Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4

Overview

Product

Insights

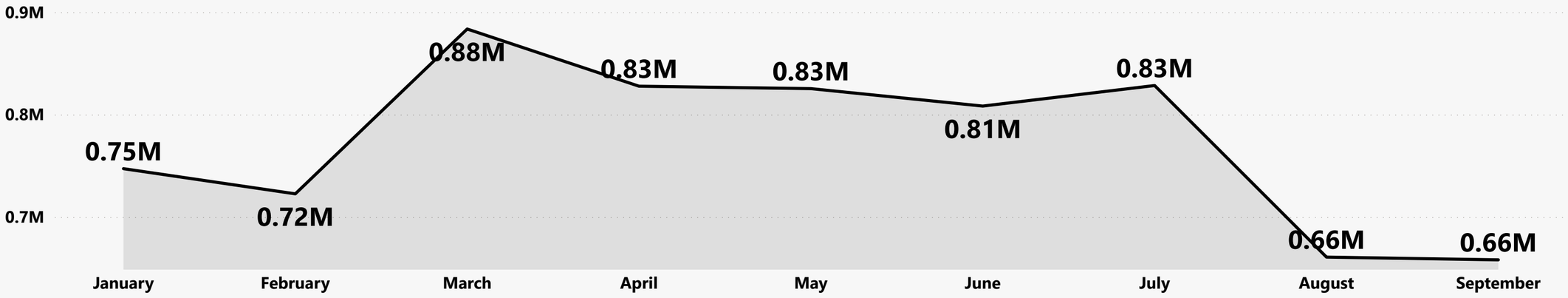
Year
2018

Month
All

Store_Loca...
All

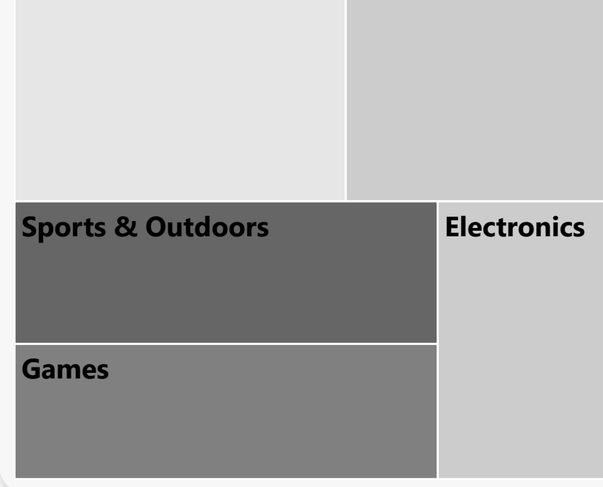
Clear Filter

Total sales by Month

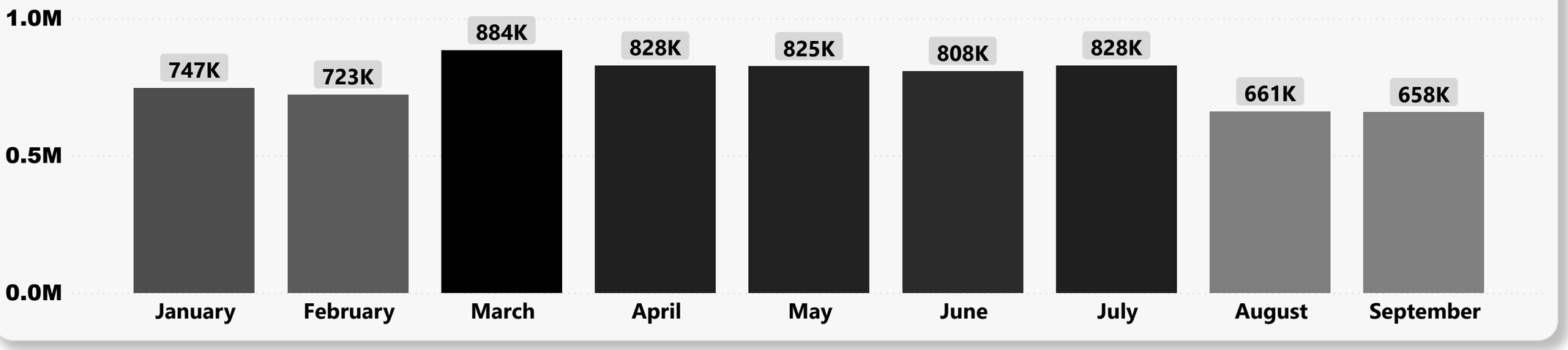


Store_Name	Total sales	YTD sales	LY YTd sales	MTD sales
Maven Toys Culiacan 1	148K	148K	73K	14K
Maven Toys Puebla 1	139K	139K	73K	15K
Maven Toys Monterrey 3	164K	164K	90K	14K
Maven Toys Zacatecas 1	119K	119K	73K	15K
Maven Toys Oaxaca 1	120K	120K	77K	11K
Maven Toys Ciudad Victoria 1	152K	152K	99K	15K
Maven Toys Guadalajara 1	135K	135K	88K	16K
