Toy Company Sales: **2023 Performance Report**

$4.0M
Profit

$14.4M
Revenue

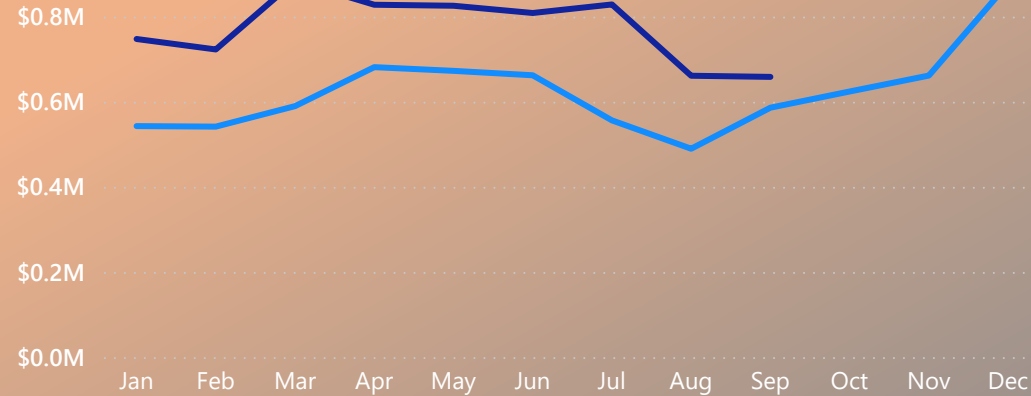**$7.0M**
YTD Revenue

$5.3M
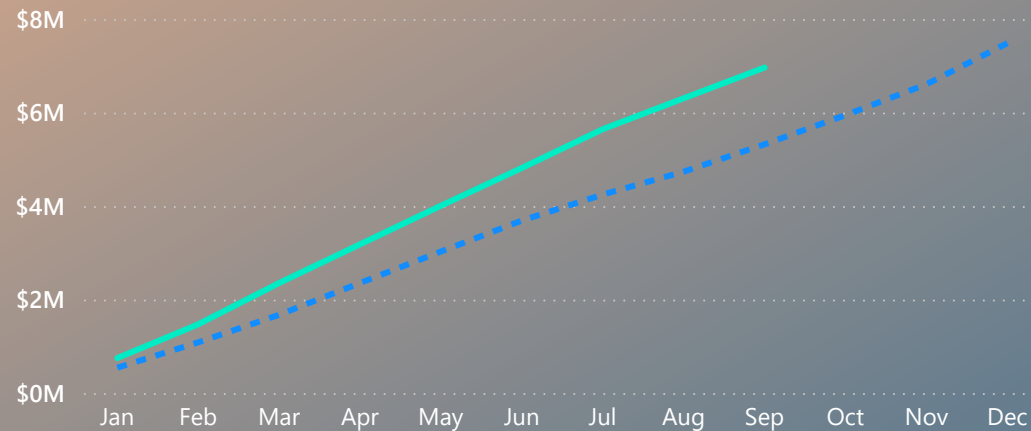Previous YTD Revenue

30.9%
YOY Difference

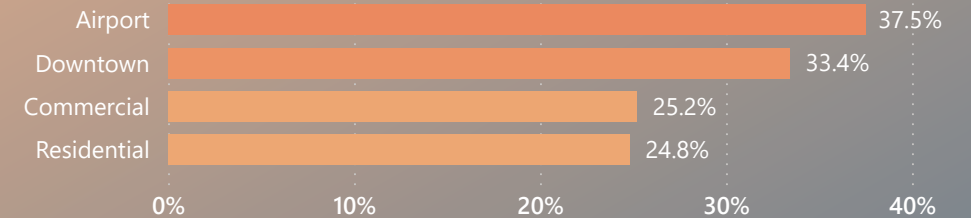## Year Over Year Revenue by Month

Year ● 2022 ● 2023

Running Total Revenue by Month_Short and Year

Year ● 2022 ● 2023

YOY Difference by Store Location

Location	YOY %
Airport	37.5%
