



DATA ANALYSIS REPORT



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**HOW MANY DISTINCT
PRODUCTS DOES BRAND
A HAVE?**

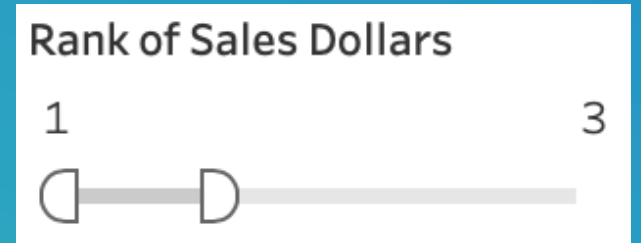
**GROUP PRODUCTS BY
SELLING PRICE POINT
(AVERAGE RETAIL
PER UNIT)**

121 distinct products
92 distinct products with sales

Row Labels	Count of Product_description
<=\$5	7
\$11-\$15	23
\$6-\$10	28
More than \$15	34
no sales	29
Grand Total	121



TOP 3 RETAILERS IN BOTH 2021 & 2022 T, W, A



Customer	2021	2022	Grand Total
T	93,469,571	87,514,262	180,983,833
w	75,944,920	82,648,072	158,592,993
a	13,519,041	19,061,205	32,580,246

TOP 5 SELLING PRODUCT

2021

Top 5 SKUs in 2021

Product Desc	2021	2022
TOY MINI BRANDS -CAPSULE-SERIES 1	49,645,331	6,367,892 -87%
MINI BRANDS -CAPSULE-SERIES 2	43,492,118	2,752,529 -94%
MINI BRANDS -CAPSULE-SERIES 3	31,846,325	24,054,845 -24%
MINI BRANDS -MINI MART -SERIES 4	7,938,539	4,574,294 -42%
-CAPSULE-SERIES 1	5,980,491	2,664,516 -55%

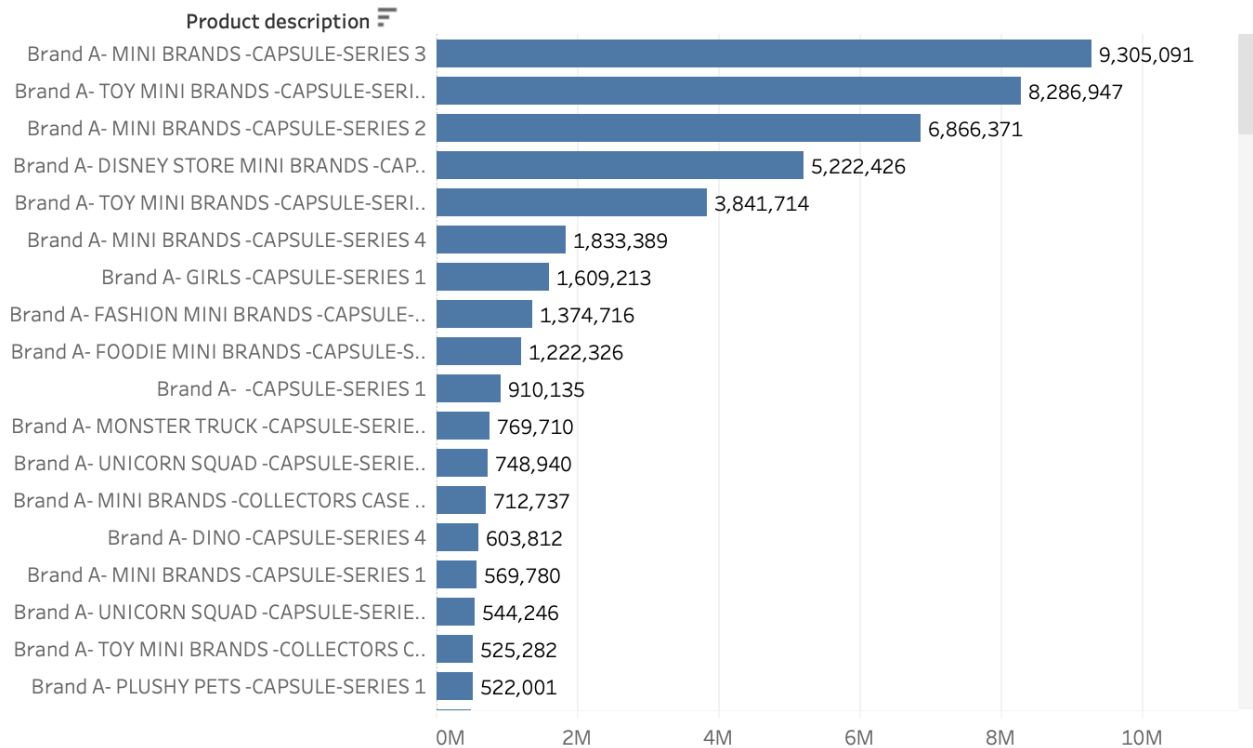
2022

Top 5 SKUs in 2022

Product Desc	2022
DISNEY STORE MINI BRANDS -CAPSULE-SERIES 1	38,097,268
MINI BRANDS -CAPSULE-SERIES 3	24,054,845 -24%
TOY MINI BRANDS -CAPSULE-SERIES 2	21,210,618 1,541%
MINI BRANDS -CAPSULE-SERIES 4	13,183,571
FASHION MINI BRANDS -CAPSULE-SERIES 1	11,355,801 268,988%

