optimization:** Address quality or pricing issues for high-return products.

- **Profitability:** Leverage tiered discount strategies to boost margins.

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12. Data-to-Business Translation

Revenue Growth:

- Launch targeted campaigns in underperforming regions.

- Introduce premium product lines to boost average transaction value.

Cost Management:

- Investigate and resolve issues causing high return rates.

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13. Strategic Recommendations

1. Introduce product-level incentives to improve margins.

2. Optimize the return policy to reduce the impact on profitability.

3. Expand investments in underperforming regions.

14. Implementation Plan

Short-Term (1–3 months):

- Implement revised discount and return policies.

- Launch targeted campaigns in Mexico and the USA.

Medium-Term (4–6 months):

- Monitor the impact of regional campaigns and adjust strategies.

- Develop new product bundles to increase average transaction value.

Long-Term (7–12 months):

- Scale dashboard insights with predictive analytics for real-time decision-making.

- Explore new market opportunities beyond North America.

15. Monitoring and KPIs

1. **Revenue Growth:** Weekly and monthly trends.

2. **Return Rate Reduction:** Target below 1% for all products.

3. **Regional Contributions:** Increase USA and Mexico's share by 20% within six months.

16. Challenges and Mitigation Strategies

Challenge 1: Limited regional penetration.

- **Mitigation:** Deploy localized marketing strategies.

Challenge 2: High return rates.

- **Mitigation:** Enhance product quality and customer support.

17. Conclusion

Maven Market's dashboard insights provide a roadmap for optimizing profitability, diversifying regional contributions, and reducing return rates. By implementing the recommended strategies, the company can achieve its $120K revenue target and establish a stronger market presence.