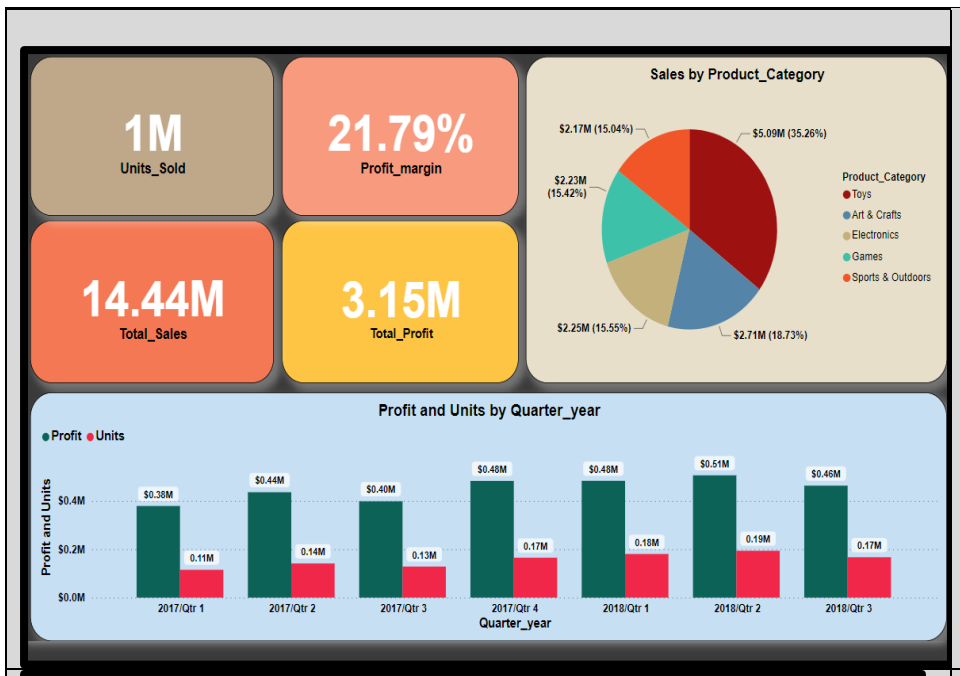
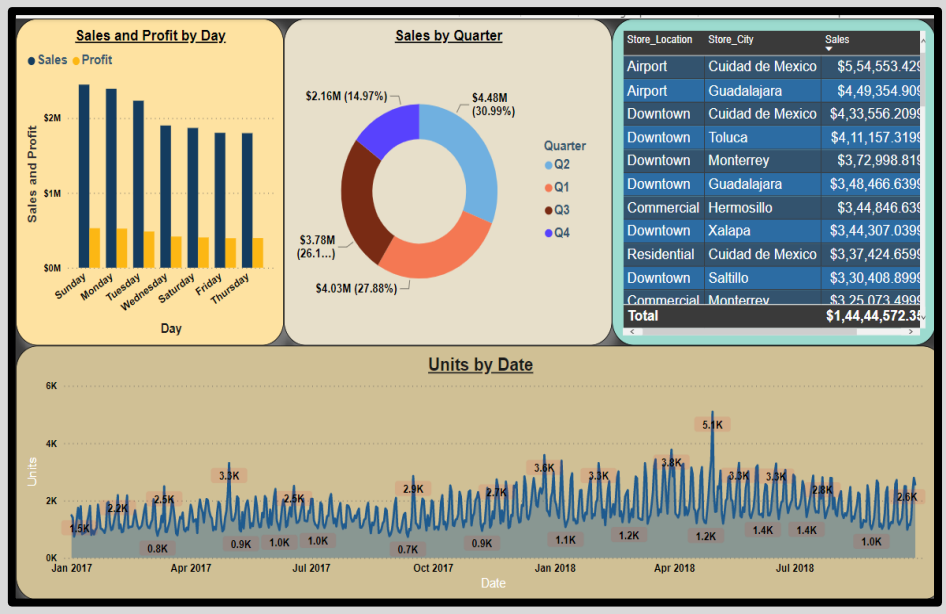
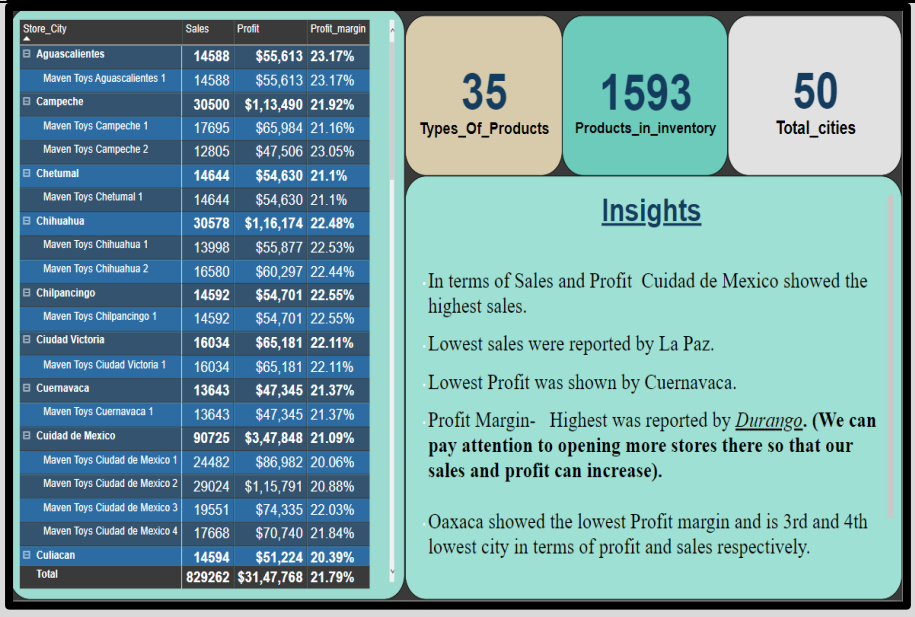
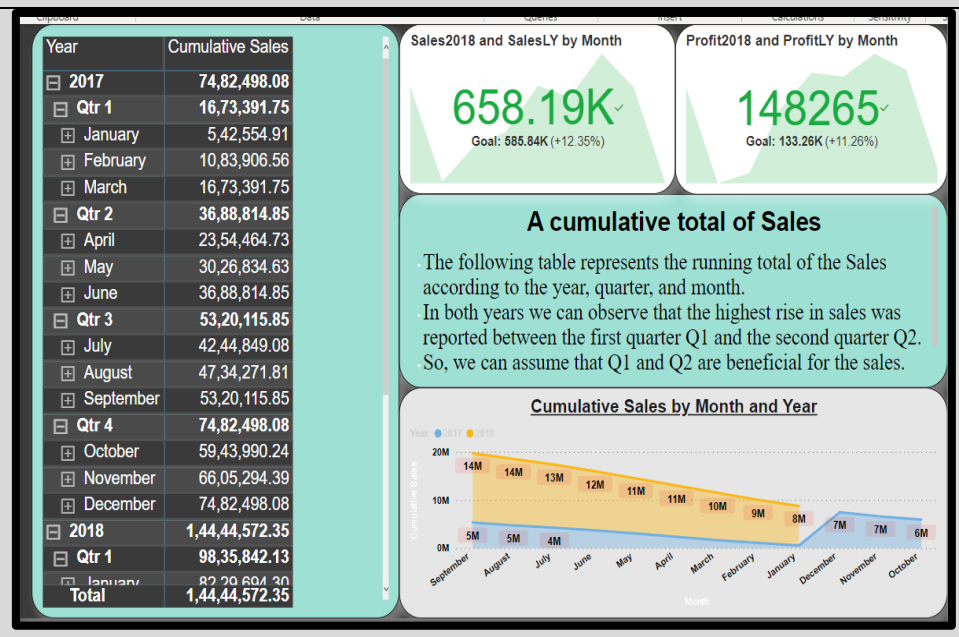
Project Report - Mexico Toy Sales (Microsoft Power BI)









