



# Mexico Toy Sales Expansion Analysis

50

Total Stores

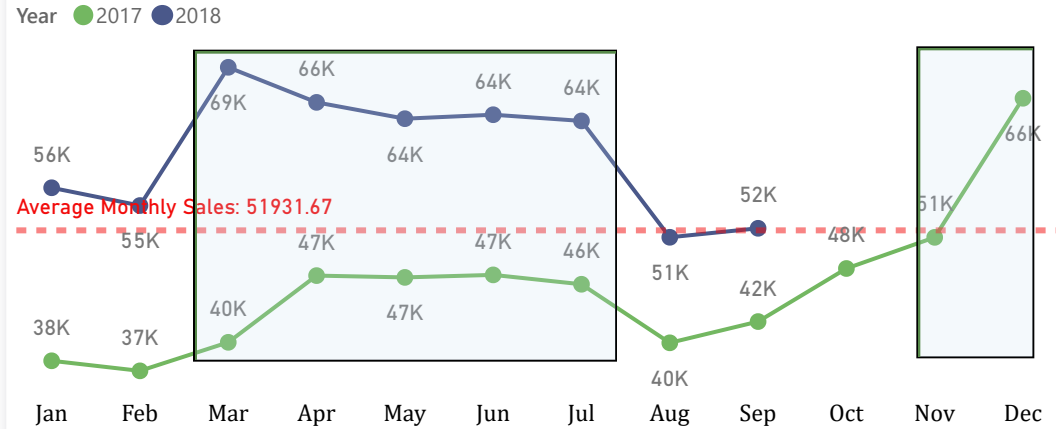
35

Unique Products

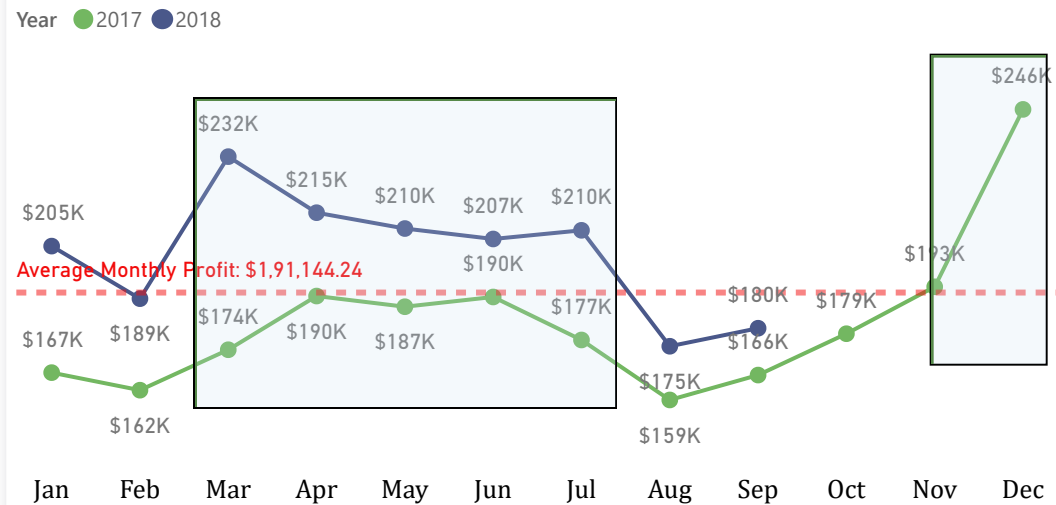
29

No. of Store Cities

## Monthly Sales Trends in 2017 and 2018



## Monthly Profit Trends in 2017 and 2018



1M

Total Sales

52.28%

Sales YOY % Change

\$4.01M

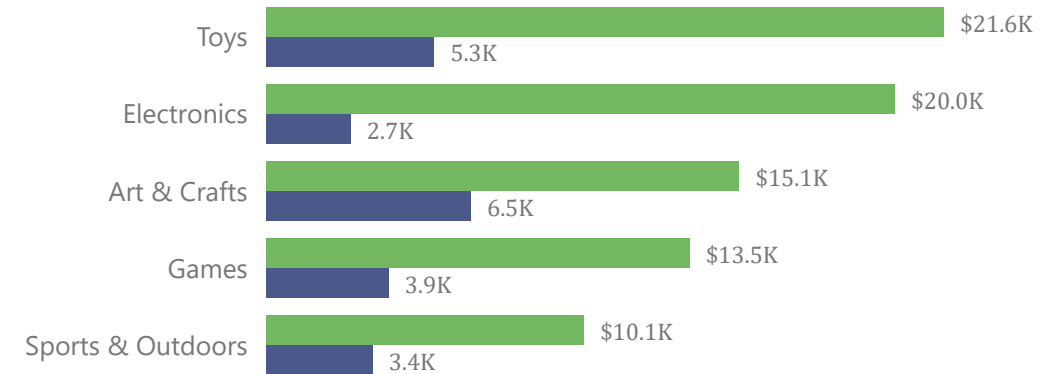
Total Profit

29.26%

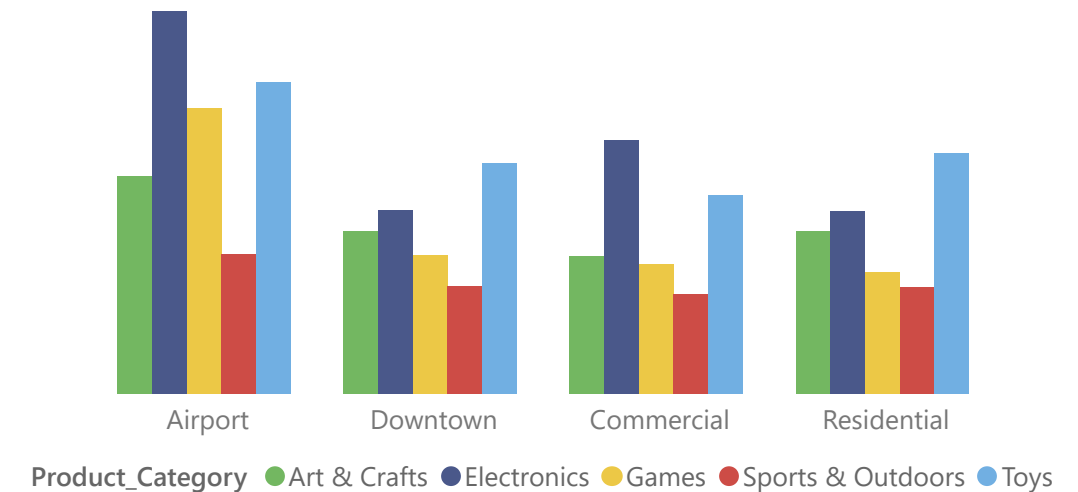
Profit YOY % Change

## Average Profit and Average Sales by Product Category

● Average Profit ● Average Sales



## Average Profit by Store\_Location and Product\_Category





# Location Profitability Analysis

50

Total Stores

\$191.14K

Avg Monthly Profit

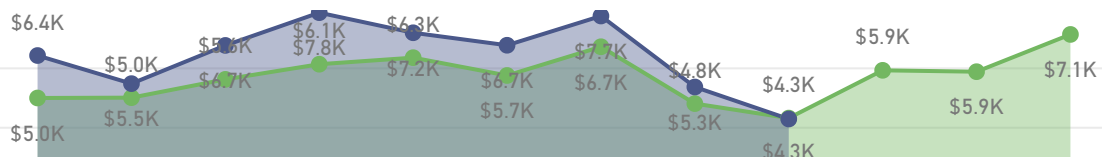
1.61K

Avg Profit per Store

## Average Profit by Month Name, Year and Store\_Location

Year ● 2017 ● 2018

### Airport



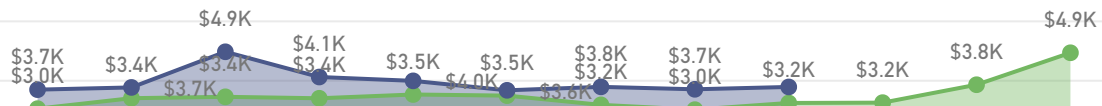
### Downtown



### Commercial



### Residential



### Airport

3

Total Stores

\$1,26,016.33

Average Profit

### Downtown

29

Total Stores

\$77,542.34

Average Profit

### Commercial

12

Total Stores

\$77,238.67

Average Profit

### Residential

6

