



# Overall Sales Performance Mexico Toy Sales

50

No. of Stores

35

Unique Products

29

No. of Store Cities

829K

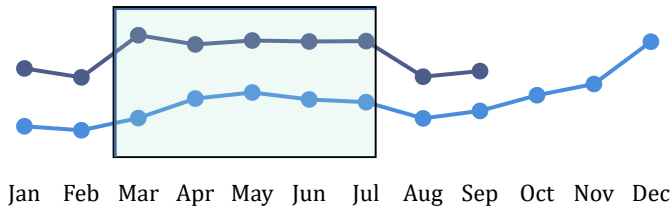
Total Sales

YoY % Change

22.46%✓  
(+0%)

Monthly Sales Trends in 2017 and 2018

● 2017 Sales ● 2018 Sales



No. of Stores

Downtown

29

Commercial

12

Residential

6

Airport

3

Top Store Location (By Revenue)

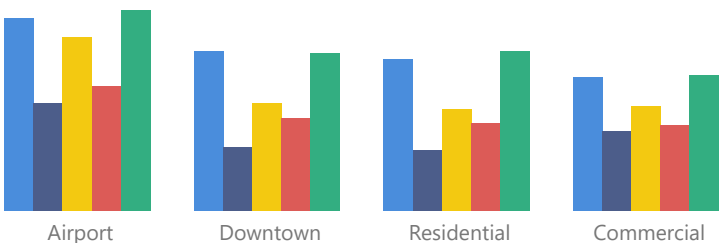
Airport

Store Location with Highest Average revenue



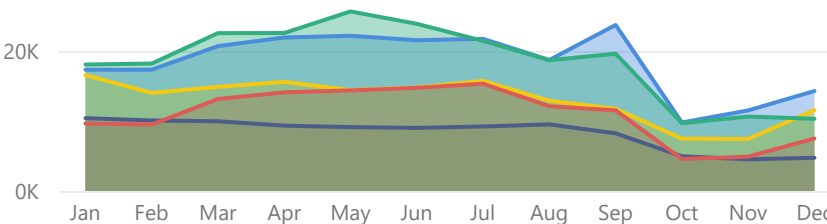
Average Sales by Store Location and Product Category

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



Total Sales by Month Name and Product\_Category

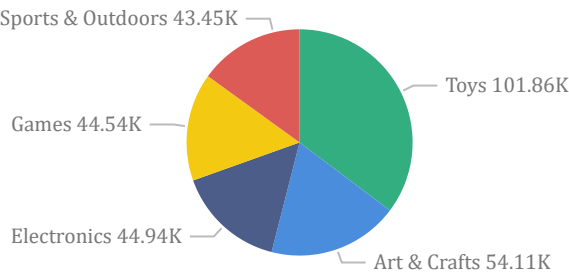
Product\_Category ● Art & Crafts ● Electronics ● Games ● Sports & Outdo... ● Toys



Top Product Category (By Revenue)

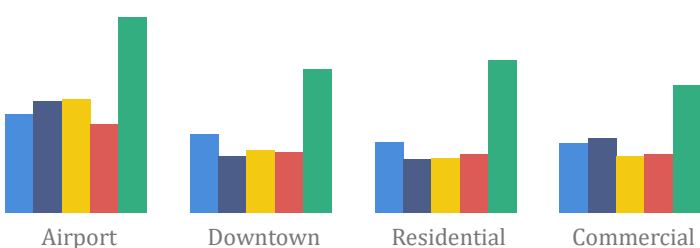
Toys

Product Category with Highest Average Revenue



Average Revenue trends by Store\_Location and Product Category

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



\$14.44M

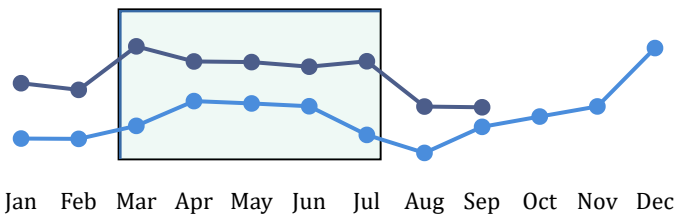
Total Revenue

YoY % Change

17.13%✓  
(+0%)

Monthly Revenue Trends in 2017 and 2018

● 2017 Revenue ● 2018 Revenue



Top 5 Highest Average Revenue Products

Product_Name	Average Sales	Average Revenue
Lego Bricks	960.60	47,777.65
Colorbuds	1459.76	31,289.53
Magic Sand	785.86	19,379.24
Action Figure	969.94	18,534.97
Rubik's Cube	774.06	18,259.67

Top Product (Sales)

Colorbuds

Top Product (Revenue)

