



Mexico Toy Sales Expansion Analysis

50

Total Stores

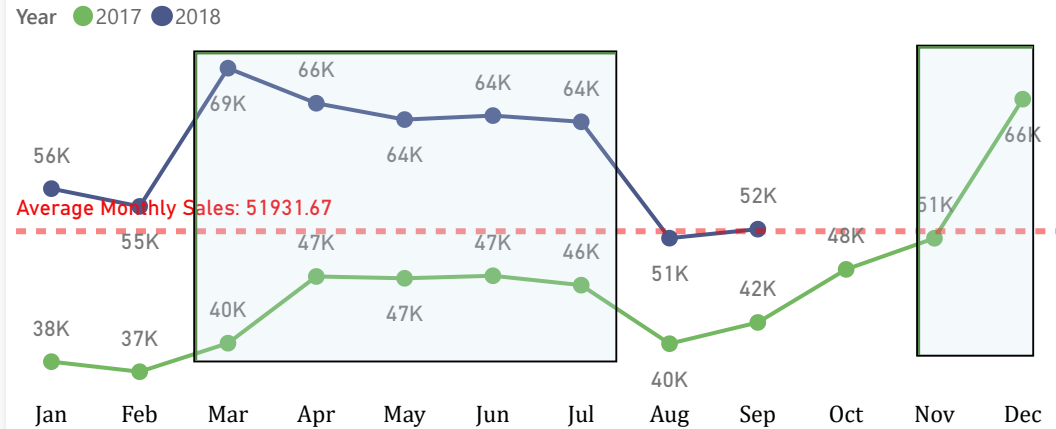
35

Unique Products

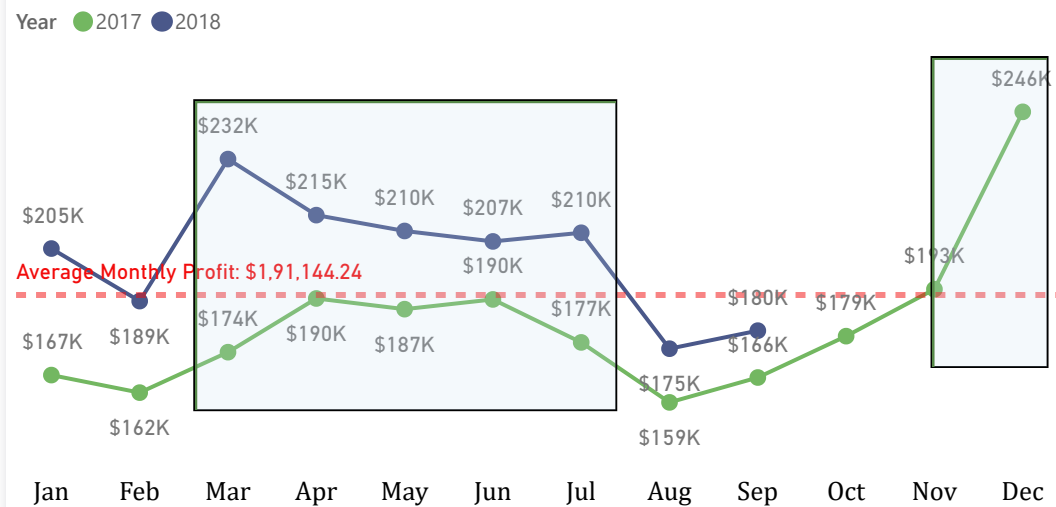
29

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

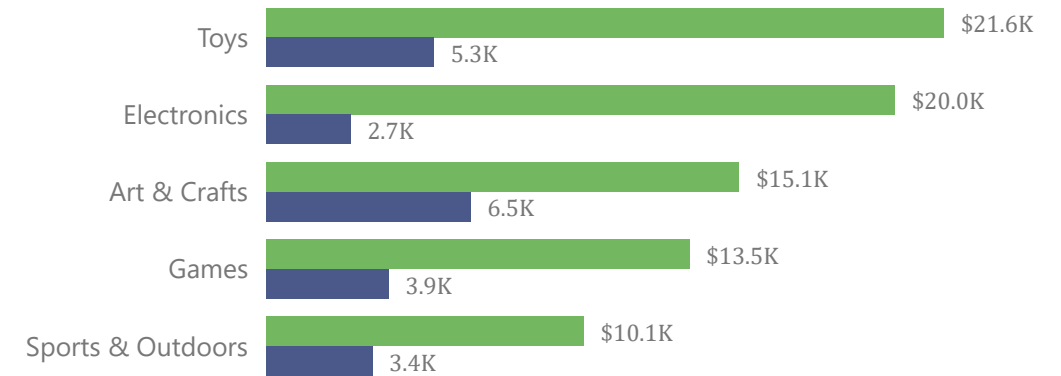
Total Profit

29.26%

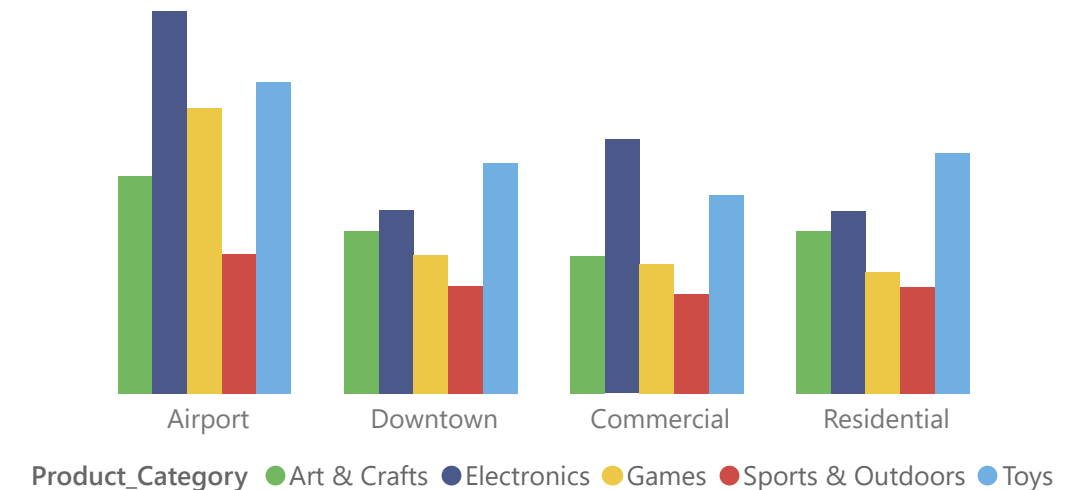
Profit YOY % Change

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

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