Problem Statement:

The Account Manager of a recently opened Toy store named **Mexico Toys Store** is curious to know about the performance of the store in various in the last 2 years (2017 and 2018). He wants to know the areas in which the sales and profit went well. He is also curious about the products' inventory status and the time series analysis of sales and profit. It would be better to find the key areas the company must pay attention to. It is also important to know whether the target of sales and profit have been met or not.

Serial no.	Steps	Insights/Approach
1.	**Pain points of the project**	✓ KPIs to know whether the company is achieving its objective or not. ✓ The cumulative total of sales to understand the growth of the business. ✓ The inventory management of different stores. ✓ Finding out the special days and seasons during which sales are high.
2.	**Approach adopted**	✓ Analysis of the information in hand (about the variables) in Excel first. ✓ Presence of erroneous values of missing points. ✓ Creation of a date table to perform time intelligence functions. ✓ Data modelling and management of relationships (especially of the newly created table with others.) ✓ DAX functions – for profit, sales, running total, and usage of KPIs.
3.	**Technology used**	✓ Power BI – Power Query, Dax, Data modelling, tooltips, visualizations.
4.	**Reason for using the above technologies**	✓ Power query- To find distinct values as well as the range and presence of missing values. ✓ Data modelling – To manage relationships between tables. ✓ Dax function- For creating KPIs, financial formulae, calculated columns, and measures. ✓ Tooltips – To look at the performance of a product in terms of its sales and inventory. ✓ Visualizations – To create interactive dashboards.
5.	**Insights**	✓ Company met its target (sales-**685.19K**, Profit- **148.265K**) ✓ The highest sales were witnessed by the product category of **Toys** and were the least for **Arts and crafts.** ✓ Highest sales were observed between the first and the second quarter of both years. ✓ More stores can be opened at **Durango** as it is showing a high-profit margin. ✓ Overall profit margin is **21.79% which is quite good. (As 10% is optimum for any company).**