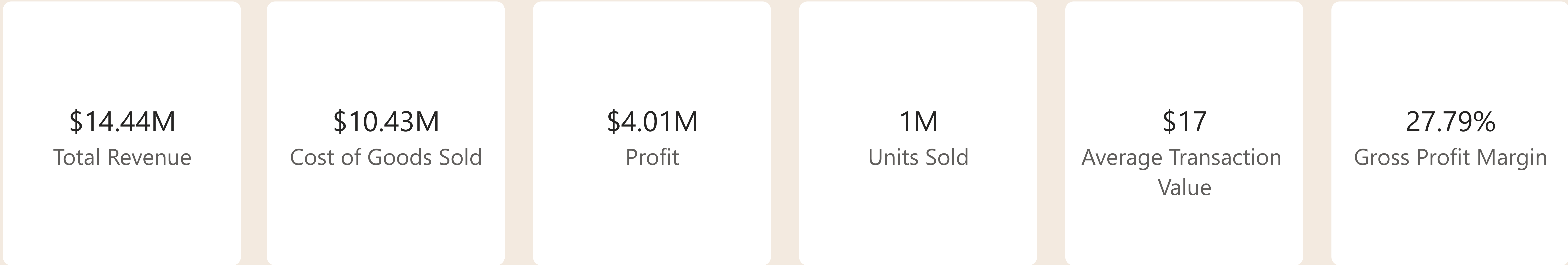


MAVEN TOYS EXPANSION PLAN

Q1 2017 - Q3 2018

Analysis By Hana Shah



SELECT

Store_Name

▼

All

▼

Store_City

