

+  
•  
○

# ZURU

## SALES\_OPS\_TEST

(BUSINESS OPERATIONS ANALYST)

Winnie



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

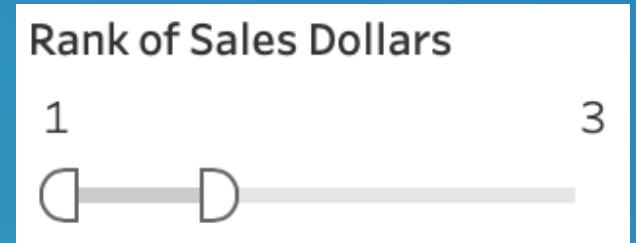
**GROUP PRODUCTS BY  
SELLING PRICE POINT  
(AVERAGE RETAIL  
PER UNIT)**

**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
<b>Grand Total</b>	<b>121</b>



# 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	2021	2022
DISNEY STORE MINI BRANDS -CAPSULE-SERIES 1	0	38,097,268
MINI BRANDS -CAPSULE-SERIES 3	31,846,325	24,054,845 -24%
TOY MINI BRANDS -CAPSULE-SERIES 2	1,292,361	21,210,618 1,541%
MINI BRANDS -CAPSULE-SERIES 4		13,183,571
FASHION MINI BRANDS -CAPSULE-SERIES 1	4,220	11,355,801 268,988%

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

# Products launched in 2022

Launched in 2022	Product description	Sales units	Sales Dollars
Launched in 2022	Total		
	Brand A- DISNEY STORE MINI BRANDS -CAPSULE-SERI..	5,222,426	38,097,268
	Brand A- MINI BRANDS -CAPSULE-SERIES 4	1,833,389	13,183,571
	Brand A- FOODIE MINI BRANDS -CAPSULE-SERIES 1	1,222,326	10,000,508
	Brand A- TOY MINI BRANDS -COLLECTORS CASE -SERIE..	252,330	2,257,545
	Brand A- MONSTER TRUCK -CAPSULE-SERIES 2	219,942	977,449
	Brand A- MINI BRANDS -COLLECTORS CASE -SERIES 4	209,704	1,984,448
	Brand A- DISNEY STORE MINI BRANDS -CAPSULE (8 PC..	187,694	4,928,122
	Brand A- DISNEY STORE MINI BRANDS -COLLECTORS C..	182,911	2,130,522
	Brand A- DISNEY STORE MINI BRANDS -CAPSULE (2 PC..	177,879	2,480,298
	Brand A- UNICORN SQUAD -CAPSULE-SERIES 6	166,367	987,470
	Brand A- FOODIE MINI BRANDS -CAPSULE (5 PCS)-SERI..	154,617	3,669,338
	Brand A- DISNEY STORE MINI BRANDS -MINI DISNEY S..	153,038	3,514,632
	Brand A- PET RESCUE -CAPSULE-SERIES 1	152,595	901,243
	Brand A- FASHION MINI BRANDS -CAPSULE-SERIES 2	151,712	1,480,632
	Brand A-TOY MINI BRANDS-GOLD RUSH-CAPSULE-SER..	114,931	1,008,289
	Brand A- DISNEY STORE MINI BRANDS -CAPSULE (3 PC..	111,824	2,388,268
	Brand A- -MINI FOOD COURT -SERIES 2	111,729	1,458,892
	Brand A- DISNEY STORE MINI BRANDS -24 SURPRISE P..	89,879	2,411,172
	Brand A- DISNEY STORE MINI BRANDS -CAPSULE (5 PC..	88,195	1,989,323

Launched in 2022

☐

(All)

