



Maven Toys

Summary

Insights

Sales

Profit

Products

Stores

Goal Projection

Our Story

There was a small toy store tucked between a bakery and an old-fashioned movie theater on Fun Street, in the residential area of Guadalajara, Mexico. It was a place that most people passed by without a second thought, but to those who grew up nearby, it was a place of fond memories, a spot where the ordinary became extraordinary, and where the world seemed to slow down just a little bit.

The store was called *Maven Toys*, and its owner, Mr. Harrison, was a man who had seen it all. He opened the first store in 1992 when he was in his early thirties. Now, after 33-years, he has led the expansion to 50 stores in 29 cities, bringing the products to additional downtown, commercial and airport locations.

His Mission is to grow 10% in 2023 and look for expansion opportunities, since the last store was opened in 2016.

4

Store Locations



29

Cities

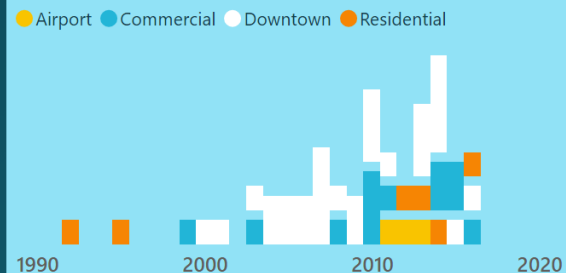


50

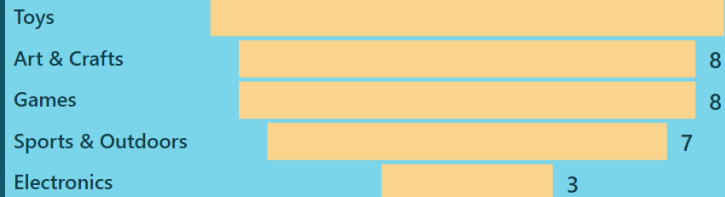
Stores



Stores by Opening Year



35-product mix in 5 Categories





Maven Toys

This report analyzes 2023 sales performance for the fictional company **Maven Toys**, operating 50 stores across 29 Mexican cities. It reviews financial results, product and store performance, and assesses whether the 10% annual sales growth target is achievable.

Key Findings

- **YTD Revenue:** \$6.96M (up 30.9% YoY). To reach the \$9.27M goal, 24.9% more revenue is needed by year-end.
- **Best Category:** *Toys* – \$2.3M (33% of total).
- **Fastest Growth:** *Arts & Crafts* – up 251.9%, led by *Magic Sand* (+24,825%).
- **Underperforming:** *Electronics* – down 27.8%, due to falling *Colorbuds* sales, despite its high profit margin (53.4%).
- *Barrel of Slime* leads in unit sales; *Lego* leads in revenue but has a low margin (12.5%).
- *Jenga* has the highest margin (70%) but low revenue contribution.
- *Classic Dominoes* is the least profitable product.
- At the current pace (\$25.5K/day in September), Maven Toys is on track to exceed its annual target, especially with expected holiday sales.

Store Performance

- **Downtown Stores:** \$3.99M YTD (57% of total), up 33.4%.
- **Airports:** Strong growth (+33.4%), led by Mexico City, but contribute only 9.2% of revenue.
- No new stores since 2016. Airport expansion could drive growth.

Recommendations

- Explore airport retail expansion.
- Investigate pricing and demand trends for *Colorbuds*.
- Consider improving margins on high-revenue items like *Lego*.
- Prioritize restocking fast-selling items.
- Analyze at least 10 years of sales data to inform strategy.

Tools & Skills Used

Power BI, data cleaning, modeling, DAX, visual storytelling.

