

\$14.46M

Revenue

10.43M

Total Cost

4.01M

Profit

Year

2017

2018

Month

January

February

March

April

May

June

July

August

Revenue margin Contribution % by Store_City

Ciudad de ...

Guadalajara

Monterrey

Hermosillo

Guanajuato

Puebla

Toluca

Xalapa

Mexicali

Saltillo

Campeche

Chihuahua

Ciudad Vic...

Santiago

Morelia

San Luis P...

Chetumal

Villahermo...

Culiacan

Chilpancin...

Oaxaca

Aguascalie...

Pachuca

Merida

11.4%

9.2%

8.7%

6.3%

6.0%

5.6%

4.4%

4.2%

4.1%

4.0%

3.6%

3.6%

2.0%

1.9%

1.9%

1.8%

1.8%

1.8%

1.7%

1.7%

1.7%

1.7%

1.6%

1.6%

Profit margin Contribution % by Store_City

Ciudad de...

Guadalajara

Monterrey

Hermosillo

Guanajuato

Puebla

Mexicali

Xalapa

Saltillo

Toluca

Chihuahua

Campeche

Morelia

Ciudad Vi...

Villaherm...

Santiago

San Luis P...

Aguascal...

Chetumal

Chilpanci...

Tuxtla Gut...

Merida

Pachuca

Culiacan

11.60%

9.19%

8.64%

6.57%

5.86%

5.72%

4.36%

4.08%

4.07%

4.05%

3.66%

3.65%

2.25%

2.07%

1.85%

1.82%

1.72%

1.71%

1.69%

1.66%

1.64%

1.60%

1.59%

1.59%

Profit Margine % by Store_City

Morelia

Mexicali

Hermosillo

Villahermo...

Tuxtla Guti...

Aguascalie...

Chihuahua

Puebla

Campeche

Ciudad de ...

Durango

Ciudad Vic...

Saltillo

Guadalajara

Merida

Monterrey

Chilpancin...

La Paz

Guanajuato

Pachuca

Xalapa

Santiago

Chetumal

San Luis P...

