**REPORT FOR MAVEN TOY SALES PERFOMANCE**

This analysis was conducted to help the business stakeholders understand the product categories that drive the biggest profits across each store location, seasonal trends or patterns in the sales and how much money is tied up in inventory at the toy stores.

The result of the analysis is summarized below:

There are 50 maven toy stores spread across Mexico with 35 different types of products being sold. The highest number of stores can be found in Downtown.

The total sum of **$14.44 million** was made from sales by the Maven toy store across all location in Mexico which generated a revenue of  **$4.01milion** and with over **$300 thousand** tied up in inventory.

A total unit of **1,090,565** toys across all product categories has been sold with **29742** in stock.

The **Toys** product category generated the highest profit while **Sports and outdoors** generated the least. This can be seen across all store locations with Airport being an exception.

The highest profit was generated in **May** and **June** with approximately 56% of the total profit generated by the toy stores coming Downtown.

The top 5 products by profit generated include; Colorbuds, Deck of cards, Leggo bricks, Action figure and Glass marble. All of which belongs to the Toys, Electronics and Games product category.