



## Toy Company Sales: 2023 Performance Report

Year

All

Month

All

Product\_Category

All

Store\_Location

All

Product\_Name

All

Clear all slicers

Revenue

\$14M

Cost

10.43M

Profit

\$4.0...

YTD Revenue

\$7M

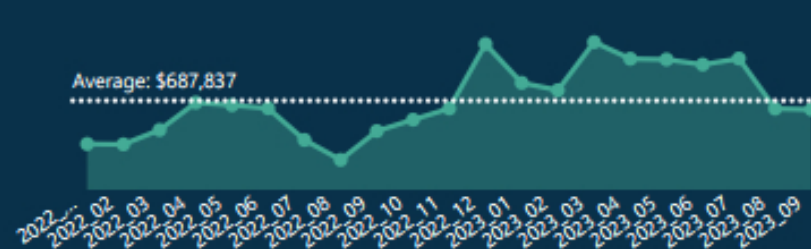
LY YTD Revenue

\$5.3M

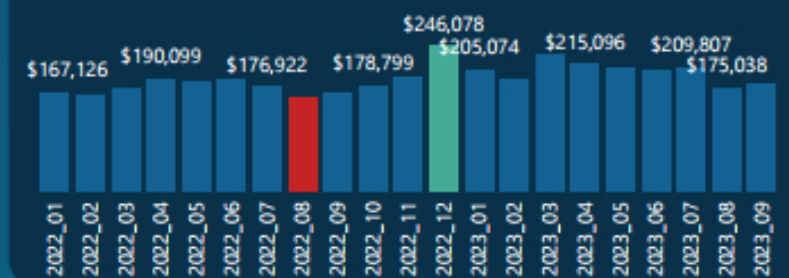
%YOY

30.9%

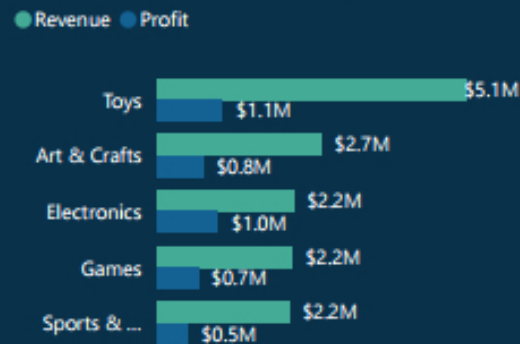
Revenue by Month Year



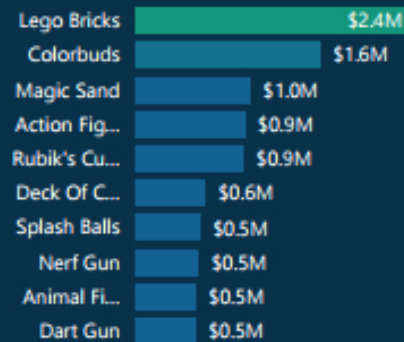
Profit by Month Year



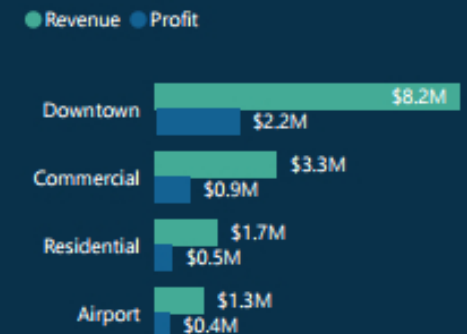
Revenue by Product Category



Revenue by Product Name



Revenue by Store Location





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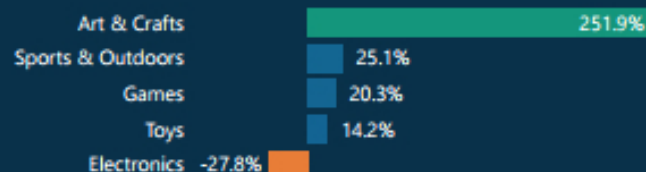
LY YTD...

