REGIONAL BIKE SALES PERFORMANCE DASHBOARD PRESENTATION

TIME PERIOD (2011–2016)

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Data Analytics Group 2 Cohort 2025/2026

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KPI Summary:

- Total Revenue: 84.825.822€

- Total Profit: 32.045.649€

- Average Profit Margin: 37,78%

- # of Orders (sum of Order_Quantity) 1,333,697

This dashboard uses sales data with the following fields:

- Time: Date, Month, Quarter, Year
- Customer: Age, Gender, Region
- Product: Category, Subcategory
- Metrics: Revenue, Cost, Profit, Profit Margin

Key Questions to Answer:

- How have we performed in the last Six Year

- What product sells the most?

- Which Country and state performs best?

- How are sales trending over time?

- Are profits increasing or decreasing?

Profit by year

Key Facts:

- 2011–2012: Flat at ~€3M → **stable but stagnant**
- 2013: Sharp rise to ~€5M → **breakthrough year**
- 2014: Held steady → **gains sustained**
- 2015: Peak at ~€7.5M → **strongest performance**
- 2016: Slight decline → **early signs of margin pressure**

KPIs Performance by Year

Legend: Ergebnis
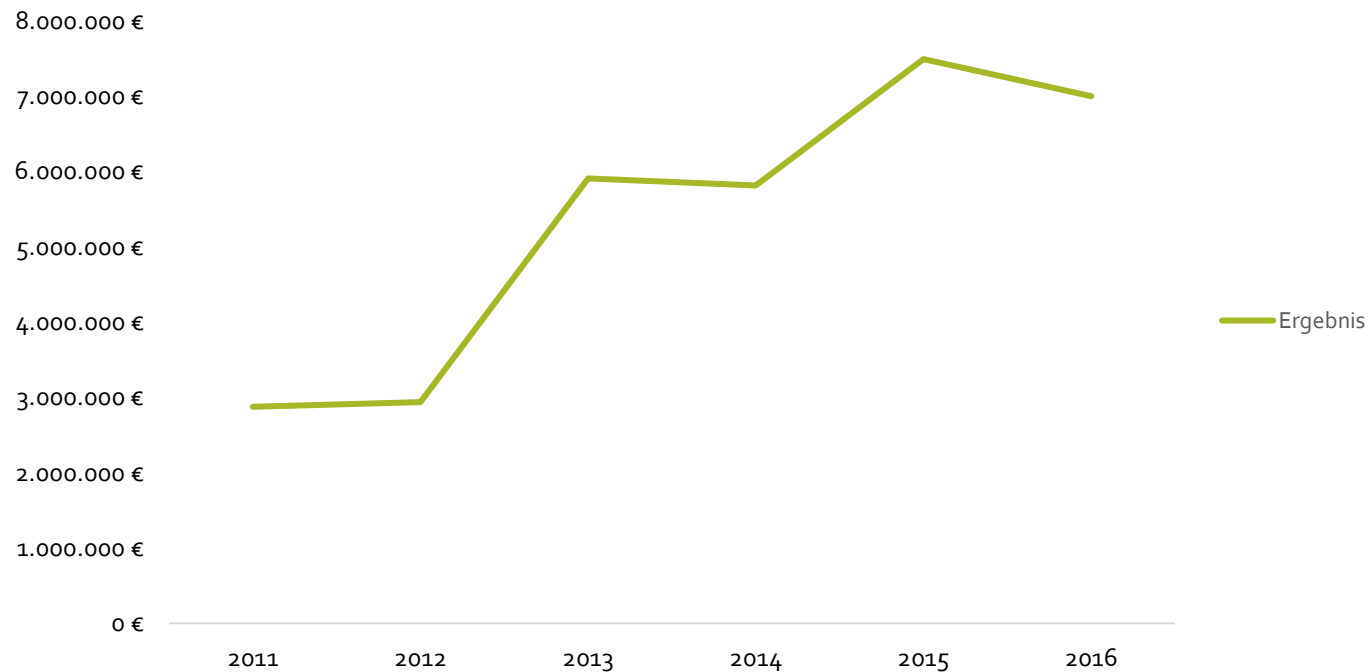
Cost & Profit by Month

- **Jan–Jun:** Profit rose steadily, mirroring cost growth but at a lower level
- **July:** Profit dropped sharply → mid-year slowdown, weaker margins
- **Aug–Nov:** Profit stabilized → consistent but modest returns
- **December:** Profit rebounded strongly → year-end demand surge
- **Overall:** Profit followed cost's rhythm but lagged by ~77% margin gap
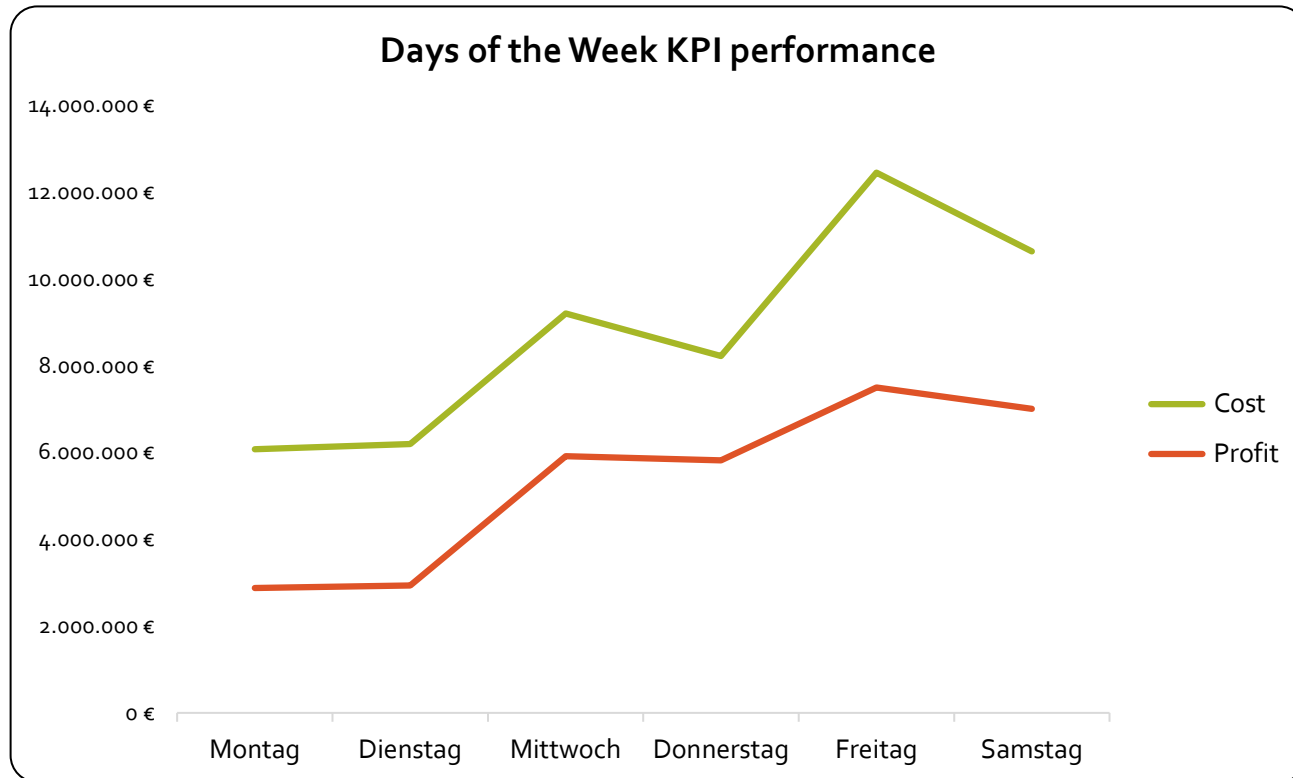
KPI Performance by Months
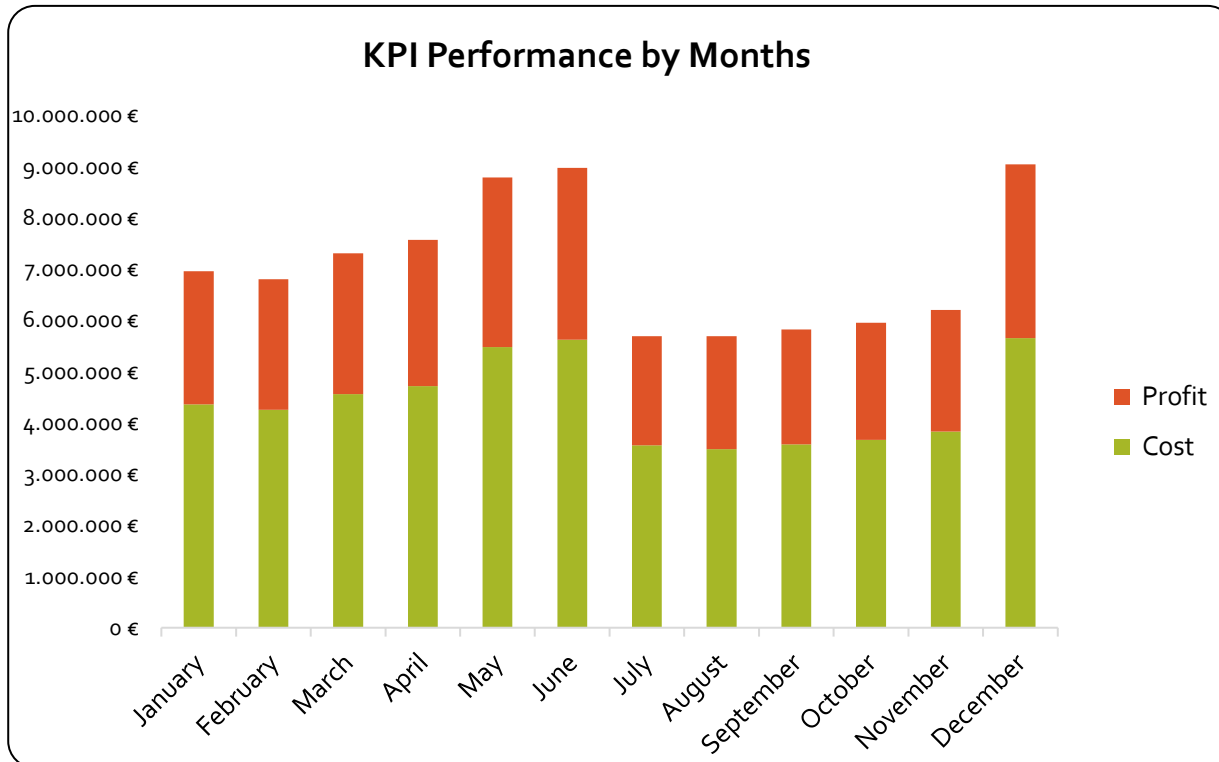
Profit by Weekdays

