

Maven Toys - Sales Overview

Sales Overview

Item Sales

Store Performance

Store Location

Airport

Downtown

Commercial

Residential

Store City

All

Date

01/01/2022

30/09/2023

\$14.44M

Total Revenue

\$4.01M

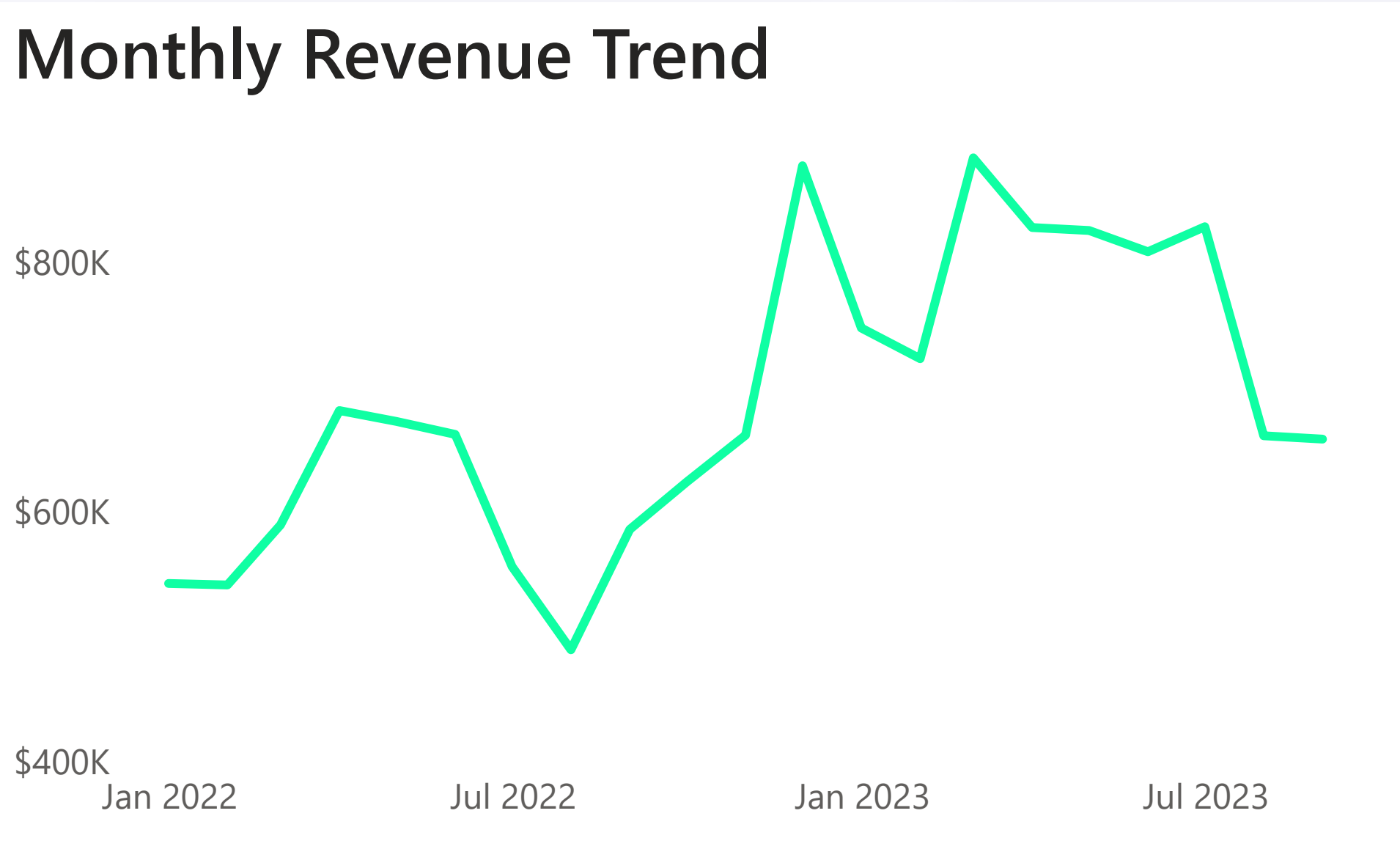
Total Profit

829K

Total Orders

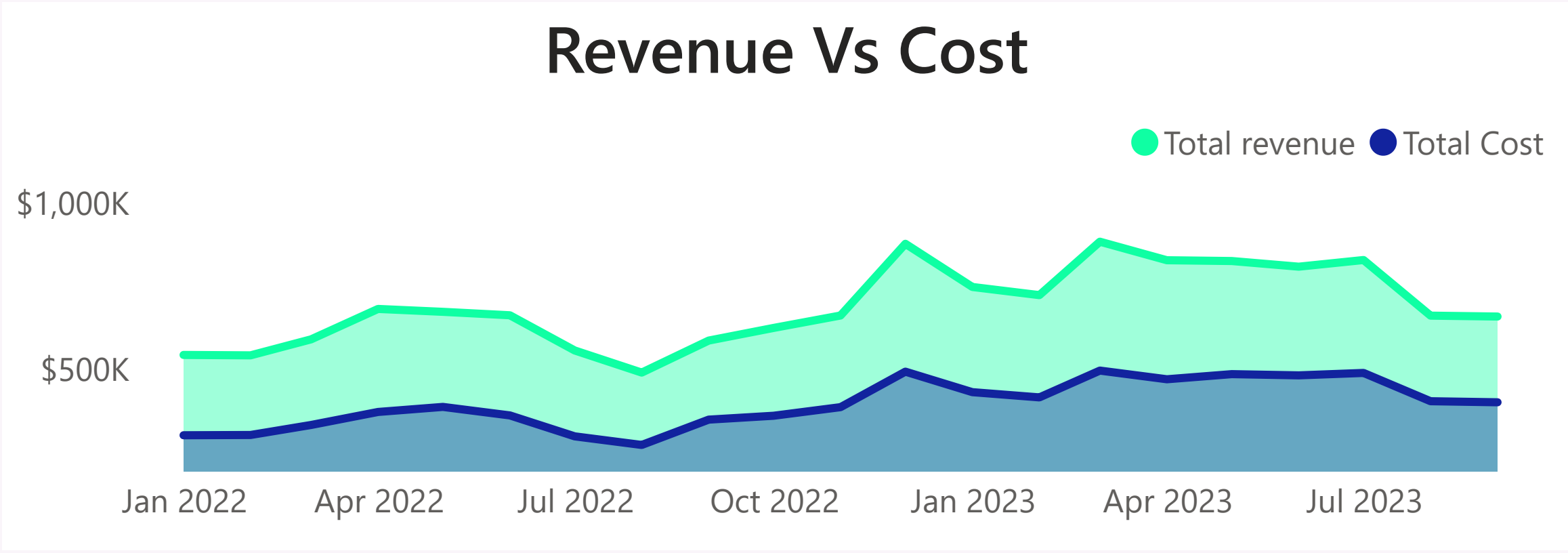
