SALES PERFORMANCE DASHBOARD

| Total sales	Total Cost	Profit	profit_margin	Quantity
78M	77M	999K	1.3%	204K

Between **June and August** in **2018** and **2019**, the company experienced peak sales, but also recorded significant losses during these periods.
In **2018**, the total sales for June-August amounted to **$3.62 million**. During the same months in **2019**, sales increased to **$4.3 million**, reflecting strong growth. However, despite the sales growth, the company faced substantial losses in both years. In **June 2018**, the company reported a **loss of $46.9k**, while in **July and August 2019**, the loss was slightly lower at **$44.8k**
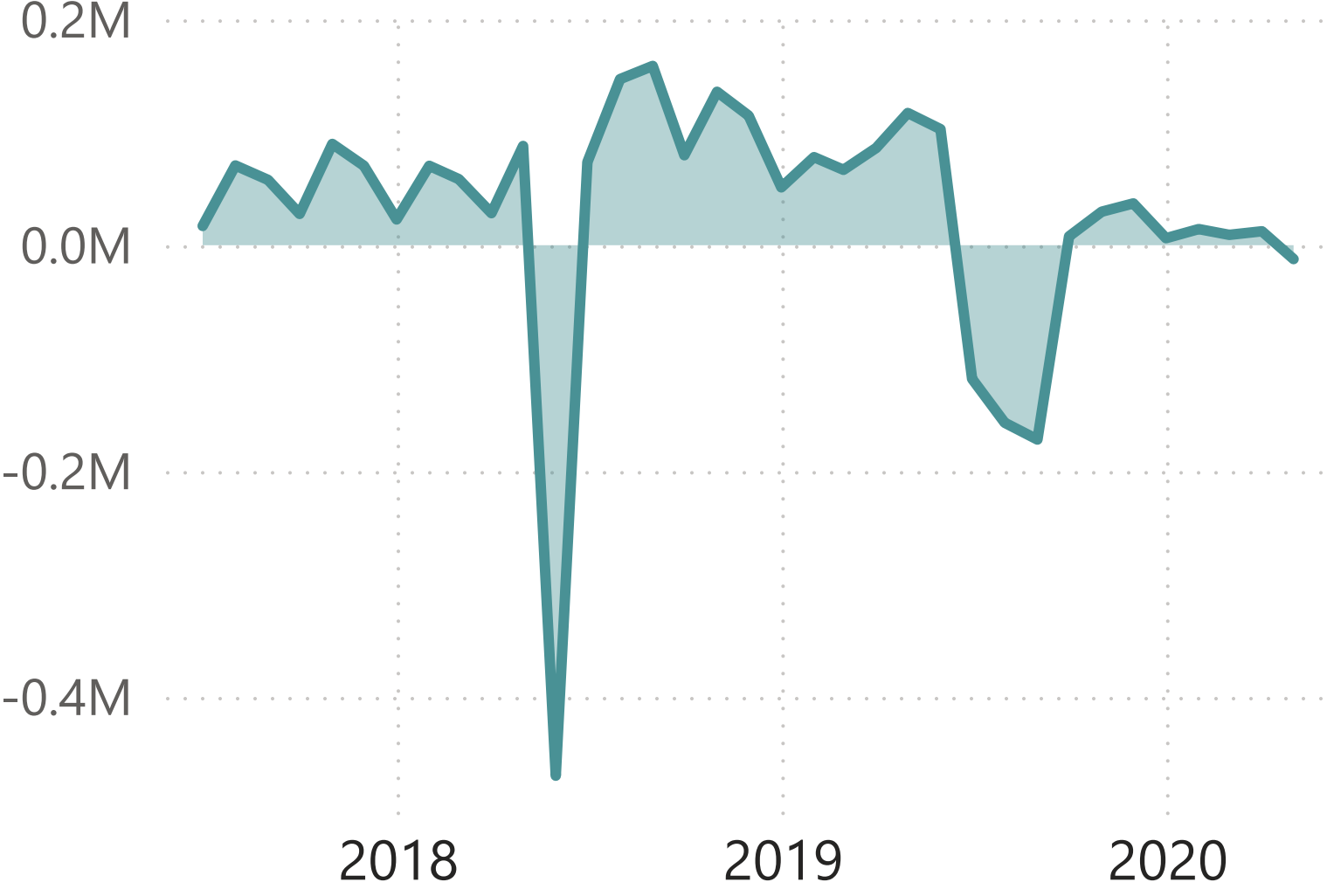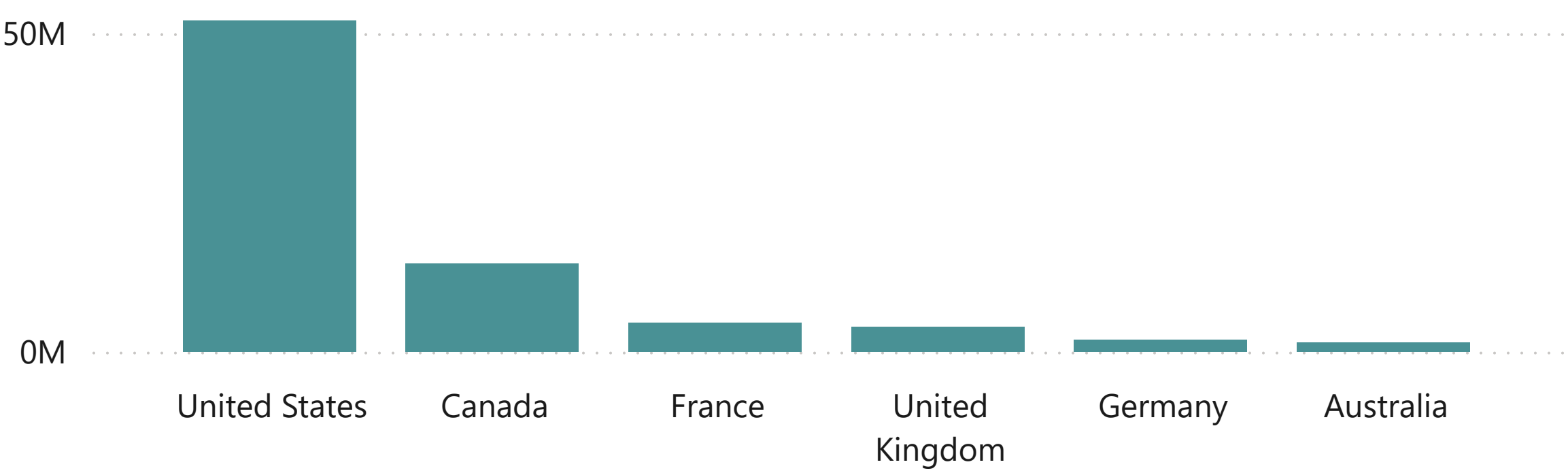
Cost over Time
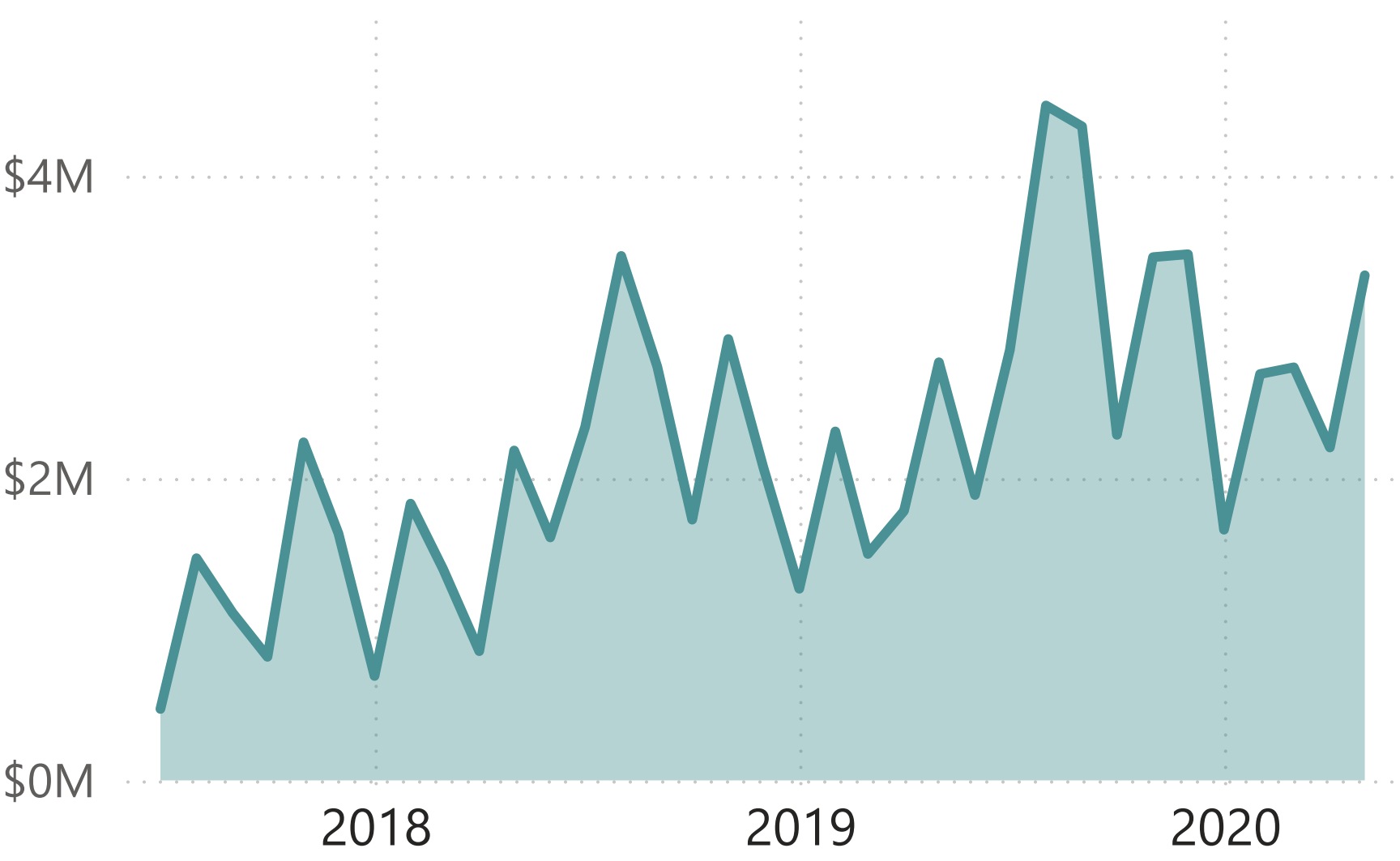
Sales Over Time
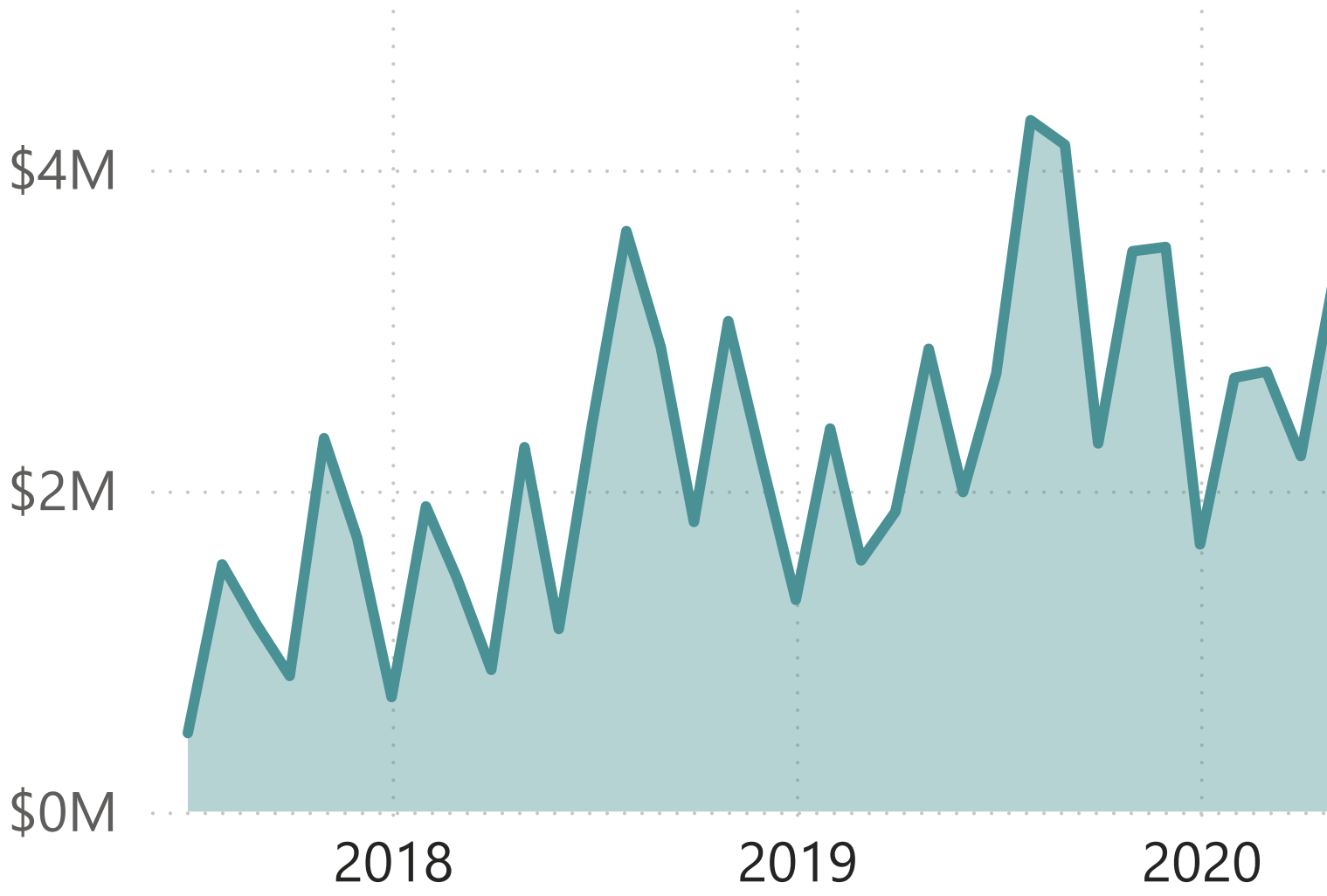
Profit Over Time

