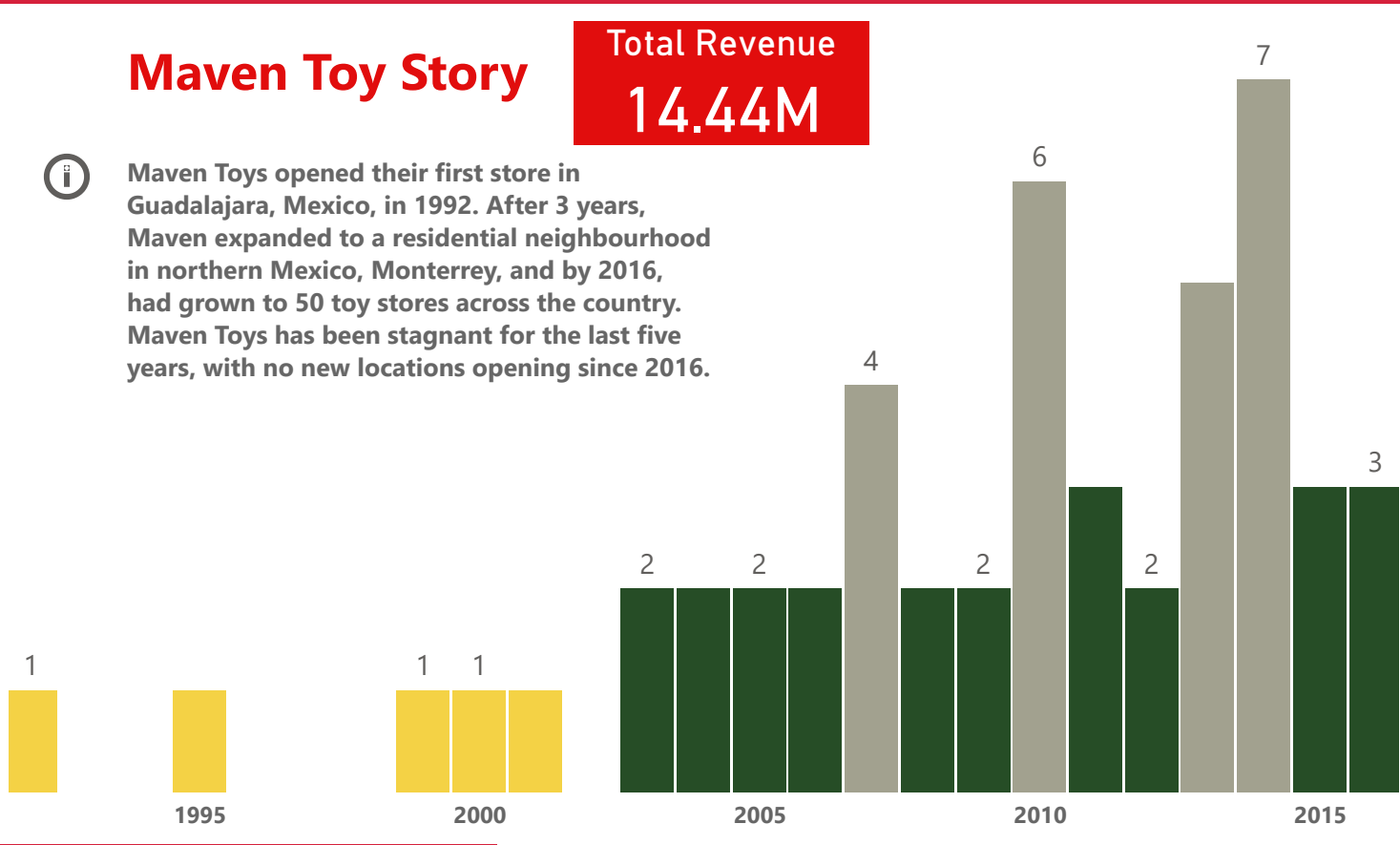
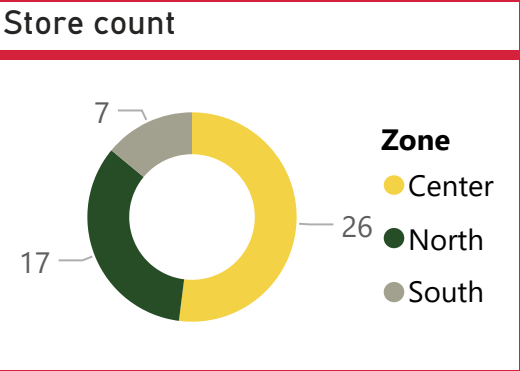
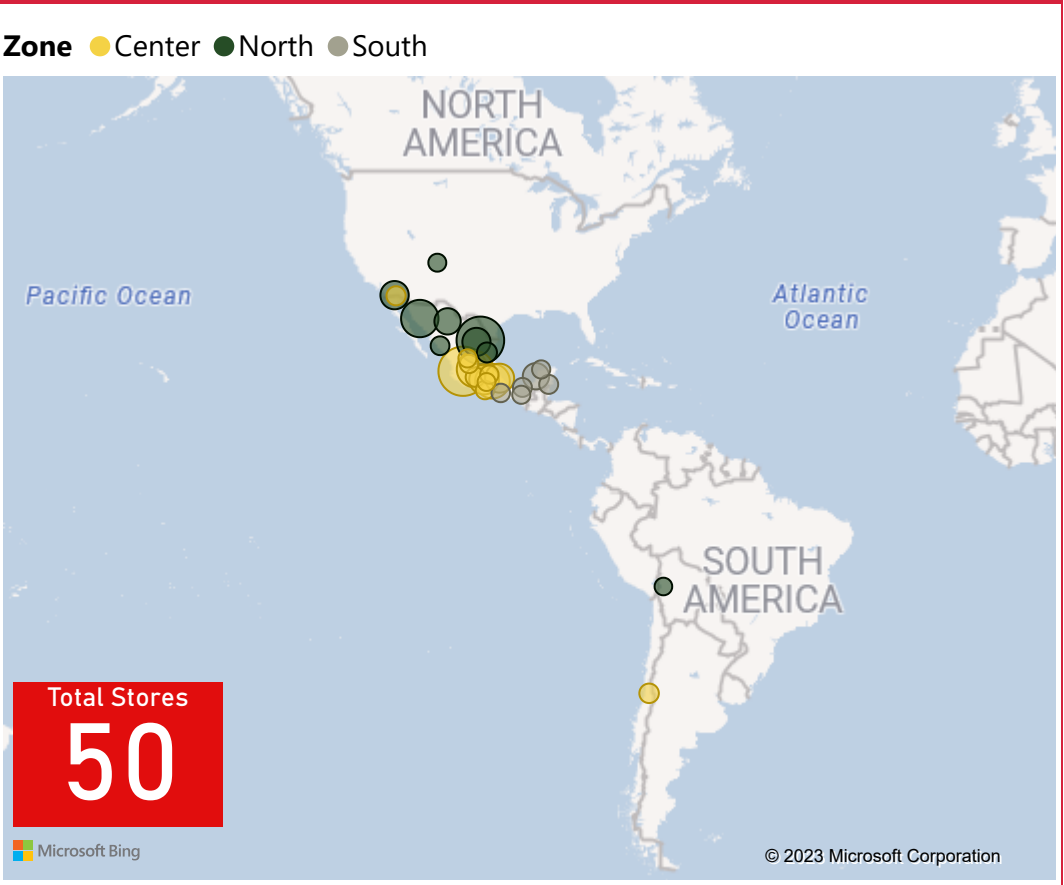


