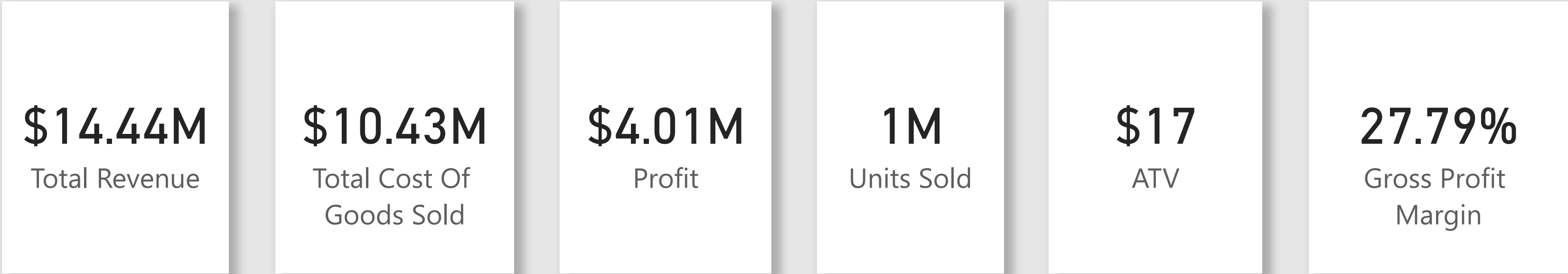


Maven Toys Expansion Plan

Q1 2017 - Q3 2018
By MEGTHEANALYST



SELECT

