Mexico Toy Sales

The Project is based on a toy Company in Mexico.

- The company sells different categories of toys.
- The toy company has stores at different locations with different names.
- we also have details about the opening date of the store
- We also have details regarding the products in the inventory in each store.

So, with these details in hand, we can find answers to the following questions:

- Performance of the products with the highest and the lowest sales.
- Performance of different stores of the company.
- The years witnessing the highest and the lowest growth.
- The condition of the inventory.
- Trend of sales.

Overview of the dataset

- **By looking at the different datasets of this project we can say that:**

- There are 50 stores of this company located in 29 cities in Mexico with 4 distinct locations.

- The company sells 5 categories of products: Toys, arts and crafts, Games, Sports and Outdoors, and Electronics having 35 types of products.
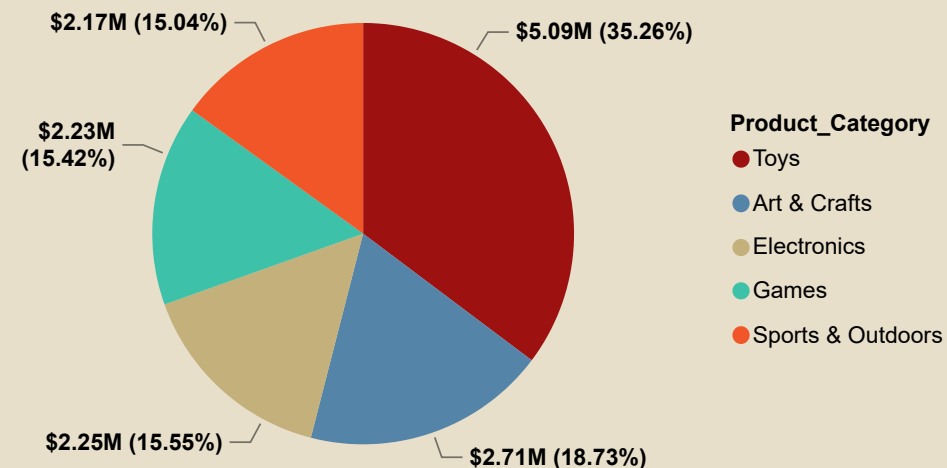
- The maximum stock in hand is 139 in the inventory.

Dashboard

Metric	Value
Units_Sold	1M
Profit_margin	21.79%
Total_Sales	14.44M
Total_Profit	3.15M

Sales by Product_Category

- $5.09M (35.26%)
- $2.17M (15.04%)
- $2.23M (15.42%)
- $2.25M (15.55%)
- $2.71M (18.73%)

Product_Category
- Toys
- Art & Crafts
- Electronics
- Games
- Sports & Outdoors

Profit and Units by Quarter_year

- Profit
- Units

Quarter_year	Profit	Units
2017/Qtr 1	$0.38M	0.11M
2017/Qtr 2	$0.44M	0.14M
2017/Qtr 3	$0.40M	0.13M
2017/Qtr 4	$0.48M	0.17M
2018/Qtr 1	$0.48M	0.18M
2018/Qtr 2	$0.51M	0.19M
2018/Qtr 3	$0.46M	0.17M
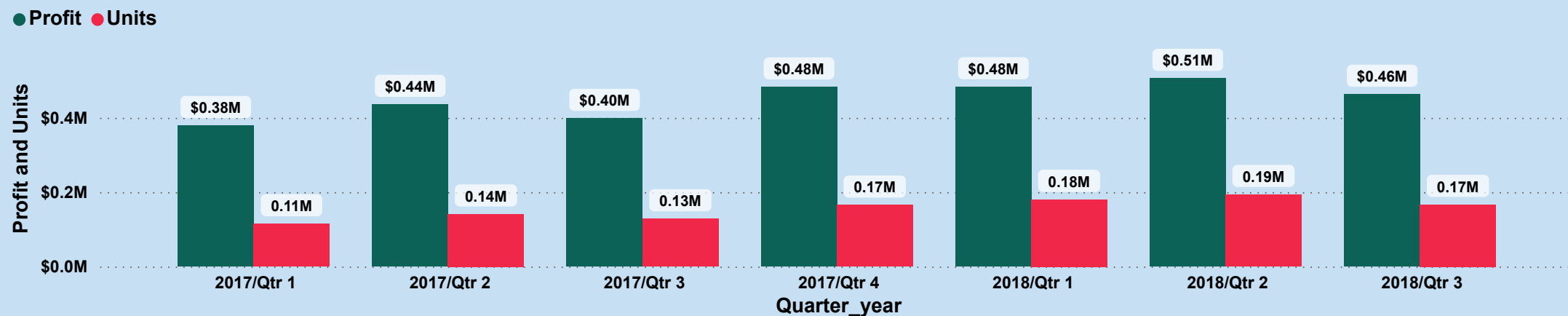
Sales and Profit by Day

