

Maven Toys - Sales Overview

Sales Overview

\$14.44M

Total Revenue

\$4.01M

Total Profit

829K

Total Orders

27.8%

Profit Margin %

Item Sales

Store Performance

Store Location

Airport Downtown

Commercial Residential

Store City

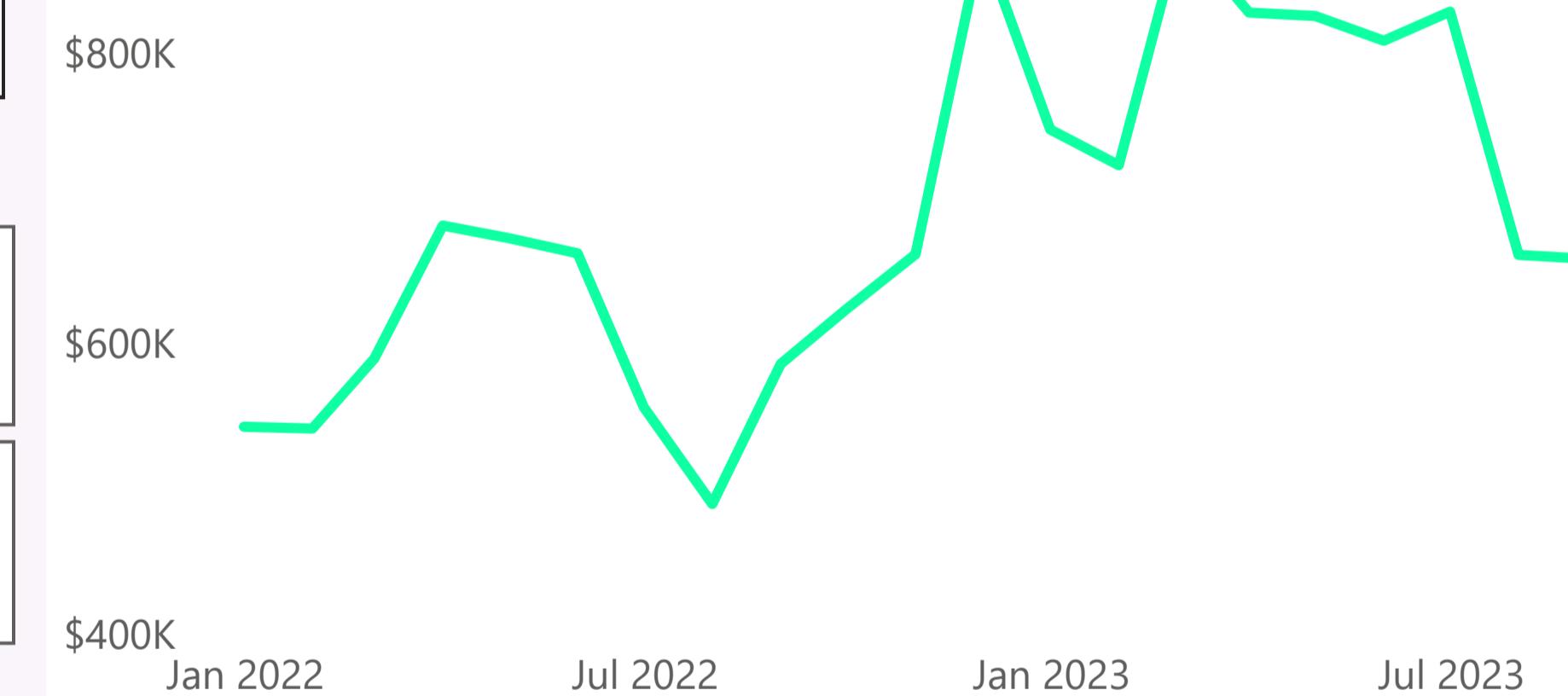
All

Date

01/01/2022

30/09/2023

