



Overall Sales Performance

Mexico Toy Sales

50

No. of Stores

35

Unique Products

29

No. of Store Cities

829K

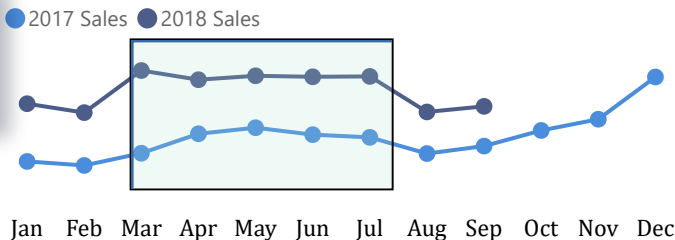
Total Sales

YoY % Change

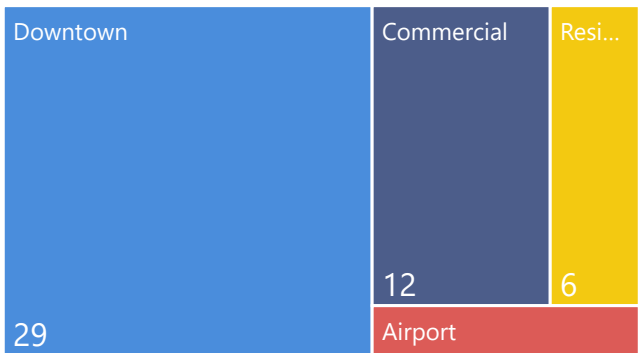
22.46%✓

(+0%)

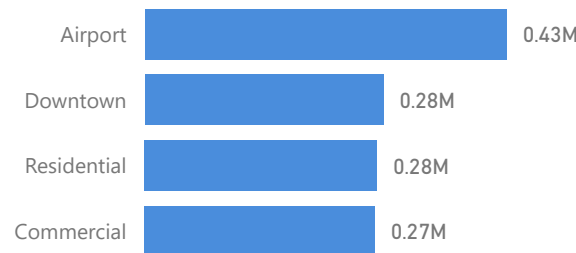
Monthly Sales Trends in 2017 and 2018



No. of Stores by Store_Location



Average Revenue by Store_Location



\$14M

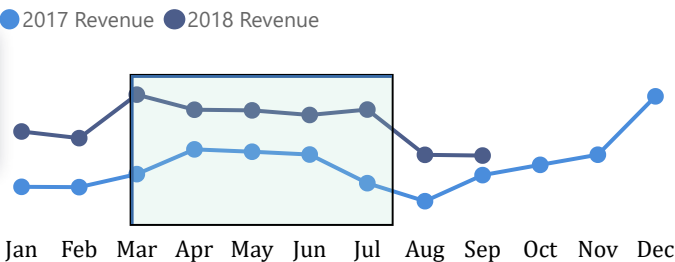
Total Revenue

YoY % Change

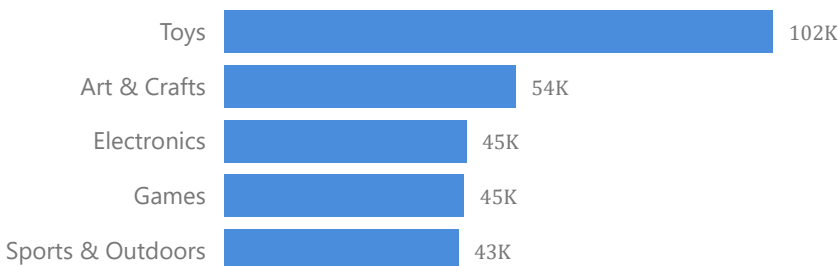
17.13%✓

(+0%)

Monthly Revenue Trends in 2017 and 2018



Revenue Split by Product Category



Top Store Location (By Revenue)

Airport

Top Product Category

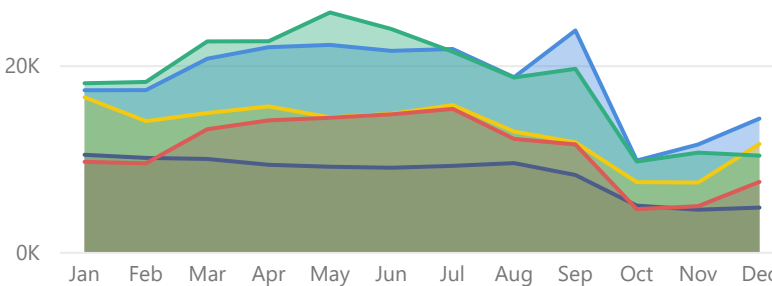
Toys

Top Product (Revenue)

