CASE STUDY: BIKE SALES ANALYSIS

Sales data for a Company in Europe including information about the daily sales transactions and customers

Bike Sales dataset can be gotten here

About the dataset

This dataset contains **18 columns in a csv file**

- The *Date* column contains the date the sales was made in month/date/year format
- The *Day, Month and Year column* contains the day, month and year the sales were made respectively
- The *Customer Age* column contains the Age of the customer.
- The *Age group* column contains the age of customers grouped in ranges
- The *Customer Gender* column contains the gender of the customer, F for Female, M for Male.
- The *Country* and *State* column contains the country and the State the sales were made in.
- The *Product category*, *Subcategory* and *Product name* of the products.
- The *Order Quantity* contains the unit of product sold
- The *Unit Cost* contains the cost price of a unit product
- The *Unit Price* contains the selling price of a unit product
- The *Profit* contains the profit generated which is Revenue – Cost
- The *Cost* contains the cost of the sales in dollars
- The *Revenue* column contains the amount generated from the sales in dollars.

SCENARIO

You've just been hired by a Bike Sales Company in Europe. You've been brought in to analyze the sales data from 2011 to 2016. Your job is to design a sales dashboard/report for the Executives to help them track revenue and profit generated.

Some questions you'll need to answer in your analysis

1. The Total Revenue, Total Sales, Total Unit, Gross profit margin and Total no. of customers
2. Top 5 Countries with highest revenue and profit generated
3. The Age group distribution of gender by Revenue
4. A sales trend showing the revenue generated each month
5. Top 5 Product and subcategory by Profit
6. Bottom 5 Product and subcategory by Profit

As a Data analyst, you're required to carry out basic data cleaning and transformation first before analyzing the data using appropriate charts. Provide recommendations and insights from the business moving forward based on your analysis.

Hint: While carrying out the data cleaning, ensure calculations included in your data were performed correctly such as Revenue, Sales etc. You can go ahead to delete these columns and provide your own calculation using Calculated columns and Measures in Power BI.

Data Source: Kaggle