**MINI BRANDS -CAPSULE-SERIES 3
REMAINED TOP 5 IN BOTH YEAR**

Products launched in 2022



Sum of sales units
in 2021 = 0



Sum of sales units
in 2022 > 0

Largest increase and decline year over year

Dollar Change:

- Largest increase (\$): **DISNEY STORE MINI BRANDS - CAPSULE-SERIES 1** (+ \$38,097,268)
- Largest decrease (\$): **TOY MINI BRANDS -CAPSULE-SERIES 1** (- \$43,227,439)

Percentage Change:

- Largest increase (%): **PLUSHY PETS -CAPSULE-SERIES 1**
- Largest decrease (%): **UNICORN SQUAD -CAPSULE-SERIES 2**

Ending Inventory Analysis for 2022:

Top-Contributing Product: **W (\$20M)** had the highest ending inventory dollars at retail in 2022.

For US:

Overproduction / Low Sales: Potential misalignment between production and market demand.

Review Sales and Promotions: Align production and marketing strategies with demand.

Investigate Supply Chain: Ensure timely deliveries to match peak sales periods.

For Retailers:

Excess Inventory: May require markdowns or promotions, impacting profit margins.

Optimize Promotions: Reassess timing and effectiveness of promotions to avoid excess stock.

Manage Inventory: Consider adjusting pricing or running promotions to clear surplus inventory.

Customer	December 30, 2022			
	Store Oh	Inventory Dollar	Sales units	Inventory Value 
Grand Total	5,543,815	3,992,336,779,224	720,142	43,497,270
w	2,727,768	812,727,564,528	297,946	20,153,325
d	1,701,172	111,654,723,048	65,634	11,956,679
T	645,694	187,355,862,428	290,162	5,327,104
a	150,976	2,823,402,176	18,701	2,464,186
m	176,247	1,324,319,958	7,514	1,443,124
s	41,135	992,957,765	24,139	1,293,813
k	68,244	934,840,257	13,698	514,403
f	32,108	62,899,572	1,959	347,788
c	471	183,219	389	-3,152

Inventory Dollar (Value)
= Store_oh * (Sales_Dollars / Sales_units)

Which retailer is more efficient at managing inventory?

Retailer T is the most efficient at managing inventory

Customer	Sales units	Store Oh	Inventory Turnover Rate
Grand Total	53,934,861	457,728,389	2,030
T	23,538,026	87,258,894	658
w	21,738,901	268,940,333	450
a	2,216,148	15,074,564	420
f	304,658	2,877,115	218
m	866,800	6,250,312	167
k	559,673	5,165,044	115
d	3,890,950	64,484,139	82
s	632,011	6,507,497	63
c	187,694	1,170,491	3

- **Inventory Turnover Ratio**
= Sales Units / Average Inventory on Hand
- **Highest Ratio:** Retailer T sells and replaces inventory the most frequently.
- **Improve Collaborations:** Work closely with Retailer T to understand their methods and integrate best practices into your operations.

Product we should discontinue

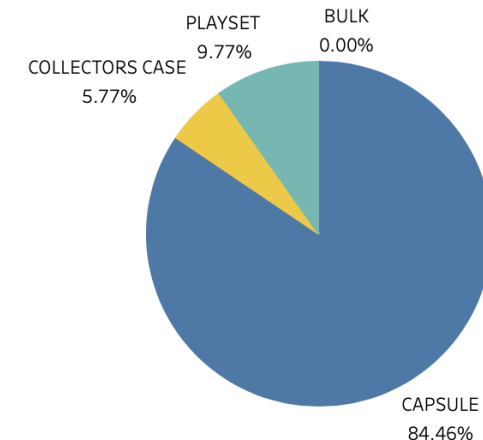


- **BULK** is the first group that should be discontinued
 - Negative Sales Growth **(-83%)**
 - Contributing to **0%** of total sales
- **Collectors Case** is another product group that could be considered to discontinued
 - Low Sales Growth **(3%)**
 - Contributing to **5.8%** of total sales