BI Case Study: Maven Toy Story

Timeline of stores



Map view of stores



View of a brick and mortar store at the granular level

STORE LOCATION

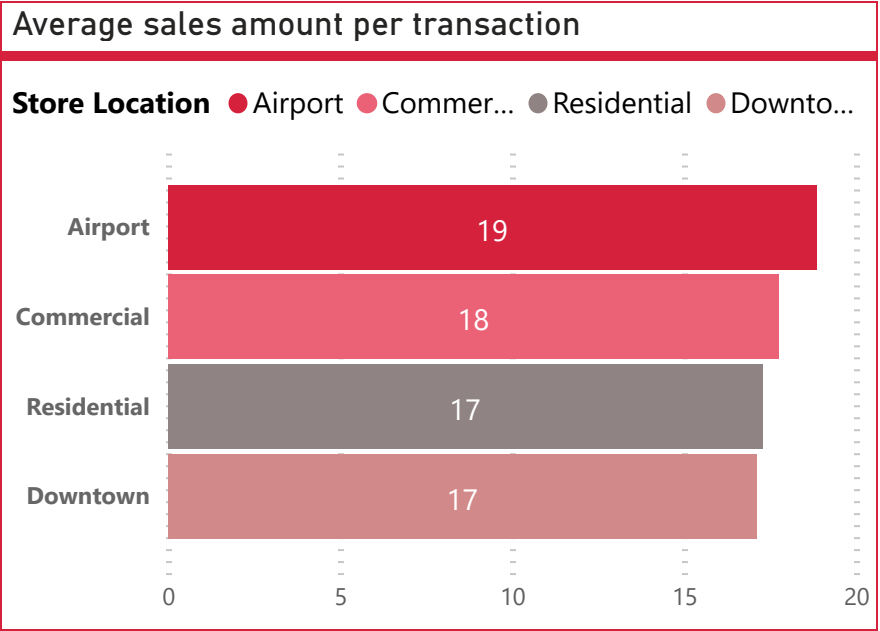
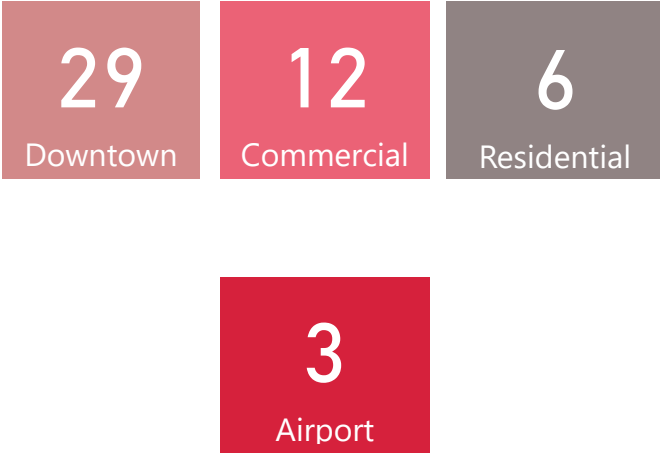
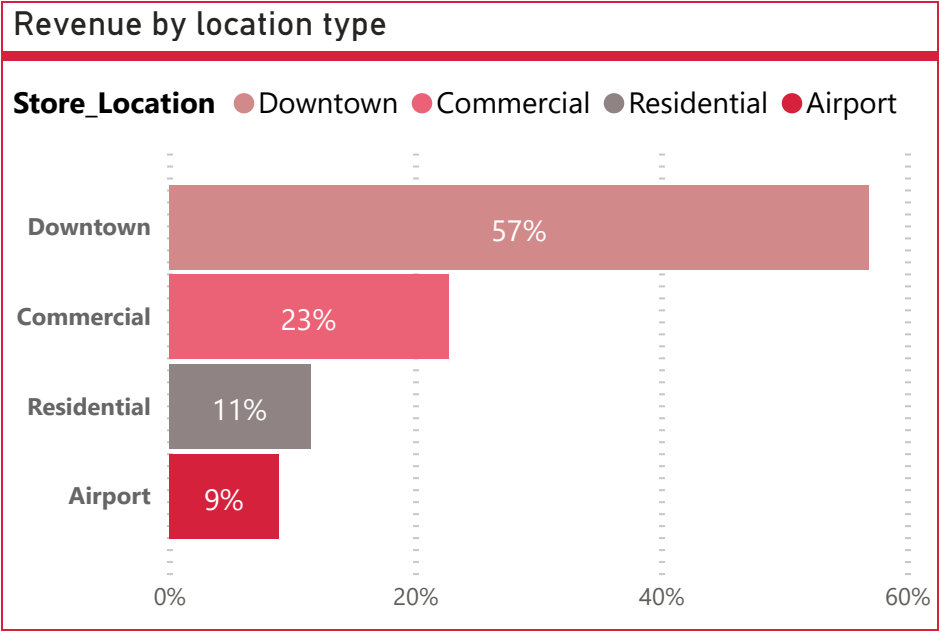
Select all

2017

2018

Total Stores

50



The 3 Airport stores earn 9% of overall sales, whereas the 6 outlets in Residential areas generate only 11%. Customers purchasing from Airport stores spend \$19 per transaction on average, \$2 less than those purchasing from Residential and Downtown sites.

Product breakdown total 5 category wise

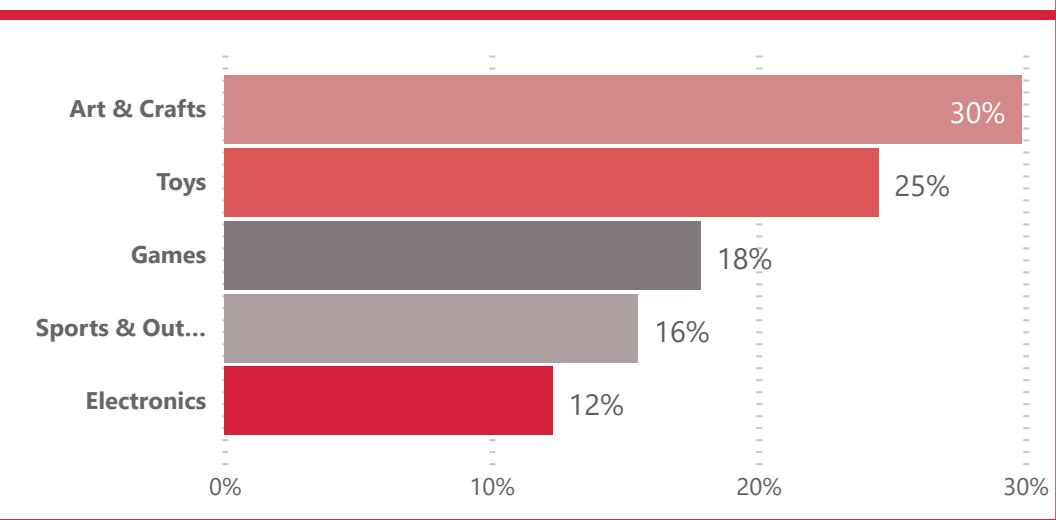
Product portfolio analysis

Select all

2017

2018

Product category contributes most sales



slow-moving items account for only 28% of overall unit sales
(Percent share from total units sold)

