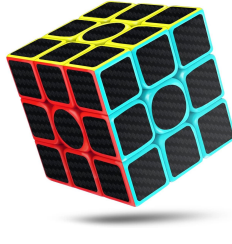




Maven Toys Sales Dashboard

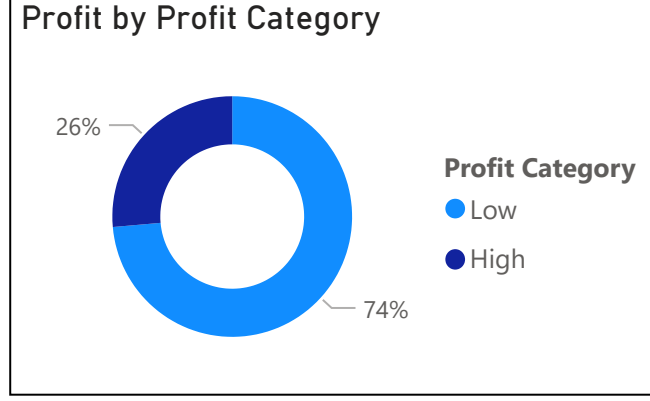
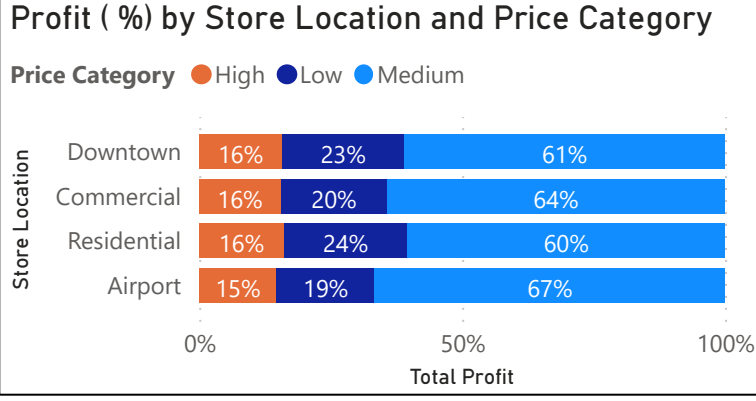
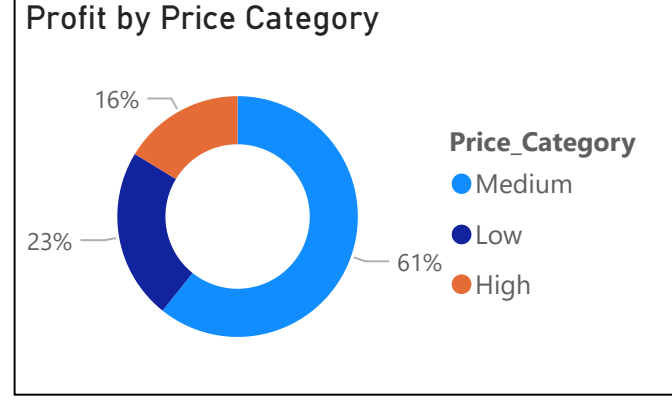
