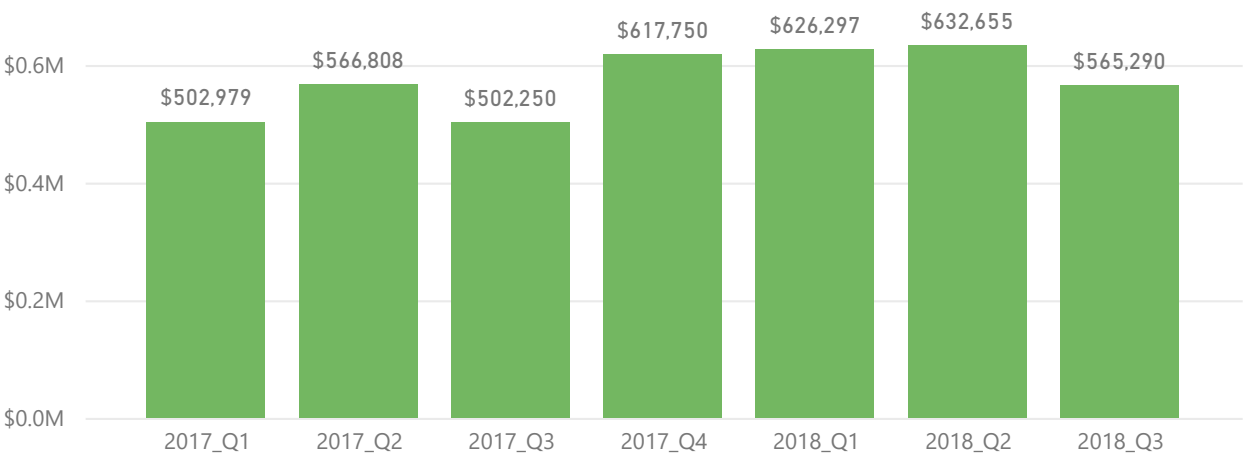


Profits 2017	YTD Profits (2018)	YTD % GROWTH
\$2.19M	\$1.82M	16.04%

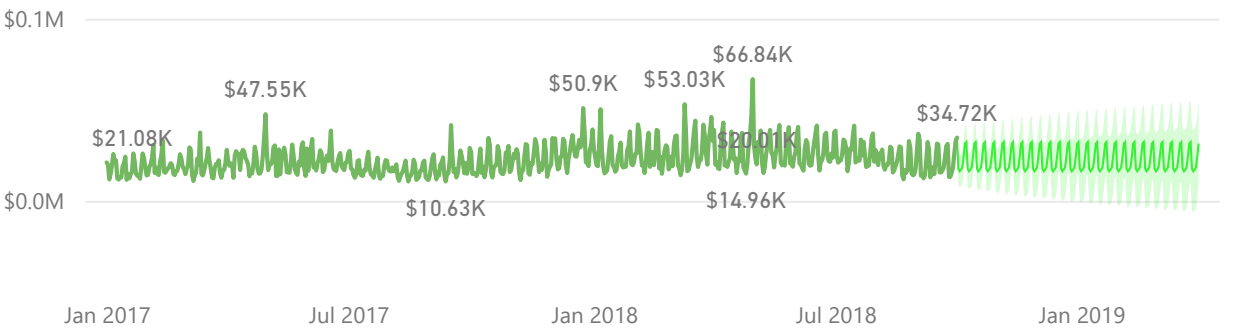


Toys offer biggest profits but Electronics dominate profits in Commercial and Airport Locations.

