

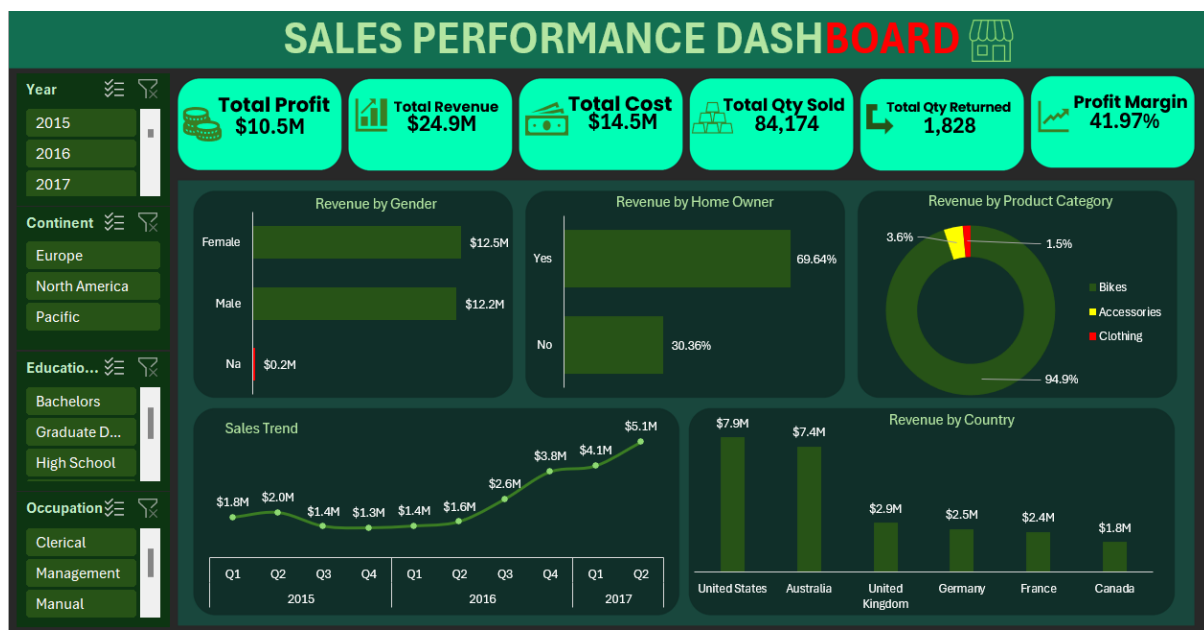
Background

This project is about a superstore, that is ranked as one of the world's largest suppliers of Bikes, clothing and accessories with over 2,000 retail stores across different countries worldwide.

despite the brand's global presence and success, the company was faced with over reliance on one product which is detrimental to the continuous existence of the company.

As a data-analyst, I was contracted to join the Welup Digital Team as an Intern to carry out a thorough analysis of the dataset provided and come-up with a dynamic interactive dashboard, insights, and recommendations on how to improve the conditions of the company and drive growth across all the regions where the store exits.

Dashboard



Unique Insights

Gender Parity in Revenue:

The revenue generated from female and male customers is nearly equal, with females slightly ahead. However, there's a small segment categorized as 'Na' which might indicate a data capturing issue or an opportunity to cater to non-binary customers.

Revenue by Home Ownership:

Homeowners are responsible for a significant majority of the revenue (69.64%), suggesting that marketing efforts or product appeal are skewed towards this demographic.

Dominance of Bikes in Product Category:

A vast majority of the revenue comes from bike sales (94.9%), which suggests either a very successful product line or a potential over-reliance on a single category for revenue.

Geographic Revenue Concentration:

The United States and Australia are the top revenue-generating countries, indicating strong market penetration in these areas. However, there is a steep drop in revenue when moving to the United Kingdom and other listed countries, showing potential underperformance or under-penetration in these regions.

Sales Trend Fluctuations:

The sales trend shows seasonality with Q2 and Q3 generally underperforming compared to Q1 and Q4. This pattern is consistent over the years, suggesting a potential cyclical nature of the business.

Recommendations

Demographic Expansion:

The management is advised to explore untapped market segments such as non-binary individuals and create inclusive marketing campaigns to appeal to a broader customer base.

Target Non-Homeowners:

A shift in product design to cater for the needs of non-homeowners is critical to improving the market share. Offering rental services or more affordable product lines might be attractive to this demographic.

Diversify Product Portfolio:

To mitigate risk and increase revenue streams, diversify the product portfolio by expanding the accessories and clothing lines with aggressive marketing and competitive pricing strategies.

Global Market Strategy:

Investigate the reasons behind the underperformance in countries like the United Kingdom, Germany, France, and Canada. Consider local market strategies that include localized marketing and potential partnerships with local distributors.

Seasonal Sales Planning:

Leverage the sales trend insights to plan for inventory, marketing, and sales efforts. Introduce off-season promotions to boost sales in slower quarters and consider launching new products or services during the peak seasons to maximize revenue.