



# Sales Performance Dashboard

Store\_City  
All

Year  
All

Sales  
Performance

Inventory  
management

performance

Insights and  
Recommendation

\$14M

Revenue

1M

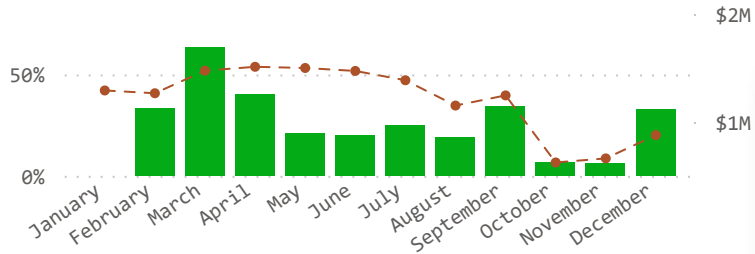
Units Sold

\$17.42

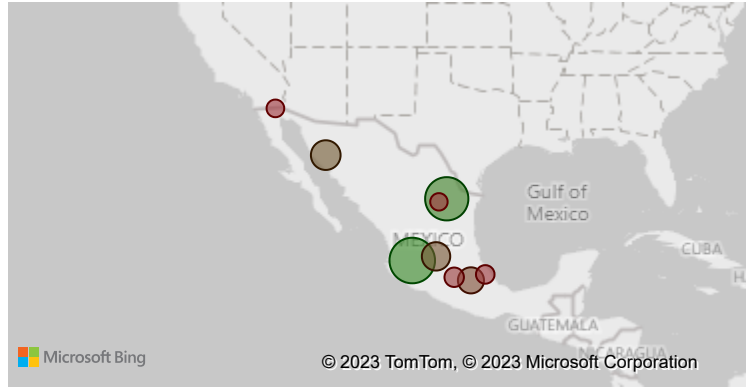
Avg. Trans. Val

## Sales Trend

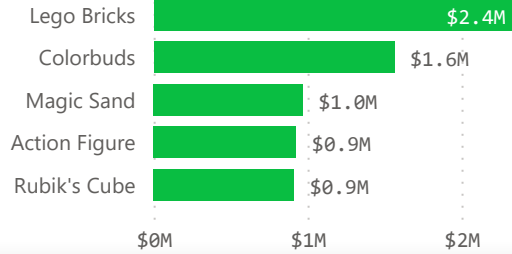
MOM Revenue



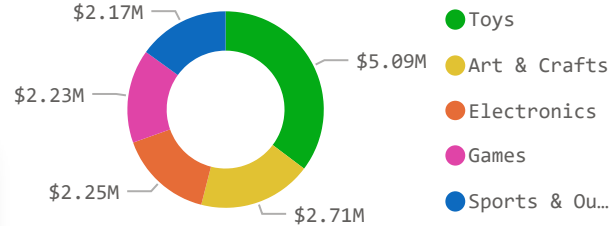
## Sales Performance by by Store\_City



## Revenue by Product\_Name

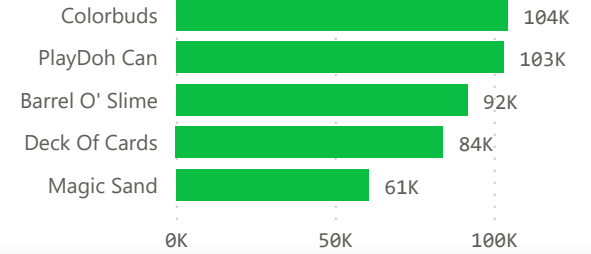


## Revenue by Product\_Category

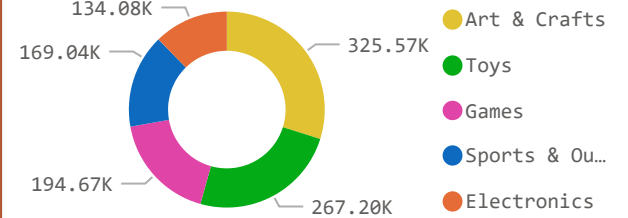


Day Name	Revenue	Units Sold
Sunday	\$2,860,194	218,549
Saturday	\$2,750,302	211,574
Friday	\$2,183,642	165,121
Monday	\$1,749,744	129,800
Thursday	\$1,732,069	129,841
Wednesday	\$1,637,492	121,981
Tuesday	\$1,531,130	113,699