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Maven Toys Sales: 2023 Performance Report

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30,9%

YOY Difference

\$6 962 074

YTD Revenue

\$5 320 116

Previous YTD Revenue

75,1%

Progress Towards Goal

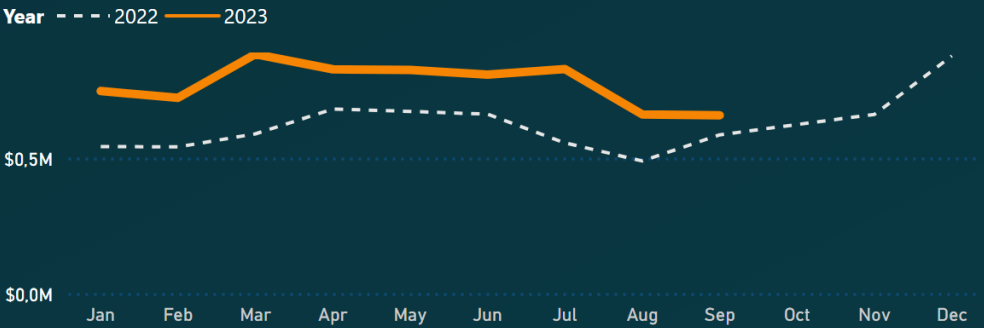
\$6 962 074

YTD Revenue

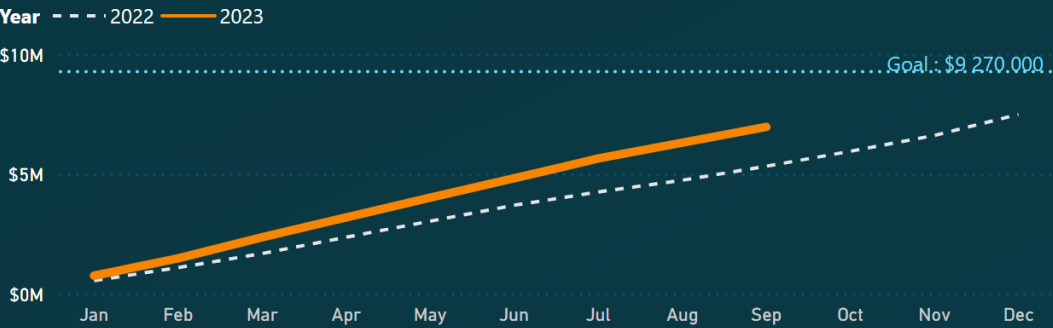
\$9 270 000

Goal

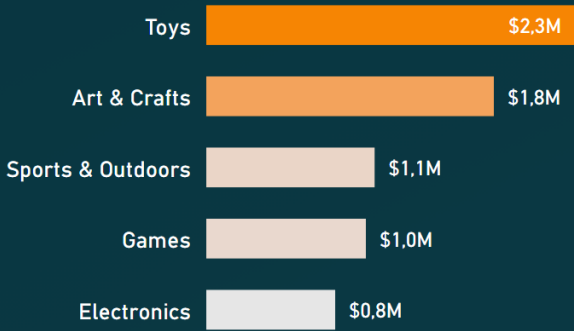
Year Over Year Revenue by Month



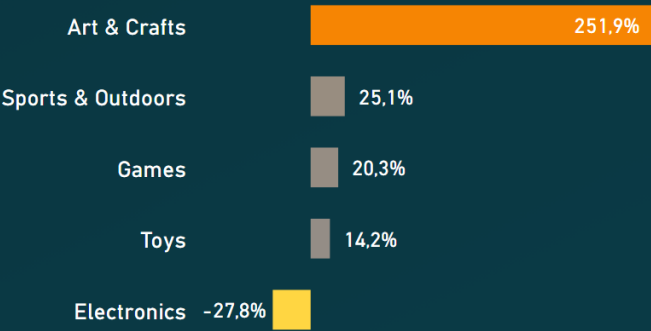
YTD Revenue Progress Towards Goal



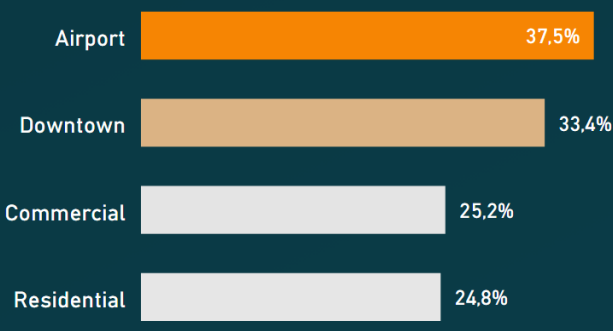
YTD Revenue by Product Category



YOY Revenue Difference by Product Category



YOY Revenue Difference by Store Location



Tooltip when hovering over YTD Revenue on Product Category bar chart

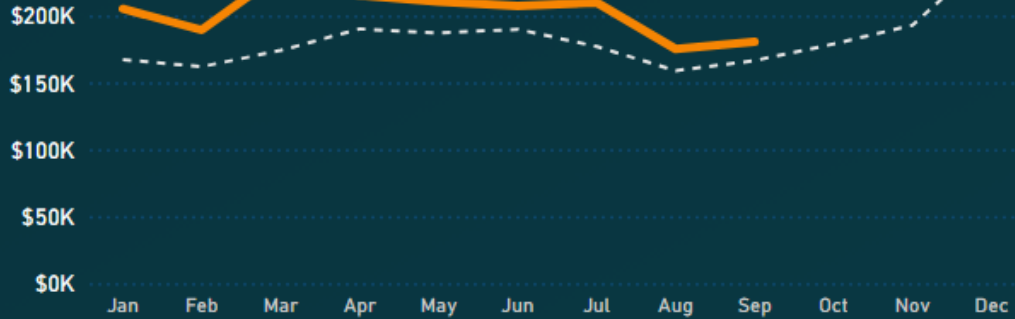




Maven Toys: Profit

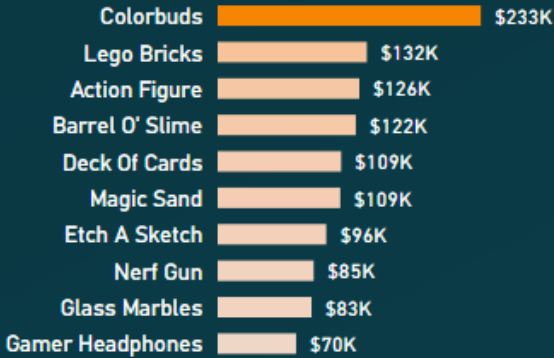
Profit by Month

