

Introduction

Our team has developed a series of Tableau dashboards for Pinnacle Cycles, offering data-driven insights into our performance metrics. Aimed at providing the CEO and CFO with a comprehensive overview of our financial health, product performance, and reseller engagement, these dashboards spotlight key business areas to foster growth, refine marketing, and bolster our reseller network.

Dashboard One: Global Performance Overview

1. What are our KPIs, profit, and sales trends?
2. Which countries house the highest number of resellers and who are our top 10 resellers?
3. Which promotion type helps the company grow the most?
4. What is the demand for each category? Overall and by country?

This dashboard provides a comprehensive global performance overview, showcasing key metrics, the quarterly trends analysis for total profit and sales, the geographical distribution of resellers, top-profit resellers and effective promotion types, with overall demand of each product category. We identify USA as the top selling country, with Bikes and Clothing being our top selling categories. However, most promotions haven't boosted profits and our sales and profits have declined since 2023 Q3.

Dashboard Two: Product Category Profit Analysis

1. What are the trends in terms of profit, discount and order quantity by category?
2. Which subcategory generated the highest profit?
3. How do we formulate promotion for different categories? And What are the results in terms of order quantities and profits?

This dashboard examines the profitability for promotion strategies across various product categories, focusing on bikes and clothing. Bikes, particularly road bikes, emerge as the most profitable category, despite experiencing a drop in Q1 2022 attributed to high discount percentages. Conversely, clothing sees a rise in order quantity but maintains low profitability due to its lower profit per unit, suggesting caution in investment allocation. A seasonal pattern of high bike discounts in Q1 is observed, with different promotions for mountain and road bikes.

Dashboard Three: Reseller Purchase Overview

1. How do we define the CLV of our consumers, in this case, our resellers?
2. Which resellers have contributed the most to our profits over the past years, and how has their buying behavior evolved?
3. How consistently do our top resellers engage with us, and what does this say about their loyalty and value to our business?

This dashboard offers an in-depth look at the purchasing behavior of our top resellers, defined by their profit contribution, number of full-price purchases, and frequency and regularity of transactions. This focused analysis helps us recognize our most valuable resellers, which are Vigorous Exercise Company, Retail Mall, Farthermost Bike Shop, Thorough Parts and Repair services, Totes & Baskets Company, and Excellent Riding Supplies. By acknowledging their contributions, Pinnacle Cycles can tailor our approaches to meet their needs and foster stronger, more profitable relationships.

Dashboard Four: Reseller Retention Analysis

1. What is the trend in reseller loss over the years, particularly focusing on the transition from 2021 to 2023?
2. Are there specific product promotions or discount strategies that correlate with reseller churn?

This dashboard investigates reseller retention trends and reasons for churning. It reveals a significant decline in purchasing activity from resellers who made purchases in 2021 throughout the subsequent two years. By examining resellers who received the highest average discount percentage, the analysis

uncovers that these resellers were active in 2021, leveraging discounts primarily on mountain bikes. This insight suggests that the sharp drop could be attributed to one-time discount-seeking behavior.