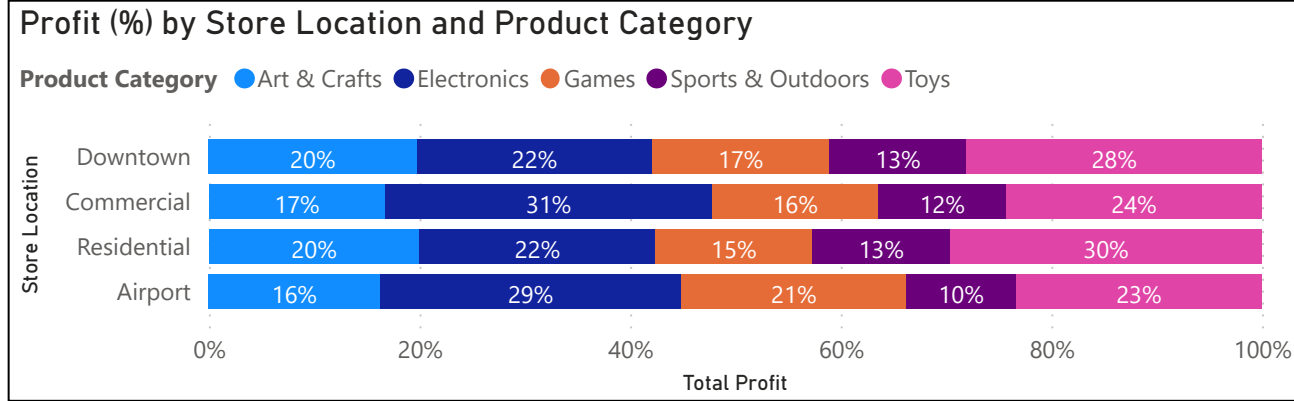
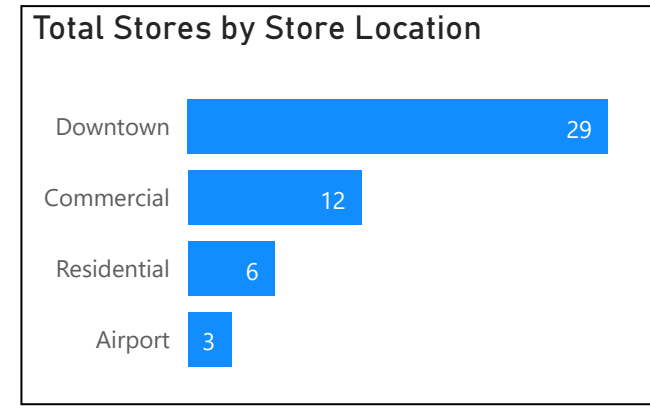
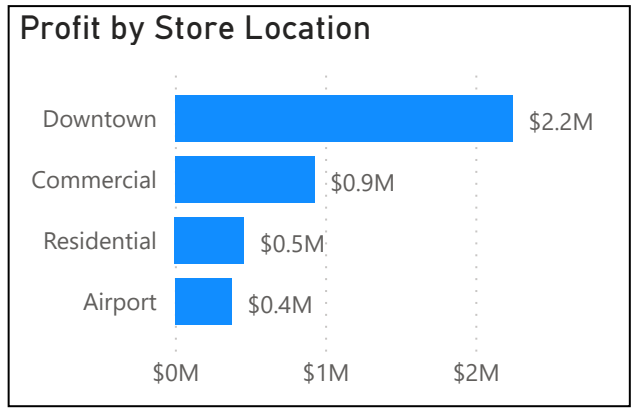
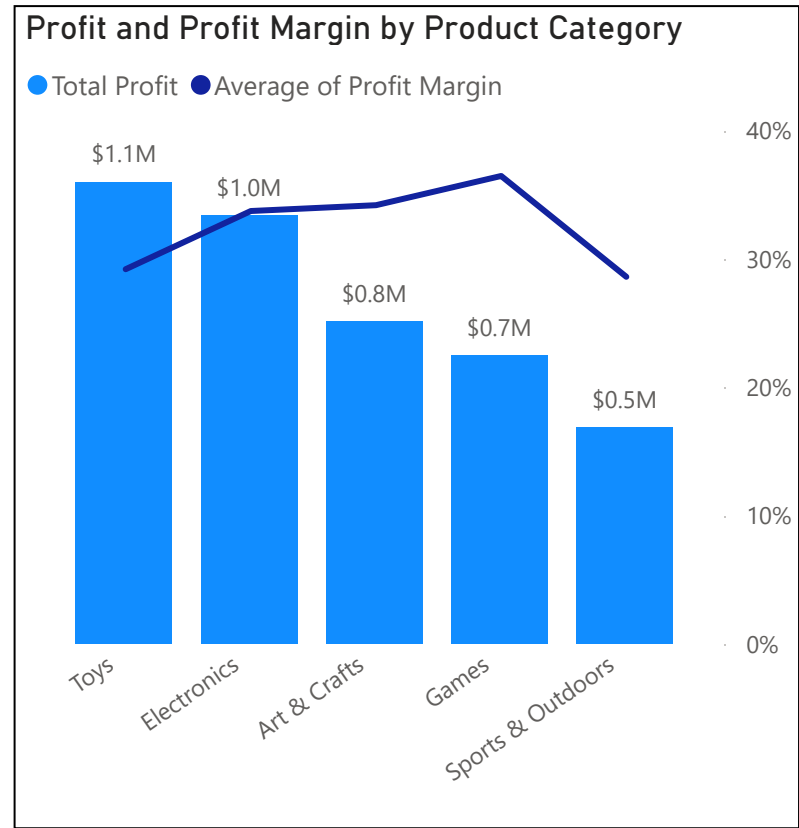
January 2017 - September 2018