▼

All

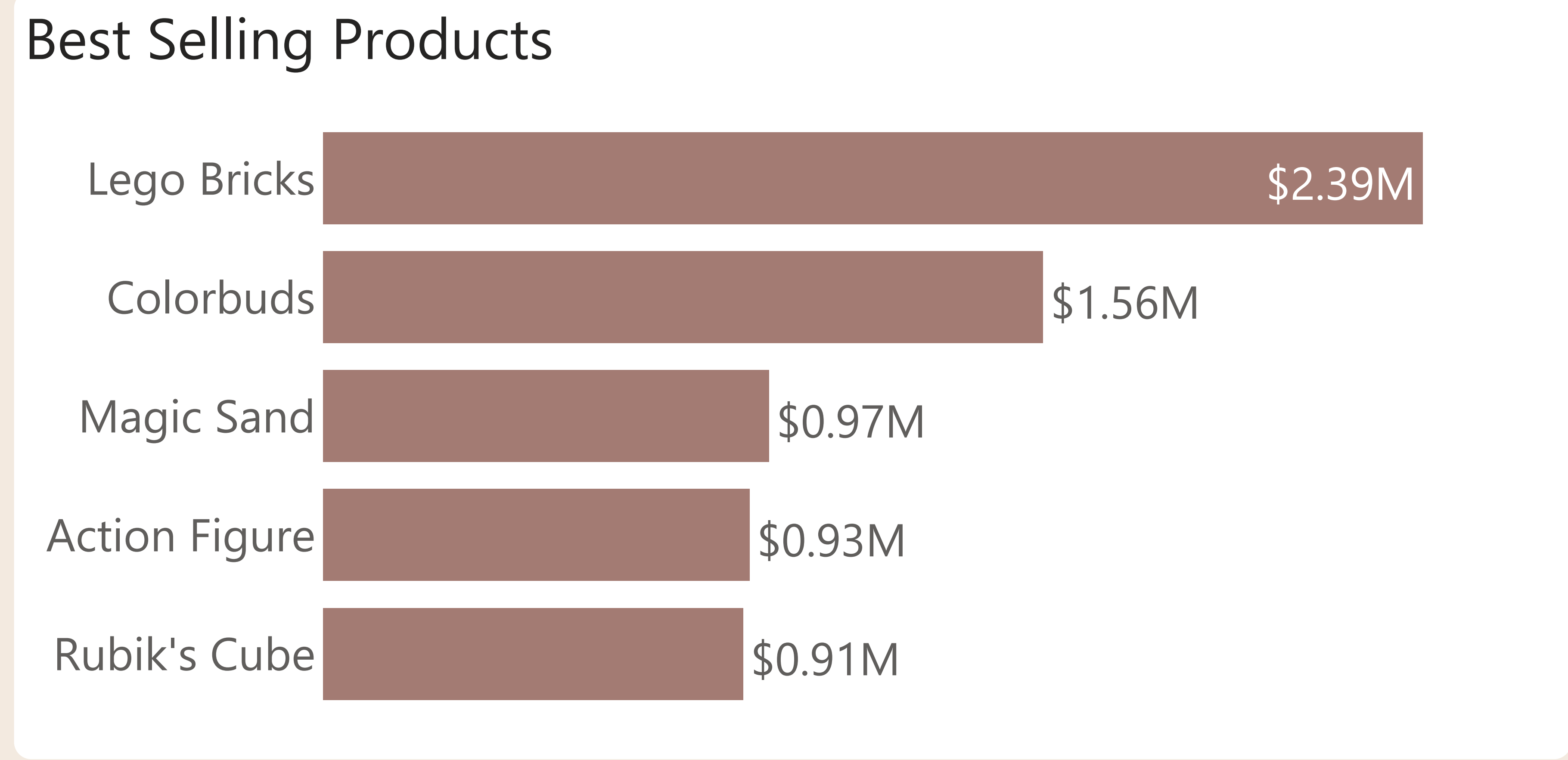
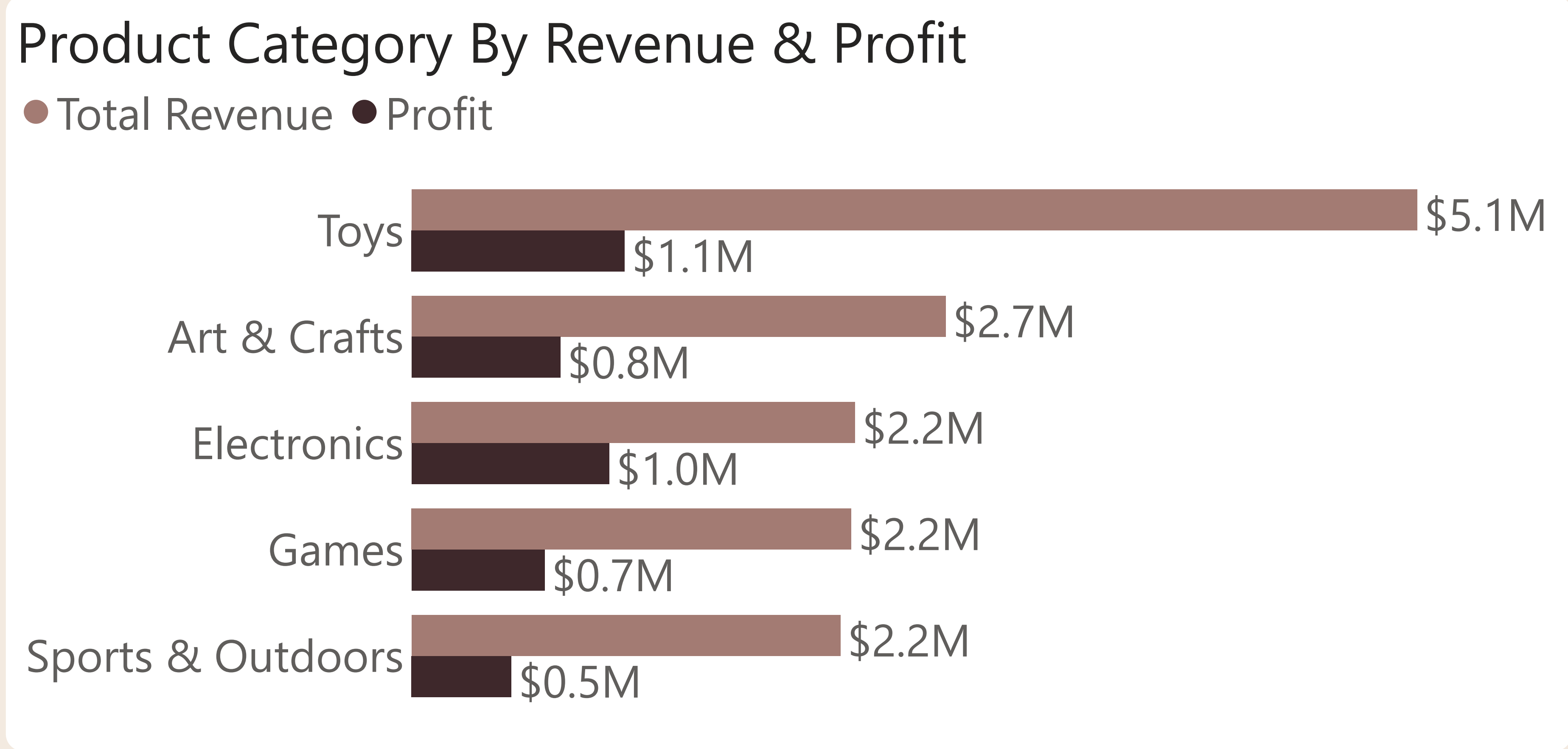
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Date

