

Mexico Toy Sales

The Project is based on a toy Company in Mexico.

- .The company sells different categories of toys.
- .The toy company has stores at different locations with different names.
- .We also have details about the opening date of the store
- .We also have details regarding the products in the inventory in each store.

So, with these details in hand, we can find answers to the following questions:

- .Performance of the products with the highest and the lowest sales.
- .Performance of different stores of the company.
- .The years witnessing the highest and the lowest growth.
- .The condition of the inventory.
- .Trend of sales.

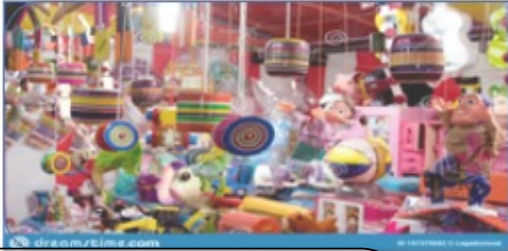
Overview of the dataset

- .By looking at the different datasets of this project we can say that:
- .There are 50 stores of this company located in 29 cities in Mexico with 4 distinct locations.
- .The company sells 5 categories of products: Toys, arts and crafts, Games, Sports and Outdoors, and Electronics having 35 types of products.

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Mexico Toy Store

Where imagination comes to play!

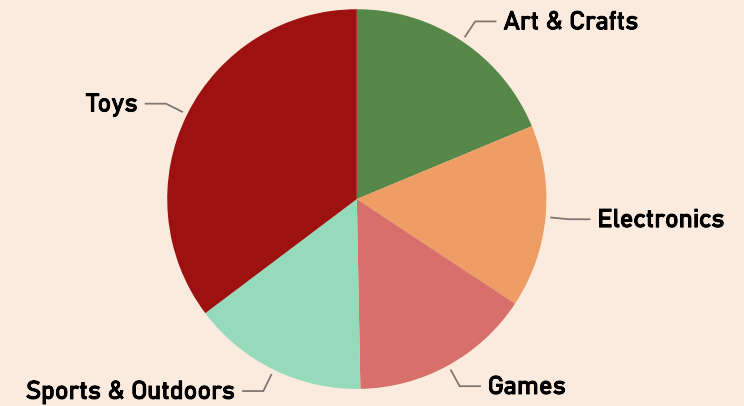
1M
Units

27.79%
Profitmargin

14.44M
overall_sales

4.01M
