

Maven Toys Analysis

Data Description

- Four tables: inventory, products, sales, and stores
- The toy store chain has categories: Electronics, Games, Art & Crafts, Sports & Outdoors, Toys
- 35 products in total in all categories
- Stores' locations spread over four areas: airport, commercial, downtown, and residential
- In total there are 50 stores in 29 different cities in Mexico
- Data is from two-year period 2017 – 2018

Purpose of Analysis

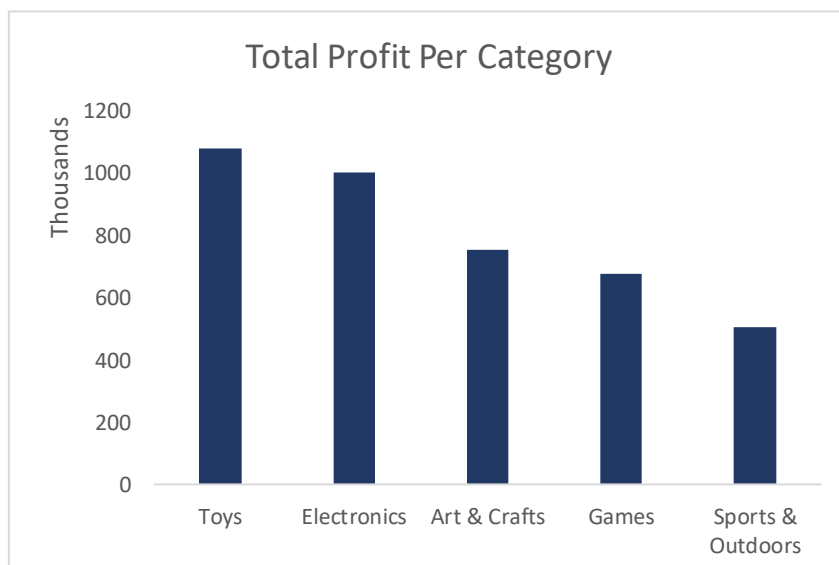
To identify which categories can be improved in sales strategy to increase profitability

Research Questions

1. Which categories generate the highest profit?
2. What products within these categories have the highest profit?
3. Do products with higher profitability gain more popularity?
4. How does the sales trend change from 2017 to 2018?

Results & Conclusions

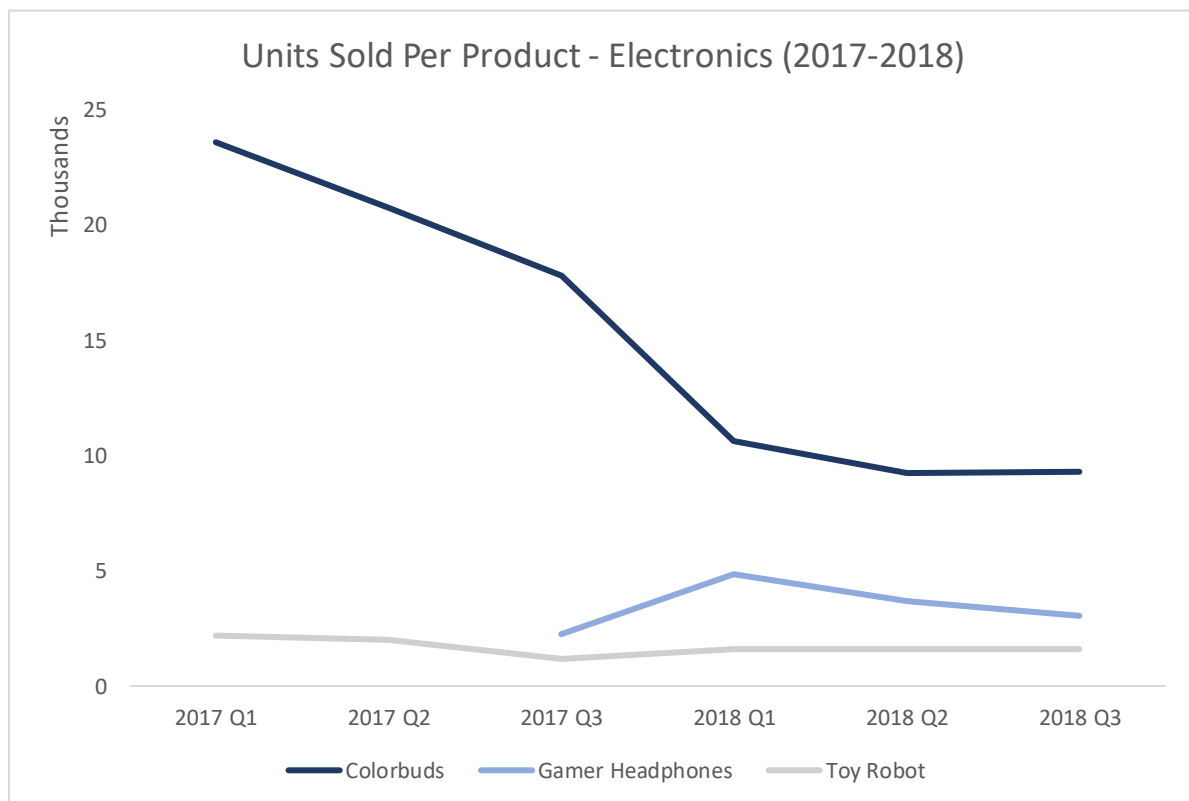
1. Toys and Electronics categories with the highest average profit



