MEXICO TOY STORE

Sum of Units

1M

Overall Sales

14.44M

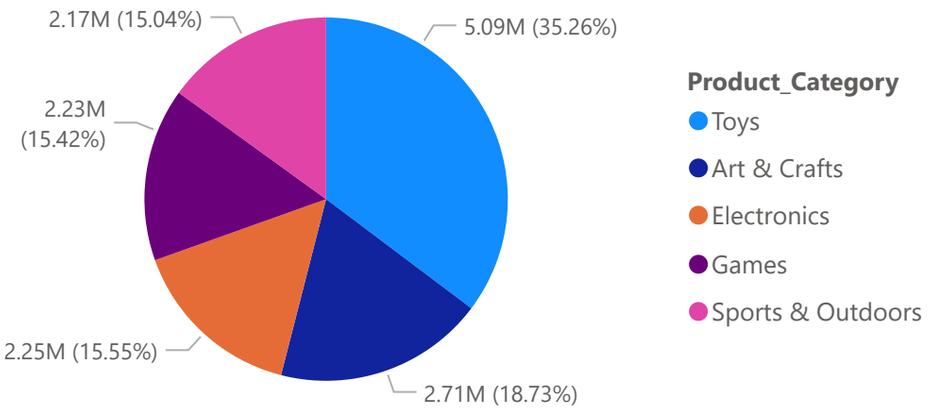
Overall Profit

4.01M

Profit Margin

27.79%

Overall Sales By Product Category

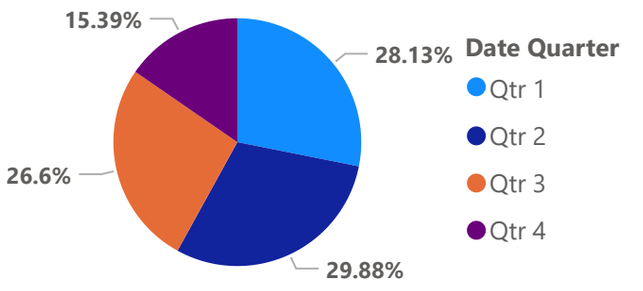


Sum of Units and Overall Profit by Store City