Lego Bricks



# Mexico Toy Sales

## Monthly Sales Performance

Store City

All

Year

2018

Month

Sep

Monthly Sales

41830✓

Goal: 40.58K (+3.08%)

MoM % Change

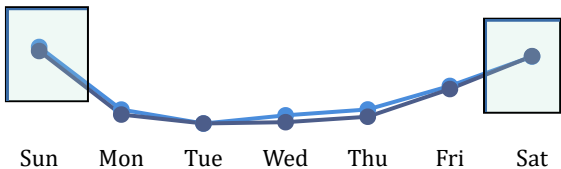
3.08%✓  
(+0%)

YoY % Change

26.88%✓  
(+0%)

Weekly Sales Trends in 2017 and 2018

● 2017 Sales ● 2018 Sales



Top Store Location (By Revenue)

Airport

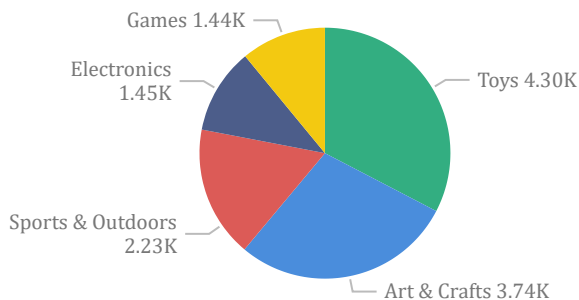
Average Revenue by Store\_Location



Top Product Category

Toys

Average Revenue by Product Category



Monthly Revenue

\$658.19K✓

Goal: \$658.19K (+0%)

MoM % Change

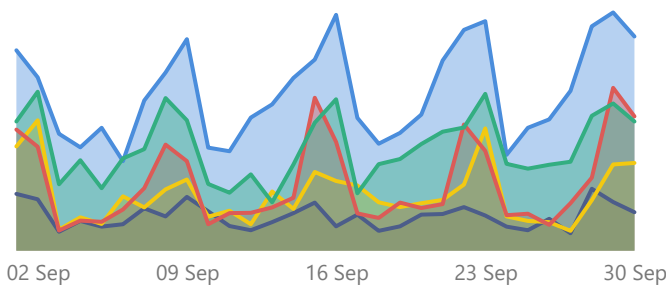
0.00✓  
(+0%)

YoY % Change

12.35%✓  
(+0%)

Sales by Date and Product\_Category

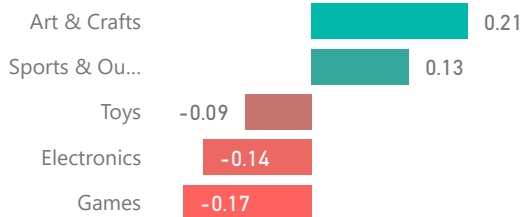
● Art & Crafts ● Electronics ● Games ● Sports & Outdoors ● Toys



MoM% Avg Revenue Change by Store\_Location



MoM% Revenue Change by Product Category



No. of Stores

Downtown

29

Commercial

12

Residential

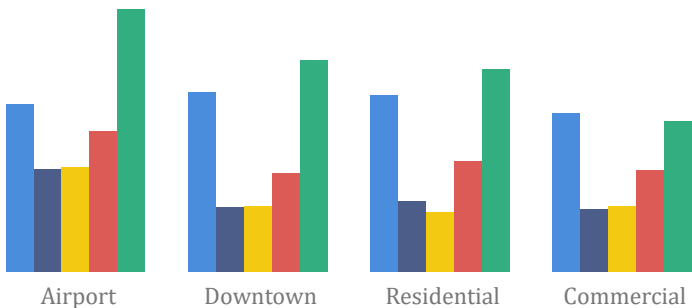
6

Airport

3

Average Revenue trends by Store\_Location and Product Category

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



Top Store Location (By Sales)

Maven Toys Monterrey 2

Top Product (Revenue)

Lego Bricks

Top Product (Profit)

Colorbuds

Top 5 Stores with Highest Average Sales

Store_Location	Store_Name	Product_Name	Average Sales	Average Revenue	Total Profit
Downtown	Maven Toys Hermosillo 2	Lego Bricks	95.00	4,918.77	\$615.00
Downtown	Maven Toys Zacatecas 1	Magic Sand	178.00	4,765.02	\$596.00
Residential	Maven Toys Puebla 3	Lego Bricks	111.00	4,598.85	\$575.00
Downtown	Maven Toys Villahermosa 1	Lego Bricks	81.00	4,518.87	\$565.00
Downtown	Maven Toys Guanajuato 1	Lego Bricks	96.00	4,318.92	\$540.00



# Mexico Toy Sales

## Product Performance

Product

Colorbuds

Store City

All

Year

2018

Month

Sep

Monthly Sales

2085!

