

MAVEN TOY ANALYSIS REPORT

EXECUTIVE SUMMARY:-

THIS REPORT PROVIDES AN IN-DEPTH ANALYSIS OF MAVEN TOYS' PERFORMANCE FOR THE PERIOD OF 2022-2023, EVALUATING KEY METRICS SUCH AS REVENUE, PROFITABILITY, PRODUCT SALES, AND STORE PERFORMANCE. THE PRIMARY OBJECTIVES ARE TO IDENTIFY GROWTH DRIVERS, UNCOVER AREAS FOR IMPROVEMENT, AND DEVELOP STRATEGIC RECOMMENDATIONS TO ENHANCE MAVEN TOYS' COMPETITIVENESS AND FINANCIAL SUCCESS.

OBJECTIVES:

- 1.ANALYZE YEAR-OVER-YEAR (YOY) REVENUE GROWTH AND UNDERSTAND THE CONTRIBUTING FACTORS.
- 2.EVALUATE PRODUCT CATEGORY PERFORMANCE AND IDENTIFY TOP-SELLING AND MOST PROFITABLE PRODUCTS.
- 3.ASSESS STORE-LEVEL REVENUE PERFORMANCE AND IDENTIFY HIGH-POTENTIAL LOCATIONS.
- 4.REVIEW INVENTORY MANAGEMENT PRACTICES AND IDENTIFY OPPORTUNITIES FOR OPTIMIZATION.

HYPOTHESIS QUESTIONS:

- 1.HAS MAVEN TOYS ACHIEVED SIGNIFICANT YOY REVENUE GROWTH, AND WHAT FACTORS HAVE CONTRIBUTED TO THIS GROWTH?
- 2.WHICH PRODUCT CATEGORIES AND SPECIFIC PRODUCTS HAVE BEEN THE TOP PERFORMERS IN TERMS OF REVENUE AND PROFITABILITY?
- 3.ARE THERE SIGNIFICANT DIFFERENCES IN REVENUE PERFORMANCE ACROSS STORE LOCATIONS, AND WHAT FACTORS MIGHT BE DRIVING THESE DIFFERENCES?
- 4.IS MAVEN TOYS EFFECTIVELY MANAGING INVENTORY LEVELS ACROSS ITS STORE NETWORK?

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ANALYSIS FINDINGS:

YOY REVENUE GROWTH AND DRIVERS

MAVEN TOYS ACHIEVED A REMARKABLE 30.86% YOY INCREASE IN YTD REVENUE COMPARED TO THE PREVIOUS YEAR.

THE ART & CRAFTS (251.90%), SPORTS & OUTDOORS (25.09%), GAMES (20.27%), AND TOYS (14.17%) CATEGORIES WERE SIGNIFICANT CONTRIBUTORS TO THIS GROWTH.

THE ELECTRONICS CATEGORY EXPERIENCED A 27.85% DECLINE IN REVENUE, WARRANTING FURTHER INVESTIGATION.

TOP-PERFORMING PRODUCTS

LEGO BRICKS, MAGIC SAND, COLORBUDS, RUBIK'S CUBE, AND NERF GUN WERE THE TOP-SELLING PRODUCTS BASED ON YTD REVENUE.

COLORBUDS, LEGO BRICKS, AND ACTION FIGURES WERE THE MOST PROFITABLE PRODUCTS IN TERMS OF YTD PROFIT.

STORE PERFORMANCE ANALYSIS

AIRPORT (37.50%), DOWNTOWN (33.43%), COMMERCIAL (24.82%), AND RESIDENTIAL (25.21%) LOCATIONS EXHIBITED STRONG YOY REVENUE GROWTH.

TOP-PERFORMING STORES BASED ON YTD REVENUE INCLUDED CIUDAD DE MEXICO 3, GUADALAJARA 3, TOLUCA 1, CIUDAD DE MEXICO 2, AND MONTERREY 2.

INVENTORY MANAGEMENT EVALUATION

OVERALL, MAVEN TOYS MAINTAINED AN AVERAGE OF 17.03 DAYS OF INVENTORY ON HAND ACROSS ALL STORES, INDICATING RELATIVELY EFFICIENT INVENTORY MANAGEMENT.

HOWEVER, SOME STORES, SUCH AS PUEBLA 3, HERMOSILLO 2, AND GUANAJUATO 2, HAD SLIGHTLY HIGHER INVENTORY LEVELS COMPARED TO OTHERS.



