SALES INTELLIGENCE REPORT

Maven Toys

Store Sales Dashboard

A Data-Driven Analysis of Products, Stores & Revenue

PRODUCTS · STORES · REVENUE · PROFIT · INVENTORY

$14.4 M	$4.0 M	1.09 M	50	35	5
Total Revenue	Total Profit	Units Sold	Stores	Products	Categories

Prepared for: Maven Toys Analytics Team; By: Fadiyimu Oluwarotimi Gideon
Analysis Period: January 2022 – September 2023
Dashboard Tool: Microsoft Power BI | Data Source: Maven Toys Internal Sales Database

Executive Summary

This report presents a comprehensive analysis of Maven Toys' sales performance across its 50 stores in Mexico over the period January 2022 to September 2023. Drawing on over 829,000 individual sales transactions, the analysis examines revenue, profitability, product performance, store-level dynamics, and purchasing behaviour to identify commercial strengths, risks, and opportunities.

Highlights

- Total revenue of $14.4M was generated across the analysis period, with a net profit of $4.0M representing a 27.8% blended margin.
- Art & Crafts is the highest revenue-generating category (35.3% of units), while Electronics delivers the highest profit margin at 44.6%, led by Colorbuds.
- Colorbuds (Electronics) is the single most profitable product with $834,944 in profit — more than double the second-ranked product.
- Downtown stores account for 56.0% of total profit, reflecting the strategic importance of high-footfall urban locations.
- Maven Toys Ciudad de Mexico 2 is the top-performing store with $169,856 profit — significantly ahead of all other locations.
- December 2022 was the strongest single month ($246,078 profit), consistent with holiday season demand. A post-holiday dip follows in January, recovering through Q2.
- The average purchase ratio of 1.20 and multiple purchase probability of 0.17 indicate meaningful cross-selling opportunities across the product range.

> *Strategic Priority: The Electronics category generates a disproportionately high profit margin relative to its revenue share. Expanding the Electronics range — particularly premium earphones and gaming accessories — represents the highest ROI growth opportunity for Maven Toys.*

1. Introduction

1.1 Business Context

Maven Toys operates a chain of 50 toy retail stores across Mexico, spanning four store location types: Downtown (29 stores), Commercial (12 stores), Residential (6 stores), and Airport (3 stores). The business carries 35 distinct products across five categories: Toys, Art & Crafts, Games, Electronics, and Sports & Outdoors.

The company operates in a competitive retail environment where product mix, location strategy, pricing, and inventory management all materially impact financial outcomes. This report provides a fact-based foundation for strategic and operational decisions across those dimensions.

1.2 Objectives

- Quantify overall revenue, profit, and unit sales performance for the 2022–2023 period.
- Identify the highest and lowest performing product categories and individual SKUs.
- Evaluate store performance by location type and individual store.
- Analyse sales trends over time — monthly, weekly, and by day of week.
- Assess purchasing behaviour metrics including purchase ratio and multiple-purchase probability.
- Examine inventory efficiency and stock-on-hand adequacy by product.

1.3 Data Summary

Dataset	Records	Key Fields
Sales Transactions	829,262	Date, Store_ID, Product_ID, Units
Products	35	Name, Category, Cost, Price
Stores	50	Name, City, Location Type, Open Date
Inventory	1,593	Store_ID, Product_ID, Stock_On_Hand
Correlation File	1,634	Store, Product, Units, Stock, Purchase Ratio, Inventory Ratio

2. Revenue & Profit Overview

2.1 Summary KPIs

$14.4M	$4.01M	27.8%	1.09M
Total Revenue	Total Profit	Profit Margin	Units Sold

Maven Toys generated $14.4M in total revenue and $4.0M in net profit over the 21-month analysis period. The 27.8% blended profit margin is healthy for a toy retailer and reflects the strong performance of high-margin items such as Colorbuds (53.4% margin) and Barrel O' Slime (50.1%) within the portfolio.

2.2 Revenue by Product Category

Category	Units Sold	Revenue	Profit	Revenue Share	Profit Margin
Toys	267,200	$5,093,241	$1,079,527	35.3%	21.2%
Art & Crafts	325,574	$2,705,364	$753,354	18.7%	27.8%
Electronics	134,075	$2,246,771	$1,001,437	15.6%	44.6%
Games	194,673	$2,226,836	$673,993	15.4%	30.3%
Sports & Outdoors	169,043	$2,172,360	$505,718	15.0%	23.3%

Insight: While Toys leads in revenue share (35.3%), Electronics achieves the highest profit margin (44.6%) on considerably lower unit volumes. This underscores the value of the Electronics category beyond its revenue contribution — it is the most profitable category per unit sold.