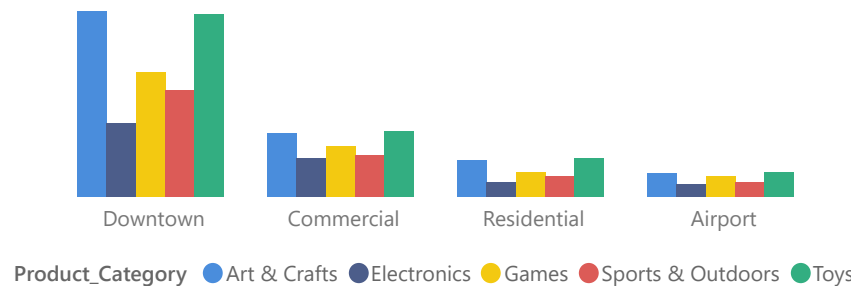
Lego Bricks

Total Sales by Month Name and Product_Category

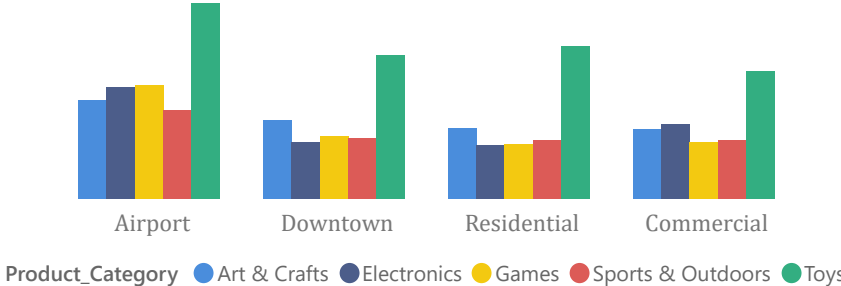
Product_Category ● Art & Crafts ● Electronics ● Games ● Sports & ... ● Toys



Total Sales by Store_Location and Product_Category



Average Revenue trends by Store_Location and Product_Category





Mexico Toy Sales

Monthly Sales Performance

Store City ▼

All ▼

Year ▼

2018 ▼

Month ▼

Sep ▼

Monthly Sales

41830✓

Goal: 40.58K (+3.08%)

MoM % Change

3.08%✓

(+0%)

YoY % Change

26.88%✓

(+0%)

Monthly Revenue

\$6,58,194✓

Goal: \$6,58,194 (+0%)

MoM % Change

0.00✓

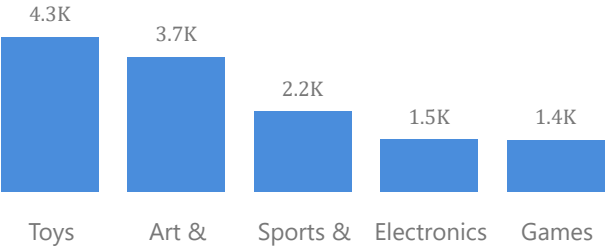
(+0%)

YoY % Change

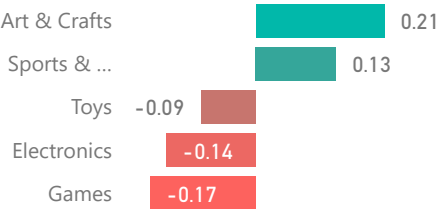
12.35%✓

(+0%)

