



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

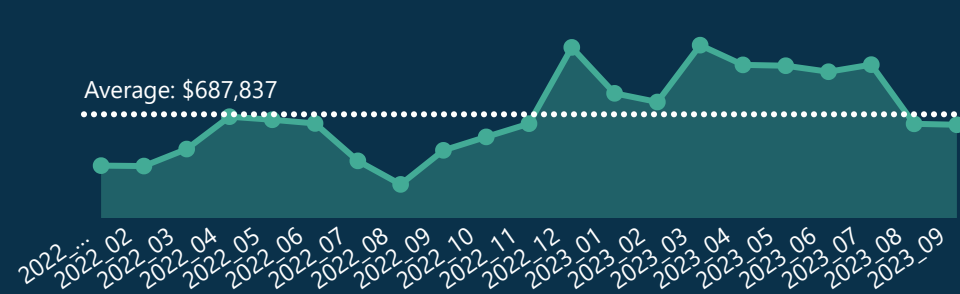
LY YTD Revenue

\$5.3M

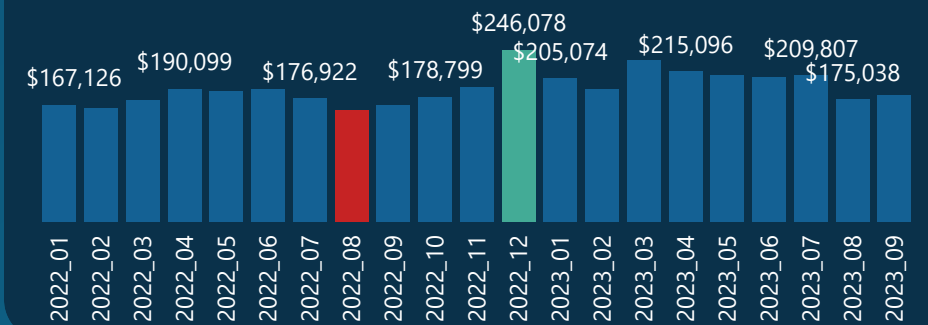
%YOY

30.9%

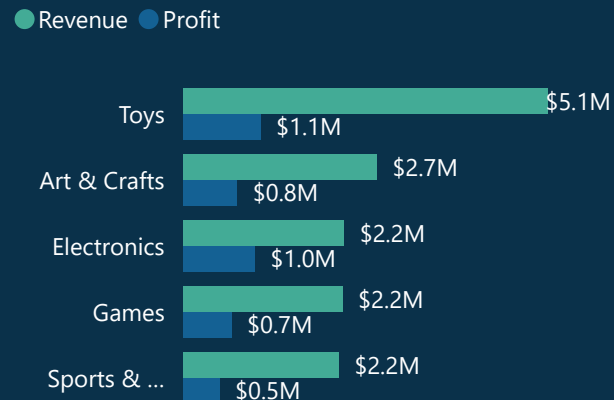
Revenue by Month Year



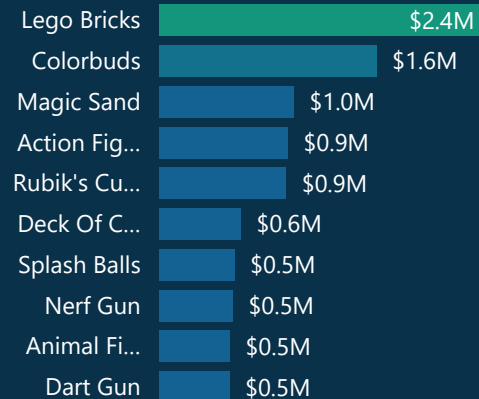
Profit by Month Year



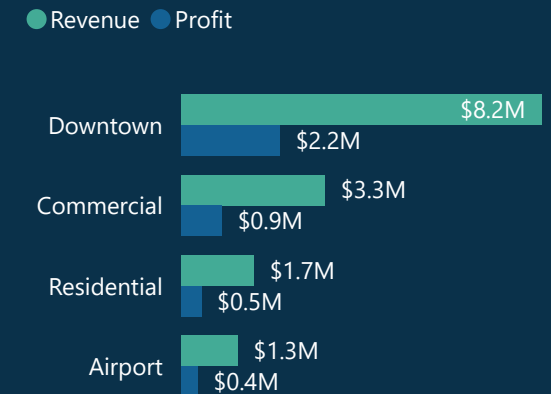
Revenue by Product Category



Revenue by Product Name



Revenue by Store Location





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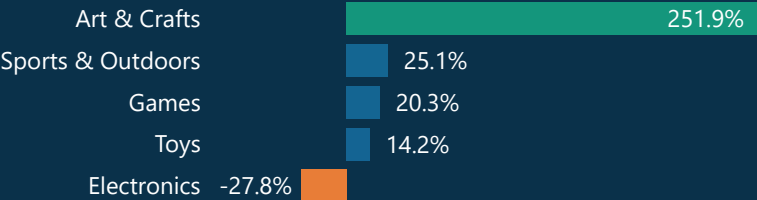
LY YTD...

\$5.3M

%YOY

30.9%

YOY Difference by Product Category

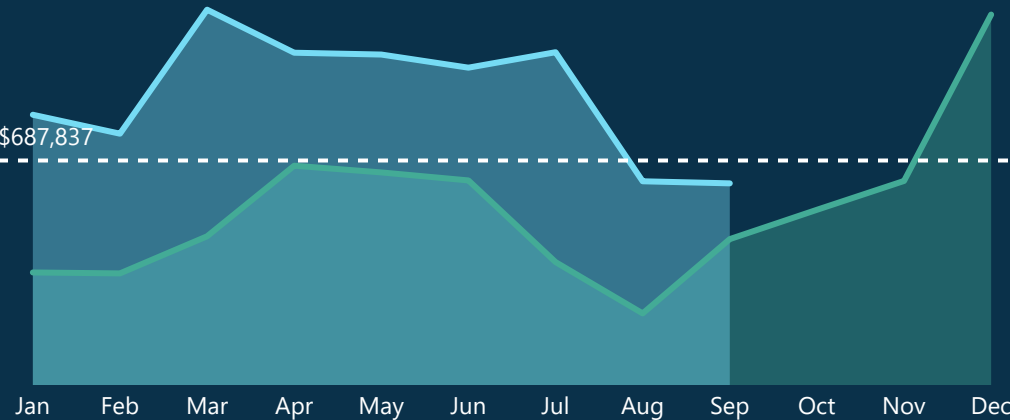


YOY Difference by Store Location



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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Product_Category

