Metro Bikes Sales Performance Report

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Overview

This report presents an analysis of Metro Bikes' sales trends, order performance, and revenue contribution across multiple stores and product categories. The insights were derived from an interactive Power BI dashboard, which tracks key performance indicators (KPIs) such as total orders, revenue trends, and order rejection rates.

Key Metrics & Insights

1. Revenue Analysis

- **Multi-Month Gross Revenue:** $8.58M (+0.1% vs. Last Month)
- **Net Revenue:** $7.69M (+0.1% vs. Last Month)
- **Lost Revenue:** $231K (+3.6% vs. Last Month)
- **Top Performing Products:**
    - Mountian Bikes ($2.7M Net Revenue)
    - Road Bikes ($1.7M Net Revenue)

2. Order Trends

- **Total Orders:** 1,615
- **Year-over-Year Growth:** +0.1%
- **Month-over-Month Growth:** +22.1%
- **Most Orders by Store:** Baldwin Bikes, Rowlett Bikes, Santa Cruz Bikes
- **Order Status Breakdown:**
    - Completed Orders: Dominant across all months
    - Rejected Orders: Peaks in Feb, June, and July

3. Geographic & Time-Based Insights

- **Net Revenue by Location:**
  - Texas (Tx): Strong sales presence
  - California (CA) & New York(NY): High-volume markets

- **Orders by Day of Week:**
  - High volume on Tuesdays and Saturdays
  - Lower order activity on Fridays

Key Interactive Features (Power BI Dashboard)

- **Flip Cards:** Toggle between Gross Revenue, Net Revenue, and Lost Revenue.
- **Order Status Switch:** View Completed vs. Rejected Orders dynamically.
- **Store Contribution Filters:** Analyze sales by specific stores.
- **Date Filters:** Interactive selection for Year & Month comparisons.

Next Steps & Recommendations

- Boost inventory for top-performing bikes (Mountain & Road Bikes).
- Investigate reasons for increased lost revenue (+3.6%) and optimize order fulfillment.
- Target marketing campaigns for high-performing stores (Baldwin, Rowlett, Santa Cruz).
- Optimize order processing on high-traffic days (Tuesday & Saturday).