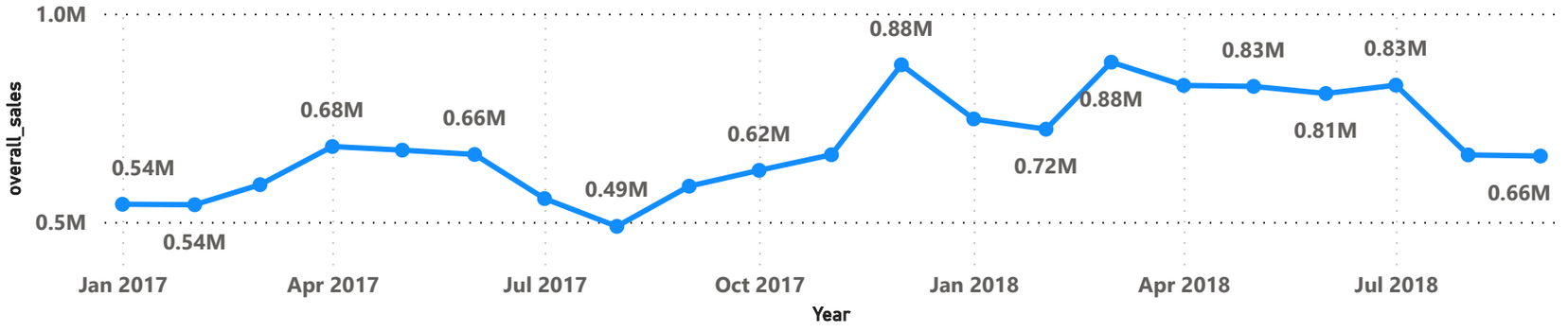
Product Category

Art & Crafts	Electronics	Games	Sports & Outdoors	Toys

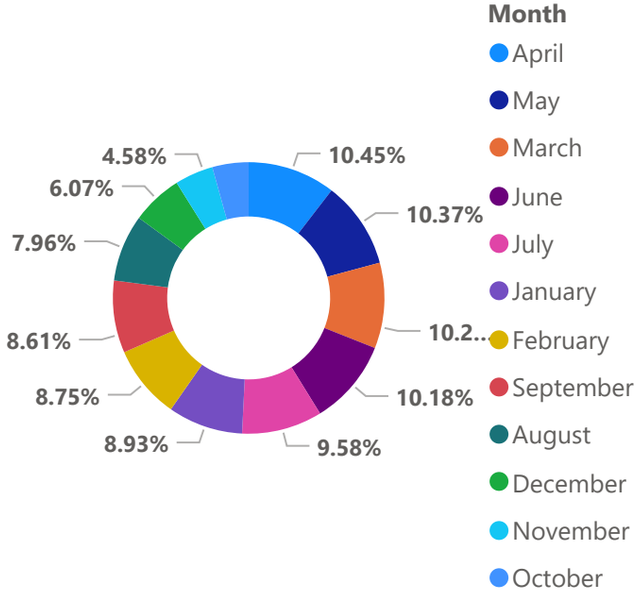
Overall_profit by Quarter



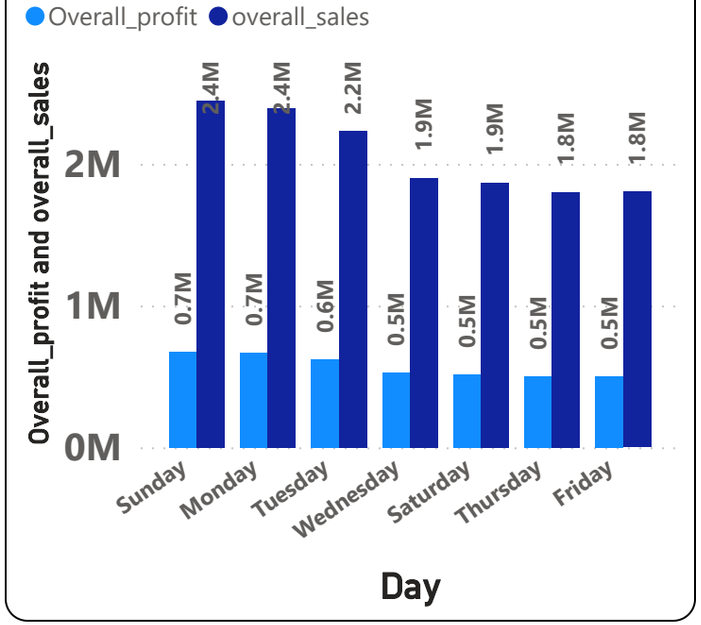
Overall Sales By Year, Quarter and Month