Total Stores	Total Products	Total Number of Sale	Total Units Sold	Total Revenue	Total Profit	Average Profit Margin	Stock On Hand (Unit)	Cash in Stock
50	35	829K	1M	\$14.44M	\$4M	32%	30K	\$300K

Profit Breakdown

Note: Since we don't have Sale in last quarter of 2018, all **Year over Year Analysis** is done **excluding Q4** of both years.

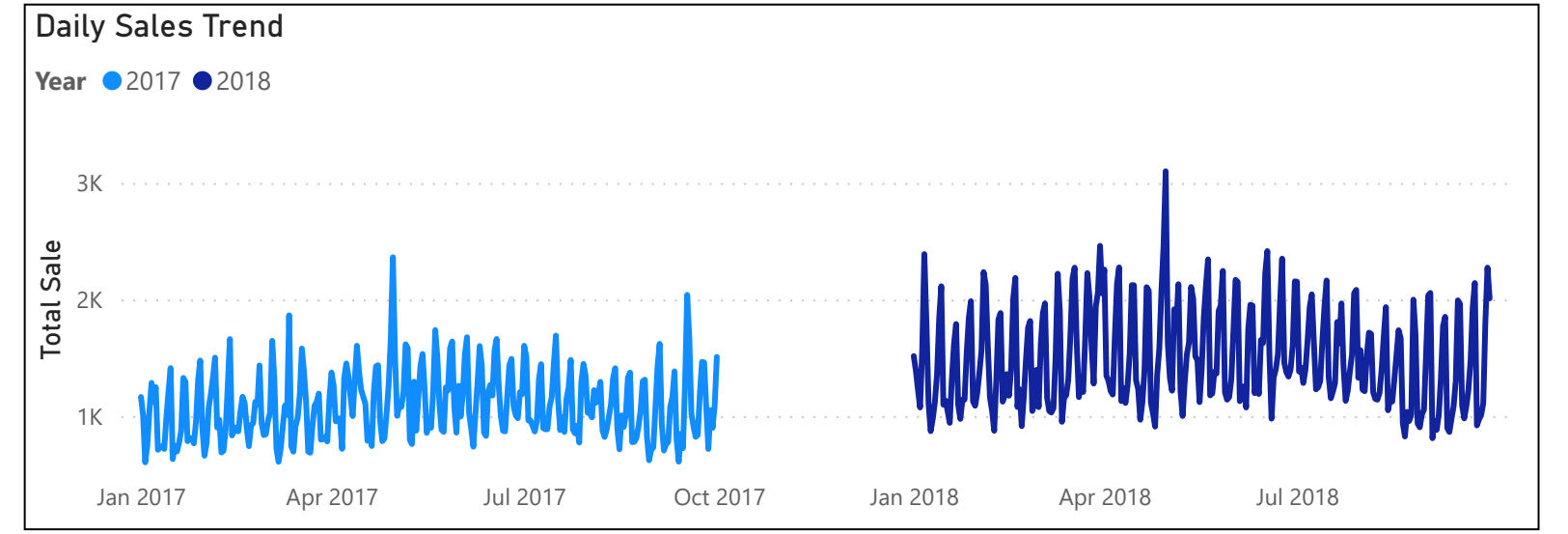
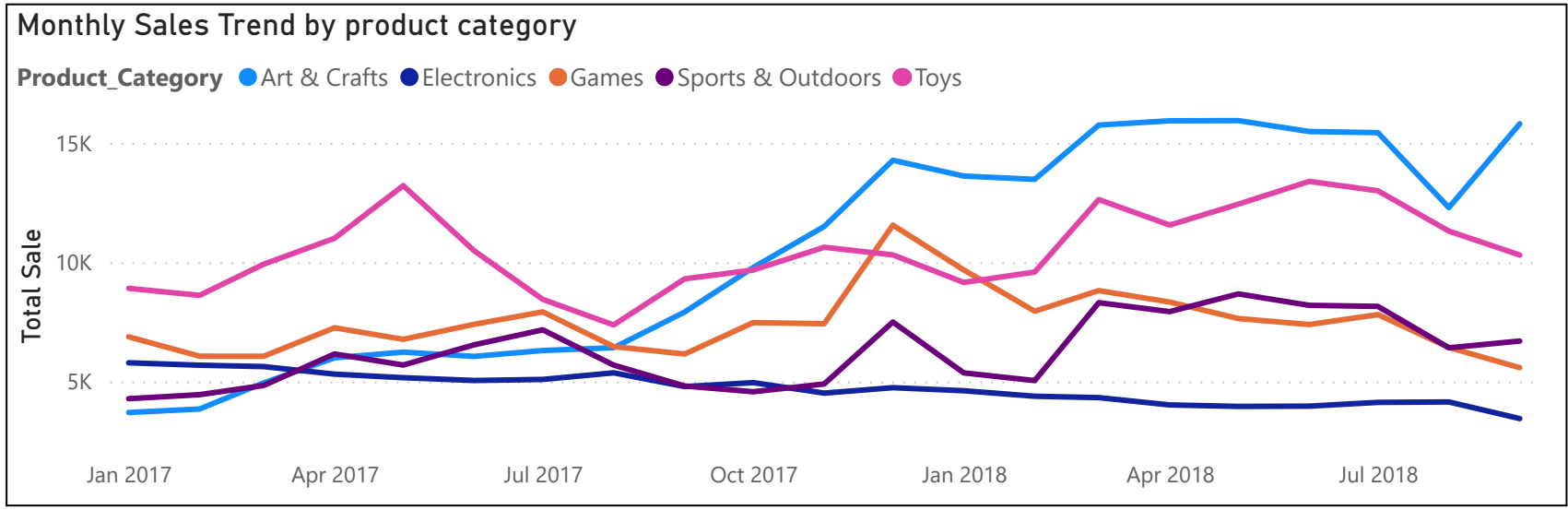
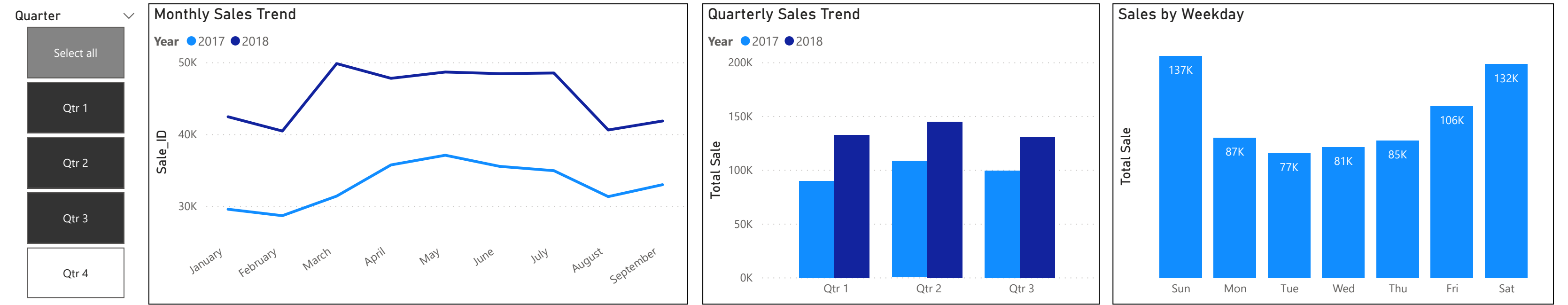