Downtown	33.4%
Commercial	25.2%
Residential	24.8%

YTD revenue by Product Category

Category	Revenue
Toys	$2.3M
Art & Crafts	$1.8M
Sports & Outdoors	$1.1M
Games	$1.0M
Electronics	$0.8M
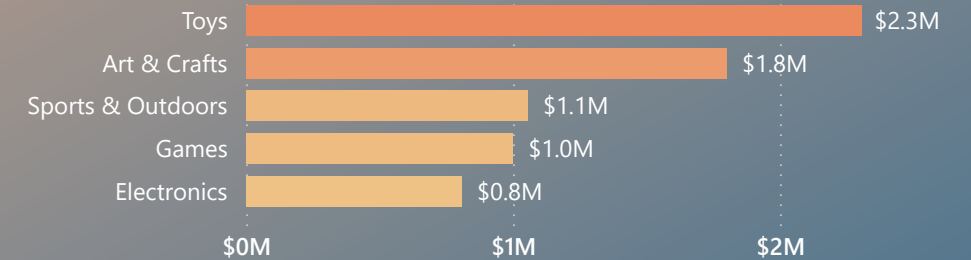
YOY Difference by Product Category

Category	YOY %
Art & Crafts	251.9%
Sports & Outdoors	25.1%
Games	20.3%
Toys	14.2%
Electronics	-27.8%
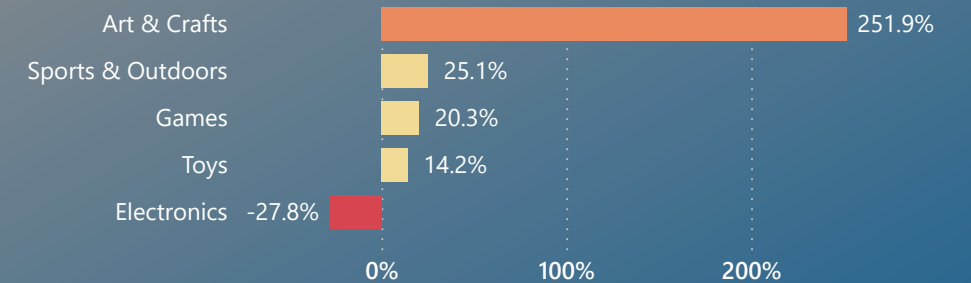
Toy Company Sales: **Product Performance**