Maven Toy Stores- Sales Performance

2022

2023

30.86%

YoY Difference

\$5.32M

Previous YTD Revenue

\$6.96M

YTD Revenue

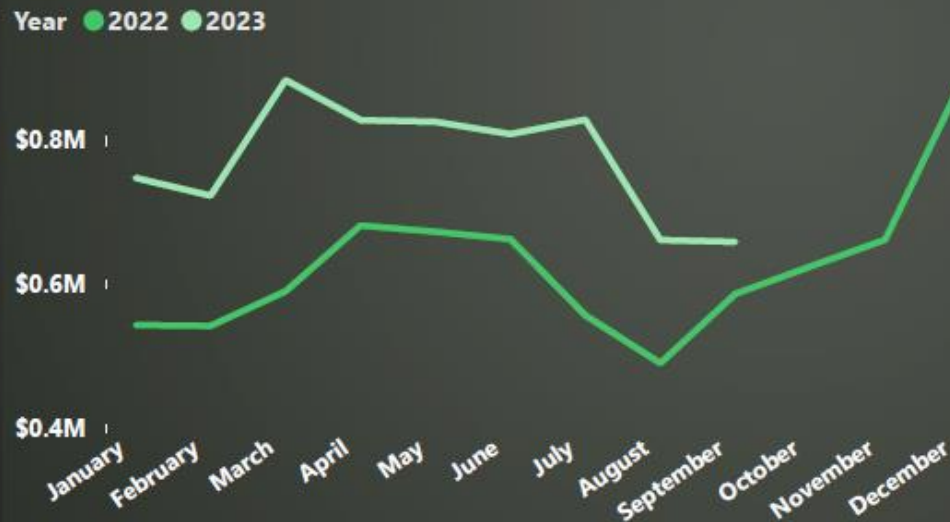
1M

Sum of Units

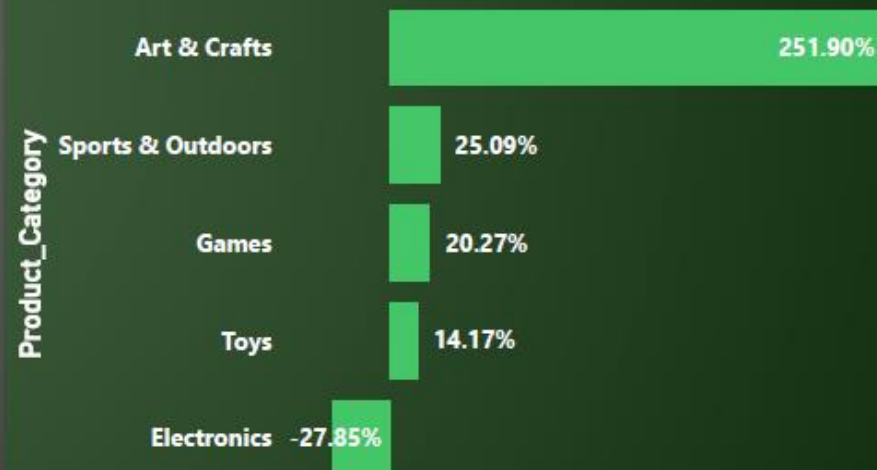
\$4.01M

Sum of total Profit

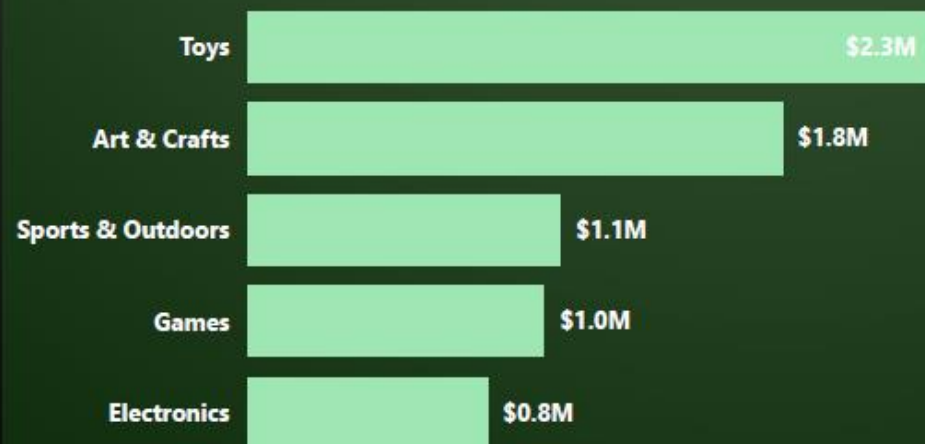
Monthly Revenue



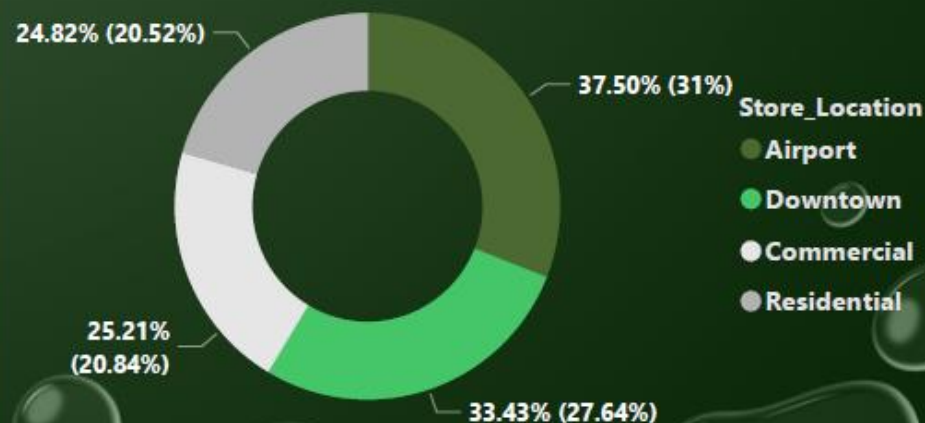
YoY Difference by Product_Category



YTD Revenue by Product_Category



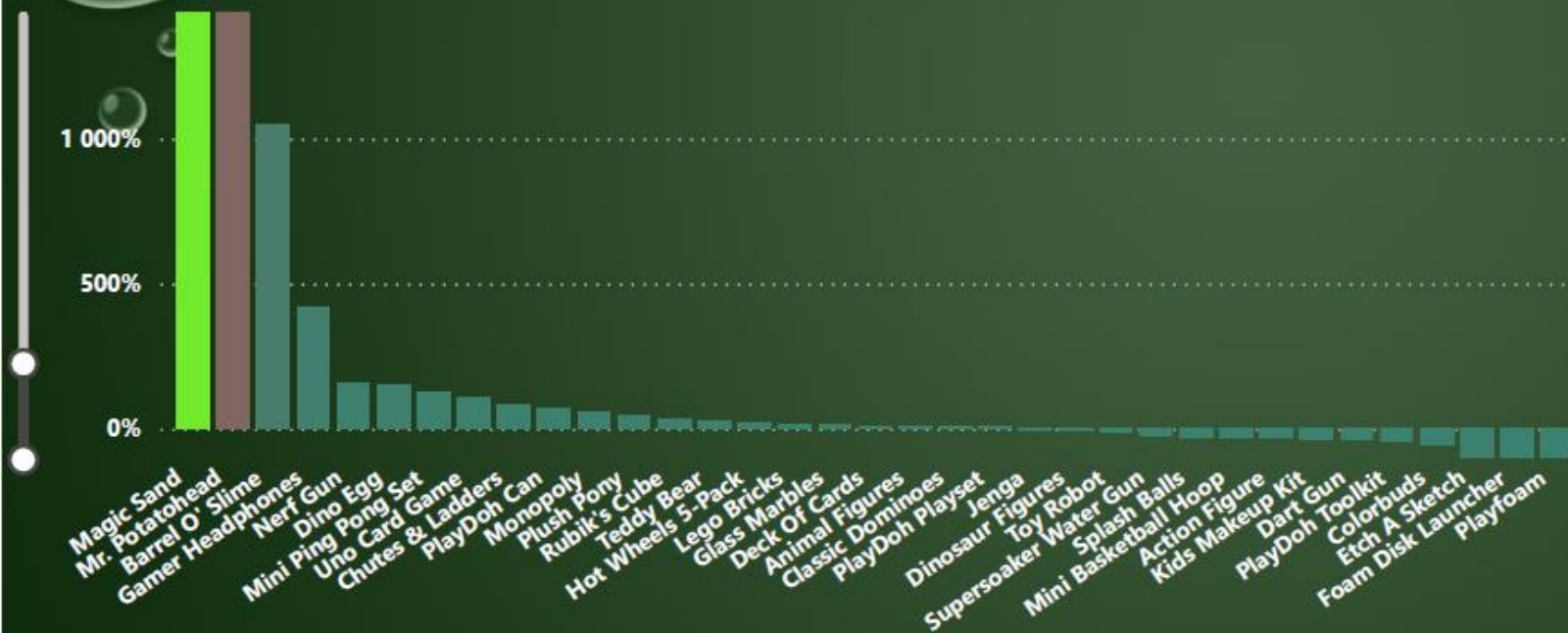
YoY Difference by Store_Location





Maven Toy Stores- Product Performance

YoY difference Revenue by Product



Product_Name	YTD Revenue	LY YTD Revenue	% Difference
Uno Card Game	\$12 144.8	\$5 928.58	104.85%
Toy Robot	\$125 947.54	\$138 942.54	-9.35%
Teddy Bear	\$39 164.85	\$31 435.8	24.59%
Supersoaker Water Gun	\$39 168.87	\$52 869.73	-25.91%
Splash Balls	\$208 639.92	\$284 506.53	-26.67%
Rubik's Cube	\$420 749.52	\$314 122.86	33.94%
Plush Pony	\$50 594.69	\$35 162.41	43.89%
Playfoam	\$45 696.42		-100.00%
PlayDoh Toolkit	\$38 233.38	\$65 219.3	-41.38%
PlayDoh Playset	\$66 623.34	\$66 248.49	0.57%
