

MAVENS TOY EXPANSION PLAN

Q1 2017 - Q3 2018



SELECT

Store_Name

All

Store_City

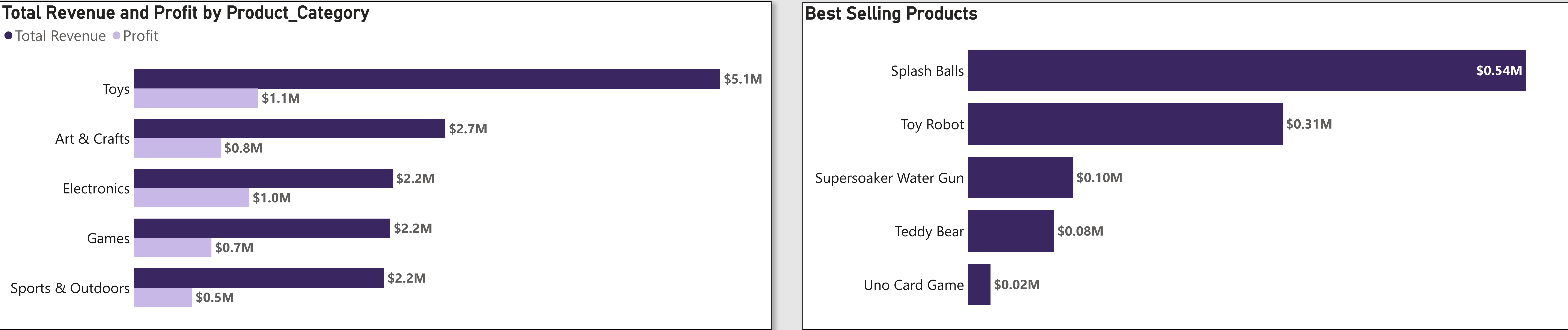
All

Date

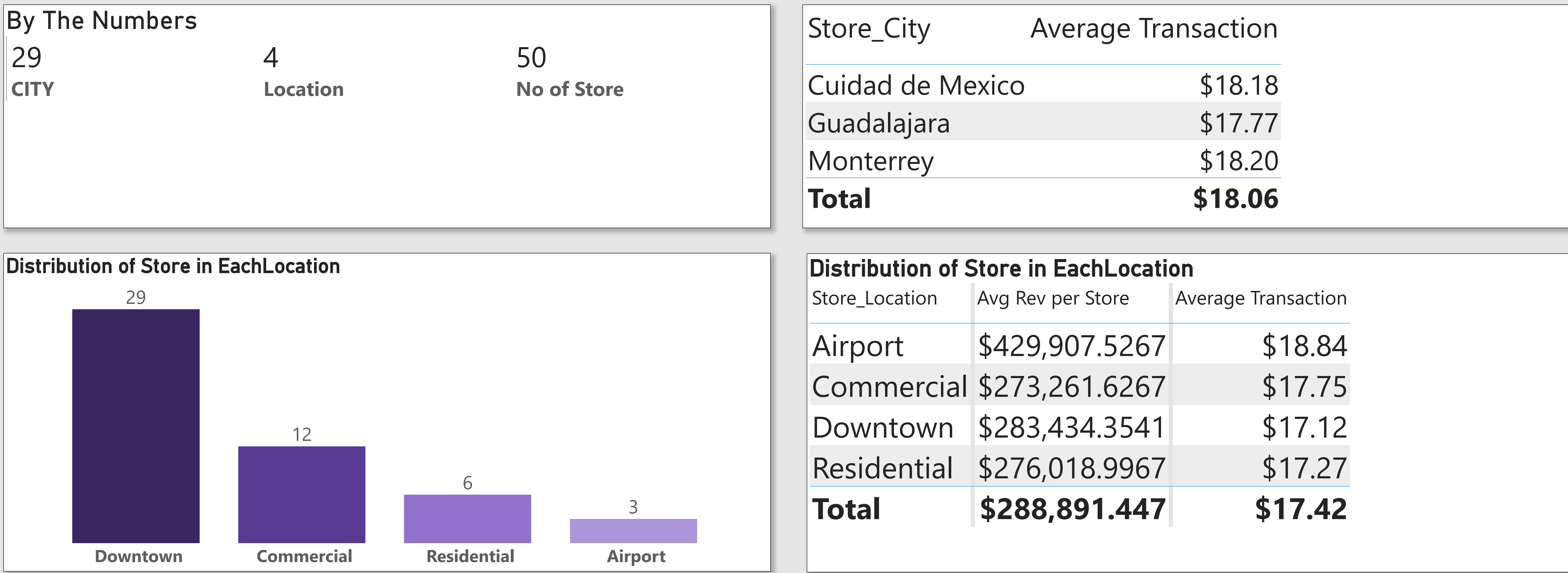
1/1/2017

9/30/2018

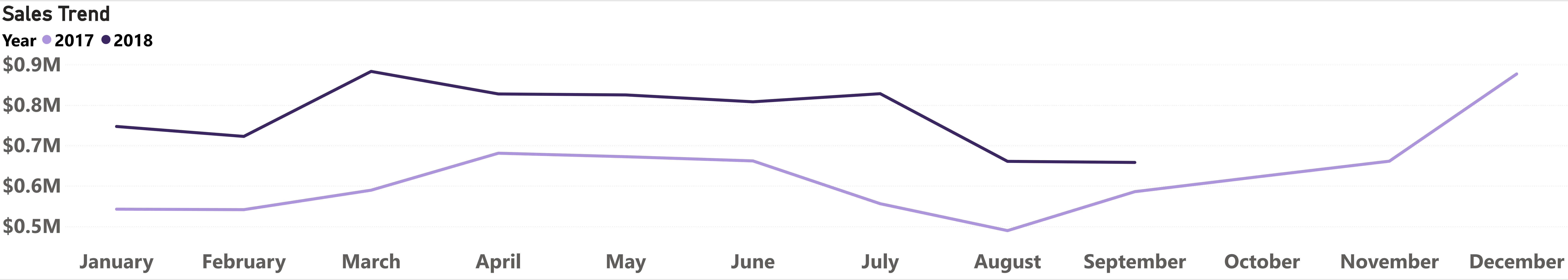
PRODUCT ANALYSIS



STORE LOCATION ANALYSIS



TIME SERIES ANALYSIS



RECCOMENDATION AND INSIGHTS

- 1

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.
- 2

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.
- 3

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