Customers Snapshot

A Velocraft tool

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Contents

About us

Velocraft Bicycles

Founded in 2015, Velocraft Bicycles is a premium bicycle manufacturer specializing in high-performance road bikes, mountain bikes, and urban commuter bikes. Based in Portland, USA, the company is committed to innovation, sustainability, and pushing the boundaries of cycling technology.

Velocraft designs, engineers, and manufactures its own bikes, ensuring top-tier quality and performance. Alongside bikes, it offers a range of accessories, components, and apparel tailored for both professional and casual riders.

About Customers Snapshot

Customers Snapshot is an interactive analytical dashboard that captures a dynamic, data-driven view of the customer base. It consolidates key metrics, purchasing behavior, and segmentation insights into one cohesive visual experience.
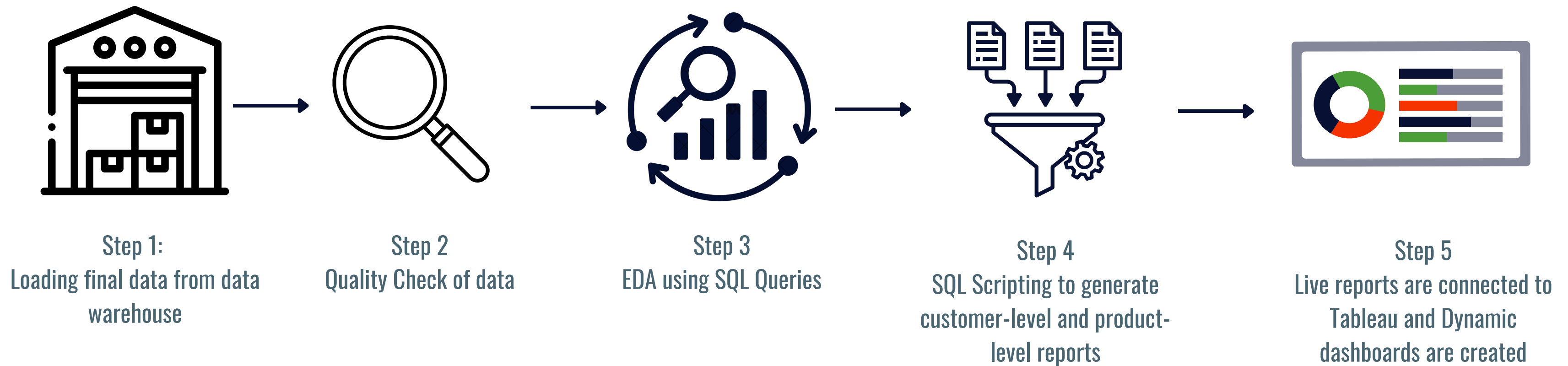
Designed for clarity and utility, it enables decision-makers to:

- Monitor customer KPIs in real time
- Analyze behavior across age groups, segments, and recency buckets
- Track performance trends with sales-driven visualizations
- Explore geographical distribution and segment-wise engagement
- Gain instant visibility into customer lifecycle stages

Workflow

Following workflow shows the high-level process behind the working of tool.

Step 1:
Loading final data from data warehouse

Step 2
Quality Check of data

Step 3
EDA using SQL Queries

Step 4
SQL Scripting to generate customer-level and product-level reports

Step 5
Live reports are connected to Tableau and Dynamic dashboards are created

Deliverables

Report 1: Customer-Level report

aggregates lifetime metrics, behavioral patterns, and segmentation insights for each individual customer. Refreshes every 3 months.

