

MAVEN TOY STORE

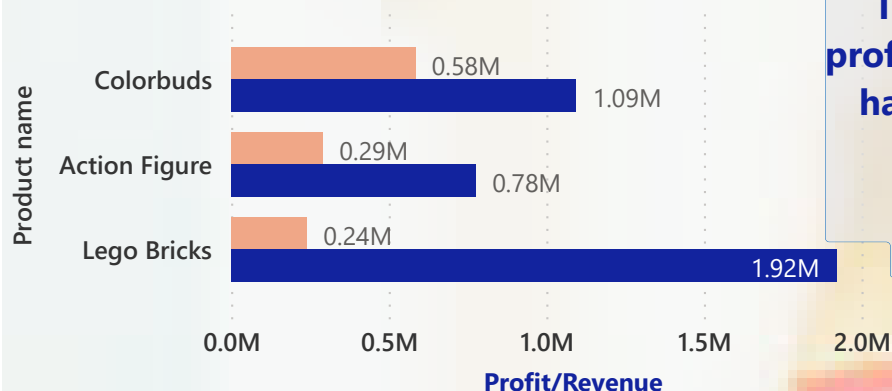
Units
1M

Total Profit
4.01M

Total sales
14.44M

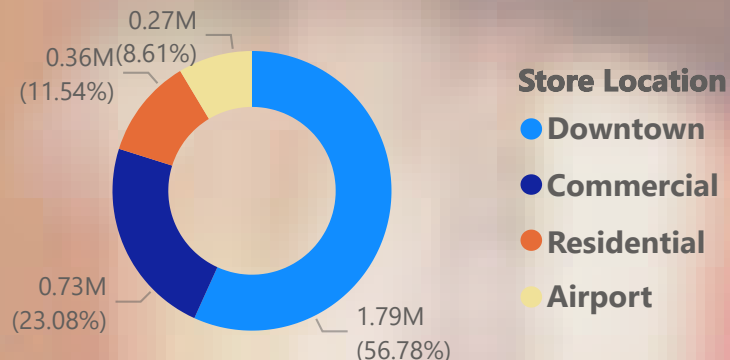
Profit by product

total_profit total_revenue



These are the top 3 most profitable products, colorbuds has the highest profit with profit margin of 53.3%

Profit by Store location

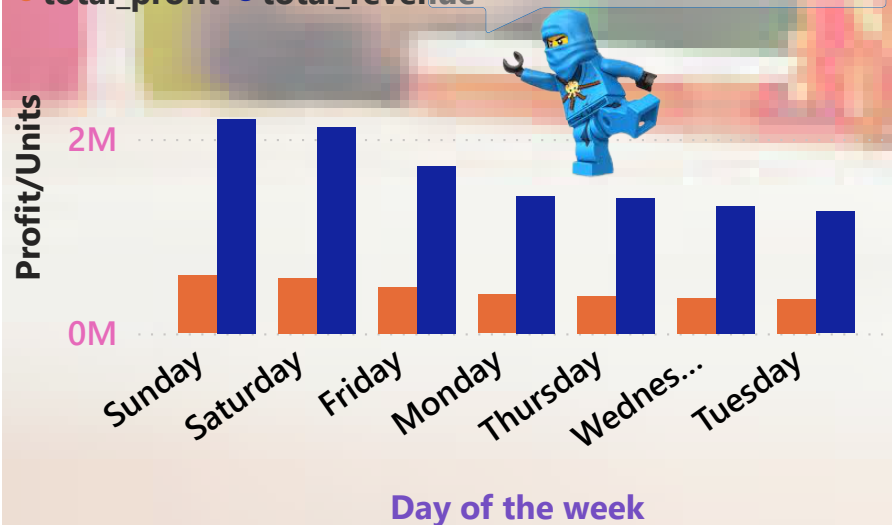


Downtown areas are the most profitable

Toys has the highest profits but with a margin of 28.74% while electronics category has a profit margin of 43.10%

Profit by day

total_profit total_revenue



And over here, the weekend seems to be bringing the most profits and sales, well no wonder!

RECOMMENDATIONS

1. Open more **Airport** stores and design marketing strategies to increase sales , **Downtown** has the highest sales and profit cause of the number of stores it has.
2. Prioritize the top 5 profitable category for driving product sales, Toys, electronics,A&C , games and S&O
3. Promotions and/or discounts targeted at weekends

Profit by Category

total_profit units_sold total_revenue