Sales Profits by Quarter



Sales Seasonality Trend



Denis Munene

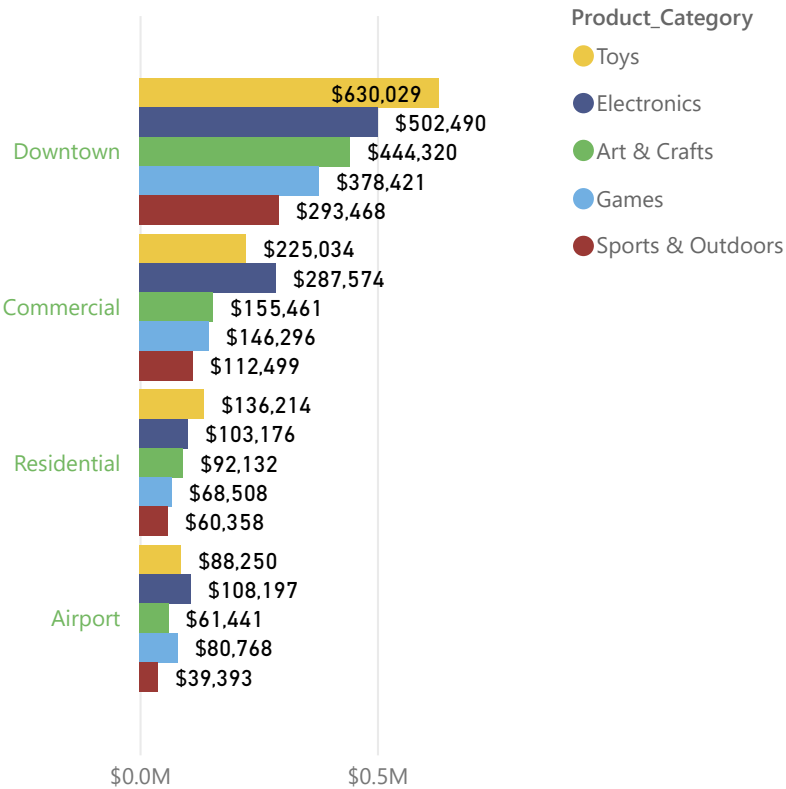
<https://www.linkedin.com/in/munenemwaniki>



EXPANSION PLAN RECOMMENDATION

Given sales lost in Downtown stores (out of stock) as well as high value of the stock tied in those locations, adding more stores would bring more revenue to the company. Toys and Electronics would be more profitable.

Sales Profit by Category in each location



Sales Lost by Out of Stock

Store_Location	Incidences of Out of Stock	Opportunity_Cost
Downtown	21468	(\$331,343.2399999999)
Commercial	6675	(\$69,730.88000000000)
Residential	6370	(\$97,444.91999999999)
Airport	1273	(\$42,264.69000000000)
Total	35786	(\$540,783.7299999999)

Money Tied in Stocks

Toy_Store	Store_Location	Value of Stock
Guanajuato 1	Downtown	\$3,308.33
Saltillo 1	Downtown	\$4,269.63
Zacatecas 1	Downtown	\$4,299.2
Puebla 2	Downtown	\$4,351.8
Xalapa 1	Commercial	\$4,633.65
Puebla 1	Commercial	\$4,832.04
Guadalajara 1	Residential	\$4,883.37
Durango 1	Downtown	\$4,885.74
Pachuca 1	Downtown	\$5,043.52
Oaxaca 1	Downtown	\$5,215.21
Toluca 2	Commercial	\$5,215.28
Monterrey 3	Airport	\$5,239.61
Xalapa 2	Downtown	\$5,276.98
La Paz 1	Downtown	\$5,292.27
Ciudad Victoria 1	Downtown	\$5,395.54
Morelia 1	Downtown	\$5,412.62
Santiago 1	Downtown	\$5,426.16
Ciudad de Mexico 4	Commercial	\$5,503.49
Campeche 2	Commercial	\$5,648.19
Cuernavaca 1	Downtown	\$5,702.23
Monterrey 4	Commercial	\$5,779.86
Ciudad de Mexico 1	Downtown	\$5,883.21
Monterrey 1	Residential	\$5,888.84
Mexicali 2	Downtown	\$5,897.57
Guadalajara 3	Airport	\$5,911.96
Monterrey 2	Downtown	\$5,960.42
Guadalajara 2	Commercial	\$6,035.86
Ciudad de Mexico 3	Residential	\$6,061.64
Guanajuato 2	Commercial	\$6,117.12
San Luis Potosi 1	Downtown	\$6,152.18
Chilpancingo 1	Downtown	\$6,193.58
Villahermosa 1	Downtown	\$6,341.78
Total		\$300,209.58