



Maven Toys Analysis Summary

Overview

Maven Toys, a fictitious chain of toy stores in Mexico, has provided comprehensive sales and inventory data. This analysis delves into product categories, sales trends, inventory levels, and potential areas of improvement across store locations.

Key Findings

1. Profitable Product Categories

The analysis reveals that certain product categories consistently drive higher profits for Maven Toys. Interestingly, these top-performing categories may vary across different store locations, suggesting localized preferences or market demands.

2. Seasonal Sales Trends

Seasonal patterns in sales data indicate peak sales during specific times of the year. Maven Toys can leverage this insight to optimize inventory levels and promotional strategies, ensuring they meet demand during high-sales periods.

3. Inventory Management

Out-of-stock products are identified as potential missed sales opportunities at some locations. Ensuring optimal inventory levels and timely restocking can help Maven Toys capitalize on sales and enhance customer satisfaction.

4. Inventory Value & Turnover

The analysis reveals the amount of capital tied up in inventory across Maven Toys stores. Understanding the inventory turnover rate will provide insights into how efficiently inventory is being managed and how long current stock levels will last before needing replenishment.

Recommendations

1. Category-Specific Strategies

Maven Toys should focus on promoting and stocking top-performing product categories across all store locations. Tailoring marketing and inventory strategies to local preferences can further enhance profitability.

2. Seasonal Promotions

Implementing seasonal promotions and campaigns can capitalize on peak sales periods, driving revenue and increasing customer engagement.

3. Inventory Optimization

Adopting an efficient inventory management system can help Maven Toys reduce out-of-stock situations and improve inventory turnover, freeing up capital for other business investments.



Sales Overview

Location

Airport

Commercial

Downtown

Residential

Year

2022

2023

Total Sale

14.46M

Total Profit

4.01M

Total Units

1.09M

Sale

Profit

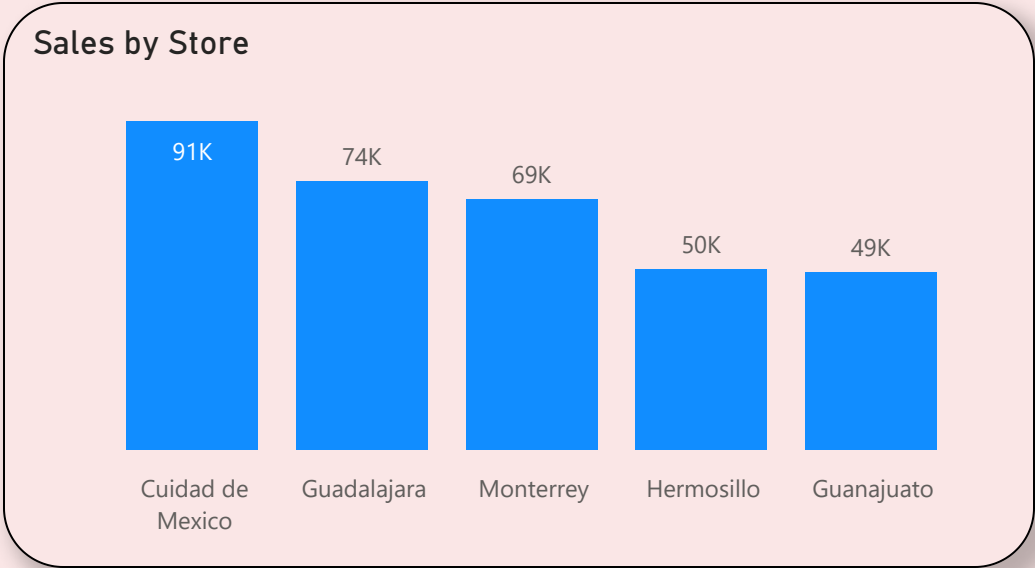
Inventory

Sale Tree

Profit Tree



Clear Filter



Product Category	Units	Total Sale	P&L
Sports & Outdoors	169043	2174050	505718
Games	194673	2228783	673993
Art & Crafts	325574	2708620	753354
Electronics	134075	2248112	1001437
Toys	267200	5095913	1079527
Total	1090565	14455478	4014029



Profit Overview

Location

Airport

Commercial

Downtown

Residential

Year

2022

2023

Total Sale

14.46M

Total Profit

4.01M

Total Units

1.09M

Sale

Profit

Inventory

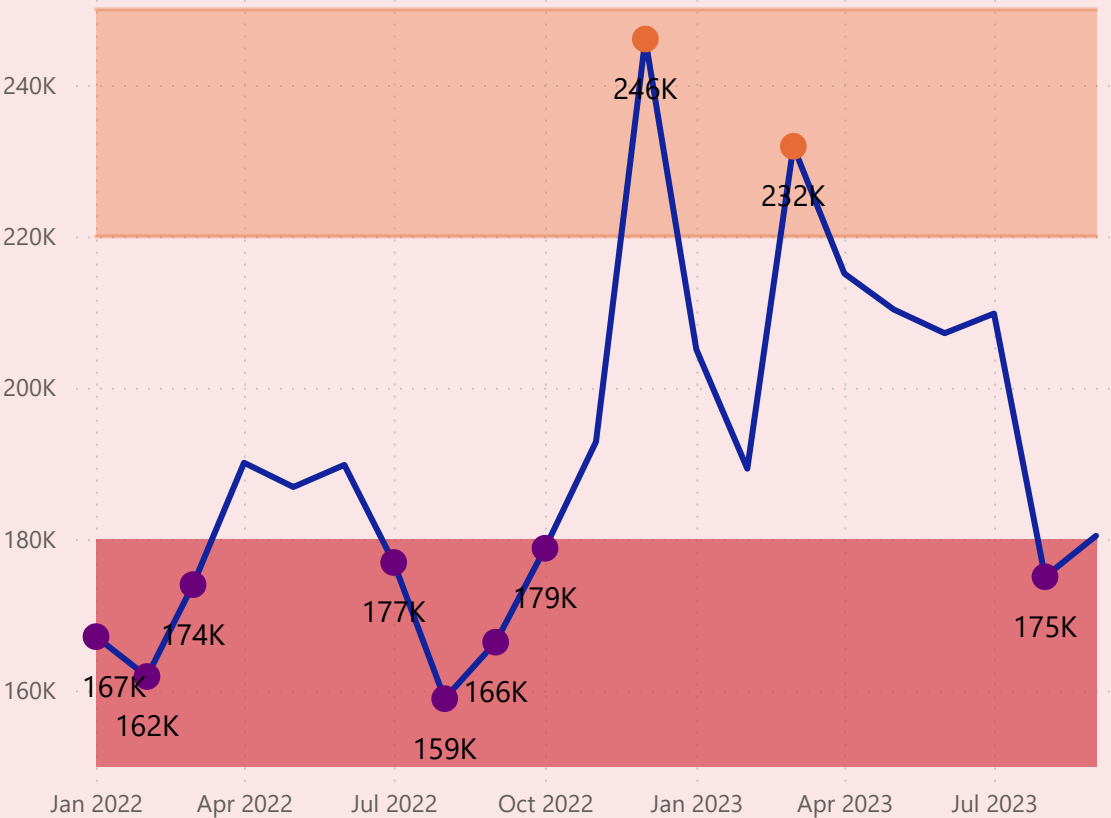
Sale Tree

Profit Tree

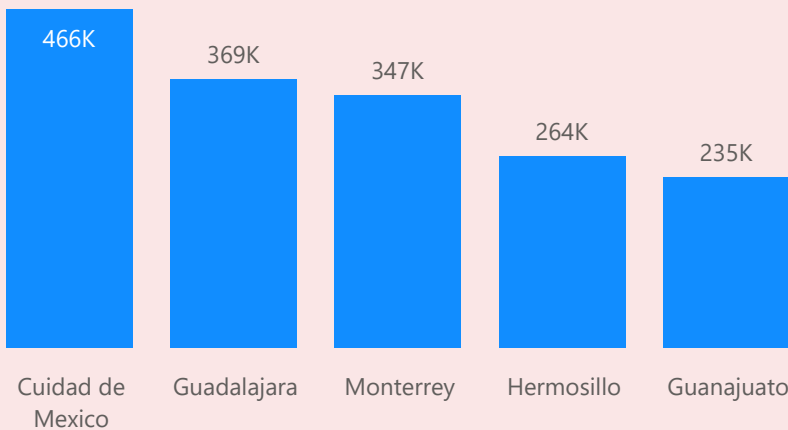


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Monthly Total P&L



Total P&L by Store



Product_Category	Units	Total Sale	P&L
Art & Crafts	325574	2708620	753354
Electronics	134075	2248112	1001437
Games	194673	2228783	673993
Sports & Outdoors	169043	2174050	505718
Toys	267200	5095913	1079527
Total	1090565	14455478	4014029



Inventory Overview

Location

Airport

Commercial

Downtown

Residential

Total Stock On Hand

10.14M

Total Value of Invento...

101.04M

Total Units

1.09M

Sum of inventory

9.051M

Year

2022

2023

Sale

Profit

Inventory

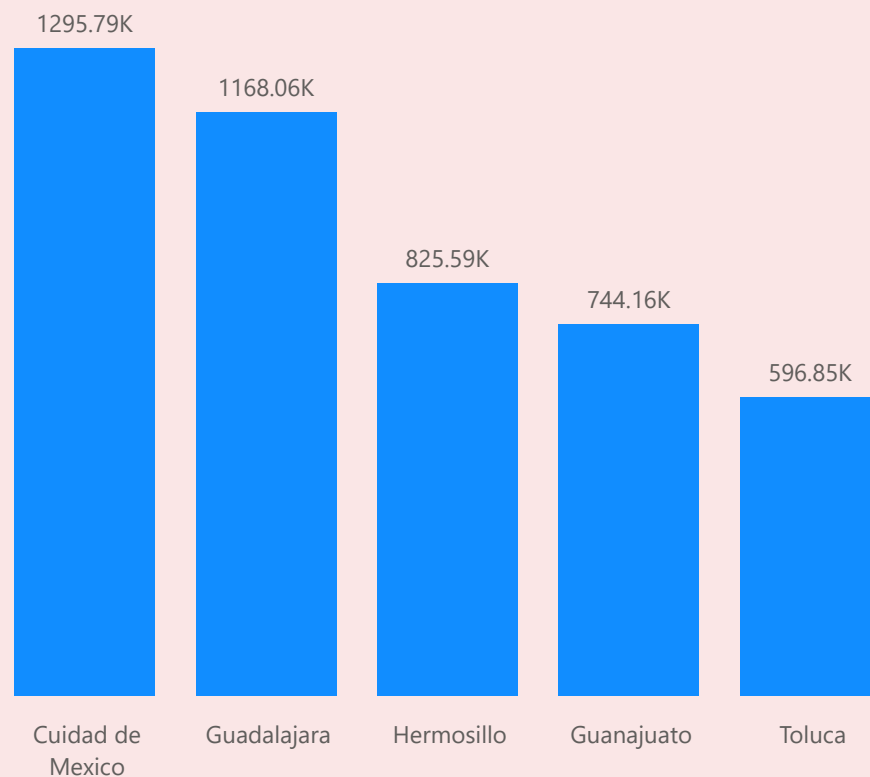
Sale Tree

Profit Tree

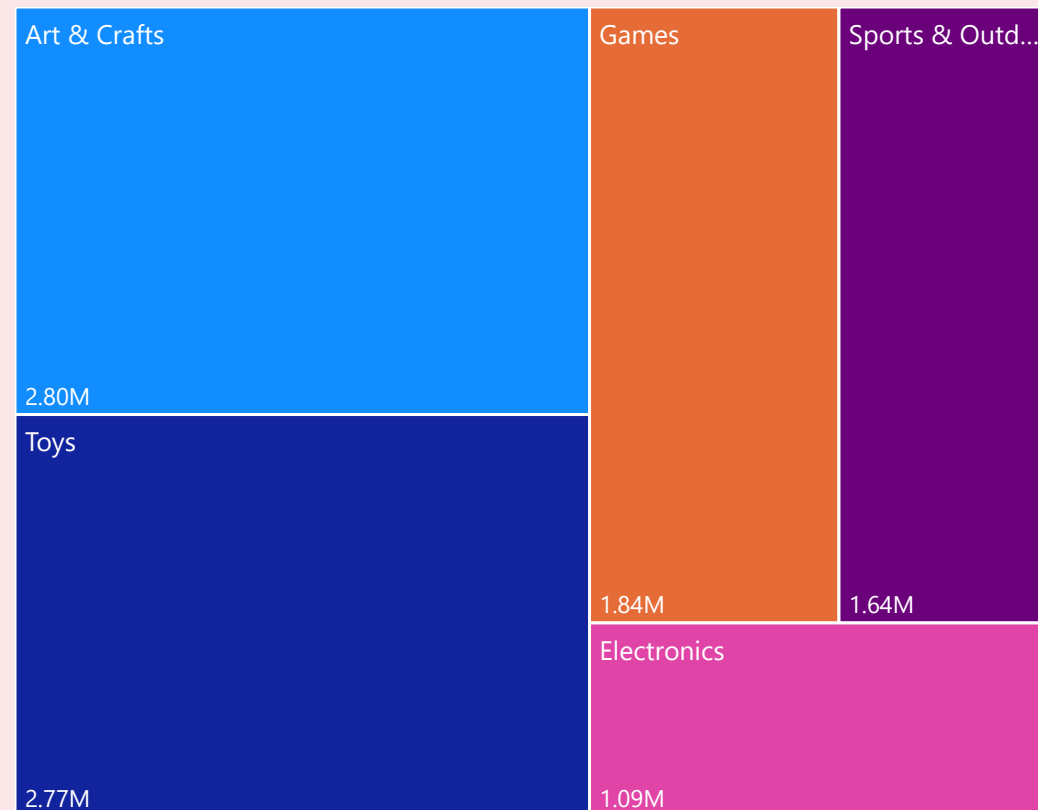


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Total Inventory Value by Store



Total Inventory Value by Product Category



Year sale x
2023

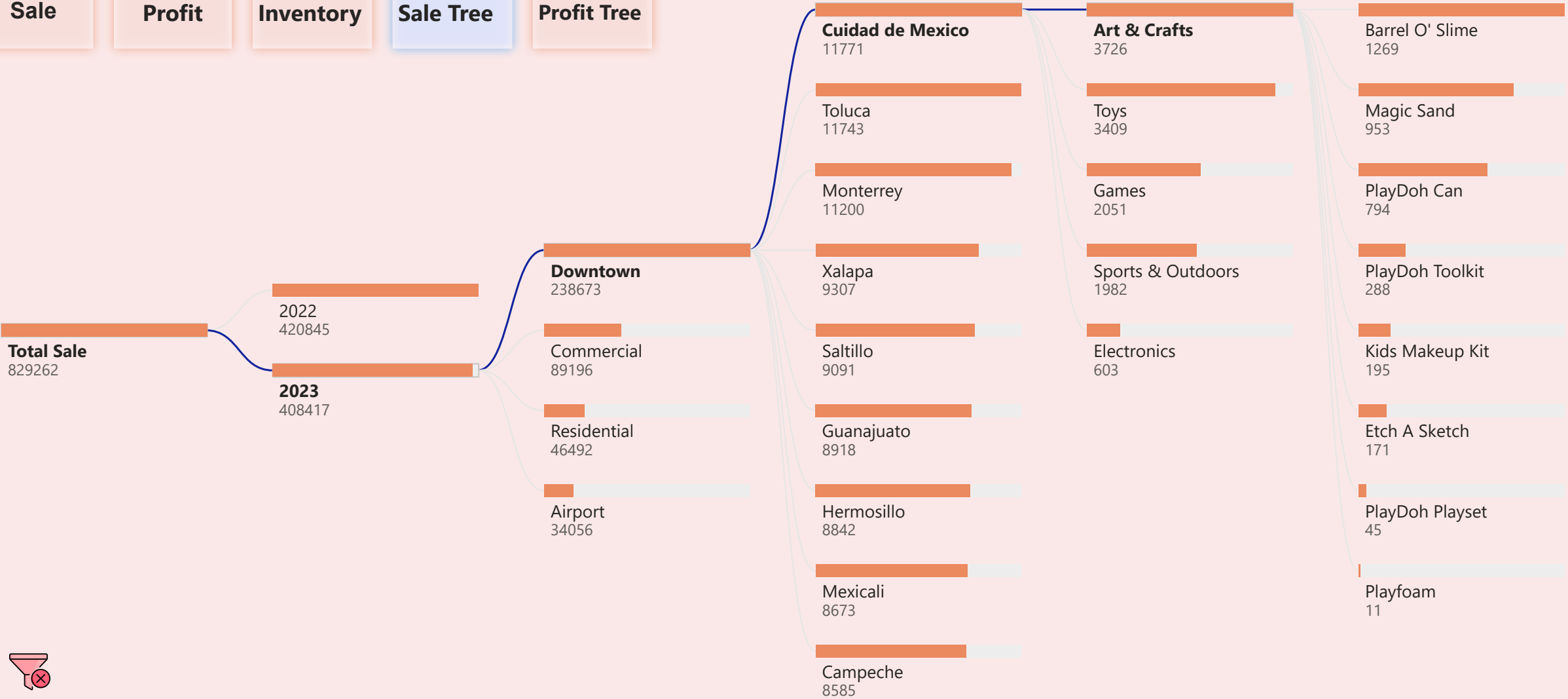
Location x
Downtown

City x
Cuidad de Mexico

Product Category x
Art & Crafts

Product x

- Sale
- Profit
- Inventory
- Sale Tree
- Profit Tree



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🔒 Year sale ×
2023

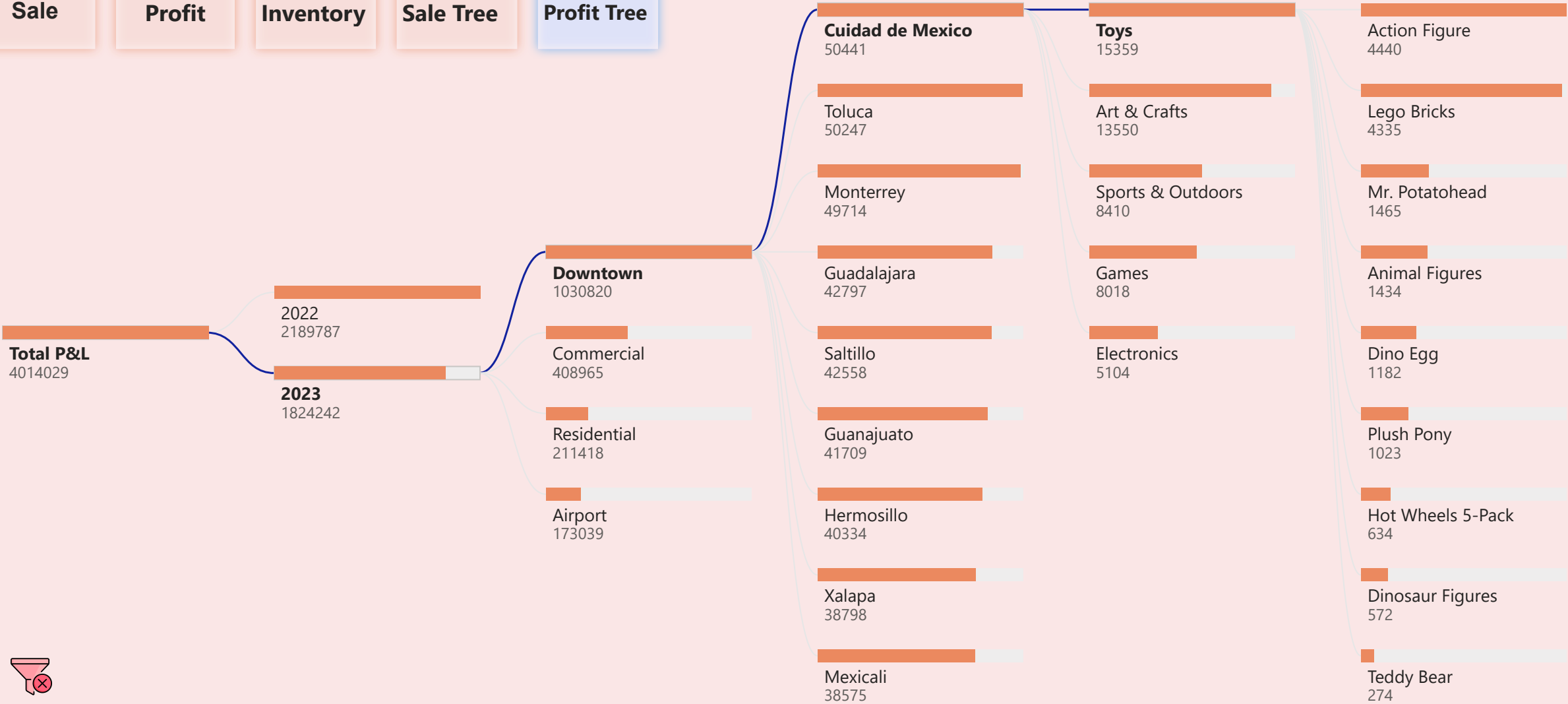
Location ×
Downtown

Store ×
Cuidad de Mexico

Product Category ×
Toys

Product ×

- Sale
- Profit
- Inventory
- Sale Tree
- Profit Tree



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Month

2022



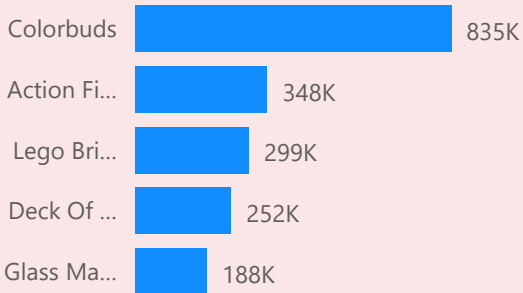
January

167126

February

161861

Total P&L by Product



Month

2022

2

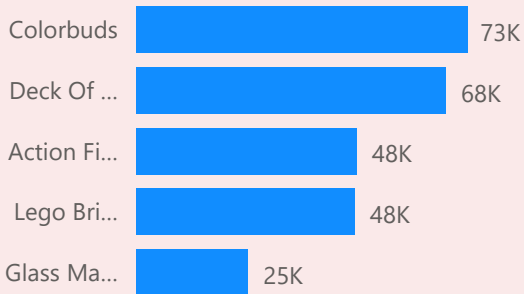
January

29547 4

February

28651 4

Total Sale by Product



Total Stock On Hand by Product

