Maven Toy Data Analysis

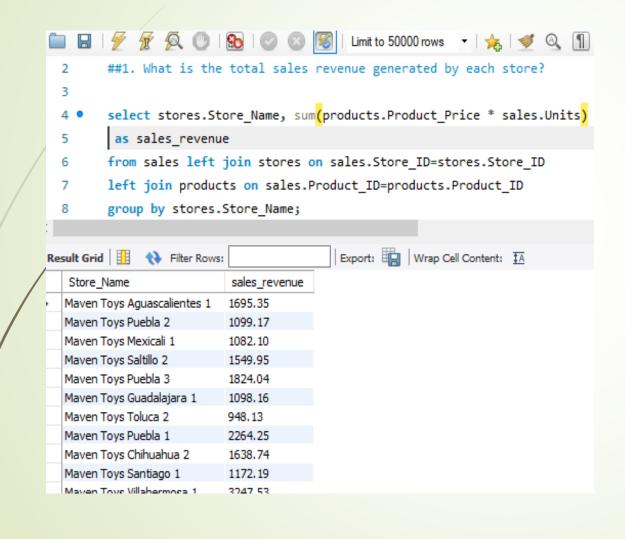


The aim of this analysis was to exploresales performance, inventory levels, andoverall business performance across various stores to provide actionableinsights

Here we have used 4 datasets

- 1)Sales
- 2)Inventory
- 3)Stores
- 4)Products

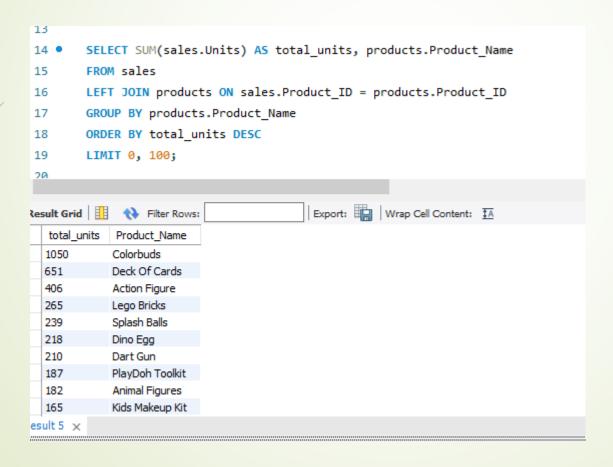
1. What is the total sales revenue generated by each store?



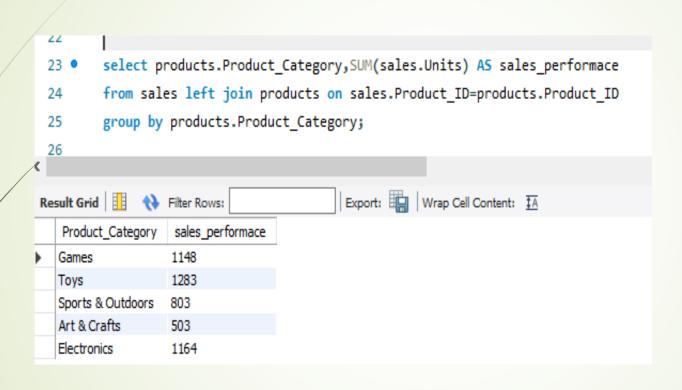
Result Grid 1			
Store_Name	sales_revenue		
Maven Toys Villahermosa 1	3247.53		
Maven Toys Ciudad de Mexic	1432.05		
Maven Toys La Paz 1	842.34		
Maven Toys Pachuca 1	896.32		
Maven Toys Guadalajara 2	2436.39		
Maven Toys Monterrey 3	1395.93		
Maven Toys Guadalajara 3	3338.81		
Maven Toys Saltillo 1	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		
Mayon Toyo Cuanajuato 2	766 40		
Result 2 ×			

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

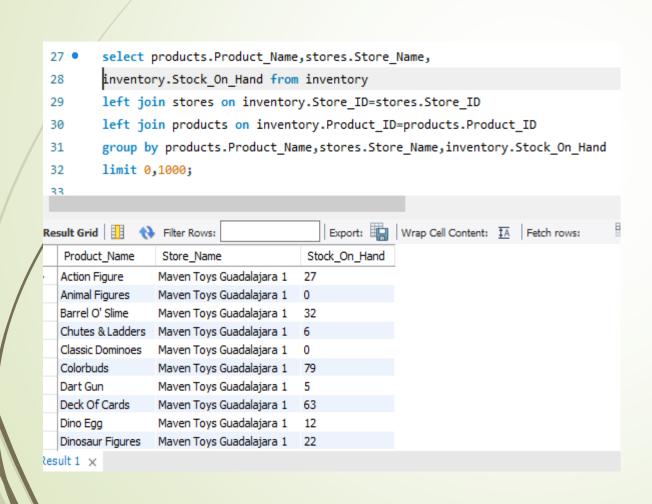
Top sellings products are Colorbuds, Splash Balls, Lego Bricks, Dart gun, Deck of cards, Action Figure



