

Maven Toy Store - Business Performance Overview

Inventory Management

- Compare stock on hand vs. units sold — identify fast-moving products or stockouts.
- Identify products with zero sales but high stock (overstock).
- Alert for low-stock products in high-performing stores

```
SELECT
  p.product_name,
  SUM(s.units) AS total_units,
  SUM(i.Stock_on_hand) AS total_stocks_on_hand
FROM
  products p
JOIN
  sales s ON p.Product_id = s.Product_id
JOIN
  inventory i ON i.product_id = p.Product_id
GROUP BY
  p.product_name
ORDER BY
  total_stocks_on_hand ;
```

	product_name	total_units	total_stocks_on_hand
	Deck Of Cards	2249	97405
	Rubik's Cube	2379	38220
	Dinosaur Figures	871	37319
	Lego Bricks	1404	31950
	Animal Figures	2197	28611
▶	Glass Marbles	1235	24360
	Action Figure	2717	20124
	Dino Egg	1860	17670
	Classic Dominoes	115	1173
	Chutes & Ladders	24	276

-- Missing Data & Cleanliness Checks

```
SELECT DISTINCT
  s.product_id
FROM
  sales s
LEFT JOIN
```

```

inventory i ON s.product_id = i.product_id
WHERE
i.product_id IS NULL;

```

Product Analysis

-- Revenue per product (Units × Product_Price).

```

SELECT
    p.product_name,
    p.Product_catagory,
    SUM(s.units * CAST(REPLACE(p.product_price, '$', '') AS DECIMAL(10,2))) AS total_sales
FROM
    products p
JOIN
    sales s ON p.Product_id = s.Product_id
GROUP BY
    p.product_name, p.Product_catagory
ORDER BY
    total_sales DESC;

```

	product_name	Product_catagory	total_sales
►	Lego Bricks	Toys	2178895.14
	Action Figure	Toys	871982.67
	Rubik's Cube	Games	843777.90
	Deck Of Cards	Games	537097.62
	Animal Figures	Toys	453688.74

-- **Product category performance (Toys, Games, Electronics, etc.).**

```

SELECT distinct
    p.Product_catagory,
    sum(units) AS total_units,
    SUM(s.units * CAST(REPLACE(p.product_price, '$', '') AS DECIMAL(10,2))) AS total_sales
FROM
    products p
JOIN
    sales s ON p.Product_id = s.Product_id
GROUP BY
    p.Product_catagory
ORDER BY
    total_sales;
-- Average price per category.
SELECT
    Product_catagory,
    avg(product_price) As Avg_product_price

```

```

FROM
products
group by Product_catagory
ORDER By Avg_product_price DESC

```

	Product_catagory	total_units	total_sales
▶	Games	179758	2058193.42
	Toys	240259	4615625.41

Store Performance

-- Total units or revenue per store.

```

SELECT
  st.store_id,
  st.store_name,
  st.store_location,
  p.product_name,
  p.Product_catagory,
  SUM(s.units) AS total_units,
  SUM(
    s.units * CAST(REPLACE(p.product_price, '$', '') AS DECIMAL(10,2))
  ) AS total_sales
FROM
  stores st
JOIN
  sales s ON st.store_id = s.store_id
JOIN
  products p ON p.Product_id = s.Product_id
GROUP BY
  st.store_id, st.store_name, st.store_location,
  p.product_name, p.Product_catagory
ORDER BY
  total_sales DESC;

```

	store_id	store_name	store_location	product_name	Product_catagory	total_units	total_sales
▶	39	Maven Toys Xalapa 2	Downtown	Lego Bricks	Toys	1530	61184.70
	17	Maven Toys Toluca 1	Downtown	Lego Bricks	Toys	1475	58985.25
	36	Maven Toys Morelia 1	Downtown	Glass Marbles	Games	5078	55807.22
	44	Maven Toys Puebla 3	Residential	Lego Bricks	Toys	1327	53066.73
	27	Maven Toys Oaxaca 1	Downtown	Lego Bricks	Toys	1165	46588.35