Overall_profit

overall_sales by Product_Category



Units and Overall_profit by Store_City



Art & Crafts

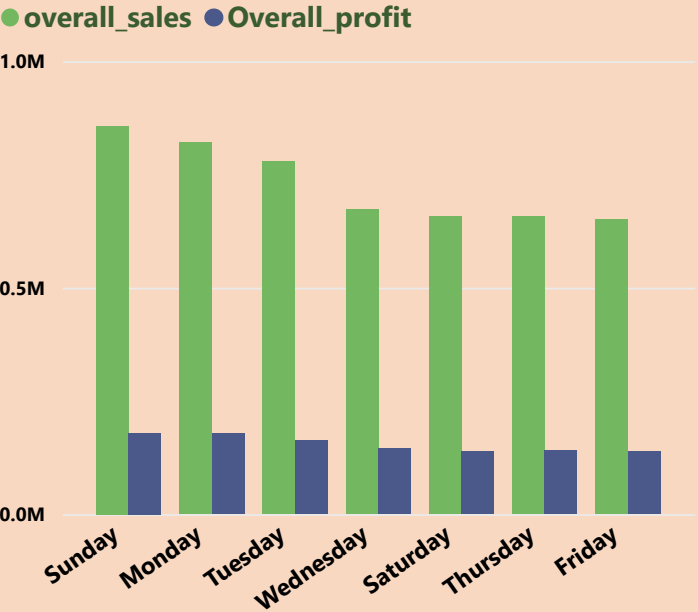
Electronics

Games

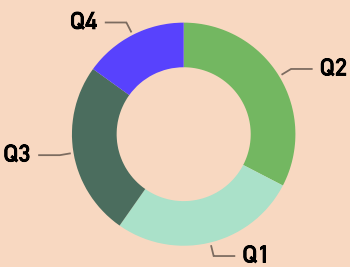
Sports & Outdoors

Toys

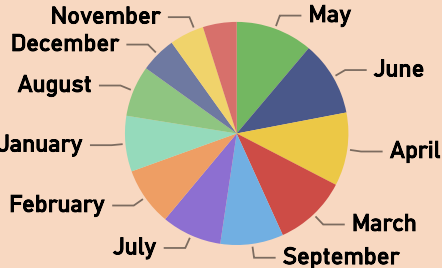
overall_sales and Overall_profit by Day



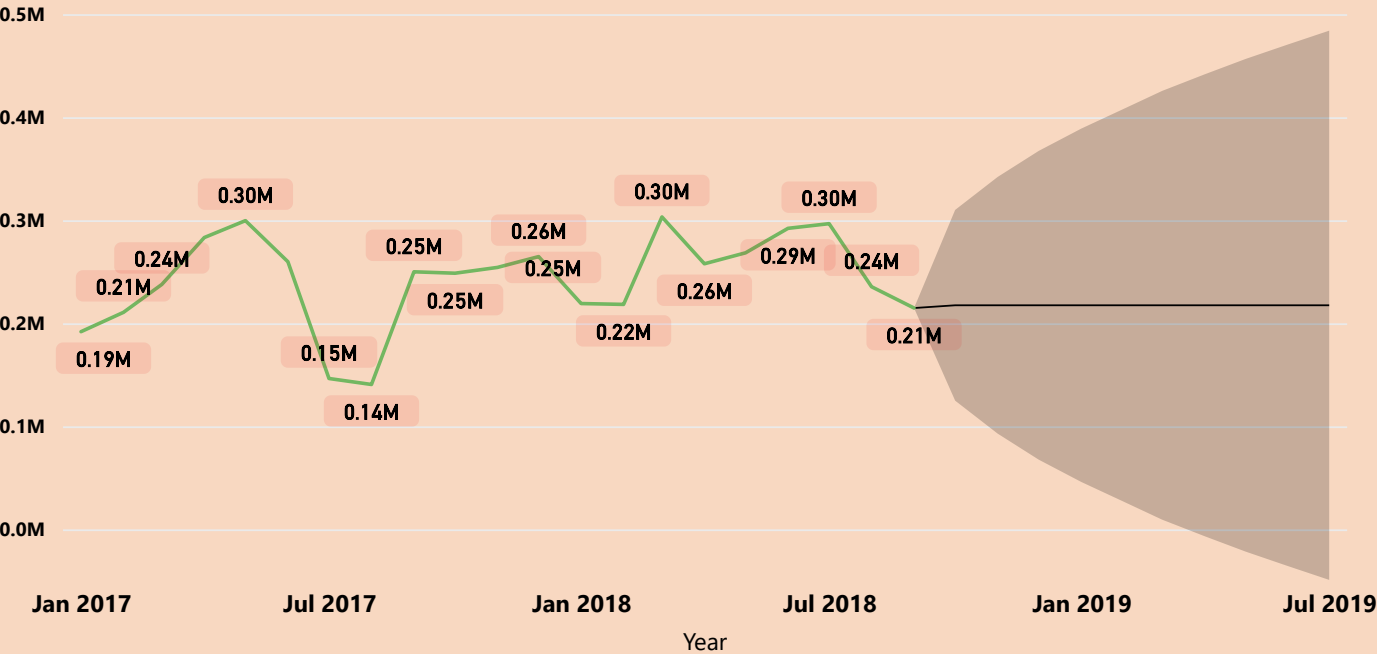
overall_sales by Quarter



overall_sales by Month



overall_sales by Year, Quarter and Month



Year	overall_sales	SamePeriodLastYear	Percentage_change
2017	27,87,326.55		
Qtr 1	6,40,206.29		
January	1,91,847.25		
February	2,10,630.00		
March	2,37,729.04		
Qtr 2	8,42,580.46		
April	2,83,224.91		
May	2,99,615.55		
June	2,59,740.00		
Qtr 3	5,36,983.24		
July	1,46,409.04		
August	1,40,612.55		
September	2,49,961.65		
Qtr 4	7,67,556.56		
October	2,48,597.94		
November	2,54,236.80		
December	2,64,721.82		
2018	23,05,914.45	27,87,326.55	-17.00%
Qtr 1	7,40,685.02	6,40,206.29	16.00%
January	2,19,158.94	1,91,847.25	14.00%
February	2,18,326.25	2,10,630.00	4.00%
March	3,03,199.83	2,37,729.04	28.00%
Qtr 2	8,18,279.71	8,42,580.46	-3.00%
April	2,57,755.67	2,83,224.91	-9.00%
May	2,68,375.35	2,99,615.55	-10.00%
Total	50,93,241.00	27,87,326.55	83.00%

Region wise Sales Analysis