Maven Toys Ciudad de Mexico 3	177K	177K	117K	18K
Maven Toys Durango 1	118K	118K	79K	13K
Total	6,962K	6,962K	5,320K	658K

Product Category



Total Sales



TOY STORY

- Overview
- Product
- Insights

Year: 2018

Store_Loca...: All

Clear Filter

Total sales	YTD Sales	LY YTD Sales	LY MTD Sales	MTD Sales
7.0M	7.0M	5.3M	585.8K	658.2K

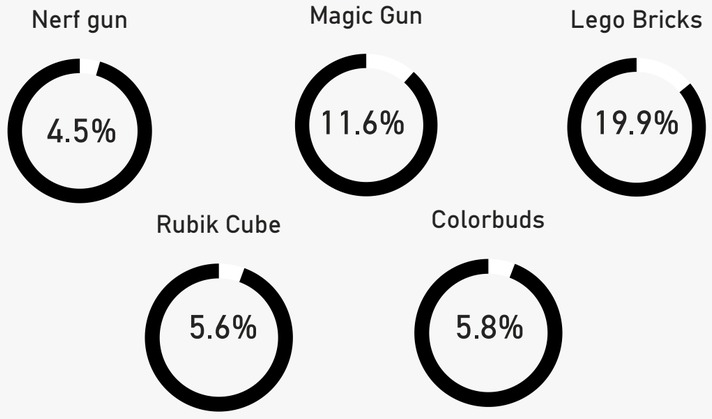
January | February | March | April | May | June | July

Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4

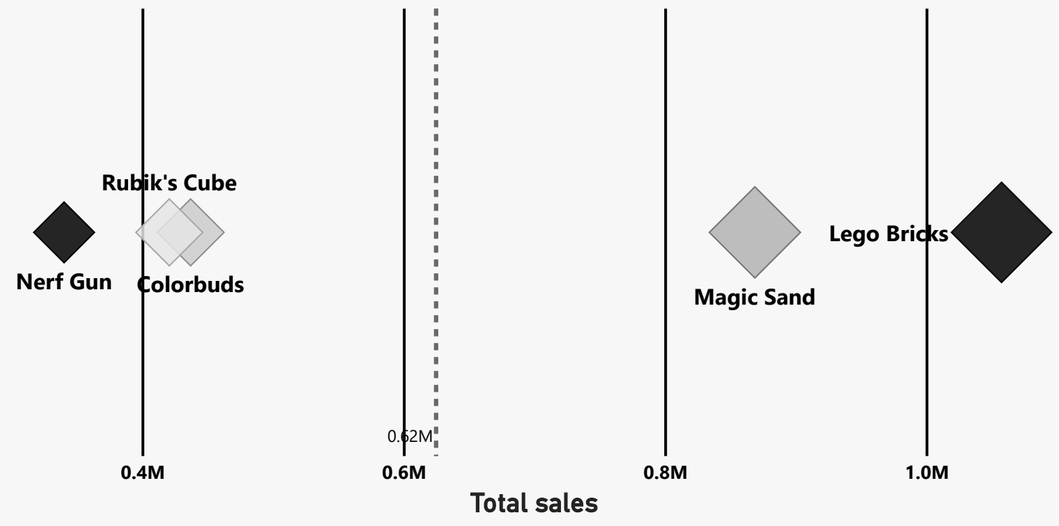
Store_Loc...	Product_C...	Product_N...	Store_City
Downtown	Toys	Lego Bricks	

