**Title:** Comprehensive Business Metrics Analysis and Growth Strategies"

### ****1. Overview****

This report analyzes key business metrics, uncovering trends in order growth, product performance, and customer behavior. Highlights include strong revenue growth, high-value customer contributions, and insights into return rates. Actionable strategies focus on enhancing product quality, optimizing inventory, and targeting marketing efforts for sustained growth.

**Technologies used**

Excel

Power Query

Power Bi

### ****2. Key Metrics****

**Total Revenue:** $25M

**Total Profit:** $10M

**Total Orders:** 25K

**Return Rate:** 2.2%

**Unique Customers:** 18K

**Revenue Per Customer:** $1,383

### ****3. Patterns and Trends****

#### ****3.1 Order Trends****

Orders have been steadily increasing since 2020, with notable spikes in revenue observed in late 2021 and early 2022.

The highest number of orders comes from the Accessories and Bikes categories, with Clothing accounting for a smaller proportion.

Weekly revenue has followed an upward trajectory, reflecting consistent growth in customer demand.

#### ****3.2 Product Performance****

The **Water Bottle (30 oz.)** is the top-selling product, contributing significantly to total orders and revenue.

**Tires and Tubes** is the most ordered product type, while **Bike Stands** is the least ordered.

The **highest return rate** is associated with **Tires and Tubes (61.82%)** and **Bottles and Cages (23.47%)**, indicating potential quality or customer satisfaction concerns.

#### ****3.3 Customer Insights****

The top revenue-generating customer is **Mr. Maurice Shan**, with a total revenue contribution of $12K from 6 orders.

Customers from higher income levels contribute more to total orders, with an average order value of **$1,500+**.

**Professional and skilled manual workers** make up the majority of customers.

### ****4. Actionable Insights****

**Improve Product Quality:** The high return rates for **Tires and Tubes** and **Bottles and Cages** indicate a need to assess product quality and customer feedback.

**Leverage High-Value Customers:** Engage top customers like **Mr. Maurice Shan** with personalized offers to encourage repeat purchases.

**Optimize Inventory for Growth:** Given the strong demand for Accessories and Bikes, stock allocation should be adjusted to ensure high availability.

**Marketing Strategy Adjustments:** Focus on increasing customer acquisition within professional and skilled manual segments by tailoring marketing campaigns to their preferences.

**Address Seasonal Demand:** Revenue spikes suggest a seasonal component—implement targeted promotions during peak periods to maximize revenue.

### ****5. Conclusion****

The data reveals a strong growth trajectory in revenue and orders. However, addressing product return issues and optimizing inventory and marketing strategies will be key to sustaining and accelerating this growth. Further analysis on customer segmentation and product performance is recommended to refine business strategies.