Store_City	overall_sales	Overall_profit	Profitmargin
Morelia	2,73,060.05	90,484.00	33.14%
Maven Toys Morelia 1	2,73,060.05	90,484.00	33.14%
Mexicali	5,86,175.85	1,75,048.00	29.86%
Maven Toys Mexicali 1	2,94,019.42	97,206.00	33.06%
Maven Toys Mexicali 2	2,92,156.43	77,842.00	26.64%
Hermosillo	9,03,388.84	2,63,608.00	29.18%
Maven Toys Hermosillo 1	2,35,115.18	76,788.00	32.66%
Maven Toys Hermosillo 3	3,44,846.64	98,825.00	28.66%
Maven Toys Hermosillo 2	3,23,427.02	87,995.00	27.21%
Villahermosa	2,58,210.66	74,221.00	28.74%
Maven Toys Villahermosa 1	2,58,210.66	74,221.00	28.74%
Tuxtla Gutierrez	2,29,698.27	65,787.00	28.64%
Maven Toys Tuxtla Gutierrez 1	2,29,698.27	65,787.00	28.64%
Aguascalientes	2,39,997.35	68,642.00	28.6%
Maven Toys Aguascalientes 1	2,39,997.35	68,642.00	28.6%
Chihuahua	5,16,713.04	1,46,868.00	28.42%
Maven Toys Chihuahua 2	2,68,704.74	77,263.00	28.75%
Maven Toys Chihuahua 1	2,48,008.30	69,605.00	28.07%
Puebla	8,08,710.29	2,29,694.00	28.4%
Maven Toys Puebla 3	2,67,559.55	78,670.00	29.4%
Maven Toys Puebla 1	2,58,533.87	75,942.00	29.37%
Maven Toys Puebla 2	2,82,616.87	75,082.00	26.57%
Campeche	5,17,841.67	1,46,339.00	28.26%
Maven Toys Campeche	3,11,786.44	88,248.00	28.3%
Total	1,44,44,572.35	40,14,029.00	27.79%

