



# Toy Company Sales: 2023 Performance Report

30.9%

YOY Difference

\$6,962,074

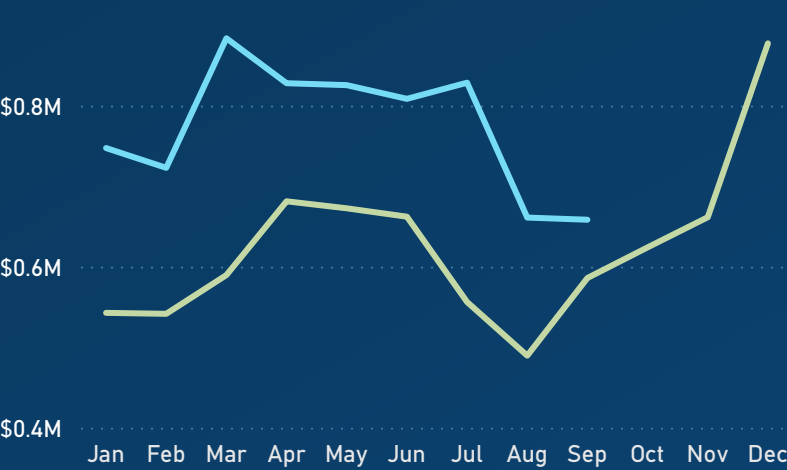
YTD Revenue

\$5,320,116

Previous YTD Revenue

Year Over Year Revenue by month

Year ● 2022 ● 2023



81.9%

Progress Towards Goal

\$6,962,074

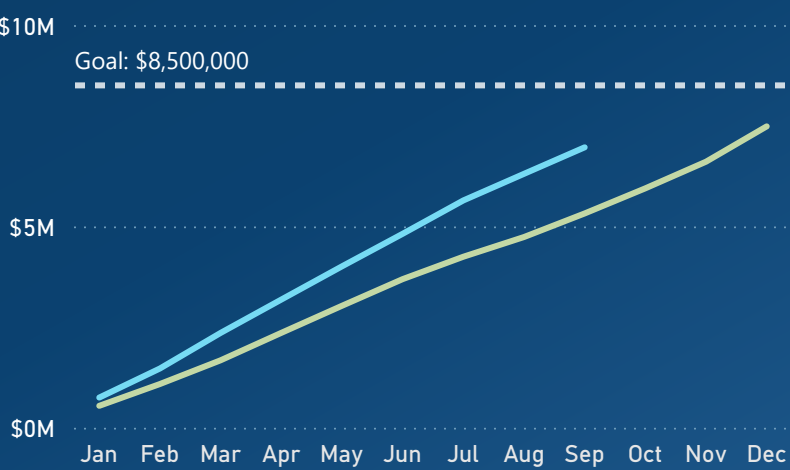
YTD Revenue

