



# BUSINESS OPERATIONS ANALYSIS

Winnie



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

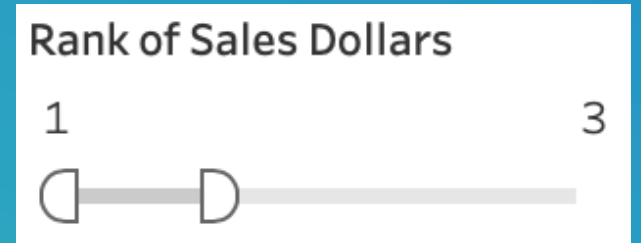
**GROUP PRODUCTS BY  
SELLING PRICE POINT  
(AVERAGE RETAIL  
PER UNIT)**

**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<br>-87%  |
| MINI BRANDS -CAPSULE-SERIES 2     | 43,492,118 | 2,752,529<br>-94%  |
| MINI BRANDS -CAPSULE-SERIES 3     | 31,846,325 | 24,054,845<br>-24% |
| MINI BRANDS -MINI MART -SERIES 4  | 7,938,539  | 4,574,294<br>-42%  |
| -CAPSULE-SERIES 1                 | 5,980,491  | 2,664,516<br>-55%  |

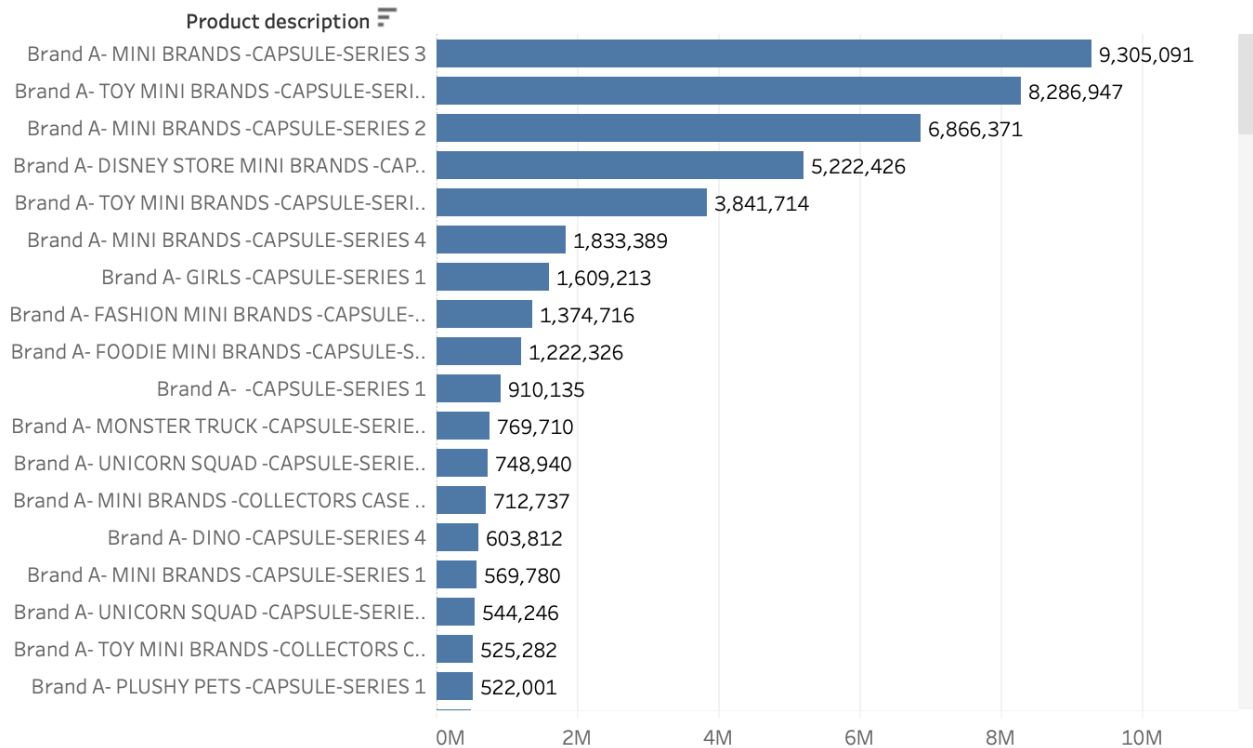
## 2022

Top 5 SKUs in 2022

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

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

# 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

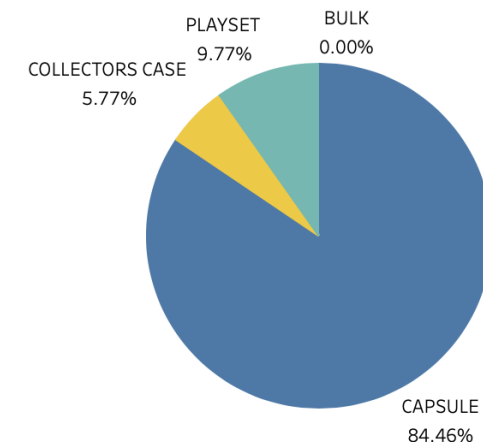


- **BULK** is the first group that should be discontinued
  - Negative Sales Growth **(-83%)**
  - Contributing to **0%** of total sales
- **Collectors Case** is another product group that could be considered to discontinued
  - Low Sales Growth **(3%)**
  - Contributing to **5.8%** of total sales

Sales Growth by product group

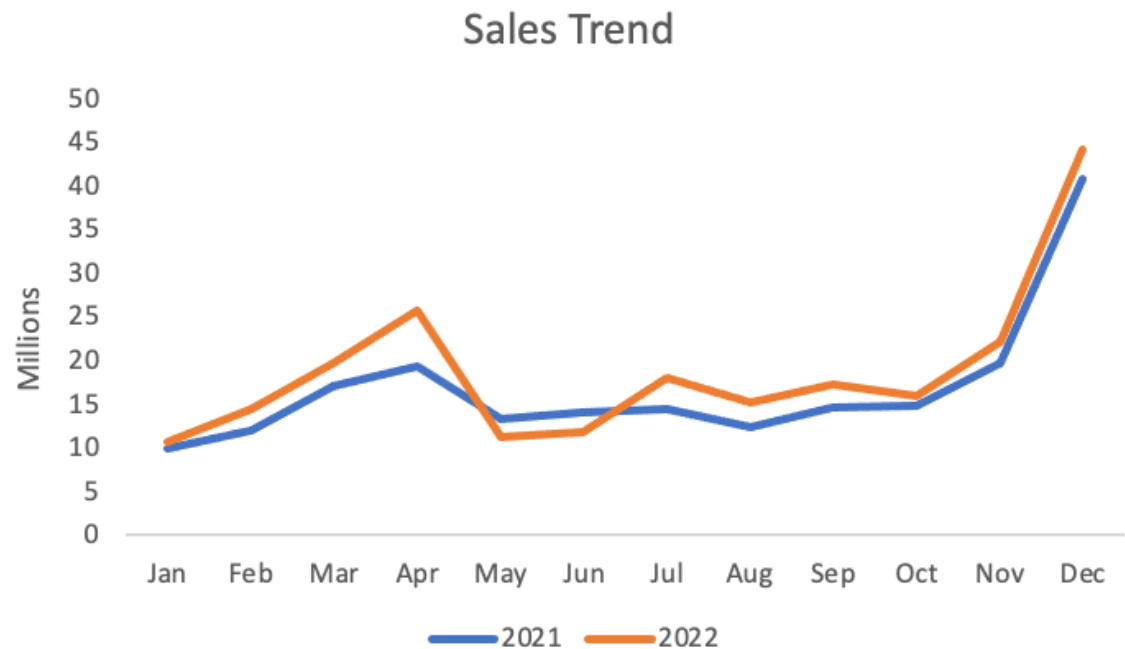
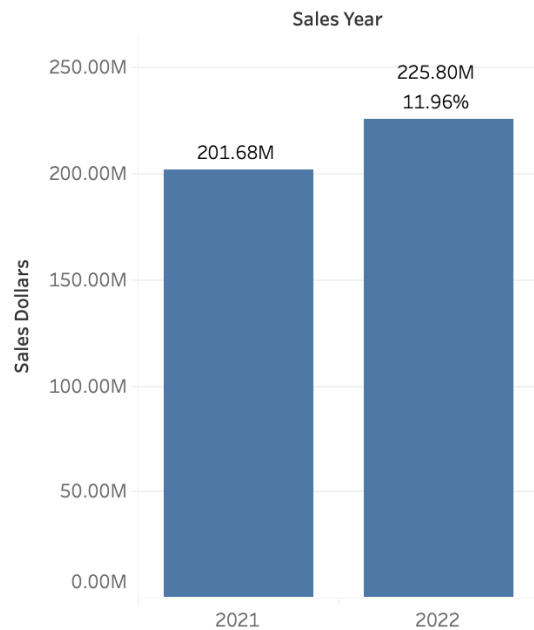
| Product Group   | 2021        | 2022                  |
|-----------------|-------------|-----------------------|
| CAPSULE         | 168,866,620 | 192,169,839<br>13.80% |
| PLAYSET         | 20,662,863  | 21,111,573<br>2.17%   |
| COLLECTORS CASE | 12,141,847  | 12,518,363<br>3.10%   |
| BULK    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