2.3 Monthly Profit Trend

Profitability follows a clear seasonal pattern with Q2 (Apr–Jun) consistently outperforming Q1 (Jan–Mar). December 2022 was an outlier high point ($246,078), reflecting holiday gifting demand. A notable acceleration is visible in 2023, with monthly profits running approximately 15–25% above the comparable 2022 months:

Month	2022 Profit	2023 Profit	YoY Change
January	$167,126	$205,074	+22.7%
February	$161,861	$189,314	+17.0%
March	$173,992	$231,909	+33.3%

Month	2022 Profit	2023 Profit	YoY Change
April	$190,099	$215,096	+13.1%
May	$186,894	$210,347	+12.6%
June	$189,815	$207,212	+9.2%
July	$176,922	$209,807	+18.6%
August	$158,931	$175,038	+10.1%
September	$166,397	$180,445	+8.4%

All nine comparable months show year-on-year profit growth in 2023, with March 2023 recording the strongest increase (+33.3%). This positive trend indicates healthy underlying business momentum.

3. Product Performance Analysis

3.1 Top 10 Products by Profit

Product	Category	Units	Revenue	Profit	Margin
Colorbuds	Electronics	104,368	$1,563,374	$834,944	53.4%
Action Figure	Toys	57,958	$927,490	$347,748	37.5%
Lego Bricks	Toys	59,737	$2,390,674	$298,685	12.5%
Deck Of Cards	Games	84,034	$588,238	$252,102	42.9%
Glass Marbles	Games	37,518	$412,073	$187,590	45.5%
Barrel O' Slime	Art & Crafts	91,663	$365,696	$183,326	50.1%
Kids Makeup Kit	Art & Crafts	24,433	$488,432	$146,598	30.0%
Nerf Gun	Sports & Outdoors	26,543	$530,860	$132,715	25.0%
Dart Gun	Sports & Outdoors	31,588	$505,408	$126,352	25.0%
Etch A Sketch	Art & Crafts	12,168	$255,516	$121,680	47.6%

3.2 Art & Crafts Category Deep Dive

Art & Crafts is the highest-volume category by units sold (325,574). Within it, PlayDoh Can leads unit volume (103,128 units) while Barrel O' Slime leads profit contribution despite its low unit price of £3.99. Playfoam records the highest profit margin in the category at 175.44%, making it a high-value niche product. The full category breakdown:

Product	Price	Units Sold	Profit	Profit Margin	Profit Differential
Barrel O' Slime	£3.99	91,663	$183,326	100.50%	200.50%
Etch A Sketch	£20.99	12,168	$121,680	90.99%	190.99%
Kids Makeup Kit	£19.99	24,433	$146,598	42.89%	142.89%
Magic Sand	£15.99	60,598	$121,196	14.30%	114.30%
PlayDoh Can	£2.99	103,128	$100,010	50.25%	150.25%
PlayDoh Playset	£24.99	6,302	$30,000	19.06%	119.06%
PlayDoh Toolkit	£4.99	23,127	$23,128	25.06%	125.06%
Playfoam	£10.99	4,155	$34,000	175.44%	275.44%

Note: Playfoam records the highest profit margin (175.44%) but lowest unit volume (4,155) in the Art & Crafts category, suggesting untapped market demand. A targeted promotional campaign could significantly increase volume without sacrificing margin.

3.3 Product Performance Matrix

The table below summarises key purchase behaviour metrics for selected products from the Product Performance dashboard:

Product	Price	Profit	Purchase Ratio	Multi-Purchase %	Stock On Hand
Barrel O' Slime	£3.99	$183,326	1.70	33%	1,282
Magic Sand	£15.99	$121,196	1.54	28%	1,922
Glass Marbles	£10.99	$187,590	1.53	23%	795
Mini Ping Pong Set	£9.99	$100,812	1.38	19%	974
Dino Egg	£10.99	$38,236	1.36	20%	649
Dart Gun	£15.99	$126,352	1.21	13%	776
Gamer Headphones	£20.99	$107,748	1.16	10%	637
Kids Makeup Kit	£19.99	$146,598	1.13	8%	606
Jenga	£9.99	$91,378	1.08	5%	181

Barrel O' Slime has the highest purchase ratio (1.70) and the highest multiple-purchase probability (33%), meaning nearly one in three buyers purchases it more than once in a visit. This is a strong signal for bundle promotions and cross-sell positioning at checkout.

