

Toy Sales Performance Report

1.0 Learning Outcome

- **Data-Driven Decision Making:** Build analytical and interpretive skills for sales, inventory, and supply chain data using Power BI for data visualization to identify trends and insights towards business growth.
- **Inventory and Demand Optimization:** Master the practice to set and manage inventory levels, forecast customer demand, and align supply chain strategies to performance drivers of sales.
- **Revenue Growth & Supply Chain Efficiency:** Develop approaches that will drive up sales while simultaneously optimizing supply chains to reduce stockouts and excess inventory management.
- **Product and location performance:** Understanding how to assess products, stores, and supply chain performance. Make Informed Decisions for Improvement Goals
- **Goal Tracking & Communication:** Enhance skills in setting and tracking sales and supply chain goals. Effectively communicates data-driven insights to stakeholders.

2.0 Suggestion

1. Improve Inventory Management

This means actively tracking the low stock status in a new store such as Campeches 2 and 2. Automate the process of restocking these stores to avoid a situation in which these stores exhaust their most sold products. Enhance the current demand forecasting solutions that use Power BI to forecast inventory demands, especially during high peak sales.

2. Strengthen Store-Specific Strategies

Implement tactics in some successful stores such as Ciudad de Mexico 2 or Guadalajara 3 in other poorly performing outlets. This could involve a change in the portfolio by making product offerings that are more suitable, better store displays, and use targeted marketing, which reflects the demand of a particular region.

3. Cross-Sell and Bundle Deals

Combine successful skus with mediocre ones to help reduce excess stock while simultaneously persuading customers to buy more of the product. For example, Lego Bricks may be packed together with weakly selling PlayDoh Toolkits in what can be referred to as the holiday pack.

3.1 Sales Performance:

- A 30.9% increase in YOY revenue, with \$6.96M YTD revenue so far compared to \$5.32M last year.

- Toys lead in product category revenue, followed by the Arts & Crafts. However, Electronics showed a significant drop (-27.8%).
- Airport store locations show the highest YTD difference in revenue growth (37.5%).

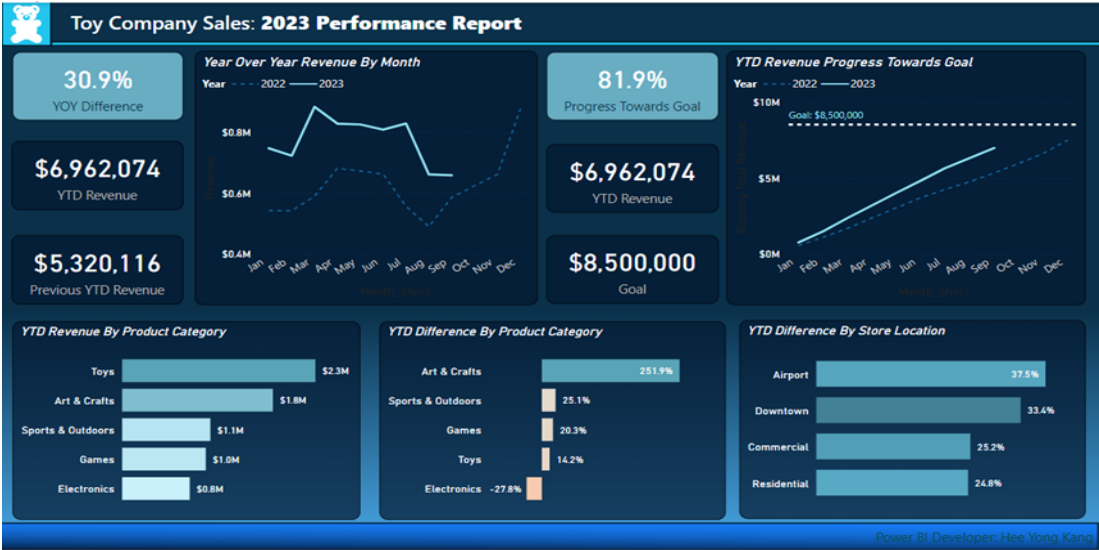


Figure 1: Sales Performance

3.2 Product Performance

- Year-Over-Year (YOY) Revenue Growth shows significant growth in products such as Magic Sand, with an increase of over 1000%.
- The Lego Bricks product generated the highest YTD revenue (\$1.1M), while Colorbuds leads in YTD profit (\$0.2M).
- Barrel O' Slime and PlayDoh Cans were the top sellers per unit volume.
- Products such as the PlayDoh Toolkit and Splash Balls have seen a notable decrease in revenue compared with the previous year.



Figure 2: Product Performance

3.3 Store Performance

- The YTD revenue (year-to-date) from key stores is highlighted, with Ciudad de Mexico 2 leading at \$0.3M, followed by Guadalajara 3 and Toluca 1 with \$0.2M each.
- Stores such as Culiacan 1 and Puebla 1 have the highest growth in YTD revenue at 103.5% and 90.4%, respectively.
- Several stores have low inventory of top-selling products, such as Campeche 2 (6.63 days of inventory left) and Saltillo 2 (5.86 days of inventory).
- The geographic map visualizes the revenue distribution across store locations, with concentrated sales in central Mexico.

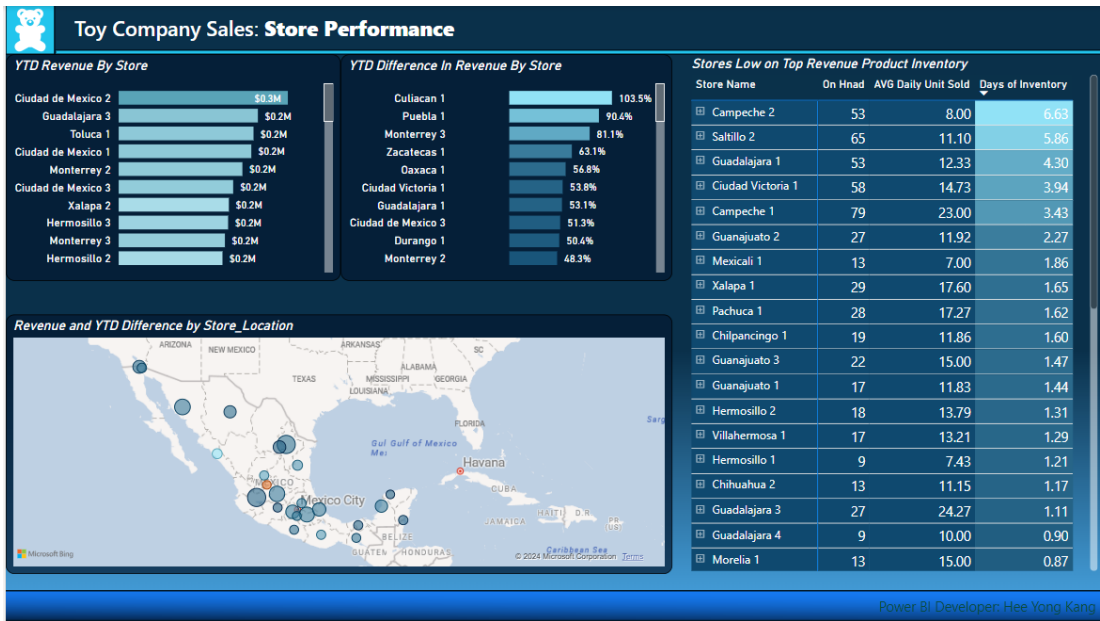


Figure 3: Store Performance