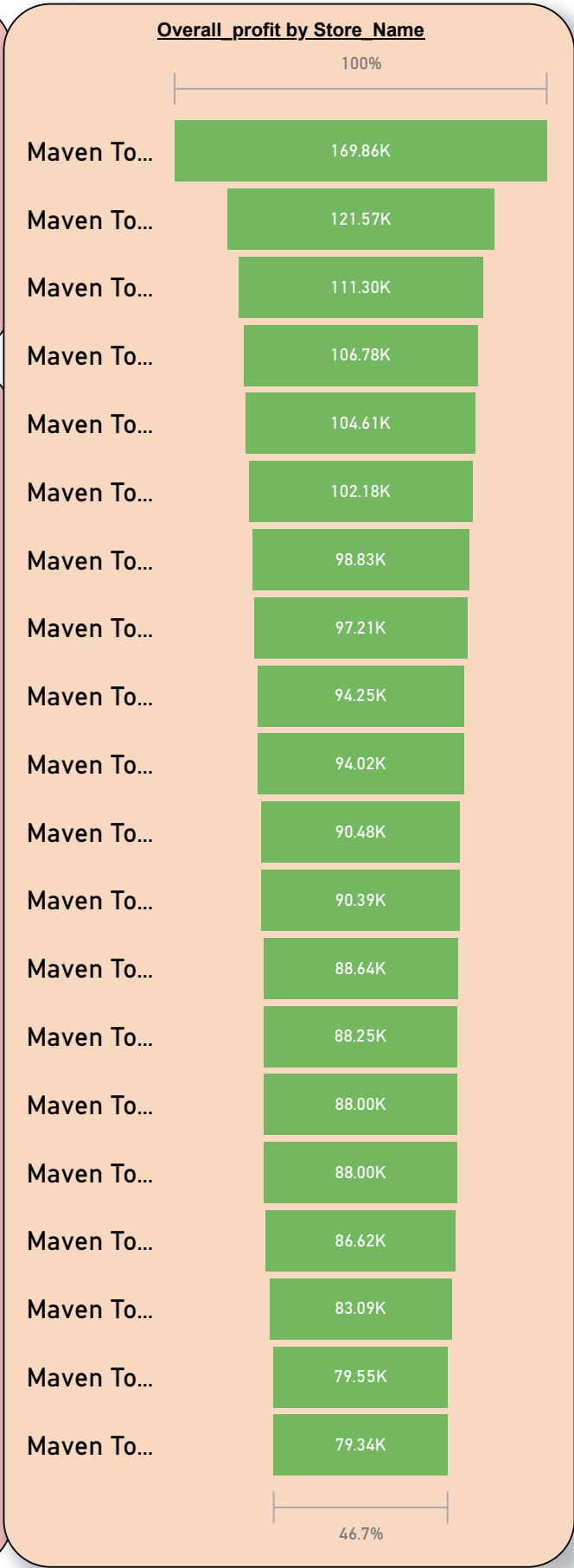
35
Types_Of_Products

30K
Items_in_inventory

1593
Total_cities

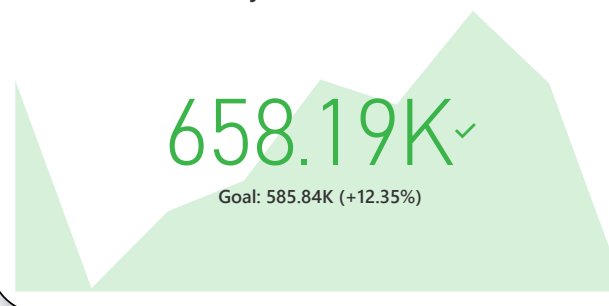
Insights

- In terms of Sales and Profit Ciudad de Mexico showed the highest sales.
- Lowest sales were reported by La Paz.
- Lowest Profit was shown by Cuernavaca.
- Profit Margin- Highest was reported by Morelia. (We can pay attention to opening more stores there so that our sales and profit can increase).
- Oaxaca showed the lowest Profit margin and is 3rd and 4th lowest city in terms of profit and sales respectively.