● **Sales** ● **Profit**

(Bar chart showing Sales and Profit by Day. Y-axis "Sales and Profit" ranging from $0M to $2M+. Days ordered: Sunday, Monday, Tuesday, Wednesday, Saturday, Friday, Thursday. X-axis label "Day")

Sales by Quarter

$2.16M (14.97%)

$4.48M (30.99%)

$3.78M (26.1…)

$4.03M (27.88%)
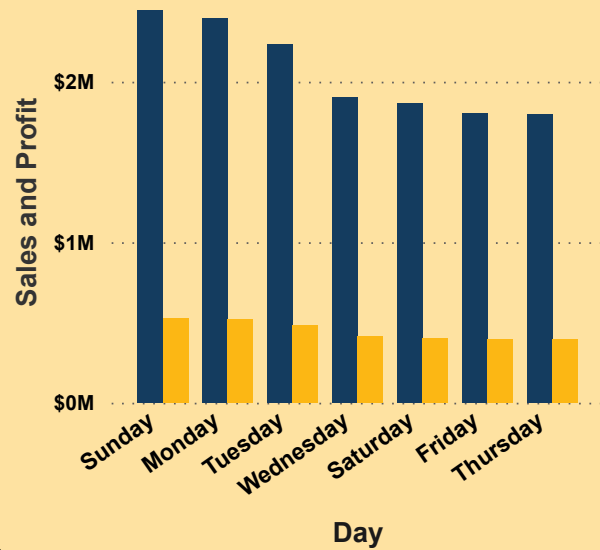
Quarter
● Q2
● Q1
● Q3
● Q4
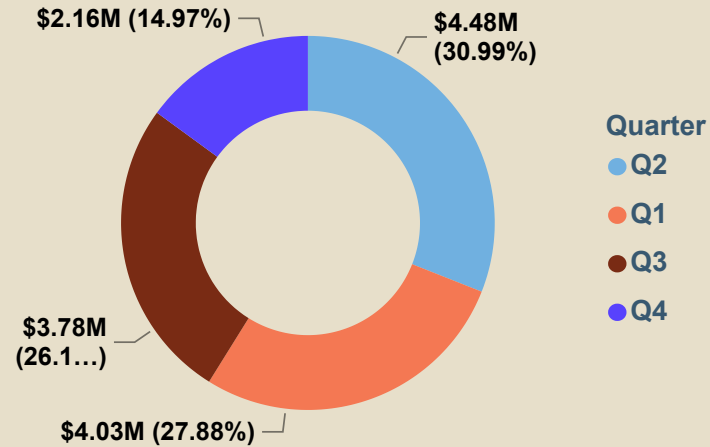
Store_Location	Store_City	Sales ▼
Airport	Cuidad de Mexico	$5,54,553.429
Airport	Guadalajara	$4,49,354.909
Downtown	Cuidad de Mexico	$4,33,556.2099
Downtown	Toluca	$4,11,157.3199
Downtown	Monterrey	$3,72,998.819
Downtown	Guadalajara	$3,48,466.6399
Commercial	Hermosillo	$3,44,846.639
Downtown	Xalapa	$3,44,307.0399
Residential	Cuidad de Mexico	$3,37,424.6599
Downtown	Saltillo	$3,30,408.8999
Commercial	Monterrey	$3,25,073.4999
Total		**$1,44,44,572.35**

