

## **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.

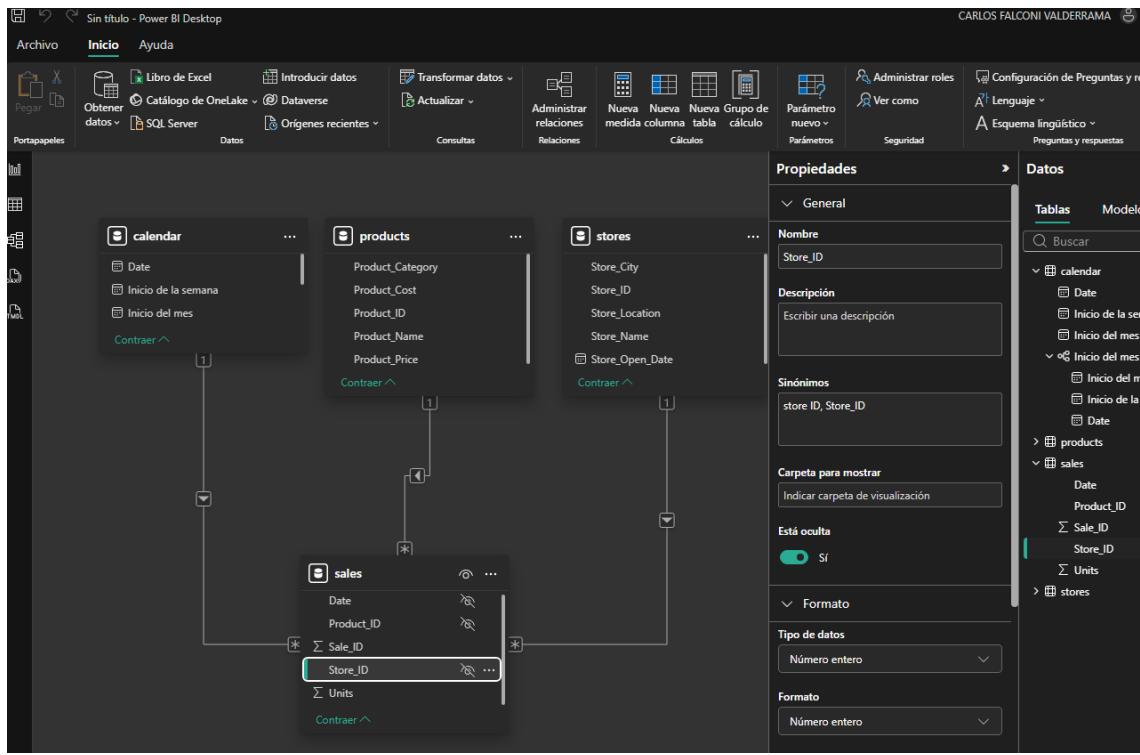
**-The data:** transactional records from January 2022 to September 2023, along with info about products and store locations

### **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:

$$\text{Revenue} = \text{sales[Units]} * \text{sales[Price]}$$

$$\text{Profit} = \text{sales[Revenue]} - (\text{sales[Cost]} * \text{sales[Units]})$$

The screenshot shows the Power BI Desktop interface with the Tools tab selected. A calculated column named "Profit" is being defined in the sales table. The formula is set to  $\text{Profit} = \text{sales[Revenue]} - (\text{sales[Cost]} * \text{sales[Units]})$ . The table preview shows several rows of sales data with the newly calculated Profit column. The properties pane on the right shows the newly created Profit column.

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

The screenshot shows the Power BI Desktop interface with the following details:

- Formula Bar:** Shows the formula for a measure named "Revenue (M)" which calculates the sum of sales units multiplied by related product prices.
- Visualizations:** Three cards are displayed:
  - 829 mil Total Orders
  - 14,44 mill. Total Revenue
  - 4,01 mill. Total Profit
- Toolbars and Panels:** Standard Power BI toolbars like Archivo, Inicio, Insertar, Modelado, Ver, Formato, Datos y detalles, Herramientas de tablas, and Herramientas de medición are visible. The "Herramientas de medición" tab is selected.
- Right Panel:** Shows the Data pane with tables like calendar, products, sales, and their respective measures (Cost, Price, Profit, Revenue) and calculated columns (Sale\_ID, Total Orders, Total Profit, Total Revenue, Units).

## . Build an interactive report:

