

Maven Market Analysis

Customers

Sales

Returns

Profile

Stores

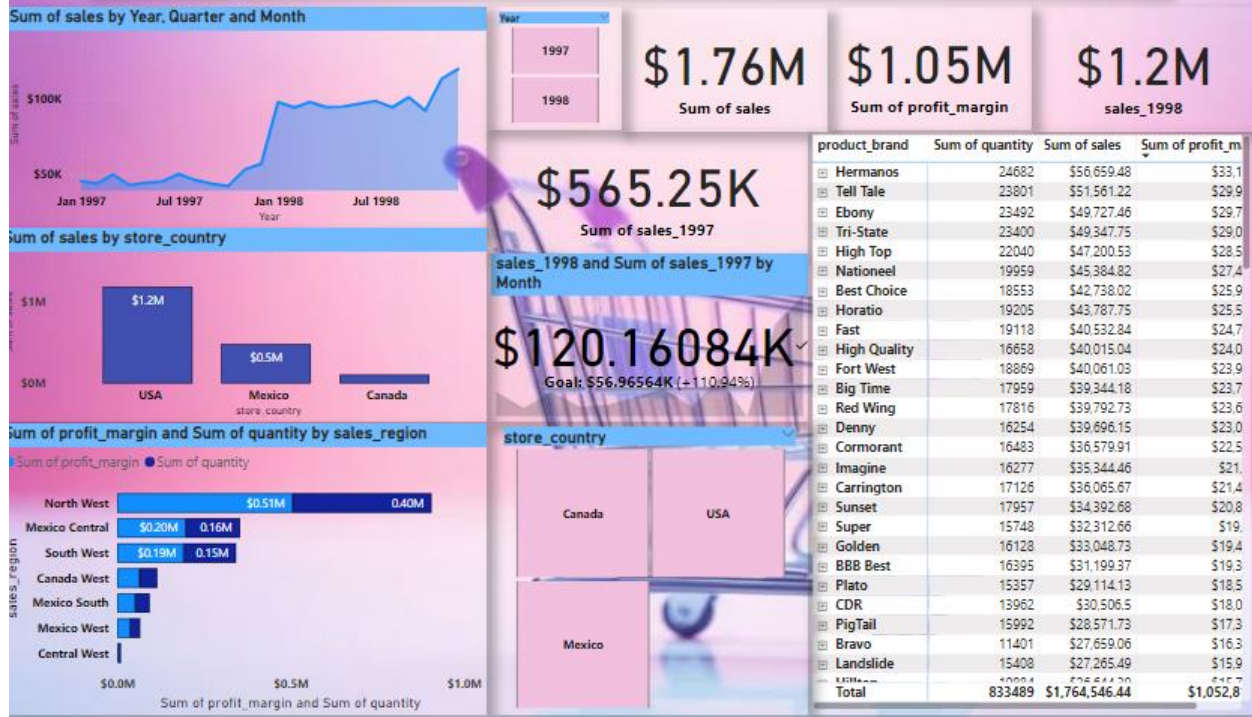
Project Summary: Maven Market Data Analysis

The Maven Market Data Analysis project aims to provide comprehensive insights into various aspects of customer behavior, sales performance, store operations, and returns analysis through interactive Power BI dashboards. The project encompasses four distinct dashboards: Customers, Sales, Returns, and Store. These dashboards are interlinked to facilitate seamless navigation and exploration of data.