## Units Sold by Product\_Name



## Units Sold by Product\_Category



## General Sales Overview:

The business has accumulated \$14million in total revenue by selling approximately one million units. Each transaction, on average, contributes about \$17.42 to this sum.

## Product Insights:

Lego bricks, color buds, and magic sand



# Inventory Management Dashboard

Sales Performance

Inventory management

performance

Insights and Recommendation

21M

Stock on Hand

3.84%

OutOfStockRate

32K

OutOfStocktimes

45.6K

StockTurnoverRate

Month

All

Store\_Location

All

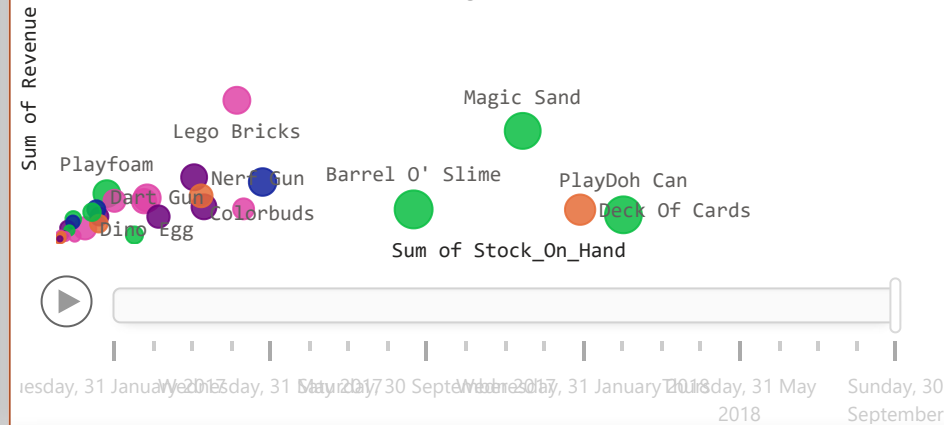
Year

2017

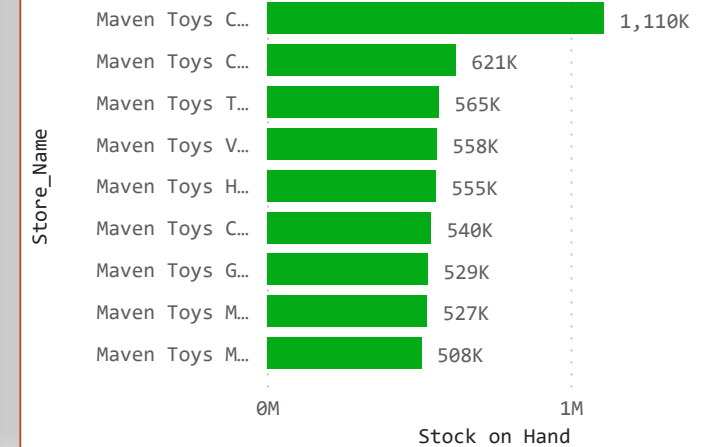
2018

Product_Name	OutOfStocktimes	OutOfStockRate
Jenga	6,093	50.18%
Action Figure	5,035	10.38%
Hot Wheels 5-Pack	4,853	23.36%
Dino Egg	3,897	13.83%
Mini Ping Pong Set	3,070	12.59%
Animal Figures	1,646	5.10%
Etch A Sketch	1,215	10.84%