Insights and Recommendations:

- **Toys** (29% Profit margin) and **Electronics** (34% Profit margin) are product categories which drive biggest profits.
- Most of the profits are generated by **Downtown** as most of the stores are situated here (29 stores).
- **Downtown** and **Residential** gets their largest part of the profits by selling **Toys** . Other two locations get their largest profit from **Electronics**.
- People are more accustomed to buy products with **Medium** Price Range (price between \$10-\$20). The situation is similar for **all locations** .
- Most of the profit comes from products with **low** profit (<\$8 profit per unit).
- **Art & Crafts** category has shown tremendous growth in 2018. **Electronics** category products has shown negative growth and needs product development and change of marketing strategy.

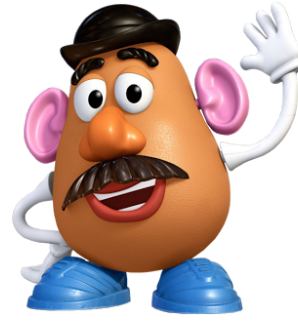
Product_Category	Profit 2018	Profit 2017	Growth in Profit	Growth in Profit (%)
Art & Crafts	480,405.00	144,660.00	335,745	232%
Barrel O' Slime	122,464.00	10,662.00	111,802	1049%
Magic Sand	108,674.00	436.00	108,238	24825%
Etch A Sketch	96,270.00		96,270	New
Playfoam	29,106.00		29,106	New
PlayDoh Can	54,943.00	32,746.00	22,197	68%
PlayDoh Playset	10,664.00	10,604.00	60	1%
PlayDoh Toolkit	7,662.00	13,070.00	-5,408	-41%
Kids Makeup Kit	50,622.00	77,142.00	-26,520	-34%
Sports & Outdoors	250,692.00	184,973.00	65,719	36%
Nerf Gun	85,100.00	32,895.00	52,205	159%
Mini Ping Pong Set	56,133.00	24,990.00	31,143	125%
Foam Disk Launcher	22,860.00		22,860	New
Supersoaker Water Gun	7,839.00	10,581.00	-2,742	-26%
Mini Basketball Hoop	14,560.00	20,352.00	-5,792	-28%
Splash Balls	23,208.00	31,647.00	-8,439	-27%
Dart Gun	40,992.00	64,508.00	-23,516	-36%
Games	295,612.00	261,807.00	33,805	13%
Glass Marbles	83,230.00	72,560.00	10,670	15%
Rubik's Cube	42,096.00	31,428.00	10,668	34%
Deck Of Cards	109,452.00	105,111.00	4,341	4%
Monopoly	9,846.00	6,138.00	3,708	60%
Uno Card Game	6,080.00	2,968.00	3,112	105%
Chutes & Ladders	5,691.00	3,102.00	2,589	83%
Classic Dominoes	3,902.00	3,876.00	26	1%
Jenga	35,315.00	36,624.00	-1,309	-4%
Toys	470,503.00	443,307.00	27,196	6%
Mr. Potatohead	32,050.00	575.00	31,475	5474%
Lego Bricks	132,230.00	113,155.00	19,075	17%
Dino Egg	27,111.00	10,793.00	16,318	151%
Plush Pony	27,841.00	19,349.00	8,492	44%
Hot Wheels 5-Pack	21,164.00	17,326.00	3,838	22%
Teddy Bear	6,030.00	4,840.00	1,190	25%
Animal Figures	50,427.00	49,809.00	618	1%
Dinosaur Figures	48,112.00	50,484.00	-2,372	-5%
Action Figure	125,538.00	176,976.00	-51,438	-29%
Electronics	327,030.00	537,290.00	-210,260	-39%
Gamer Headphones	69,552.00	13,464.00	56,088	417%
Toy Robot	24,230.00	26,730.00	-2,500	-9%
Colorbuds	233,248.00	497,096.00	-263,848	-53%
Total	1,824,242.00	1,572,037.00	252,205	16%