Deliverables

Report 2: Product-Level report

Captures sales performance, customer reach, and purchasing trends across the entire product portfolio.. Refreshes every 3 months

```sql
SELECT TOP (1000) [product_key]
      ,[product_name]
      ,[category]
      ,[subcategory]
      ,[cost]
      ,[last_sale_date]
      ,[recency_in_months]
      ,[product_segment]
      ,[lifespan]
      ,[total_orders]
      ,[total_sales]
      ,[total_quantity]
      ,[total_customers]
      ,[avg_selling_price]
      ,[avg_order_revenue]
      ,[avg_monthly_revenue]
  FROM [Analytics].[gold].[report_products]
```
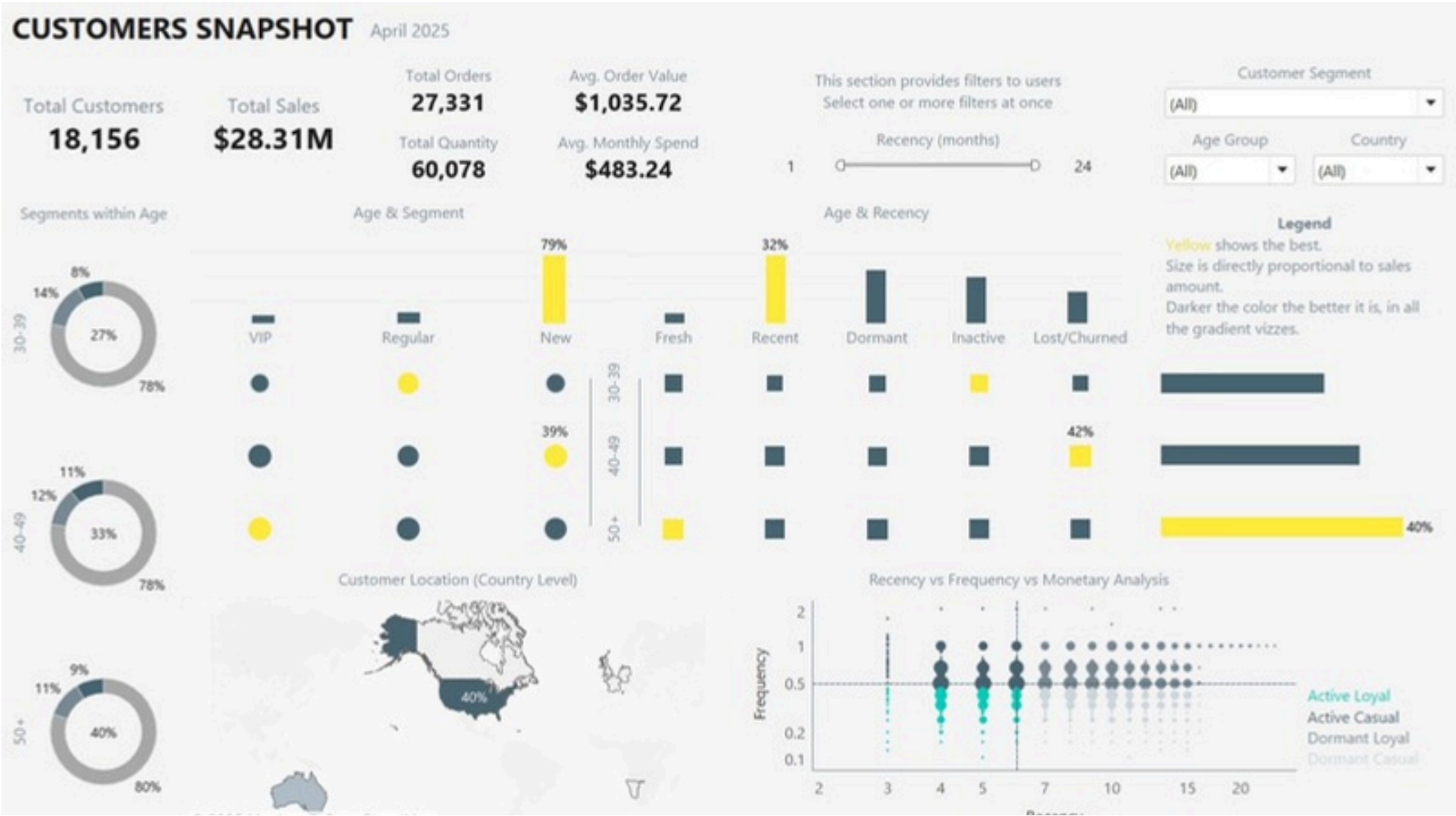
80 %