\$8,500,000

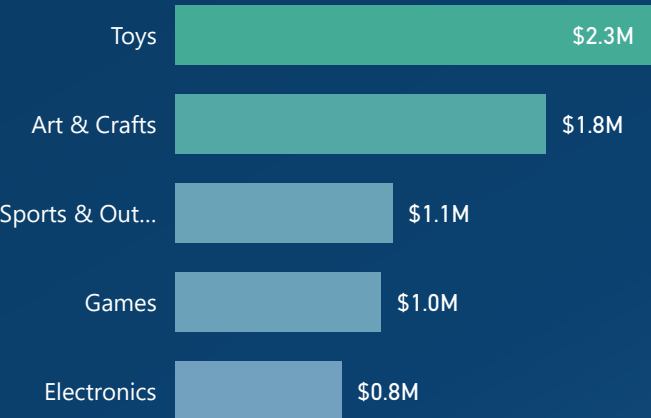
Goal

YTD Revenue Progress Towards Goal

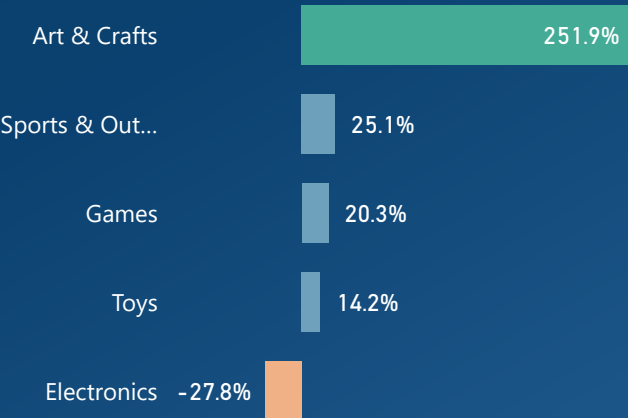
Year ● 2022 ● 2023



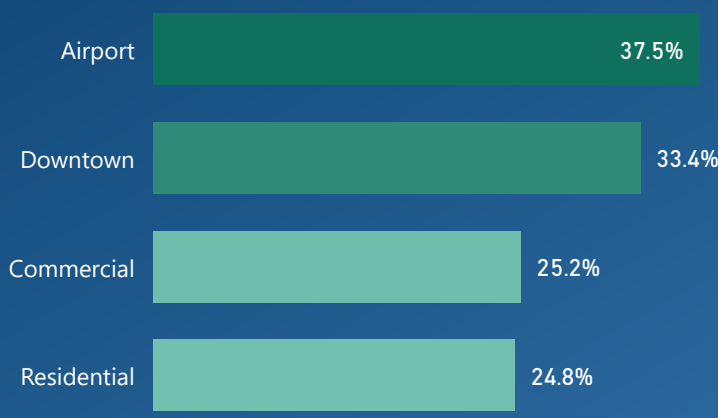
YTD Revenue by Product Category



YOY Difference by Product Category



YOY Difference by Store Location