PlayDoh Can	\$164 279.57	\$97 910.54	67.79%
Nerf Gun	\$340 229.8	\$131 514.21	158.70%
Mr. Potatohead	\$64 035.9	\$1 148.85	5 473.91%
Monopoly	\$32 803.59	\$20 449.77	60.41%
Mini Ping Pong Set	\$186 922.89	\$83 216.7	124.62%
Total	\$6 962 074.27	\$5 320 115.85	30.86%

YTD Revenue by Product



YTD Profit by Product



YTD Units Sold by Product





Maven Toy Stores- Store Performance

YTD Revenue by Store

Ciudad de ...	\$0.26M
Guadalajara 3	\$0.21M
Toluca 1	\$0.21M
Ciudad de ...	\$0.20M
Monterrey 2	\$0.19M
Ciudad de ...	\$0.18M
Xalapa 2	\$0.17M
Hermosillo 3	\$0.17M
Monterrey 3	\$0.16M

YoY difference in Revenue by store

Culiacan 1	103.51%
Puebla 1	90.38%
Monterre...	81.05%
Zacateca...	63.10%
Oaxaca 1	56.80%
Ciudad V...	53.78%
Guadalaj...	53.13%
Ciudad d...	51.31%
Durango 1	50.38%

YTD Revenue by Store_City



Store_Name	Inventory on Hand	Avg Daily units sold	Days of Inventory
Guanajuato 1	367	43.80	8.38
Saltillo 1	437	50.25	8.70
Monterrey 2	558	56.90	9.81
Xalapa 2	502	48.65	10.32
Zacatecas 1	480	42.31	11.34
Xalapa 1	435	36.00	12.08
