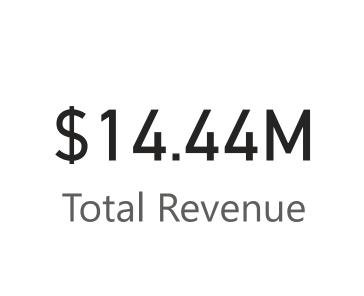
MAVENS TOY EXPANSION PLAN

Q1 2017 - Q3 2018

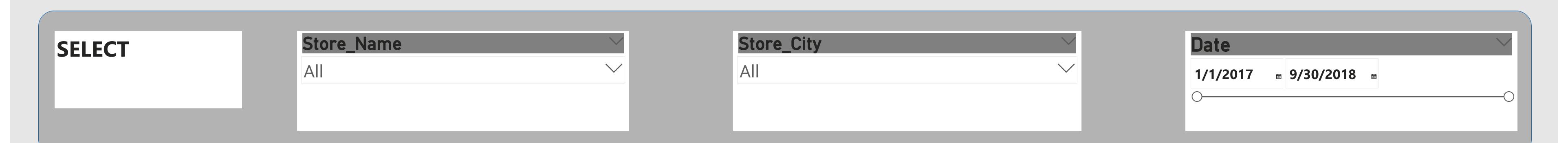


\$10.43M Total Cost **\$4.01M**Profit

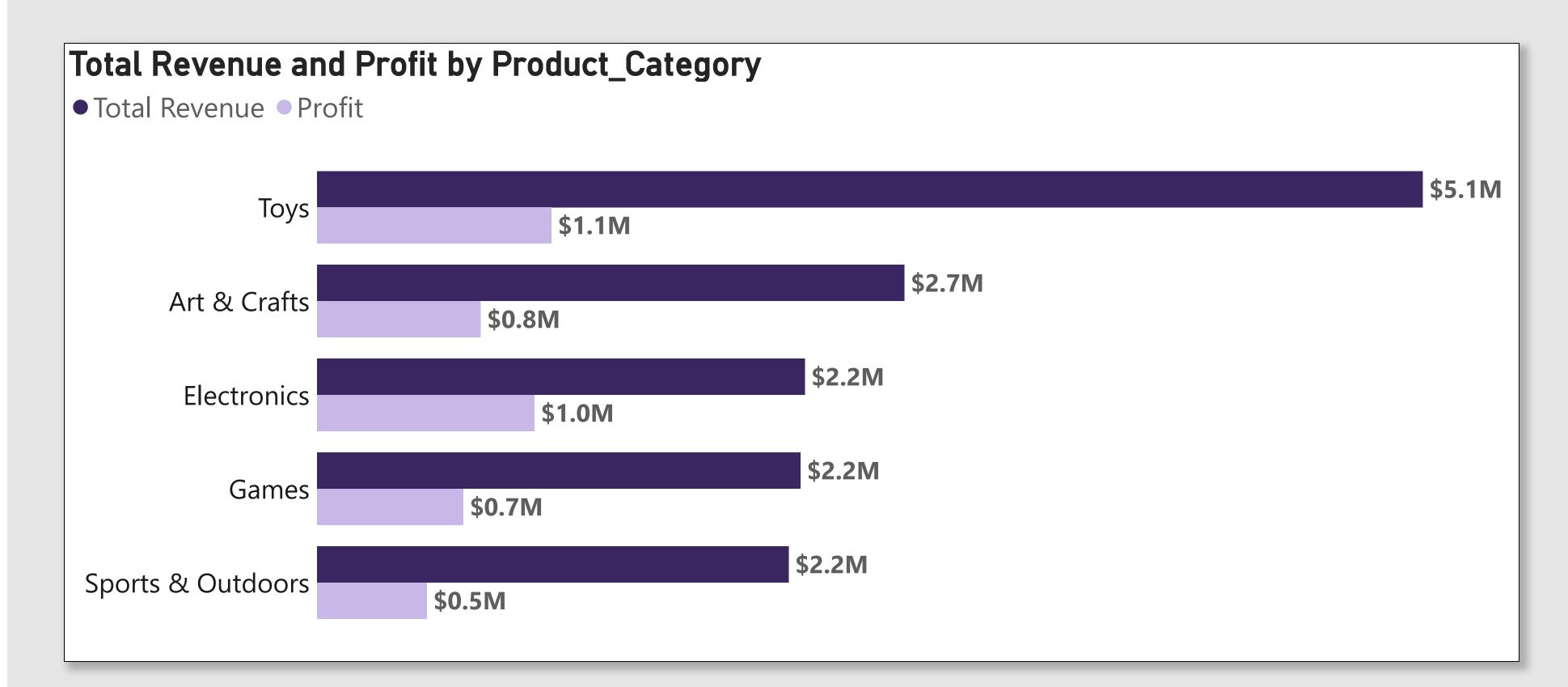
27.79%
Gross Profit Margin

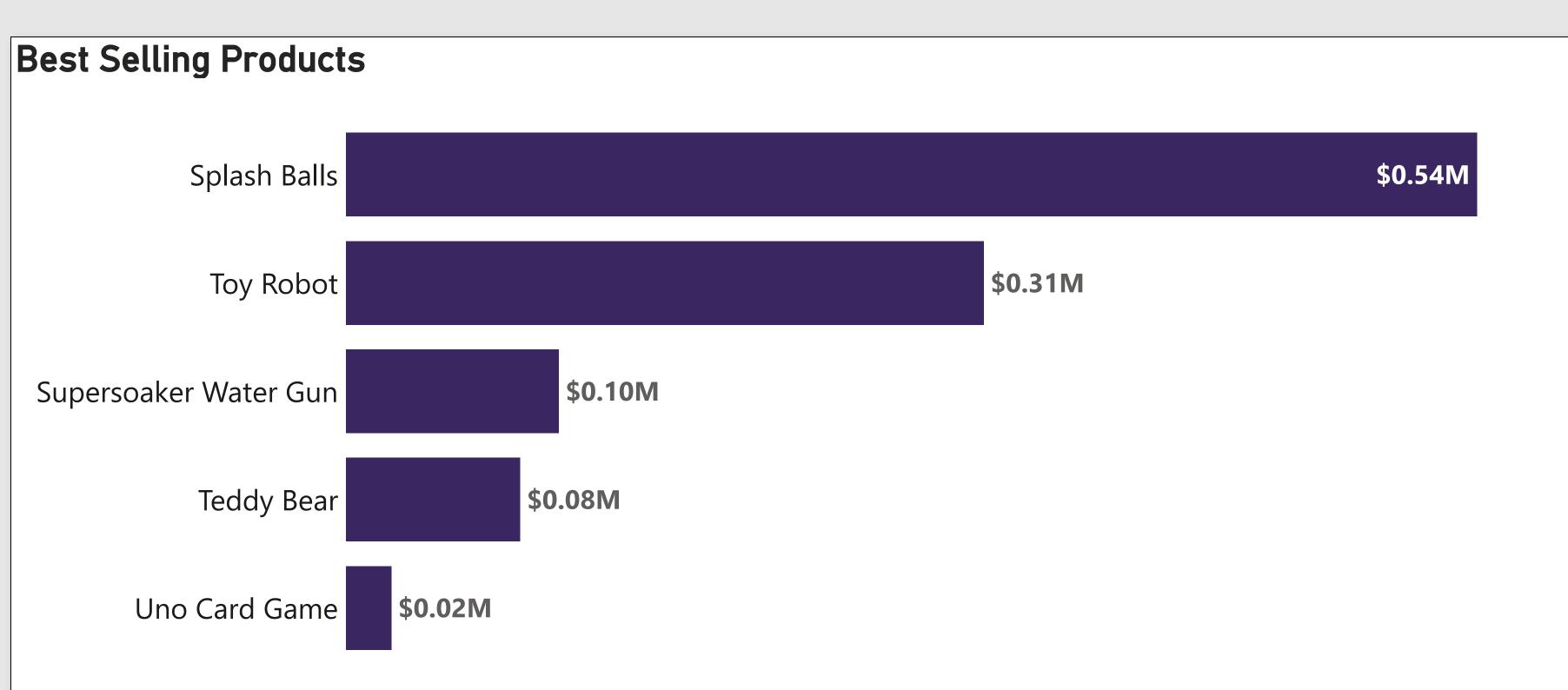
1M Sum of Units \$17.42

Average Transaction

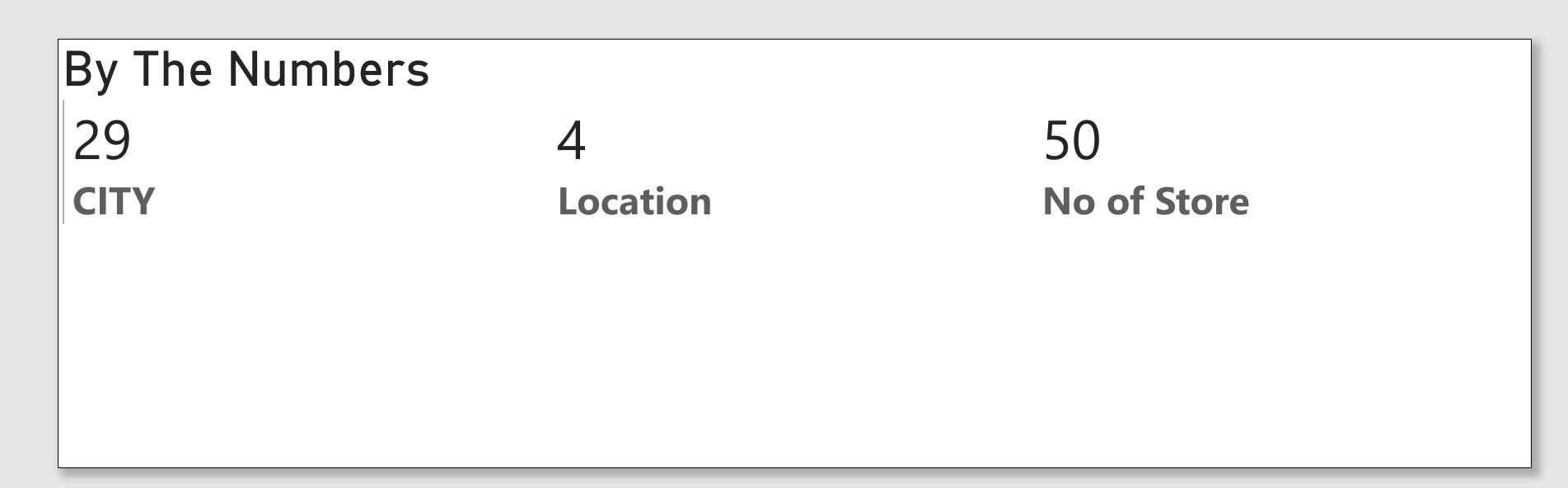


PRODUCT ANALYSIS

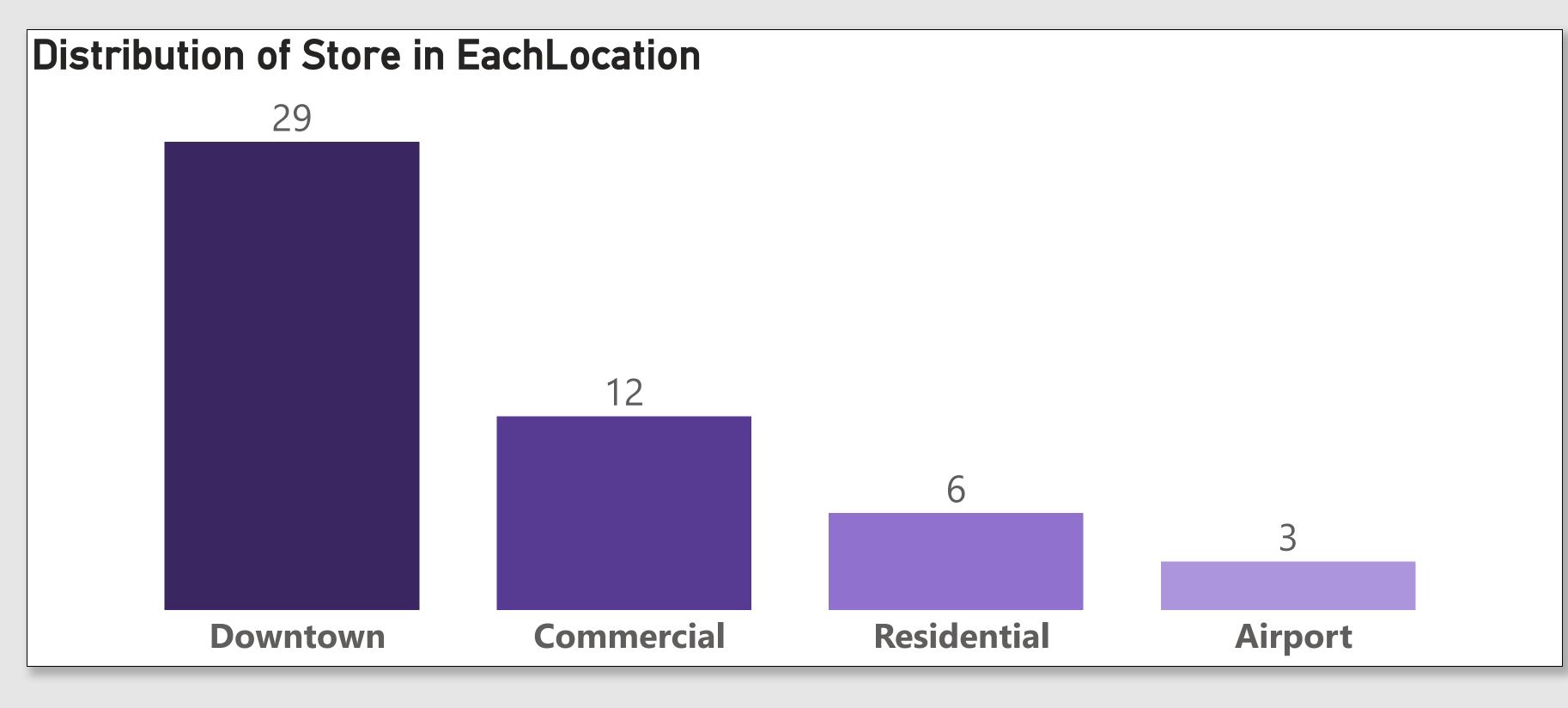




STORE LOCATION ANALYSIS

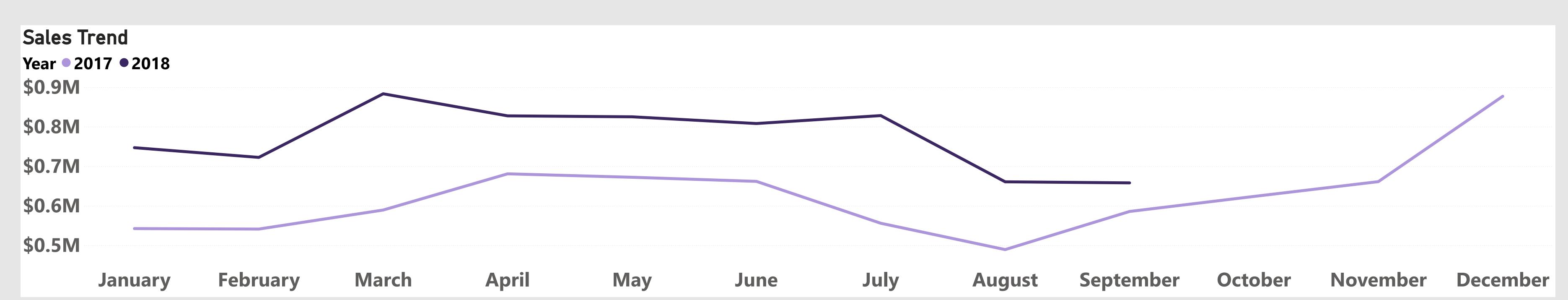


