**TOY Store KPI Report**

The Situation: You're a brand-new Data Analyst for Maven Toys, a toy store chain with multiple store locations in Mexico.

The Assignment: You have access to data containing transactional records from January 2022-September 2023, along with information about products and store locations.

Your goal is to build a simple, interactive report that the leadership team can use to monitor key business metrics and 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