-- Compare downtown vs residential vs commercial locations.

```

SELECT
  st.store_location,
  SUM(s.units * CAST(REPLACE(p.product_price, '$', '') AS DECIMAL(10,2))) AS total_sales
FROM
  products p
JOIN
  sales s ON p.product_id = s.product_id

```

```

JOIN
  stores st ON st.store_id = s.store_id
GROUP BY
  st.store_location
ORDER BY
  total_sales DESC;

```

	store_location	total_sales
►	Downtown	1135261.11
	Commercial	335022.09
	Residential	143775.53

```

-- Temporal Trends
-- Day-of-week or month-wise sales trends.

```

```

SELECT
  p.Product_catagory,
  p.product_name,
  MONTHNAME(s.sale_date) AS sale_month,
  DAYNAME(s.sale_date) AS sale_day,
  SUM(s.units) AS total_units,
  SUM(s.units * CAST(REPLACE(p.product_price, '$', '') AS DECIMAL(10,2))) AS total_sales
FROM
  products p
JOIN
  sales s ON p.Product_id = s.Product_id
GROUP BY
  p.Product_catagory,
  p.product_name,
  MONTHNAME(s.sale_date),
  DAYNAME(s.sale_date)
ORDER BY
  total_sales DESC;

```

	Product_catagory	product_name	sale_month	sale_day	total_units	total_sales
►	Toys	Lego Bricks	May	Saturday	1487	59465.13
	Toys	Lego Bricks	March	Friday	1406	56225.94
	Toys	Lego Bricks	April	Saturday	1354	54146.46
	Toys	Lego Bricks	June	Saturday	1330	53186.70
	Toys	Lego Bricks	March	Saturday	1302	52066.98

```

-- Top 3 selling product

```

```

WITH highest_selling_product AS (
  SELECT
    p.product_name,
    p.Product_catagory,
    SUM(s.units * CAST(REPLACE(p.product_price, '$', '') AS DECIMAL(10,2))) AS total_sales,
    DENSE_RANK() OVER (ORDER BY SUM(s.units * CAST(REPLACE(p.product_price, '$', '') AS DECIMAL(10,2))) DESC) AS
rn
  FROM products p
  JOIN sales s ON p.Product_id = s.Product_id
  GROUP BY p.product_name, p.Product_catagory
)

```

```

SELECT

```

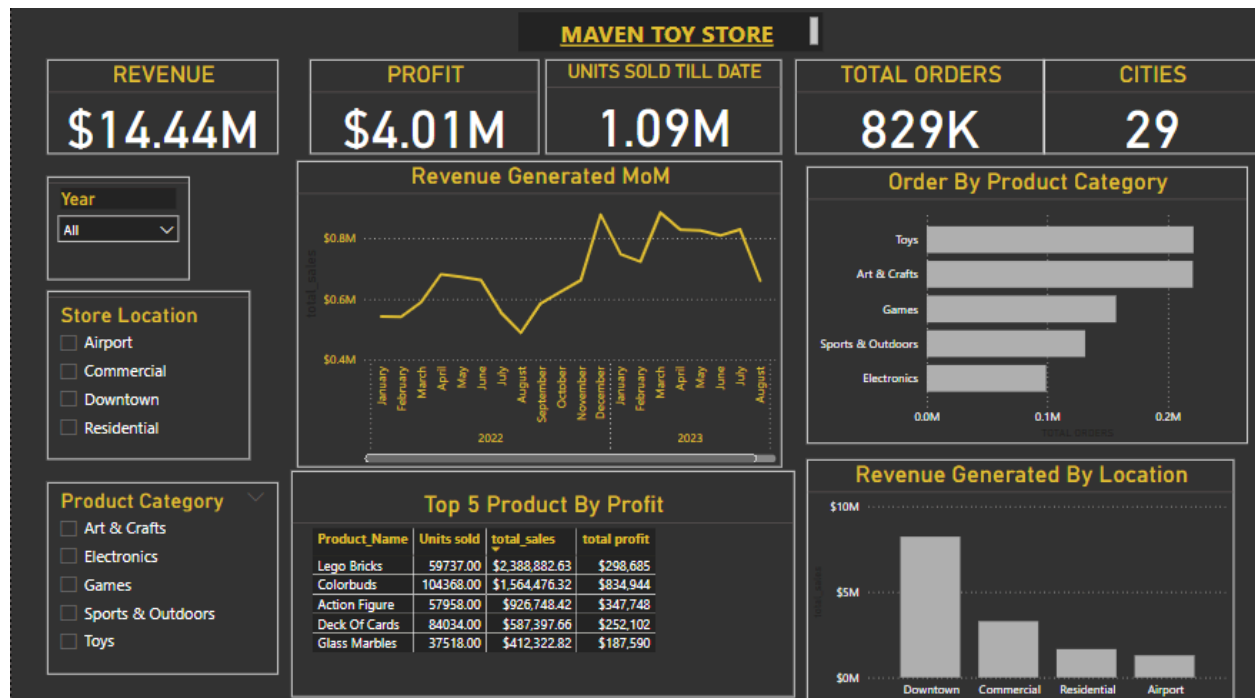
```

product_name,
Product_catagory,
total_sales
FROM
highest_selling_product
WHERE
m <= 3;