Year - - - 2022 — 2023

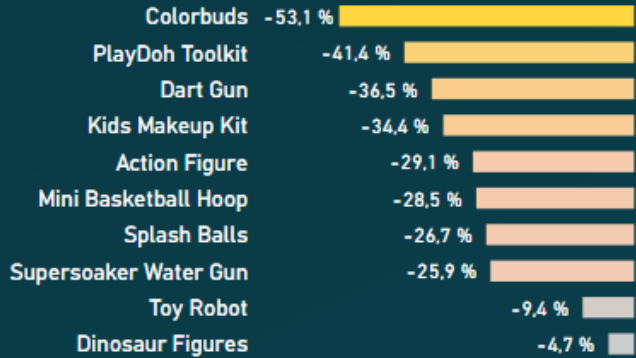


Product Name	Product Cost	Price	Profit margin	YTD Profit	YTD Revenue	YTD Units Sold
Lego Bricks	\$34,99	\$39,99	12,5 %	\$132 230	\$1 057 576	26446
Toy Robot	\$20,99	\$25,99	19,2 %	\$24 230	\$125 948	4846
Mini Basketball Hoop	\$8,99	\$24,99	64,0 %	\$14 560	\$22 741	910
PlayDoh Playset	\$20,99	\$24,99	16,0 %	\$10 664	\$66 623	2666
Etch A Sketch	\$10,99	\$20,99	47,6 %	\$96 270	\$202 071	9627
Gamer Headphones	\$14,99	\$20,99	28,6 %	\$69 552	\$243 316	11592
Kids Makeup Kit	\$13,99	\$19,99	30,0 %	\$50 622	\$168 656	8437
Monopoly	\$13,99	\$19,99	30,0 %	\$9 846	\$32 804	1641
Nerf Gun	\$14,99	\$19,99	25,0 %	\$85 100	\$340 230	17020
Plush Pony	\$8,99	\$19,99	55,0 %	\$27 841	\$50 595	2531
Rubik's Cube	\$17,99	\$19,99	10,0 %	\$42 096	\$420 750	21048
Action Figure	\$9,99	\$15,99	37,5 %	\$125 538	\$334 559	20923
Total			26,2 %	\$1 824 242	\$6 962 074	541073