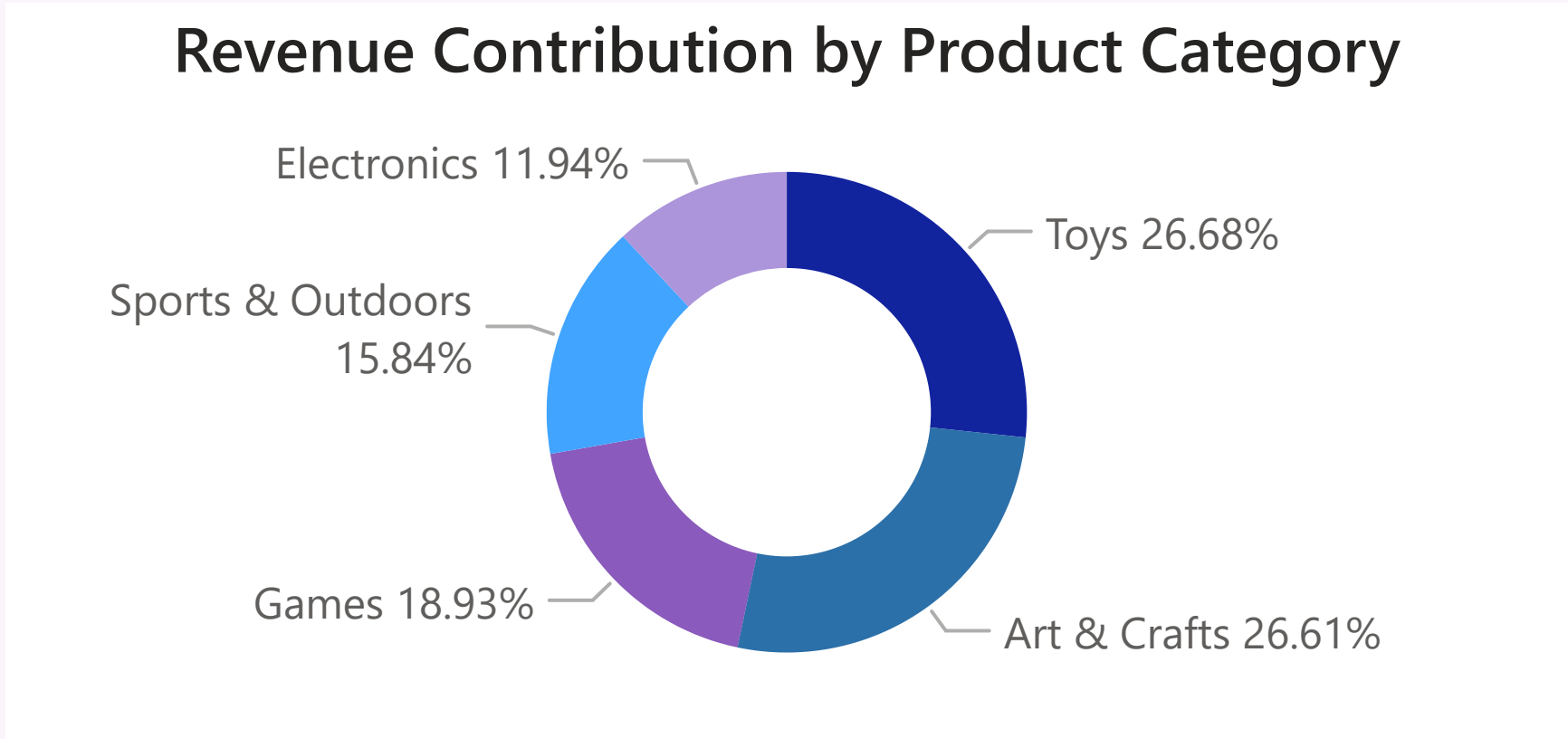
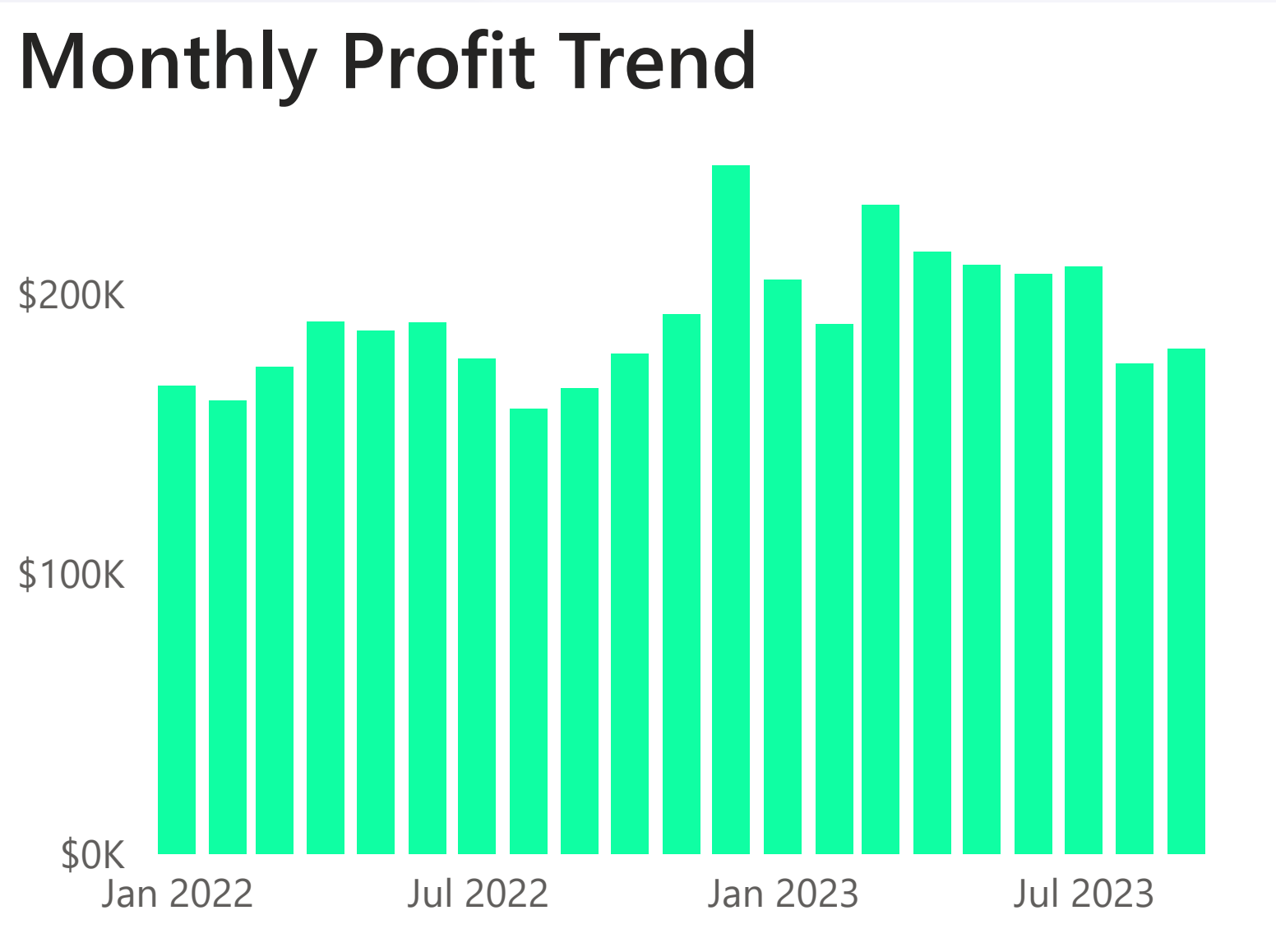
27.8%

