



# Maven Lego Challenge | The history & evolution of LEGO sets from the past 50 years (1970-2022)

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• This Power BI dashboard is part of the **Maven LEGO Challenge**, a monthly data analysis competition hosted by **Maven Analytics**.

• The objective of this challenge is to create an interactive visual that lets users explore **the history and evolution of LEGO sets** from the past **50 years**. The dashboard uses data from LEGO sets released from **1970 to 2022**, including details on each set's theme, pieces, recommended age, retail price, and image.

**18.46K**

Total Set Released

**3.29M**

Total Pieces Released

**\$37.53**

Avg Retail Price

**152**

Total Lego Themes

**17**

Total Themes Group

**7**

Total Lego Category

**22.37K**

Total Minifigs

Quick Insights

## # Lego with Most Lego Sets

| Name             | Category   | Total Set |
|------------------|------------|-----------|
| Bonus/Value Pack | Collection | 167       |

## # Lego which has most pieces

| Name             | Category   | Total Pieces |
|------------------|------------|--------------|
| Bonus/Value Pack | Collection | 38187        |

## # Most Expansive Lego

| Name              | Category | Sum of US_retailPrice |
|-------------------|----------|-----------------------|
| Millennium Falcon | Normal   | \$1,309.96            |

## # Cheapest Lego

| Name              | Category | Sum of US_retailPrice |
|-------------------|----------|-----------------------|
| Gift Tag Stickers | Gear     | \$1.49                |

## # Lego Sets which have most minifig

| Name                 | Category | Sum of minifigs |
|----------------------|----------|-----------------|
| City Advent Calendar | Normal   | 131             |

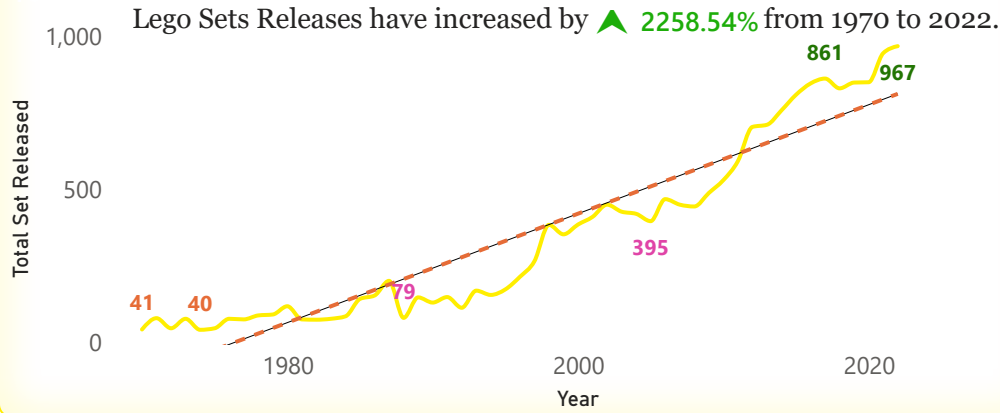
## Trend Overview

The **Trend Overview** section provides a high-level view of the evolution of **LEGO sets over year**. It includes **two bookmark buttons** that allow users to switch between two different visuals

## Lego Sets &amp; Pieces Released by Year

## Minifig &amp; AVG Price by Year

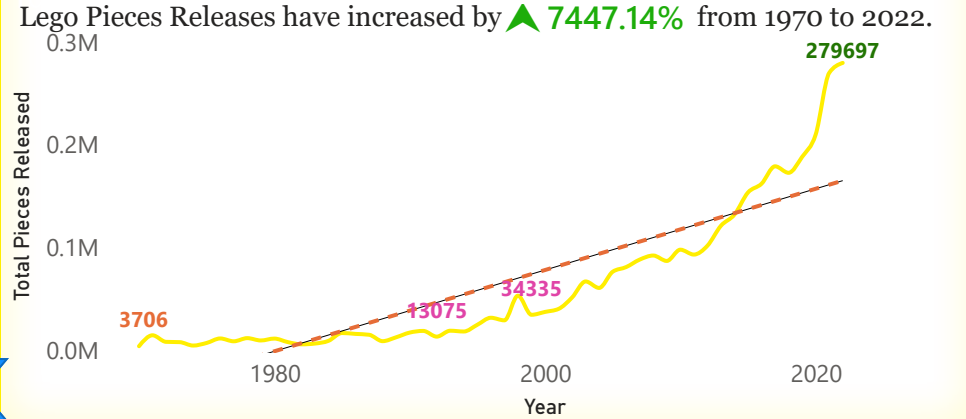
## # Lego Sets Released by Year



The number of **LEGO sets released** per year has **increased** significantly over the past 50 years. In **1970, only 41 sets \$ 8 theme** were released, while in **2022**, there were **967 sets & 17 lego theme** released. This represents an increase of **2258.54%**.