# Toy Company Sales: **Goal Projection**

Goal Set: ▼

8000000

Avg Daily Sales Set: ▼

30000

121.5%

Progress Towards Projected Goal

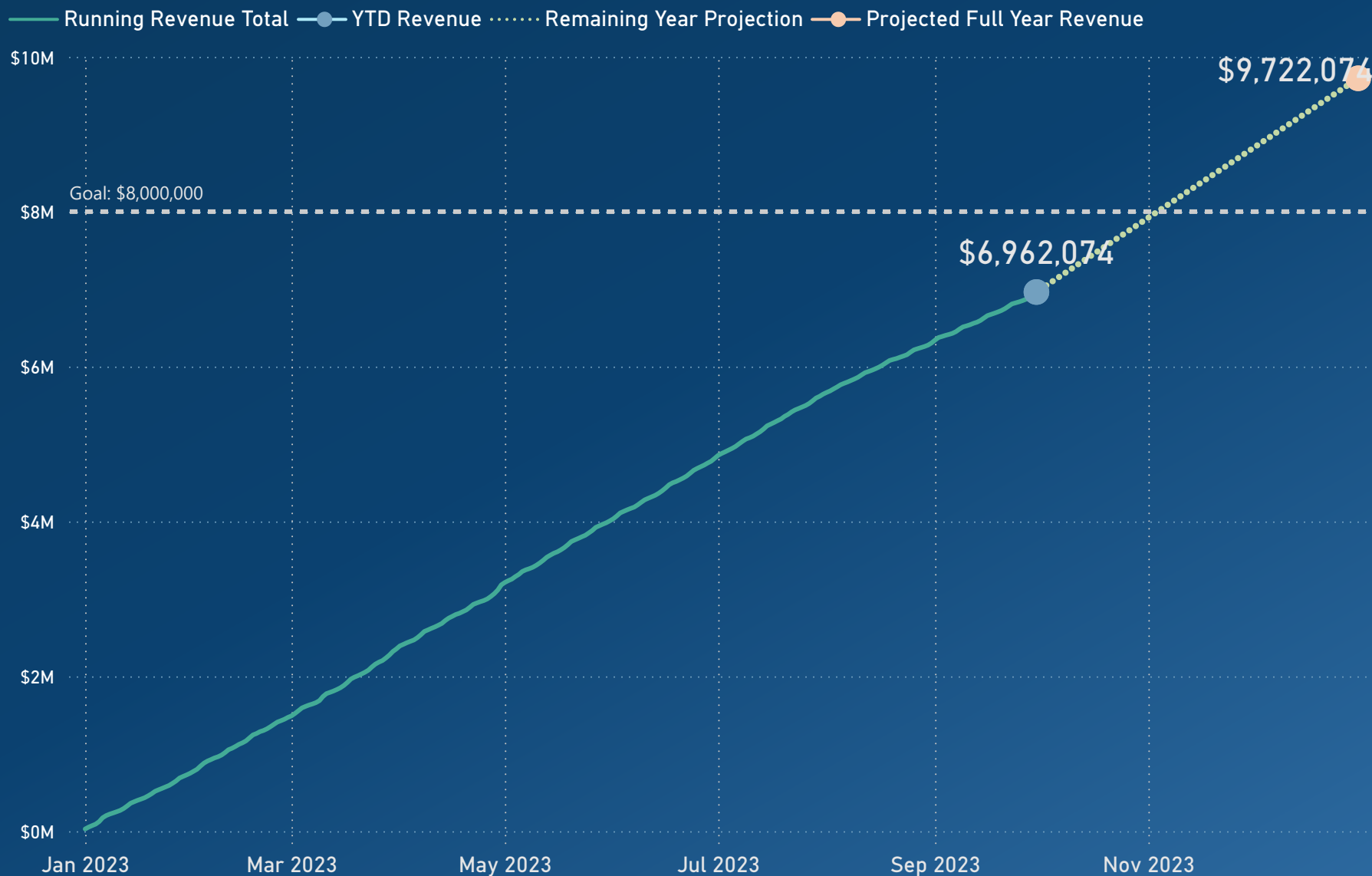
\$8,000,000

Interactive Goal

\$9,722,074

Running Total + Forecast

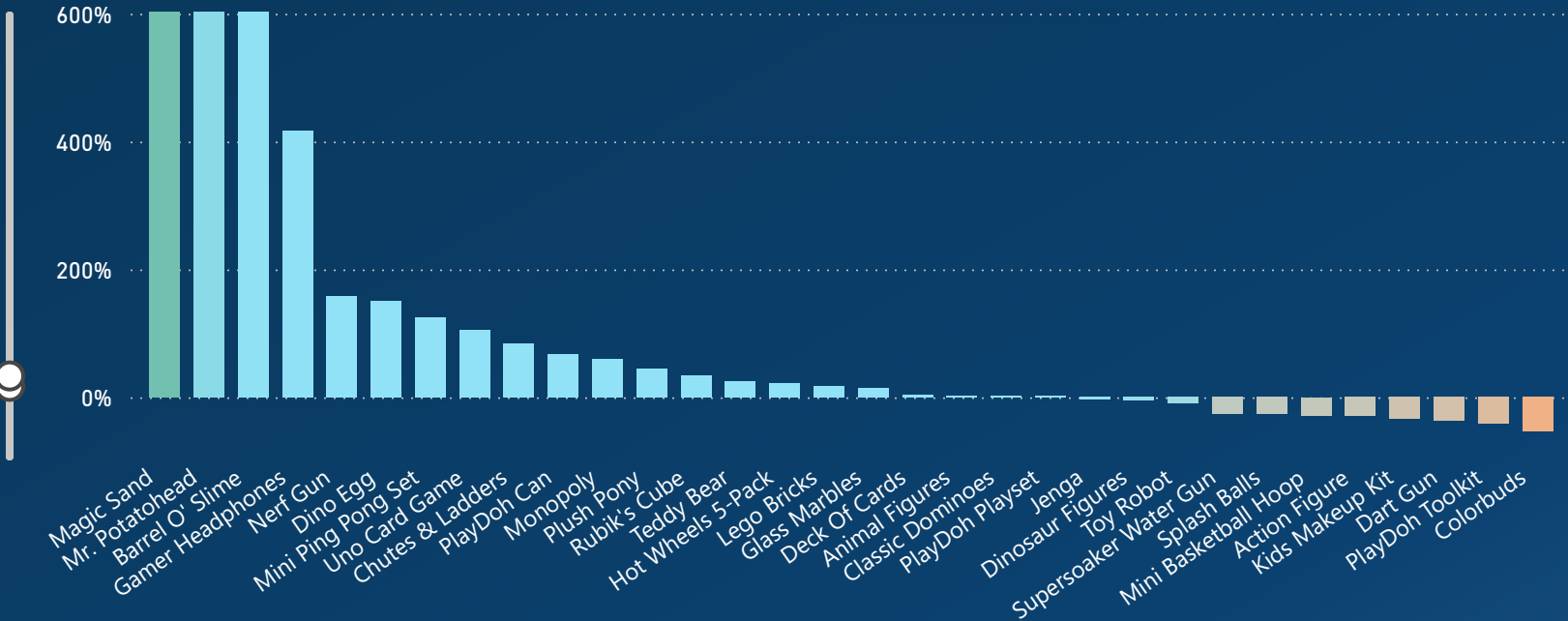
2023 Projected Revenue Based on YTD AVG Daily Revenue (vs. Goal)