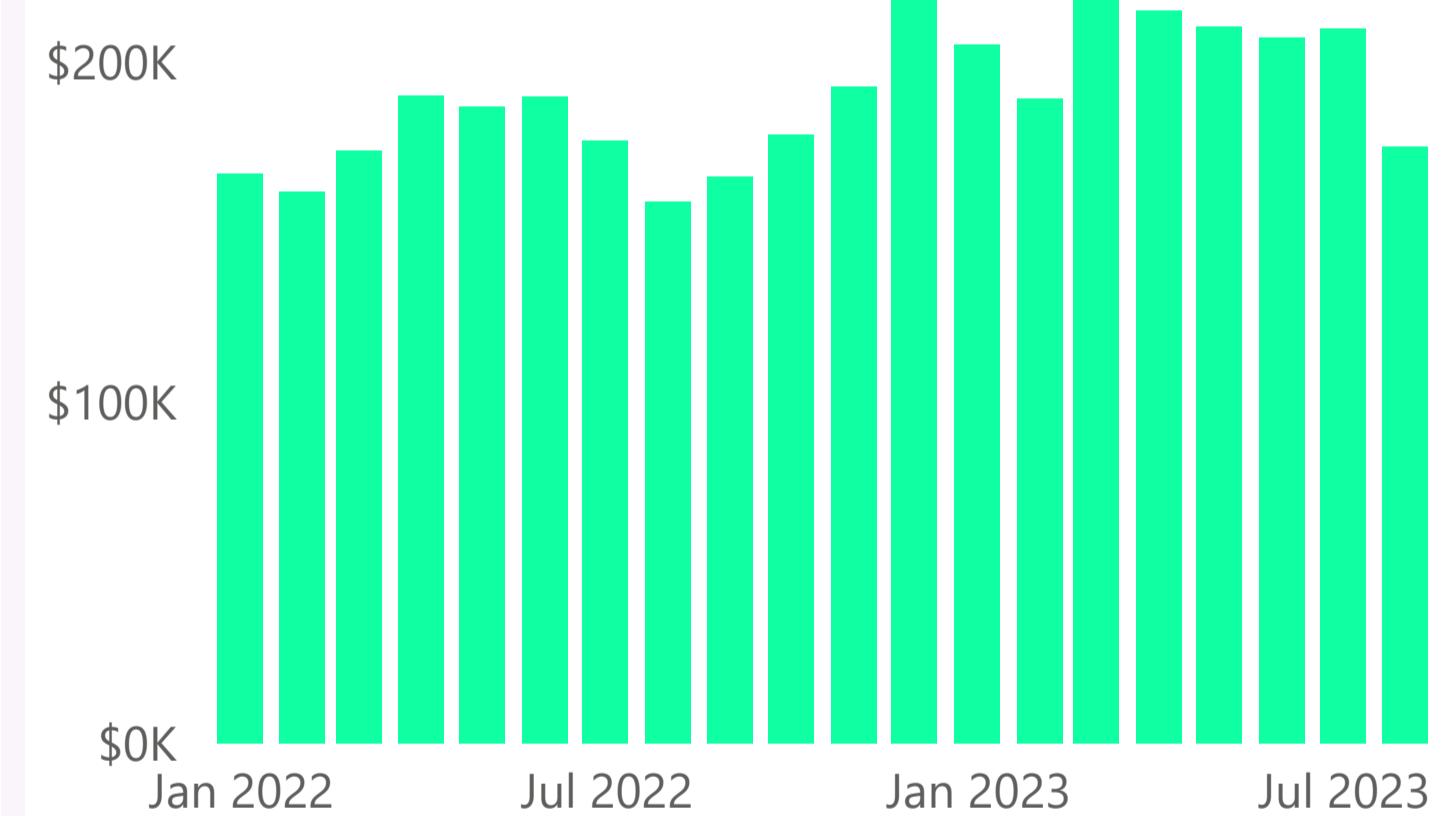
Monthly Revenue Trend



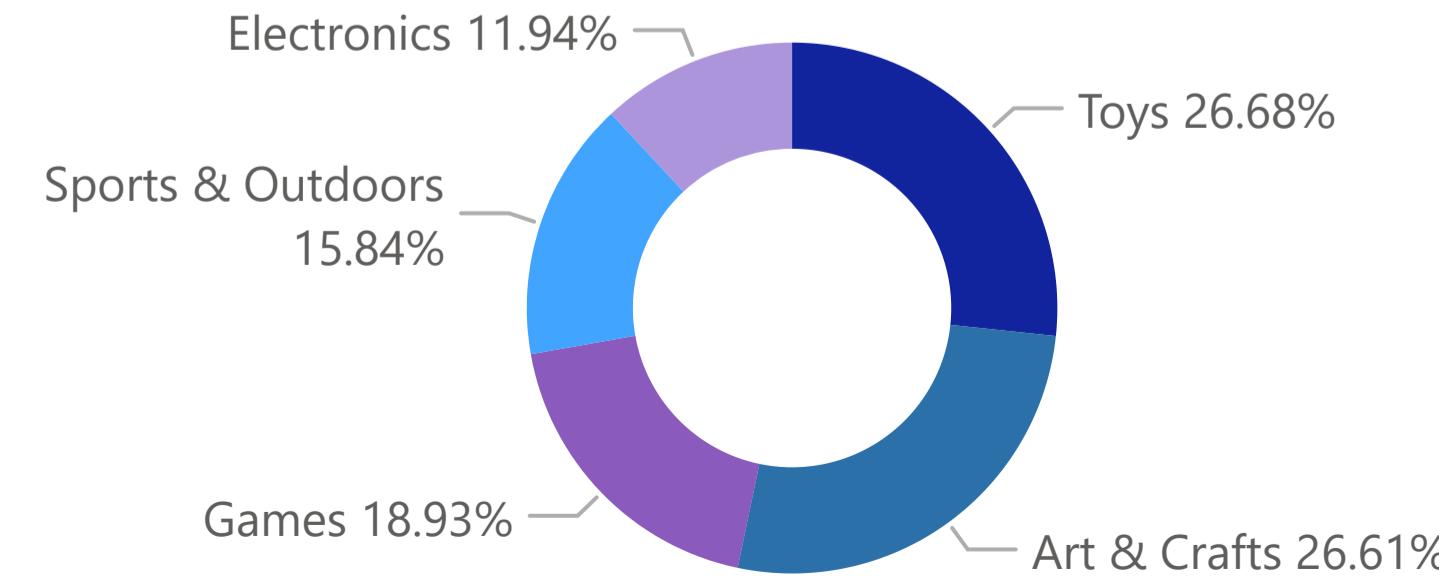
INSIGHTS

- Revenue shows steady growth from late 2022, peaking in early 2023, indicating strong post-season demand.
- Profit follows a similar trend, indicating stable margins despite rising costs.