Revenue Split by Product Catgory

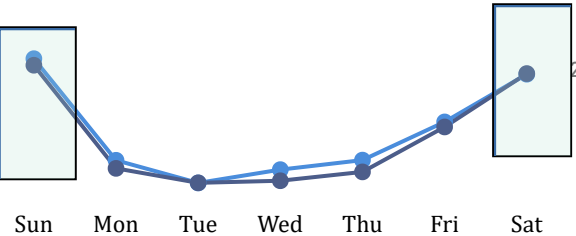


MoM% Revenue Change by Product Category

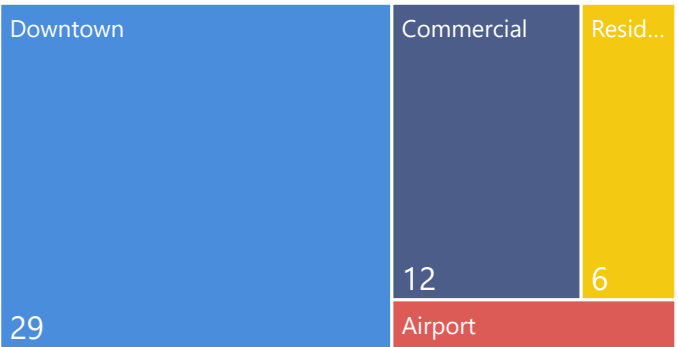


Weekly Sales Trends in 2017 and 2018

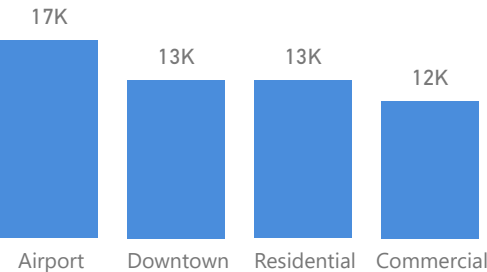
● 2017 Sales ● 2018 Sales



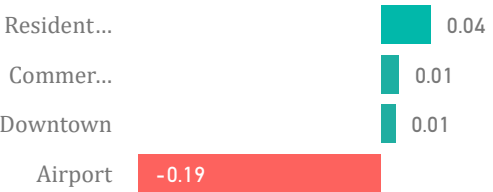
No. of Stores by Store_Location



Average Revenue by Store_Location

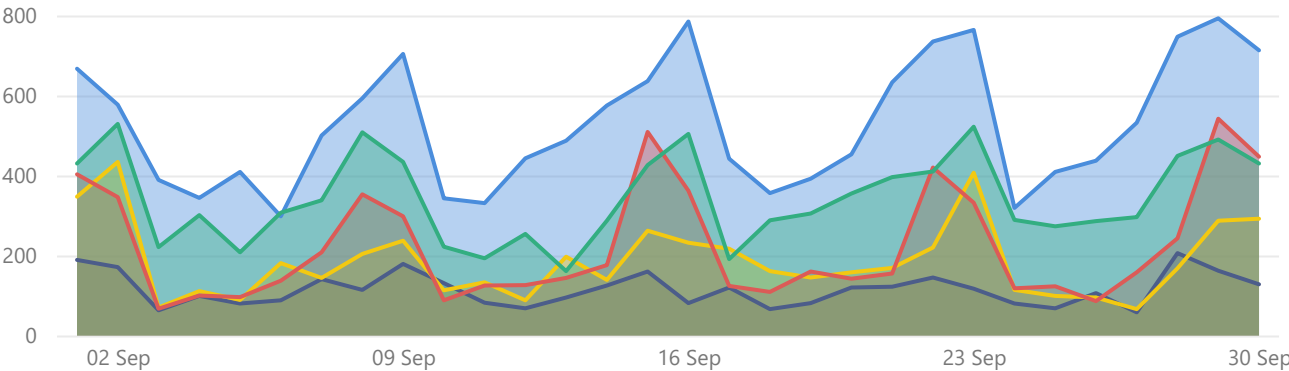


MoM% Avg Revenue Change by Store_Location

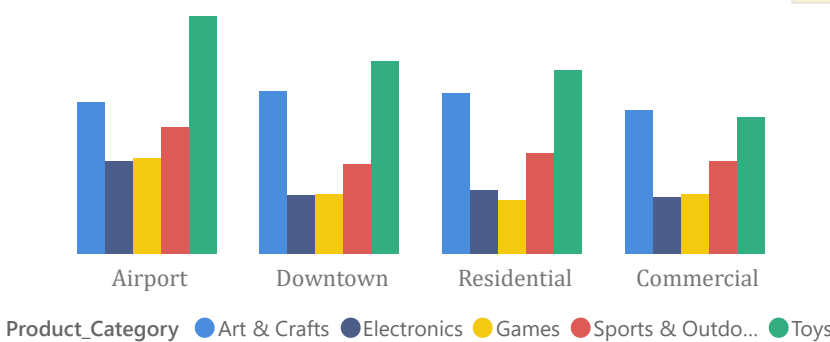


Total Sales by Date and Product_Category

Product_Category ● Art & Crafts ● Electronics ● Games ● Sports & Outdoors ● Toys



Average Revenue trends by Store_Location



Top Store Location (By Revenue)

Airport

Top Product Category

Toys

Top Product (Revenue)

Lego Bricks

Top Product (Profit)

Colorbuds



Mexico Toy Sales

Product Performance

Product

Colorbuds

Store City

All

Year

2018

Month

Sep

Monthly Sales

2085!

Goal: 2.68K (-22.06%)

Monthly Revenue

\$38,884✓

Goal: 948.87 (+3997.95%)

Monthly Profit

20.75K!

Goal: 25.32K (-18.04%)

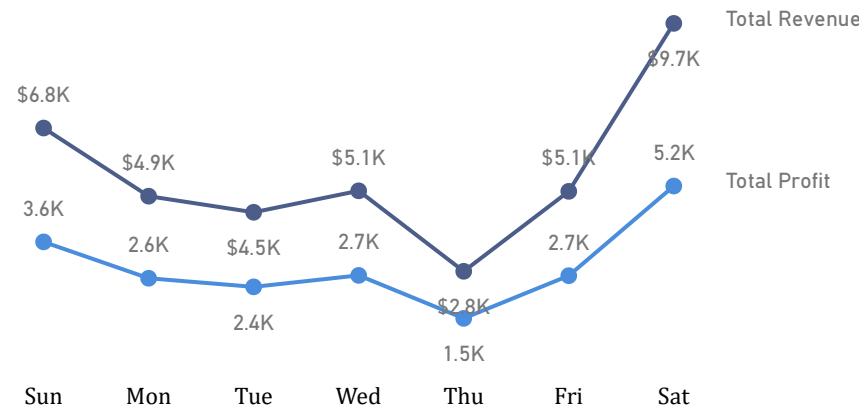
Monthly Profit Margin

0.53!