Overall Sales By Month

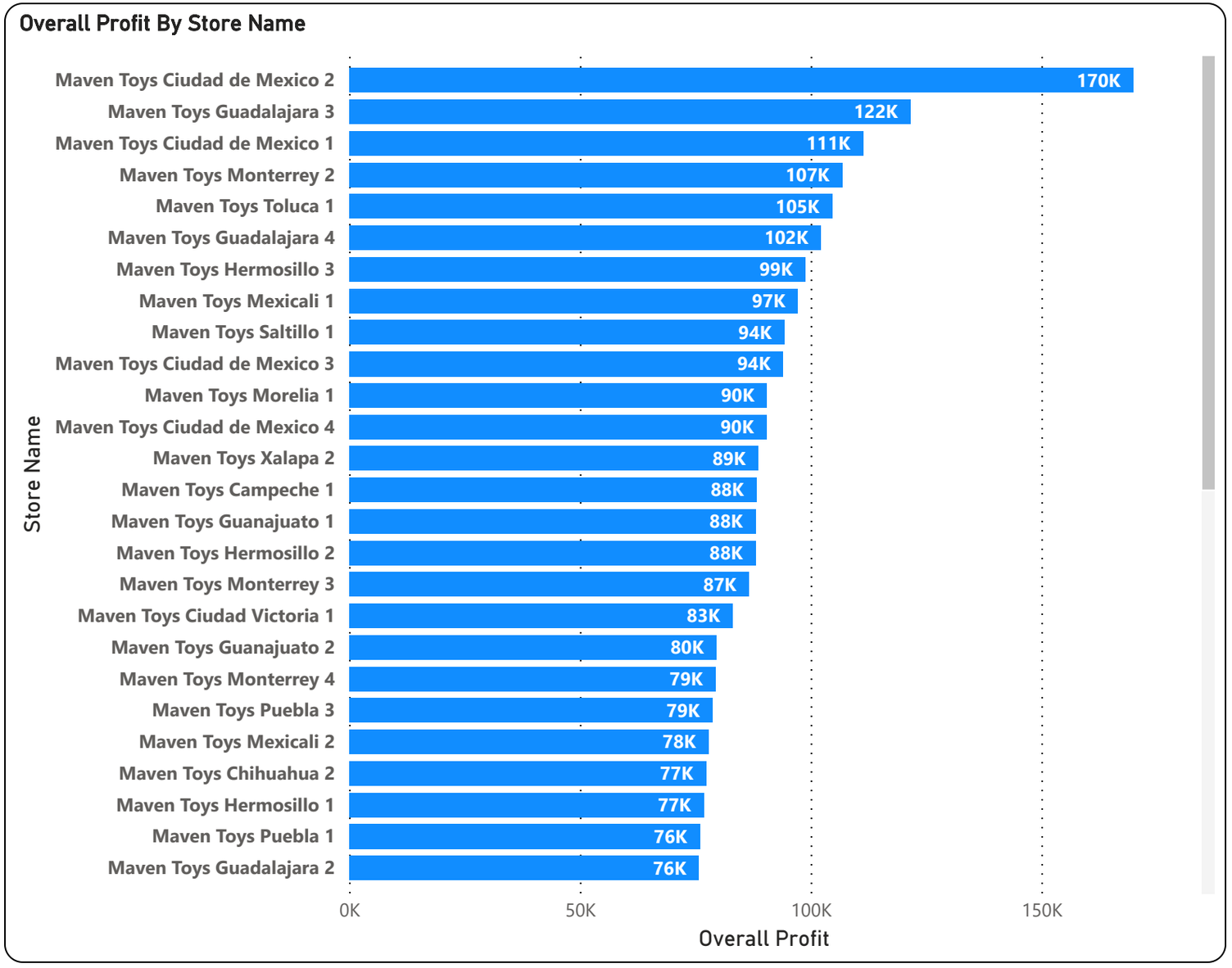


Overall Profit and Overall Sales by Day



Year	Overall Sales	Percentage Change	SamePeriodLastYear
2018	**69,62,074.27**	**-0.07**	**74,82,498.08**
Qtr 4		**-1.00**	**21,62,382.23**
December		-1.00	8,77,203.69
November		-1.00	6,61,304.15
October		-1.00	6,23,874.39
Qtr 3	**21,47,420.41**	**0.32**	**16,31,301.00**
September	6,58,194.48	0.12	5,85,844.04
August	6,60,877.07	0.35	4,89,422.73
July	8,28,348.86	0.49	5,56,034.23
Qtr 2	**24,61,309.81**	**0.22**	**20,15,423.10**
June	8,08,299.25	0.22	6,61,980.22
May	8,25,319.49	0.23	6,72,369.90
April	8,27,691.07	0.22	6,81,072.98
Qtr 1	**23,53,344.05**	**0.41**	**16,73,391.75**
March	8,83,515.64	0.50	5,89,485.19
Total	**1,44,44,572.35**	**0.93**	**74,82,498.08**

Region Wise Sales Analysis



Types of Product

35

Total Cities

50

Items in Inventory

29.74K

Store_City	Overall_profit	overall_sales	Profitmargin
Aguascalientes	68,642.00	2,39,997.35	28.6%
Campeche	1,46,339.00	5,17,841.67	28.26%
Chetumal	67,940.00	2,58,919.35	26.24%
Chihuahua	1,46,868.00	5,16,713.04	28.42%
Chilpancingo	66,558.00	2,42,539.73	27.44%
Ciudad Victoria	83,088.00	2,94,803.99	28.18%
Cuernavaca	56,811.00	2,21,587.26	25.64%
Cuidad de Mexico	4,65,558.00	16,49,492.01	28.22%
Culiacan	63,959.00	2,51,160.91	25.47%
Durango	62,673.00	2,22,318.78	28.19%
Guadalajara	3,68,930.00	13,22,099.46	27.9%
Guanajuato	2,35,047.00	8,69,055.83	27.05%
Hermosillo	2,63,608.00	9,03,388.84	29.18%
La Paz	57,407.00	2,10,897.83	27.22%
Merida	64,399.00	2,32,097.72	27.75%
Mexicali	1,75,048.00	5,86,175.85	29.86%
Monterrey	3,46,729.00	12,61,845.70	27.48%
Total	**40,14,029.00**	**1,44,44,572.35**	**27.79%**

