**Summary of our findings**

**The following are summary of our findings based on the data analysis conducted for Mavin Toys business entity’s operations for 2017 and 2018 financial years.**

**Goal 1**

1. **Our findings revealed a downward Trend in Sales activity pattern between 2017 to 2018 for Mavin Toys business operations within the year under review.**
2. **Sales significantly Peaks within November and December 2017, while in 2018 it started on a downward trend between January and February, and also significantly rose in march followed by a progressive decline up to August 2018 whilst there is no activity across the locations from October to December 2018.**

**Goal 2 -**

1. **Based on product category, Art & Craft has the highest Sales volume(qty) while Electronics has the lowest Sales volumes(qty) within the period under review.**
2. **Electronics has the highest Average profit per sale amongst all other product category**
3. **The top sellers in terms of quantity sold are Colour Buds, PlayDoh Can, Barrel 0’ Slime, Deck of Cards and Magic Sand (stated in descending order)**

**Goal 3-**

1. **The analysis revealed that the location of the store had an impact on sales performance and this was due to the fact that “the count of store” in each location had a direct effect on the sales demand performance.**

**To buttress this fact, the Downtown location had the highest number of stores and also the highest sales performance while the Airport location had the lowest number of stores and also posted the lowest sales performance.**

**Goal 4 -**

1. **The Colorbuds had the highest sales demand with 47% cost to sales price resulting to the highest profit of 37% among the top 10 products. For instance, Color buds and Lego Bricks products with the highest product prices and product cost respectively made relatively high profits and high demands. Hence it reveals that products that cost more with high product price seems to make more profit than product that cost less.**
2. **The product category (Art & Craft) tends to have lowest unit prices which resulted into high demand of the product. This means that the product category was more affordable hence the customers were able to demand more of the product.**

**Goal 5**

1. **Cuidad de Mexico, Guadalajara, Monterrey are the top 3 cities with the highest sales distribution while Durango, Cuernavaca and La Paz cities have the lowest sales distribution.**
2. **Cuidad de Mexico, Guadalajara, Monterrey have the highest sales distribution more than other cities**

**Other Relevant Insight**

1. **There is no difference in sales performance based on store name, because there is no evidence in the data set**
2. **The toys category has the highest profit margin/average profit margin followed by Electronics, Arts and Crafts, Games and lastly Sports and Outdoors.**
3. **The Downtown location had the highest revenues while the Airport location had the lowest revenues**

**Limitation of the Dataset**

1. **There were no enough qualitative data to ascertain extents of product quality confirmation or comments from respective customers to ascertain reason of progressive decline to the sales within the years under review.**
2. **We are also unable to identify reason why there were no activity across all within location from October to December 2018 whether there is a temporary or permanent shutdown of operation.**

**Recommendation**

**Based on the identified issues stated above, we recommend as follows:**

1. **Marvin Toys management should consider reviewing further based on the relevant qualitative data from its customers to ascertain whether there are issues of quality concerns or whether it was generally economic downtown that resulted to progressive downward trends in sales demand within 2017 to 2018 as we are unable to identify such in the data set made available to us.**
2. **The company should maintain its target in having sufficient products towards November and December being the Christmas seasons and also the summer season eg. Art & craft and Electronics toys as it appears that during those periods kids tends to learn Art & Craft as well as play with lots of varieties of electronic toys, Colour Buds, PlayDoh, etc.**
3. **We advise that the company should ensure adequate preference product quantities available in the downtown location as it reveals that it generates the highest sales revenue more than the Airport and other locations.**
4. **We advise that Mavin Toys should maintain it’s penetrative pricing strategy as it is being revealed in the case of the product category (Art & Craft) which has the lowest unit prices and cost but has high sales demand patronage resulting to one of the product with highest profit margin yield.**
5. **We also advise that the company should sustain its supply chain distribution to Cuidad de Mexico, Guadalajara, Monterrey store cities as it has consistently shown a highest sales demand in terms of store cities.**
6. **We recommend that the company should consider installing a mechanism that can enable them obtain qualitative feedback from their customers which will enhance the company’s strategy positioning in terms of product quality views and the likes from their customers.**