Profit Margin %



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.



Maven Toys - Item Sales Analysis

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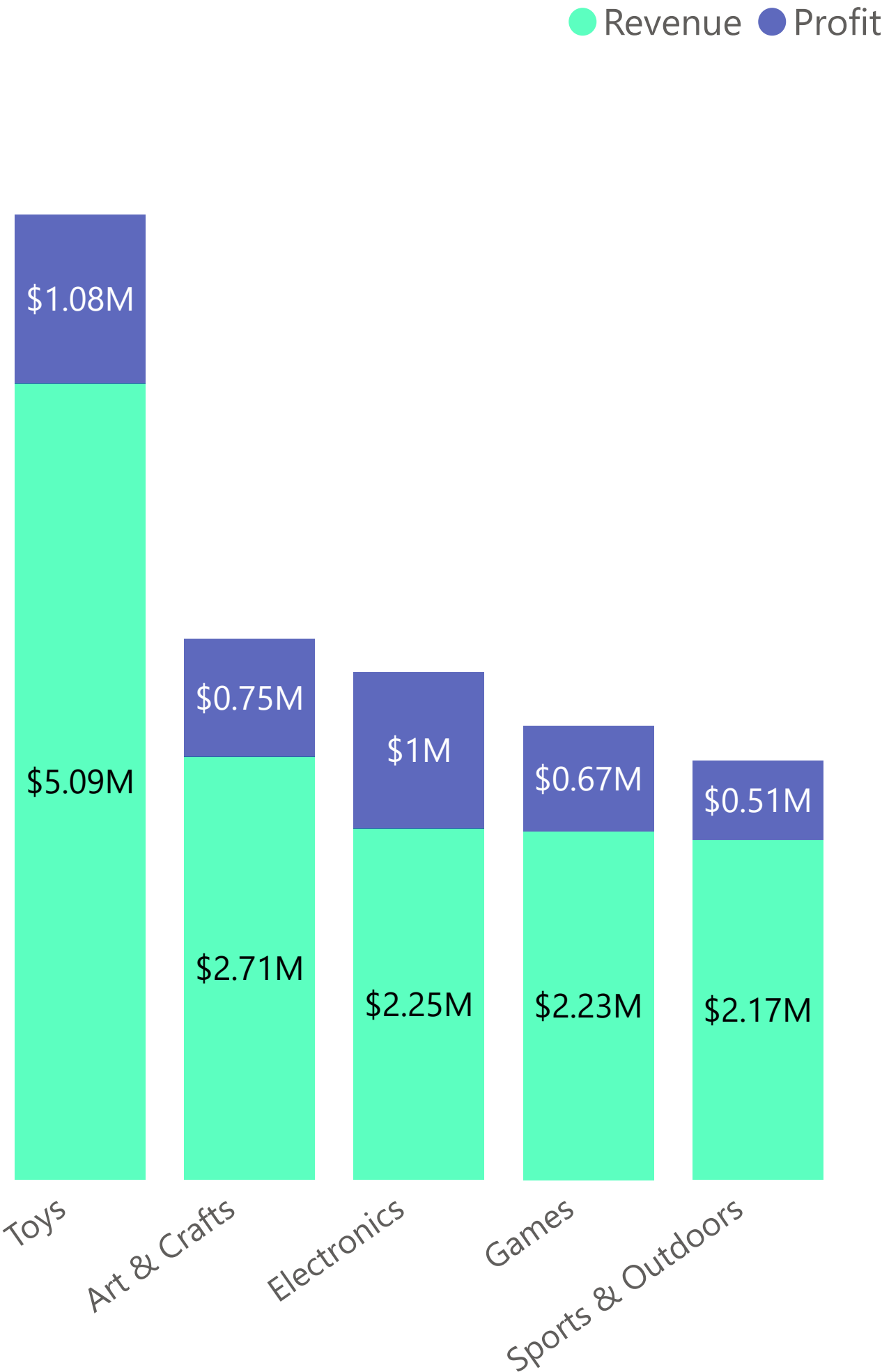
Store City