☒

Launched in 2022

☐

Not Launched in 2022



Sum of sales units  
in 2021 = 0



Sum of sales units  
in 2022 > 0

# All other products launched in 2022

There are 55 products launched

Brand A- MINI BRANDS -CAPSULE (4 PCS)-SERIES 4	84,178	2,418,469
Brand A- FASHION MINI BRANDS -CAPSULE (2 PCS)-SERIE..	72,857	1,257,070
Brand A- DISNEY STORE MINI BRANDS -CAPSULE (4 PCS)-..	71,535	1,752,468
Brand A- FOODIE MINI BRANDS -COLLECTORS CASE -SERI..	69,538	895,481
Brand A- DINO -CAPSULE-SERIES 5	57,747	336,346
Brand A- TOY MINI BRANDS -CAPSULE (2 PCS)-SERIES 2	57,136	681,859
Brand A- MINI BRANDS -CAPSULE (3 PCS)-SERIES 4	53,143	1,108,965
Brand A- MINI BRANDS -MINI CONVENIENCE STORE -SERI..	50,641	754,687
Brand A- DISNEY STORE MINI BRANDS -CAPSULE-SERIES 2	50,291	408,072
Brand A- FOODIE MINI BRANDS -CAPSULE (2 PCS)-SERIES 1	46,736	748,278
Brand A- MINI BRANDS -24 SURPRISE PACK-SERIES 4	43,932	1,221,404
Brand A-TOY MINI BRANDS-GOLD RUSH-COLLECTORS CAS..	38,574	416,450
Brand A- MINI BRANDS -CAPSULE (2 PCS)-SERIES 4	37,740	529,287
Brand A- FOODIE MINI BRANDS -CAPSULE (3 PCS)-SERIES 1	33,785	757,956
Brand A- FOODIE MINI BRANDS -CAPSULE (4 PCS)-SERIES 1	31,940	992,191
Brand A- TOY MINI BRANDS -24 SURPRISE PACK-SERIES 2	17,295	517,824
Brand A- TOY MINI BRANDS -CAPSULE (3 PCS) & COLLECT..	16,662	371,629

Brand A- MINI BRANDS -CAPSULE (3 PCS) & COLLECTORS ..	10,379	298,943
Brand A- UNICORN SQUAD -CAPSULE (2 PCS)-SERIES 5	3,948	45,211
Brand A- UNICORN SQUAD -CAPSULE (2 PCS)-SERIES 6	3,833	45,968
Brand A- PET RESCUE -CAPSULE (2 PCS)-SERIES 1	3,666	43,969
Brand A- -CAPSULE (2 PCS)-SERIES 2	3,135	62,740
Brand A- MONSTER TRUCK -CAPSULE (2 PCS)-SERIES 2	1,402	16,832
Brand A- -CAPSULE (2 PCS)-SERIES 3	1,373	20,581
Brand A- DINO -CAPSULE (2 PCS)-SERIES 4	1,323	15,334
Brand A- -CAPSULE-SERIES 3	1,025	7,533
Brand A- DINO -CAPSULE (5 PCS)-SERIES 4	647	16,527
Brand A- -COLLECTORS CASE -SERIES 3	247	2,713
Brand A- DISNEY STORE MINI BRANDS -COLLECTORS CAS..	173	2,189
Brand A- TOY MINI BRANDS -CAPSULE (4 PCS)-SERIES 3	23	681
Brand A- -CAPSULE (3 PCS)-SERIES 3	16	336
Brand A- DISNEY STORE MINI BRANDS -CAPSULE (4 PCS)-..	2	64
Brand A- DISNEY STORE MINI BRANDS -CAPSULE (3 PCS)-..	2	46

# Largest increase and decline year over year

## Absolute 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**

## +





# Which retailer is more efficient at managing inventory?

**Retailer T** is the most efficient at managing inventory with the highest Inventory Turnover Ratio (658)

Customer	Sum of Sales_units	Average of STORE_OH	Inventory Turnover Rate
T	23538026	35747.2	658.46
w	21738901	48275.1	450.31
a	2216148	5274.5	420.16
f	304658	1398.7	217.82
m	866800	5178.4	167.39
k	559673.2163	4886.5	114.53
d	3890950	47172.0	82.48
s	632011	9965.5	63.42
c	187694	68852.4	2.73

- **Inventory Turnover Ratio**  
= Total Sales Units / Average Inventory on Hand
- **Highest Ratio:** 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

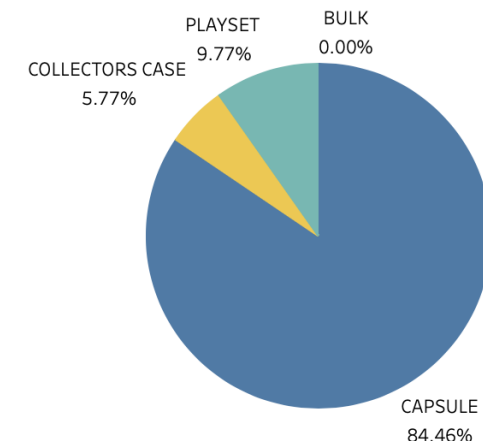


- **BULK** is the first group that should be discontinued
  - Negative Sales Growth **(-83%)**
  - Contributing to **0%** of total sales
- **Collectors Case** is another product group that could be considered to discontinued
  - Low Sales Growth **(3%)**
  - Contributing to **5.8%** of total sales