Trends and Seasonality in Toy Industries



Insights and Recommendation:

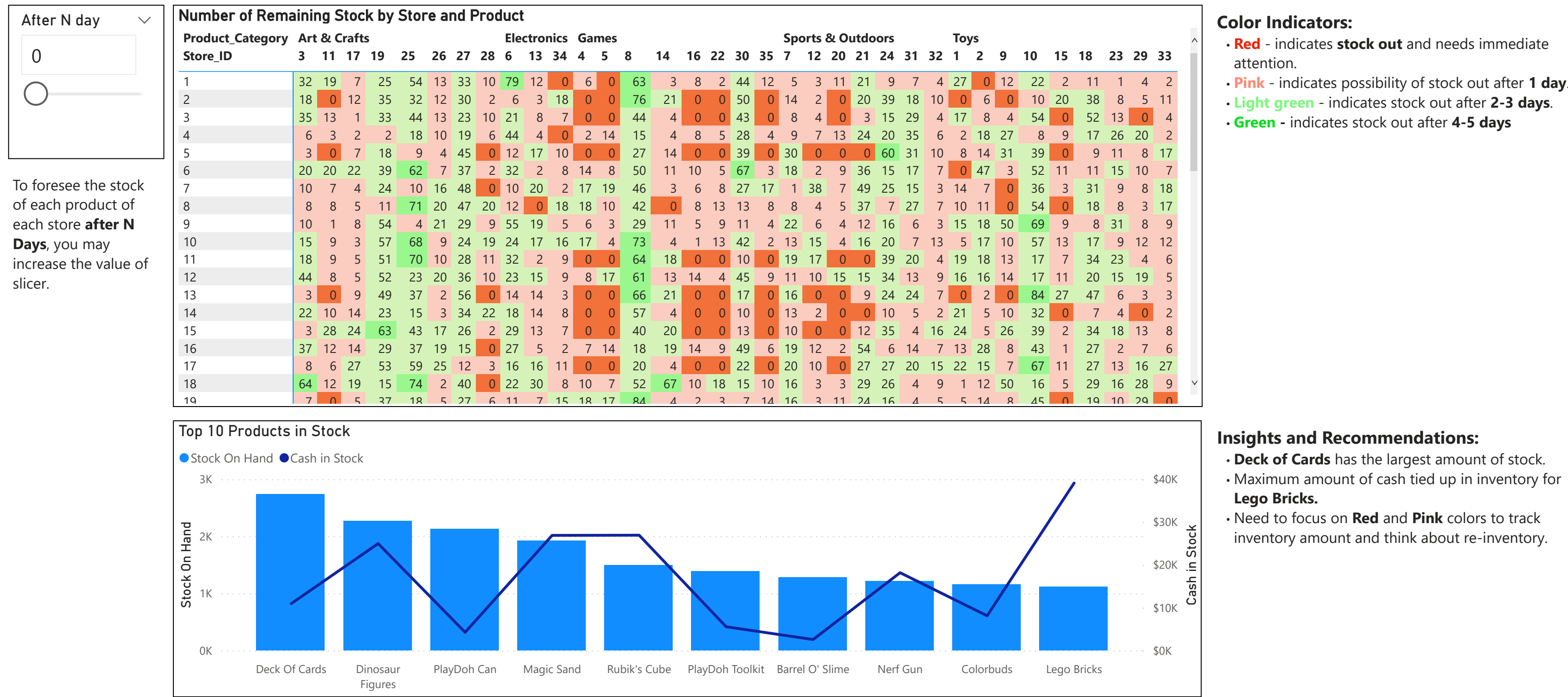
- **2018's Sales and Profit** are better than 2017's for the **same period** (Jan-Sept) showing Growth despite not opening any stores since 2016. This is very good indication for future sales and expansion.
- Seasonality can be seen in sales trend with more sales in **March - July**. This is due to **Children's Day** (April 30) and **Easter Holiday**.
- **Sunday** and **Saturday** are the days driving most of the sales
- Demand for **Art & Crafts** started increasing from **September, 2017** and a huge growth can be seen in 2018.
- Most of the sales for **Toys** occurs in **April - July** .
- A **decreasing trend** can be seen for **Electronics** products.



