

MEXICO TOYS STORE

Total Profit

4,0M

Total Cost

10,4M

Total Revenue

\$14,4M

Total Stock Value

410,2K

Number of Stores

50

Units Sold

1M

Distinct Products

35

Year

☐ 2017

☐ 2018

Store_Location

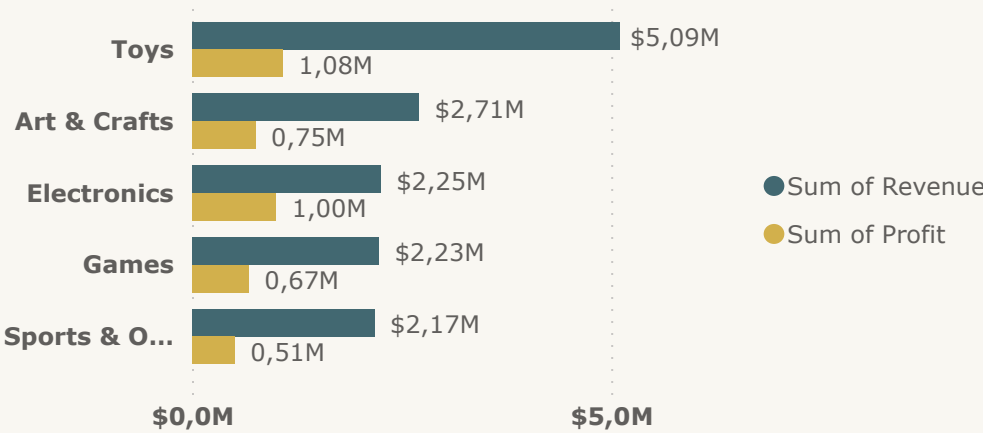
☐ Airport

☐ Commercial

☐ Downtown

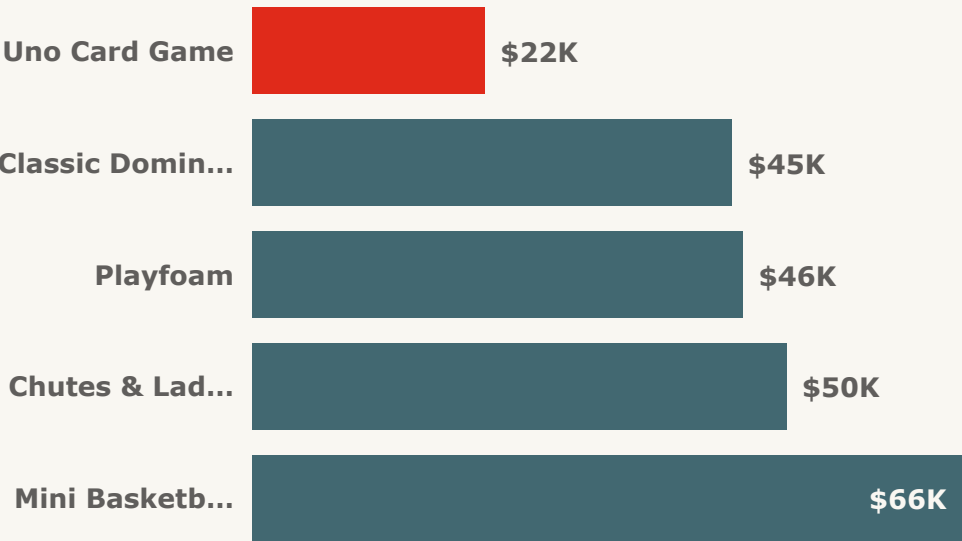
☐ Residential

SUM OF REVENUE AND PROFIT BY CATEGORY

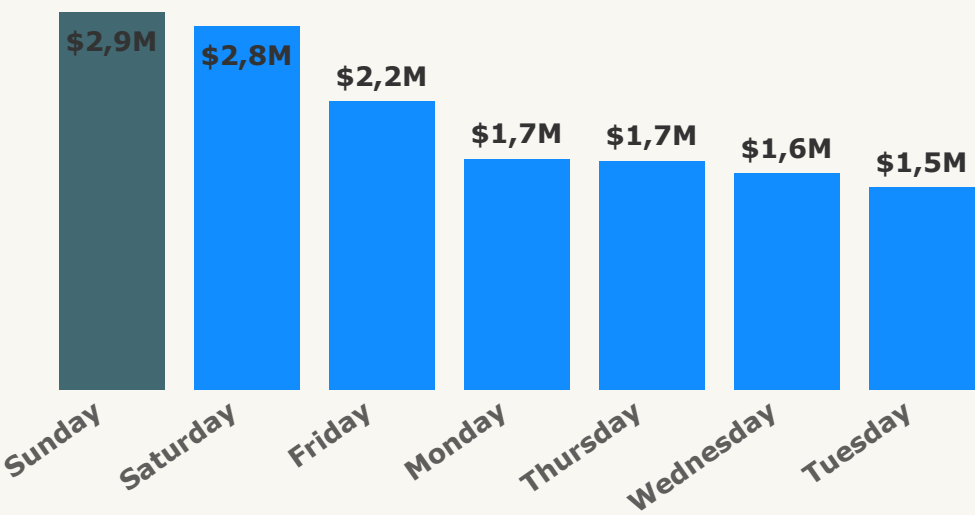


At \$5.09M, Toys had the highest sum of revenue and was 134,5% higher than Sports & Outdoors, which had the lowest sum of revenue at \$2.2M . Sum of Revenue and total Sum of Profit are positively correlated with each other.However, the ranking of the sum differs from location to location.

5 LEAST POPULAR PRODUCTS BY REVENUE



TOTAL REVENUE BY DAYS