\$191.14K

Avg Monthly Profit

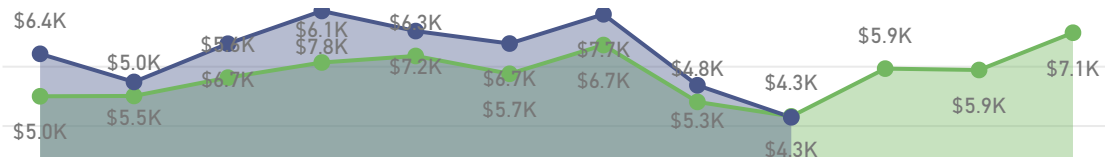
1.61K

Avg Profit per Store

Average Profit by Month Name, Year and Store_Location

Year ● 2017 ● 2018

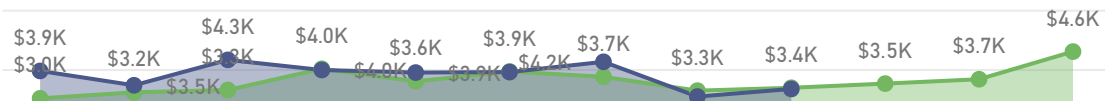
Airport



Downtown



Commercial



Residential



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

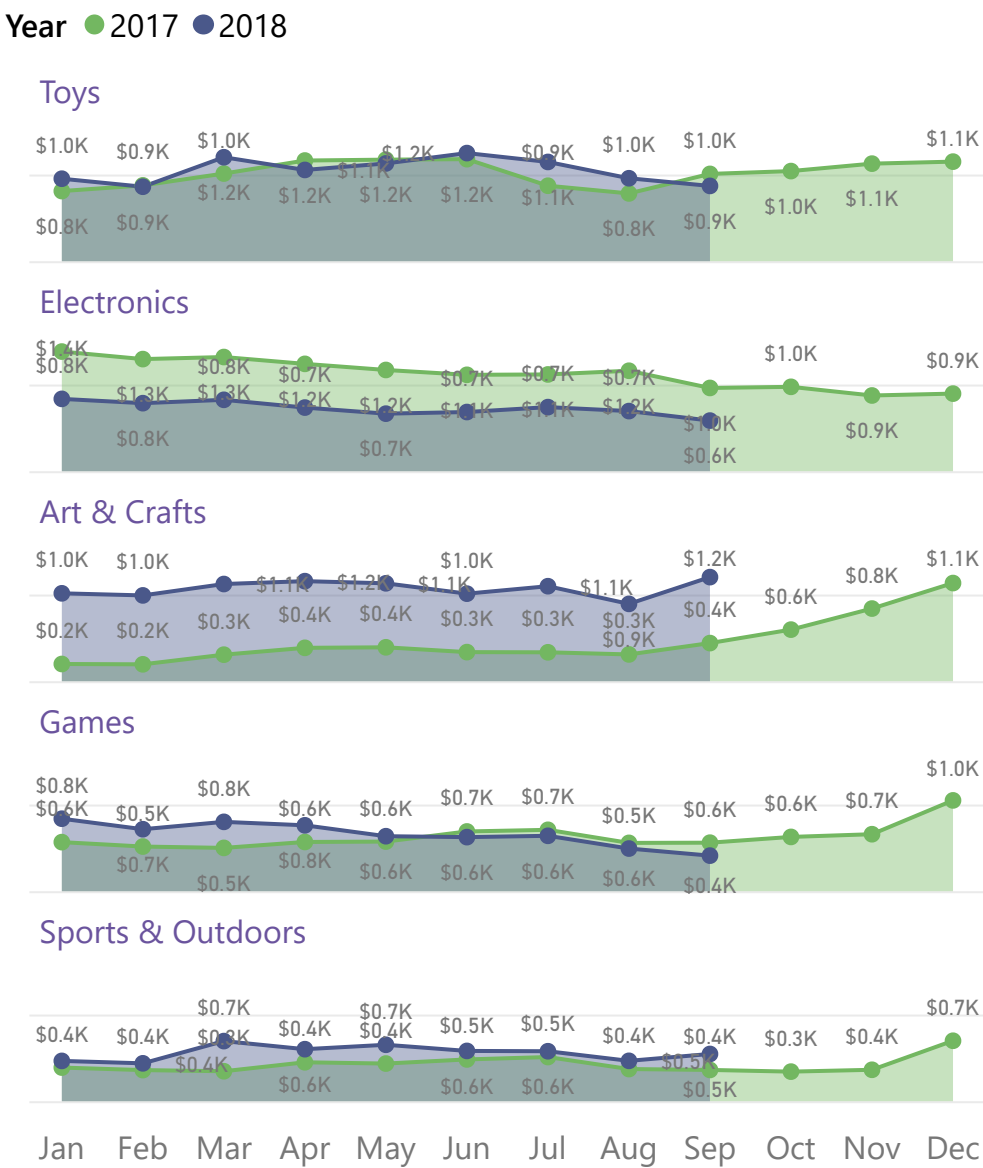
Electronics
3
Unique Products
\$47,687.48
Avg Monthly Profit

Art & Crafts
8
