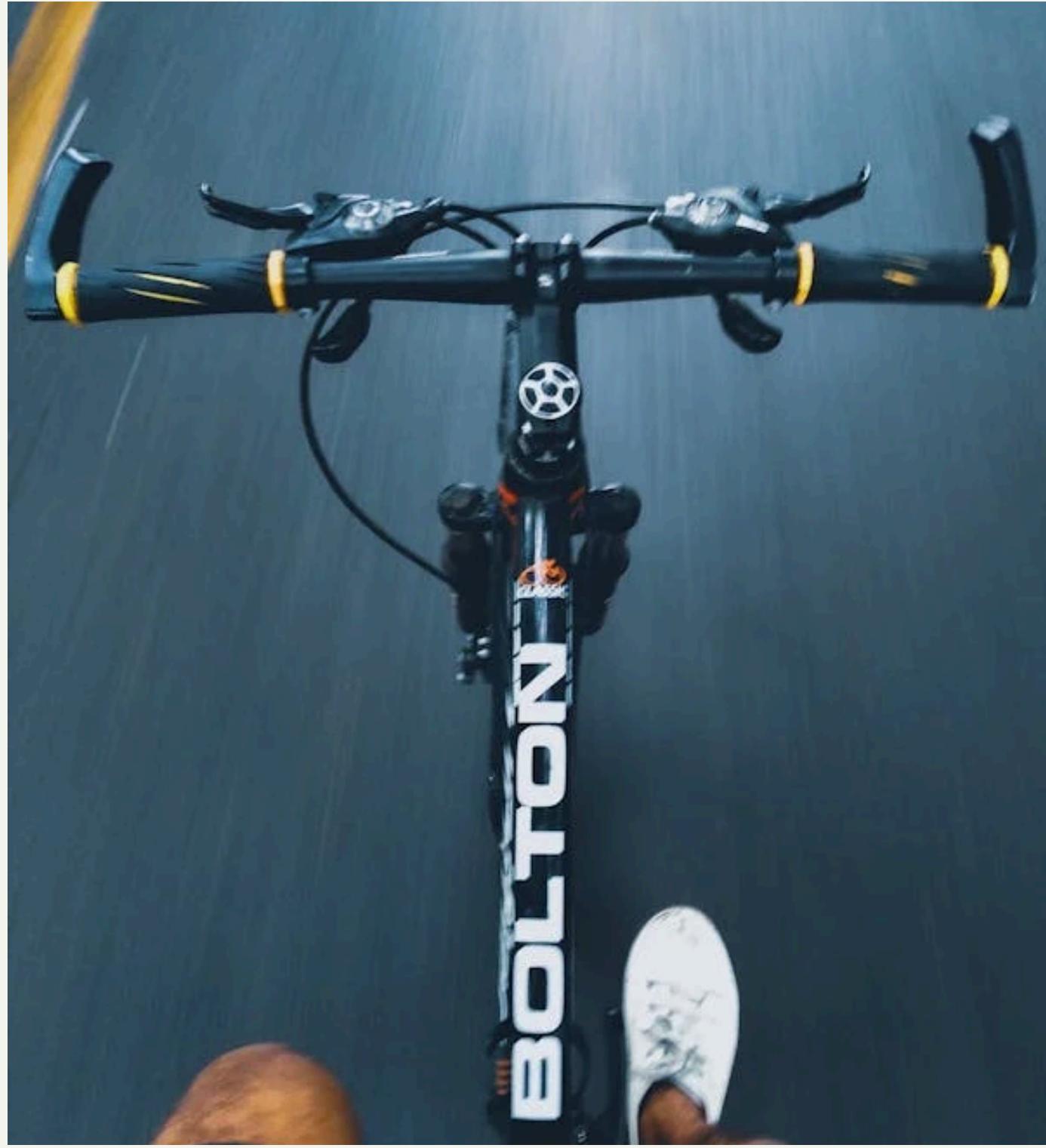


Bicycle & Co.

Annual Sales Dashboard

Presentation By:
BIGYANDUTT PANDA





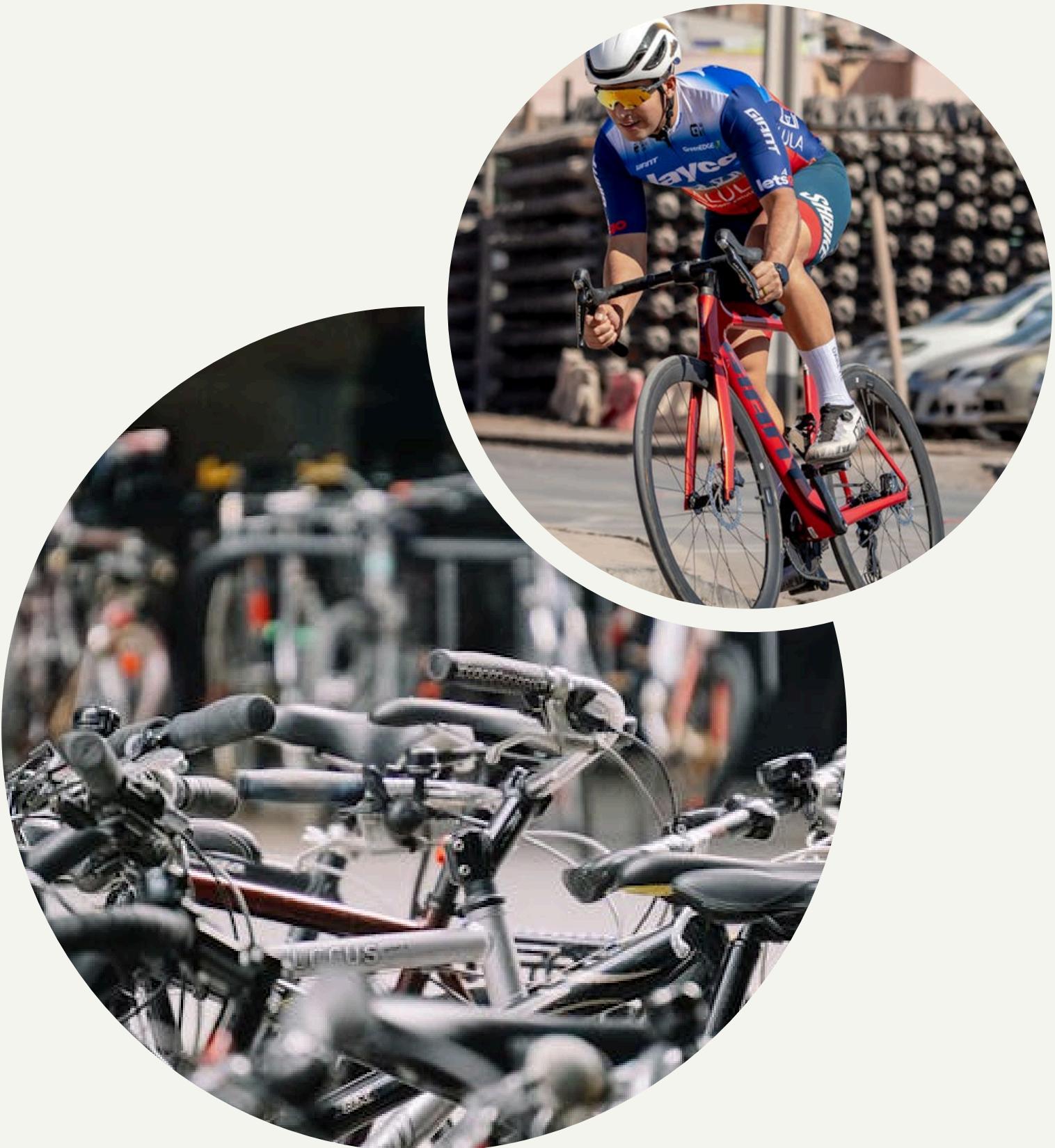
Objective

- The primary objective of analysing the bicycle shop sales data is to identify key drivers of revenue and profitability, understand customer behaviour, and optimize sales strategies.
 - The analysis also aims to identify seasonal trends and market opportunities to enhance overall business performance and growth.
-