Units by Date

(Line/area chart "Units by Date". Y-axis "Units" ranging from 0K to 6K. X-axis "Date" ranging from Jan 2017 to Jul 2018. Data labels visible: 1.5K, 2.2K, 2.5K, 3.3K, 2.5K, 2.9K, 2.7K, 3.6K, 3.3K, 3.8K, 5.1K, 3.3K, 3.3K, 2.8K, 2.6K, 0.8K, 0.9K, 1.0K, 1.0K, 0.7K, 0.9K, 1.1K, 1.2K, 1.2K, 1.4K, 1.4K, 1.0K)
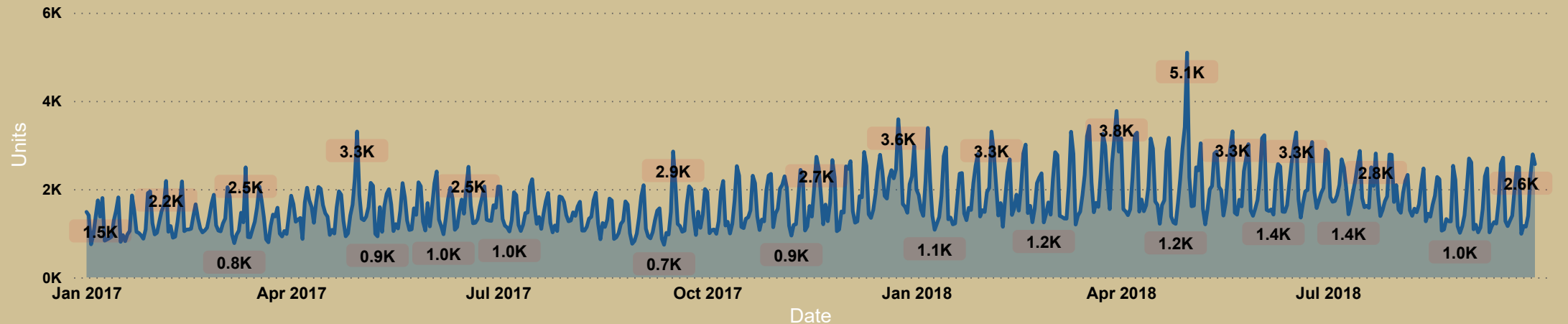
Store_City	Sales	Profit	Profit_margin
⊞ Aguascalientes	14588	$55,613	23.17%
⊞ Campeche	30500	$1,13,490	21.92%
⊞ Chetumal	14644	$54,630	21.1%
⊞ Chihuahua	30578	$1,16,174	22.48%
⊞ Chilpancingo	14592	$54,701	22.55%
⊞ Ciudad Victoria	16034	$65,181	22.11%
⊞ Cuernavaca	13643	$47,345	21.37%
⊞ Cuidad de Mexico	90725	$3,47,848	21.09%
⊞ Culiacan	14594	$51,224	20.39%
⊞ Durango	14110	$52,522	23.62%
⊞ Guadalajara	74380	$2,86,455	21.67%
⊞ Guanajuato	49220	$1,86,378	21.45%
⊞ Hermosillo	49835	$1,98,139	21.93%
⊞ La Paz	13217	$48,397	22.95%
⊞ Merida	14875	$54,045	23.29%
⊞ Mexicali	33855	$1,34,242	22.9%
⊞ Monterrey	69323	$2,65,483	21.04%
⊞ Morelia	14956	$62,522	22.9%
⊞ Oaxaca	13957	$47,853	19.76%
⊞ Pachuca	14969	$53,460	22.49%
⊞ Puebla	47408	$1,82,889	22.61%
⊞ Saltillo	33090	$1,31,203	22.64%
Total	829262	$31,47,768	21.79%

35
Types_Of_Products

1593
Products_in_inventory

50
Total_cities

Insights

- In terms of Sales and Profit Cuidad de Mexico showed the highest sales.

- Lowest sales were reported by La Paz.

- Lowest Profit was shown by Cuernavaca.

- Profit Margin- Highest was reported by *Durango*. **(We can pay attention to opening more stores there so that our sales and profit can increase).**

- Oaxaca showed the lowest Profit margin and is 3rd and 4th lowest city in terms of profit and sales respectively.