Goal: 26.68 (-98%)

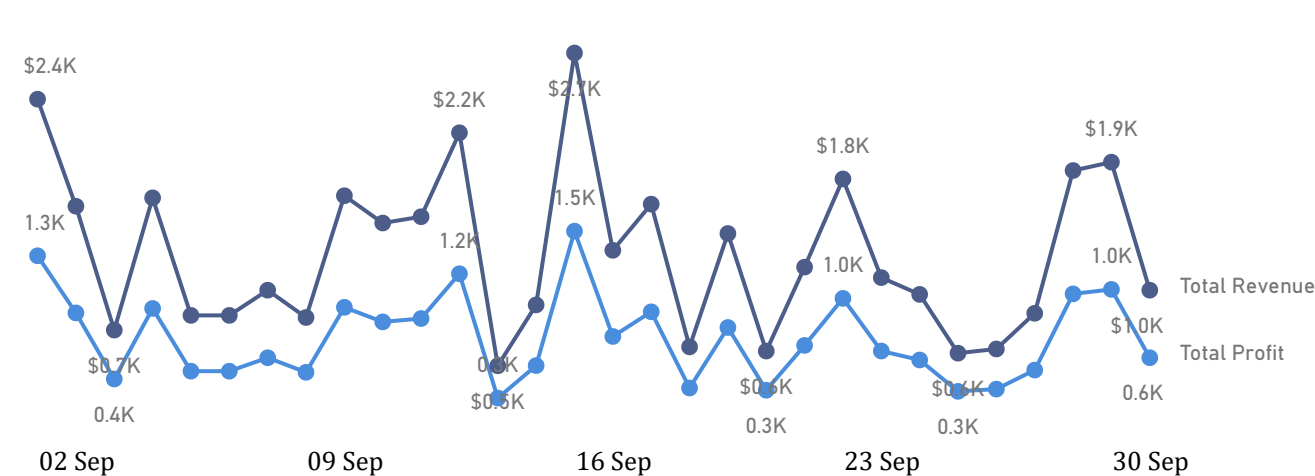
Total Profit and Total Revenue by Week Name

Total Profit Total Revenue

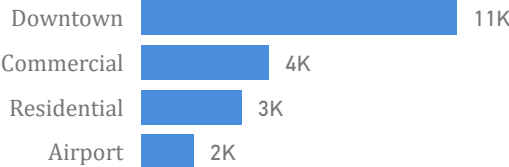


Total Profit and Total Revenue by Date

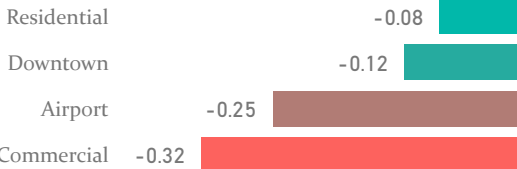
Total Profit Total Revenue



Total Profit by Store_Location



Profit MoM% Change



Stores

Store_Location	Store_Name	Total Sales	Total Revenue	Total Profit
Residential	Maven Toys Hermosillo 1	105	\$2,653	1,416.00
Downtown	Maven Toys Monterrey 2	126	\$2,593	1,384.00
Airport	Maven Toys Guadalajara 3	96	\$2,249	1,200.00
Downtown	Maven Toys Guadalajara 4	107	\$2,009	1,072.00
Commercial	Maven Toys Guanajuato 2	85	\$1,739	928.00
Residential	Maven Toys Guadalajara 1	71	\$1,590	840.00

Store with 0 stocks

Store_Location Store_Name

Airport	Maven Toys Ciudad de Mexico 2
Airport	Maven Toys Guadalajara 3






Profitable Product Category

Maven Toys Aguascalientes 1

Profitable Store

Maven Toys Hermosillo 1

Insights:

-  **Sales** increased in 2018 by **22.47%** as compared to sales in 2017, with a seasonal surge in sales from the month of **March to July** and then again in **December**.
-  **Revenue** in 2018 is increased by **17.3%** as compared to revenue in 2017.
-  As compared to weekdays, **highest sales** happens during **weekends**
-  **Downtown** with about 29 stores in total makes the **highest sales location**, while **Airport** despite having lowest sales from only 3 stores earns **highest average revenue (0.43 million)**, **double** as compared to other locations
-  **Toys** with an average revenue of **10,2K**, earns the **highest average revenue** from all the **product categories**.