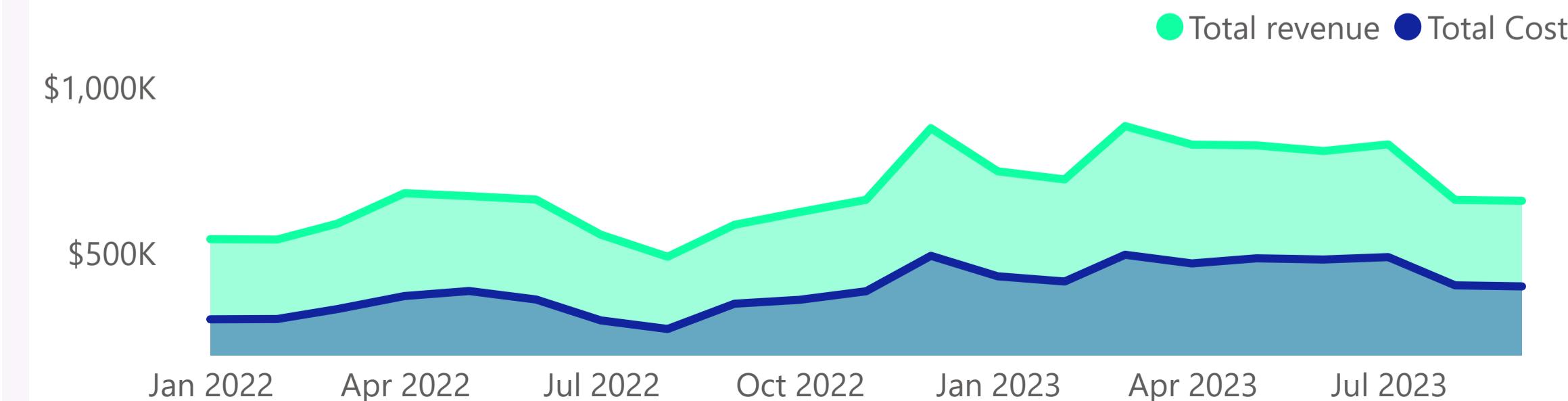
Monthly Profit Trend



Revenue Contribution by Product Category



Revenue Vs Cost



Maven Toys - Item Sales Analysis

Sales Overview

Item Sales

Store Performance

Store Location

Airport Downtown