Total sales 6.96M	Downtown 3.99M	Toys 1.34M	Lego Bricks 0.59M	Guanajuato 0.04M
	Commercial 1.55M	Art & Crafts 1.07M	Action Figu... 0.20M	Ciudad Vic... 0.03M
	Residential 0.78M	Sports & O... 0.60M	Dino Egg 0.18M	Cuidad de ... 0.03M

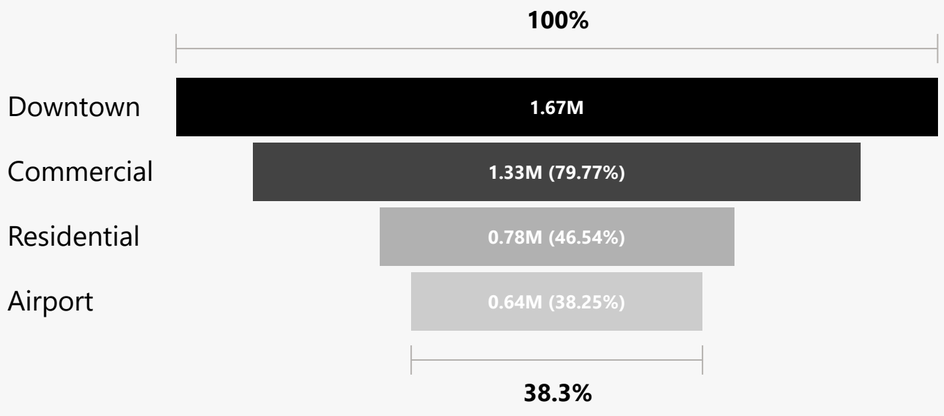
Top 5 products By Target%



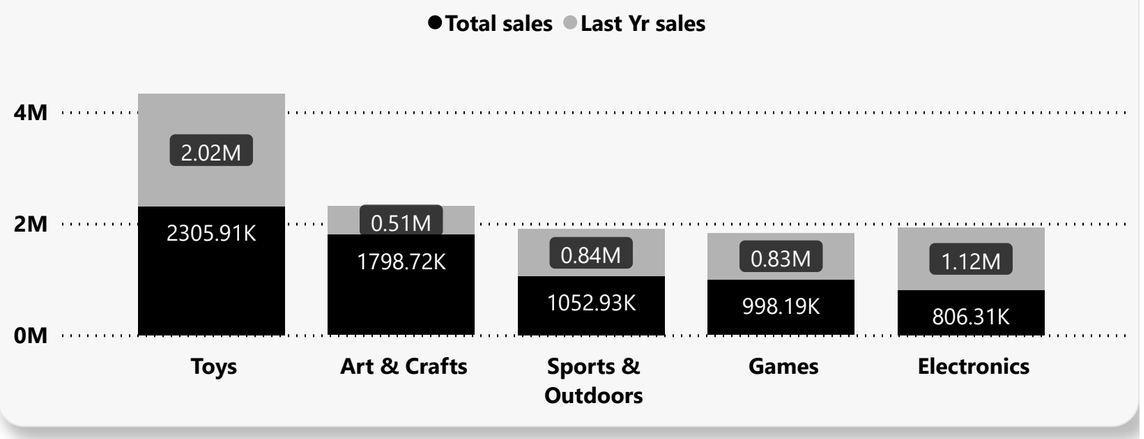
Total sales By Products



Sales By Store Location



Sales By Last Year By products



Overview

Product

Insights

Total sales

14.4M

YTD Sales

7.0M

LY YTD Sales

5.3M

LY MTD Sales

585.8K

MTD Sales

658.2K

Key Insights

*1.Toys had the highest total sales at **50,93,241.00,** which was **134.46%** higher than the **lowest** total sales of Sports & Outdoors at **21,72,359.57.***

•***Key point:** Toys **outperformed** all other product categories in terms of total sales.*

*2.**Leo Bricks** and **Colours Buds** were the **top-performing** products in both 2017 and 2018, generating **2.39M** and **1.56M** in sales, respectively.*

•***Key point:** These two products **consistently** performed well over time.*

*3.Nerf Gun, Rubik's Cube, and Magic Gun were among the top 5 products reached **maximum** sales target:-*