Year	Cumulative Sales
⊟ **2017**	**74,82,498.08**
⊟ **Qtr 1**	**16,73,391.75**
⊞ January	5,42,554.91
⊞ February	10,83,906.56
⊞ March	16,73,391.75
⊟ **Qtr 2**	**36,88,814.85**
⊞ April	23,54,464.73
⊞ May	30,26,834.63
⊞ June	36,88,814.85
⊟ **Qtr 3**	**53,20,115.85**
⊞ July	42,44,849.08
⊞ August	47,34,271.81
⊞ September	53,20,115.85
⊟ **Qtr 4**	**74,82,498.08**
⊞ October	59,43,990.24
⊞ November	66,05,294.39
⊞ December	74,82,498.08
⊟ **2018**	**1,44,44,572.35**
⊟ **Qtr 1**	**98,35,842.13**
⊞ January	82,29,694.30
Total	**1,44,44,572.35**

Sales2018 and SalesLY by Month

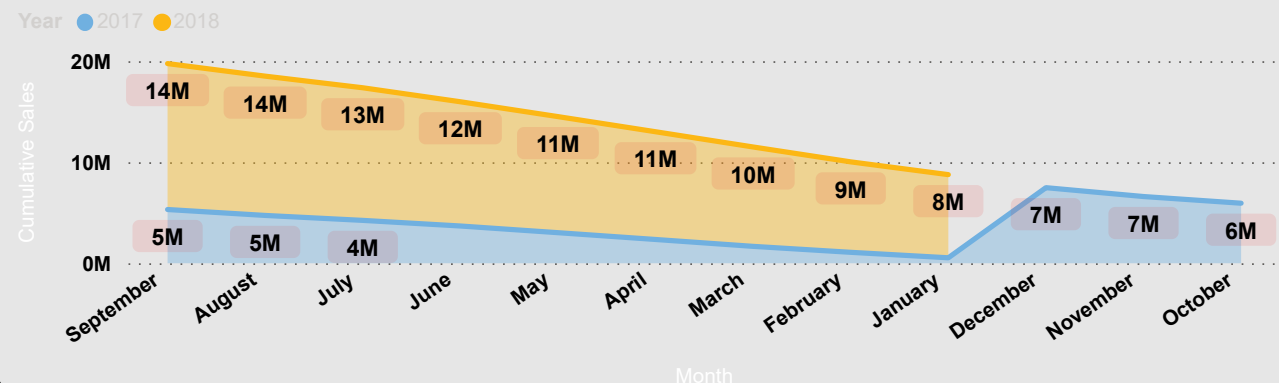# 658.19K ✓
Goal: 585.84K (+12.35%)

Profit2018 and ProfitLY by Month

148265 ✓
Goal: 133.26K (+11.26%)

A cumulative total of Sales

- The following table represents the running total of the Sales according to the year, quarter, and month.
- In both years we can observe that the highest rise in sales was reported between the first quarter Q1 and the second quarter Q2.
- So, we can assume that Q1 and Q2 are beneficial for the sales.

Cumulative Sales by Month and Year

Year ● 2017 ● 2018

Cumulative Sales

2018: September 14M, August 14M, July 13M, June 12M, May 11M, April 11M, March 10M, February 9M, January 8M

2017: September 5M, August 5M, July 4M, December 7M, November 7M, October 6M

Month

Art & Crafts
8635
Stock_On_Hand

Electronics
2418
Stock_On_Hand

Games
6155
Stock_On_Hand

Units by
Product_Category

Pro...
- A...
- T...
- G...
- S...
- El...

3...
(...)

1...
(...)

267K
(24...)
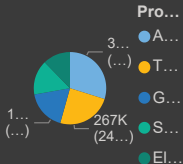
Year	Quarter	Month	Day
2017	Qtr 1	January	1
2017	Qtr 1	January	2
2017	Qtr 1	January	3
2017	Qtr 1	January	4
2017	Qtr 1	January	5
2017	Qtr 1	January	6
2017	Qtr 1	January	7
2017	Qtr 1	January	8
2017	Qtr 1	January	9
2017	Qtr 1	January	10
2017	Qtr 1	January	11
2017	Qtr 1	January	12
2017	Qtr 1	January	13
2017	Qtr 1	January	14
2017	Qtr 1	January	15
2017	Qtr 1	January	16
2017	Qtr 1	January	17
2017	Qtr 1	January	18
2017	Qtr 1	January	19
2017	Qtr 1	January	20
2017	Qtr 1	January	21
2017	Qtr 1	January	22
2017	Qtr 1	January	23
2017	Qtr 1	January	24
2017	Qtr 1	January	25
2017	Qtr 1	January	26
2017	Qtr 1	January	27
2017	Qtr 1	January	28
2017	Qtr 1	January	29
2017	Qtr 1	January	30
2017	Qtr 1	January	31
2017	Qtr 1	February	1
2017	Qtr 1	February	2
2017	Qtr 1	February	3
2017	Qtr 1	February	4
2017	Qtr 1	February	5