LY YTD Revenue

YTD Revenue

% Difference

Art & Crafts

Magic Sand

Barrel O' Slime

PlayDoh Can

PlayDoh Playset

Etch A Sketch

Playfoam

Kids Makeup Kit

PlayDoh Toolkit

Sports & Outdoors

Nerf Gun

Mini Ping Pong Set

Foam Disk Launcher

Supersoaker Water Gun

Splash Balls

Mini Basketball Hoop

Dart Gun

Games

Uno Card Game

Chutes & Ladders

Monopoly

Rubik's Cube

Glass Marbles

Deck Of Cards

Classic Dominoes

Jenga

Toys

Mr. Potatohead

Dino Egg

Total

\$511,146

\$3,486

\$21,271

\$97,911

\$66,248

\$257,011

\$65,219

\$841,765

\$131,514

\$83,217

\$52,870

\$284,507

\$31,787

\$257,871

\$829,957

\$5,929

\$13,432

\$20,450

\$314,123

\$159,487

\$244,909

\$19,361

\$52,268

\$2,019,770

\$1,149

\$118,615

\$5,320,116

\$1,798,723

\$868,849

\$244,316

\$164,280

\$66,623

\$202,071

\$45,696

\$168,656

\$38,233

\$1,052,932

\$340,230

\$186,923

\$91,364

\$39,169

\$208,640

\$22,741

\$163,866

\$998,193

\$12,145

\$24,642

\$32,804

\$420,750

\$182,940

\$255,023

\$19,490

\$50,400

\$2,305,914

\$64,036

\$297,950

\$6,962,074

251.90%

24825.23%

1048.60%

67.79%

0.57%

-34.38%

-41.38%

25.09%

158.70%

124.62%

-25.91%

-26.67%

-28.46%

-36.45%

20.27%

104.85%

83.46%

60.41%

33.94%

14.71%

4.13%

0.67%

-3.57%

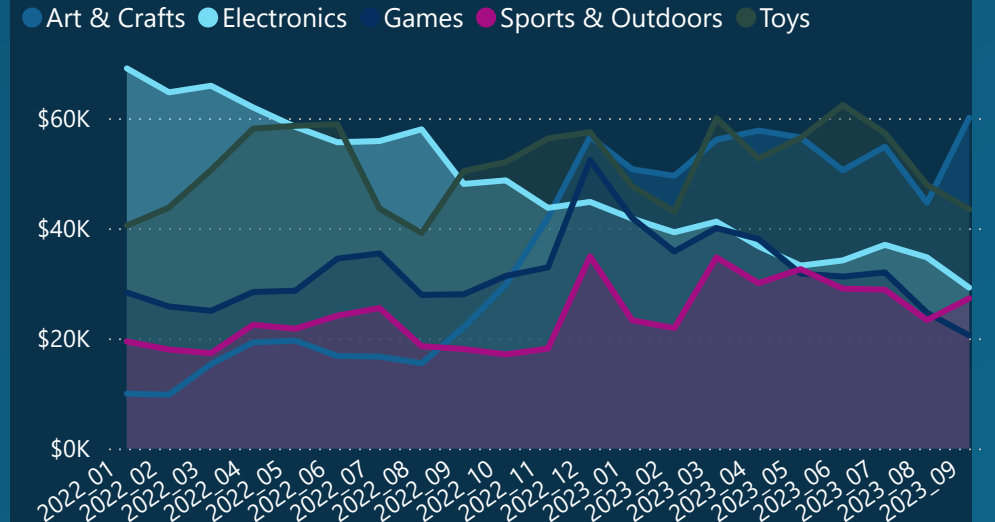
14.17%

5473.91%

151.19%

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





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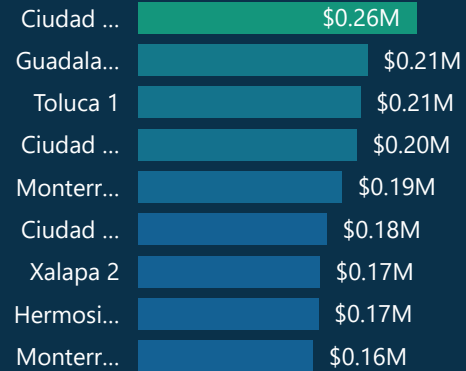
All

Product_Name

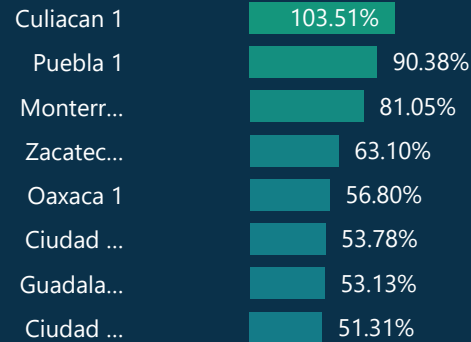
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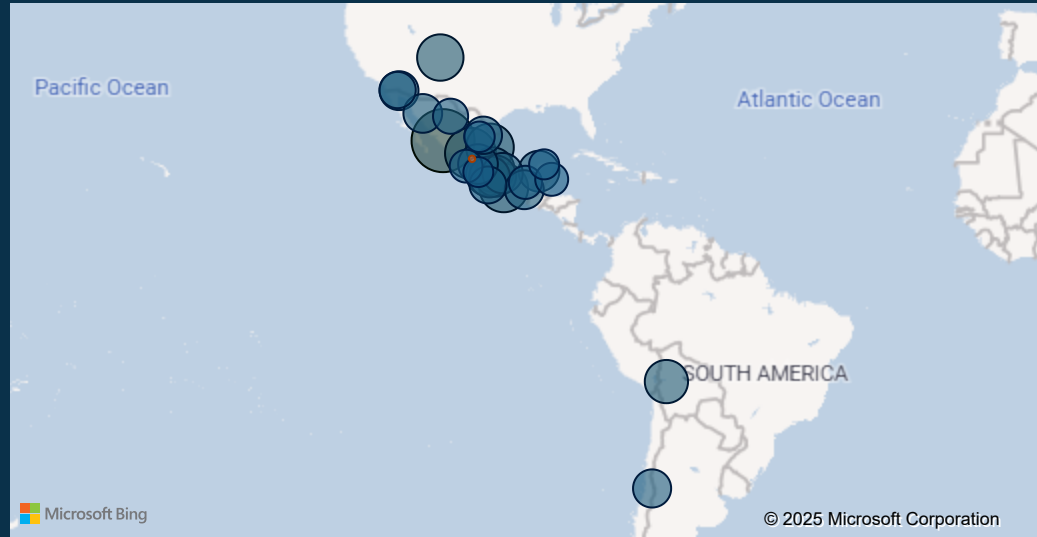
YTD Revenue by Store Name