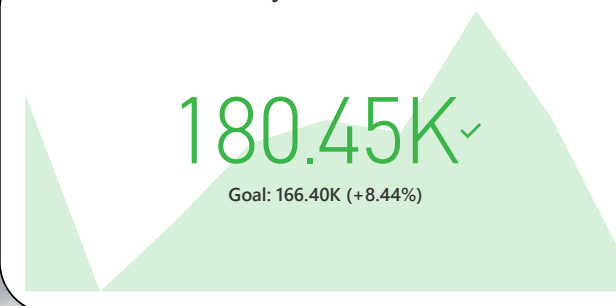


Year	Cumulative Sales
2017	74,82,498.08
Qtr 1	16,73,391.75
January	5,42,554.91
February	10,83,906.56
March	16,73,391.75
Qtr 2	36,88,814.85
April	23,54,464.73
May	30,26,834.63
June	36,88,814.85
Qtr 3	53,20,115.85
July	42,44,849.08
August	47,34,271.81
September	53,20,115.85
Qtr 4	74,82,498.08
October	59,43,990.24
November	66,05,294.39
December	74,82,498.08
2018	1,44,44,572.35
Qtr 1	98,35,842.13
January	82,29,694.30
Total	1,44,44,572.35

Sales2018 and SalesLY by Month



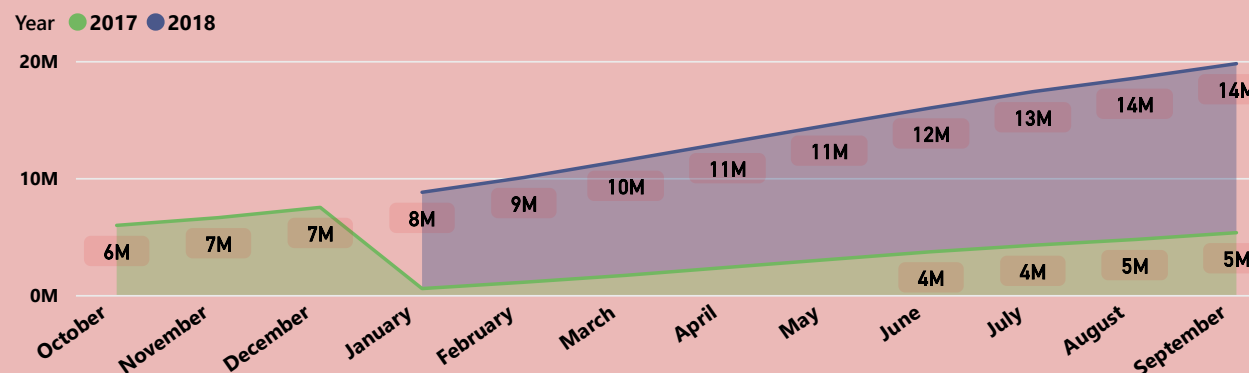
Profit2018 and ProfitLY by Month



A cumulative total of Sales

- . The following table represents the running total of the Sales according to the year, quarter, and month.
- . In both years we can observe that the highest rise in sales was reported between the first quarter Q1 and the second quarter Q2.
- . So we can assume that Q1 and Q2 are beneficial for the sales

Cumulative Sales by Month and Year





Art & Crafts

8635

Stock_On_Hand



Electronics

2418

Stock_On_Hand



Games

6155

Stock_On_Hand





Inventory analysis

Downtown_stock

17K

Inventory By Locati...

Airport_stock

2058

Inventory By Loc...

Commercial_stock

6997

Inventory By Locati...

