**Project Title:** Revenue and Profit Analysis for Maven Market

**Role:** Business Intelligence Analyst

**Company:** Maven Market - A Multi-National Grocery Chain (USA, Canada, Mexico)

**Project Overview:**

In this project, I developed a comprehensive Power BI report for Maven Market, a leading multi-national grocery chain operating across the USA, Canada, and Mexico. The objective was to provide deep insights into the company’s revenue, profit, and customer demographics by leveraging advanced data modeling and visualization techniques.

**Key Responsibilities:**

* **Data Connection and Shaping:** Connected to various data sources, including transaction tables from 1997-1998, store details, customer demographics, and regional sales data. The data was cleaned, transformed, and shaped to build a robust relational model.
* **Calculated Fields:** Created multiple calculated columns and measures, including profit margins, revenue per store category, and customer age segmentation, to enhance the depth of analysis.
* **Interactive Dashboard Design:** Designed and developed an interactive dashboard that allowed stakeholders to explore key business metrics, such as revenue generation, profit margins, transaction counts, and customer age distributions across different regions and store types.

**Key Insights:**

* **Revenue and Profit by Store Category:** The analysis revealed that Supermarkets are the highest revenue and profit generators, followed closely by Deluxe Supermarkets. Small Grocery stores, however, generated the lowest profit.
* **Geographical Revenue Distribution:** The USA emerged as the top revenue-generating country, followed by Mexico and Canada. Within the USA, the North West region contributed to nearly 48% of the total revenue.
* **Customer Age Segmentation:** A donut chart analysis of customer age categories indicated that the Elder customer group (71+) is the most significant revenue contributor.

**Outcome:** The insights derived from this report have enabled Maven Market’s leadership to make data-driven decisions regarding store expansion, targeted marketing efforts, and resource allocation across regions. The report’s interactive features have also empowered regional managers to drill down into specific areas of interest, thereby enhancing operational efficiency.

**Tools Used:** Power BI, DAX, SQL

**Skills Demonstrated:**

* Data Modeling and Transformation
* Advanced DAX Calculations
* Interactive Dashboard Design
* Business Data Analysis