

# Mexican toy sales analysis

presentation# 3

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# About dataset

The following dataset describes a fictitious chain of toy stores in Mexico called Maven Toys. The data is stored in four CSV files, each of which contains a different type of data **inventory, products, sales, and stores**



Our task is to conduct a data analysis project on the sales and inventory data provided.



Our goal is to provide ***insights*** that will help the company make informed decisions.



# Objectives of Analysis

To give recommendation related to the inventory management based on **sales** pattern that will help the company maximized the potential profits from the stores

# Research Question



What are the most profitable cities ?



Which products are the most profitable over the given years?



What is the product category with highest profit ?  
what is the store location with the highest profits ?

# Overall view of the data

Revenue  
**\$14.44M**

Cost  
**\$10.43M**

Profits  
**\$4.01M**

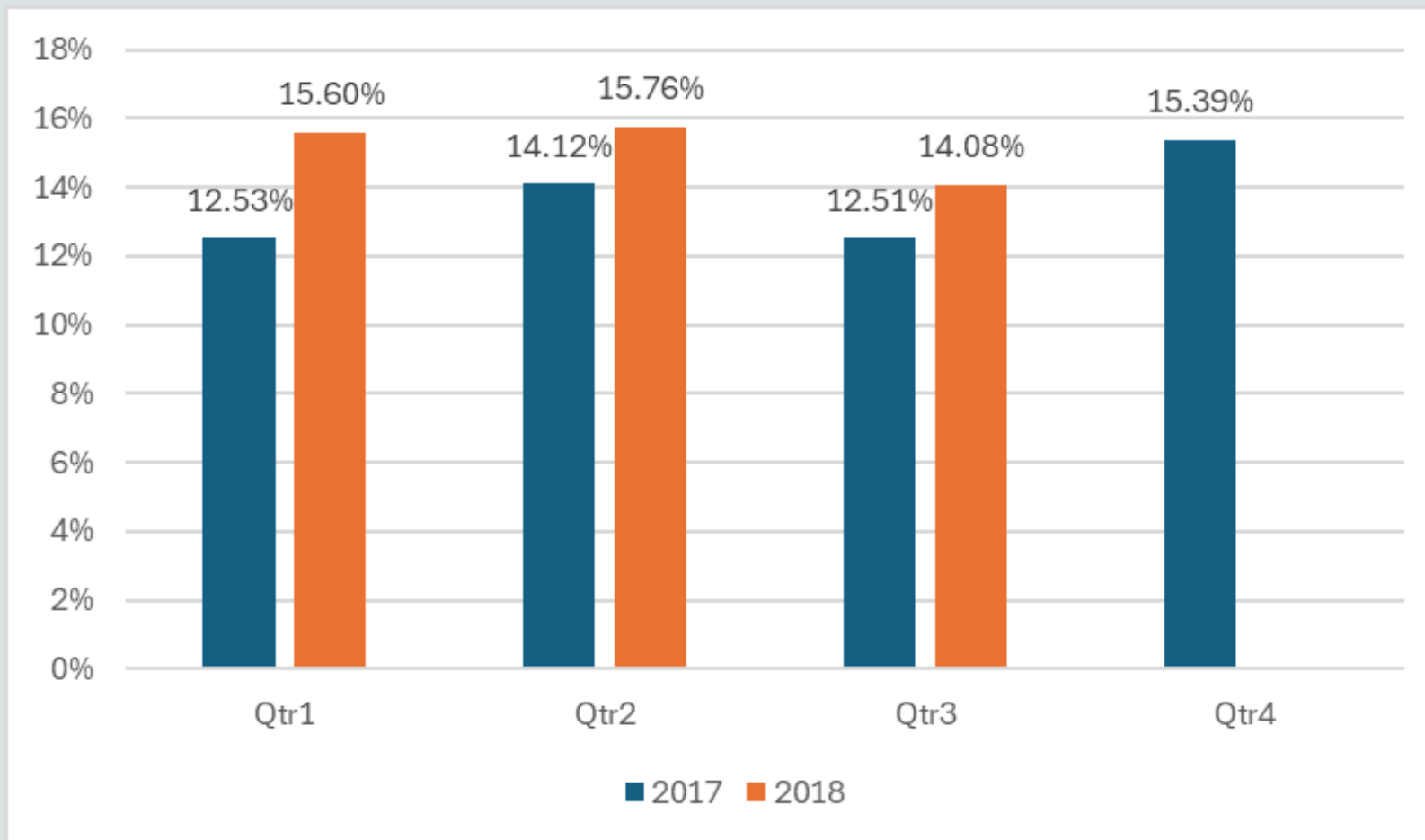
Total unit Sold  
**1.09M**

Stock on Hand  
**29742**

All kind products  
**35**

All Stores  
**50**

# Quarterly profits



The qtr2 of 2018 are the highest profits

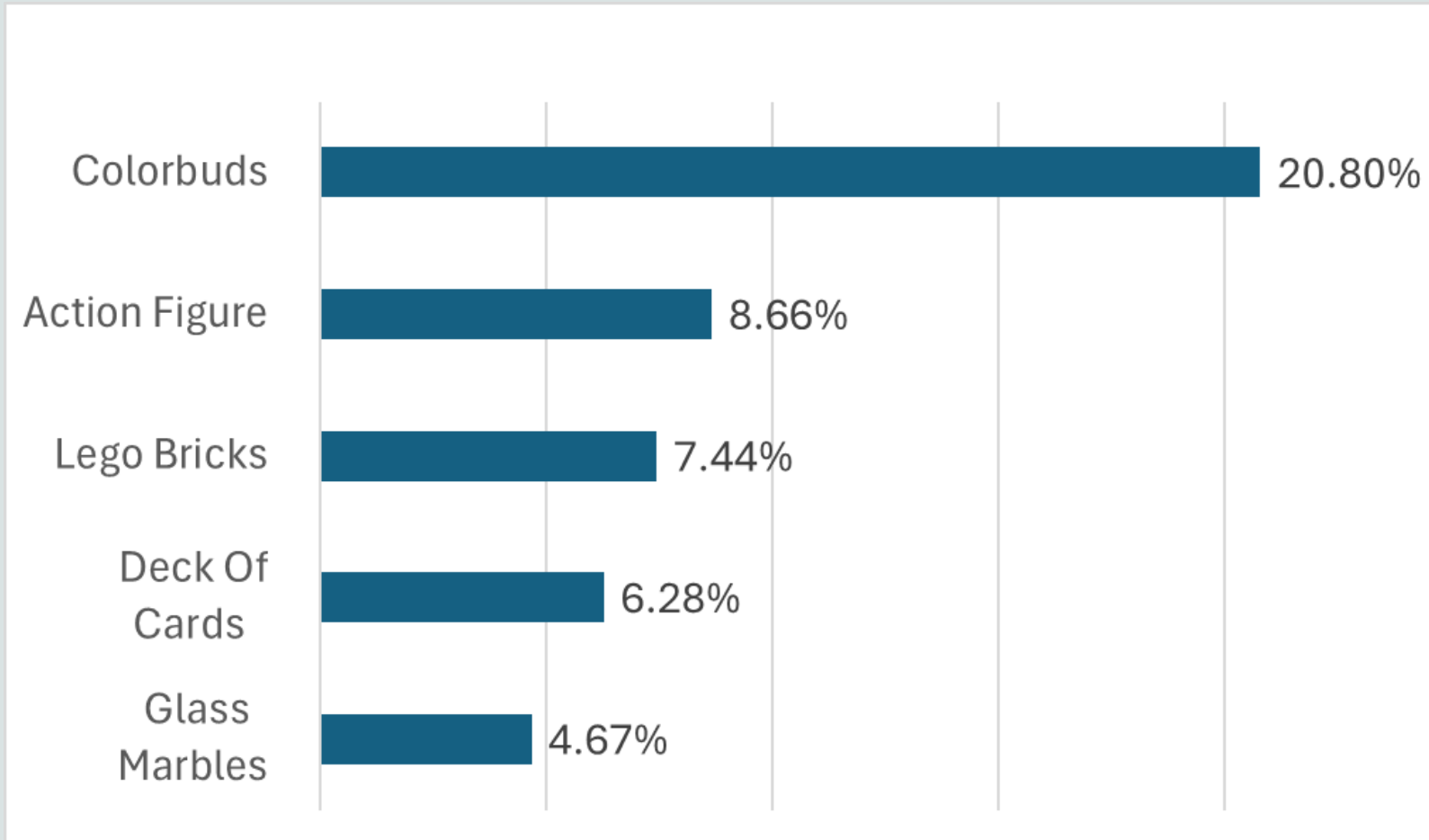


# Profits by location

store_location	Sum_gros_profit	Sum_gros_profit %	Avg_per_store	count_store
Downtown	2,248,728	56.02%	5	29
Commercial	926,864	23.09%	5	12
Residential	460,388	11.47%	5	6
Airport	378,049	9.42%	6	3

As we can see the most profits come from **Downtown** location, but we also see the **Airport** has the highest **avg** per store even if it has the lowest profit and store....(which indicates a needed of store at Airport)

# Top 5 profitable products



Colorbuds are **also** the higher Quantity that sold 104,368 units



# Profitable product Category

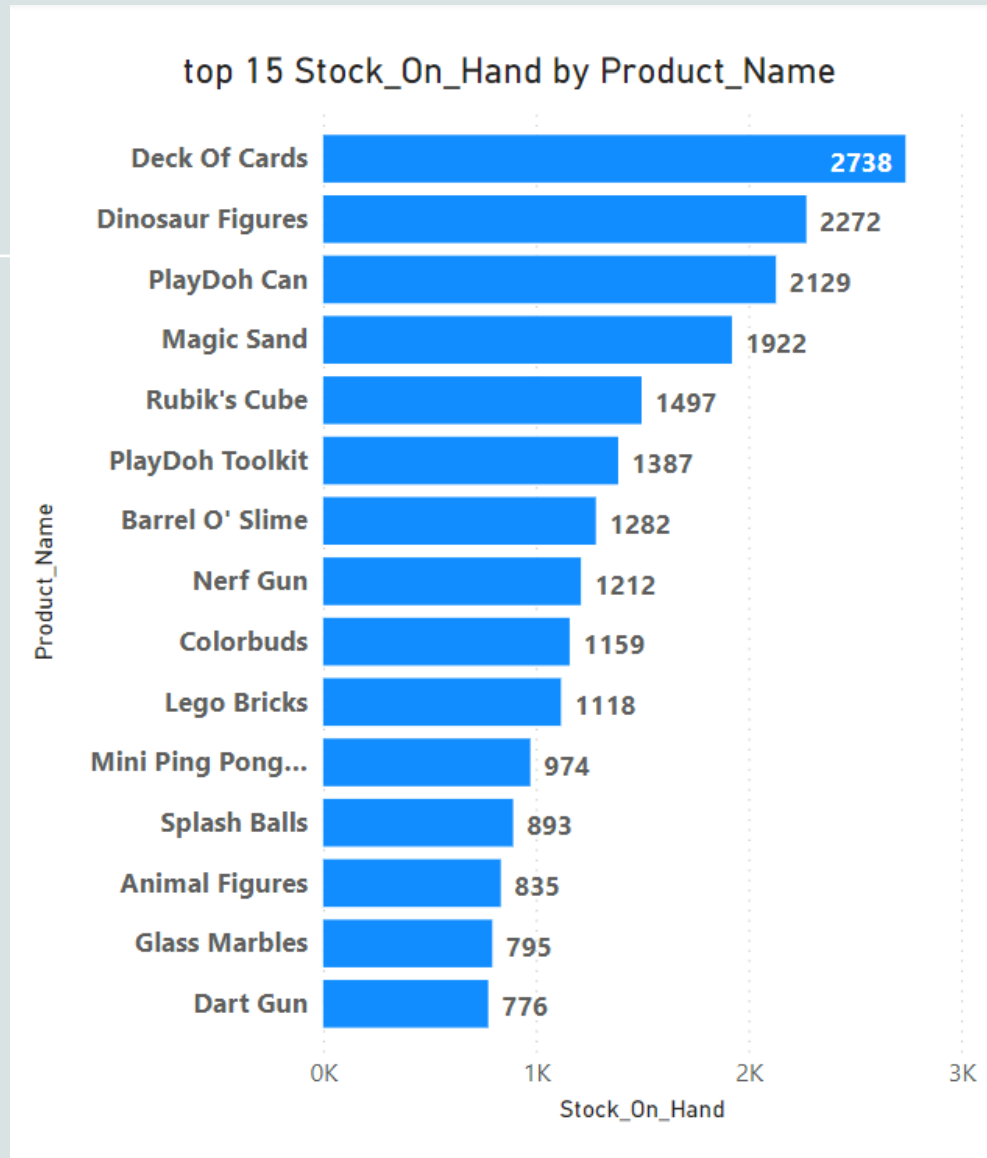
product_category	profit_per_category	profit_per_category %	Avg_per_product
Toys	1,079,527	26.9%	4.04
Electronics	1,001,437	24.9%	7.47
Art & Crafts	753,354	18.8%	2.31
Games	673,993	16.8%	3.46
Sports & Outdoors	505,718	12.6%	2.99

Toys are the most profitable category ,but we see that electronics has the highest average per product...

