

# Maven Toy Data Analysis



**The aim of this analysis was** to explore sales performance, inventory levels, and overall business performance across various stores to provide actionable insights

Here we have used 4 datasets

1) Sales

2) Inventory

3) Stores

4) Products



# 1. What is the total sales revenue generated by each store?

Limit to 50000 rows

```
2  ##1. What is the total sales revenue generated by each store?
3
4  • select stores.Store_Name, sum(products.Product_Price * sales.Units)
5    as sales_revenue
6  from sales left join stores on sales.Store_ID=stores.Store_ID
7  left join products on sales.Product_ID=products.Product_ID
8  group by stores.Store_Name;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

Store_Name	sales_revenue
Maven Toys Aguascalientes 1	1695.35
Maven Toys Puebla 2	1099.17
Maven Toys Mexicali 1	1082.10
Maven Toys Saltillo 2	1549.95
Maven Toys Puebla 3	1824.04
Maven Toys Guadalajara 1	1098.16
Maven Toys Toluca 2	948.13
Maven Toys Puebla 1	2264.25
Maven Toys Chihuahua 2	1638.74
Maven Toys Santiago 1	1172.19
Maven Toys Villahermosa 1	3247.53

Result Grid | Filter Rows: |

Store_Name	sales_revenue
Maven Toys Villahermosa 1	3247.53
Maven Toys Ciudad de Mexic...	1432.05
Maven Toys La Paz 1	842.34
Maven Toys Pachuca 1	896.32
Maven Toys Guadalajara 2	2436.39
Maven Toys Monterrey 3	1395.93
Maven Toys Guadalajara 3	3338.81
Maven Toys Saltillo 1	1977.97
Maven Toys Hermosillo 2	1221.81
Maven Toys Campeche 1	983.09
Maven Toys San Luis Potosi 1	1206.19
Maven Toys Morelia 1	1734.74
Maven Toys Xalapa 2	3780.24
Maven Toys Hermosillo 1	873.09
Maven Toys Ciudad Victoria 1	1985.06
Maven Toys Guadalajara 4	2023.45
Maven Toys Chihuahua 1	965.21
Maven Toys Guanajuato 3	2632.06
Maven Toys Chetumal 1	1461.98
Maven Toys Queretaro 2	755.40

Result 2 x

## 2. Which products are the top-selling in terms of units sold?

Top selling products are Colorbuds, Splash Balls, Lego Bricks, Dart gun, Deck of cards, Action Figure

```
13
14 • SELECT SUM(sales.Units) AS total_units, products.Product_Name
15     FROM sales
16     LEFT JOIN products ON sales.Product_ID = products.Product_ID
17     GROUP BY products.Product_Name
18     ORDER BY total_units DESC
19     LIMIT 0, 100;
20
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

total_units	Product_Name
1050	Colorbuds
651	Deck Of Cards
406	Action Figure
265	Lego Bricks
239	Splash Balls
218	Dino Egg
210	Dart Gun
187	PlayDoh Toolkit
182	Animal Figures
165	Kids Makeup Kit

Result 5 x

### 3. What is the sales performance by product category?

```
22 |  
23 • select products.Product_Category,SUM(sales.Units) AS sales_performace  
24 from sales left join products on sales.Product_ID=products.Product_ID  
25 group by products.Product_Category;  
26
```

Result Grid |   Filter Rows:  | Export:  | Wrap Cell Content: 

	Product_Category	sales_performace
▶	Games	1148
	Toys	1283
	Sports & Outdoors	803
	Art & Crafts	503
	Electronics	1164



