

-Sales Performance Report –

A. Executive Summary:

This dashboard provides an overview of the company's sales performance in Q1 2013 across multiple dimensions, including customer segments, regional performance, product categories, and sales trends during the first quarter of 2013.

B. Key Insights:

1. **Total Sales:** \$3 million | **Total order:** 3,743 | **Total Item Sold:** 9.218
2. **Top Customer country:**
 - *United States* contributed to the highest share of sales (800)
3. **Top Produk by Sales:**
 - **Mountain Bikes 200 black-46** with **183,6K** in sales
4. **Sales Trend:**
 - Sales nearly peaked on March 12, then declined for 3 days and surged again to peak sales on March 18
5. **Category Rank by Sales:**
 - The highest sales were generated by Bikes with sales reaching **2.4** million (93%).

C. Business Recommendations:

- Increase promotion and product-specific advertising of **Mountain Bikes** in the **United States & Australia**.
- Expand partnerships with local retailers and sports shops in the **United States & Australia**.
- Analyze regions with moderate sales (United Kingdom, Germany, and France), then drive sales of bikes category products there with promotions.
- Introduce complementary products for bikes (Accessories and Clothing) in the United States.
- Develop new variants for bikes (Kids bikes, folding bikes, etc.)
- Collect feedback from bikes users in the United States to improve product quality and design.