Sales Growth by product group

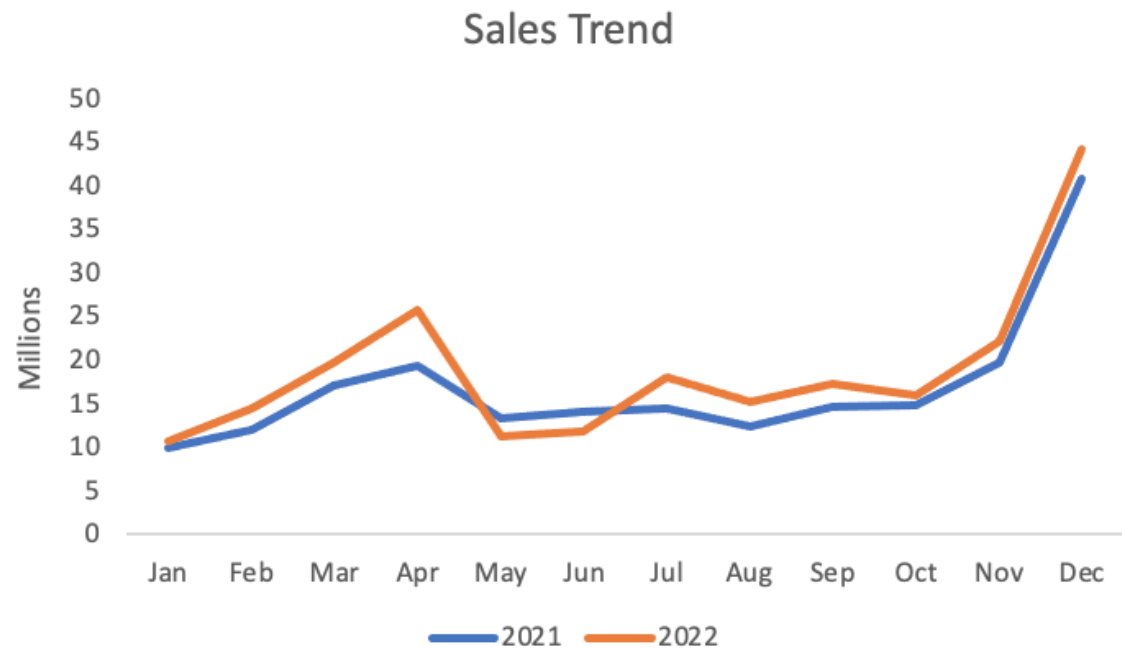
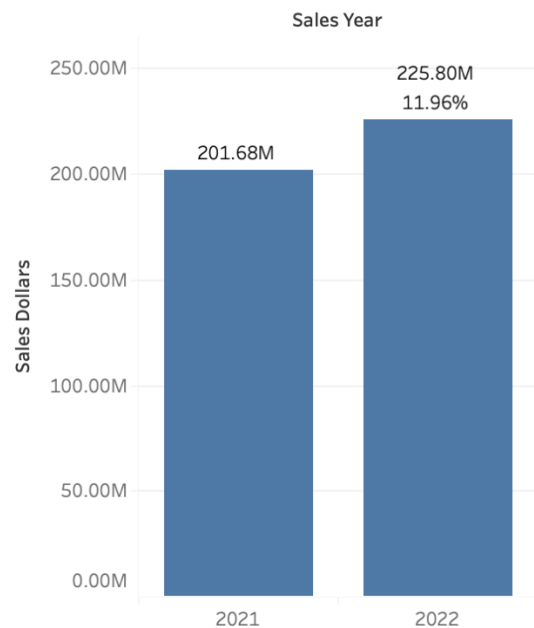
Product Group	2021	2022
CAPSULE	168,866,620	192,169,839 13.80%
PLAYSET	20,662,863	21,111,573 2.17%
COLLECTORS CASE	12,141,847	12,518,363 3.10%
BULK	4,863	812 -83.30%

% 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