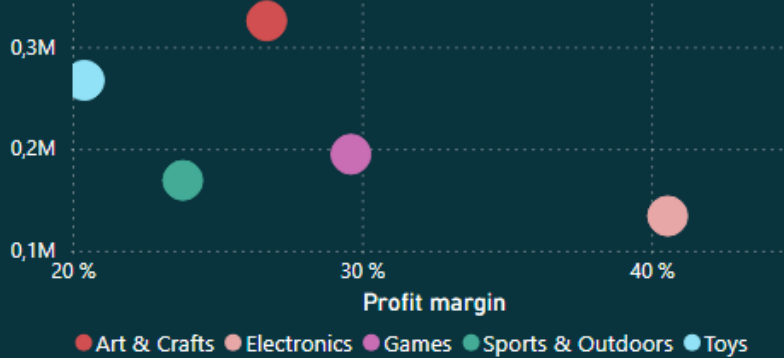
YTD Profit by Product



YOY Profit by Bottom 10 Products



Sales vs Profit by Product Category



Tooltip when hovering over YTD Product on Product Category bar chart

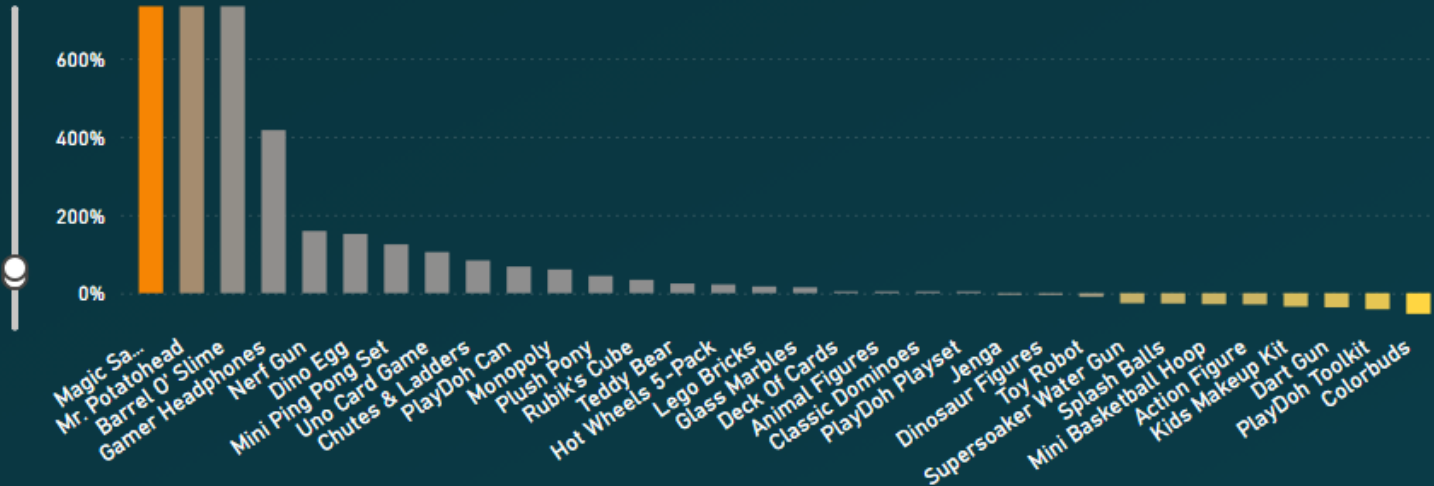




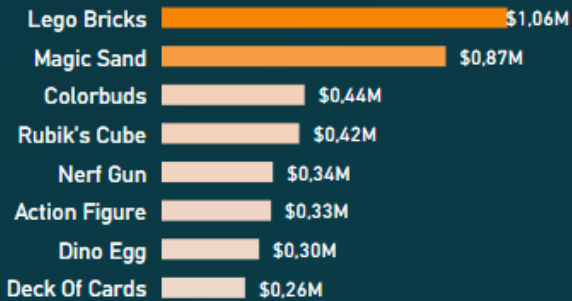
Maven Toys: Product Performance

YOY Difference in Revenue by Product

Use zoom slider to view all YOY percentages



YTD Revenue by Product

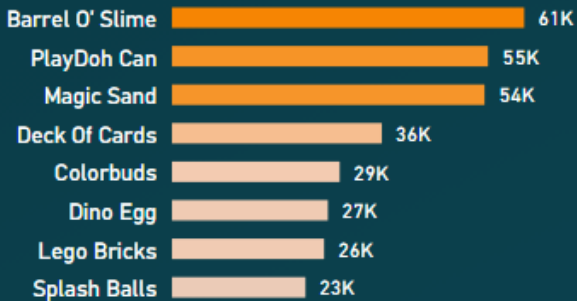


YTD Profit by Product



Product Name	PYTD Revenue	YTD Revenue	% Difference
Magic Sand	\$3 486	\$868 849	24825.2%
Mr. Potatohead	\$1 149	\$64 036	5473.9%
Barrel O' Slime	\$21 271	\$244 316	1048.6%
Gamer Headphones	\$47 102	\$243 316	416.6%
Nerf Gun	\$131 514	\$340 230	158.7%
Dino Egg	\$118 615	\$297 950	151.2%
Mini Ping Pong Set	\$83 217	\$186 923	124.6%
Uno Card Game	\$5 929	\$12 145	104.9%
Chutes & Ladders	\$13 432	\$24 642	83.5%
PlayDoh Can	\$97 911	\$164 280	67.8%
Monopoly	\$20 450	\$32 804	60.4%
Plush Pony	\$35 162	\$50 595	43.9%
Rubik's Cube	\$314 123	\$420 750	33.9%
Teddy Bear	\$31 436	\$39 165	24.6%
Hot Wheels 5-Pack	\$51 891	\$63 386	22.2%
Lego Bricks	\$905 014	\$1 057 576	16.9%
Total	\$5 320 116	\$6 962 074	30.9%