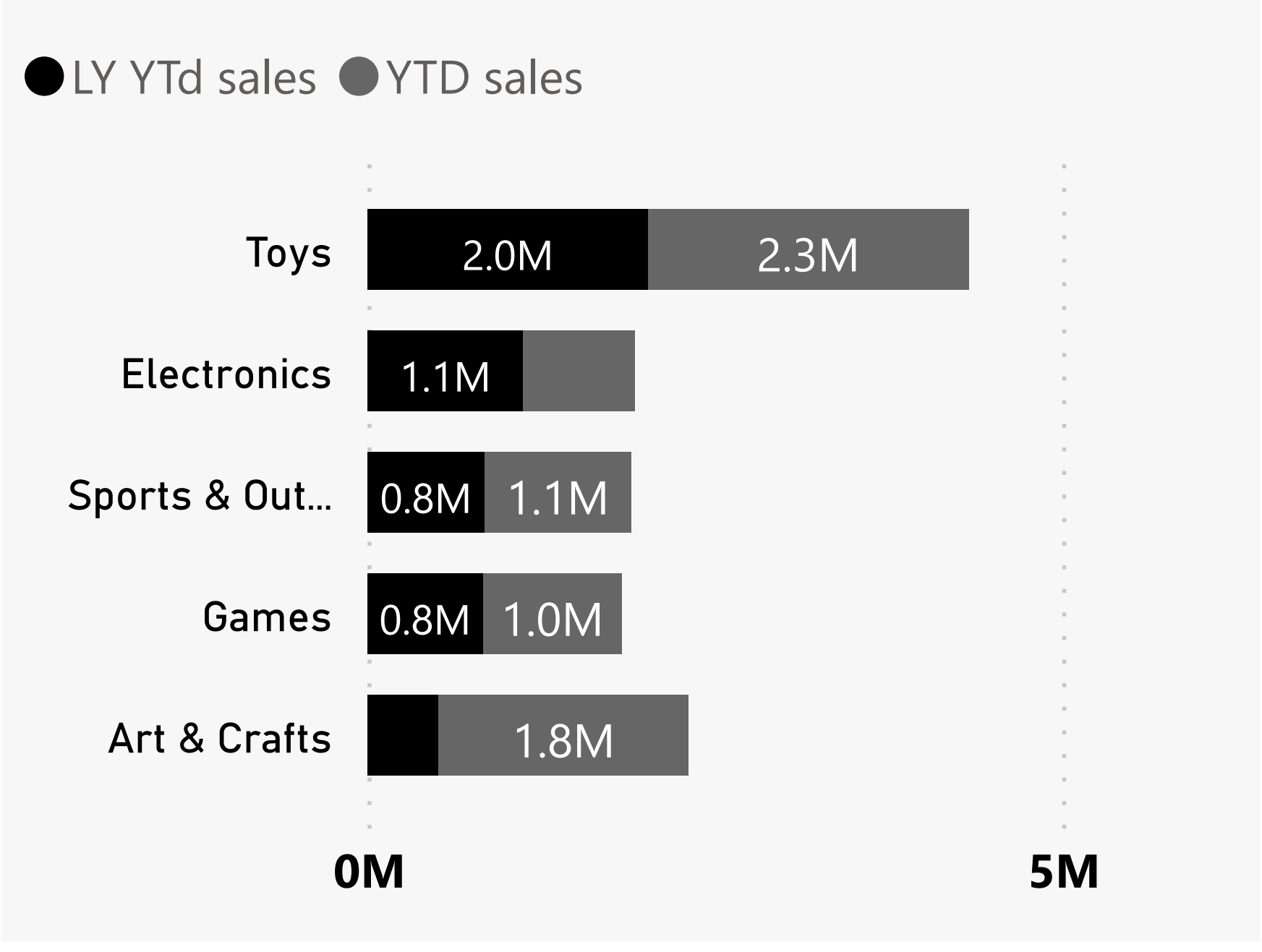
1) ***Nerf gun** has remaining **7.1%***
2) ***Rubik Cube** has remaining **12.2%***
3) ***Magic Gun** has remaining **12.9%***
4) ***Colours Buds** has remaining **20.9%***
5) ***Lego Buds** has remaining **31.9%***

•***Key point:** These products may require more **attention** and **improvement** to reach their full sales potential.*