## 4. What are the current inventory levels for each product at each store?

```
27 • select products.Product_Name,stores.Store_Name,  
28 inventory.Stock_On_Hand from inventory  
29 left join stores on inventory.Store_ID=stores.Store_ID  
30 left join products on inventory.Product_ID=products.Product_ID  
31 group by products.Product_Name,stores.Store_Name,inventory.Stock_On_Hand  
32 limit 0,1000;  
33
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

Product_Name	Store_Name	Stock_On_Hand
Action Figure	Maven Toys Guadalajara 1	27
Animal Figures	Maven Toys Guadalajara 1	0
Barrel O' Slime	Maven Toys Guadalajara 1	32
Chutes & Ladders	Maven Toys Guadalajara 1	6
Classic Dominoes	Maven Toys Guadalajara 1	0
Colorbuds	Maven Toys Guadalajara 1	79
Dart Gun	Maven Toys Guadalajara 1	5
Deck Of Cards	Maven Toys Guadalajara 1	63
Dino Egg	Maven Toys Guadalajara 1	12
Dinosaur Figures	Maven Toys Guadalajara 1	22

Result 1 x

Product_Name	Store_Name	Stock_On_Hand
Etch A Sketch	Maven Toys Guadalajara 1	19
Foam Disk Laun...	Maven Toys Guadalajara 1	3
Gamer Headpho...	Maven Toys Guadalajara 1	12
Glass Marbles	Maven Toys Guadalajara 1	3
Hot Wheels 5-Pack	Maven Toys Guadalajara 1	2
Jenga	Maven Toys Guadalajara 1	8
Kids Makeup Kit	Maven Toys Guadalajara 1	7
Lego Bricks	Maven Toys Guadalajara 1	11
Magic Sand	Maven Toys Guadalajara 1	25
Mini Basketball ...	Maven Toys Guadalajara 1	11
Mini Ping Pong Set	Maven Toys Guadalajara 1	21
Monopoly	Maven Toys Guadalajara 1	2
Mr. Potatohead	Maven Toys Guadalajara 1	1
Nerf Gun	Maven Toys Guadalajara 1	9
PlayDoh Can	Maven Toys Guadalajara 1	54
PlayDoh Playset	Maven Toys Guadalajara 1	13
PlayDoh Toolkit	Maven Toys Guadalajara 1	33
Playfoam	Maven Toys Guadalajara 1	10
Plush Pony	Maven Toys Guadalajara 1	4
Rubik's Cube	Maven Toys Guadalajara 1	44

Result 1 x

## 5. How do monthly sales trends vary across different stores?

```
33
34 #How do monthly sales trends vary across different stores?
35 • select stores.Store_Name,MONTHNAME(sales.Date),SUM(sales.Units) AS total_unit
36 from sales left join stores on sales.Store_ID=stores.Store_ID
37 group by stores.Store_Name,MONTHNAME(sales.Date)
38 limit 0,10000;
```

Result Grid |   Filter Rows:  | Export:  | Wrap Cell Content: 

Store_Name	MONTHNAME(sales.Date)	total_unit
Maven Toys Aguascalientes 1	January	165
Maven Toys Puebla 2	January	83
Maven Toys Mexicali 1	January	90
Maven Toys Saltillo 2	January	105
Maven Toys Puebla 3	January	96
Maven Toys Guadalajara 1	January	84
Maven Toys Toluca 2	January	87
Maven Toys Puebla 1	January	175
Maven Toys Chihuahua 2	January	126
Maven Toys Santiago 1	January	81
Maven Toys Villahermosa 1	January	147
Maven Toys Ciudad de Mexic...	January	95
Maven Toys La Paz 1	January	66
Maven Toys Pachuca 1	January	68
Maven Toys Guadalajara 2	January	161

Result Grid |   Filter Rows:  | Export:  | Wrap

Store_Name	MONTHNAME(sales.Date)	total_unit
Maven Toys Monterrey 3	January	107
Maven Toys Guadalajara 3	January	219
Maven Toys Saltillo 1	January	103
Maven Toys Hermosillo 2	January	119
Maven Toys Campeche 1	January	91
Maven Toys San Luis Potosi 1	January	81
Maven Toys Morelia 1	January	126
Maven Toys Xalapa 2	January	176
Maven Toys Hermosillo 1	January	91
Maven Toys Ciudad Victoria 1	January	94
Maven Toys Guadalajara 4	January	155
Maven Toys Chihuahua 1	January	79
Maven Toys Guanajuato 3	January	194
Maven Toys Chetumal 1	January	102
Maven Toys Guanajuato 2	January	51
Maven Toys Oaxaca 1	January	25
Maven Toys Monterrey 2	January	105
Maven Toys Monterrey 4	January	98
Maven Toys Culiacan 1	January	101
Maven Toys Hermosillo 3	January	76

## 6. Which stores have the highest and lowest sales performance?

Highest sales performance- Maven Toys Xalpa2, Lowest- Maven Toys Xalpa 2

```
71 • SELECT stores.Store_Name,  
72       SUM(products.Product_Price * sales.Units) AS total_revenue  
73 FROM sales  
74 LEFT JOIN stores ON sales.Store_ID = stores.Store_ID  
75 LEFT JOIN products ON sales.Product_ID = products.Product_ID  
76 GROUP BY stores.Store_Name  
77 ORDER BY total_revenue DESC  
78 LIMIT 0, 50000;
```

Store_Name	total_revenue
Maven Toys Xalapa 2	3780.24
Maven Toys Guadalajara 3	3338.81
Maven Toys Villahermosa 1	3247.53
Maven Toys Guanajuato 3	2632.06
Maven Toys Guadalajara 2	2436.39