YTD Units Sold by Product



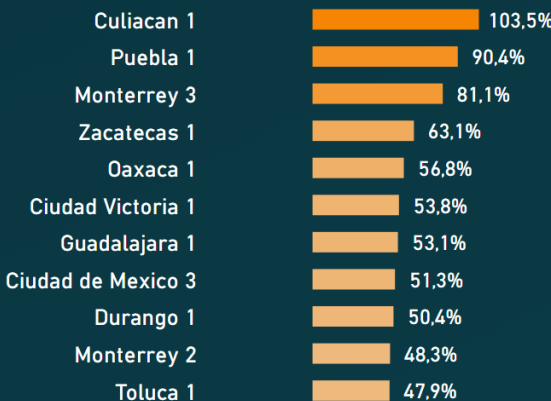


Maven Toys: Store Performance

Stores by YTD Revenue



YOY Difference in Revenue by Store



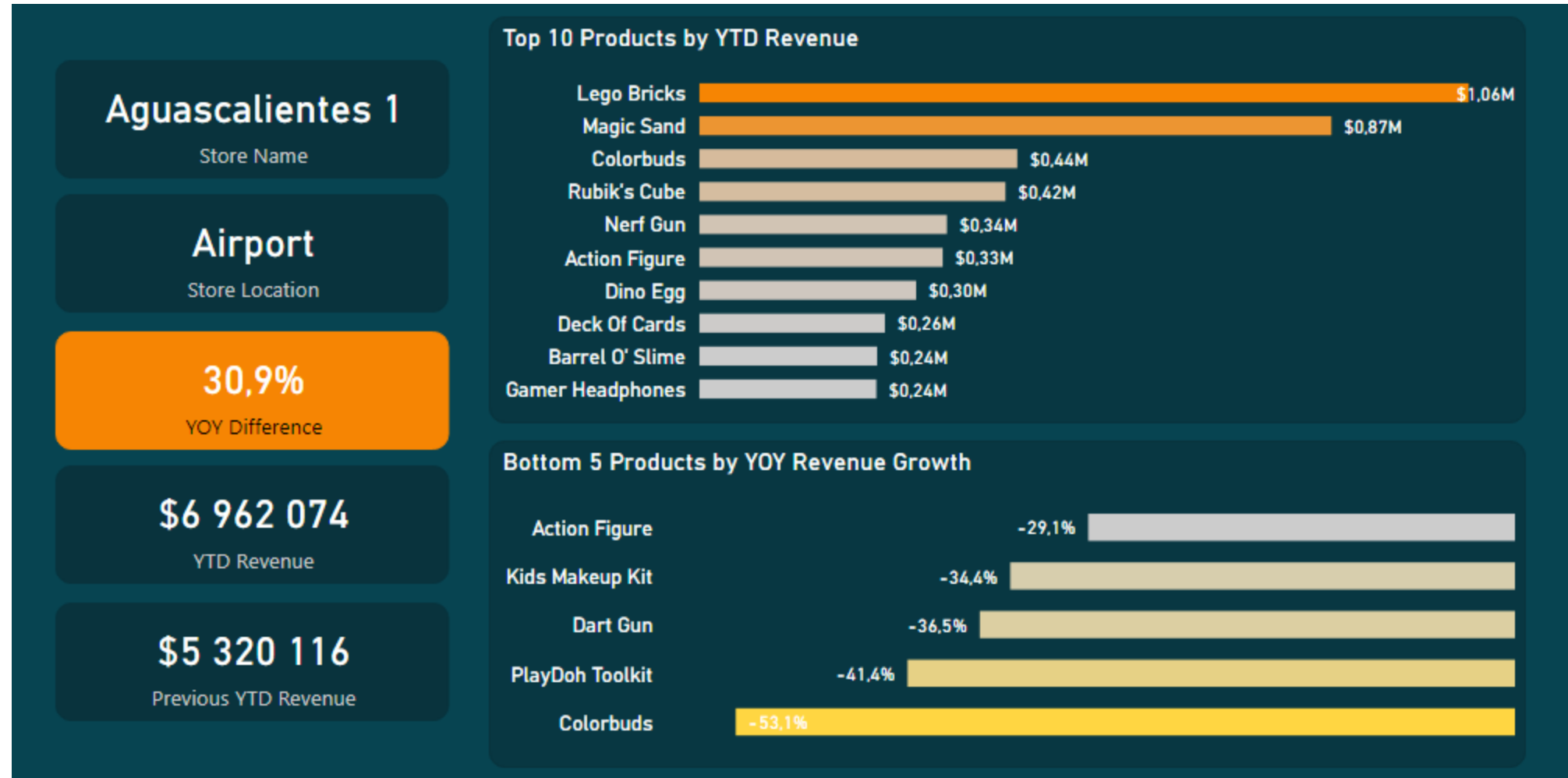
Revenue (bubble size) and YOY Difference by Store Location



Based on AVG daily units sold in the last 30 days, these top 5 performer products (by Store) have less than 3 days of stock

Store Name	Product Name	On Hand	AVG Daily Units Sold	Days of Inventory
Mexicali 1	Gamer Headphones	2	7,00	0,29
Ciudad de Mexico 4	Colorbuds	8	16,00	0,50
Puebla 3	Colorbuds	2	8,88	0,23
Hermosillo 3	Nerf Gun	6	16,00	0,38
Hermosillo 3	Rubik's Cube	9	8,67	1,04
Zacatecas 1	Magic Sand	2	21,29	0,09
Zacatecas 1	Lego Bricks	8	13,00	0,62
Zacatecas 1	Rubik's Cube	17	7,25	2,34
Monterrey 1	Dino Egg	0	6,83	0,00