The total **number of pieces** per year has also **increased** dramatically. In **1970**, there were a **total of 3706 pieces**, while in **2022**, there were a **total of 279,700 pieces**. This represents an approx **increase of 7447.14%**.

## # Total Pieces Released by Year



## Category Based Insights

The **Category Based Insights** section provides a detailed view of the distribution of **LEGO sets, pieces, minifigure**, and **avg price** across different **categories**. It includes **four bookmark buttons** that allow users to switch between four different visuals.

## Sets by Category

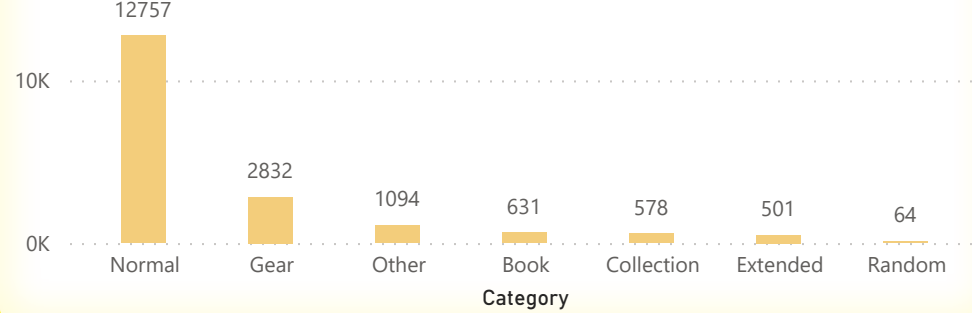
## Pieces by Category

## Minifig by Category

## AVG Price by Category

## # Total Lego Set by Category

**Normal** category, with **12,757 sets**, or **69.12%** of the total.



The data shows that the majority of LEGO sets have been released in the **Normal** category, with **12,757 sets, or 69.12%** of the total. The **Random** category has the **fewest** number of sets, with only **64 sets released**.

## Themes Based Insights

The **Theme Based Insights** section provides a detailed view of the distribution of **LEGO sets, pieces, minifigure**, and **avg price** across different **Theme**. It includes **four bookmark buttons** that allow users to switch between four different visuals.

## Top Theme by Sets

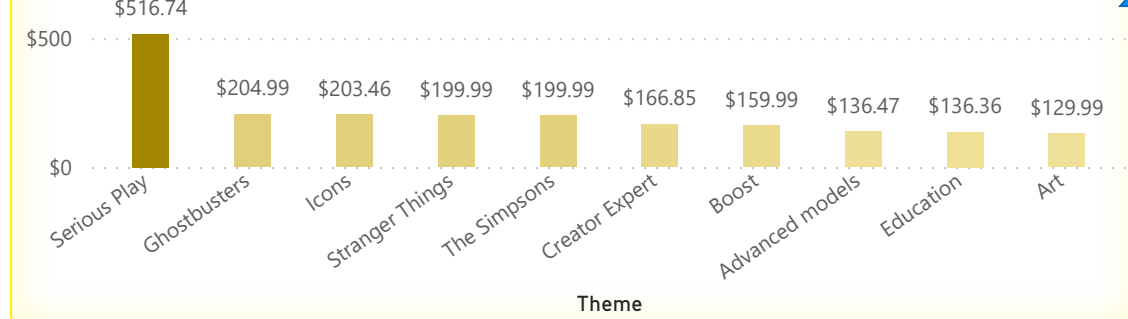
## Top Theme by Piece

## Top Theme by Minifig

## Top Theme by AVG Price

## # Top 10 theme by AVG price

**Serious Play** theme has the **highest average price**, at **\$516.74**.



The data shows that the **Serious Play** theme has the **highest average price**, at **\$516.74**. The **Collectable minifigures** has the **lowest average price**, at **\$4.29**.

## Sub Theme Based Insights

The **Sub Theme Based Insights** section provides a detailed tabular view of the distribution of **LEGO sets, pieces, minifigure**, and **avg price** across different **Sub Theme**. It includes **four bookmark buttons** that allow users to switch between four different visuals.

## Lego Sets by...

## Lego Pieces by SubTheme

## Lego Minifigs by SubTheme

## AVG Price by SubTheme

## # Lego Set by Sub Theme

| SubTheme           | Total Sets | % of Total |
|--------------------|------------|------------|
| Data Not Available | 3556       | 19.27%     |
| Magazine gift      | 563        | 3.05%      |
| Promotional        | 416        | 2.25%      |
| Product Collection | 391        | 2.12%      |
| Storage            | 283        | 1.53%      |
| Miscellaneous      | 266        | 1.44%      |
| Watches/Clocks     | 243        | 1.32%      |
| Total              | 18457      | 100.00%    |

This tabular visual shows the number of **LEGO sets released** in each **subtheme**. The data shows that **the majority of LEGO sets** have been released in the **Magazine Gift** subtheme, with **563 sets, or 3.05%** of the total. There are **3,356 sets, or 19.27%** of the total, whose subtheme is **not provided** in the **dataset**.

