

## Maven Fuzzy Factory Business Overview – Project Description

This project is the second step in analyzing the Maven Fuzzy Factory MySQL database. It builds on the insights gained from the initial SQL project, where I explored the data using SQL queries. After completing the *Advanced SQL: MySQL for eCommerce Data Analysis* course from Maven Analytics and developing a SQL project for my portfolio, I decided to take the next step and create a comprehensive Power BI report to visualize the data.

### Project Goal:

The main objective was to develop a detailed Power BI report to help visualize key business metrics from the Maven Fuzzy Factory dataset, providing actionable insights for decision-makers.

### Project Steps:

1. **Data Connection:** Connected to the Maven Fuzzy Factory MySQL database and imported the necessary tables into Power BI for analysis.
2. **Data Transformation:** The data was cleaned and transformed using Power Query by removing unnecessary columns, adding new ones where required and creating a Date table for effective time-based analysis.
3. **Data Relationships:** Established relationships between the existing tables in the dataset and the additional ones created to enable a more detailed analysis.
4. **DAX Measures and Calculations:** Created various DAX measures and calculated columns to capture critical business and user engagement metrics. Organizing the measures into a dedicated table with folders helped improve the report's manageability.
5. **Report Creation and Design:** Built a three-tab Power BI report, which included:
  - **Overview:** An executive summary of business performance, highlighting key metrics such as website sessions, orders, conversion rate and revenue.
  - **Website Traffic:** Focused on website traffic, user engagement, pageviews and session data.
  - **Revenue & Customers:** A deeper dive into revenue performance, customer segmentation and other metrics.

To enhance usability, I also created a slicer panel to keep all slicers in one place for easier navigation.

For design, a custom background was created and a color palette was selected to align with the business's branding.

**Conclusion:** This project resulted in a detailed Power BI report that visualizes key business metrics for Maven Fuzzy Factory. By connecting to the MySQL database, transforming the data, applying DAX and data visualization techniques I was able to provide actionable insights into revenue, user engagement and website traffic. The report offers an interactive and user-friendly experience, helping stakeholders make data-driven decisions to improve business performance.