▦ Results ▦ Messages

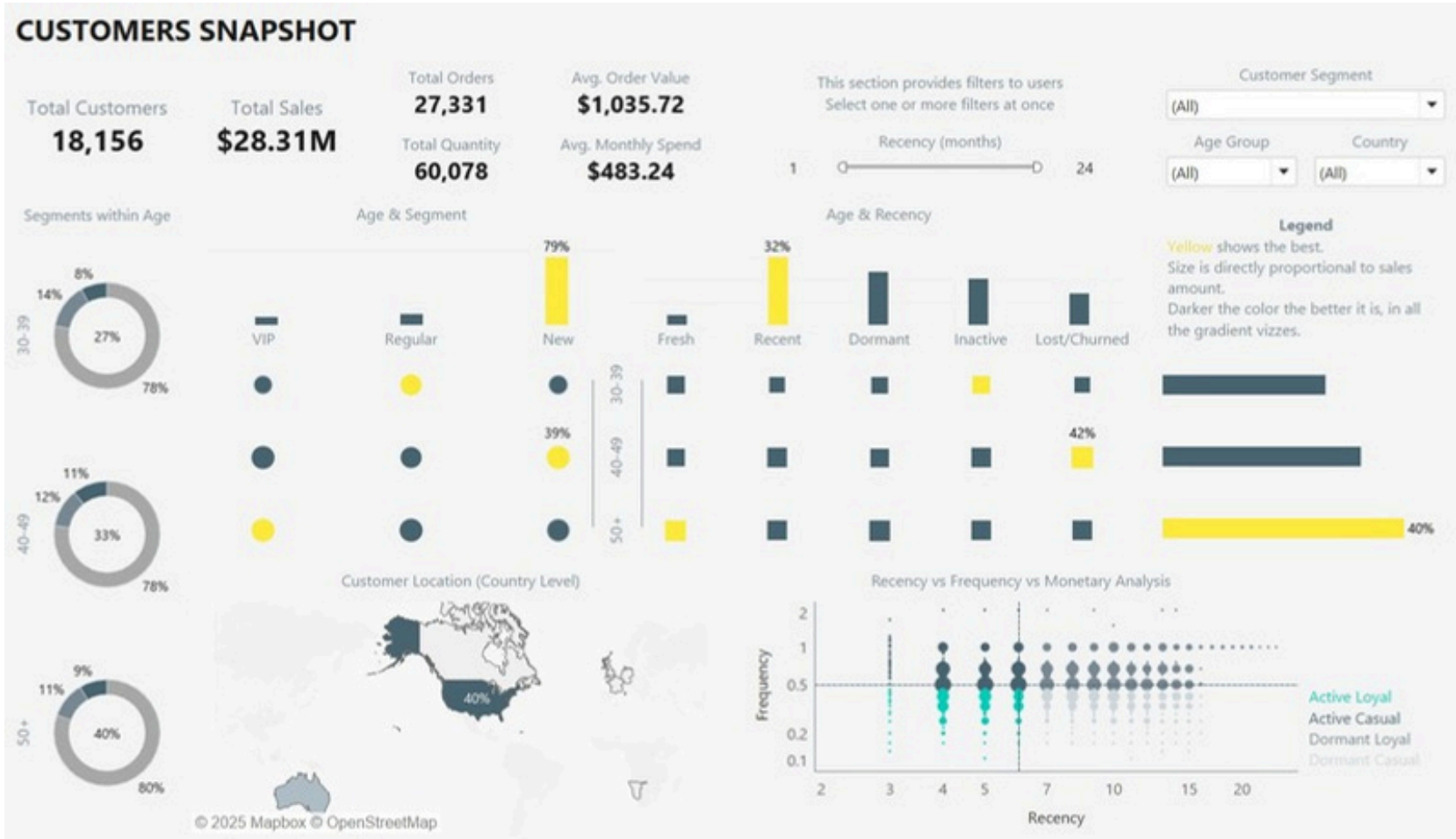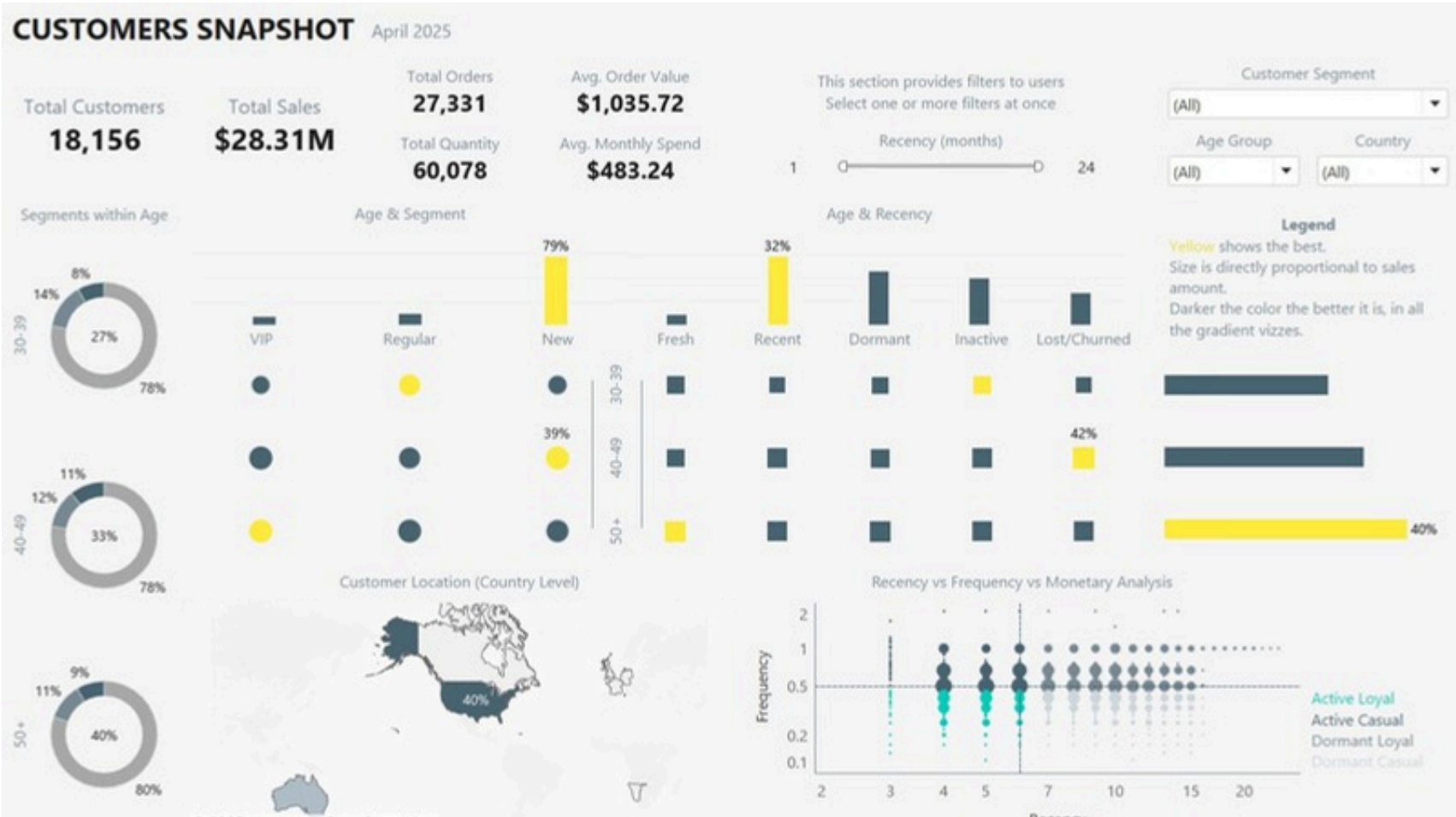|	product_key	product_name	category	subcategory	cost	last_sale_date	recency_in_months	product_segment	lifespan	total_orders	total_sales	total_quantity	total_custom...
29	104	Mountain Bottle Cage	Acces...	Bottles and C...	4	2023-12-28	3	Mid-Range	13	2025	20340	2034	2004
30	105	Road Bottle Cage	Acces...	Bottles and C...	3	2023-12-28	3	Mid-Range	13	1711	15399	1711	1699
31	106	Mountain-500 Black- 40	Bikes	Mountain Bikes	295	2023-12-30	4	Mid-Range	12	48	25920	48	48
32	107	Mountain-500 Black- 42	Bikes	Mountain Bikes	295	2024-01-09	4	Mid-Range	11	49	26460	49	49
33	108	Mountain-500 Black- 44	Bikes	Mountain Bikes	295	2024-01-05	4	Mid-Range	11	58	31320	58	58
34	109	Mountain-500 Black- 48	Bikes	Mountain Bikes	295	2024-01-05	4	Mid-Range	11	56	30240	56	56
35	110	Mountain-500 Black- 52	Bikes	Mountain Bikes	295	2024-01-11	4	Mid-Range	11	41	22140	41	41
36	111	Mountain-500 Silver- 40	Bikes	Mountain Bikes	308	2024-01-04	4	Mid-Range	11	45	25425	45	45
37	112	Mountain-500 Silver- 42	Bikes	Mountain Bikes	308	2024-01-01	4	Mid-Range	11	45	25425	45	45
38	113	Mountain-500 Silver- 44	Bikes	Mountain Bikes	308	2023-12-30	4	Mid-Range	12	39	22035	39	39
39	114	Mountain-500 Silver- 48	Bikes	Mountain Bikes	308	2024-01-16	4	Mid-Range	11	50	28250	50	50

Deliverables   Dashboard: Customers Snapshot

A dynamic and interactive dashboard that provides a 360° view of customer behavior, segment-wise insights, recency trends, and geographic distribution — enabling deeper understanding and smarter decision-making.
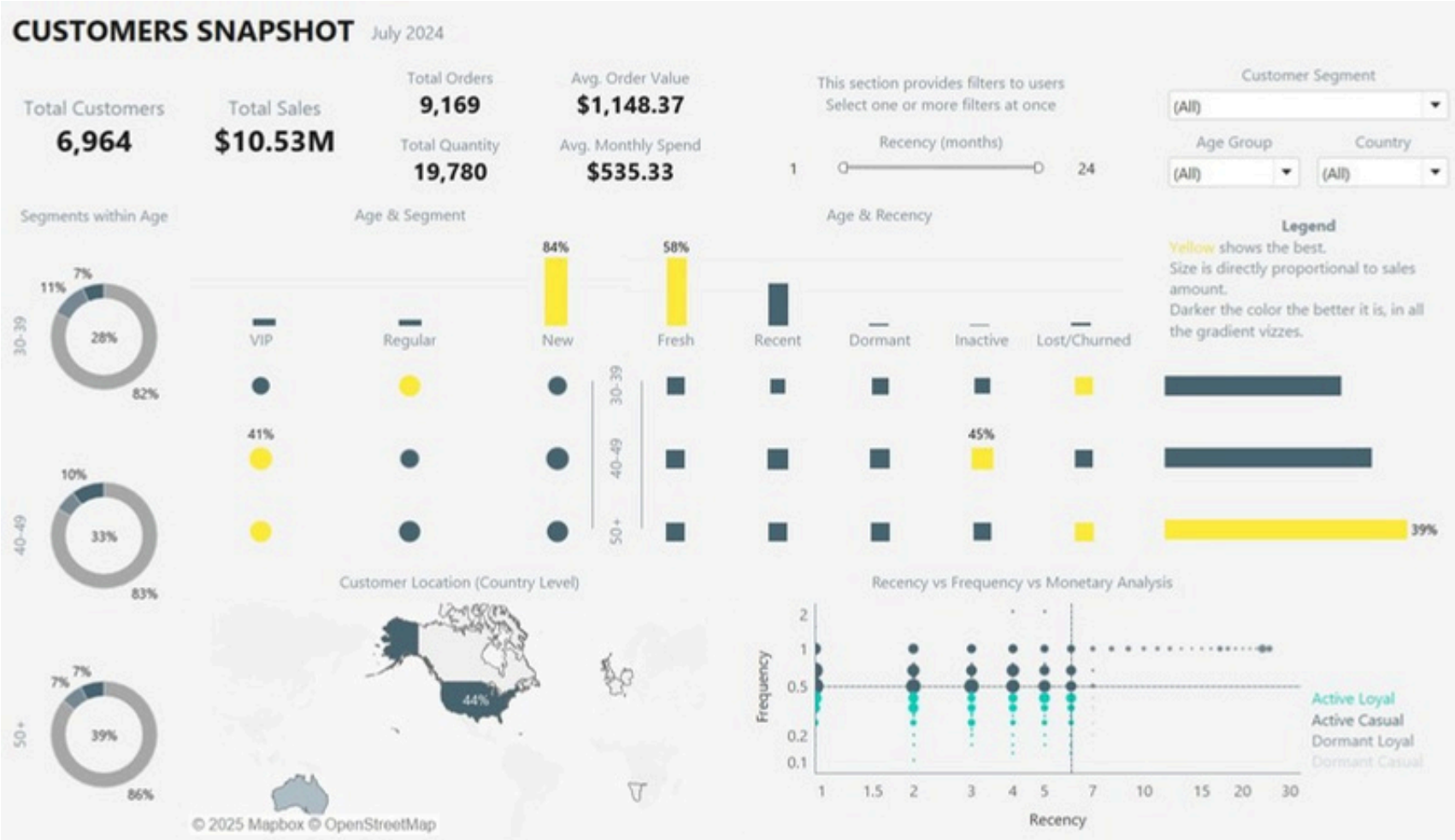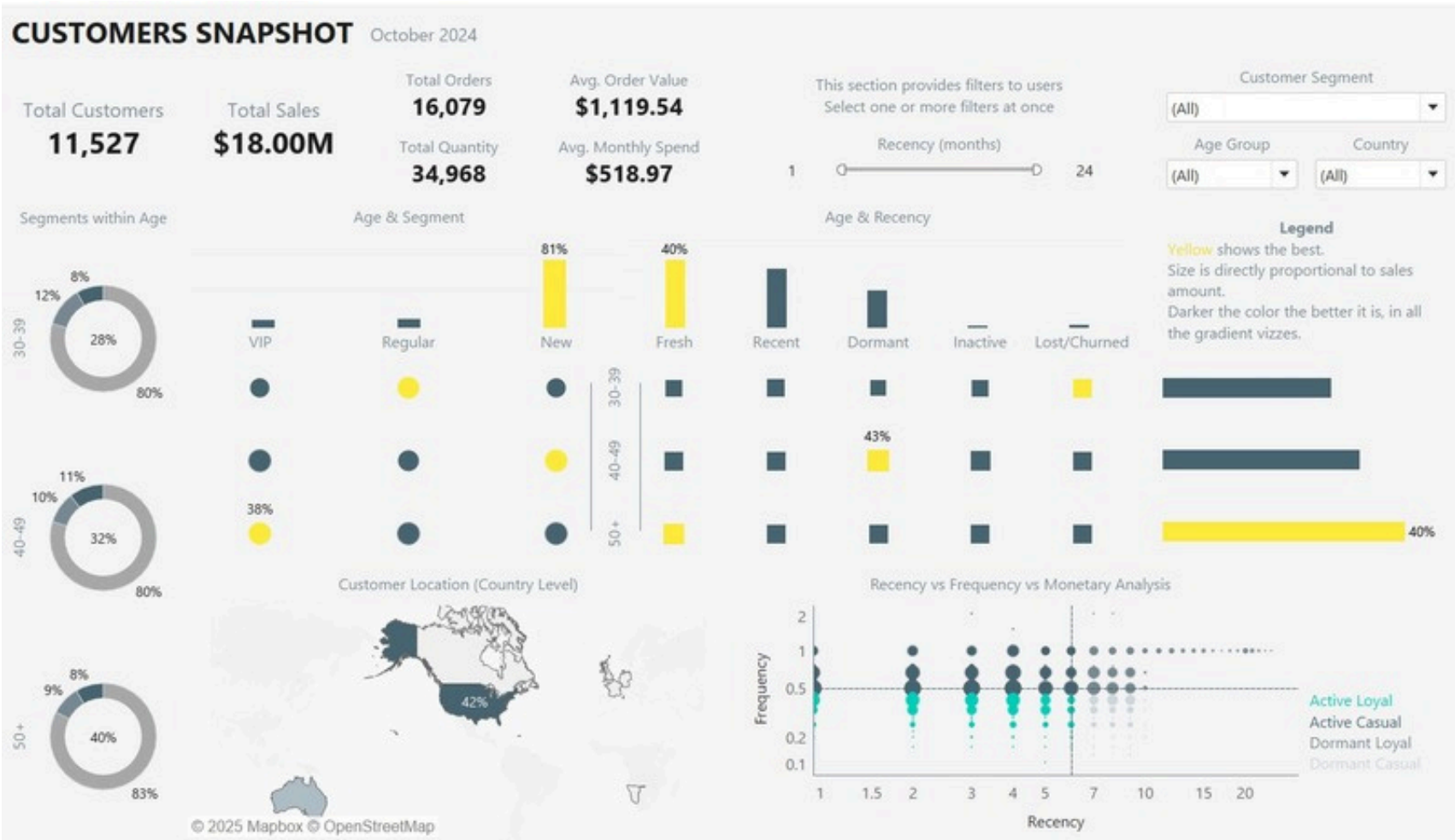
Demo testing

Following dashboards are generated on historical recency data.

Demo testing

Following dashboards are generated on historical recency data.

Future Developments

- Creating product level dashboards after identifying business questions to answer.

Thanks

Feel free to ask questions