```

	product_name	Product_catagory	total_sales
►	Lego Bricks	Toys	2178895.14
	Action Figure	Toys	871982.67
	Rubik's Cube	Games	843777.90

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High-Level Metrics

- **Total Revenue:** \$14.44M (2022 - \$7.48M, 2023- \$6.96M)
- **Total Units Sold:** 1.09 Million (2022-549.49K units , 2023 - 541.07K units)
- **Total Orders:** 829K
- **Cities Served:** 29
- **Profit :** \$4.01M

Revenue Trends (Month-over-Month)

- Revenue has shown a **generally increasing trend** through 2022 into 2023.
- Peaks appear around **holiday seasons**, with notable spikes in November and December — likely due to increased toy sales during holidays.
- A slight drop is observed toward the end of the latest reporting period, possibly post-holiday slowdown.

Top Products by Profit

Product	Units Sold	Total Sales	Total Profit
Lego Bricks	59,727	\$2.39M	\$298,685
Colorfuls	104,398	\$1.56M	\$834,944
Magic Sand	91,058	\$1.43M	\$347,748
Action Figure	57,598	\$982K	\$252,102
Rubik's Cube	45,627	\$912K	\$187,592

These 5 products contribute significantly to total revenue and profit. **Lego Bricks** and **Colorfuls** lead in profitability.

Order Volume by Product Category

- **Toys** and **Art & Crafts** dominate order volume, each exceeding 0.15M orders.
- **Games** and **Sports & Outdoors** are mid-tier.
- **Electronics** lags behind in order volume, indicating possible low interest or limited offerings.

Revenue by Store Location Type

Location	Revenue (approx.)
Downtown	~\$9.5M
Commercial	~\$3M
Residential	~\$1.5M
Airport	~\$0.5M

Downtown stores generate **most of the revenue**, likely due to high foot traffic and urban customer base.

Airport locations perform the weakest — possibly due to niche audience and high turnover.

Insights & Recommendations

1. Product Strategy

- Focus on promoting and replenishing top products like **Lego Bricks**, **Colorfuls**, and **Magic Sand**.
- Consider bundling or cross-selling underperforming products with popular ones.

2. Location Investment

- Invest more in **Downtown** and **Commercial** store expansions.

- Reevaluate the viability of **Airport** outlets or optimize product offerings for travelers.

3. Seasonal Campaigns

- Leverage the high sales periods (especially Nov–Dec) with aggressive marketing and inventory planning.
- Consider flash sales or loyalty rewards during off-peak months.

4. Category Performance

- Electronics show weak engagement. Either improve product mix or reduce investment in this category.
- Maintain focus on **Toys** and **Art & Crafts**, as they drive the majority of sales.