Total SKU

35

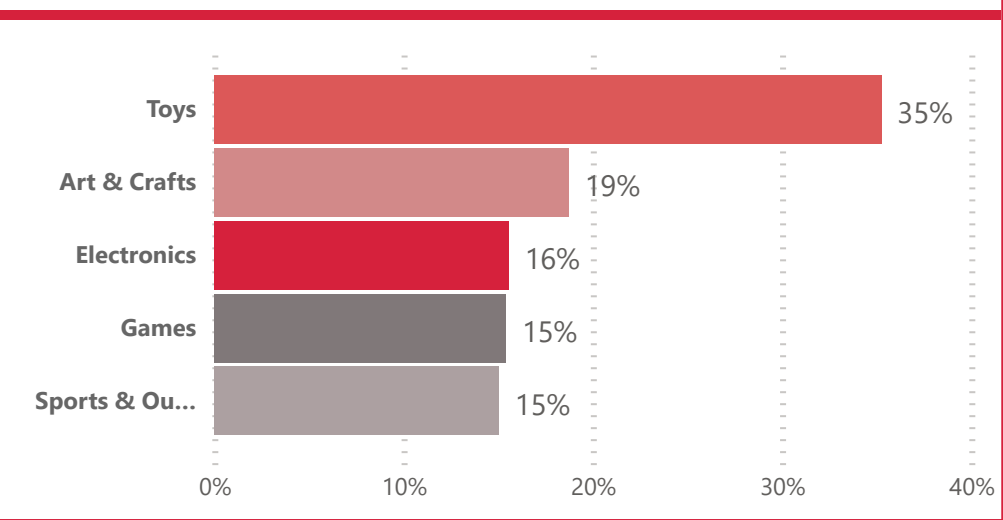
Total Category

5

Total Profit

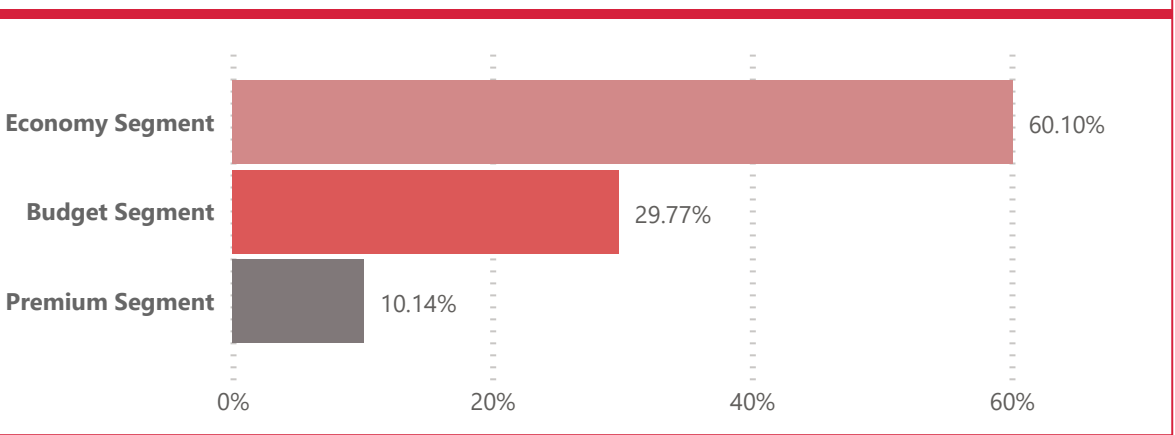
4.01M

Product category yields most revenue



fewer income-generating items, accounting for only 30% of total revenue
(Percent share from total revenue)