YTD Difference in Revenue by Product
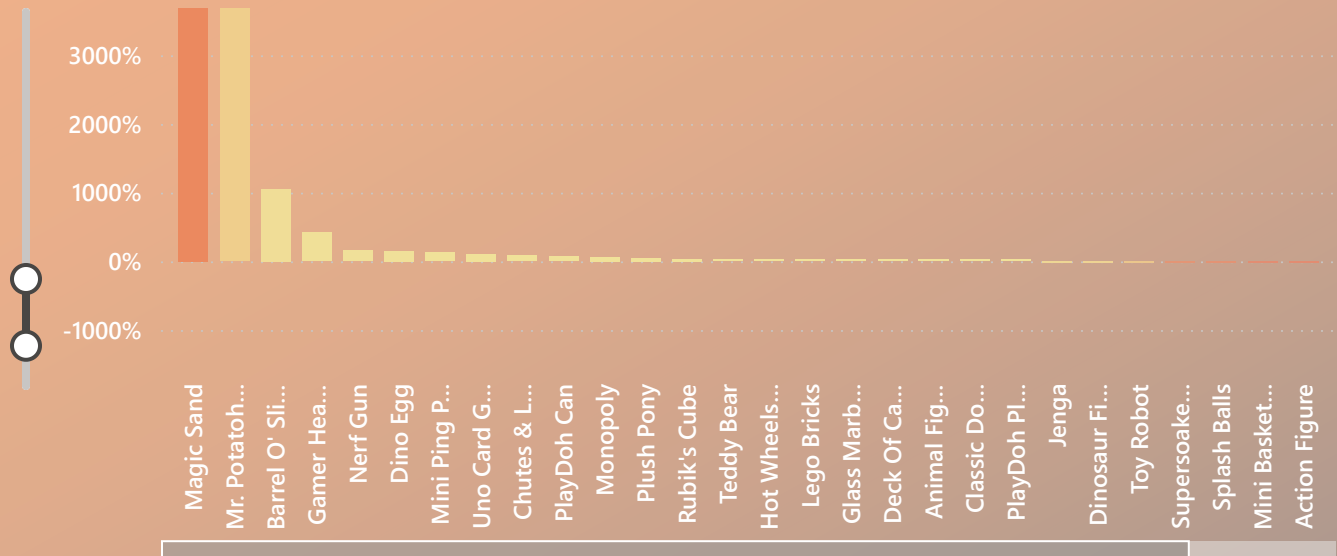
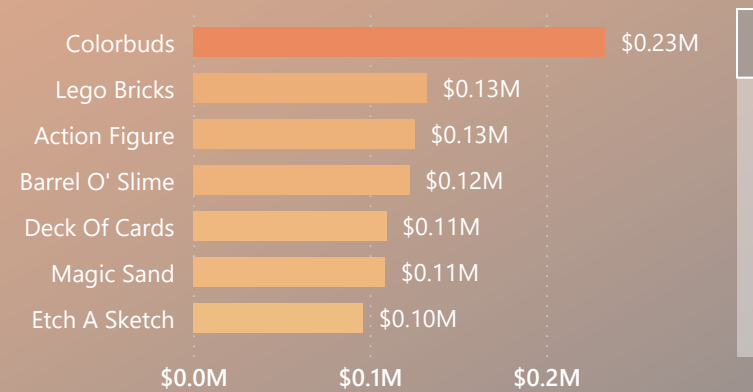| Product_Name	YTD revenue	Previous YTD Revenue	% differnce
Action Figure	$334,558.8	$471,641	-29.1%
Animal Figures	$218,348.9	$215,673	1.2%
Barrel O' Slime	$244,315.7	$21,271	1048.6%
Chutes & Ladders	$24,642.0	$13,432	83.5%
Classic Dominoes	$19,490.5	$19,361	0.7%
Colorbuds	$437,048.4	$931,434	-53.1%
Dart Gun	$163,865.5	$257,871	-36.5%
Deck Of Cards	$255,023.2	$244,909	4.1%
Dino Egg	$297,949.9	$118,615	151.2%
Dinosaur Figures	$180,299.7	$189,189	-4.7%
Etch A Sketch	$202,070.7		
Foam Disk Launcher	$91,363.8		
Gamer Headphones	$243,316.1	$47,102	416.6%
Total	**$6,962,074.3**	**$5,320,116**	**30.9%**

YTD Profit by Product

Colorbuds	$0.23M
Lego Bricks	$0.13M
Action Figure	$0.13M
Barrel O' Slime	$0.12M
Deck Of Cards	$0.11M
Magic Sand	$0.11M
Etch A Sketch	$0.10M

$0.0M $0.1M $0.2M

YTD Revenue by Product

Lego Bricks	$1.06M
Magic Sand	$0.87M
Colorbuds	$0.44M
Rubik's Cube	$0.42M
Nerf Gun	$0.34M
Action Figure	$0.33M
Dino Egg	$0.30M

$0.0M $0.5M $1.0M

YTD Unit Sold by Product

Barrel O' Slime	61K
PlayDoh Can	55K
Magic Sand	54K
Deck Of Cards	36K
Colorbuds	29K
Dino Egg	27K
Lego Bricks	26K