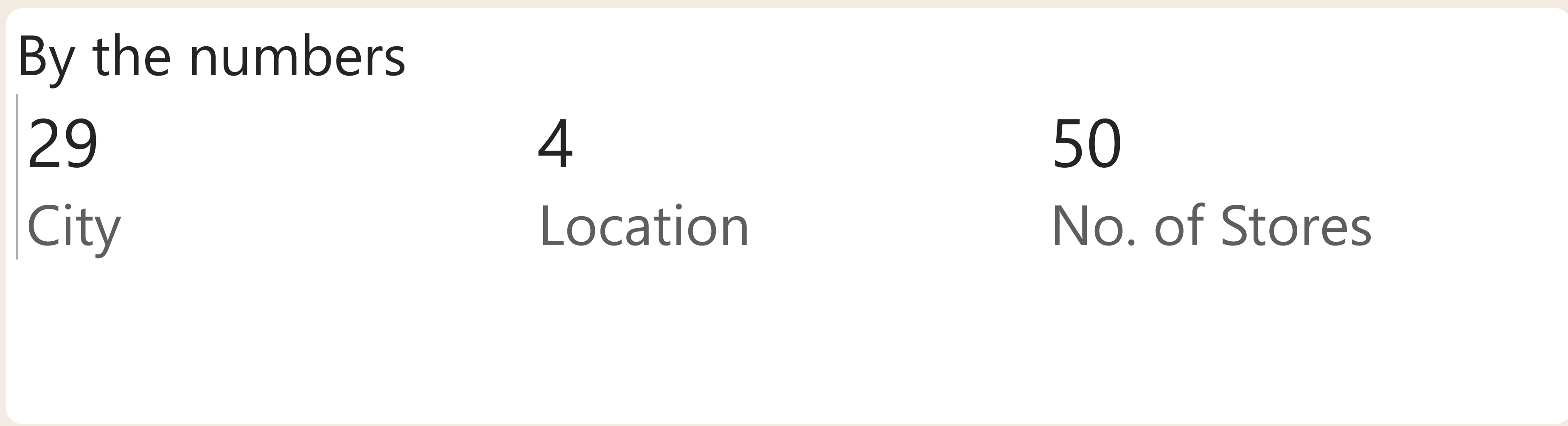
1/1/2017

30/9/2018

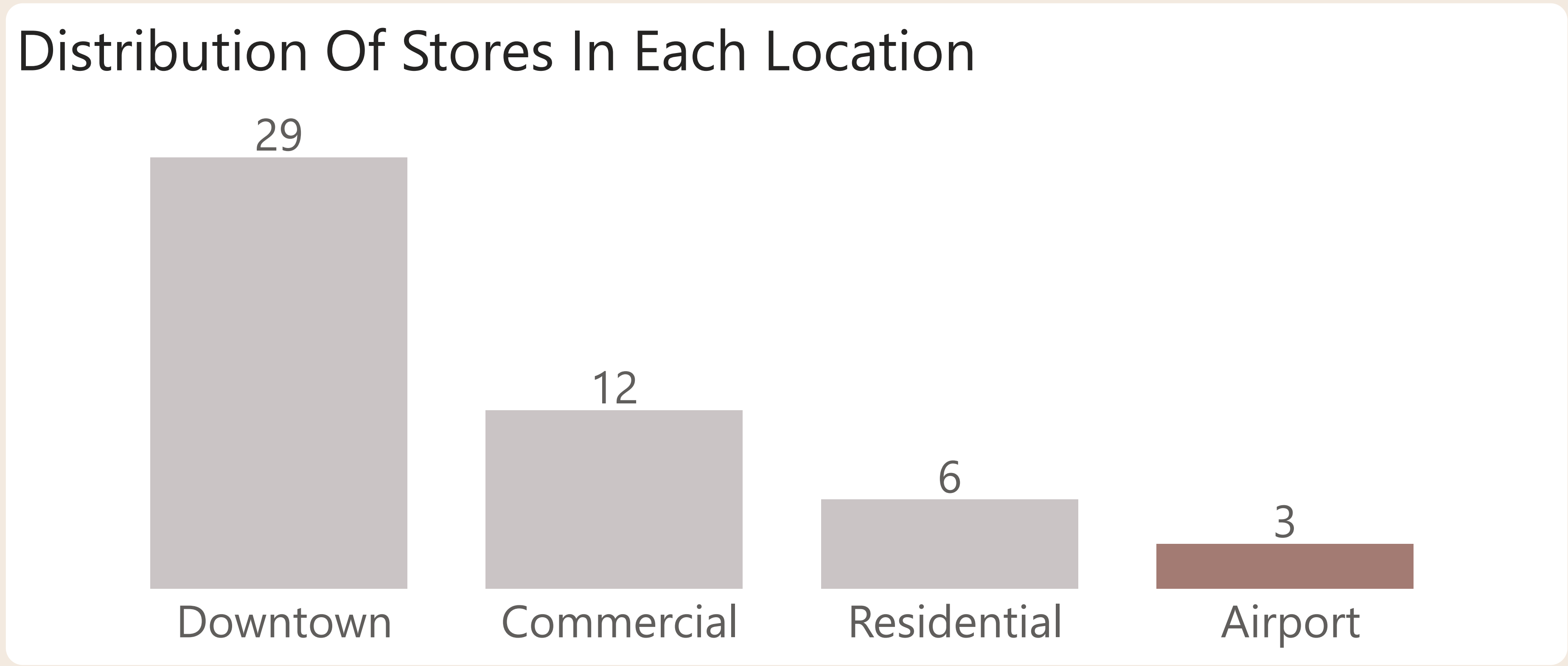
PRODUCT ANALYSIS



STORE LOCATION ANALYSIS

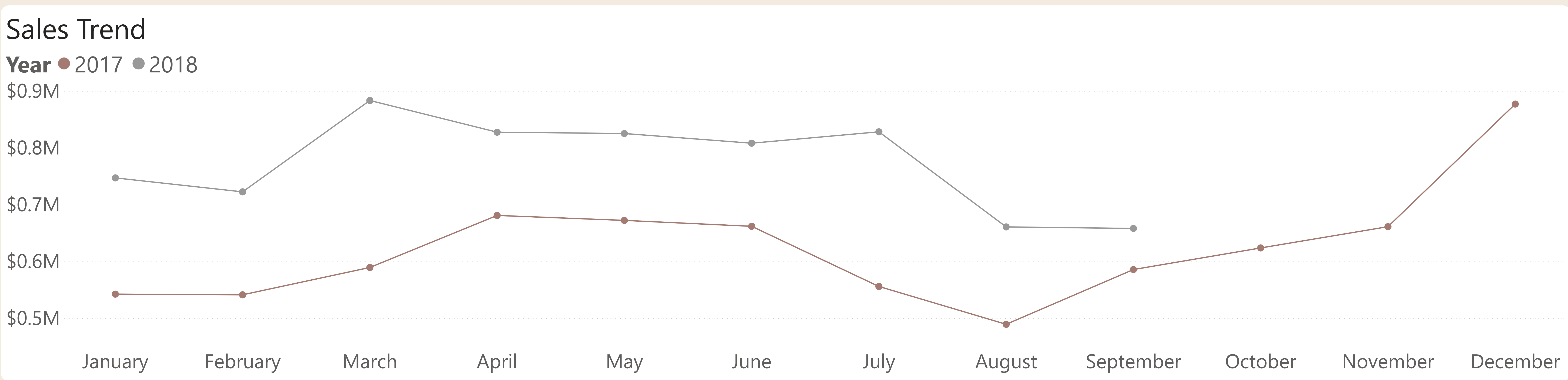


Store_City	Average Transaction Value
Ciudad Victoria	\$18
Monterrey	\$18
Morelia	\$18
Total	\$18



Store_Location	Avg Revenue Per Store	Average Transaction Value
Airport	\$429,907.5267	\$19
Commercial	\$273,261.6267	\$18
Residential	\$276,018.9967	\$17
Downtown	\$283,434.3541	\$17
Total	\$288,891.447	\$17

TIME SERIES ANALYSIS



INSIGHTS AND RECOMMENDATIONS

- 1

OPEN STORES IN AIRPORT & DOWNTOWN LOCATION

Airport stores with the least number of stores opened 3, generates the largest revenue per store outlet, **429,908USD**. Also, on an average transaction, customers spend **20USD** more in Airport stores compared to stores in residential and downtown. **Downtown** stores provides the second highest revenue per store outlet with **283,434USD**.
- 2

STOCK UP ON TOYS & ARTS AND CRAFTS

The **Toys** category is the best-selling product category with over **5 million USD** generated revenue. This can be attributed to the sales of Lego Bricks. **Arts and Crafts** is also the second best-selling product category with over **2 million USD** generated revenue.
- 3

OFFER DISCOUNTS IN FEBRUARY AND AUGUST TO INCREASE REVENUE

August recorded the least revenue generated. Discounts and promotions can be offered during this month. Meanwhile, revenue increased the most in **March** compared to the previous year by **294,030USD**.