

## **PROJECT\_POWERBI\_001 : Maven Toys**

This project is based on LinkedIn course: Build an Interactive Business KPI Dashboard with Power BI (Guided Project)

As a data analyst for Maven Toys, a toy store chain with multiple store locations in Mexico.

-The goal: is to build a simple, interactive report that the leadership team can use to monitor key business metrics and high-level trends.

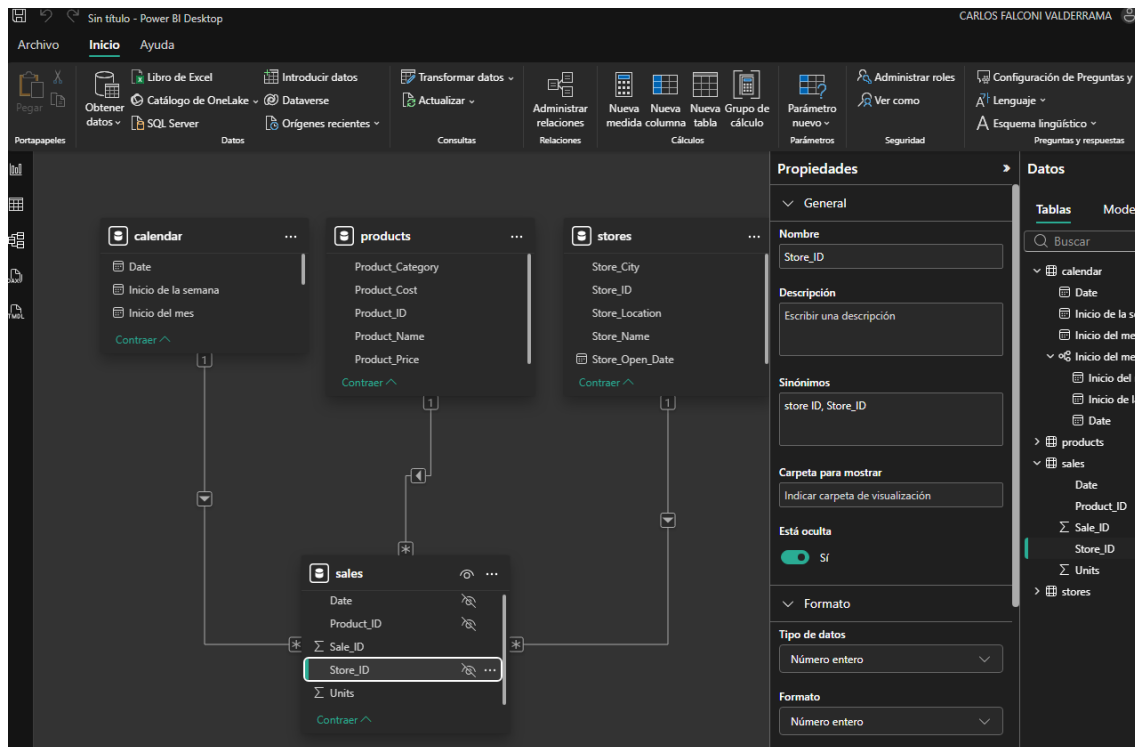
-The data: transactional records from January 2022 to September 2023, along with info about products and store locations

### **-The development:**

#### **. Connect and profile the data**

Notes: some issues due to data format and decimal format due to USA vs EU standards.

#### **. Create a relational model**



## . Add Calculated measures and fields

On Sales table, new columns were created using:

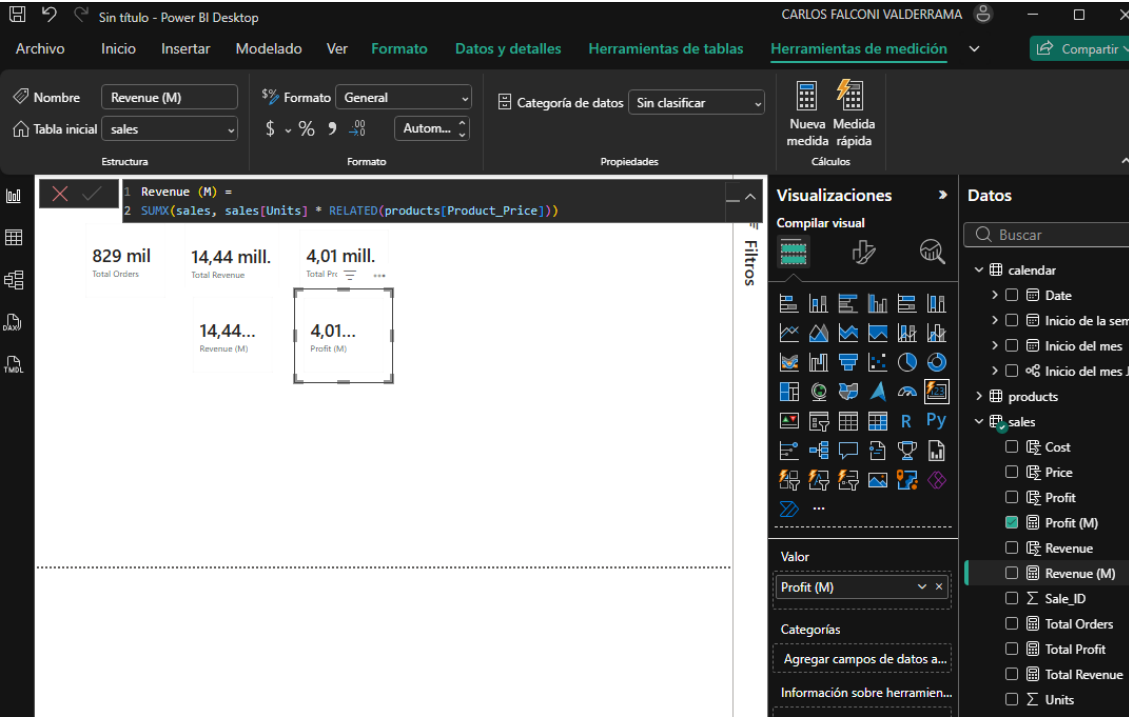
Revenue = sales[Units] \* sales[Price]

Profit = sales[Revenue] - (sales[Cost] \* sales[Units])

The screenshot shows the Power BI Desktop interface with a data table. The table has columns: Sale\_ID, Date, Store\_ID, Product\_ID, Units, Cost, Price, Revenue, and Profit. The Profit column is highlighted. The formula bar shows the calculated measure: Profit = sales[Revenue] - (sales[Cost] \* sales[Units]).

Sale_ID	Date	Store_ID	Product_ID	Units	Cost	Price	Revenue	Profit
277	sábado, 1 de enero de 2022	31		8	1	3,99	6,99	3
404	sábado, 1 de enero de 2022	31		8	1	3,99	6,99	3
490	sábado, 1 de enero de 2022	31		8	1	3,99	6,99	3
722	sábado, 1 de enero de 2022	31		8	1	3,99	6,99	3
747	sábado, 1 de enero de 2022	31		8	1	3,99	6,99	3
756	sábado, 1 de enero de 2022	31		8	1	3,99	6,99	3
841	sábado, 1 de enero de 2022	31		8	1	3,99	6,99	3
1071	sábado, 1 de enero de 2022	31		8	1	3,99	6,99	3
1113	sábado, 1 de enero de 2022	31		8	1	3,99	6,99	3
1123	sábado, 1 de enero de 2022	31		8	1	3,99	6,99	3
3285	martes, 4 de enero de 2022	31		8	1	3,99	6,99	3
3362	martes, 4 de enero de 2022	31		8	1	3,99	6,99	3
3391	martes, 4 de enero de 2022	31		8	1	3,99	6,99	3
3552	miércoles, 5 de enero de 2022	31		8	1	3,99	6,99	3
3667	miércoles, 5 de enero de 2022	31		8	1	3,99	6,99	3
3690	miércoles, 5 de enero de 2022	31		8	1	3,99	6,99	3

On report view, cards were added and linked to new variables:



. Build an interactive report:

