

Insights :

Total Sales Revenue by Store

- Maven Toys Ciudad de Mexico 2 generated the highest revenue of **\$554,553.43**.
- The stores with lower sales revenue, such as Maven Toys Aguascalientes 1 and Maven Toys Campeche 1, have notable differences compared to the top stores.
- Stores in major cities like Ciudad de Mexico and Guadalajara tend to have higher sales, suggesting a correlation between location and sales volume.

Top-Selling Products by Units Sold

- Colorbuds with **104,368** units sold stands out as the top-selling product.
- A range of products, including games and toys, dominates the sales, indicating consumer preferences in these categories.

Sales Performance by Product Category

- Toys led with total sales of **\$5,093,241.00**, showing strong market demand.
- Categories like Art & Crafts and Sports & Outdoors also perform well but could be further developed to enhance revenue.

Monthly Sales Trends Across Stores

- Stores exhibit different sales performances monthly, with some consistently performing well, like Maven Toys Ciudad de Mexico 2.
- Identifying months with sales peaks could help in planning promotions or restocking efforts.

Profit Margin by Product

- Products like Jenga and Colorbuds have high profit margins (70.07% and 53.37%, respectively), indicating they are not only popular but also financially beneficial.
- Some products like Dino Egg and Rubik's Cube have lower profit margins, suggesting they may require price adjustments or cost management.

Sales Distribution Across Cities

- Ciudad de Mexico has the highest sales at **\$1,649,492.01**, followed by Guadalajara and Monterrey. This could indicate market opportunities and the need for targeted marketing strategies in these cities.
- Popular items like "Hot Wheels 5-Pack" and "Foam Disk Launcher" are frequently out of stock, suggesting a need for better supply chain management.