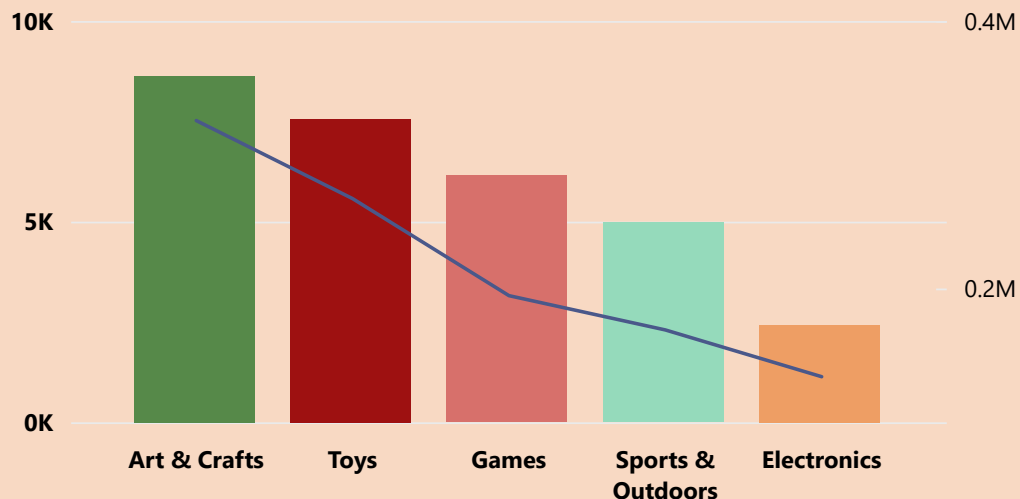
Residential_stock

3519

Inventory By Locati...

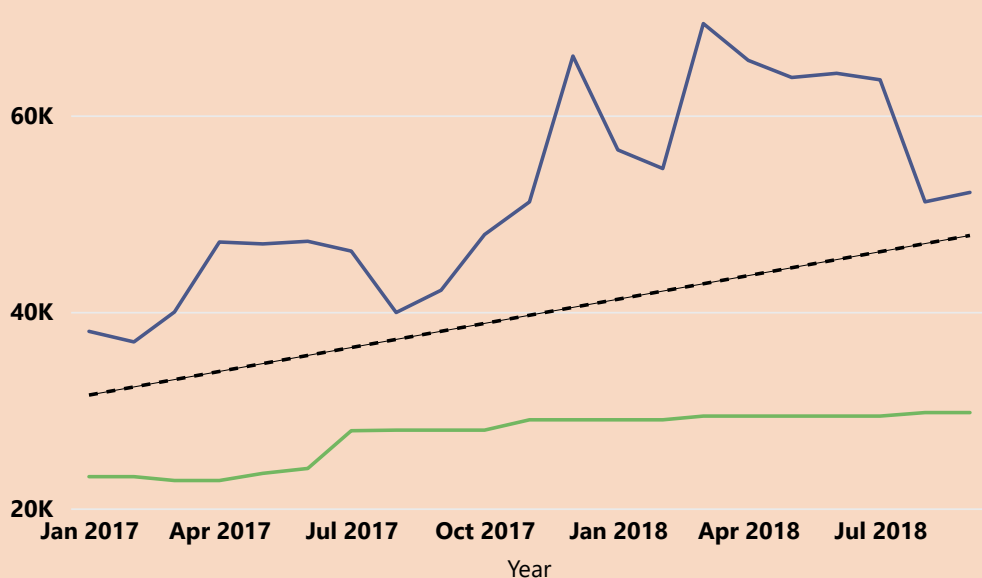
Stock_On_Hand and Units by Product_Category