0K   50K
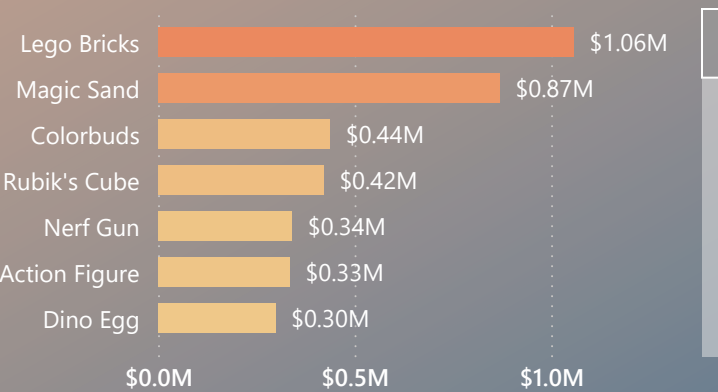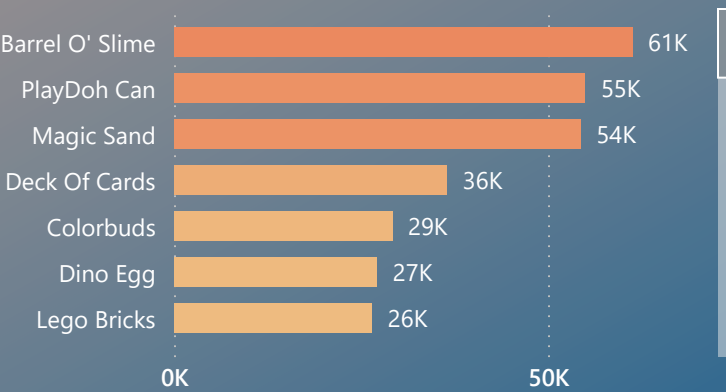
Toy Company Sales: **Store Performance**

YTD Revenue by store

Store	Revenue
Ciudad de M...	$0.26M
Guadalajara 3	$0.21M
Toluca 1	$0.21M
Ciudad de M...	$0.20M
Monterrey 2	$0.19M
Ciudad de M...	$0.18M
Xalapa 2	$0.17M
Hermosillo 3	$0.17M
Monterrey 3	$0.16M
Hermosillo 2	$0.16M

$0.0M — $0.2M

YOY Difference in Revenue by Store

Store	%
Culiacan 1	103.5%
Puebla 1	90.4%
Monterrey 3	81.1%
Zacatecas 1	63.1%
Oaxaca 1	56.8%
Ciudad Victo...	53.8%
Guadalajara 1	53.1%
Ciudad de M...	51.3%
Durango 1	50.4%
Monterrey 2	48.3%