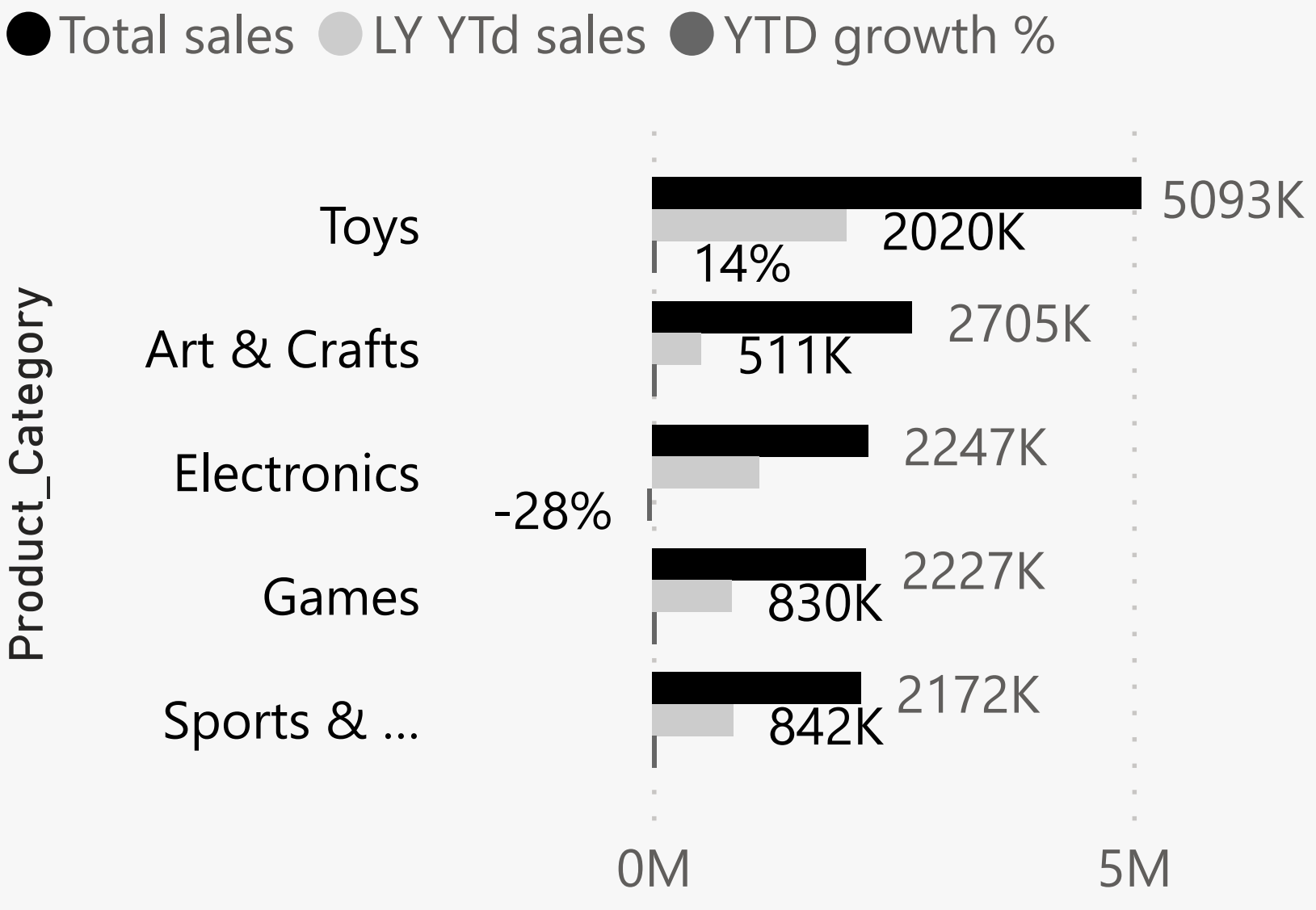
*4.Toys had the highest sales in the **Downtown location,** contributing to the highest sales value of **8.22M,** with **2.82M** in sales alone.*