United state generated **67%** of the total sales ammount with a profi**t of $ 85.8k. Australia and Germany r**egistered the lowest sales ammount of **$1.39M**   and **$1.88M** respectively with a combined loss of **$161K** in both countries
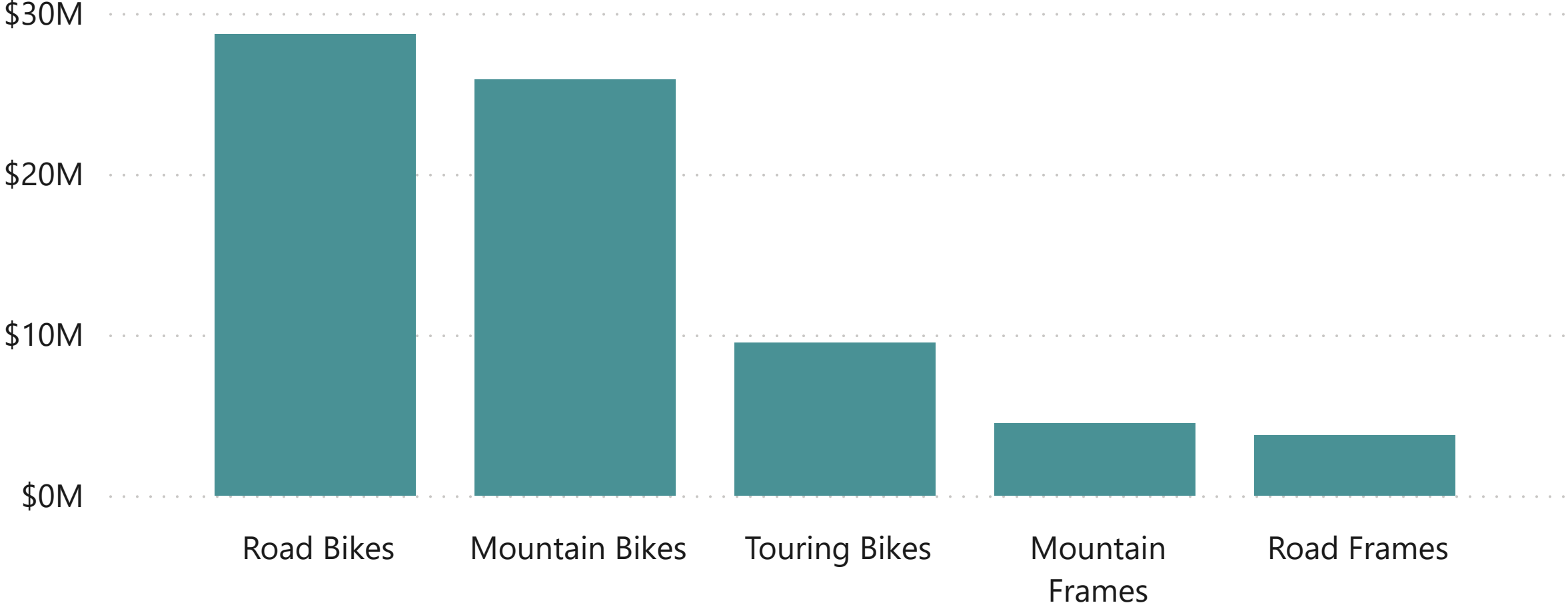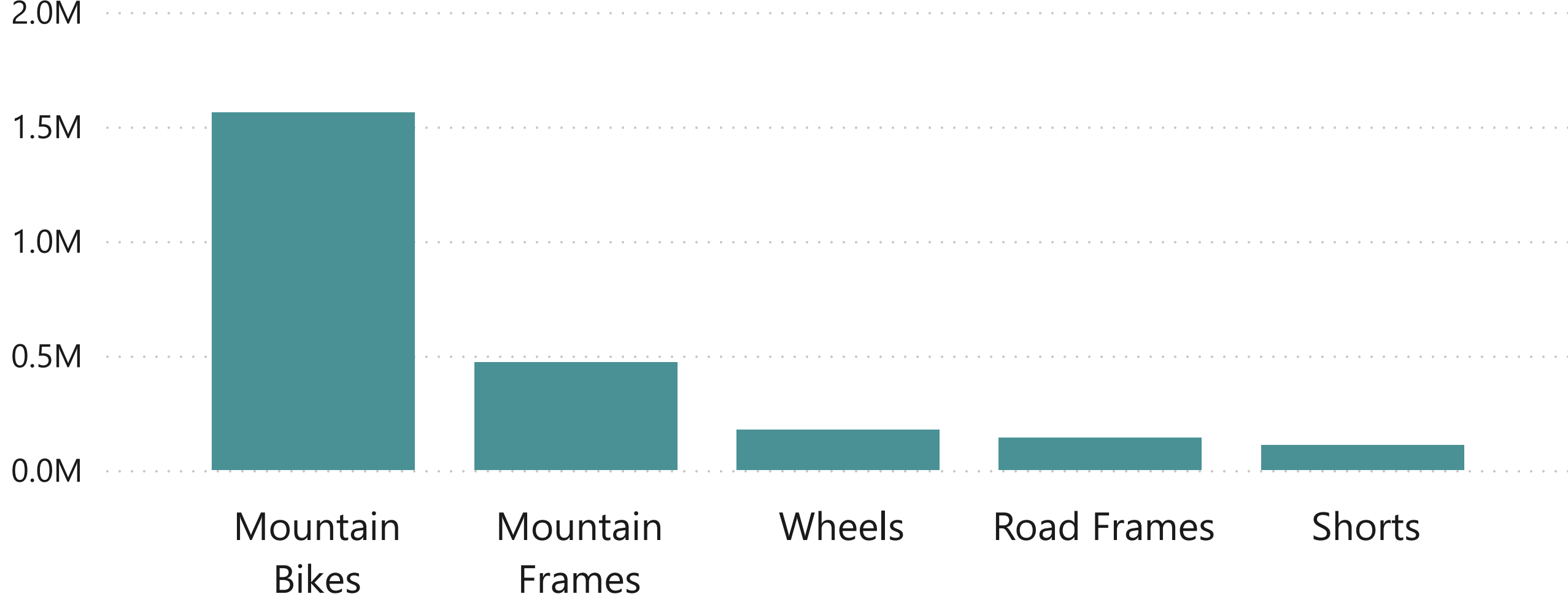
Total Sales by country

Total Profit by country

Although **Roadbikes** generated the highest Revenue of **$29M**, it is alo generated the greatest loss to the company **$1M** with **Touring bikes** a loss of **$945K**. Mountain bikes have the second largest sales and generate**d 64%** of the profit in the company.

Total Sales by Subcategory

profit by Subcategory

RECOMMENDATIONS

The company should invest in high profitable products in the mountainbIkes category and limit the sales of non profitable goods to only regions where they are in high demand and profitable.

Invest more in countries like the united states and Canada where sales is in high demand and profitable