Store Performance and Expansion Idea

Store Performance (Revenue)					Top 10 most profitable Stores		Revenue Per Store	
Store_Location	Revenue 2018	Revenue 2017	Growth in Revenue	Growth in Revenue (%)	Store Name	Total Profit		
Airport	639,467	465,067	174,400	37%	Maven Toys Ciudad de Mexico 2	\$143,616		
Maven Toys Monterrey 3	163,841	90,495	73,347	81%	Maven Toys Guadalajara 3	\$101,115		
Maven Toys Guadalajara 3	214,698	163,103	51,594	32%	Maven Toys Ciudad de Mexico 1	\$94,411		
Maven Toys Ciudad de Mexico 2	260,928	211,469	49,459	23%	Maven Toys Monterrey 2	\$90,832		
Downtown	3,992,417	2,992,034	1,000,383	33%	Maven Toys Guadalajara 4	\$88,695		
Maven Toys Culiacan 1	147,857	72,653	75,204	104%	Maven Toys Toluca 1	\$87,838		
Maven Toys Zacatecas 1	119,454	73,242	46,212	63%	Maven Toys Hermosillo 3	\$84,713		
Maven Toys Oaxaca 1	120,274	76,703	43,571	57%	Maven Toys Ciudad de Mexico 3	\$80,994		
Maven Toys Ciudad Victoria 1	152,090	98,898	53,191	54%	Maven Toys Saltillo 1	\$80,639		
Maven Toys Durango 1	118,156	78,573	39,584	50%	Maven Toys Mexicali 1	\$79,640		
Maven Toys Monterrey 2	190,815	128,704	62,111	48%				
Maven Toys Toluca 1	207,961	140,574	67,387	48%				
Maven Toys Pachuca 1	122,107	84,225	37,882	45%				
Maven Toys La Paz 1	104,559	73,417	31,142	42%				
Maven Toys Xalapa 2	169,962	121,651	48,311	40%				
Maven Toys Hermosillo 2	160,093	115,309	44,784	39%				
Maven Toys Mexicali 2	146,842	106,601	40,242	38%				
Maven Toys Cuernavaca 1	109,177	79,709	29,468	37%				
Maven Toys Puebla 2	133,290	100,556	32,734	33%				
Total	6,962,074	5,320,116	1,641,958	31%				

Inventory Management



- Color Indicators:**
- **Red** - indicates **stock out** and needs immediate attention.
 - **Pink** - indicates possibility of stock out after **1 day**.
 - **Light green** - indicates stock out after **2-3 days**.
 - **Green** - indicates stock out after **4-5 days**

- Insights and Recommendations:**
- **Deck of Cards** has the largest amount of stock.
 - Maximum amount of cash tied up in inventory for **Lego Bricks**.
 - Need to focus on **Red** and **Pink** colors to track inventory amount and think about re-inventory.