Monterrey 1	Colorbuds	6	11,00	0,55
Monterrey 1	Barrel O' Slime	18	14,08	1,28
Guanajuato 1	Lego Bricks	7	10,80	0,65
Guanajuato 1	Rubik's Cube	10	10,50	0,95
Aguascalientes 1	Lego Bricks	20	12,25	1,63
Guadalajara 3	Lego Bricks	9	14,63	0,62
Guadalajara 3	Colorbuds	18	21,43	0,84
Guadalajara 3	Magic Sand	19	13,36	1,42
Saltillo 1	Magic Sand	2	8,93	0,22
Saltillo 1	Gamer Headphones	4	11,00	0,36
Villahermosa 1	Lego Bricks	17	13,50	1,26
Villahermosa 1	Dino Egg	0	8,50	0,00
Villahermosa 1	Action Figure	5	7,60	0,66
Villahermosa 1	Lego Bricks	12	14,13	0,85
Villahermosa 1	Magic Sand	14	14,00	1,00
Morelia 1	Lego Bricks	4	13,00	0,31
Morelia 1	Nerf Gun	9	15,40	0,58
Morelia 1	Gamer Headphones	18	12,50	1,44
Ciudad de Mexico 1	Lego Bricks	8	17,00	0,47
Ciudad de Mexico 1	Rubik's Cube	11	10,33	1,06