Store_Name

All

Store_City

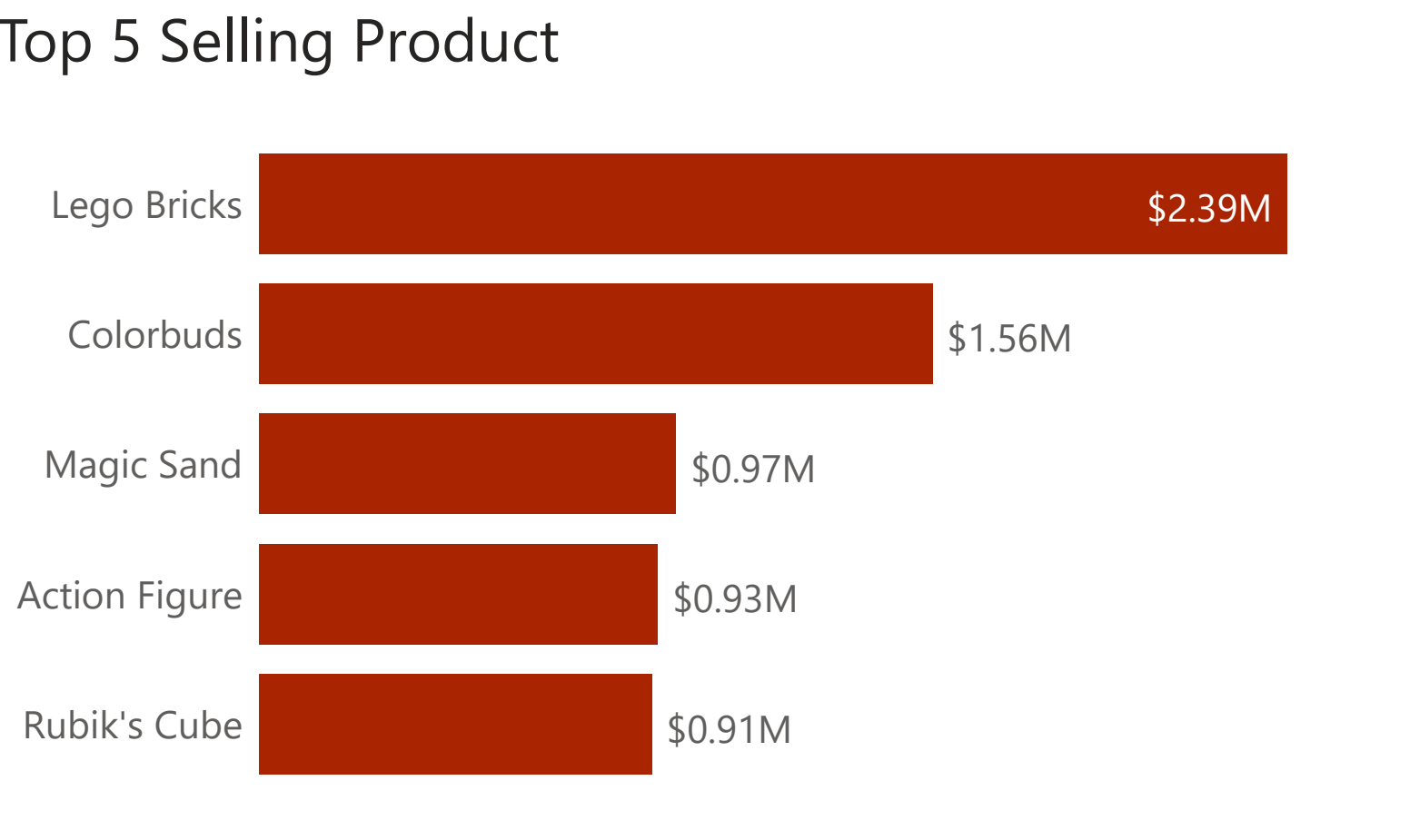
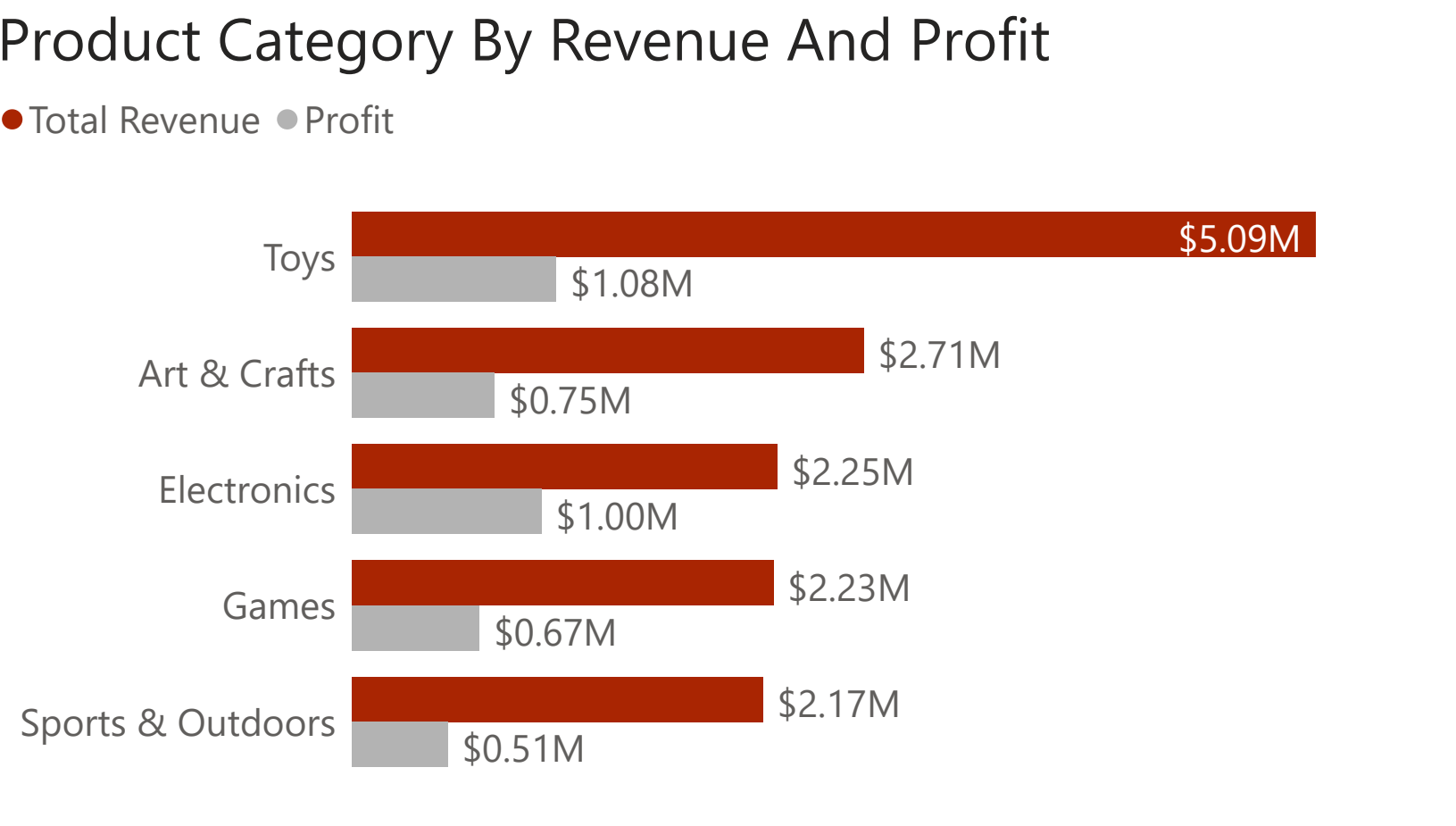
All