Goal: 2.68K (-22.06%)

Monthly Revenue

\$38.88K✓

Goal: 948.87 (+3997.95%)

Monthly Profit

\$20.75K!

Goal: \$25.32K (-18.04%)

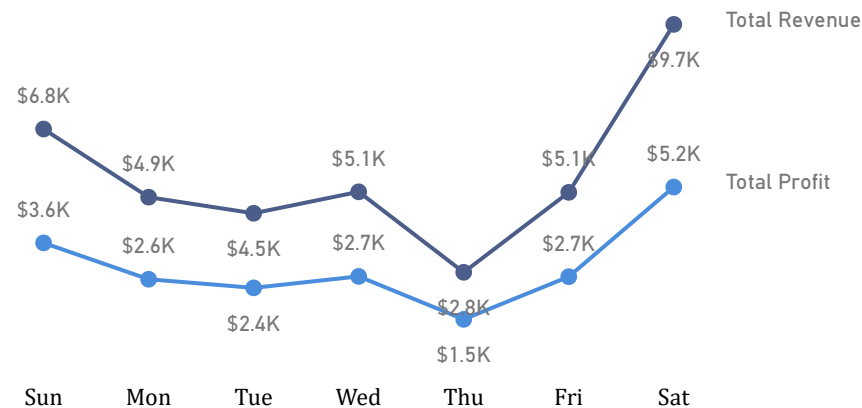
Monthly Profit Margin

0.53!

Goal: 26.68 (-98%)

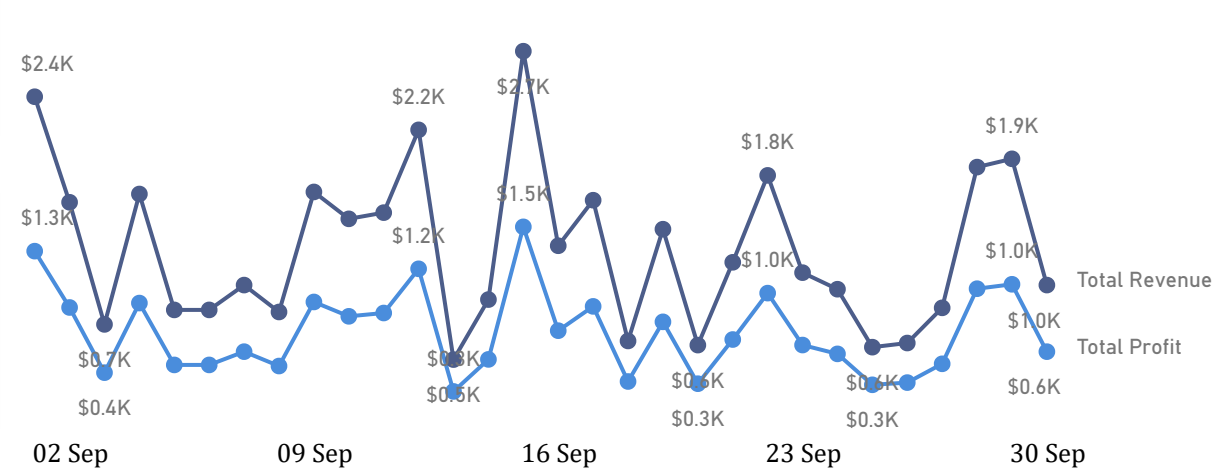
Total Profit and Total Revenue by Week Name

● Total Profit ● Total Revenue

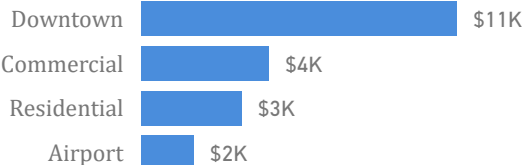


Total Profit and Total Revenue by Date

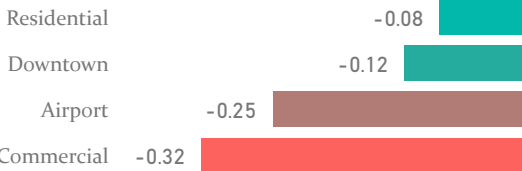
● Total Profit ● Total Revenue



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	\$2,653.23	\$1,416.00
Downtown	Maven Toys Monterrey 2	126	\$2,593.27	\$1,384.00
Airport	Maven Toys Guadalajara 3	96	\$2,248.50	\$1,200.00
Downtown	Maven Toys Guadalajara 4	107	\$2,008.66	\$1,072.00
Commercial	Maven Toys Guanajuato 2	85	\$1,738.84	\$928.00

Store with 0 stocks

Store_Location	Store_Name	Store_City
Airport	Maven Toys Ciudad de Mexico 2	Cuidad de Mexico
Airport	Maven Toys Guadalajara 3	Guadalajara

Profitable City

Aguascalientes






Profitable Product Location

Downtown

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**.