Segment category accounts for the sales



most units are sold in the economy segment

For a better understanding, monthly and weekly sales figures

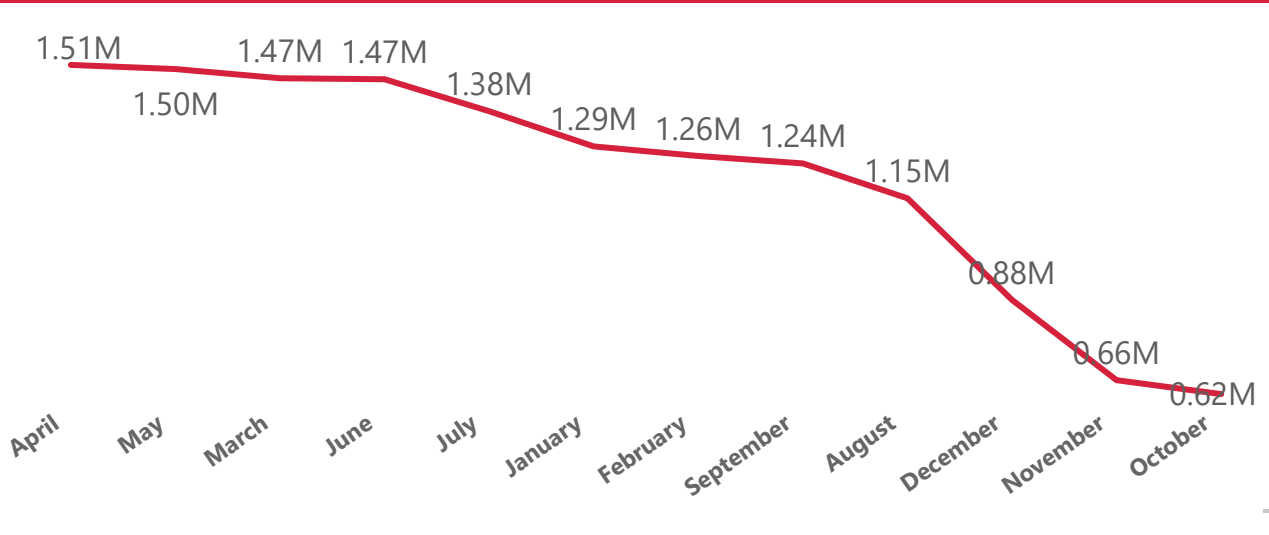
SEASONALITY

Select all

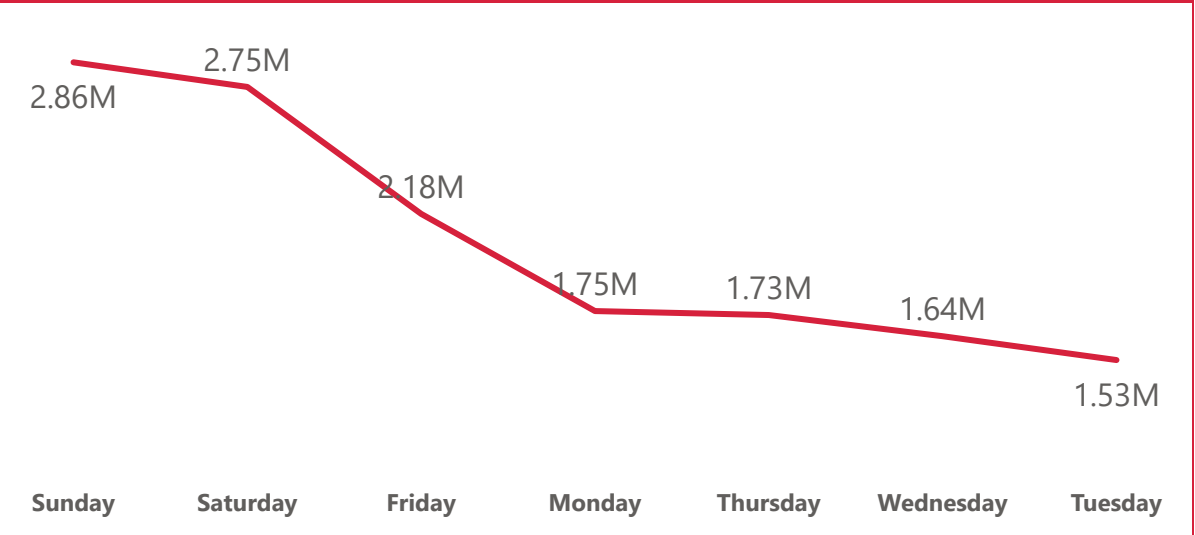
2017

2018

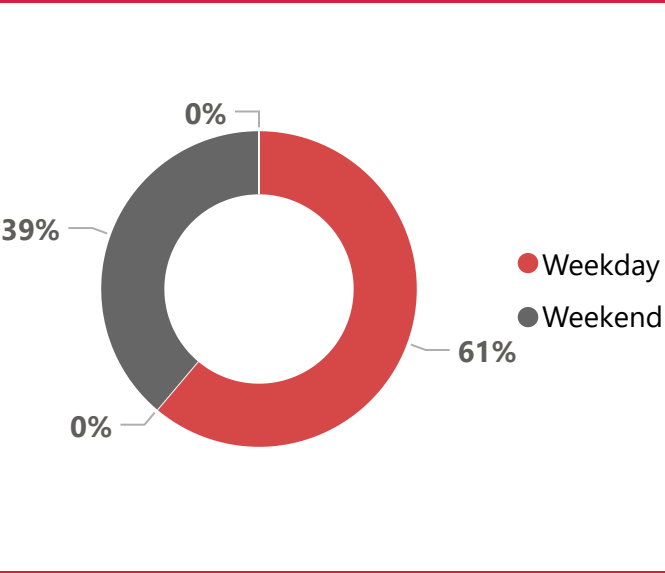
Monthly sales dynamics



Weekly sales dynamics