Key Facts:

- **Mon–Wed:** Costs & profits rose steadily
- **Thu:** Both dipped
- **Fri:** Strong peak in performance
- **Sat:** Decline

All week: Cost > profit → margin pressure persists

Days of the Week KPI performance

14.000.000 €	
12.000.000 €	
10.000.000 €	
8.000.000 €	
6.000.000 €	
4.000.000 €	
2.000.000 €	
0 €	

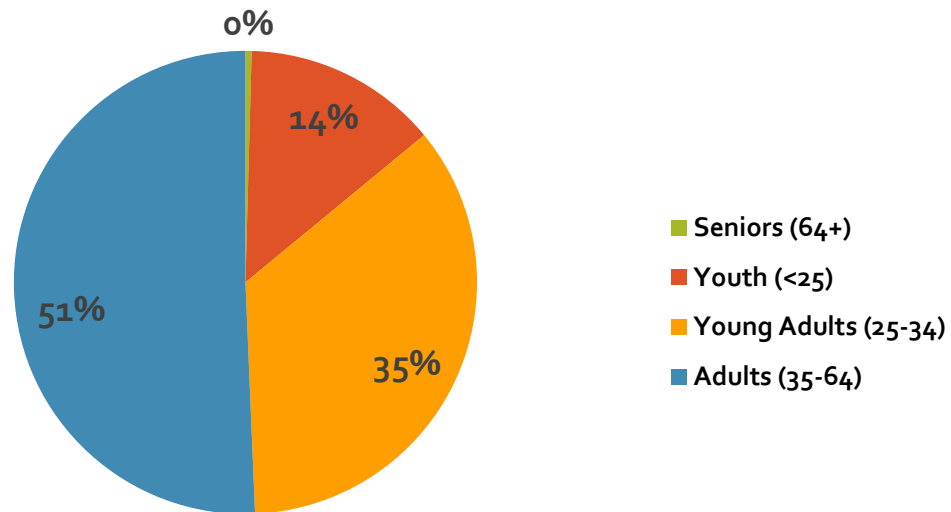Montag Dienstag Mittwoch Donnerstag Freitag Samstag

— Cost
— Profit

Profit by Age_Group

- Focus on Adults for retention
- Engage Young Adults digitally
- Activate Youth with entry-level offers
- Reassess Senior targeting

KPI by Age Group

0%

14%

35%

51%

- Seniors (64+)
- Youth (<25)
- Young Adults (25-34)
- Adults (35-64)
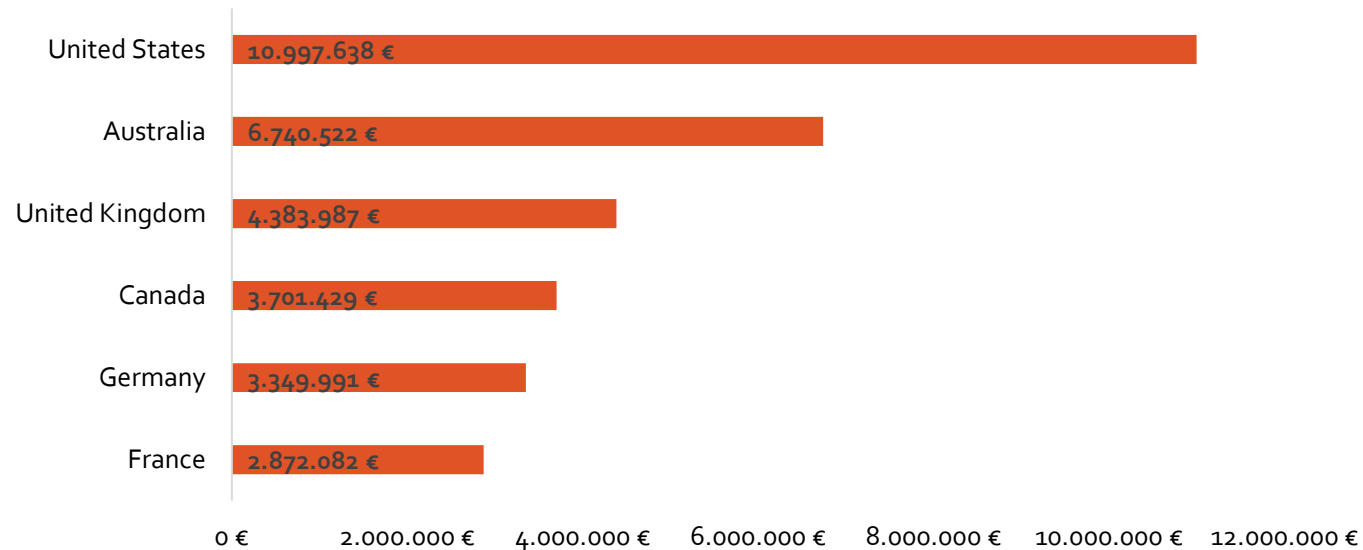
Profit by Country

Key Facts:

•US leads with €11M → key market
•Australia & UK: strong contributors
•Germany, Canada, France: lower tier

Next Step:
Double down on US, grow mid-tier, review EU strategy

Profit by Country

Country	Profit
United States	10.997.638 €
Australia	6.740.522 €
United Kingdom	4.383.987 €
Canada	3.701.429 €
Germany	3.349.991 €
France	2.872.082 €