Barrel O' Slime	880	1.63%
Playfoam	853	30.33%
Foam Disk Launcher	834	12.24%
Gamer Headphones	664	4.27%
Toy Robot	419	3.99%
Glass Marbles	391	1.60%
Classic Dominoes	347	8.13%
Chutes & Ladders	332	8.97%
Plush Pony	325	6.10%
Teddy Bear	305	5.05%
Splash Balls	187	0.45%
Mr. Potatohead	171	2.19%
Supersoaker Water Gun	132	2.17%
Mini Basketball Hoop	97	3.76%
Monopoly	64	2.13%
Uno Card Game	56	2.15%
<b>Total</b>	<b>31,866</b>	<b>3.84%</b>

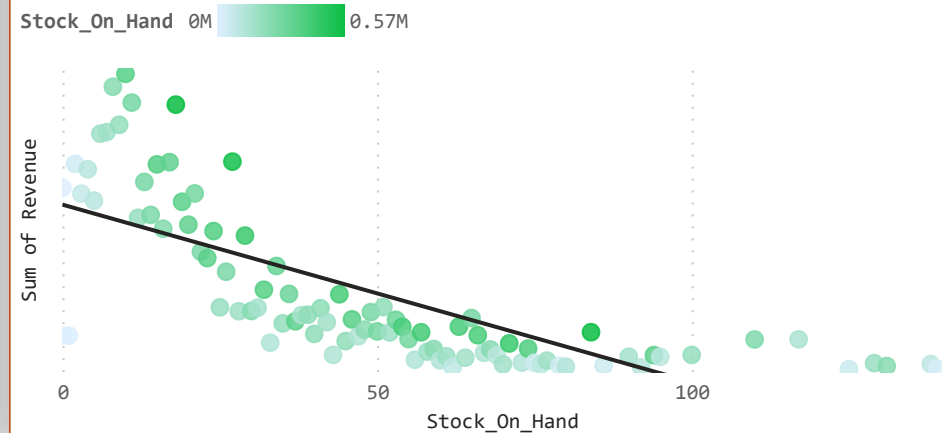
Sunday, 30 September 2018



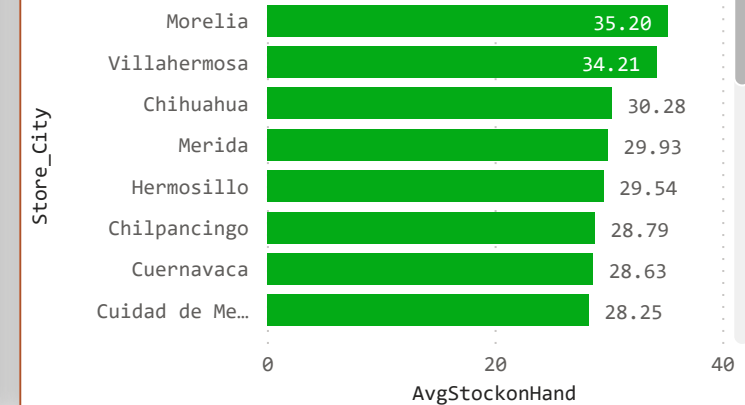
Stock on Hand by Store



Relationship between Revenue and Stock on hand



AvgStockonHand by Store\_City





# Store Performance & Profitability Dashboard

Sales  
Performance

Inventory  
management

performance

Insights and  
Recommendation

2017

\$10,430,543

Total Cost

\$14,444,572

Revenue

\$4,014,029

Profit

27.79%

Profit Margin

5103

AvgTimetoProfitability(Days)