Weekday VS weekend sales dynamics

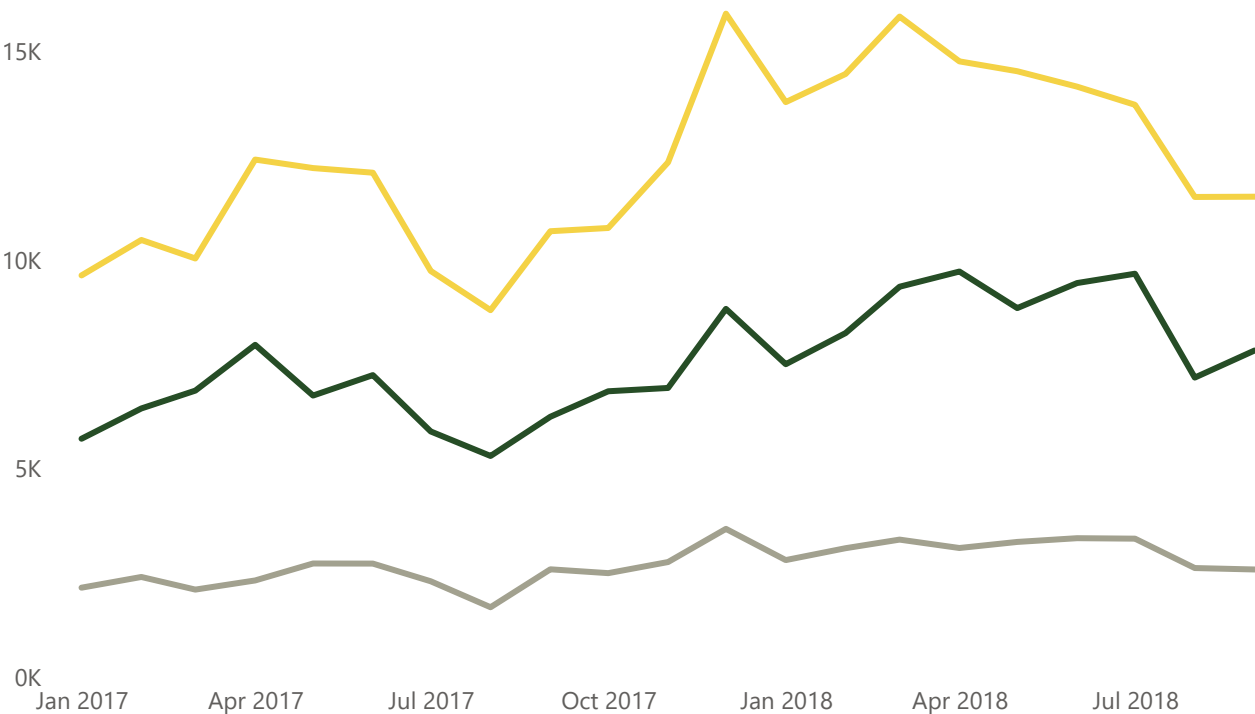


Spring and summer are the peak seasons, lasting from March through September. On a more granular level, sales begin to progressively increase on Thursday and peak on Sunday.

Astonishing quantity of sales generated in just two days, thus all retailers should check inventory to minimise potential revenue loss.