All

2022

2023

Revenue And Profit Contribution by Product Category



\$14.44M

Total Revenue

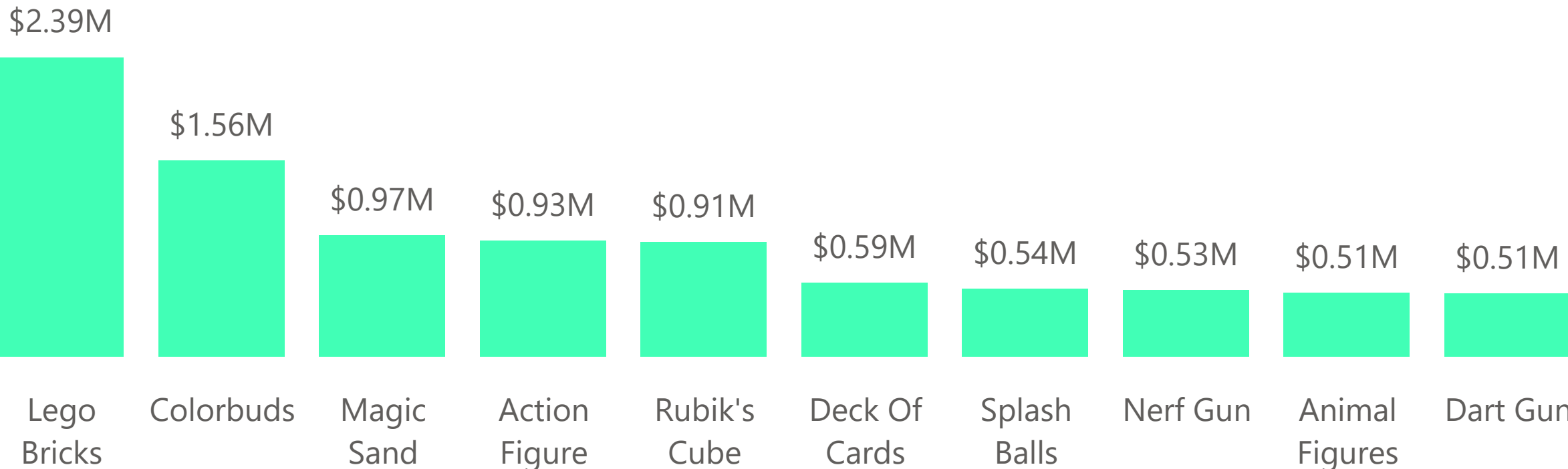
\$4.01M

Total Profit

27.8%

Profit Margin %

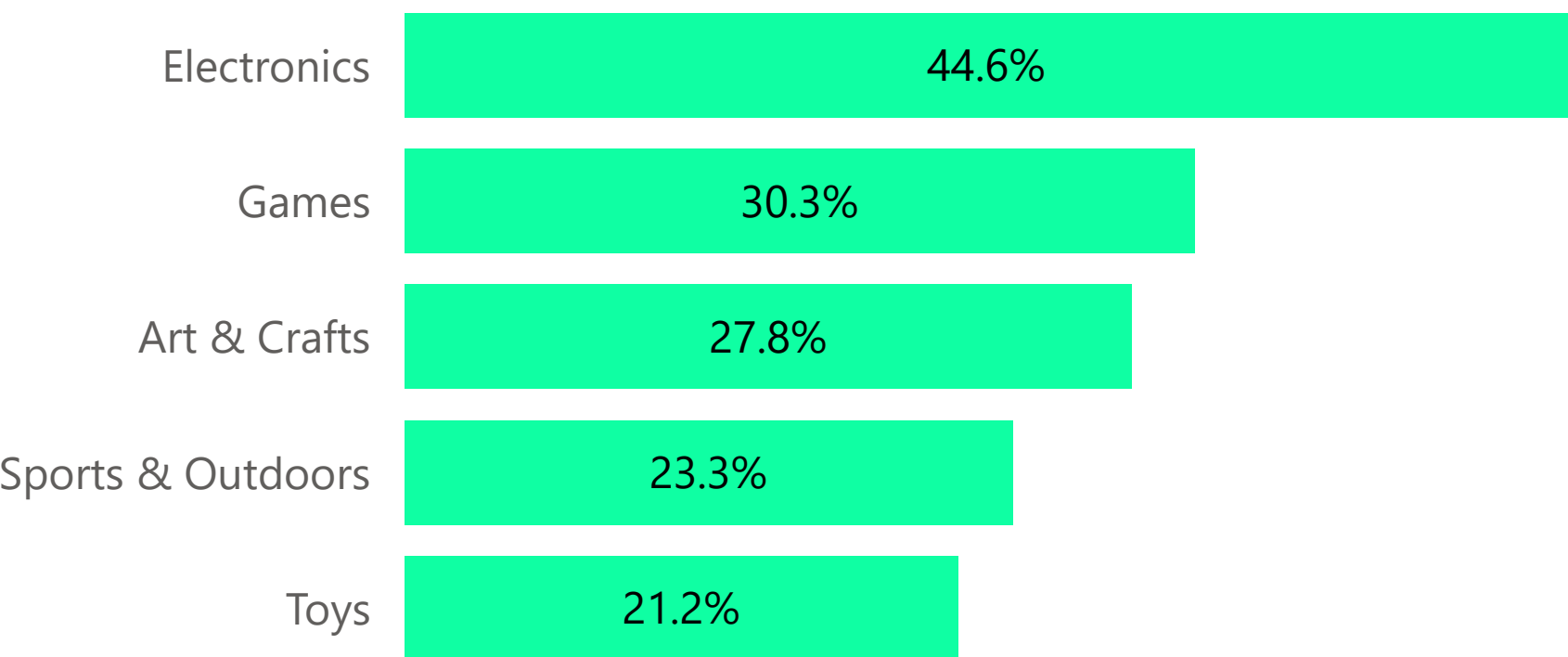