Date

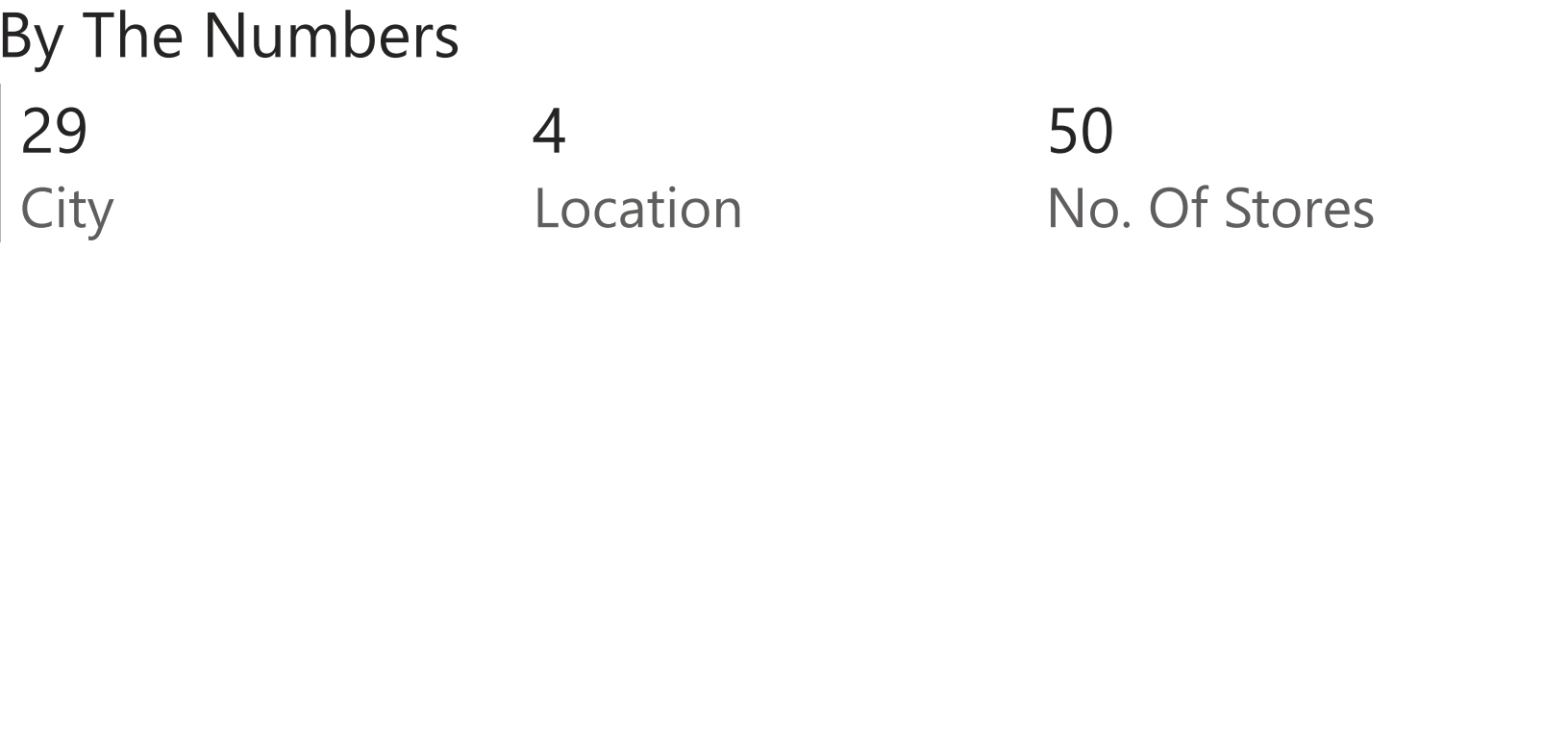
1/1/2017

9/30/2018

Product Analysis



Store Location Analysis

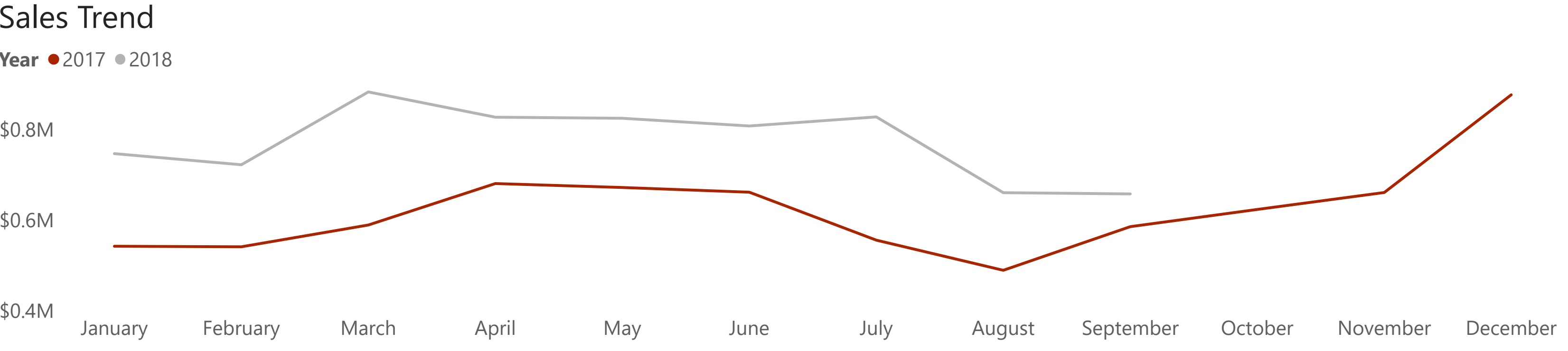


Store_City	ATV
Ciudad Victoria	\$18
Monterrey	\$18
Morelia	\$18
Total	\$18



Store_Location	Avg Rev Per Store	ATV
Airport	\$429,907.5267	\$19
Commercial	\$273,261.6267	\$18
Downtown	\$283,434.3541	\$17
Residential	\$276,018.9967	\$17
Total	\$288,891.447	\$17

Time Series Analysis



Insights and Recommendations

- 1

OPEN STORES IN AIRPORT & DOWNTOWN LOCATION

Airport stores with the least number of stores opened 3, generates the largest revenue per store outlet, **\$429,908**. Also, on an average transaction, customers spend **\$2** more in **Airport** stores compared to stores in **Residential** and **Downtown**. **Downtown** store provides the second highest revenue per store outlet with **\$283,434**.
- 2

STOCK UP ON TOYS & ARTS AND CRAFTS

Toys Category is the best selling product Category with over **\$5 million** generated revenue. Toys generates **35% of total sales** and generates the most profit with **27%** share of total profits. This can be attributed to the sale of **Lego Bricks**. **Arts and Crafts** is also the second best selling product, with over **\$2 million** revenue generated.
- 3

OFFER DISCOUNTS IN FEBRUARY , AUGUST TO INCREASE REVENUE

August recorded the least revenue generated. Discount and promos can be offered during this month. Total revenue increased the most in **March** compared to the previous year by **\$294,030**. Consider opening new stores within the months of **April, May, June** and **December**.