Commercial Residential

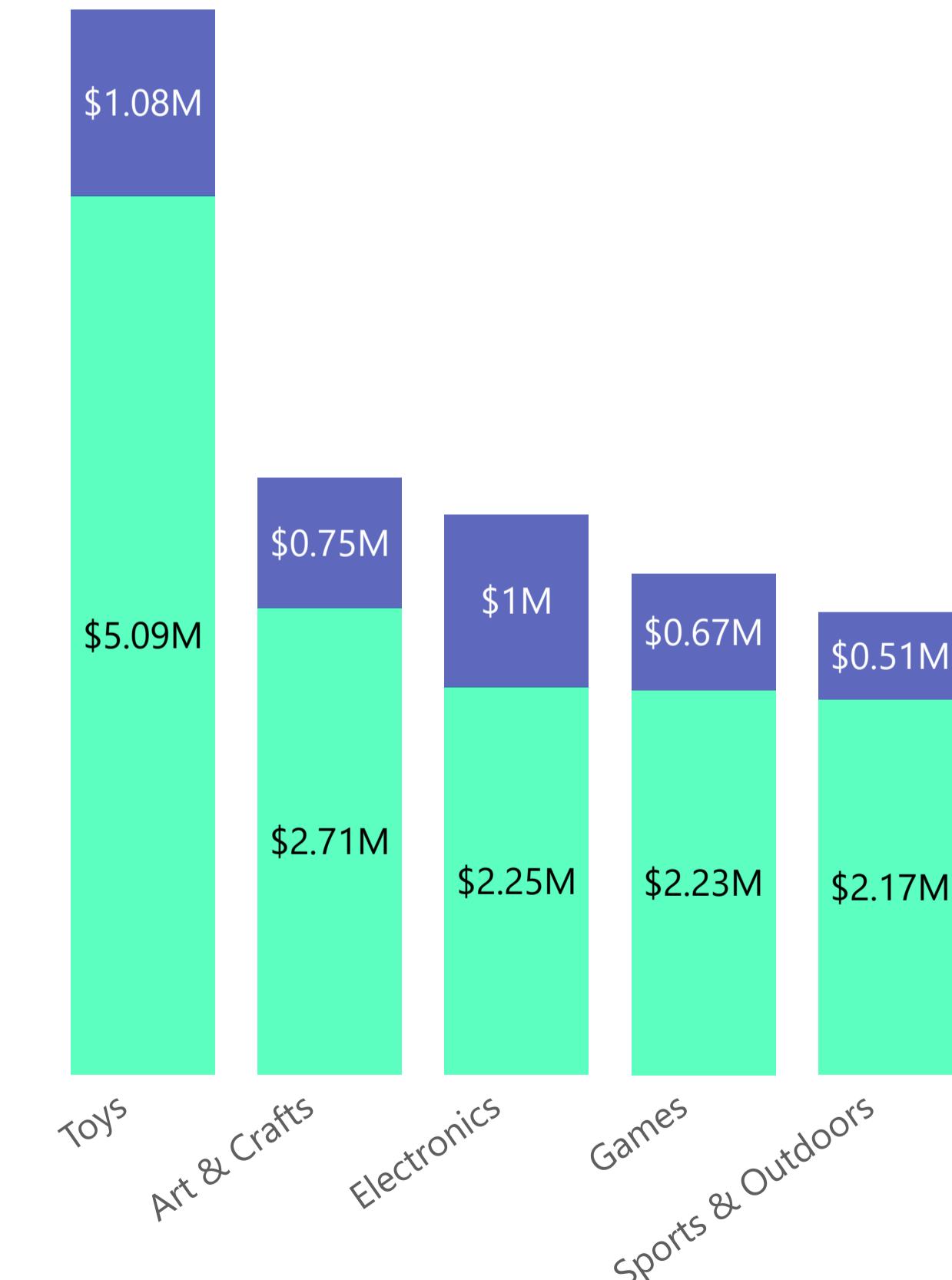
Store City

All

2022 2023

Revenue And Profit Contribution by Product Category

● Revenue ● Profit



\$14.44M

Total Revenue

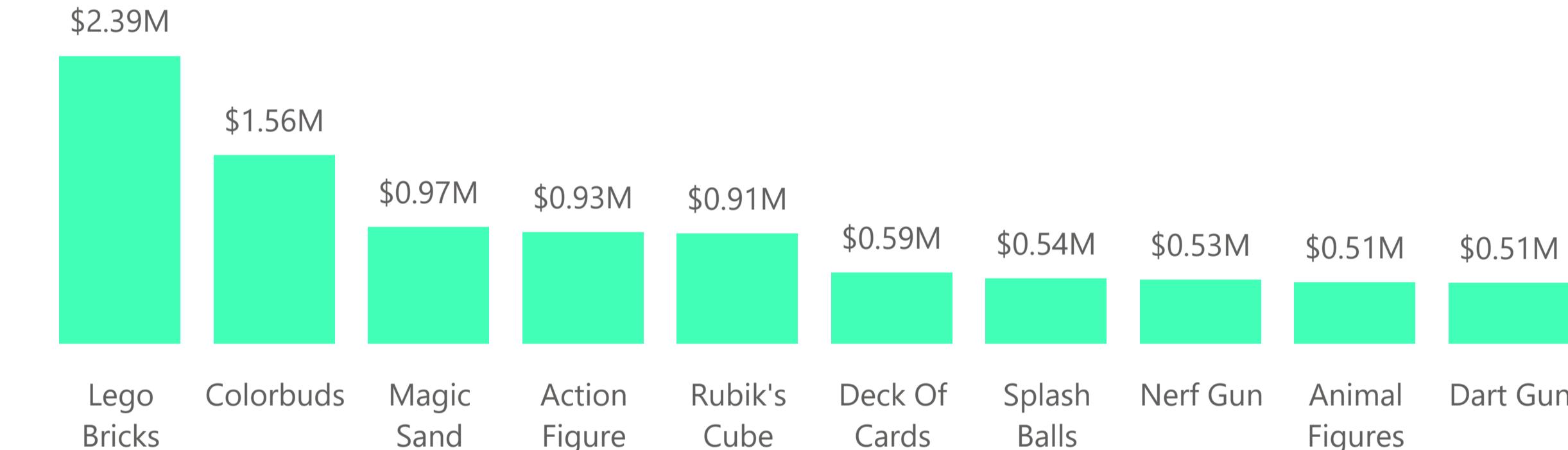
\$4.01M

Total Profit