\$5.3M

%YOY

30.9%

### YOY Difference by Product Category

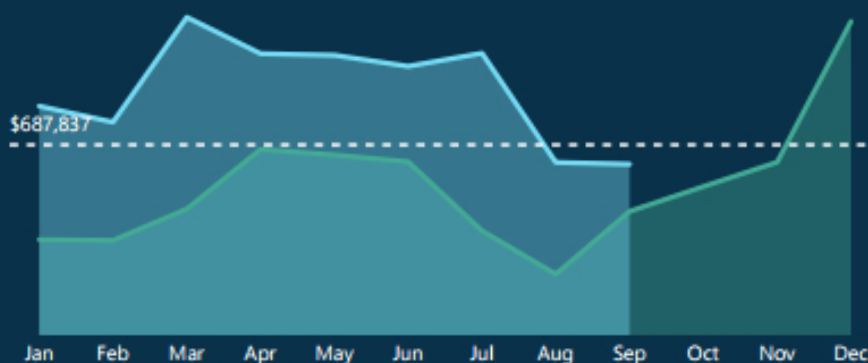


### YOY Difference by Store Location



### Year Over Year Revenue by Month

2022 2023



Year	2022	2023			
Month	Revenue	Revenue	YOY Revenue	YOY Profit	
January	\$542,555	\$747,196	↑ 37.72%	↑ 22.71%	
February	\$541,352	\$722,632	↑ 35.60%	↑ 19.88%	
March	\$589,485	\$883,516	↑ 40.63%	↑ 24.52%	
April	\$681,073	\$827,691	↑ 35.11%	↑ 21.40%	
May	\$672,370	\$825,319	↑ 32.36%	↑ 19.52%	
June	\$661,980	\$808,299	↑ 30.52%	↑ 17.68%	
July	\$556,034	\$828,349	↑ 32.94%	↑ 17.81%	
August	\$489,423	\$660,877	↑ 33.15%	↑ 16.94%	
September	\$585,844	\$658,194	↑ 30.86%	↑ 16.04%	
October	\$623,874				
November	\$661,304				



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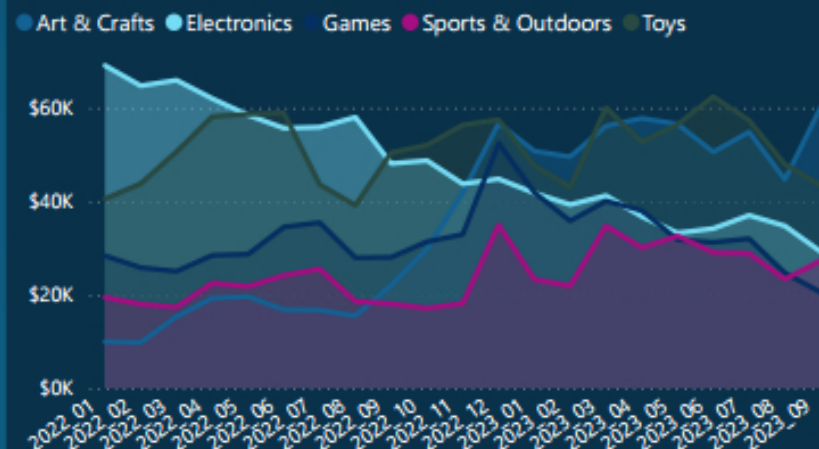
All

Clear all slicers

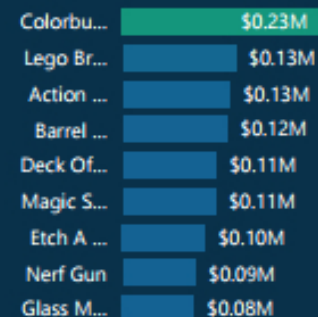
Product\_Category LY YTD Revenue YTD Revenue % Difference

Art & Crafts	\$511,146	\$1,798,723	251.90%
Magic Sand	\$3,486	\$868,849	24825.23%
Barrel O' Slime	\$21,271	\$244,316	1048.60%
PlayDoh Can	\$97,911	\$164,280	67.79%
PlayDoh Playset	\$66,248	\$66,623	0.57%
Etch A Sketch		\$202,071	
Playfoam		\$45,696	
Kids Makeup Kit	\$257,011	\$168,656	-34.38%
PlayDoh Toolkit	\$65,219	\$38,233	-41.38%
Sports & Outdoors	\$841,765	\$1,052,932	25.09%
Nerf Gun	\$131,514	\$340,230	158.70%
Mini Ping Pong Set	\$83,217	\$186,923	124.62%
Foam Disk Launcher		\$91,364	
Supersoaker Water Gun	\$52,870	\$39,169	-25.91%
Splash Balls	\$284,507	\$208,640	-26.67%
Mini Basketball Hoop	\$31,787	\$22,741	-28.46%
Dart Gun	\$257,871	\$163,866	-36.45%
Games	\$829,957	\$998,193	20.27%
Uno Card Game	\$5,929	\$12,145	104.85%
Chutes & Ladders	\$13,432	\$24,642	83.46%
Monopoly	\$20,450	\$32,804	60.41%
Rubik's Cube	\$314,123	\$420,750	33.94%
Glass Marbles	\$159,487	\$182,940	14.71%
Deck Of Cards	\$244,909	\$255,023	4.13%
Classic Dominoes	\$19,361	\$19,490	0.67%
Jenga	\$52,268	\$50,400	-3.57%
Toys	\$2,019,770	\$2,305,914	14.17%
Mr. Potatohead	\$1,149	\$64,036	5473.91%
Dino Egg	\$118,615	\$297,950	151.19%
Total	\$5,320,116	\$6,962,074	30.86%

The monthly profit trend chart illustrates a constant downward trend for most product category



### YTD Profit by Product Name



### YTD Unit Sold by Product Name