Unique Products
\$35,874.00
Avg Monthly Profit

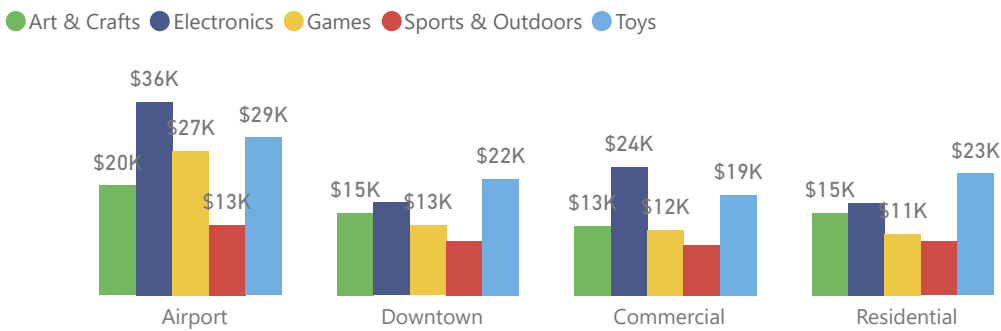
Games
8
Unique Products
\$32,094.90
Avg Monthly Profit

Sports & Outdoors
7
Unique Products
\$24,081.81
Avg Monthly Profit

Average Profit by Month Name, Year and Product_Category



Average Product Profit By Location & Product Category



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 ~\$51k.
- **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