0% — 100%

YTD revenue by Store City

Microsoft Bing
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Pacific Ocean · Atlantic Ocean · AFRICA · SOUTH AMERICA
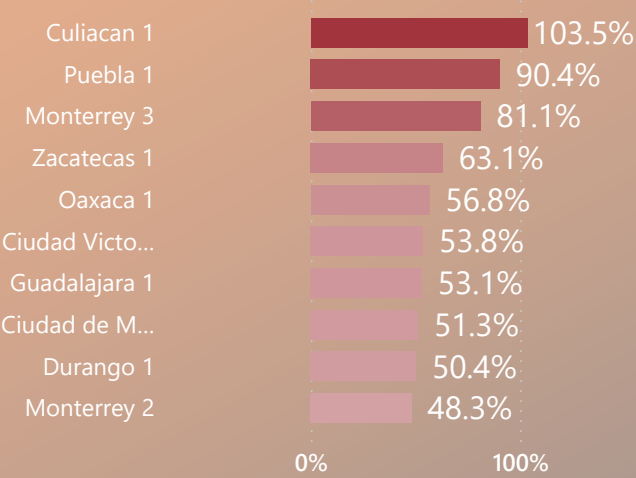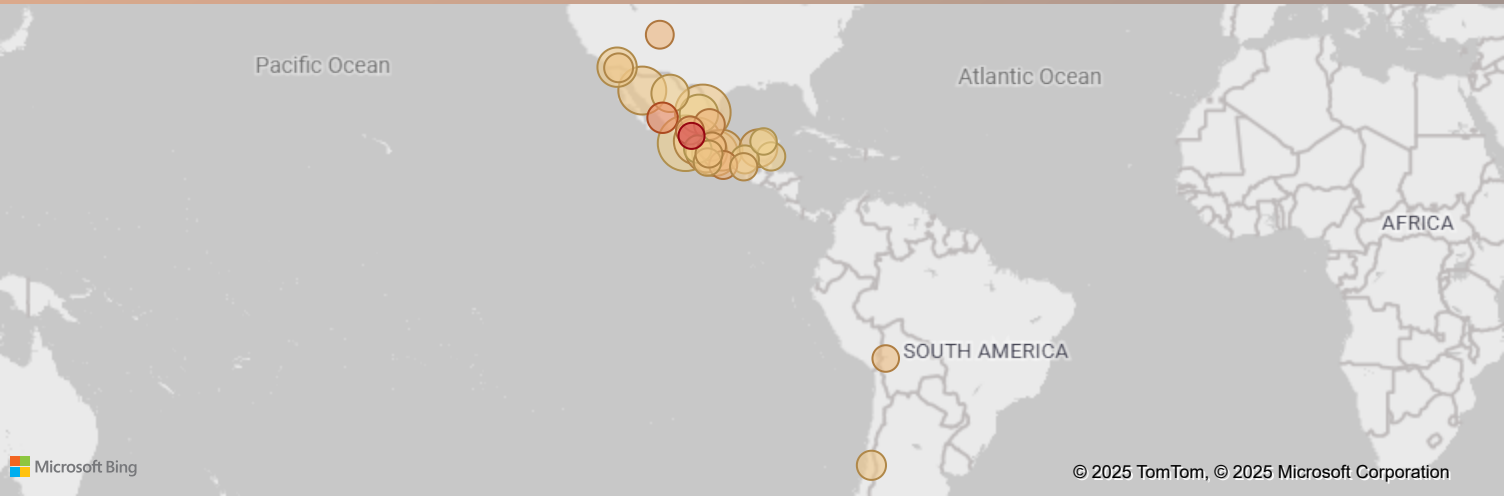
Store Low on Top Revenue Product Inventory

Store Name	Stock On Hand	AVG daily Units Sold	Days Of Inventory
Campeche 1	20	23.00	0.87
Nerf Gun	20	23.00	0.87
Campeche 2	7	8.00	0.88
Lego Bricks	7	8.00	0.88
Chetumal 1	16	21.00	0.76
Action Figure	16	21.00	0.76
Chihuahua 2	13	11.15	1.17
Dino Egg	6	10.86	0.55
Magic Sand	7	9.86	0.71
Chilpancingo 1	19	11.86	1.60
Action Figure	8	8.75	0.91
Lego Bricks	11	16.00	0.69
Ciudad de Mexico 1	8	17.00	0.47
Lego Bricks	8	17.00	0.47
Ciudad de Mexico 2	2	16.43	0.12
Lego Bricks	2	16.43	0.12
Ciudad de Mexico 3	13	17.57	0.74
Kids Makeup Kit	7	16.33	0.43
Lego Bricks	6	8.33	0.72
Ciudad de Mexico 4	8	16.00	0.50
Colorbuds	8	16.00	0.50
Ciudad Victoria 1	12	14.73	0.81
Colorbuds	3	12.57	0.24
Dino Egg	9	12.33	0.73
Total	460	143.68	3.20

Power BI report : Abhinav Sujith