Zacatecas

33.1%

29.8%

29.2%

28.7%

28.6%

28.6%

28.4%

28.4%

28.2%

28.2%

28.2%

28.2%

28.1%

27.9%

27.7%

27.5%

27.4%

27.2%

27.0%

26.9%

26.8%

26.2%

26.2%

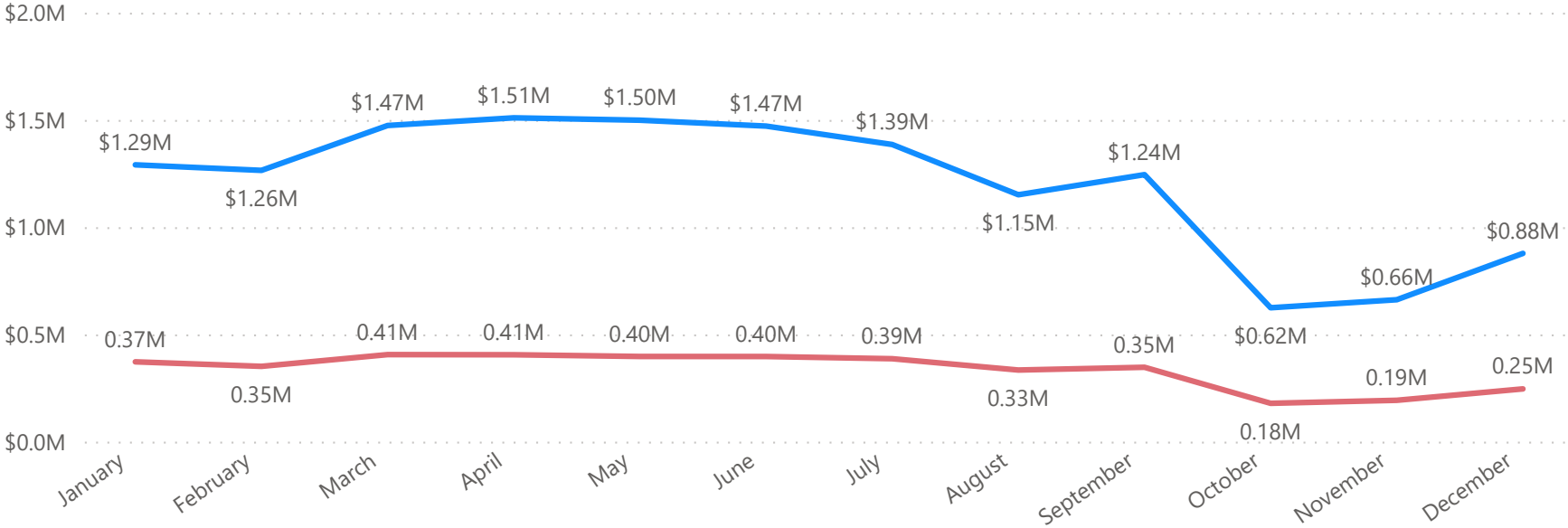
26.1%

25.7%

Product_Name	Revenue	Revenue margin Contribution %	Profit margin Contribution %	Profit Margine %
Lego Bricks	\$23,89,480	16.5%	7.44%	12.5%
Colorbuds	\$15,65,520	10.8%	20.80%	53.3%
Magic Sand	\$9,69,568	6.7%	3.02%	12.5%
Action Figure	\$9,27,328	6.4%	8.66%	37.5%
Rubik's Cube	\$9,13,440	6.3%	2.28%	10.0%
Deck Of Cards	\$5,88,238	4.1%	6.28%	42.9%
Splash Balls	\$5,42,232	3.8%	1.50%	11.1%
Nerf Gun	\$5,30,860	3.7%	3.31%	25.0%
Animal Figures	\$5,08,157	3.5%	2.92%	23.1%
Dart Gun	\$5,05,408	3.5%	3.15%	25.0%
Kids Makeup Kit	\$4,88,660	3.4%	3.65%	30.0%
Dinosaur Figures	\$4,35,180	3.0%	2.89%	26.7%
Dino Egg	\$4,20,596	2.9%	0.95%	9.1%
Glass Marbles	\$4,12,698	2.9%	4.67%	45.5%
Gamer Headphones	\$3,77,118	2.6%	2.68%	28.6%
Barrel O' Slime	\$3,66,652	2.5%	4.57%	50.0%
Mini Ping Pong Set	\$3,36,040	2.3%	2.51%	30.0%
PlayDoh Can	\$3,09,384	2.1%	2.57%	33.3%
Toy Robot	\$3,05,474	2.1%	1.46%	19.2%
Etch A Sketch	\$2,55,528	1.8%	3.03%	47.6%
Total	\$1,44,55,478	100.0%	100.00%	27.8%