YOY Difference in Revenue by Store



YOY Difference in Revenue by Store_City



Stores Low on Top Revenue Product Inventory

Store_Name	Total Stock_o n_hands	AVG Daily Units Sold	Days of Inventor y
Zacatecas 1			
Etch A Sketch	3	6.80	0.44
Lego Bricks	8	12.00	0.67
Magic Sand	2	21.29	0.09
Xalapa 2			
Magic Sand	9	20.20	0.45
Xalapa 1			
Magic Sand	12	17.60	0.68
Villahermosa 1			
Action Figure	5	6.50	0.77
Dino Egg	0	8.50	0.00
Lego Bricks	12	14.13	0.85
Toluca 2			
Action Figure	10	21.50	0.47
Toluca 1			
Dino Egg	7	12.67	0.55
Splash Balls	20	23.71	0.84
Santiago 1			
Lego Bricks	6	21.00	0.29
San Luis Potosi 1			
Dino Egg	8	14.57	0.55
Saltillo 2			
Colorbuds	6	10.75	0.56
Lego Bricks	10	12.50	0.80
Saltillo 1			
Cam...	4	9.67	0.41

Aguascalientes 1

Store Name

Airport

Store Location

30.9%

YOY Difference Revenue

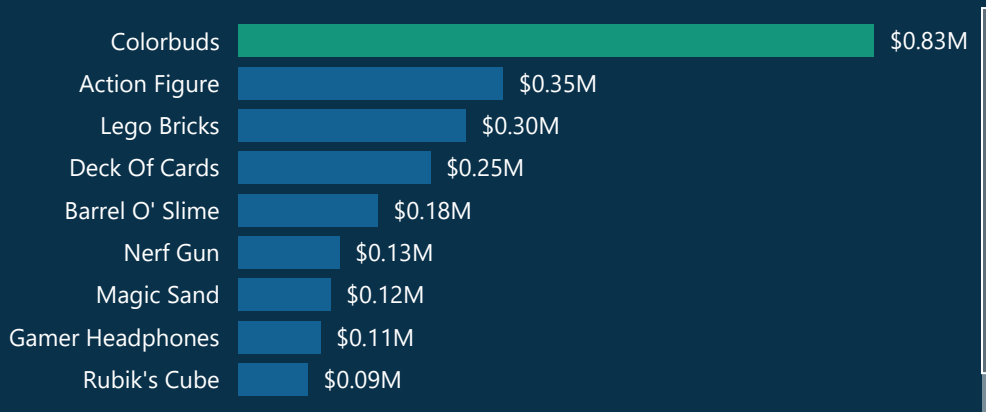
\$6,962,074

YTD Revenue

\$5,320,116

Previous YTD Revenue

Top 10 YTD Revenue by Product Name



Top 05 Bottom YOY Difference in Revenue by Product