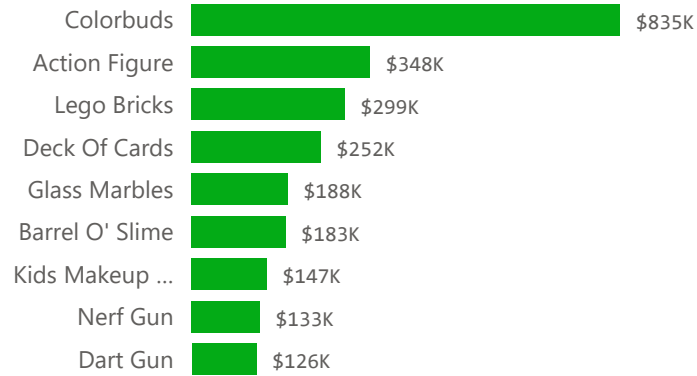
Month

All

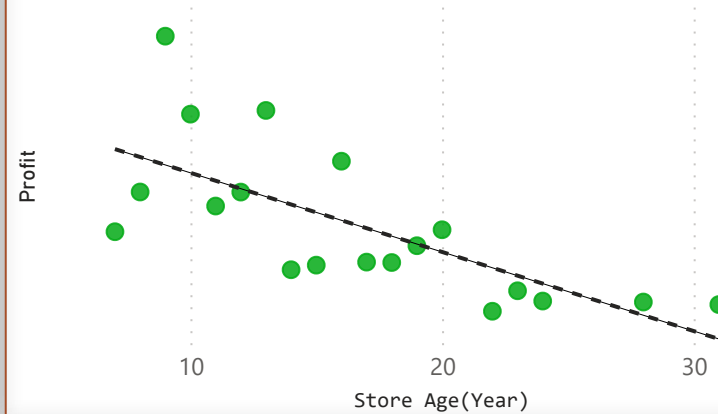
Store\_Location

All

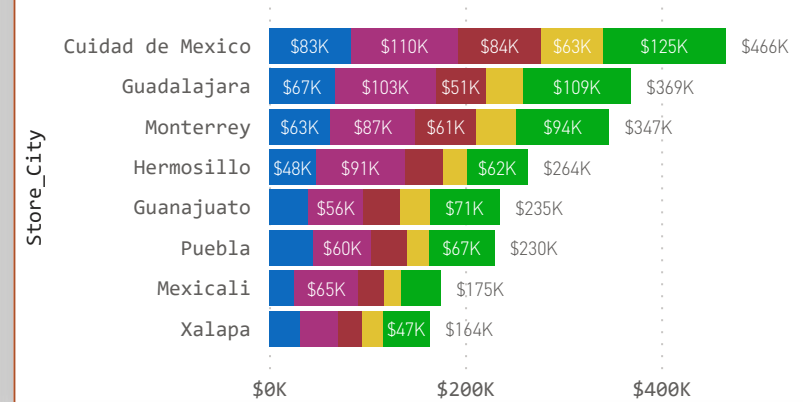
Profit by Product\_Name



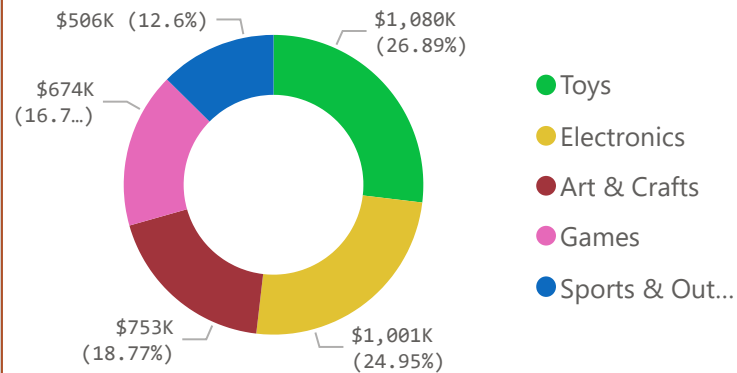
relationship between Profit and Store age



