SALES PERFORMANCE DASHBOARD

Orders

2024	2023
24,920	24,945

-0.1%↓

Profit Margin %

2024	2023
33.73%	32.42%

4.04% ▲

104.04%

Market Share and Market Size by Category

Categories: Video Games, Vehicles, Infant Toys, Educational, Dolls, Building Blocks, Board Games, Arts & Crafts, Action Toys, Action Figures
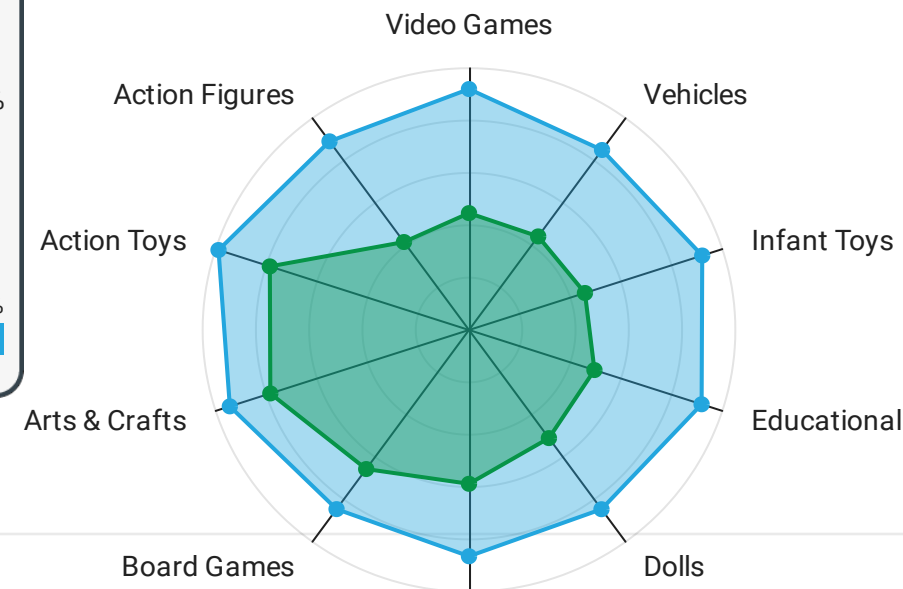
QoQ Sales

1	2
79.51%	55.57%

23.94%↑

Sales vs Target

sales	sales_target
11,763,301	9,309,095

26.36% ▲

126.36%

Sales Vs Targets
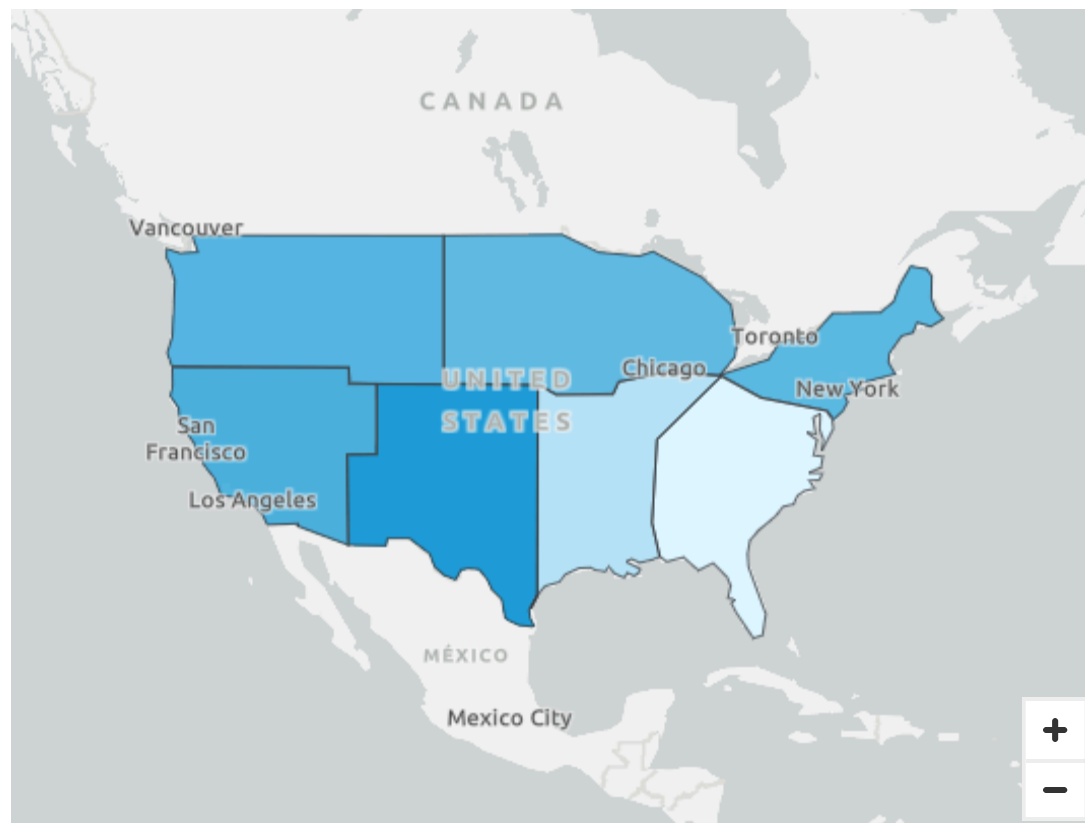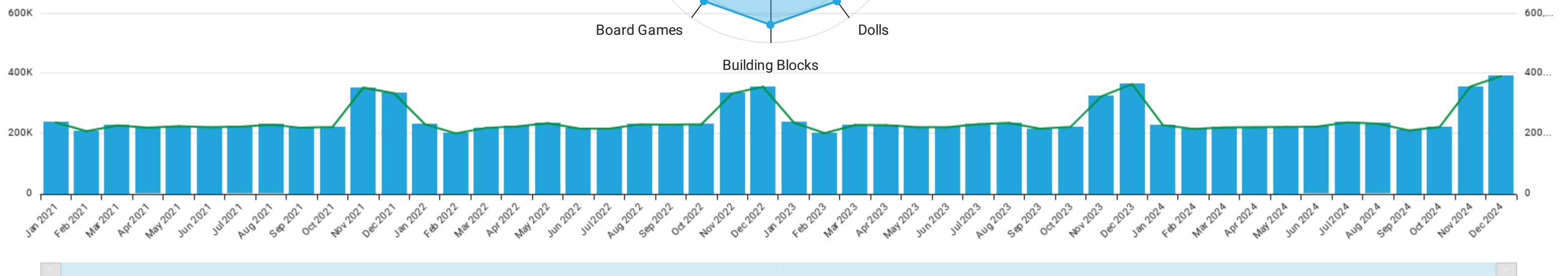
Current Year vs Last Year Sales by Category