Revenue and Profit Trend

● Revenue ● Profit



Year

2017

2018

Product_Name

All

Month

January

March

May

July

September

February

April

June

August

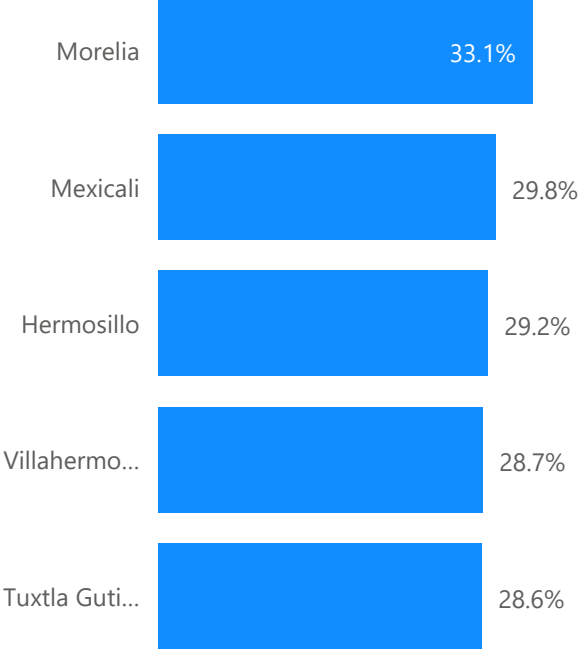
October

Product Category by Revenue and total profit margin

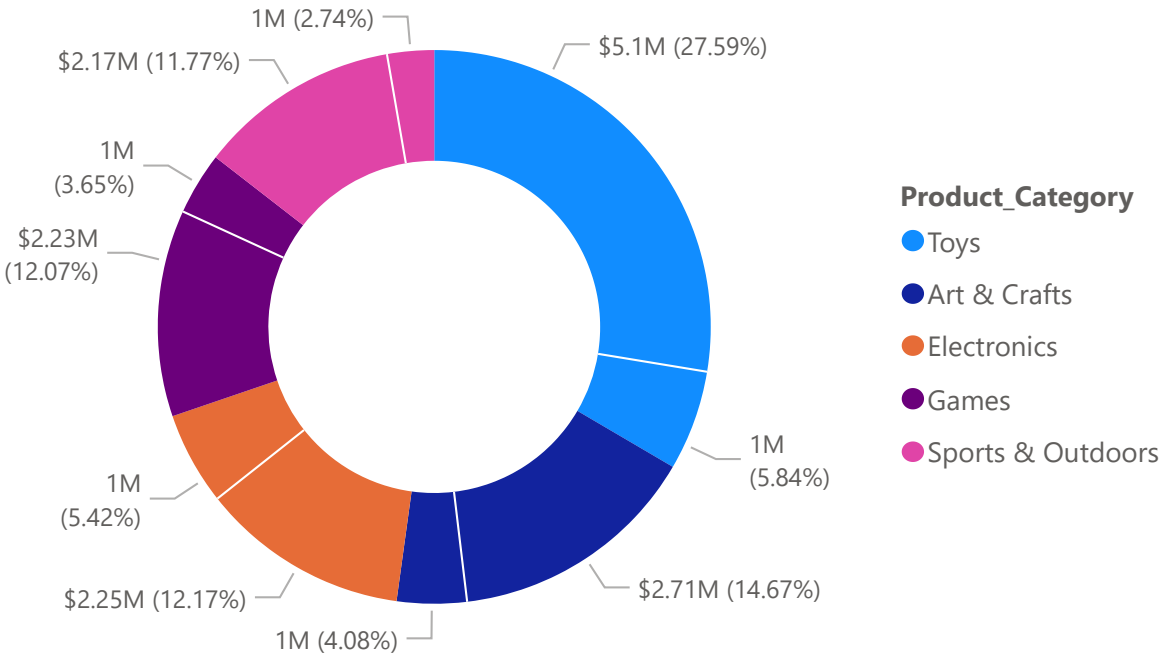
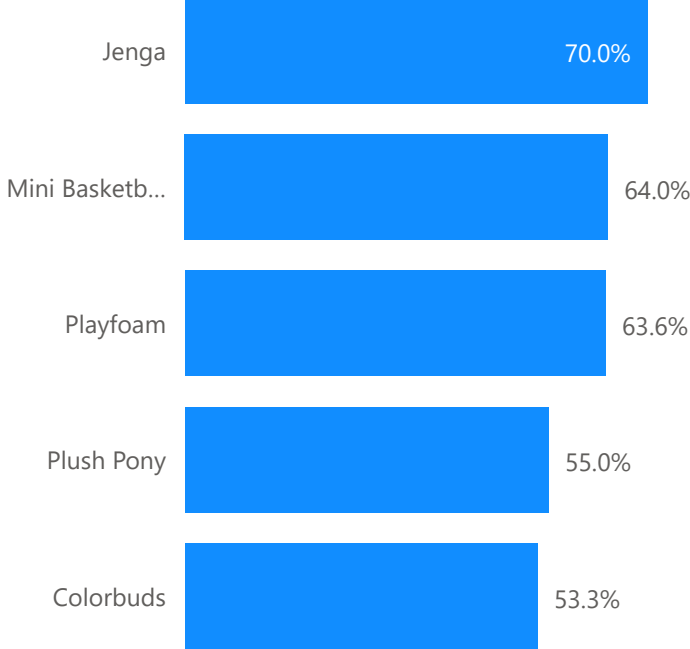
Top 5 city by revenue