Year	Cumulative Sales
2017	74,82,498.08
Qtr 1	16,73,391.75
January	5,42,554.91
February	10,83,906.56
March	16,73,391.75
Qtr 2	36,88,814.85
April	23,54,464.73
May	30,26,834.63
June	36,88,814.85
Qtr 3	53,20,115.85
July	42,44,849.08
August	47,34,271.81
September	53,20,115.85
Qtr 4	74,82,498.08
October	59,43,990.24
November	66,05,294.39
December	74,82,498.08
2018	1,44,44,572.35
Qtr 1	98,35,842.13
January	82,29,694.30
February	89,52,326.49
March	98,35,842.13
Qtr 2	1,22,97,151.94
April	1,06,63,533.20
May	1,14,88,852.69
June	1,22,97,151.94
Qtr 3	1,44,44,572.35
July	1,31,25,500.80
August	1,37,86,377.87
September	1,44,44,572.35
Total	1,44,44,572.35

Sales2018 and SalesLY by Month

658.19K

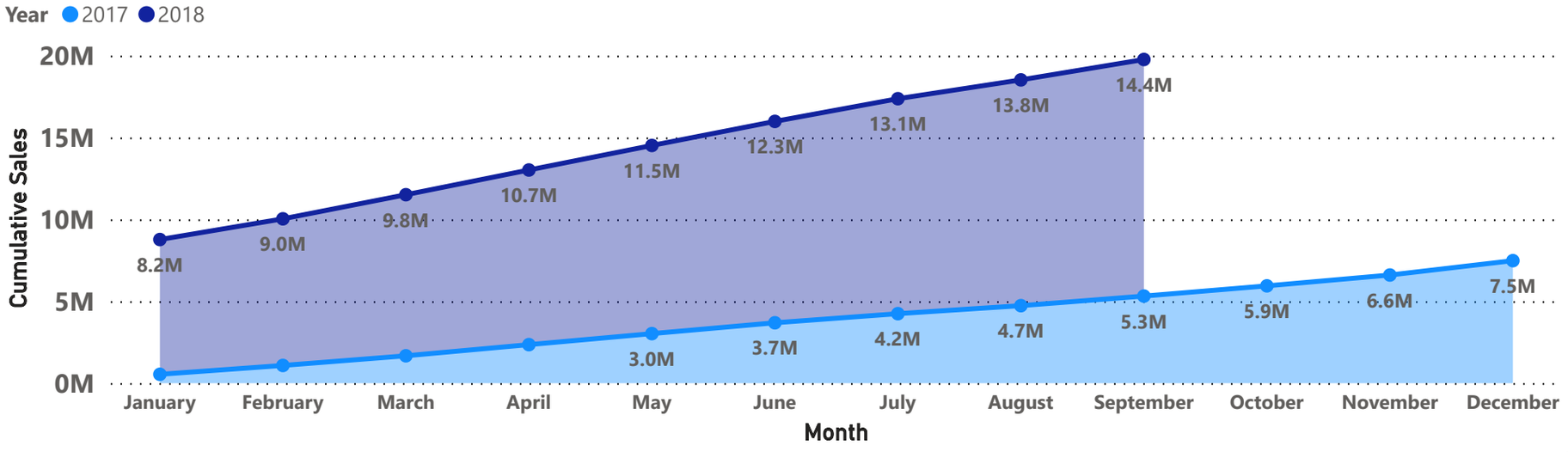
Goal: 585844 (+12.35%)

Profit2018 and ProfitLY by Month

180.45K

Goal: 166397 (+8.44%)