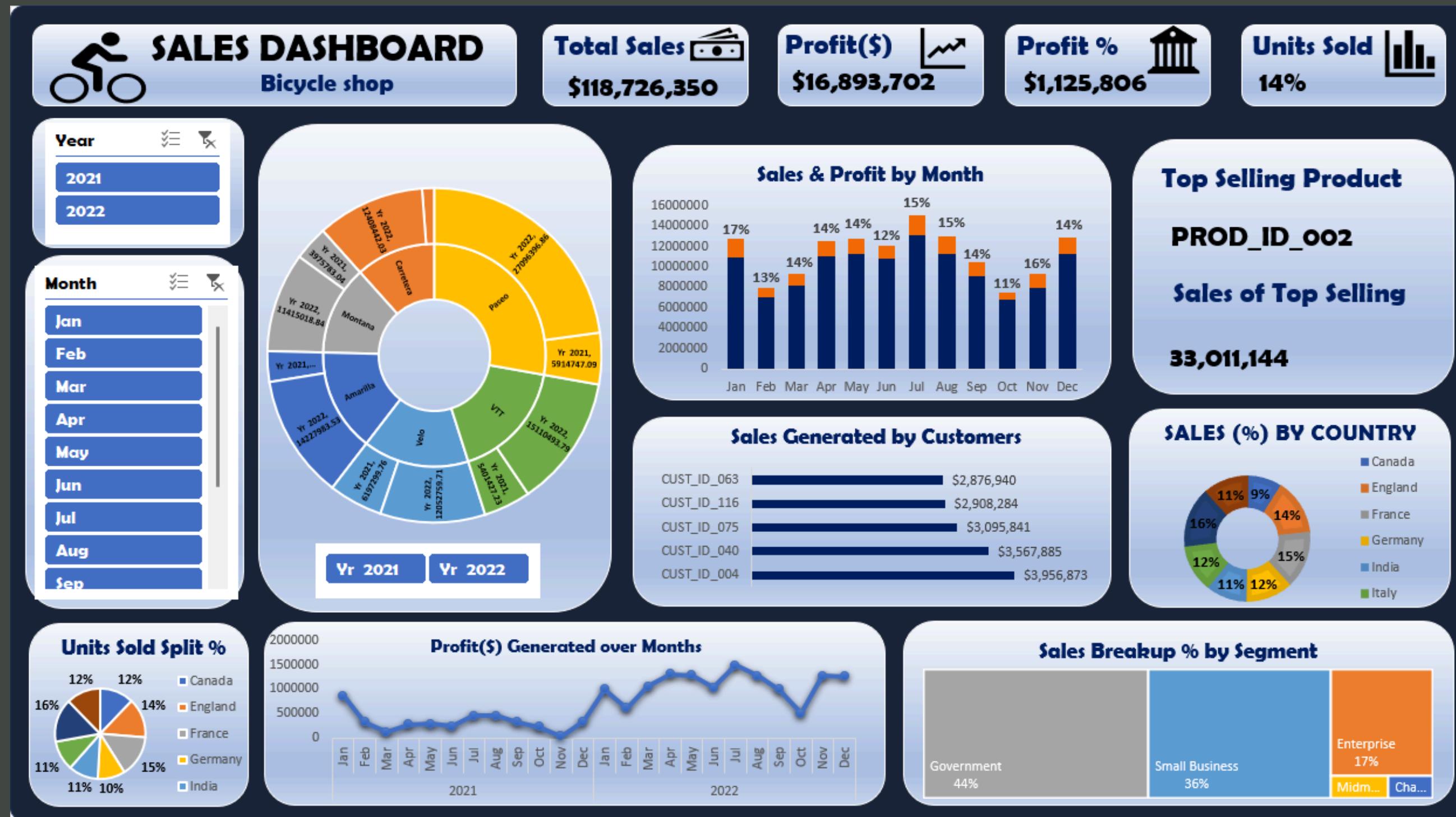
Approach

Here are the steps & Approach of How i worked on this specific project:-

- ✓ Structuring the Dashboard: Started with PowerPoint for layout design, then moved to Excel
- ✓ Pivot Tables & Formulas: Utilized Pivot Tables, along with functions like INDEX-MATCH to display real-time data.
- ✓ Visual Enhancements: Added charts like Stacked Columns, Bar Charts, Tree Maps, and Donut Charts for a comprehensive view.
- ✓ Interactive Slicers: Integrated slicers for seamless filtering, enhancing data interaction.



