

Toy Company Sales Analysis

Miguel Li

Introduction

The sales dashboard provides an overview of sales performance of a Toy company that sells their items across different states, months, and customer categories from 2019 to 2021. It includes key metrics such as the sum of sales, year-over-year (YoY) percentage changes, year-to-date (YTD) sales, average sales, and average quantity sold.

Performance in 2019

In 2019, the total sales amounted to \$19,893,579, with a YoY growth of 8.35%. The top-performing states were Utah (76.6% YoY), Virginia (47.42% YoY), South Dakota (20.76% YoY), Vermont (17.72% YoY), and Texas (13.36% YoY). March stood out as the best-performing month, generating \$1,919,144 in sales. Among customer categories, Novelty Shops led with \$14M in total sales, followed by Supermarkets at \$2M. The average sales per transaction was \$760.28, and the average quantity sold was 38.9 units.

Performance in 2020

In 2020, total sales increased to \$21,491,673, reflecting a YoY growth of 8.03%. The top-performing states shifted slightly, with Wisconsin (29.7% YoY), Washington (19.86% YoY), Utah (19.58% YoY), West Virginia (15.14% YoY), and Wyoming (13.86% YoY) leading in growth. September recorded the highest monthly sales at \$2,210,114. Similar to the previous year, Novelty Shops remained the top-performing category, generating \$15M, while Supermarkets maintained their position with \$2M in sales. The average sales per transaction slightly decreased to \$755.42, while the average quantity sold also saw a minor decline to 38.30 units.

Performance in 2021

In 2021, there was a significant downturn, with total sales dropping to \$9,167,491, representing a YoY decline of -57.34%. The states with the most notable YoY changes were South Dakota (-69.50%), Wyoming (-69.36%), Utah (66.7%), Wisconsin (62.28%), Washington (-61.16%), and Texas (59.09%). April was the best-performing month, recording \$1,098,063 in sales. Despite the downturn, Novelty Shops remained the top category with \$6.4M in sales, followed by Supermarkets with \$0.8M. Interestingly, the average sales per transaction increased to \$794.69, and the average quantity sold rose to 41.88 units, suggesting a shift in purchasing patterns despite the overall decline.

Conclusion

The analysis highlights key trends, including steady sales growth from 2019 to 2020 and a sharp decline in 2021. Based on the data and insights, I would recommend that investigations should be made in external factors, market shifts, or economic conditions as it may provide insights into the drastic changes, particularly the 2021 downturn.