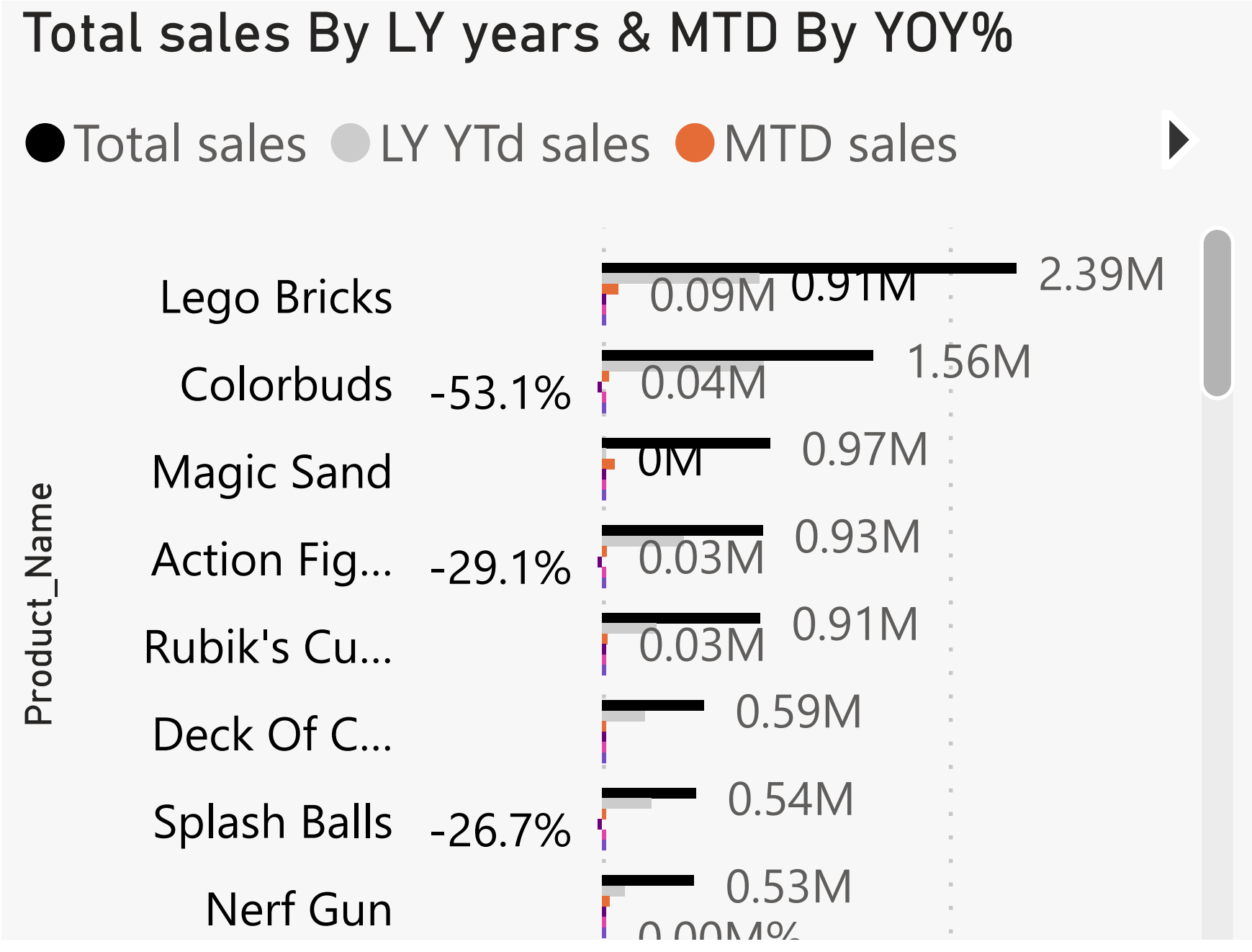
•***Key point:** The Downtown location was the **biggest sales source** for Toys.*