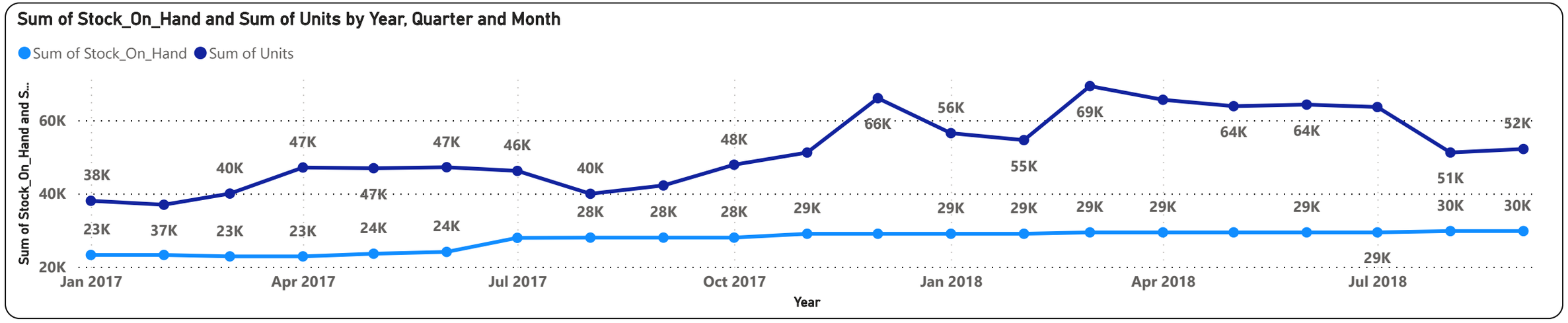
Cumulative Sales by Month and Year

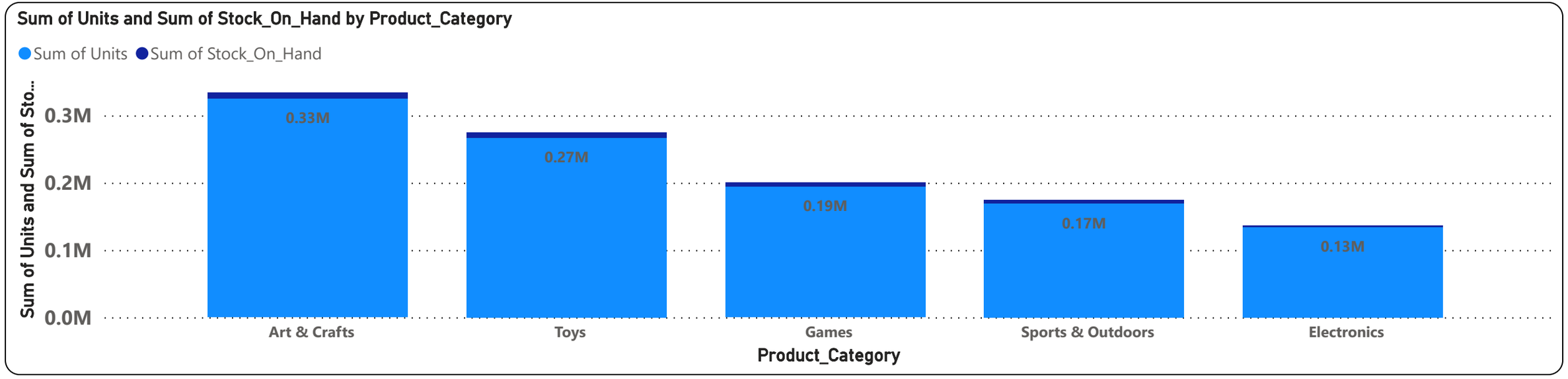


A cumulative total of Sales

- The following table represents the running total of the Sales according to the year, quarter, and month.
- In both years we can observe that the highest rise in sales was reported between the first quarter Q1 and the second quarter Q2.
- So, we can assume that Q1 and Q2 are beneficial for the sales.

Inventory Analysis





ABOUT MEXICO TOY SALES

The Project is based on a toy Company in Mexico :-

- The company sells different categories of toys.
- The toy company has stores at different locations with different names.
- We also have details about the opening date of the store
- We also have details regarding the products in the inventory in each store.

So, with these details in hand, we can find answers to the following questions:-

- Performance of the products with the highest and the lowest sales.
- Performance of different stores of the company.
- The years witnessing the highest and the lowest growth.
- The condition of the inventory.
- Trend of sales.

OVERVIEW OF THE DATASET

By looking at the different datasets of this project we can say that:

- There are 50 stores of this company located in 29 cities in Mexico with 4 distinct locations.
- The company sells 5 categories of products: Toys, arts and crafts, Games, Sports and Outdoors, and Electronics having 35 types of products.

Profitable Regions

Time Series Analysis

Sales Analysis(Category and Product)

Main points of the project

✓ KPIs to know whether the company is achieving its objective or not(have to use measures present in 2 different tables and then use them to calculate sales).

✓ The cumulative total of sales to understand the growth of the business.

✓ Finding out the special days and seasons during which sales are high.

Approach adopted

✓ Analysis of the information in hand (about the variables) in Excel first.

✓ Presence of erroneous values of missing points.

✓ Creation of a date table to perform time intelligence functions.

✓ Data modelling and management of relationships (especially of the newly created table with others.)

✓ DAX functions – for profit, sales, running total, and usage of KPIs.

Art & Crafts

8635

Sum of Stock_On_Hand

Electronics

2418

Sum of Stock_On_Hand

Games

6155

Sum of Stock_On_Hand