2. Toys Category - Decline in profit per unit: lower profitability products gaining a larger share of sales

Product Name	Profit Per Unit	2017 Q1 - Q3		2018 Q1 - Q3	
		Units	% From Total	Units	% From Total
Action Figure	\$6	29,496	28%	20,923	17%
Dino Egg	\$1	10,793	10%	27,111	22%
Total		105,101		125,855	
Average Profit Per Unit		4.22		3.74	

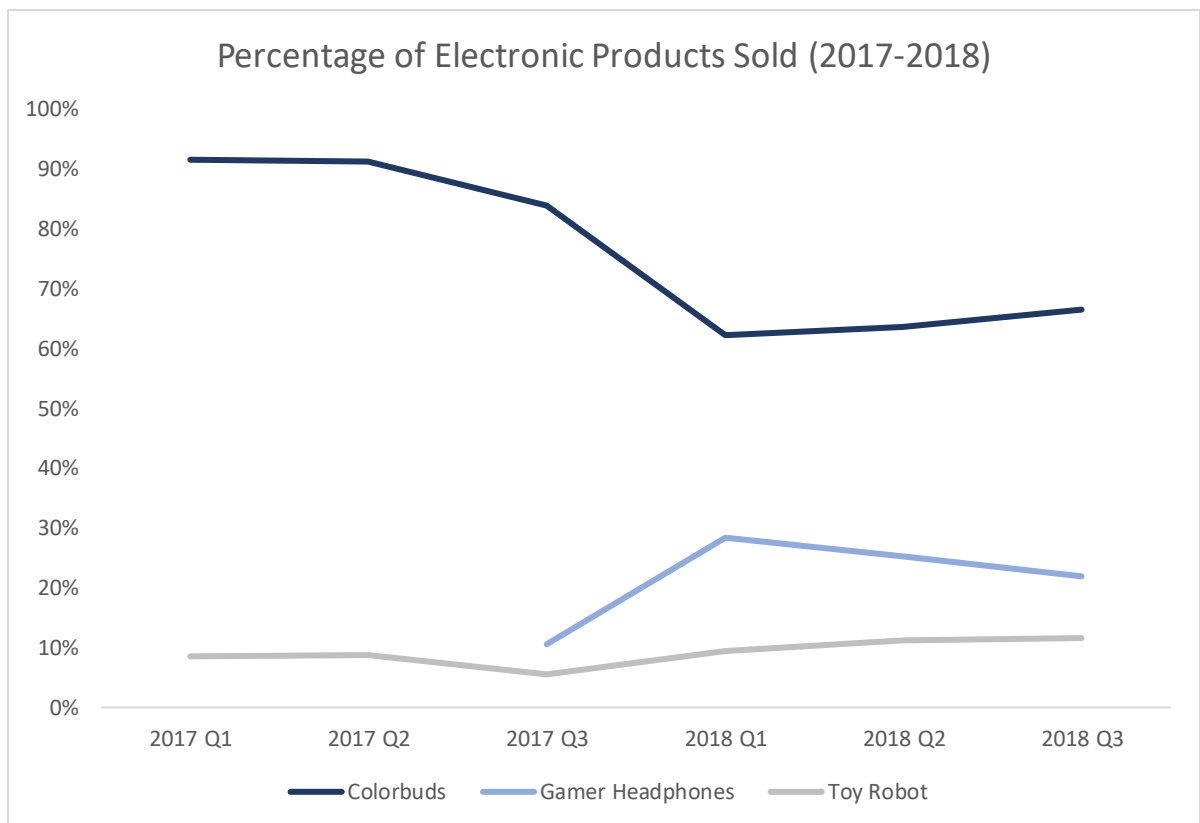
3. Electronics Category
 - Colorbuds experienced a sharp decline in units sold from 23K to 9K, while Gamer Headphones saw a gradual increase.



- Opposite trends in sales: Colorbuds vs. Gamer Headphones (2017-2018)

Although Colorbuds have a higher profit margin and lower price and cost compared to Gamer Headphones, their sales have decreased while Gamer Headphones' sales have increased

Product Name	Price	Cost	Profit
Colorbuds	\$14.99	\$6.99	\$8.00
Gamer Headphones	\$20.99	\$14.99	\$6.00



Conclusions & Recommendations

1. Going into 2018, there is a movement in the Toys category towards a preference for cheaper, lower-profit products, and it is recommended to focus marketing efforts on these items to increase traction and sales volume.
2. In the Electronics category, the decline in sales of Colorbuds intensified in mid-2017 coinciding with the introduction of Gamer Headphones. It is advisable to consider introducing an additional gamer headphone model with higher profitability to enhance overall profit margins.