Guadalajara 1	563	45.38	12.41
Ciudad de Mexico 3	636	51.13	12.44
Ciudad de Mexico 1	579	46.30	12.51
Toluca 1	606	47.97	12.63
Monterrey 1	516	40.74	12.67
Guadalajara 3	604	47.41	12.74
Ciudad Victoria 1	546	42.25	12.92
Puebla 2	420	31.86	13.18
Puebla 1	496	37.48	13.23
Oaxaca 1	479	35.55	13.47
Monterrey 4	614	44.80	13.71
Toluca 2	472	34.17	13.81
Durango 1	526	36.97	14.23
San Luis Potosi 1	582	40.00	14.55
Mexicali 2	543	36.67	14.81
Saltillo 2	707	46.85	15.09
Puebla 3	412	27.14	15.18
Hermosillo 2	725	47.34	15.31
Guanajuato 2	588	38.14	15.42
La Paz 1	473	30.59	15.46
Guadalajara 2	514	33.10	15.53
Total	29742	1 746.58	17.03

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DETAILED ANALYSIS

PRODUCT CATEGORY PERFORMANCE :THE ART & CRAFTS CATEGORY EXHIBITED EXCEPTIONAL GROWTH, WITH A 251.90% YOY INCREASE IN REVENUE, INDICATING STRONG CONSUMER DEMAND AND EFFECTIVE PRODUCT OFFERINGS IN THIS SEGMENT. THE SPORTS & OUTDOORS (25.09%), GAMES (20.27%), AND TOYS (14.17%) CATEGORIES ALSO PERFORMED WELL, CONTRIBUTING TO MAVEN TOYS' OVERALL REVENUE GROWTH.