4. Store Performance Analysis

4.1 Performance by Store Location Type

56.0%	23.1%	11.5%	9.4%
Downtown Profit Share	Commercial Profit Share	Residential Profit Share	Airport Profit Share

Location Type	No. of Stores	Total Units	Total Profit	Avg Profit/Store
Downtown	29	628,073	$2,248,728	$77,542
Commercial	12	240,648	$926,864	$77,239
Residential	6	125,402	$460,388	$76,731
Airport	3	96,442	$378,049	$126,016

Insight: Airport stores generate the highest average profit per store ($126,016) — 63% more than Downtown stores — despite having only 3 locations. The premium pricing tolerance of airport customers and high-traffic environment make airport expansion a high-priority strategic opportunity.

4.2 Top 10 Stores by Profit

Rank	Store Name	Location Type	Total Profit
1	Maven Toys Ciudad de Mexico 2	Commercial	$169,856
2	Maven Toys Guadalajara 3	Commercial	$121,571
3	Maven Toys Ciudad de Mexico 1	Downtown	$111,296
4	Maven Toys Monterrey 2	Downtown	$106,783
5	Maven Toys Toluca 1	Commercial	$104,612
6	Maven Toys Guadalajara 4	Commercial	$102,178
7	Maven Toys Hermosillo 3	Downtown	$98,825
8	Maven Toys Mexicali 1	Downtown	$97,206
9	Maven Toys Saltillo 1	Downtown	$94,252
10	Maven Toys Ciudad de Mexico 3	Downtown	$94,021

Maven Toys Ciudad de Mexico 2 leads all stores with $169,856 in profit — 39.6% ahead of the second-ranked Guadalajara 3 ($121,571). Four of the top ten stores are Commercial-location stores, confirming that this location type consistently punches above its weight relative to the number of stores.

4.3 Purchase Ratio by Store Location

The average purchase ratio across all stores is 1.32, indicating that on average each customer transaction involves 1.32 products. Airport stores show a higher average ratio consistent with impulse purchasing behaviour in a captive environment. The multiple-purchase probability of 0.17 means 17% of all customers purchase the same product more than once in a single visit — a metric that rewards strategic shelf placement and bundling.

Metric	All Stores	Downtown	Commercial	Airport	Residential
Avg Purchase Ratio	1.32	1.29	1.33	1.42	1.28
Multiple Purchase Prob.	0.17	0.16	0.18	0.21	0.15
No. of Stores	50	29	12	3	6
Avg Profit per Store ($K)	80.3	77.5	77.2	126.0	76.7

5. Sales Trends & Temporal Analysis

5.1 Year-over-Year Performance

Sales data covers January 2022 through September 2023. All nine months with comparable data in 2023 showed year-on-year profit growth, with the strongest absolute growth in March (+$57,917) and the strongest percentage growth in March (+33.3%). The consistent upward trend indicates strong underlying business momentum and effective store operations.

5.2 Weekly Sales Patterns

Weekly unit sales during 2022–2023 averaged approximately 8,000 units per week, with notable peaks in early January (W01: 11K, W02: 12K) likely driven by post-holiday gift-card redemptions, and a secondary peak in late December (W52–W53: 8–10K). Weeks 10–50 show a relatively stable band between 7K–10K units, with minor seasonal variations around school holidays.

> *The consistency of weekly sales between 7K–10K units across most of the year indicates a robust baseline demand. Targeted promotional activity in historically weaker weeks (such as W07–W09, averaging ~7K) could help smooth the revenue curve.*

5.3 Sales by Day of Week

Monday and Friday are the highest-traffic sales days (109,250 and 104,870 units respectively), likely reflecting end-of-work week impulse purchases and Monday footfall from parents restocking during the school week. Sunday and Saturday are the lowest-traffic days, suggesting an opportunity for weekend promotions to capture casual family shoppers.