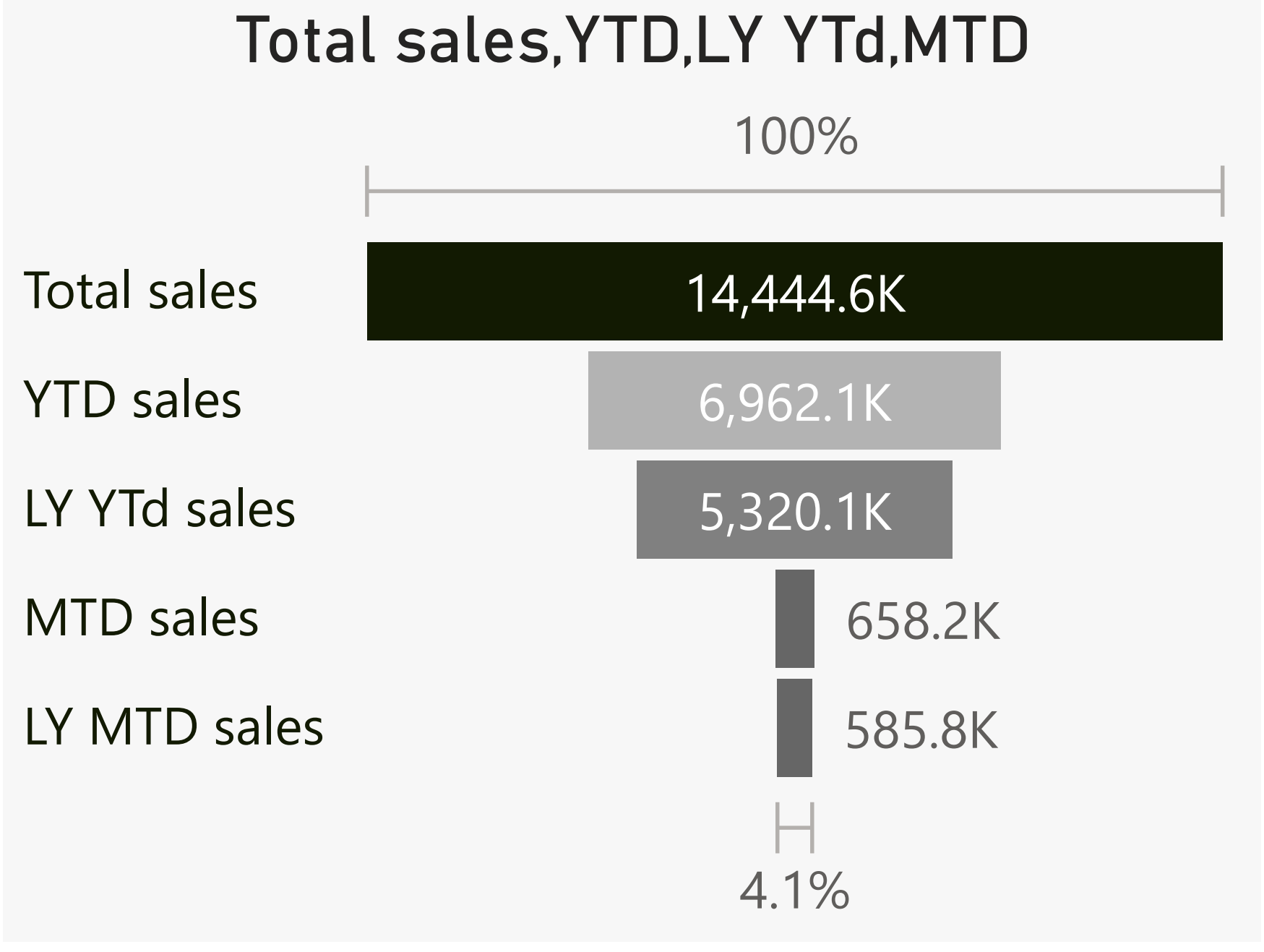
*5.Lego Bricks had the highest sales value in overall sales within the **Toy category**, whereas Mini Basket Balls Hoop, Chutes & Ladders, and Play Foam were some of the **bottom-***