27.8%

Profit Margin %

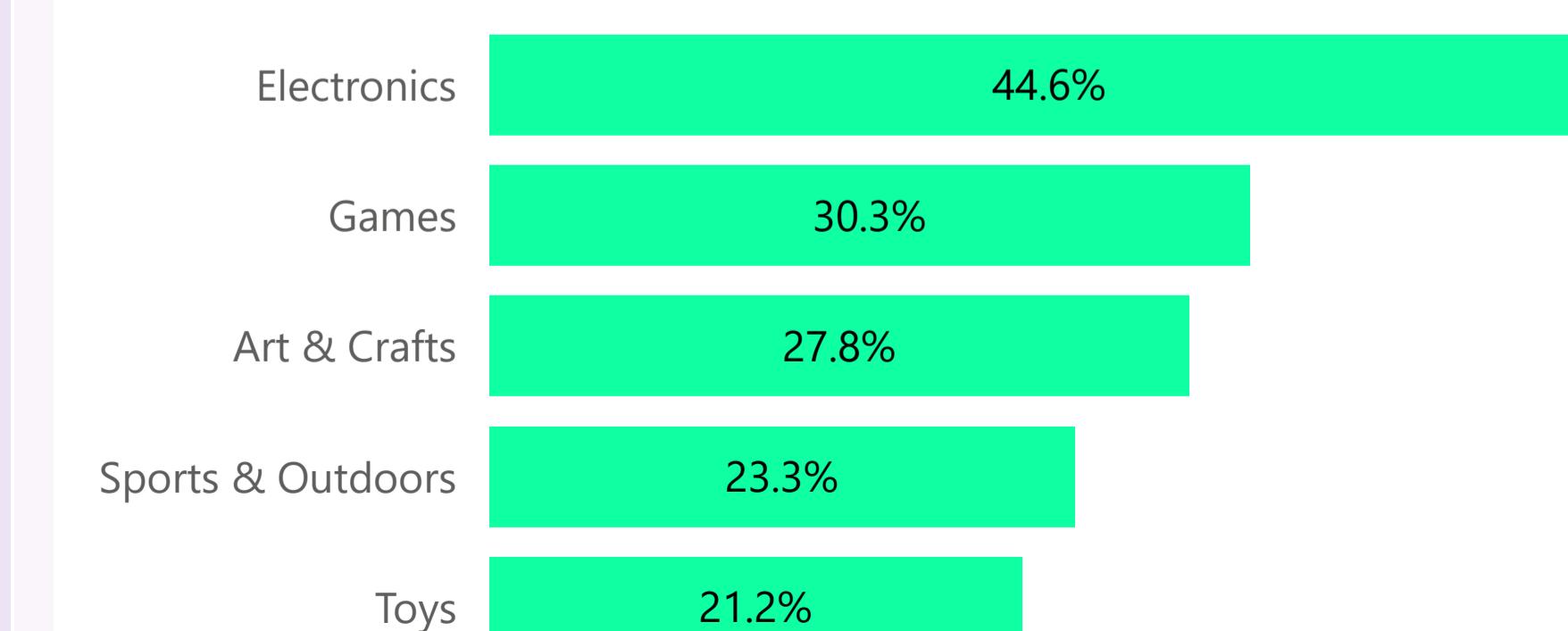
Top 10 Products by Revenue



INSIGHTS

- Electronics generate the highest profit margin despite lower revenue share.
- Revenue is concentrated in a small set of top-selling products.