Top 10 Products by Revenue



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



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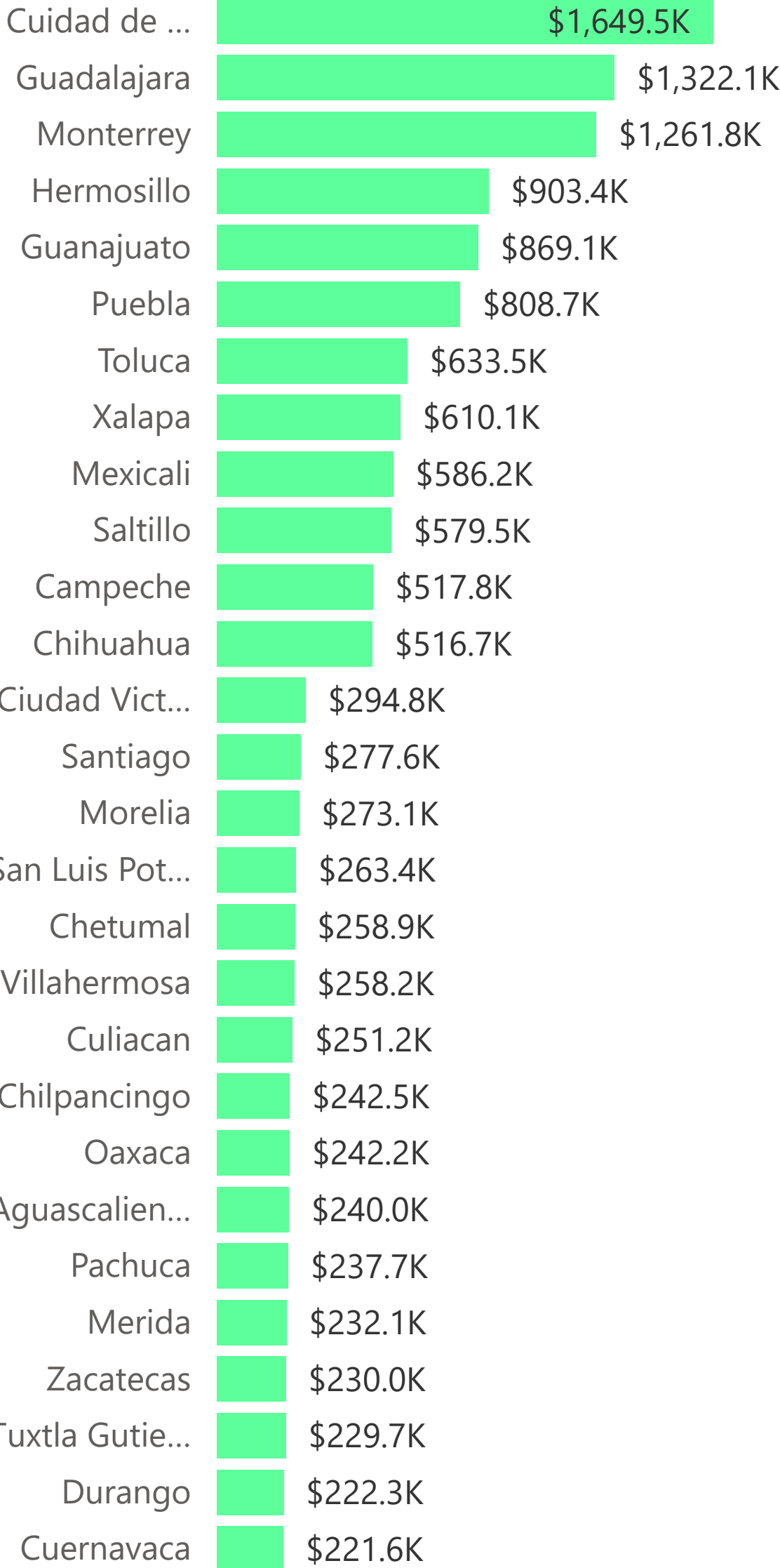
Store City