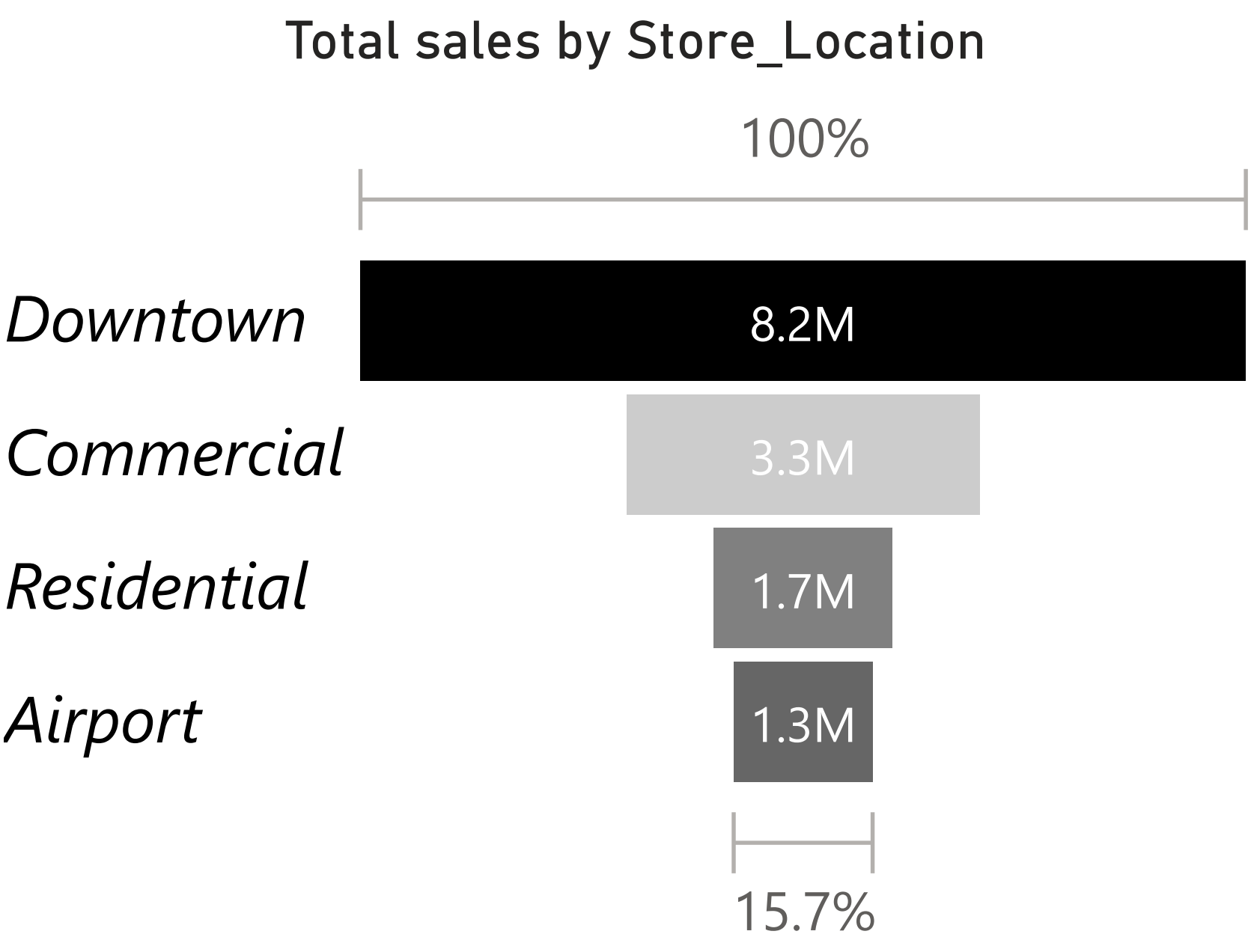

LY YTd sales
YTD sales
Toys
2.0M
2.3M
Electronics
1.1M
Sports & Out...
0.8M
1.1M
Games
0.8M
1.0M
Art & Crafts
1.8M
0M
5M

Sales By YTD growth By City




Total sales By LY years & MTD By YOY%
Total sales
LY YTd sales
MTD sales
Product_Name
Lego Bricks
Colorbuds
Magic Sand
Action Fig...
Rubik's Cu...
Deck Of C...
Splash Balls
Nerf Gun
-53.1%
-29.1%
-26.7%
0.09M
0.91M
2.39M
0.04M
1.56M
0M
0.97M
0.03M
0.93M
0.03M
0.91M
0.59M
0.54M
0.53M


Total sales,YTD,LY YTd,MTD
100%
Total sales
14,444.6K
YTD sales
6,962.1K
LY YTd sales
5,320.1K
MTD sales
658.2K
LY MTD sales
585.8K
4.1%


Total sales by Store_Location
100%
Downtown
8.2M
Commercial
3.3M
Residential
1.7M
Airport
1.3M
15.7%