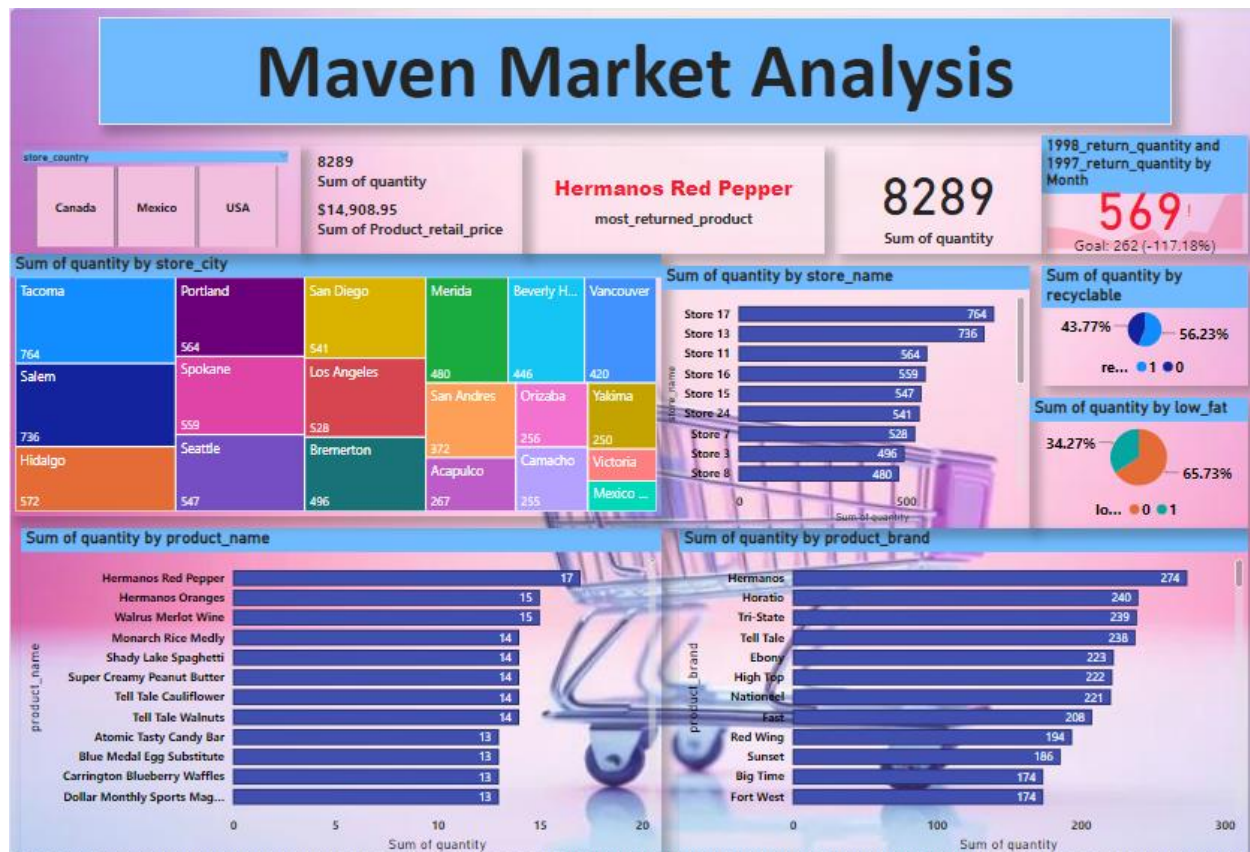


Customer Dashboard: This dashboard presents a detailed summary of customer demographics and characteristics. Users can analyze customer count by gender, marital status, country, occupation, yearly income, education, and age range. It provides a holistic view of the customer base, enabling targeted marketing strategies and customer segmentation.

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1. **Sales Dashboard:** The Sales Dashboard offers insights into sales performance across different time frames - yearly sales for 1997 and 1998, quarterly, and monthly trends. Users can explore the sum of sales by store country, profit margin, and quantity by sales region. Slicers are available to filter and drill down into specific data subsets, enhancing the granularity of analysis.



Returns Dashboard: This dashboard provides a detailed overview of product returns, categorized by country, product name, brand, store name, and store city. Users can identify patterns and trends in return behavior, facilitating optimization of inventory management and product quality control measures.

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486K

Sum of grocery_sqft

211K

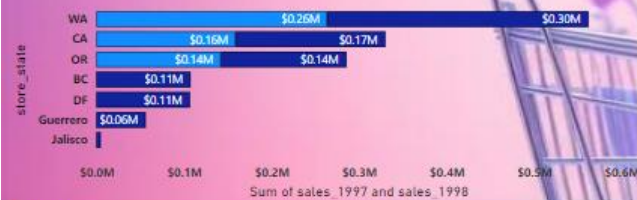
Sum of space_available

697K

Sum of total_sqft

Sum of sales_1997 and sales_1998 by store_state

Sum of sales_1997 Sum of sales_1998



store_country

Canada

Mexico

USA

Sum of space_available by store_type



store_city

Acapulco	Bremerton	Hidalgo	Mexico City	Salem	San Francisco	Tacoma	Walla Walla
Bellingham	Camacho	Los Angeles	Orizaba	San Andres	Seattle	Vancouver	Yakima
Beverly Hills	Guadalajara	Merida	Portland	San Diego	Spokane	Victoria	

Store Dashboard: The Store Dashboard offers insights into store performance, showcasing the sum of sales for 1997 and 1998 by store state, as well as the sum of available store space by store type. It enables stakeholders to evaluate the profitability and efficiency of different store locations and formats.

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1. **Profile Dashboard:** The Profile Dashboard serves as a centralized hub, linking to various professional profiles such as LinkedIn, GitHub, Twitter, and Kaggle. Users can navigate to these platforms by clicking on the respective icons, facilitating networking and collaboration opportunities.

Overall, the Maven Market Data Analysis project empowers stakeholders with actionable insights derived from comprehensive data analysis, enabling informed decision-making and strategic planning for business growth and optimization.