Comprehensive overview of business performance metrics

MAVEN TOYS

Targets and Goals

📉 **Reverse Sales Decline**
Address the drop in Maven Store sales from 2022 to 2023.

🔍 **Spot Performance Gaps**
Compare store sales and revenue to identify areas for improvement.

💰 **Boost High-Margin Stores**
Sustain and grow sales in locations with strong profit margins.

Insights

- Q2 led with $5.62M in sales (38.9%), while Q3 lagged at $2.03M suggesting seasonal factors like holidays and launches drive demand.

- Profit margins across cities ranged from 28.6% to 33.1%, but revenue varied widely ($273K–$1.65M), showing profit isn't tied to revenue.

- Store-level revenue and profit remain misaligned due to differences in unit product margins.

Recommendations

To reverse the sales decline and unlock growth,
- Prioritize underperforming cities with strong profit margins but low revenue.

- Use product mix analysis and store-level comparisons to identify quick wins.

- Replicate high-margin strategies from top-performing stores, and focus marketing efforts around seasonal peaks like Q2 to maximize impact.

Total Revenue	Total Profit	Average Daily Sales	Total Sold Units
$14.44M	$4.01M	$22.64K	1M

Store Age

All

Product

All

Year

All

Profitability Change Insights

Profitability by City

City	
Morelia	
Mexicali	
Hermosillo	
Villahermosa	
Tuxtla Gutierrez	

(axis: 0, 10, 20, 30)
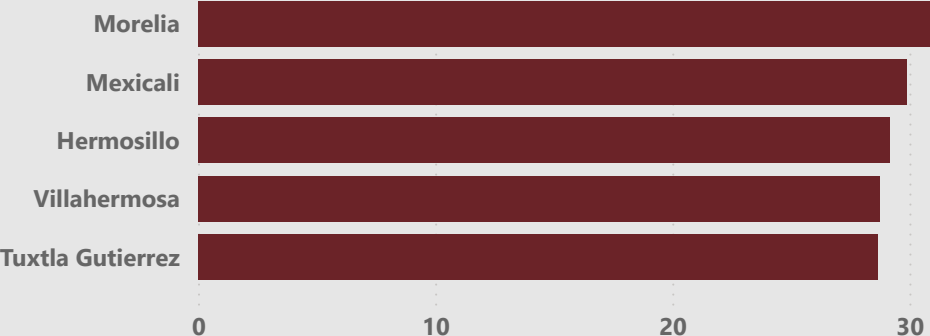
Profitability by Location

(axis: 0, 10, 20, 30)
Airport, Commercial, Residential, Downtown
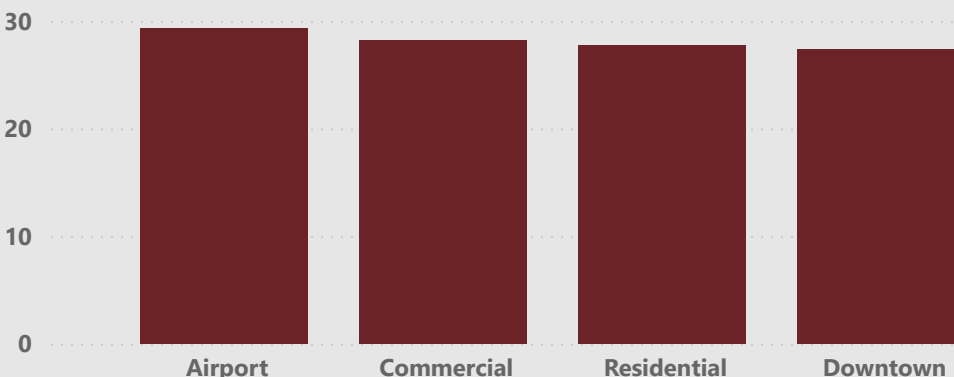
Revenue Growth Analysis and Insights

Sales by LaunchQuarter

(axis: $2M, $3M, $4M, $5M, $6M)
Q2, Q4, Q1, Q3

Revenue by City

City	
Cuidad de ...	
Monterrey	
Hermosillo	
Ciudad Vict...	
Morelia	

(axis: $0M, $1M, $2M)
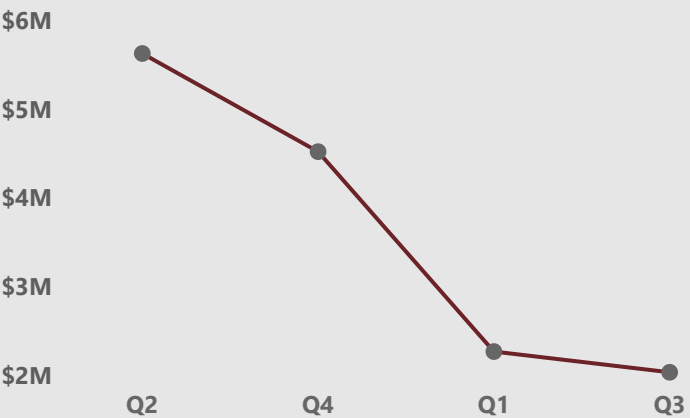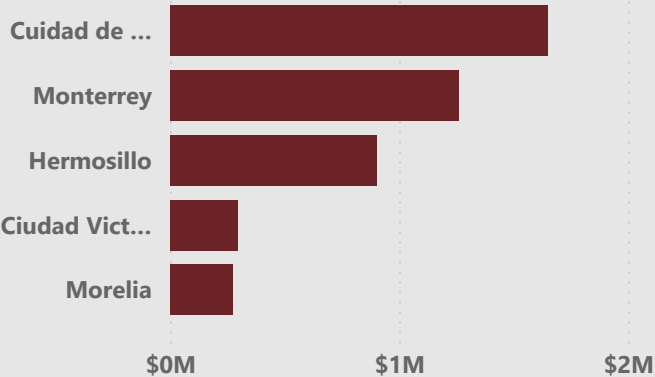
Revenue by Store_Location

(axis: $0M, $5M, $10M)
Downtown, Commercial, Residential, Airport