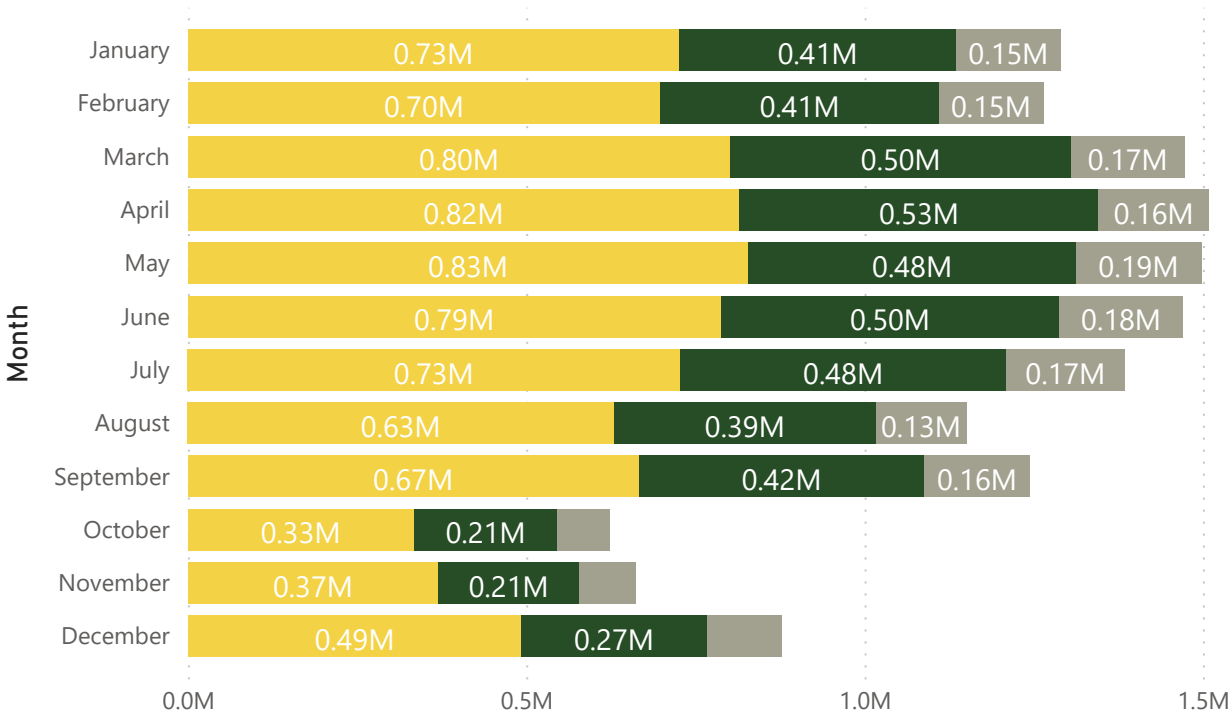
Average daily sales

Zone ● Center ● North ● South

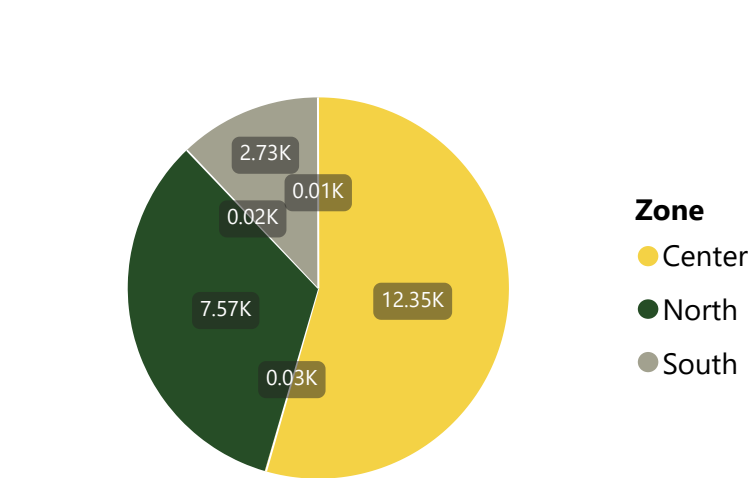


Total sales

Zone ● Center ● North ● South



Avg daily sales for each zone



Because of its greater presence, the Central area has a stronger sales dynamic. The southern region should be prioritized for growing the Maven toy footprint.

It is a wise idea to open more stores in the Centre region, where per-day sales dynamics are better.