Total Stores

\$76,731.33

Average Profit

## Average Sales and Profit By City

Store_City	Store_Location	Average Sales	Average Profit
Cuidad de Mexico	Airport	42,757.00	\$1,69,856.00
Guadalajara	Airport	31,609.00	\$1,21,571.00
Cuidad de Mexico	Downtown	33,479.00	\$1,11,296.00
Monterrey	Downtown	28,318.00	\$1,06,783.00
Toluca	Downtown	32,668.00	\$1,04,612.00
Guadalajara	Downtown	24,136.00	\$1,02,178.00
Hermosillo	Commercial	23,236.00	\$98,825.00
Mexicali	Commercial	22,858.00	\$97,206.00
Saltillo	Downtown	24,010.00	\$94,252.00
Cuidad de Mexico	Residential	26,634.00	\$94,021.00
Morelia	Downtown	20,895.00	\$90,484.00
Cuidad de Mexico	Commercial	22,729.00	\$90,385.00
Xalapa	Downtown	25,296.00	\$88,637.00
Campeche	Downtown	24,556.00	\$88,248.00
Guanajuato	Downtown	24,740.00	\$88,002.00
Hermosillo	Downtown	23,498.00	\$87,995.00

## Insights:

- Airport**, with just **3 stores** earns **highest average profit** of **126.02K** across different Store Locations.
- March and December** are the two months with **highest average profits** across all Store Locations, with an exceptional rise during the month of **April to July** on **Airports**.