Sales Growth by product group

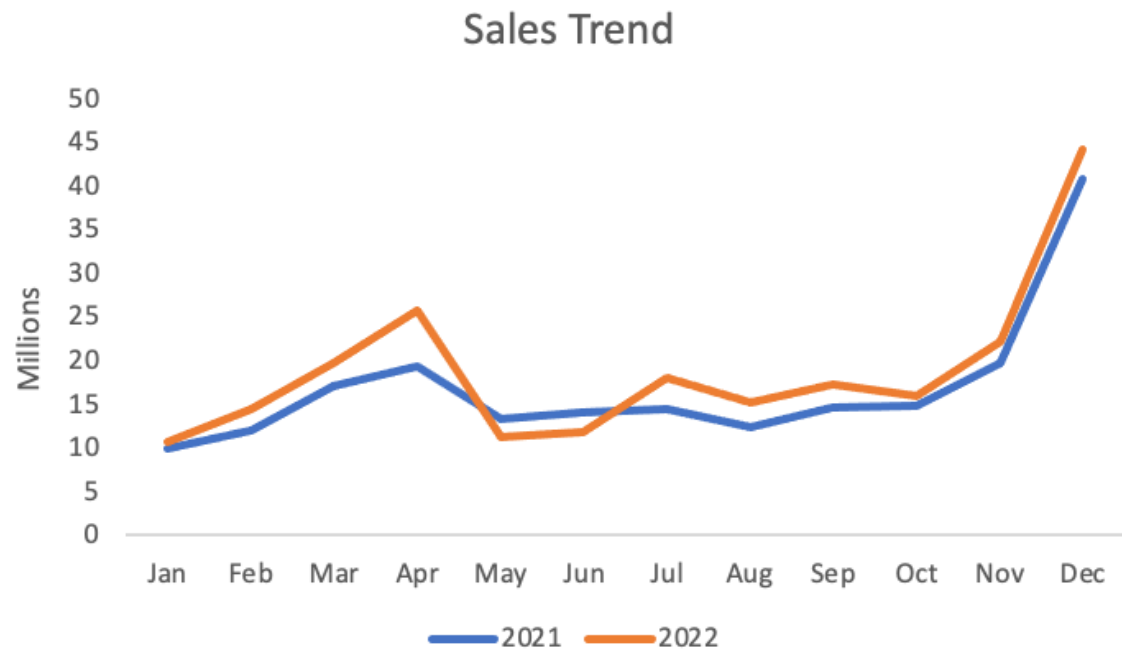
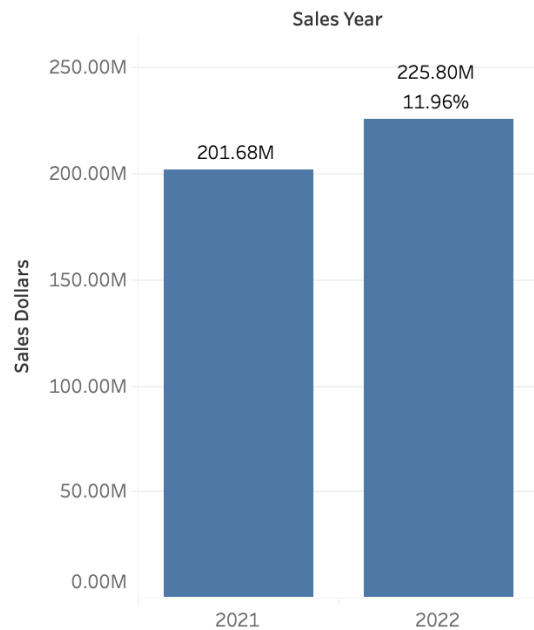
Product Group	2021	2022
CAPSULE	168,866,620	192,169,839 13.80%
PLAYSET	20,662,863	21,111,573 2.17%
COLLECTORS CASE	12,141,847	12,518,363 3.10%
BULK	4,863	812 -83.30%

% of Total Sales contributed by product group



BRAND A IS A GROWING & MATURE BRAND

- High Sales Growth: 11.96% total sales increase
- 2021 vs 2022: \$201.68 Million vs \$225.8 Million total sales



PRODUCT OUT OF STOCK / OVERSTOCK

Stock Status

Stock Status	Product description	Sales date 12/30/2022
Out of Stock = 0	Brand A- DINO -CAPSULE-SERIES 1	0
	Brand A- GIRLS -CAPSULE (2 PCS)-SERIES 1	0
	Brand A- MONSTER TRUCK -CAPSULE (2 PCS)-SERIES 1	0
	Brand A- MONSTER TRUCK -CAPSULE (3 PCS)-SERIES 1	0
	Brand A- TOY MINI BRANDS -24 SURPRISE PACK-SERIES 1	0
	Brand A- UNICORN SQUAD -CAPSULE-SERIES 2	0
Overstock > 10000	Brand A- -CAPSULE (2 PCS)-SERIES 2	11,332
	Brand A- -MINI FOOD COURT -SERIES 2	21,921
	Brand A- DINO -CAPSULE-SERIES 2	17,569
	Brand A- DINO -CAPSULE-SERIES 4	155,522
	Brand A- DINO -CAPSULE-SERIES 5	45,206
	Brand A- DISNEY STORE MINI BRANDS -24 SURPRISE PACK-SERIES 1	14,505
	Brand A- DISNEY STORE MINI BRANDS -CAPSULE (2 PCS)-SERIES 1	15,573
	Brand A- DISNEY STORE MINI BRANDS -CAPSULE (3 PCS)-SERIES 1	19,453
	Brand A- DISNEY STORE MINI BRANDS -CAPSULE (5 PCS)-SERIES 1	35,735
	Brand A- DISNEY STORE MINI BRANDS -CAPSULE-SERIES 1	1,446,318