```
71 • SELECT stores.Store_Name,  
72       SUM(products.Product_Price * sales.Units) AS total_revenue  
73 FROM sales  
74 LEFT JOIN stores ON sales.Store_ID = stores.Store_ID  
75 LEFT JOIN products ON sales.Product_ID = products.Product_ID  
76 GROUP BY stores.Store_Name  
77 ORDER BY total_revenue  
78 LIMIT 0, 50000;
```

Store_Name	total_revenue
Maven Toys Xalapa 1	282.79
Maven Toys Zacatecas 1	287.89
Maven Toys Oaxaca 1	333.75
Maven Toys Ciudad de Mexico 4	384.78
Maven Toys Chilpancingo 1	706.41
Maven Toys Guanajuato 2	766.49



## 7. What is the profit margin for each product?

```
74  ##What is the profit margin for each product?
75  •  select Product_Name,((Product_Price-Product_Cost)/Product_Cost)*100 as
76      profit_revenue
77      from products
78      order by profit_revenue;
```

Result Grid |   Filter Rows:  | Export:  | Wrap Cell Content: 

Product_Name	profit_revenue
Dino Egg	10.010010
Rubik's Cube	11.117287
Splash Balls	12.515645
Lego Bricks	14.289797
Magic Sand	14.295926
Teddy Bear	18.198362
PlayDoh Playset	19.056694
Toy Robot	23.820867
Supersoaker Water Gun	25.020851
Classic Dominoes	25.031289
PlayDoh Toolkit	25.062657
Animal Figures	30.030030
Chutes & Ladders	30.030030
Nerf Gun	33.355570
Dart Gun	33.361134
Foam Disk Launcher	33.370412
Dinosaur Figures	36.396724
Gamer Headphones	40.026684
Monopoly	42.887777

## 8. How are sales distributed across different cities?

```
81 • select stores.Store_City, sum(sales.Units * products.Product_Price) from
82 sales left join products on sales.Product_ID=products.Product_ID
83 left join stores on sales.Store_ID=stores.Store_ID
84 group by stores.Store_City;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

Store_City	sum(sales.Units * products.Product_Price)
Aguascalientes	1695.35
Puebla	5187.46
Mexicali	2326.31
Saltillo	3527.92
Guadalajara	8896.81
Toluca	2378.05
Chihuahua	2603.95
Santiago	1172.19
Villahermosa	3247.53
Ciudad de Mexico	5865.40
La Paz	842.34
Pachuca	896.32
Monterrey	5200.52
Hermosillo	3282.14
Campeche	1820.49
San Luis Potosi	1206.19
Morelia	1734.74
Xalapa	4063.03

Result 4 x

## 9. Which products are out of stock in each store?

```
85  ##Which products are out of stock in each store
86  •  select products.Product_Name from inventory
87  left join products on products.Product_ID=inventory.Product_ID
88  where inventory.Stock_On_Hand=0;
89  ##How do sales vary by specific dates?
```

Result Grid |   Filter Rows:  | Export:  | Wrap Cell Content: 

Product_Name
Animal Figures
Classic Dominoes
Toy Robot
Action Figure
Dino Egg
Etch A Sketch
Hot Wheels 5-Pack
Plush Pony
Toy Robot
Etch A Sketch
Foam Disk Launcher
Hot Wheels 5-Pack
Mini Ping Pong Set
Playfoam
Action Figure
Dino Egg
Playfoam
Dino Egg
Gamer Headphones

Result 5 x

Result Grid |   Filter

Product_Name
Glass Marbles
Hot Wheels 5-Pack
Mini Ping Pong Set
Action Figure
Dino Egg
Etch A Sketch
Foam Disk Launcher
Playfoam
Hot Wheels 5-Pack
Mini Ping Pong Set
Plush Pony
Foam Disk Launcher
Playfoam
Playfoam
Etch A Sketch
Hot Wheels 5-Pack
Teddy Bear
Mini Ping Pong Set
Barrel O' Slime

## 10.How do sales vary by specific dates?

```
SELECT
    sales.date,
    SUM(sales.Units * products.Product_Price) AS total_sales,
    products.Product_Name
FROM
    sales
LEFT JOIN
    products ON sales.Product_ID = products.Product_ID
GROUP BY
    sales.date,
    products.Product_Name
LIMIT 0, 1000;
```

