Maven Toys | Monthly Revenue Dashboard Report

Overview

This report provides an in-depth analysis of Maven Toys' monthly revenue, comparing performance across different regions and stores while highlighting product-specific revenue changes. The dashboard is designed to meet the needs of Regional Sales Managers, ensuring consistency in data presentation and clarity in tracking revenue trends.

Dataset Summary:

➢ Monthly sales figures, from January 2020 to September 2021

Dimensions & Measures:

➢ Dimensions: Year, Month, Store Name/Region/Type, Product Name/Category
➢ Measures: Units Sold, Revenue, Profit

Key Objectives:

➢ Define the purpose for the dashboard
➢ Choose the key metrics & interactivity
➢ Plan ahead for growing source data
➢ Prepare the data for visualization
➢ Create primary & supporting visuals
➢ Design the final dashboard layout
➢ Configure the workbook for sharing

1. Dashboard Overview

➢ Date Filter: Allows users to select specific months to view corresponding data.

➢ Total Revenue for Current Month:

  o Calculation: The revenue is aggregated for the selected region, with a focus on the current month and year.

➢ Year-over-Year and Month-over-Month Changes:

- o Year-over-Year: Comparison with the same month in the previous year to identify long-term trends.

- o Month-over-Month: Comparison with the previous month to gauge short-term performance.

- o Line Chart: Displays revenue trends, marking NA() if future months exceed the current analysis period.

2. Performance Comparison Across Stores

- ➤ Overall Revenue Calculation: Summing up total revenue for each store.

- ➤ Month-over-Month Percentage Change:

  - o Calculation: Percentage change in revenue compared to the previous month.

  - o Bar Chart: Visualizes the percentage changes across stores, making it easy to identify top and underperforming stores.

3. Store Rankings

- ➤ Ranking Stores:

  - o Revenue-Based Rank: Stores are ranked by revenue, with Rank 1 indicating the highest performer.

  - o Sorting: Stores are displayed in descending order of their performance.

4. Revenue Analysis by Product

- ➤ Top 5 Performing Products:

  - o Ranked in Descending Order: Products are ranked by their revenue increase.

- ➤ Bottom 5 Performing Products:

  - o Ranked in Ascending Order: Products are ranked by their revenue decrease.

- ➤ Product Performance Highlights:

- o Top Gain: The product with the highest revenue increase.

- o Top Loss: The product with the highest revenue decrease.

5. Regional Performance for September 2021

- ➢ Comparison of Key Regions:

  - o Las Vegas:

    - ▪ Revenue: $44,041

    - ▪ Month-over-Month Change: +6.7%

    - ▪ Year-over-Year Change: +26.3%

  - o Store Performance in Las Vegas:

    - ▪ Los Angeles: $18,172

    - ▪ Beverly Hills: $15,766

    - ▪ Hollywood: $10,104

  - o Percentage Changes:

    - ▪ Beverly Hills: +38%

    - ▪ Los Angeles: +27%

    - ▪ Hollywood: -17%

6. Product Revenue Change

- ➢ Revenue Increase:

  - o Magic Sand: Increased revenue by $3,294.

  - o Total Increase: $6,898 from other products.

- ➢ Revenue Decrease:

  - o Rubik's Cube: Decreased revenue by $2,599.

  - o Play: Decreased revenue by $420 (smallest loss).

  - o Total Decrease: $6,558 from other products.

7. Visual Representation

- ➢ Color Coding:

    - o Positive Changes: Green to white gradient for easy identification of gains.

    - o Negative Changes: Red to white gradient to highlight losses.

8. Excel Concepts Covered

- ➢ Top N Formulas: Used to identify top-performing stores and products.

- ➢ Previous Period Calculations: Ensures proper Month-over-Month and Year-over-Year comparisons.

- ➢ Automatic Sorting: Keeps the data sorted for ease of analysis.

- ➢ Conditional Formatting: Highlights key trends using color-coded indicators.

- ➢ Sharing Online: Configured for easy sharing with the Regional Sales Managers, ensuring that the dashboard is accessible and interactive.

Summary

This dashboard provides a clear and consistent view of key performance indicators (KPIs), revenue trends, and product-specific performance. By allowing filtering by region and comparing both year-over-year and month-over-month performance, the dashboard helps Regional Sales Managers make data-driven decisions. The visual representations and conditional formatting make the data easy to interpret, highlighting areas that require attention.

The latest data included in this analysis is from September 2021.

REGIONAL REVENUE DASHBOARD
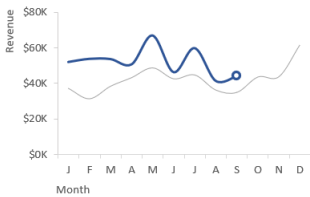
How did **Los Angeles** perform in **September 2021?**

MAVEN TOYS

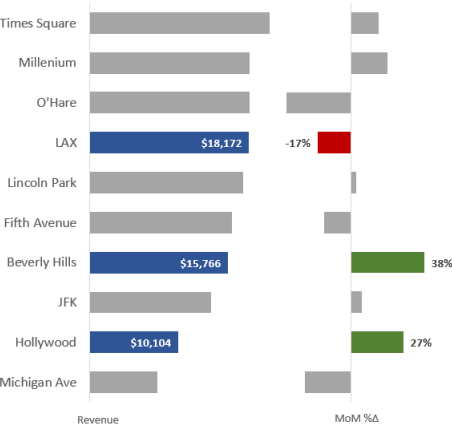This was the **revenue** we drove in...

$44,041

↑ **6.7%**
vs. Last Month

↑ **26.3%**
vs. Last Year

...and the revenue trend in **2021** vs **2020**

This is how **our stores** rank compared to **other regions**

Store	Revenue	MoM %Δ
Times Square		
Millenium		
O'Hare		
LAX	$18,172	-17%
Lincoln Park		
Fifth Avenue		
Beverly Hills	$15,766	38%
JFK		
Hollywood	$10,104	27%
Michigan Ave		

Where these products **drove growth**...

Product	Revenue	MoM Revenue Δ
Magic Sand	$6,524	$3,294
Toy Robot	$1,533	$1,533
Glass Marbles	$1,330	$615
Action Figure	$1,663	$576
Splash Balls	$836	$441
PlayDoh Toolkit	$469	$439
		$6,898

...and these products **caused losses**

Product	Revenue	MoM Revenue Δ
Rubik's Cube	$1,479	-$2,599
Dino Egg	$2,660	-$1,242
Animal Figures	$1,676	-$1,130
Dart Gun	$576	-$688
Nerf Gun	$2,019	-$480
Plush Pony	$380	-$420
		-$6,558

Data | Dashboard | +