Commercial outcome at day
granularity for all 50 stores

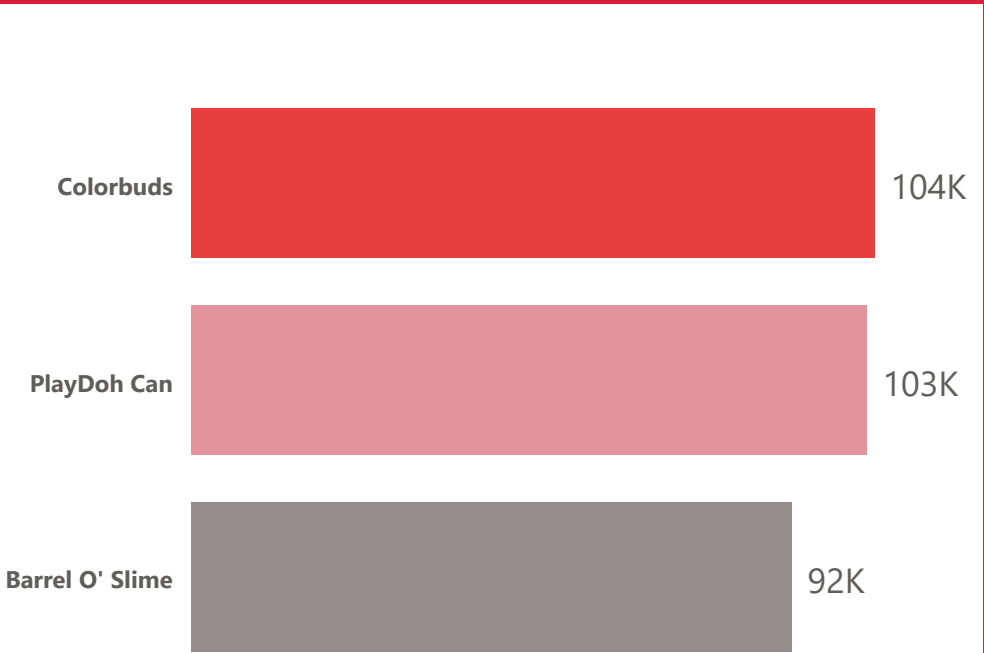
Day to day dynamics

Select
all

2017

2018

Top 3 most items sold



Avg footfall per day

1,300

avg revenue per day

22,640

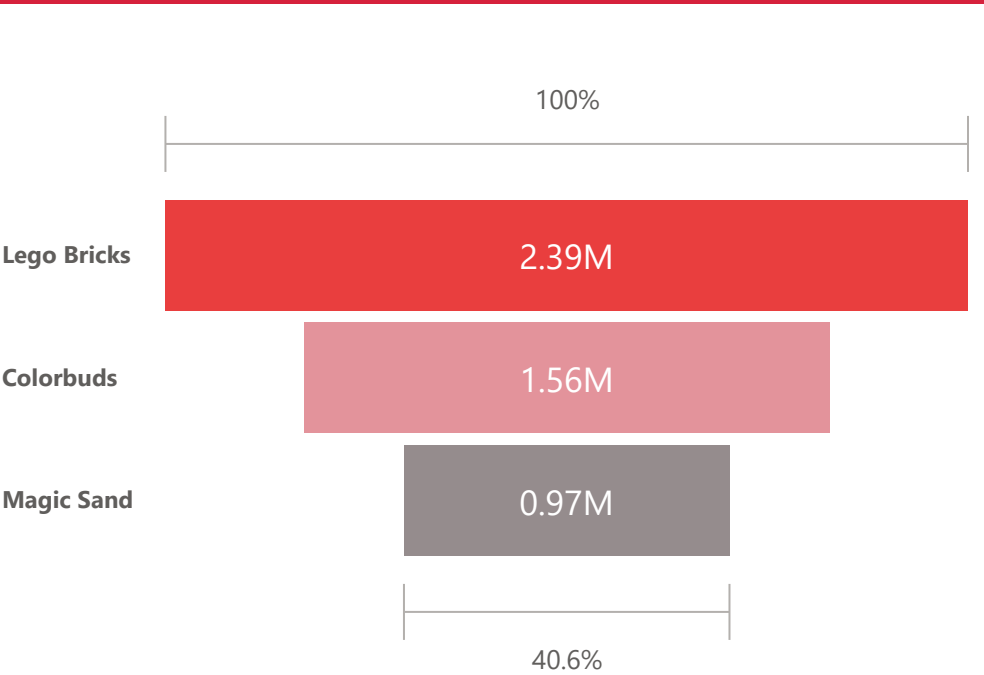
Avg num of products sold
per day

1,709

Avg sales per transaction

17

Top highest revenue



Diversify product portfolio because it will provide with more opportunities to boost bill per order.

Footfall will increase and sales will likely increase if the portfolio is diversified.

Comprehensive stock view

Stock_Status	Store_Name	Product_Name	Stock_On_Hand
Adequate Stock In Hand	Toys Zacatecas 1	Action Figure	38
Adequate Stock In Hand	Toys Zacatecas 1	Barrel O' Slime	24
Adequate Stock In Hand	Toys Zacatecas 1	Deck Of Cards	26
Adequate Stock In Hand	Toys Zacatecas 1	Dinosaur Figures	34
Adequate Stock In Hand	Toys Zacatecas 1	Hot Wheels 5-Pack	36
Adequate Stock In Hand	Toys Zacatecas 1	Kids Makeup Kit	23
Adequate Stock In Hand	Toys Zacatecas 1	PlayDoh Can	92
Adequate Stock In Hand	Toys Zacatecas 1	Teddy Bear	28
Indent ASAP	Toys Zacatecas 1	Animal Figures	2
Indent ASAP	Toys Zacatecas 1	Colorbuds	4
Indent ASAP	Toys Zacatecas 1	Etch A Sketch	3
Indent ASAP	Toys Zacatecas 1	Foam Disk Launcher	4
Indent ASAP	Toys Zacatecas 1	Magic Sand	2
Indent ASAP	Toys Zacatecas 1	Mini Ping Pong Set	0
Indent ASAP	Toys Zacatecas 1	Playfoam	3
Less Stock In Hand	Toys Zacatecas 1	Dart Gun	9
Less Stock In Hand	Toys Zacatecas 1	Dino Egg	9
Less Stock In Hand	Toys Zacatecas 1	Gamer Headphones	11
Less Stock In Hand	Toys Zacatecas 1	Glass Marbles	6
Less Stock In Hand	Toys Zacatecas 1	Lego Bricks	8
Less Stock In Hand	Toys Zacatecas 1	Mr. Potatohead	12