Result Grid			
Filter Rows:			
	date	total_sales	Product_Name
▶	2017-01-01	220.83	Chutes & Ladders
	2017-01-01	1391.13	Action Figure
	2017-01-01	2600.28	Deck Of Cards
	2017-01-01	495.69	Dart Gun
	2017-01-01	3439.14	Lego Bricks
	2017-01-01	791.12	Splash Balls
	2017-01-01	909.30	Animal Figures
	2017-01-01	509.49	Mini Ping Pong Set
	2017-01-01	1077.02	Dino Egg
	2017-01-01	1459.27	Nerf Gun
	2017-01-01	134.73	PlayDoh Toolkit
	2017-01-01	649.74	Mini Basketball H...
	2017-01-01	231.71	Uno Card Game
	2017-01-01	1481.43	Toy Robot
	2017-01-01	2203.53	Colorbuds
	2017-01-01	373.66	Glass Marbles
	2017-01-01	249.75	Classic Dominoes
	2017-01-01	759.62	Rubik's Cube
	2017-01-01	298.77	Teddy Bear
	2017-01-01	679.66	Monopoly

## 11. What is the average cost of products in each category?

```
105 • SELECT Product_Category, avg(Product_Cost) from products
106     group by Product_Category;
107
```

Result Grid



Filter Rows:

Export:



Wrap Cell Content:





	Product_Category	avg(Product_Cost)
▶	Toys	11.656667
	Art & Crafts	8.990000
	Games	8.365000
	Electronics	14.323333
	Sports & Outdoors	10.275714



## 12. What is the sales growth over time for the entire company?

```
109 • select sales.Date, sum(products.Product_Price*sales.Units)
110      as sales_growth
111      from sales left join products on sales.Product_ID=products.Product_ID
112      group by sales.date;
113
```

<		
Result Grid		
Filter Rows: <input type="text"/>		
Export:  Wrap Cell Content: 		
	Date	sales_growth
▶	2017-01-01	21076.15
	2017-01-02	19750.94
	2017-01-03	11759.50
	2017-01-04	14814.40
	2017-01-05	4471.00

## 13. How does the store open date affect sales performance?

```
117 • SELECT stores.Store_Open_Date, stores.Store_Name,  
118      SUM(sales.Units * products.Product_Price) as sales_performance  
119 FROM sales  
120 LEFT JOIN stores ON sales.Store_ID = stores.Store_ID  
121 LEFT JOIN products ON sales.Product_ID = products.Product_ID  
122 GROUP BY stores.Store_Open_Date, stores.Store_Name  
123 LIMIT 0, 50000;  
124
```

Result Grid |   Filter Rows:  | Export:  | Wrap Cell Content: 

	Store_Open_Date	Store_Name	sales_performance
▶	2010-07-31	Maven Toys Aguascalientes 1	1695.35
	2011-04-01	Maven Toys Puebla 2	1099.17
	2003-12-13	Maven Toys Mexicali 1	1082.10
	2016-03-23	Maven Toys Saltillo 2	1549.95
	2014-12-27	Maven Toys Puebla 3	1824.04
	1992-09-18	Maven Toys Guadalajara 1	1098.16
	2014-05-27	Maven Toys Toluca 2	948.13
	2008-12-16	Maven Toys Puebla 1	2264.25
	2014-03-18	Maven Toys Chihuahua 2	1638.74
	2009-11-23	Maven Toys Santiago 1	1172.19
	2013-06-07	Maven Toys Villahermosa 1	3247.53
	2013-11-28	Maven Toys Ciudad de Mexic...	1432.05
	2001-05-31	Maven Toys La Paz 1	842.34
	2004-10-14	Maven Toys Pachuca 1	896.32
	1999-12-27	Maven Toys Guadalajara 2	2436.39

## 14. What percentage of total sales does each store contribute?

```
136 • SELECT Store_Name,  
137         SUM(sales_performance) / (SELECT SUM(sales_performance) FROM t10)  
138     AS sales_ratio  
139 FROM t10  
140 GROUP BY Store_Name  
141 LIMIT 50000;  
142 ##How do sales compare to current stock levels for each product?
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

Store_Name	sales_ratio
Maven Toys Aguascalientes 1	0.023588
Maven Toys Puebla 2	0.015293
Maven Toys Mexicali 1	0.015056
Maven Toys Saltillo 2	0.021565
Maven Toys Puebla 3	0.025379
Maven Toys Guadalajara 1	0.015279
Maven Toys Toluca 2	0.013192
Maven Toys Puebla 1	0.031504
Maven Toys Chihuahua 2	0.022801
Maven Toys Santiago 1	0.016309
Maven Toys Villahermosa 1	0.045185
Maven Toys Ciudad de Mexic...	0.019925
Maven Toys La Paz 1	0.011720
Maven Toys Pachuca 1	0.012471
Maven Toys Guadalajara 2	0.033899
Maven Toys Monterrey 2	0.010422

Result 12 x