3. What is the sales performance by product category?

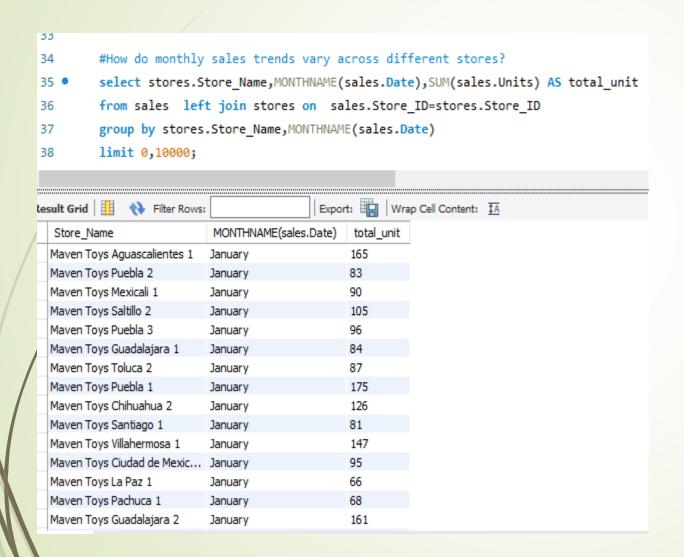


4. What are the current inventory levels for each product at each store?



<		
Result Grid	Filter Rows:	Export:
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 ×		

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



Result Grid	Expor	t: 📳 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?

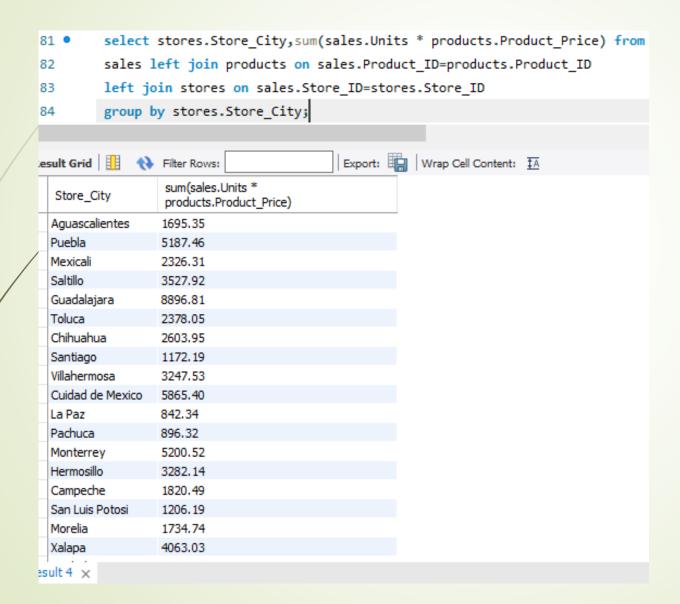
Highest sales performance- Maven Toys Xalpa2, Lowest- Maven Toys Xalpa 2

```
71 •
          SELECT stores. Store Name,
                                                                                      71 •
                                                                                               SELECT stores.Store Name,
                                                                                                     SUM(products.Product_Price * sales.Units) AS total revenue
                SUM(products.Product_Price * sales.Units) AS total revenue
72
                                                                                              FROM sales
         FROM sales
73
                                                                                              LEFT JOIN stores ON sales.Store ID = stores.Store_ID
         LEFT JOIN stores ON sales. Store ID = stores. Store ID
74
                                                                                              LEFT JOIN products ON sales.Product ID = products.Product ID
                                                                                      75
         LEFT JOIN products ON sales.Product ID = products.Product ID
                                                                                              GROUP BY stores.Store Name
                                                                                      76
         GROUP BY stores.Store Name
                                                                                              ORDER BY total revenue
                                                                                      77
77
         ORDER BY total revenue DESC
                                                                                              LIMIT 0, 50000;
         LIMIT 0, 50000;
78
                                                                                                                                 Export: Wrap Cell Content: 1A
                                                                                    Result Grid Filter Rows:
                                            Export: Wrap Cell Content: $\frac{1}{4}
Result Grid Filter Rows:
                                                                                        Store Name
                                                                                                                   total_revenue
                              total revenue
   Store Name
                                                                                       Maven Toys Xalapa 1
                                                                                                                  282,79
  Maven Toys Xalapa 2
                             3780.24
                                                                                       Maven Toys Zacatecas 1
                                                                                                                  287.89
  Maven Toys Guadalajara 3
                             3338.81
                                                                                       Maven Toys Oaxaca 1
                                                                                                                  333.75
                                                                                       Maven Toys Ciudad de Mexico 4
                                                                                                                  384.78
  Maven Toys Villahermosa 1
                             3247.53
                                                                                       Maven Toys Chilpancingo 1
                                                                                                                  706.41
                             2632.06
  Maven Toys Guanajuato 3
                                                                                       Maven Toys Guanajuato 2
                                                                                                                  766,49
  Maven Toys Guadalajara 2
                             2436.39
```