Profit Margin % by Product Category



Maven Toys - Store Performance Analysis

Sales Overview

Item Sales

Store Performance

Store Location

Airport

Downtown

Commercial

Residential

Store City

All

2022

2023

Revenue by Store City

Cuidad de ...	\$1,649.5K
Guadalajara	\$1,322.1K
Monterrey	\$1,261.8K
Hermosillo	\$903.4K
Guanajuato	\$869.1K
Puebla	\$808.7K
Toluca	\$633.5K
Xalapa	\$610.1K
Mexicali	\$586.2K
Saltillo	\$579.5K
Campeche	\$517.8K
Chihuahua	\$516.7K
Ciudad Vict...	\$294.8K
Santiago	\$277.6K
Morelia	\$273.1K
San Luis Pot...	\$263.4K
Chetumal	\$258.9K
Villahermosa	\$258.2K
Culiacan	\$251.2K
Chilpancingo	\$242.5K
Oaxaca	\$242.2K
Aguascalien...	\$240.0K
Pachuca	\$237.7K
Merida	\$232.1K
Zacatecas	\$230.0K
Tuxtla Gutie...	\$229.7K
Durango	\$222.3K
Cuernavaca	\$221.6K

\$14.44M

Total Revenue

\$4.01M

Total Profit

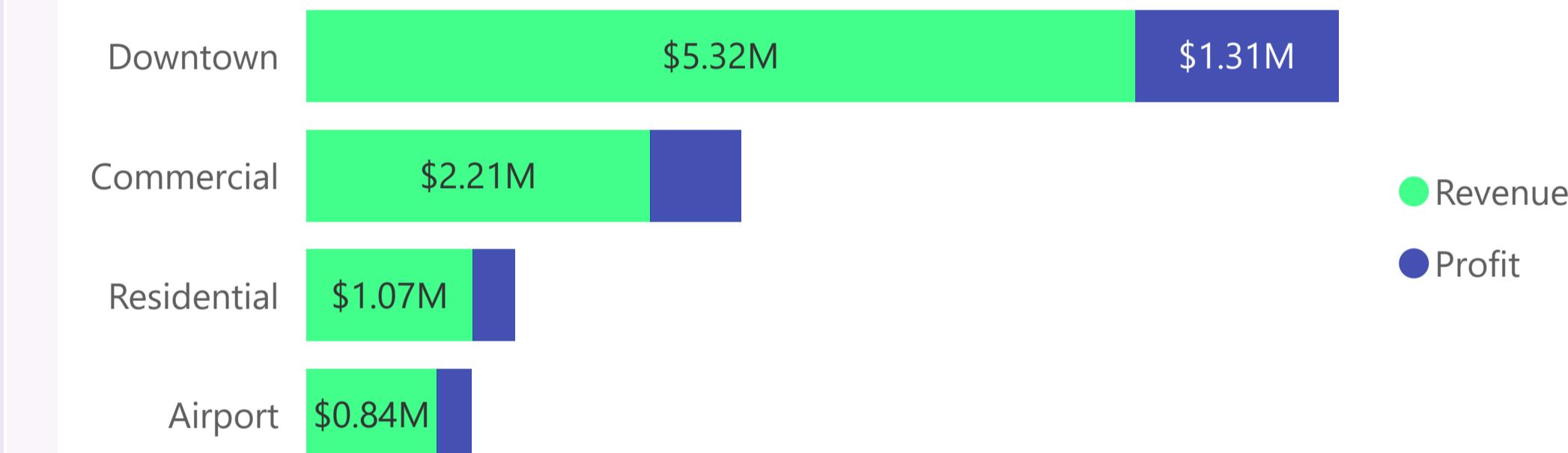
829K

Total orders

INSIGHTS

Downtown locations generate the highest revenue and profit. A small number of cities contribute a large share of total profit.

Revenue and Profit by Store Location



Top 10 Stores by Profit