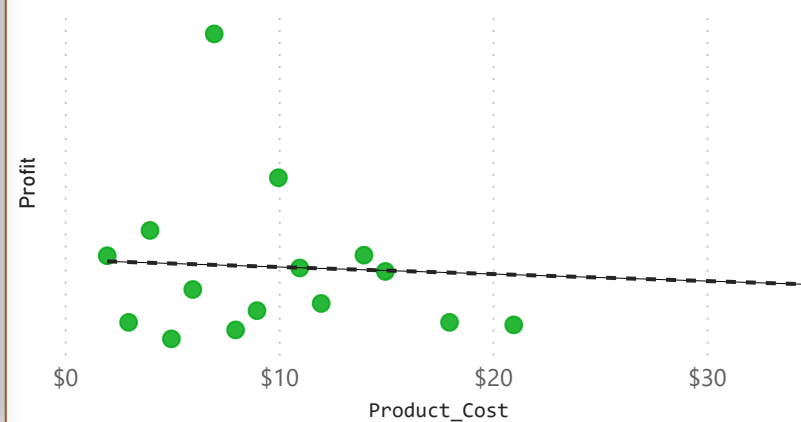
Profit by Store\_City and Product\_Category



Profit by Product\_Category



Relationship between Profit and Product\_Cost



Store_City	Total Cost	Revenue	Profit
Cuidad de Mexico	\$1,183,934	\$1,649,492	\$465,558
Guadalajara	\$953,169	\$1,322,099	\$368,930
Monterrey	\$915,117	\$1,261,846	\$346,729
Hermosillo	\$639,781	\$903,389	\$263,608
Guanajuato	\$634,009	\$869,056	\$235,047
Puebla	\$579,016	\$808,710	\$229,694
Toluca	\$470,820	\$633,522	\$162,702
Xalapa	\$446,400	\$610,120	\$163,720
Mexicali	\$411,128	\$586,176	\$175,048
Saltillo	\$416,267	\$579,515	\$163,248
Total	\$10,430,543	\$14,444,572	\$4,014,029



## A. Sales Performance Dashboard

### General Sales Overview:

The business has accumulated \$14million in total revenue by selling approximately one million units. Each transaction, on average, contributes about \$17.42 to this sum.

### Product Insights:

Lego bricks, color buds, and magic sand have proven to be the stalwarts of the product line, pulling in revenues of \$2.4M, \$1.6M, and \$968K respectively. On the flip side, products like dart guns, animal figures, nerf guns, and splash balls have been underperforming, each amassing less than \$600K.

### Sales Seasonality:

Overall March to July emerge as the best months, with each contributing at least \$1.4M in sales. April stands out as the top-performing month, raking in \$1.5M. Strikingly, October through December appear as soft spots in the sales calendar, registering less than \$700K each in sales.

### Category-Wise Revenue & Volume Distribution:

Toys dominate the revenue share, constituting 35% of the total. Arts and crafts follow at 19%, while sports are the least at 15%.Interestingly, more units are sold in the arts and crafts category than in toys, despite toys leading in revenue.

### Geographical Revenue Distribution:

Guadalajara city stands above with \$1.4M in revenue, 98K units sold, and \$370K in profits. Monterrey trails closely. Meanwhile, Mexicali, Saltillo, Xalapa, and Toluca underperform.

### Sales Timing and Volume:

The weekend buzz is real, with sales peaking from Friday to Sunday, and Sunday standing out as the most profitable and busiest day of the week.

## B. Inventory Management Dashboard

### Inventory Status:

With approximately 21 million items in stock, the business maintains a 3.84% out-of-stock rate. This has resulted in 32,000 instances where products were unavailable.

### Stock-Out Products:

Products like Jenga, action figures, Hot Wheels packs, dino eggs, and mini ping pong tend to be unavailable most frequently.

### Stock-Revenue Correlation:

A surprising negative correlation exists between stock on hand and revenue generation, implying that higher stock levels are not necessarily beneficial.