HOWEVER, THE ELECTRONICS CATEGORY EXPERIENCED A SIGNIFICANT 27.85% DECLINE IN REVENUE, RAISING CONCERNS ABOUT THE COMPETITIVENESS OF MAVEN TOYS' ELECTRONICS PRODUCTS AND POTENTIAL SHIFTS IN CONSUMER PREFERENCES.

TOP PRODUCTS: LEGO BRICKS (\$1.1 MILLION), MAGIC SAND (\$0.9 MILLION), COLORBUDS (\$0.4 MILLION), RUBIK'S CUBE (\$0.4 MILLION), AND NERF GUN (\$0.3 MILLION) WERE THE TOP REVENUE GENERATORS FOR MAVEN TOYS DURING THE YTD PERIOD. NOTABLY, COLORBUDS (\$0.23 MILLION), LEGO BRICKS (\$0.13 MILLION), AND ACTION FIGURES (\$0.13 MILLION) WERE THE MOST PROFITABLE PRODUCTS, INDICATING THEIR IMPORTANCE TO MAVEN TOYS' PROFITABILITY.

STORE PERFORMANCE: THE AIRPORT (37.50%), DOWNTOWN (33.43%), COMMERCIAL (24.82%), AND RESIDENTIAL (25.21%) STORE LOCATIONS EXHIBITED STRONG YOY REVENUE GROWTH, SUGGESTING THAT MAVEN TOYS' STORE NETWORK IS STRATEGICALLY POSITIONED TO CAPTURE CONSUMER DEMAND ACROSS VARIOUS MARKET SEGMENTS.

TOP-PERFORMING STORES: BASED ON YTD REVENUE INCLUDED CIUDAD DE MEXICO 3 (\$0.26 MILLION), GUADALAJARA 3 (\$0.21 MILLION), TOLUCA 1 (\$0.21 MILLION), CIUDAD DE MEXICO 2 (\$0.20 MILLION), AND MONTERREY 2 (\$0.19 MILLION). THESE STORES LIKELY BENEFITED FROM FAVOURABLE LOCATIONS, EFFECTIVE MERCHANDISING, AND EFFICIENT OPERATIONS.

INVENTORY MANAGEMENT: MAVEN TOYS MAINTAINED AN AVERAGE OF 17.03 DAYS OF INVENTORY ON HAND ACROSS ALL STORES, INDICATING A RELATIVELY EFFICIENT INVENTORY MANAGEMENT SYSTEM. HOWEVER, SOME STORES, SUCH AS PUEBLA 3 (15.18 DAYS), HERMOSILLO 2 (15.31 DAYS), AND GUANAJUATO 2 (15.42 DAYS), HAD SLIGHTLY HIGHER INVENTORY LEVELS COMPARED TO OTHERS, SUGGESTING POTENTIAL OPPORTUNITIES FOR IMPROVEMENT IN INVENTORY OPTIMIZATION.

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STRATEGIC RECOMMENDATIONS

CAPITALIZE ON GROWTH OPPORTUNITIES:

1.1 EXPAND PRODUCT OFFERINGS AND MARKETING INITIATIVES IN HIGH-PERFORMING CATEGORIES: CONDUCT MARKET RESEARCH TO IDENTIFY EMERGING TRENDS AND CONSUMER PREFERENCES WITHIN THE ART & CRAFTS, SPORTS & OUTDOORS, AND GAMES CATEGORIES. COLLABORATE WITH SUPPLIERS AND MANUFACTURERS TO INTRODUCE NEW, INNOVATIVE PRODUCTS THAT CATER TO THESE PREFERENCES. DEVELOP TARGETED MARKETING CAMPAIGNS, LEVERAGING SOCIAL MEDIA, INFLUENCER MARKETING, AND STRATEGIC PARTNERSHIPS TO PROMOTE NEW PRODUCT OFFERINGS. ENHANCE IN-STORE MERCHANDISING AND PRODUCT DISPLAYS TO INCREASE VISIBILITY AND DRIVE SALES IN THESE CATEGORIES