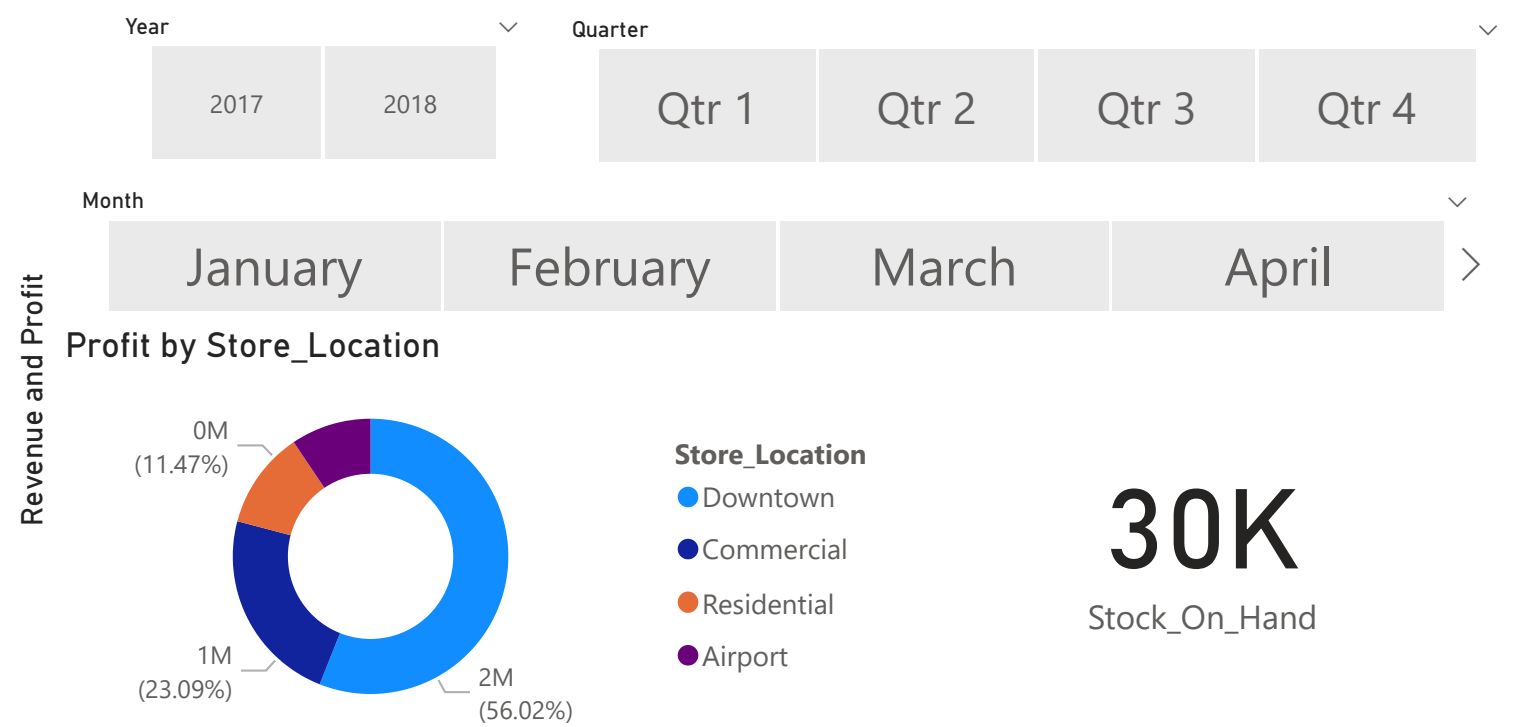