## ThemeGroup Based Insights

The **ThemeGroup Based Insights** section provides a detailed view of the distribution of **LEGO sets, pieces, minifigure**, and **avg price** across different **ThemeGroup**. It includes **four bookmark buttons** that allow users to switch between four different visuals.

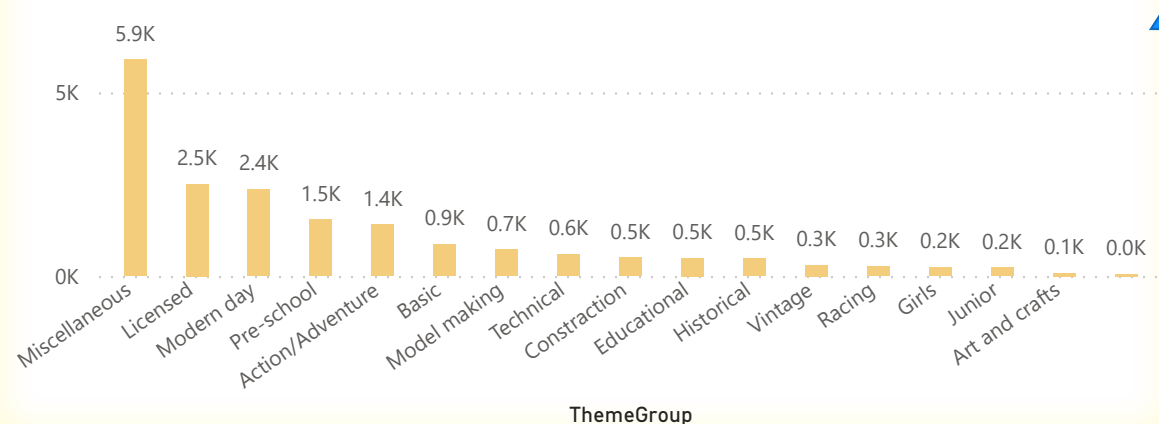
## Sets by ThemeGroup

## Pieces by ThemeGroup

## Minifigs by ThemeGroup

## AVG Price by ThemeGroup

## # Lego Sets by ThemeGroup



This Visual shows that the majority of LEGO sets have been released in the **Miscellaneous ThemeGroup**, with **5891 sets, or 31.91%** of the total. The **Air & Crafts ThemeGroup** has the **fewest** number of sets, with only **84 sets released**.



Theme Group:

Sub Theme:

Camp Cretaceous

Category:

Book

Theme:

4 Juniors

4-stud Red Storage Brick

Theme



All



Category



All



18.46K

Total Set Released

3M

Total Pieces Relea...

\$37.53

Avg Retail Price

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Total Themes Gro...

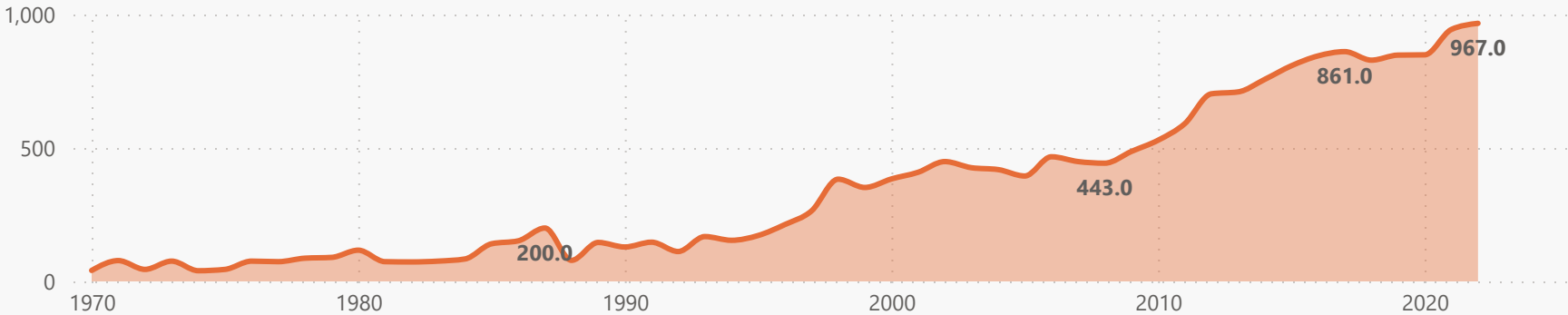
7

Total Lego Categ...

22K

Total Minifigs

Set Released by Year



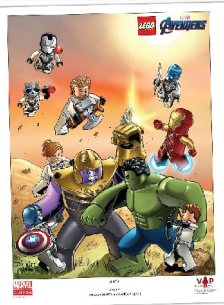
4-stud Red...



8 Stud Blue Desk...



AT-AT vs....



Avengers:...



Batman Notebook...

Battery Cable Kit



Blaster Bike

Bogie Plate