● Stock_On_Hand ● Units



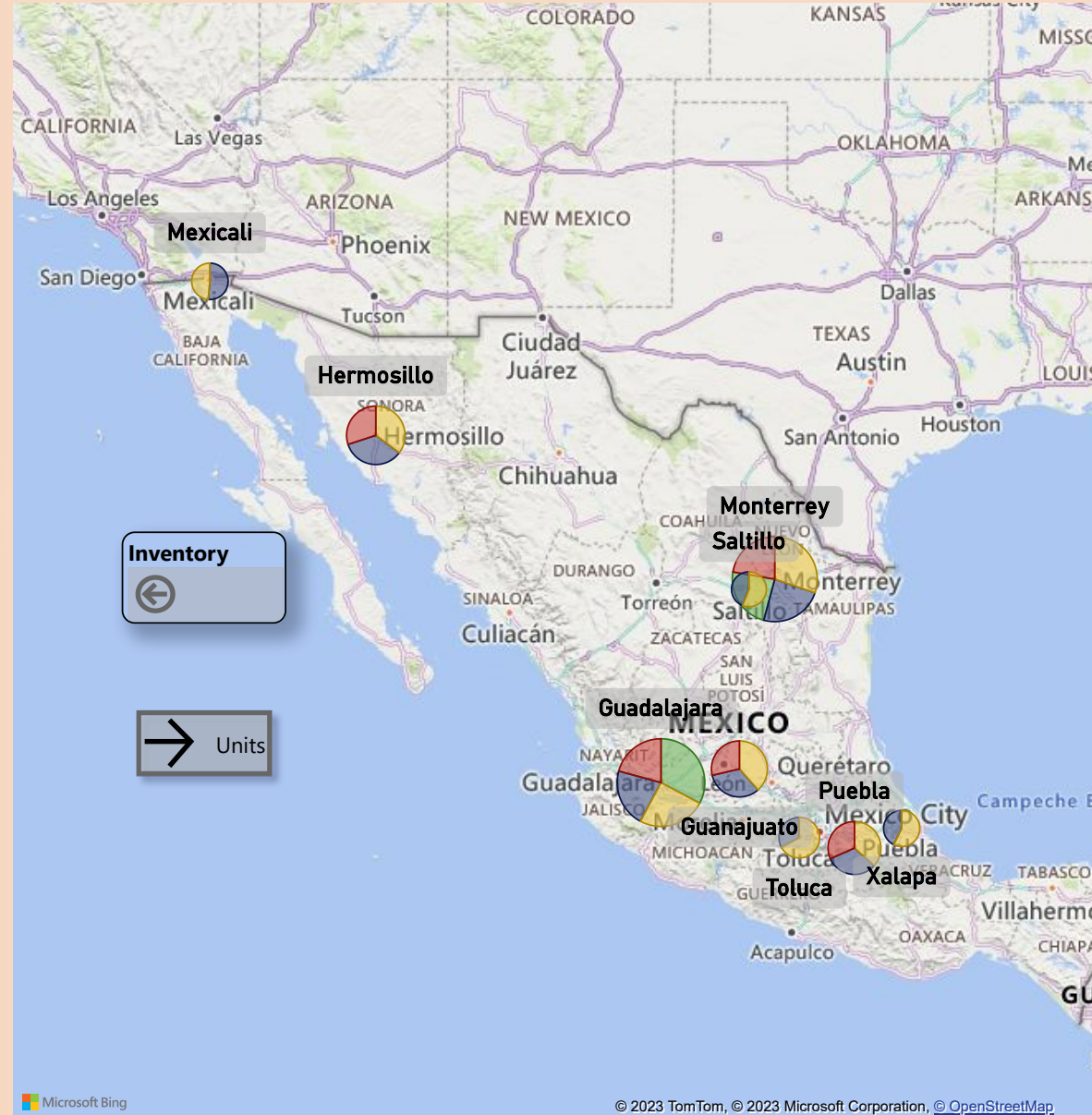
Stock_On_Hand and Units by Year, Quarter and Month

● Stock_On_Hand ● Units



Units by Store_City and Store_Location

Store_Location ● Airport ● Commercial ● Downtown ● Residential



Pain points of the project

- ✓ KPIs to know whether the company is achieving its objective or not(have to use measures present in 2 different tables and then use them to calculate sales).
- ✓ The cumulative total of sales to understand the growth of the business.
- ✓ Finding out the special days and seasons during which sales are high.

Approach adopted

- ✓ Analysis of the information in hand (about the variables) in Excel first.
- ✓ Presence of erroneous values of missing points.
- ✓ Creation of a date table to perform time intelligence functions.
- ✓ Data modelling and management of relationships (especially of the newly created table with others.)
- ✓ DAX functions – for profit, sales, running total, and usage of KPIs.

Technology used

Inventory By Location by Store_Location