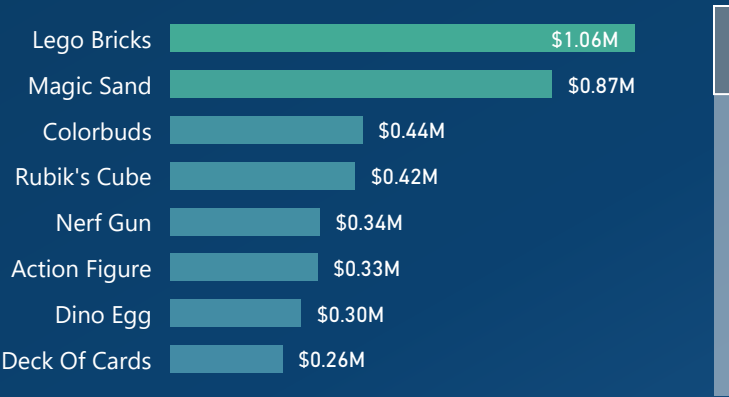
# Toy Company Sales: Product Performance

YOY Difference in Revenue by Product



Product Name	LY YTD 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%
Glass Marbles	\$159,487	\$182,940	14.7%
Total	\$5,320,116	\$6,962,074	30.9%

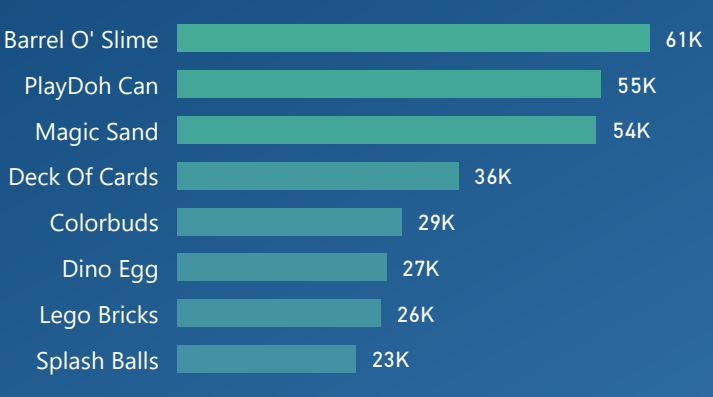
YTD Revenue by Product



YTD Profit by Product



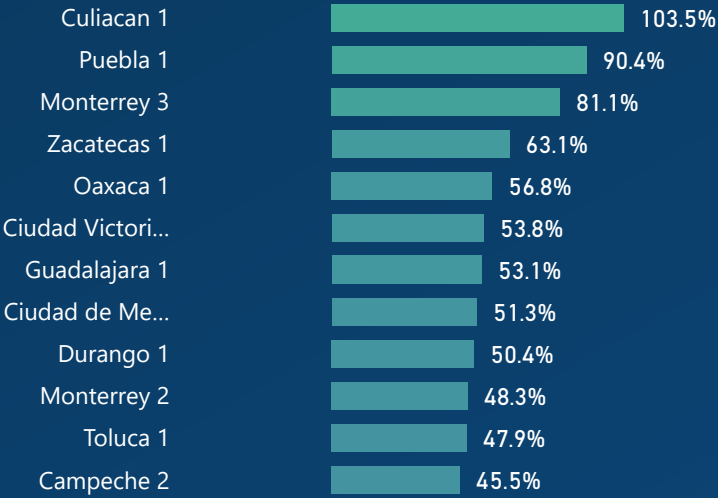
YTD Units Sold by Product



YTD Revenue by Store



YOY Difference in Revenue by Store



Stores Low on Top Revenue Product Inventory

Store Name	On Hand	AVG Daily Units Sold	Days of Inventory
+ Campeche 1	20	23.00	0.87
+ Campeche 2	7	8.00	0.88
+ Chetumal 1	16	21.00	0.76
+ Chihuahua 2	13	11.15	1.17
+ Chilpancingo 1	19	11.86	1.60
+ Ciudad de Mexico 1	8	17.00	0.47
+ Ciudad de Mexico 2	2	16.43	0.12
+ Ciudad de Mexico 3	13	17.57	0.74
+ Ciudad de Mexico 4	8	16.00	0.50
+ Ciudad Victoria 1	12	14.73	0.81
+ Culiacan 1	3	11.50	0.26
+ Guadalajara 1	9	12.33	0.73
+ Guadalajara 2	4	11.00	0.36
+ Guadalajara 3	27	24.27	1.11
+ Guadalajara 4	9	10.00	0.90
+ Guanajuato 1	17	11.83	1.44
+ Guanajuato 2	27	11.92	2.27
+ Guanajuato 3	22	15.00	1.47
+ Hermosillo 1	9	7.43	1.21
+ Hermosillo 2	18	13.79	1.31
+ La Paz 1	9	14.25	0.63
+ Mexicali 1	2	7.00	0.29
+ Monterrey 1	6	8.50	0.71
+ Monterrey 2	10	17.30	0.58
+ Monterrey 3	7	10.44	0.67

Revenue and YOY Difference by Store Location