The sale of product is intensified nearing the **weekends** compared to during the week this could be attributed to kids and parents being less occupied on these days hence more time to visit stores. It would be advisable to make more **staff available** on these days who can assist and attend to more customers and help generate more revenue.

Top Revenue Store

Maven Toys Ciudad de Mexico 2

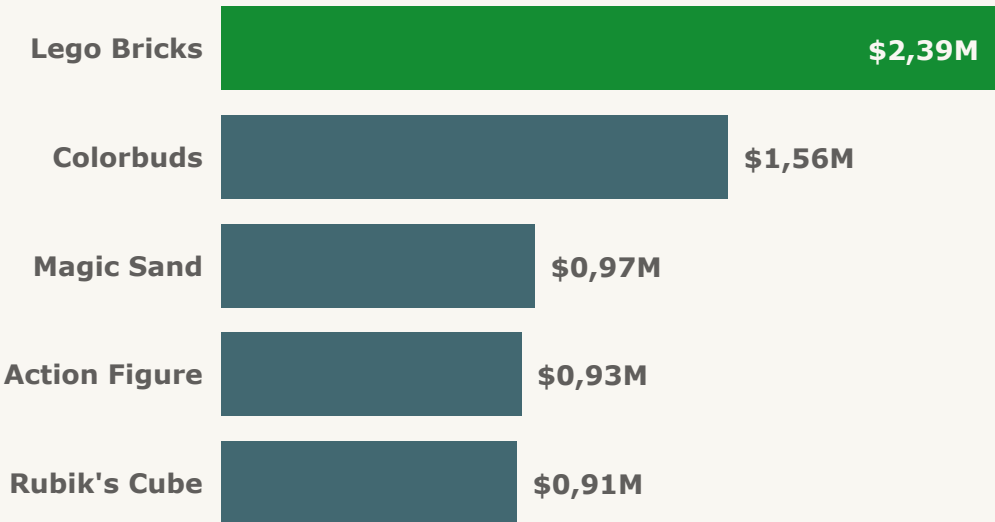
-With about \$554,000 Maven Toy Ciudad de Mexico 2 generates the most revenue among all the stores and is in the prime location of the **Airport** area which generates less revenue combined with only 3 stores situation there.

-Maven Toy Campeche 2 generating about \$206,000 is located in the **Commercial** area which is the 2nd most revenue generating store location with 12 Stores situated there.