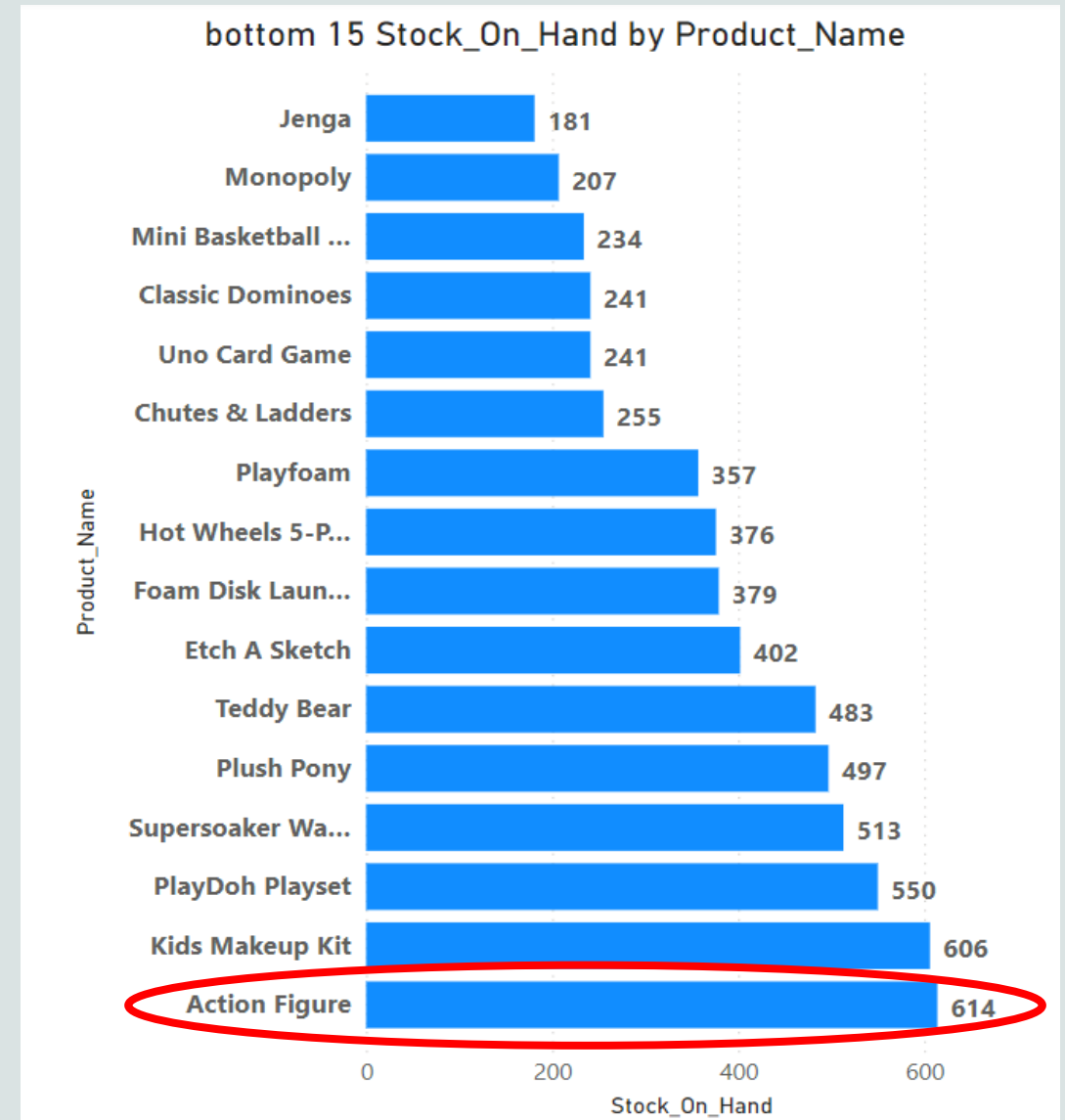
# The highest profitable store name

Store_Name	Sum of per_unit_price
Maven Toys Ciudad de Mexico 2	554,553.4
Maven Toys Guadalajara 3	449,354.9
Maven Toys Ciudad de Mexico 1	433,556.2
Maven Toys Toluca 1	411,157.3
Maven Toys Monterrey 2	372,998.8

# Top inventory vs bottom inventory



VS



We have here 15 inventory in each side ,and we see that that **Action Figure** has lowest inventory, but we saw that it has high profit at toy category

## Some Insights



Total **revenue** made by the firm is **14.44 million** dollars.



2. Total **profit** 4.01 million dollars.



3. Total **units** sold were over 1M



4. Top Selling Product is **Colorbud**



5. **Cuidad de Mexico 2 of Maven Toys** Store has the highest revenue of 555k

# Some Insight

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6. Top selling city is **Cuidad de Mexico**
  7. Overall **Profit** margin is 27.79%
  8. Category "**Toys**" generated highest Revenue.
  9. Product "Jenga" has highest **Profit margin**
  10. **art & Crafts** in product category has sold most units
  11. nearly 30K equals stock on hand

# recommendations

1. increase **Stock On Hand** of **Action figure** (because it is the best profitable product for toy Category, but it appears in the bottom 10 product by **SOH**)
2. focus More on **Toys Electronics** and **Art & Crafts** products
3. increase the Stock on Hand for the best product (Profit and revenue) as Kids makeup kit
4. Opening more **Airport** stores because they generate the most profit per store
5. Opening MORE stores Residential in ( Ciudad de Mexico, Guadalajara, Montemey)



The end