Less Stock In Hand	Toys Zacatecas 1	Nerf Gun	18
Less Stock In Hand	Toys Zacatecas 1	PlayDoh Playset	12
Less Stock In Hand	Toys Zacatecas 1	PlayDoh Toolkit	12
Less Stock In Hand	Toys Zacatecas 1	Plush Pony	9
Less Stock In Hand	Toys Zacatecas 1	Rubik's Cube	17
Less Stock In Hand	Toys Zacatecas 1	Splash Balls	10
Less Stock In Hand	Toys Zacatecas 1	Supersucker Water Gun	9



Maintaining a sufficient supply is a vital component for any retail business, which is why a comprehensive stock view can assist in managing product stock efficiently.

Total unit sold

1M

(as of 2018)

Key insights and recommendations

It is recommended to expand in the North and the Centre as they generate good revenue compare to the South.

It is profitable to expand the Arts & Crafts and Toys categories because they both generate the greatest revenue; nevertheless, the Electronics category should be enlarged because the main trend these days is towards the electronic side.

Introduce more Premium section products because Lego Bricks provide the most revenue in the portfolio, followed by two other Budget segment products.

To improve sales during peak season, more discounts should be offered.

Advertisement campaign should be promoted in order to raise footfall from 1300 to around 1500.

The average bill per order is \$17, although it is \$2 more in the Airport shop location. It is a sensible move to broaden the Premium category in areas where purchasing power is higher than in others.

To avoid potential sales losses, all retailers should keep an eye on stock levels. It is best to offer substantial discounts on sluggish moving products.

Weekends generate 39 percent of sales, therefore pre-rush preparation is necessary to avoid any controversy.