Day	Units Sold	Index vs Average
Monday	109,250	High (+21%)
Tuesday	56,580	Low (-37%)
Wednesday	82,840	Average (-8%)
Thursday	66,680	Below Average (-26%)
Friday	104,870	High (+16%)
Saturday	63,320	Low (-30%)
Sunday	65,950	Low (-27%)

5.4 Sales by Date of Month

Sales by day-of-month show consistent activity throughout the month with peaks on the 3rd ($19.8K), 7th ($19.2K), 12th ($19.1K), and 1st ($19.1K). The 2nd of each month shows a notable dip ($10.9K), suggesting post-month-start lag before consumer spending activity fully resumes. Sales remain broadly stable across days 4–31, averaging $17.5K–$18.5K per day.

6. Inventory Analysis

6.1 Overview

The inventory dataset contains 1,593 records covering all 50 stores and 35 products. The average inventory ratio (stock-on-hand as a proportion of units sold) is 0.0628 for products with non-zero stock. Products with an inventory ratio below 0.01 are flagged as critically low-stock items that risk lost sales, while those above 0.10 may indicate overstocking.

6.2 Stock-on-Hand by Product (Arts & Crafts sample — Aguascalientes 1)

Product	Units Sold	Stock on Hand	Purchase Ratio	Inventory Ratio	Status
Barrel O' Slime	1,584	13	1.65	0.008	⚠ Critical
Colorbuds	2,096	46	1.44	0.022	Low
Deck Of Cards	1,754	53	1.20	0.030	Low
Glass Marbles	599	36	1.37	0.060	Normal
Dinosaur Figures	793	19	1.15	0.024	Low
Action Figure	751	11	1.16	0.015	⚠ Critical
Kids Makeup Kit	216	27	1.16	0.125	Normal
Etch A Sketch	171	13	1.21	0.076	Normal

Inventory Risk: Barrel O' Slime and Action Figure — two of the highest-selling, highest-margin products — show critically low inventory ratios (0.008 and 0.015 respectively). Given their high purchase ratios (1.65 and 1.16), stock-outs would have a disproportionate impact on revenue and customer satisfaction.

6.3 Inventory Recommendations

- Immediately review and replenish Barrel O' Slime and Colorbuds stock across all 50 stores, prioritising Downtown and Commercial locations.
- Products with zero stock (Foam Disk Launcher, Hot Wheels 5-Pack at select stores) should be flagged for urgent restocking or range rationalisation.
- Implement automatic reorder triggers for any product falling below an inventory ratio of 0.02 at store level.
- Investigate whether high-inventory-ratio products (Kids Makeup Kit: 0.125, Etch A Sketch: 0.076) represent genuine slow movers that should be reduced in order quantities or promoted to clear.

7. Strategic Recommendations

7.1 Expand the Electronics Category

Electronics delivers a 44.6% profit margin — the highest of all categories — with Colorbuds alone generating $834,944 in profit on 104,368 units. The category currently comprises only 3 products. Introducing 3–5 additional electronics SKUs (smart toys, educational tablets, wireless gaming accessories) could significantly boost overall portfolio profitability without materially increasing inventory costs.

7.2 Prioritise Airport Store Expansion

Airport stores generate $126,016 average profit per store — 63% above the company average. With only 3 locations, there is substantial room to increase the airport store footprint at Mexico's other major airports. The captive, premium-spending airport customer profile is highly compatible with Maven Toys' product range, particularly Electronics and high-margin Art & Crafts items.

7.3 Bundle High-Ratio Products at Checkout

Barrel O' Slime has the highest multiple-purchase probability (33%) and purchase ratio (1.70) in the portfolio. Pairing it with complementary Art & Crafts products (PlayDoh Can, Magic Sand) in a 'Creative Bundle' at checkout could increase average basket value by an estimated 12–18% for customers who engage with the category.

7.4 Address Inventory Gaps for Top SKUs

The critically low inventory ratios for Barrel O' Slime (0.008) and Action Figure (0.015) at multiple store locations represent an immediate revenue risk. A centralised replenishment review cycle (weekly for top 10 SKUs by sales velocity) should be instituted to prevent stock-outs during peak demand periods.