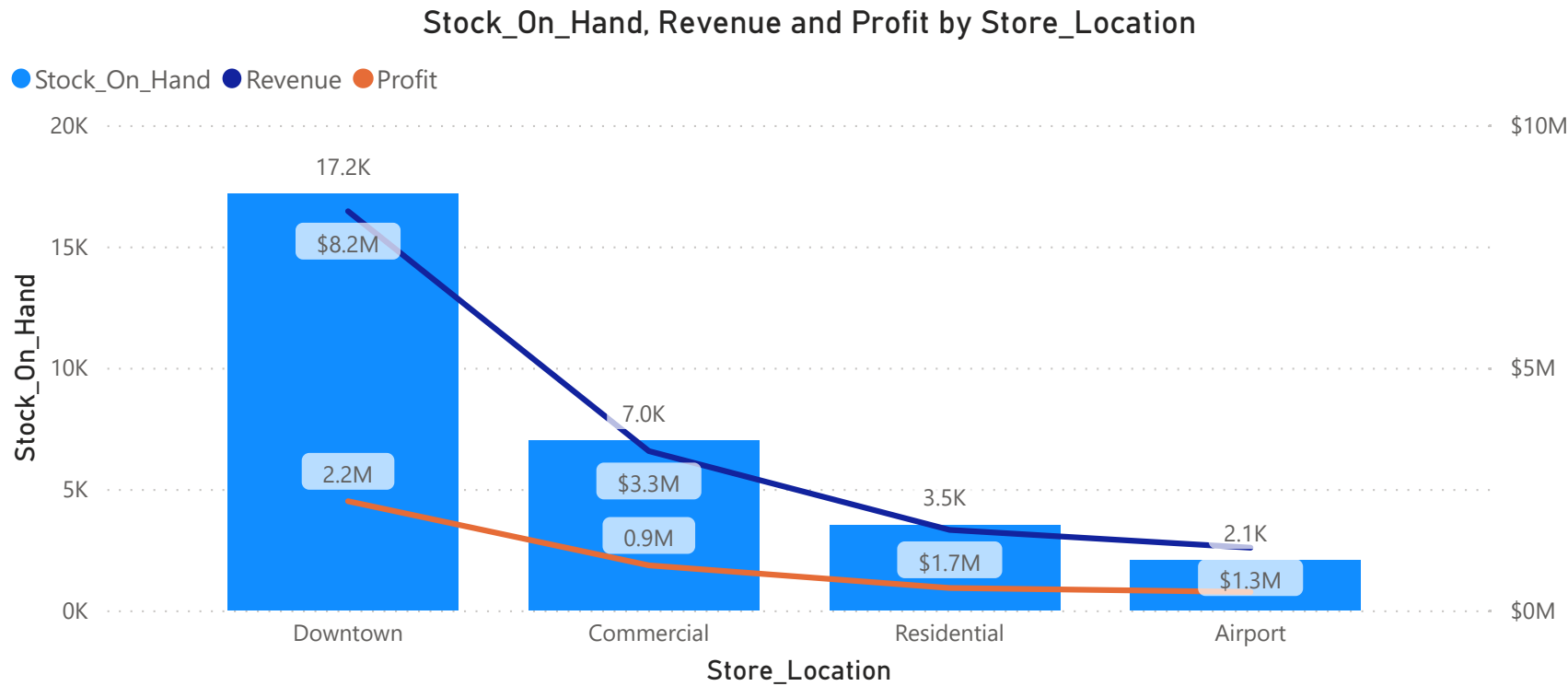