# Product Profitability Analysis

## Toys

9  
Unique Products  
\$51,406.05  
Avg Monthly Profit

## Sports & Outdoors

7  
Unique Products  
\$24,081.81  
Avg Monthly Profit

## Games

8  
Unique Products  
\$32,094.90  
Avg Monthly Profit

## Electronics

3  
Unique Products  
\$47,687.48  
Avg Monthly Profit

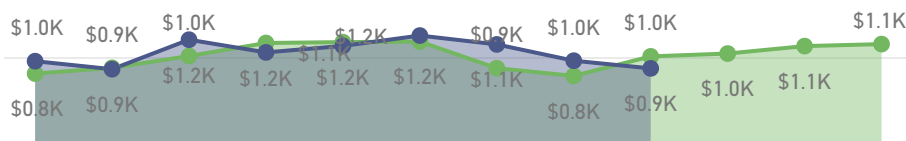
## Art & Crafts

8  
Unique Products  
\$35,874.00  
Avg Monthly Profit

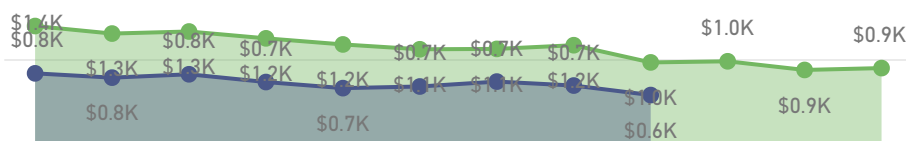
### Average Profit by Month Name, Year and Product\_Category

Year ● 2017 ● 2018

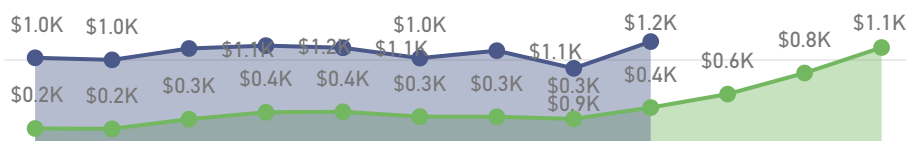
#### Toys



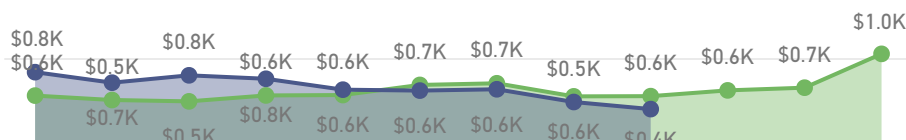
#### Electronics



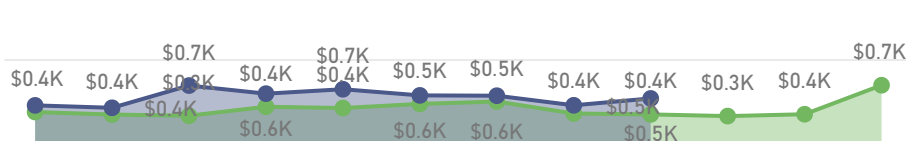
#### Art & Crafts



#### Games



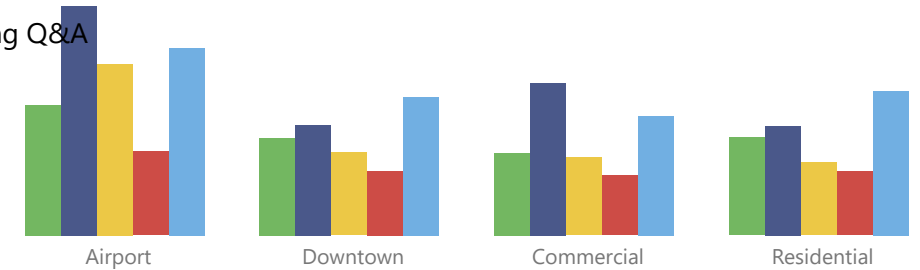
#### Sports & Outdoors



### Average Product Profit By Location

Product\_Category ● Art & Crafts ● Electronics ● Games ● Sports & Outdoors ● Toys

Preparing Q&A



### Average Sales and Profit By City

Store_Location	Product_Name	Average Sales	Average Profit
Airport	Colorbuds	3,827.33	\$30,618.67
Commercial	Colorbuds	2,541.25	\$20,330.00
Residential	Colorbuds	1,850.67	\$14,805.33
Downtown	Colorbuds	1,768.52	\$14,148.14
Airport	Glass Marbles	2,643.00	\$13,215.00

### Insights:

- **Toys** are the most **profitable Product Category** with an average Monthly profit of **~36\$ k**.
- **Arts and Crafts** are **trending up** and **Electronics** are **trending down** as compared to last year.
- **Electronic** products are the highest average profitable products at **Airport and Commercial area**, whereas **Toys** trends at **Downtown and Residential area**.
- **Colorbuds** is the **highest profitable product** across all store Locations



## Sales Insights

- ➔ Months **March to July** and **December** are the **most favourable months** to launch a new store.
- ➔ **Airports** are the most **favourable location** for expansions
- ➔ Though **Arts and Crafts** are the most sold products, **Toys** are amongst the most profitable products category, so investment should be made on these two products more as compared to others.
- ➔ **Electronic** products are the highest average profitable products at **Airport and Commercial area**, whereas **Toys** trends at **Downtown and Residential area**.
- ➔ **Colorbuds** is the **highest profitable product** across all store Locations