Lowest Revenue Store

Maven Toys Campeche 2

5 MOST POPULAR PRODUCTS BY REVENUE

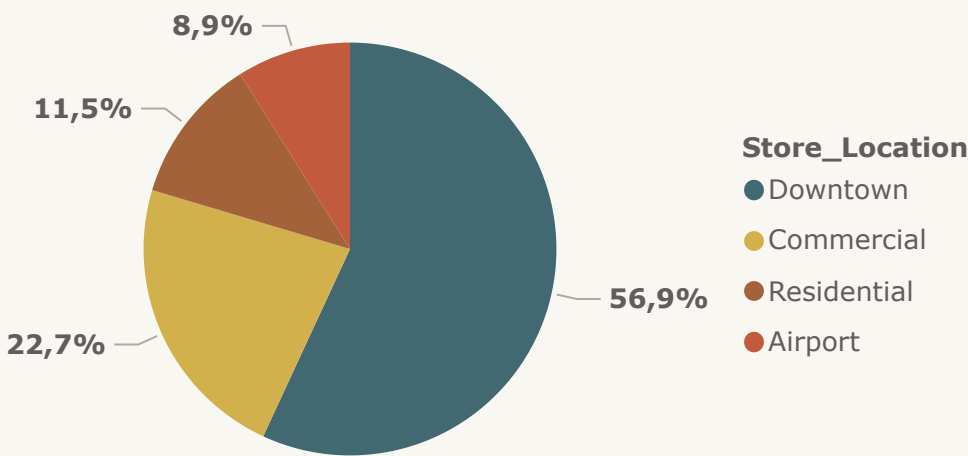


SUM OF STCOK BY PRODUCT NAME

Product_Name	Sum of Stock_On_Hand	Sum of Value_inStock
Deck Of Cards	2738	19 138,62
Dinosaur Figures	2272	34 057,28
PlayDoh Can	2129	6 365,71
Magic Sand	1922	30 732,78
Rubik's Cube	1497	29 925,03
PlayDoh Toolkit	1387	6 921,13
Barrel O' Slime	1282	5 115,18
Nerf Gun	1212	24 227,88
Colorbuds	1159	17 373,41

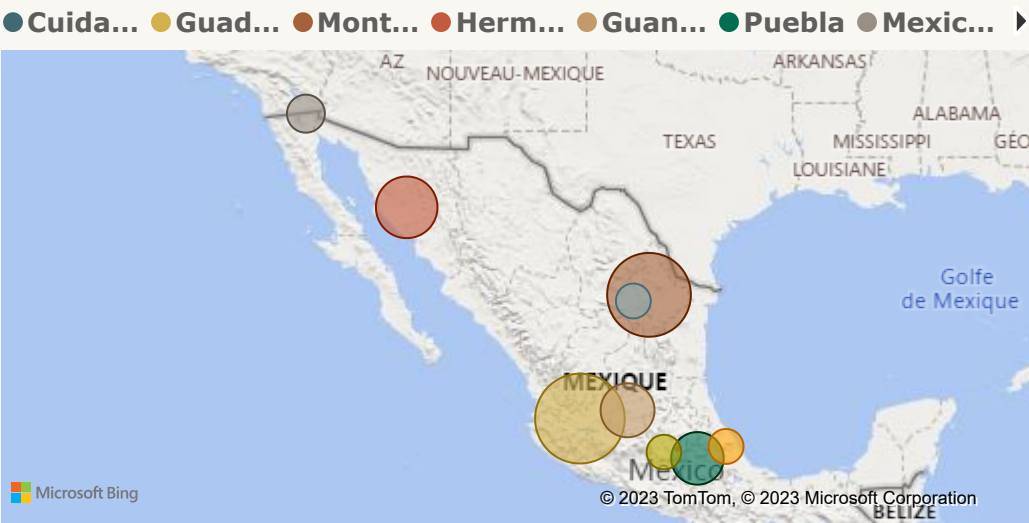
Based on Location, we can figure out which products are out of stock and work to stock them up and also learning about products that are high in stock which will help with the business decision when allocating funds for purchases . With this table you also get an idea of the value you have in stock .

SHARE OF REVENUE BY STORE_LOCATION



Considering the Stores in the **Airport** area are just 4 whilst the store in downtown are over 29 with an average of about 27,000 and 26,000 respectively. It would be beneficial if more store are set up in the airport area to rack in more revenue and capture more markets .

Total Profit by Store_City and Store_City



This graph displays the seasonal trends that exist across the months in both 2017 and 2018 where revenue experiences a rise in **April** through to **August** where there is a drop in revenue and then it picks up in **December** which is the **Christmas holiday** season. Considering its the summer season in August where most kids would be at home we could suggest a **discount offer** or strategy that could attract more revenue during the season.

SUM OF REVENUE BY MONTH AND YEAR