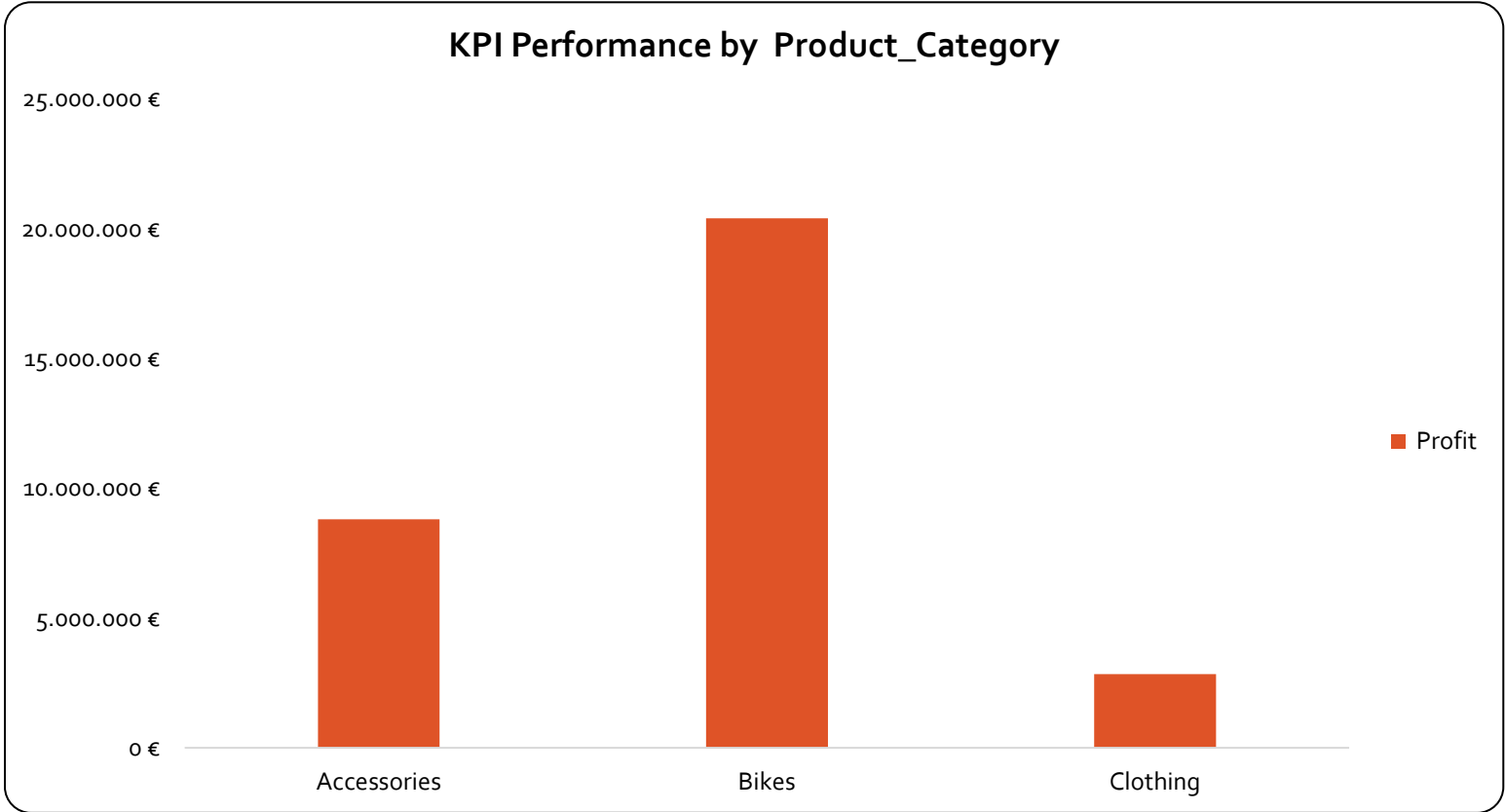0 €   2.000.000 €   4.000.000 €   6.000.000 €   8.000.000 €   10.000.000 €   12.000.000 €

Profit by Product_Category

Key Facts:

•Bikes: €20M → top performer
•Accessories: €9M → solid contributor
•Clothing: €3M → low impact
Next Step:
Focus on Bikes for growth, optimize Accessories, reassess Clothing strategy
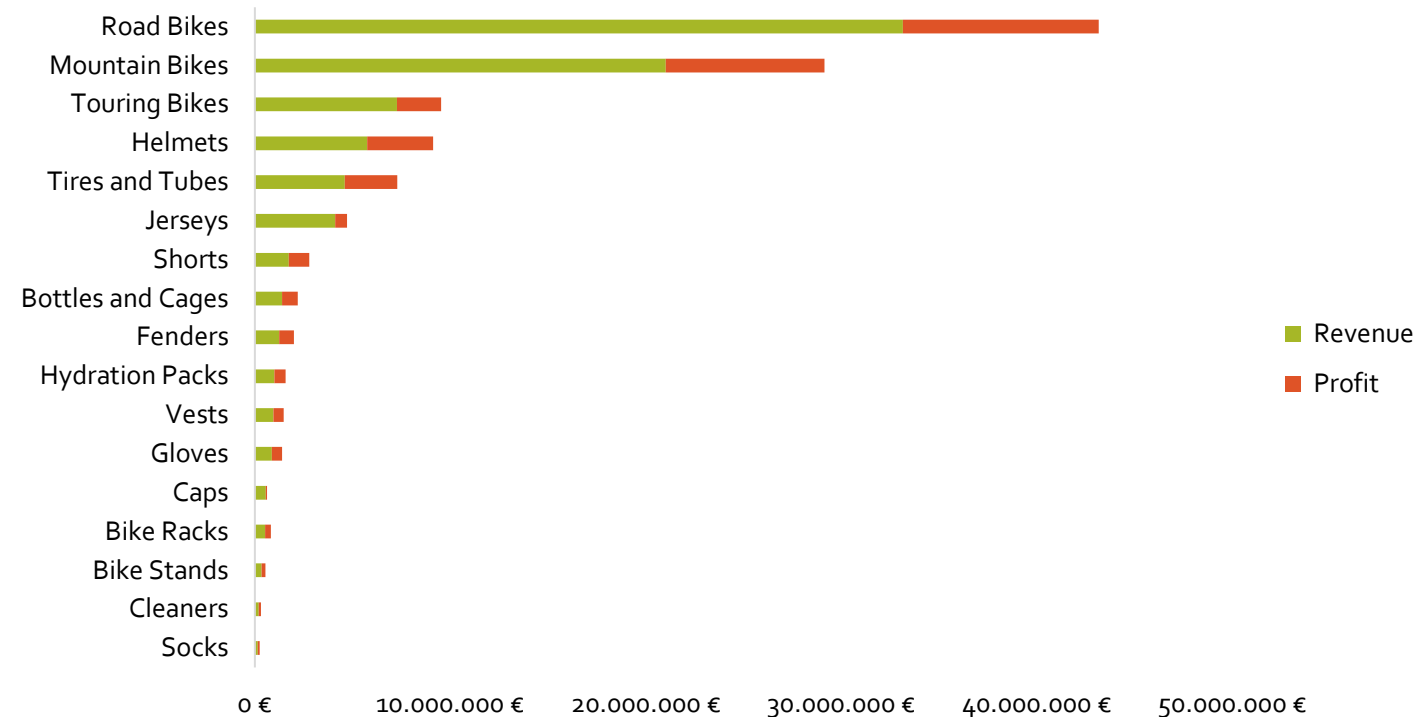
KPI Performance by Product_Category

■ Profit	

Categories (x-axis): Accessories, Bikes, Clothing
Y-axis: 0 € to 25.000.000 €

Cost & Profit by Product Sub_Category

KPI Performance by Sub_Category

Categories (top to bottom):
Road Bikes, Mountain Bikes, Touring Bikes, Helmets, Tires and Tubes, Jerseys, Shorts, Bottles and Cages, Fenders, Hydration Packs, Vests, Gloves, Caps, Bike Racks, Bike Stands, Cleaners, Socks

Legend: ■ Revenue ■ Profit

X-axis: 0 €, 10.000.000 €, 20.000.000 €, 30.000.000 €, 40.000.000 €, 50.000.000 €

Key Facts:

- Road & Mountain Bikes: top revenue & profit drivers
- Touring Bikes, Helmets, Tires: mid-tier performers
- Socks, Cleaners, Bike Stands: minimal impact
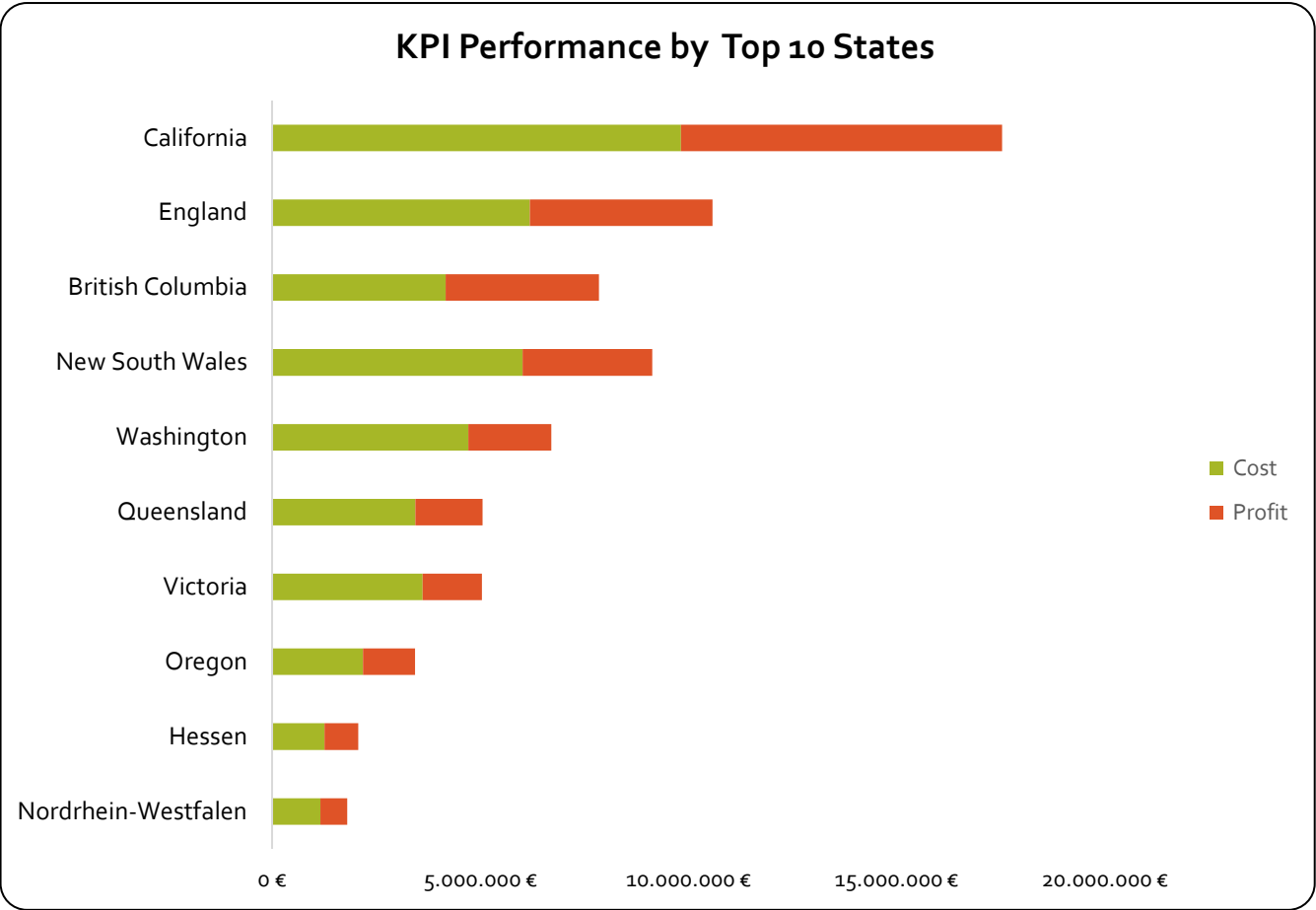
Next Step:
Focus on top bike categories, optimize mid-tier, phase out low-impact items

Cost & Profit for Top 10 States

Key Facts:

•California leads in both cost & profit
•England, BC, NSW: strong performers
•Hessen & NRW: lowest impact
Next Step:
Focus on high-profit regions, optimize mid-tier, review low-performing states

KPI Performance by Top 10 States

Legend: ■ Cost ■ Profit

States (top to bottom): California, England, British Columbia, New South Wales, Washington, Queensland, Victoria, Oregon, Hessen, Nordrhein-Westfalen

X-axis: 0 €, 5.000.000 €, 10.000.000 €, 15.000.000 €, 20.000.000 €

Recommendation

1. Efficiency gains → streamline operations, automate reporting, and reduce waste

2. Smarter pricing → align prices with delivered value, and to protect margins

3. Sustainable innovation → invest in products & processes that lower long-term costs

4. Data-driven decisions → use analytics to target cost drivers and growth opportunities

Closing Statement

Across timeframes and regions, our KPIs revealed a clear rhythm: breakthrough growth, seasonal dips, and margin pressure. California led in profit, but margin gaps remain

•Weekly rhythm showed Friday peaks, Saturday dips

•Yearly trends peaked in 2015, then softened

•Our next step is close the cost–profit gap sustainably.

Thank you for your Attention