Tooltip when hovering over map





Maven Toys: Goal Projection

Select a Revenue Goal:

9250000

Select Avg Daily Sales:

25000

100,1%

Progress Towards Projected Goal

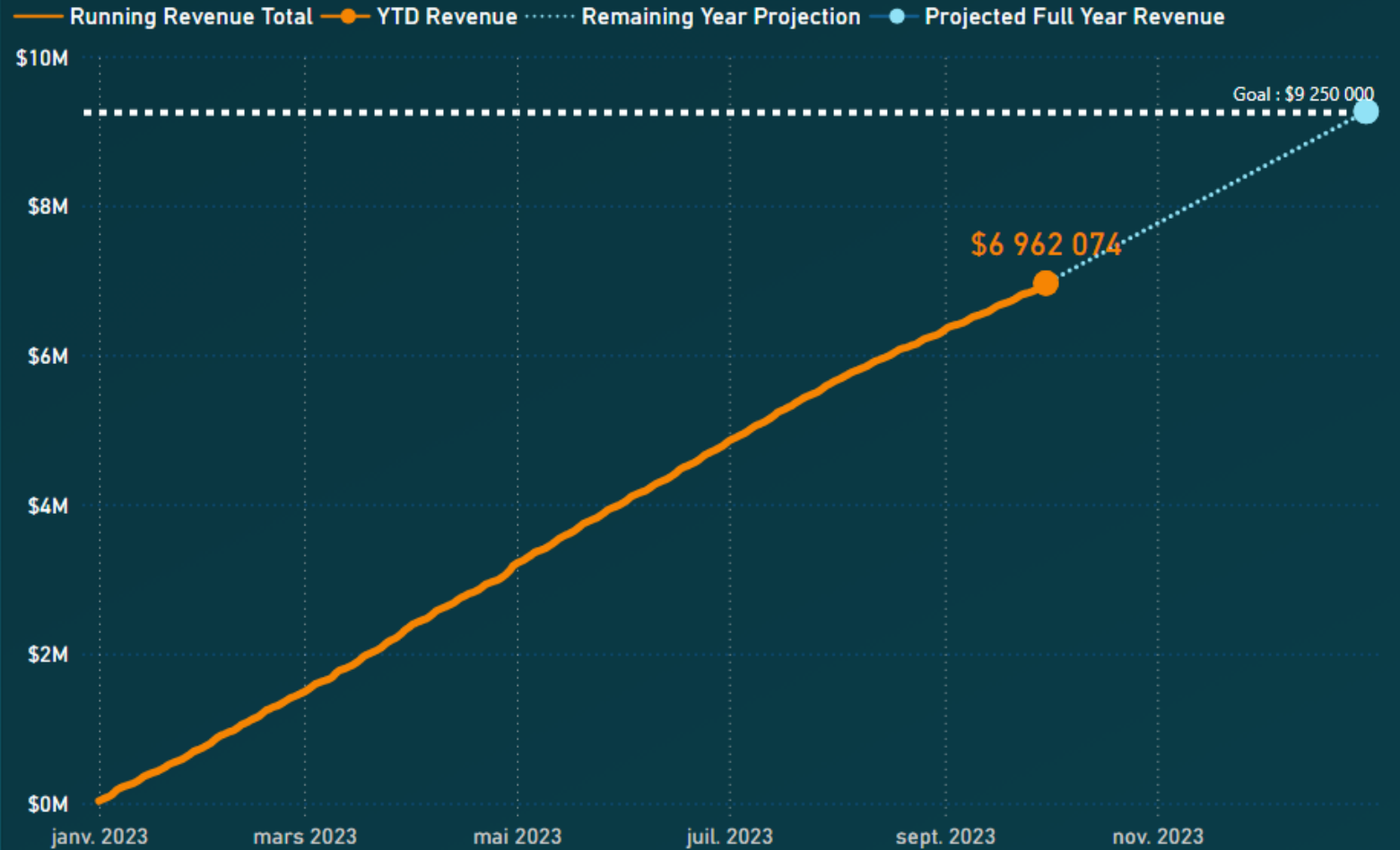
\$9 250 000

Interactive Goal

\$9 262 074

Running Total + Forecast

2023 Projected Revenue Based on YTD AVG Daily Revenue (vs. Goal)



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