Making Business Decisions with Statistics: Mattel
Statistics in Business Decision Making

Statistics involves collecting and analyzing data to then interpret and present the data.

Descriptive statistics presents the data in various forms such as charts, tables, graphs, etc.

The information collected and the way it is presented is meaningful as it could present future trends.

Businesses can analyze data to improve or change and find valuable data that will help them continuously enhance their performance.
Mattel is a leading toy brand company. Toys are made, manufactured, and distributed for kids and fans of all ages. Their mission is to develop, entertain, and inspire the next generation through play by creating innovative products.
• Shows how business is doing over time
• Shows where to invest into for profit
• Shows how each product category is doing
Barbie’s Success

- Barbie released earlier in the year during July becoming a global phenomenon
  - Most successful movie directed by a woman
  - Highest grossing film by Warner Bros.
  - Broke office records as it generated over $1.4 billion at the global box office

- Mattel benefited from the Movies success and saw a 9% increase in net sales during Q3 of 2023 while also meeting their goal of successfully expanding their entertainment business
Marketing

Their advertising includes television commercials, social media, catalogs, and internet advertisements.

In 2022, Mattel incurred $534.3 million in advertising and promotion expenses.

Percentage of adults finding the "Barbie" movie marketing appealing in the United States as of July 2023, by generation

- **All U.S. adults**: 20%
- **Gen Z adults**: 7%
- **Millennials**: 16%
- **Gen Xers**: 23%
- **Baby boomers**: 32%

Mattel spent under $100 million on The Barbie Movie
Sales
Mattel’s highest sales are usually during the holiday seasons which fall under the third and fourth quarter of Mattel's fiscal year.

These seasonal trends are important so Mattel doesn’t overproduce or underproduce as either one could significantly affect their profit so it is important to see their consumer demand patterns.

Currently the toy company is seeing less demand for their products as they hit the holiday seasons for 2023.
Competition

- Allows companies to track competitors data
- Understand competitors strategies
- Know business standing in comparison to competitors
- Be innovative
- Respond to threats

Worldwide revenue of major toy companies in 2022
(in million U.S. dollars)

<table>
<thead>
<tr>
<th>Company</th>
<th>Revenue in million U.S. dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEGO</td>
<td>9,279.56</td>
</tr>
<tr>
<td>Bandai Namco (FY2023)**</td>
<td>7,465.65</td>
</tr>
<tr>
<td>Hasbro</td>
<td>5,856.7</td>
</tr>
<tr>
<td>Mattel</td>
<td>5,434.7</td>
</tr>
<tr>
<td>JAKKS Pacific</td>
<td>796.19</td>
</tr>
</tbody>
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Projections

To make informed predictions about the business

Analyzing correlations can help businesses prepare for example Mattel can identify patterns in seasonal sales which will allow them to optimize in production and inventory.
THANK YOU
Sources

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