1.2 FOCUS ON TOP-SELLING AND MOST PROFITABLE PRODUCTS: ANALYSE SALES DATA TO IDENTIFY THE SPECIFIC PRODUCT VARIANTS, SIZES, AND CONFIGURATIONS THAT RESONATE MOST WITH CUSTOMERS. OPTIMIZE INVENTORY LEVELS AND SHELF SPACE ALLOCATION TO ENSURE CONSISTENT AVAILABILITY OF THESE HIGH-DEMAND PRODUCTS. EXPLORE OPPORTUNITIES FOR PRODUCT LINE EXTENSIONS, SPECIAL EDITIONS, OR COMPLEMENTARY ACCESSORIES TO ENHANCE THE APPEAL OF TOP-SELLING ITEMS. IMPLEMENT DYNAMIC PRICING STRATEGIES, PROMOTIONS, AND BUNDLING OFFERS TO MAXIMIZE PROFITABILITY WHILE MAINTAINING COMPETITIVENESS.

ADDRESS CHALLENGES AND UNDERPERFORMING AREAS:

2.1 COMPREHENSIVE REVIEW OF THE ELECTRONICS CATEGORY: CONDUCT A THOROUGH COMPETITIVE ANALYSIS TO UNDERSTAND MAVEN TOYS' POSITIONING IN THE ELECTRONICS MARKET. EVALUATE PRODUCT QUALITY, FEATURES, PRICING, AND BRANDING COMPARED TO COMPETITORS. GATHER CUSTOMER FEEDBACK AND ANALYZE SALES DATA TO IDENTIFY PAIN POINTS OR AREAS FOR IMPROVEMENT. EXPLORE POTENTIAL PARTNERSHIPS OR LICENSING AGREEMENTS WITH REPUTABLE ELECTRONICS BRANDS TO ENHANCE PRODUCT OFFERINGS. CONSIDER PHASING OUT UNDERPERFORMING ELECTRONIC PRODUCTS AND REALLOCATING RESOURCES TO MORE PROFITABLE CATEGORIES.

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STRATEGIC RECOMMENDATIONS:

2.2 ANALYSE SUCCESS FACTORS OF TOP-PERFORMING STORES: IDENTIFY KEY CHARACTERISTICS OF TOP-PERFORMING STORES, SUCH AS STORE LAYOUT, MERCHANDISING STRATEGIES, AND CUSTOMER SERVICE PRACTICES. CONDUCT STORE VISITS AND INTERVIEWS WITH STORE MANAGERS TO GAIN INSIGHTS INTO BEST PRACTICES. IMPLEMENT TRAINING PROGRAMS TO DISSEMINATE SUCCESSFUL STRATEGIES ACROSS THE ENTIRE STORE NETWORK. CONSIDER IMPLEMENTING INCENTIVE PROGRAMS OR FRIENDLY COMPETITIONS TO MOTIVATE UNDERPERFORMING STORES TO ADOPT BEST PRACTICES.

OPTIMIZE OPERATIONS AND INVENTORY MANAGEMENT:

3.1 STRATEGIC STORE EXPANSION AND RELOCATION: CONDUCT IN-DEPTH MARKET ANALYSIS AND DEMOGRAPHIC STUDIES TO IDENTIFY HIGH-POTENTIAL AREAS FOR STORE EXPANSION OR RELOCATION. CONSIDER FACTORS SUCH AS POPULATION DENSITY, INCOME LEVELS, COMPETITION, AND ACCESSIBILITY WHEN EVALUATING POTENTIAL NEW STORE LOCATIONS. DEVELOP A COMPREHENSIVE STORE EXPANSION OR RELOCATION PLAN, INCLUDING FINANCIAL PROJECTIONS, SITE SELECTION CRITERIA, AND OPERATIONAL READINESS ASSESSMENTS.

3.2 MONITOR AND ADJUST INVENTORY LEVELS: ESTABLISH KEY PERFORMANCE INDICATORS (KPIs) AND REGULARLY MONITOR INVENTORY LEVELS, AGING, AND TURNS ACROSS ALL STORES. DEVELOP PROCESSES FOR QUICKLY IDENTIFYING AND ADDRESSING INVENTORY IMBALANCES, SUCH AS TRANSFERRING EXCESS STOCK TO HIGH-DEMAND LOCATIONS OR IMPLEMENTING MARKDOWNS FOR SLOW-MOVING ITEMS.