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 products92 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
Т	93,469,571	87,514,262	180,983,833
w	75,944,920	82,648,072	158,592,993
а	13,519,041	19,061,205	32,580,246

TOP 5 SELLING PRODUCT

2,664,516

-55%

5.980.491

2021

-CAPSULE-SERIES 1

Top 5 SKUs in 2021 Product Desc 2021 2022 6,367,892 TOY MINI BRANDS -CAPSULE-SERIES 1 49.645.331 -87% 2,752,529 MINI BRANDS - CAPSULE-SERIES 2 43,492,118 -94% 24,054,845 MINI BRANDS - CAPSULE-SERIES 3 31.846.325 -24% 4,574,294 7,938,539 MINI BRANDS - MINI MART - SERIES 4 -42%

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

4

0

Products launched in 2022

_	

 \mathbf{C}

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 AMINI 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

(AII)

✓ 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

	I .	
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 ACAPSULE (2 PCS)-SERIES 2	3,135	62,740
Brand A- MONSTER TRUCK -CAPSULE (2 PCS)-SERIES 2	1,402	16,832
Brand ACAPSULE (2 PCS)-SERIES 3	1,373	20,581
Brand A- DINO -CAPSULE (2 PCS)-SERIES 4	1,323	15,334
Brand ACAPSULE-SERIES 3	1,025	7,533
Brand A- DINO -CAPSULE (5 PCS)-SERIES 4	647	16,527
Brand ACOLLECTORS 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 ACAPSULE (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

Ending Inventory Analysis for 2022:

Ending Inventory Value: \$43.5M

Top-Contributing Product: W (\$20M) had the highest inventory value

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.

Inventory Value (Dollar)

= Inventory on hand * Avg unit sales

= Store_oh * (Sales_Dollars / Sales_units)

	December 30, 2022				
Customer	Store Oh	Inventory Dollar	Sales units	Inventory Value 두	
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	
Т	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	
С	471	183,219	389	-3,152	

+

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 🕶 🛡
Т		23538026	35747	.2	658.46
w		21738901	48275	.1	450.31
а		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
С		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

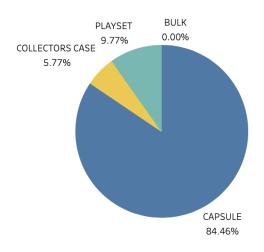
+

- **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

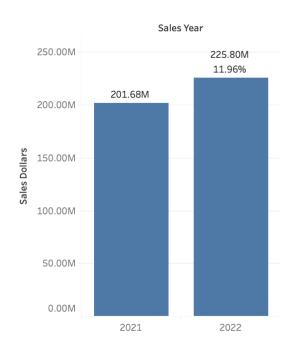
Product Group	2021	2022
CAPSULE	168,866,620	192,169,839
CAFSOLL	100,000,020	13.80%
PLAYSET	20,662,863	21,111,573
PLATSET	20,002,803	2.17%
COLLECTORS CASE	12,141,847	12,518,363
COLLECTORS CASE	12,141,047	3.10%
BULK	4,863	812
DULK	4,003	-83.30%

% 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 Sales date Product description Stock Status 12/30/2022 Brand A- DINO -CAPSULE-SERIES 1 Out of Stock = 0 Brand A- GIRLS -CAPSULE (2 PCS)-SERIES 1 Brand A- MONSTER TRUCK - CAPSULE (2 PCS)-SERIES 1 Brand A- MONSTER TRUCK - CAPSULE (3 PCS)-SERIES 1 Brand A-TOY MINI BRANDS -24 SURPRISE PACK-SERIES 1 Brand A- UNICORN SQUAD -CAPSULE-SERIES 2 Brand A- -CAPSULE (2 PCS)-SERIES 2 11,332 Overstock > 10000 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 1,446,318 Brand A- DISNEY STORE MINI BRANDS -CAPSULE-SERIES 1