Top 5 city by Profit margin

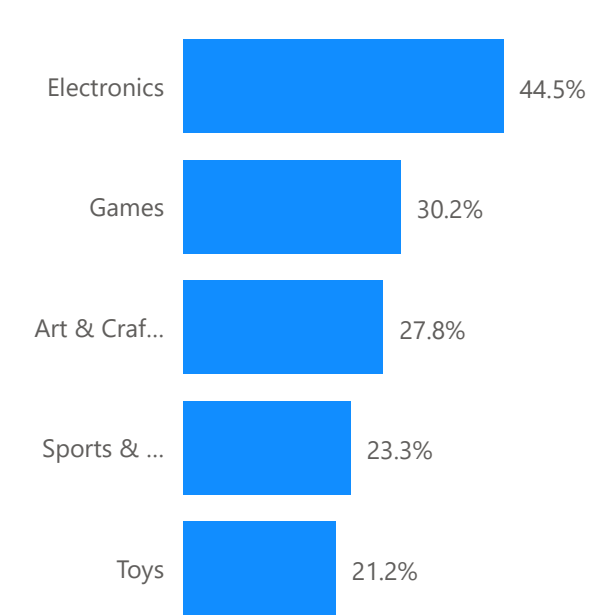


Top 5 Product by profit margin %

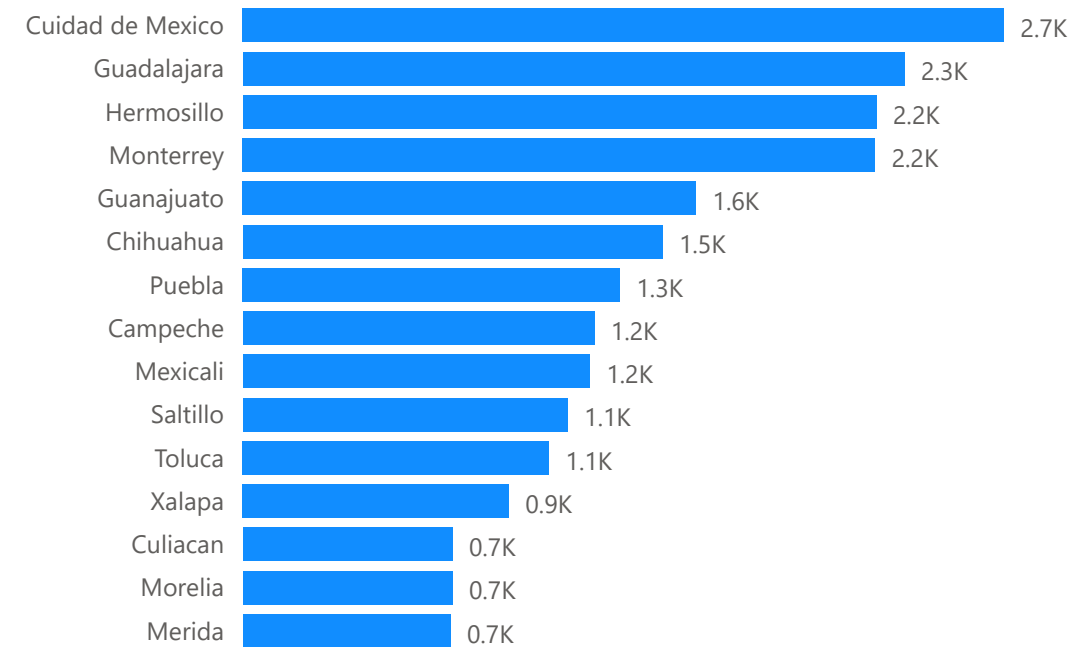




Product category by profit margin %



Stock_On_Hand by Store_City



Stock_On_Hand and Profit Margin % by Store_Location