All

2022

2023

Revenue by Store City



\$14.44M

Total Revenue

\$4.01M

Total Profit

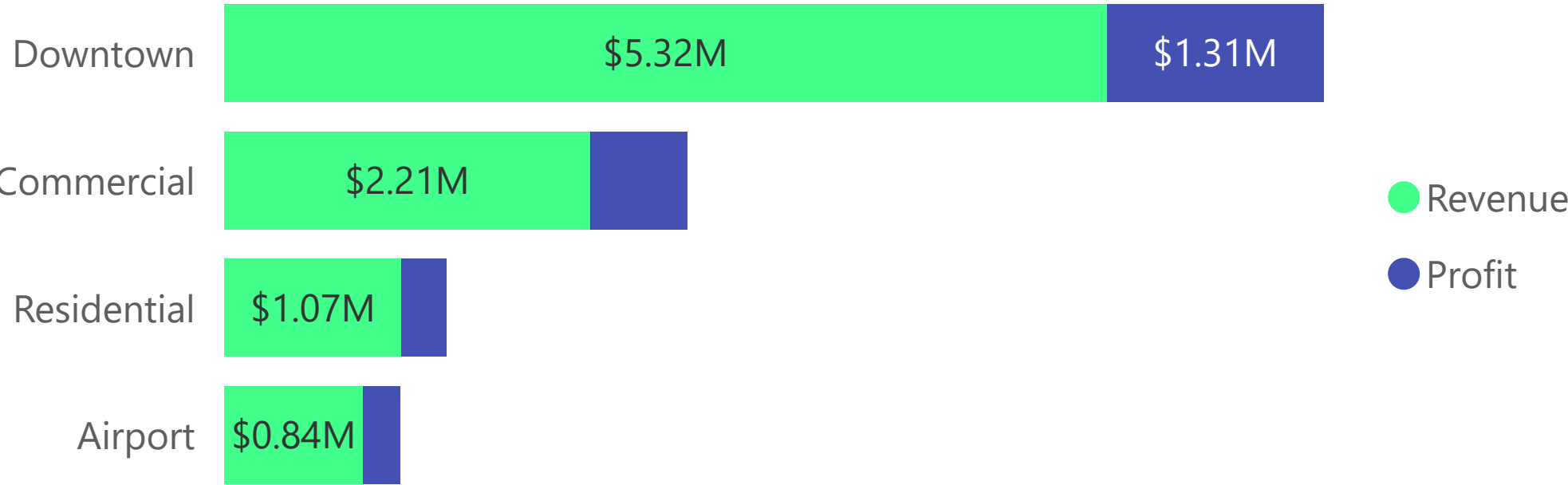
829K

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