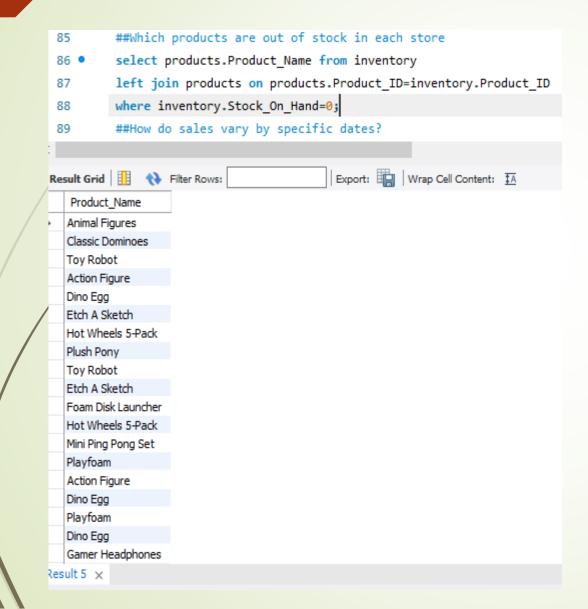
7. What is the profit margin for each product?

74 ##What is	the profit mar	gin for each	prod	duct?	
75 • select Pro	duct Name,((Pr	oduct Price-F	rodu	uct Cost)/Produ	ict_Cost)*100 as
76 profit rev	_	_		_ /	_ /
/77 from produ					
78 order by p	rofit_revenue;				
sult Grid 📗 🙌 Filte	er Rows:	Export:		Wrap Cell Content:	<u>‡A</u>
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				
suite of the					

8. How are sales distributed across different cities?



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



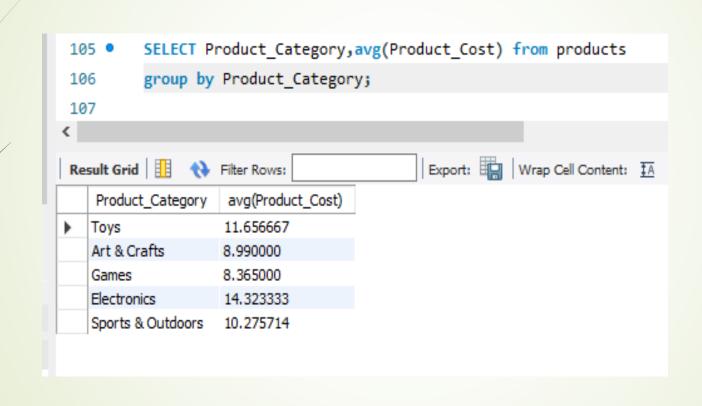


10. How do sales vary by specific dates?

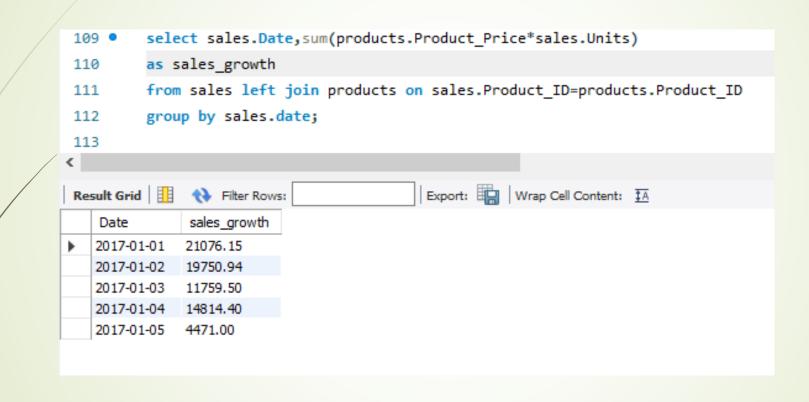
```
SELECT
    sales.date,
    SUM(sales.Units * products.Product_Price) AS total_sales,
    products.Product_Name
FROM
    sales
LEFT JOIN
    products ON sales.Product_ID = products.Product_ID
GROUP BY
    sales.date,
    products.Product_Name
LIMIT 0, 1000;
```

Re	Result Grid H		
	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

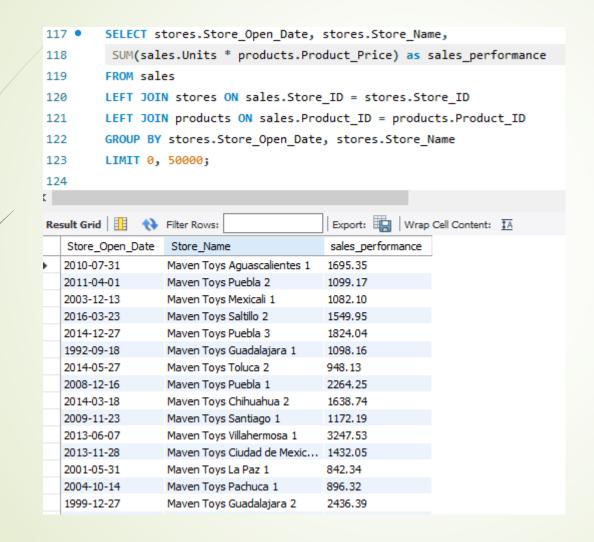
11. What is the average cost of products in each category?



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



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



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

