**📊 Maven Market Power BI Report**

**Domain: Retail & E-Commerce  
Report Type: Executive Summary + Product Performance Dashboard  
Toolset: Power BI Desktop | DAX | Power Query | Geospatial Mapping | Data Modeling | Time Intelligence**

**📝 Executive Summary**

**The Maven Market Power BI report provides a dynamic and insightful dashboard for monitoring key business metrics across brands, cities, and time. This analysis empowers decision-makers to track transactions, profitability, return rates, and revenue trends at both granular and consolidated levels. The report emphasizes month-over-month performance with embedded time intelligence and brand-specific KPIs, designed for C-level executives, product managers, and financial analysts.**

**🎯 Objectives**

* **Identify top-performing and underperforming product brands based on transactions, profit, and return rate.**
* **Provide revenue trends over time to detect seasonality or downturns.**
* **Deliver city-level transaction analytics through interactive maps.**
* **Track monthly KPIs including total profit, margin, and transaction trends.**

**📌 Key Features**

**✅ Brand Performance Summary**

* **Ranks brands by total transactions, profit, and profit margin.**
* **Visualizes return rates, identifying potential quality or delivery issues.**
* **Helps prioritize inventory and marketing focus on high-performing brands like:**
  + ***Hermanos*, *Ebony*, and *Tell Tale* with highest transaction volume and profit.**

**📅 Time Intelligence & Trends**

* **Month-over-month comparison of:**
  + **🧾 Total Transactions**
  + **💵 Total Profit**
  + **📈 Revenue Performance**
* **Visual KPI indicators highlight percentage increases/decreases from the previous month.**

**🌍 Geospatial Analysis**

* **Map-based visualization of transactions by city across USA, Canada, and Mexico.**
* **Filters allow regional sales tracking at city and state levels (e.g., Seattle, San Diego, Portland).**

**📉 Revenue Trends**

* **Weekly revenue trend chart enables tracking of sales performance over time.**
* **Includes actual vs target revenue comparison.**

**🧮 Metrics Tracked**

| **Metric** | **Description** |
| --- | --- |
| **Transactions** | **Count of total purchases per brand/city** |
| **Profit** | **Net gain calculated across all transactions** |
| **Profit Margin** | **Percentage of profit over revenue** |
| **Return Rate** | **Percentage of products returned per brand** |
| **Revenue Trend** | **Weekly sales performance visualized over time** |

**📂 Data Model Overview**

* **Star Schema model with dimension tables for *Date*, *Brand*, *City*, and *Product Category*.**
* **Fact Table includes transactions, returns, revenue, and cost.**
* **Optimized using Power Query transformations and DAX measures for KPIs.**

**💡 Insights Derived**

* **The overall profit margin hovers around 60%, with the top brands exceeding this mark.**
* **Cities in the West Coast USA drive the majority of transactions.**
* **The average return rate is <1%, indicating strong product satisfaction.**
* **Slight decline in revenue and transactions in the current month highlights potential seasonal dip or operational inefficiencies.**