7.5 Targeted Weekend Promotions

Saturday and Sunday sales are 27–30% below the daily average. A weekend-specific promotion strategy — e.g., family deal bundles, in-store activity events, weekend loyalty points — could convert casual weekend footfall into committed purchasers and raise weekend sales to at least average weekly levels, adding an estimated $8,000–$12,000 in weekly revenue.

7.6 Promote Playfoam to Realise Margin Potential

Playfoam records the highest profit margin in the Art & Crafts category (175.44%) but lowest unit volume (4,155). A targeted digital and in-store promotional campaign — including social media content and shelf-prime positioning — could unlock significant volume growth at virtually no margin cost.

8. Conclusion

Maven Toys is in a strong commercial position. Revenue of $14.4M and profit of $4.0M over 21 months, combined with consistent year-on-year growth in 2023, paint a picture of a well-managed, expanding retail operation. The portfolio has clear stars — Colorbuds, Barrel O' Slime, Action Figure, Lego Bricks — and a store network with a proven high-performing flagship in Ciudad de Mexico 2.

The most significant strategic opportunity lies in leveraging the disproportionate profitability of the Electronics category and Airport store format — both currently underleveraged relative to their demonstrated returns. Combined with improved inventory management for high-velocity SKUs and targeted weekend demand stimulation, Maven Toys has a clear pathway to grow annualised profit above $3M on a sustainable basis.

> *This report and the accompanying Power BI dashboard should be reviewed quarterly to track progress against the recommendations, with particular attention to Electronics category expansion, airport store pipeline, and inventory health metrics.*

The Power BI dashboard provides dynamic, interactive access to all underlying data and visuals in this report. Filters by store location, product name, month, and category enable granular drill-down analysis for operational and strategic decision-making.

Appendix: Full Product Catalogue

Product Name	Category	Cost	Price	Margin
Action Figure	Toys	$9.99	$15.99	37.5%
Animal Figures	Toys	$9.99	$12.99	23.1%
Barrel O' Slime	Art & Crafts	$1.99	$3.99	50.1%
Chutes & Ladders	Games	$9.99	$12.99	23.1%
Classic Dominoes	Games	$3.99	$5.99	33.4%
Colorbuds	Electronics	$9.99	$19.99	50.0%
Dart Gun	Sports & Outdoors	$9.99	$12.99	23.1%
Deck Of Cards	Games	$1.99	$2.99	33.4%
Dino Egg	Toys	$4.99	$10.99	54.6%
Dinosaur Figures	Toys	$9.99	$14.99	33.4%
Etch A Sketch	Art & Crafts	$9.99	$20.99	52.4%
Foam Disk Launcher	Sports & Outdoors	$4.99	$7.99	37.5%
Gamer Headphones	Electronics	$14.99	$20.99	28.6%
Glass Marbles	Games	$4.99	$10.99	54.6%
Hot Wheels 5-Pack	Toys	$4.99	$5.99	16.7%
Jenga	Games	$4.99	$9.99	50.0%
Kids Makeup Kit	Art & Crafts	$13.99	$19.99	30.0%
Lego Bricks	Toys	$39.99	$49.99	20.0%
Magic Sand	Art & Crafts	$13.99	$15.99	12.5%
Mini Basketball Hoop	Sports & Outdoors	$7.99	$9.99	20.0%
Mini Ping Pong Set	Sports & Outdoors	$5.99	$9.99	40.0%
Monopoly	Games	$14.99	$19.99	25.0%
Mr. Potatohead	Toys	$6.99	$9.99	30.0%
Nerf Gun	Sports & Outdoors	$9.99	$12.99	23.1%
PlayDoh Can	Art & Crafts	$1.49	$2.99	50.2%
PlayDoh Playset	Art & Crafts	$19.99	$24.99	20.0%
PlayDoh Toolkit	Art & Crafts	$3.74	$4.99	25.1%
Playfoam	Art & Crafts	$3.99	$10.99	63.7%
Plush Pony	Toys	$9.99	$14.99	33.4%
Rubik's Cube	Games	$4.99	$9.99	50.0%
Splash Balls	Sports & Outdoors	$2.99	$5.99	50.1%
Supersoaker Water Gun	Sports & Outdoors	$14.99	$19.99	25.0%

Product Name	Category	Cost	Price	Margin
Teddy Bear	Toys	$7.99	$9.99	20.0%
Toy Robot	Electronics	$4.99	$9.99	50.0%
Uno Card Game	Games	$3.99	$7.99	50.1%