Categories (top to bottom): Board Games, Educational, Dolls, Building Blocks, Arts & Crafts, Infant Toys, Action Toys, Video Games, Vehicles, Action Figures

Legend: ■ last_year_sales ■ current_year_sales
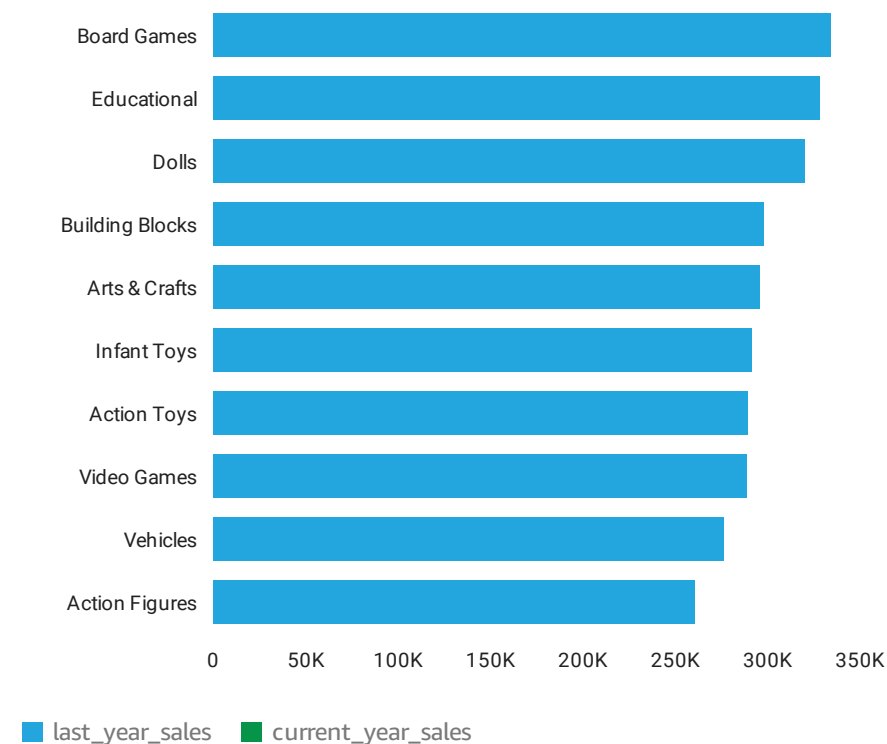
Sum of Sales by Age_group and Category

Age groups: 0-2, 3-5, 9-12, 6-8, 13+

Categories: Vehicles, Action Toys, Educational, Dolls, Board Games, Arts & Crafts, Video Games, Action Figures, Building Blocks, Infant Toys