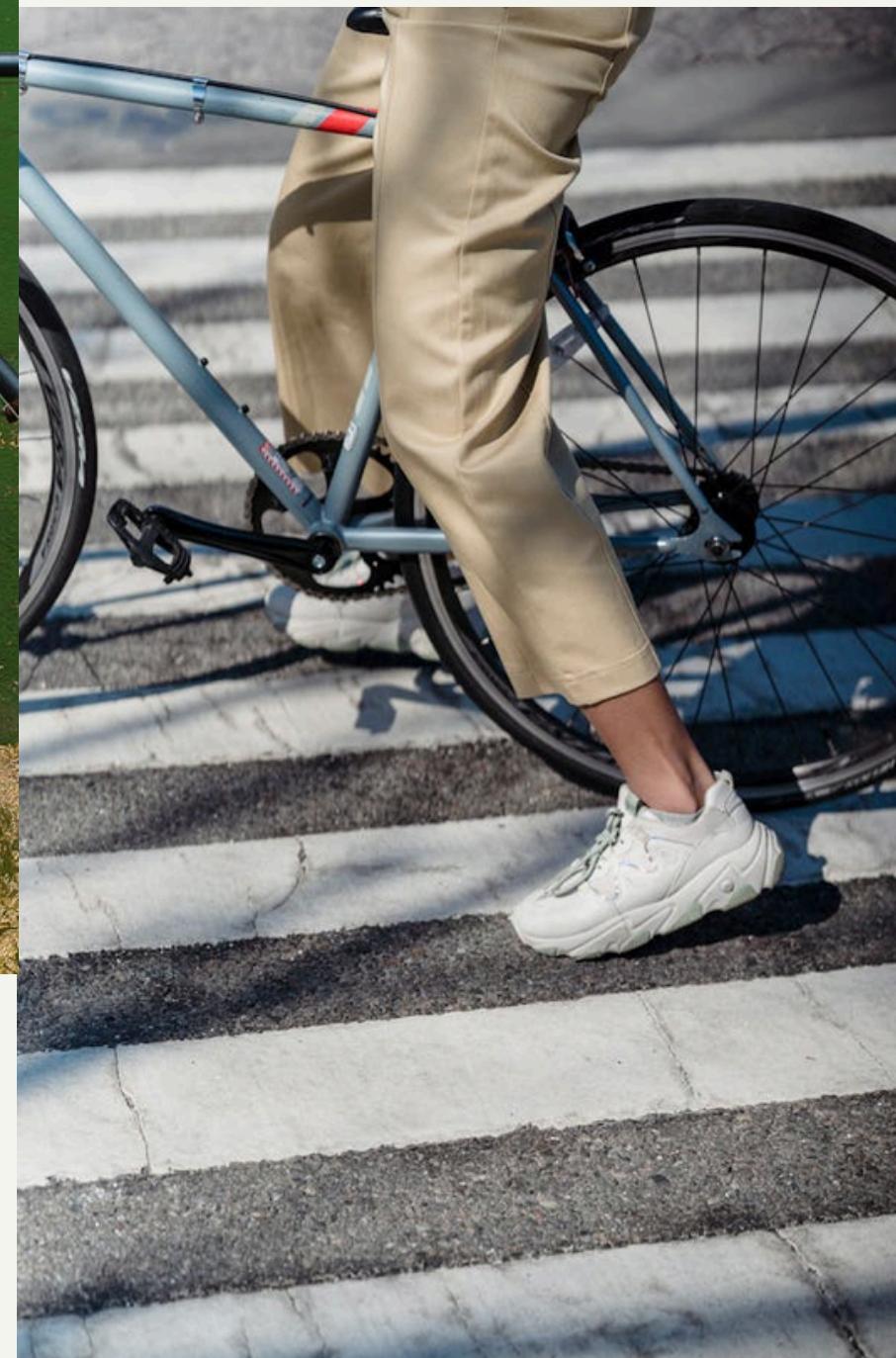
Dashboard





KPI's

- | Total Sales: \$118,726,350
- | Profit: \$16,893,702
- | Profit Percentage: 14%
- | Profit Value: \$1,125,806
- | Top Selling Product: Product ID PROD_ID_002
- | Top Customers: CUST_ID_004
- | Sales by Country: Highest in the USA with 16% and lowest in Italy with 9%
- | Sales by Segment: Government leads with 44%, followed by Small Business (36%).



Insights

- Sales and Profit by Month: The highest sales and profit percentage occurred in July (15%) and August (16%).
- Yearly Comparison: A sunburst chart visually compares 2021 and 2022 sales, with a significant increase in 2022.
- Sales by Country: The US leads sales, followed by Germany and France, indicating potential market focus areas.
- Sales by Segment: Government is the most profitable segment, contributing the most to overall sales, which suggests a focus on B2G (Business to Government) strategies.



Thank You

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