Store_City	Average Transaction
Cuidad de Mexico	\$18.18
Guadalajara	\$17.77
Monterrey	\$18.20
Total	\$18.06



Distribution of Store in EachLocation		
Store_Location	Avg Rev per Store	Average Transaction
Airport	\$429,907.5267	\$18.84
Commercial	\$273,261.6267	\$17.75
Downtown	\$283,434.3541	\$17.12
Residential	\$276,018.9967	\$17.27
Total	\$288,891.447	\$17.42

TIME SERIES ANALYSIS



RECCOMENDATION AND INSIGHTS



OPEN MORE STORES IN AIRPORT AND DOWNTOWN LOCATION

Airport with the least number of stores **3**, generate the highest average revenue per store outlet (\$**429,908**). Also on an average transaction customers spend \$2 less in store located in airport region compare to store in residential, downtown, commercial. **Downtown** generate the second largest average revenue per store with \$283,434.



STOCK UP ON TOYS & ART AND CRAFTS

Toy category is the best selling product category with over \$5M generated revenue. This can be attribute to sales of splash balls. Art and Crafts is the second best selling category with over \$2M revenue generated.



OFFER DISCOUNT IN FEB, AUG TO INCREASE REVENUE

August recorded the least revenue generated. Discount and promo can be offered during this month. Total revenue increase in **March** comparing tonthe previous years by \$294,030

ZULLY TOY EXPANSION

SALES AND PROFIT (JAN2017 -SEPT 2018

\$10.43M

Total Cost

\$4.01M

Profit

\$14.44M

Total Revenue

27.79%

Gross Profit Margin