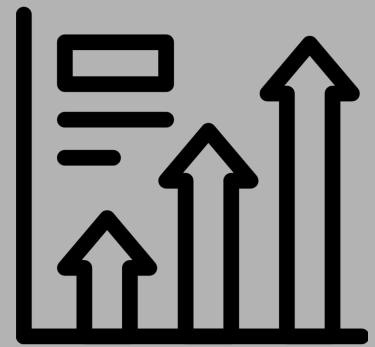
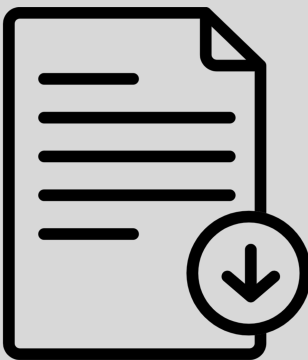




SELLCHEAPY RETAIL SALES REPORT >

A comprehensive report on the customers spending patterns





CUSTOMER SALES PATTERN DASHBOARD

Year

All

CategoryName

All

Country

All

Customers

19119

Orders/Sales

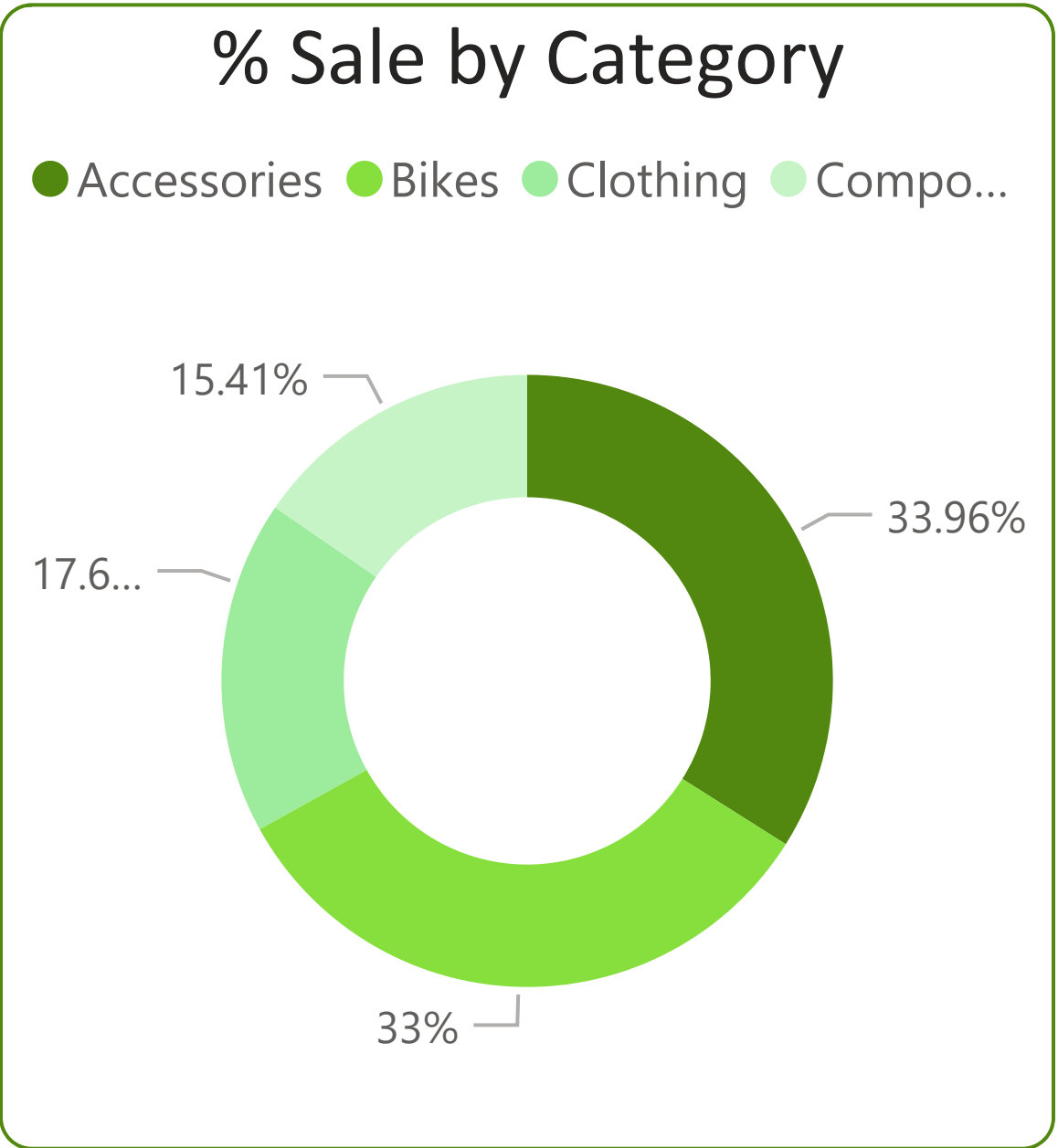
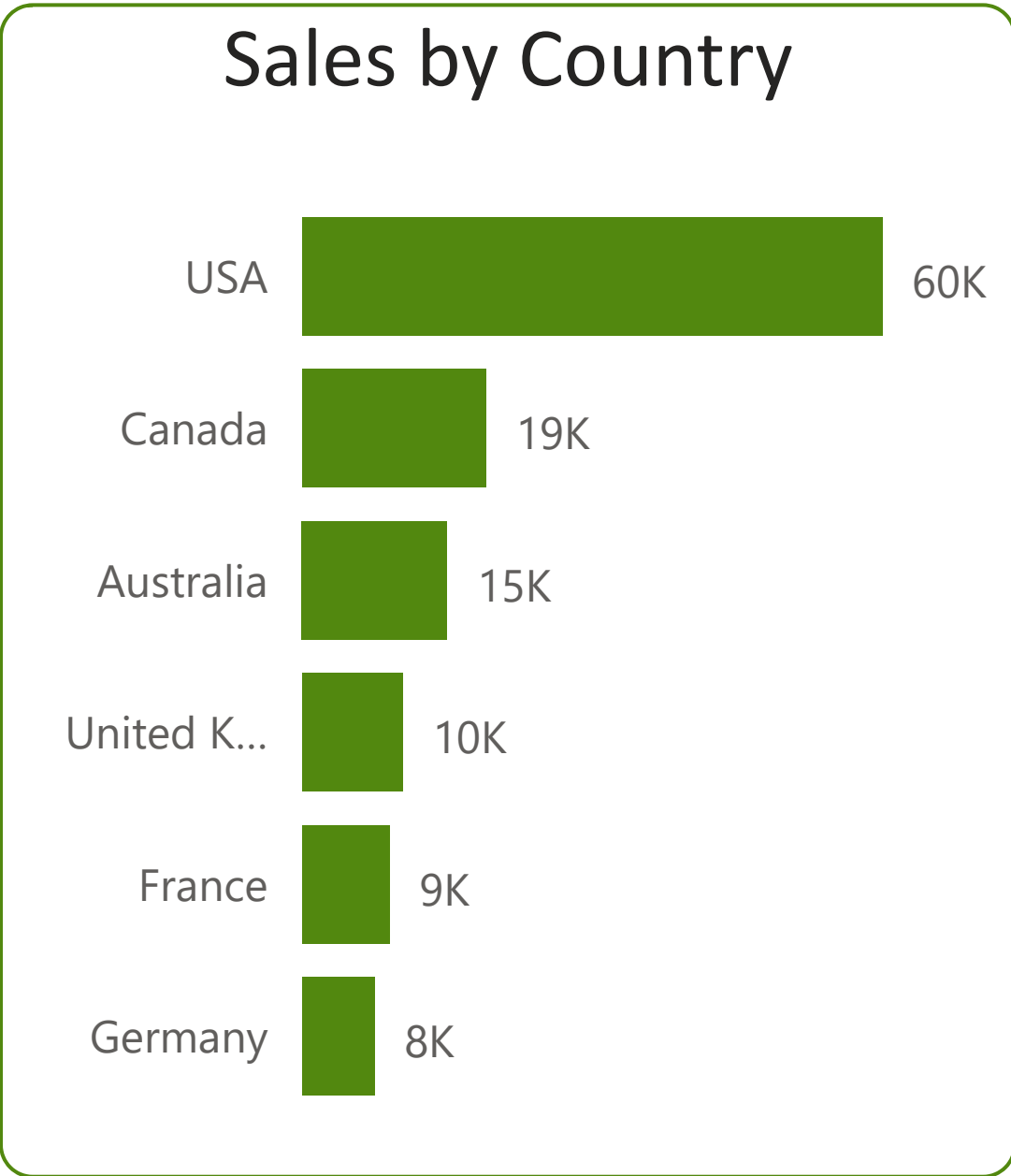
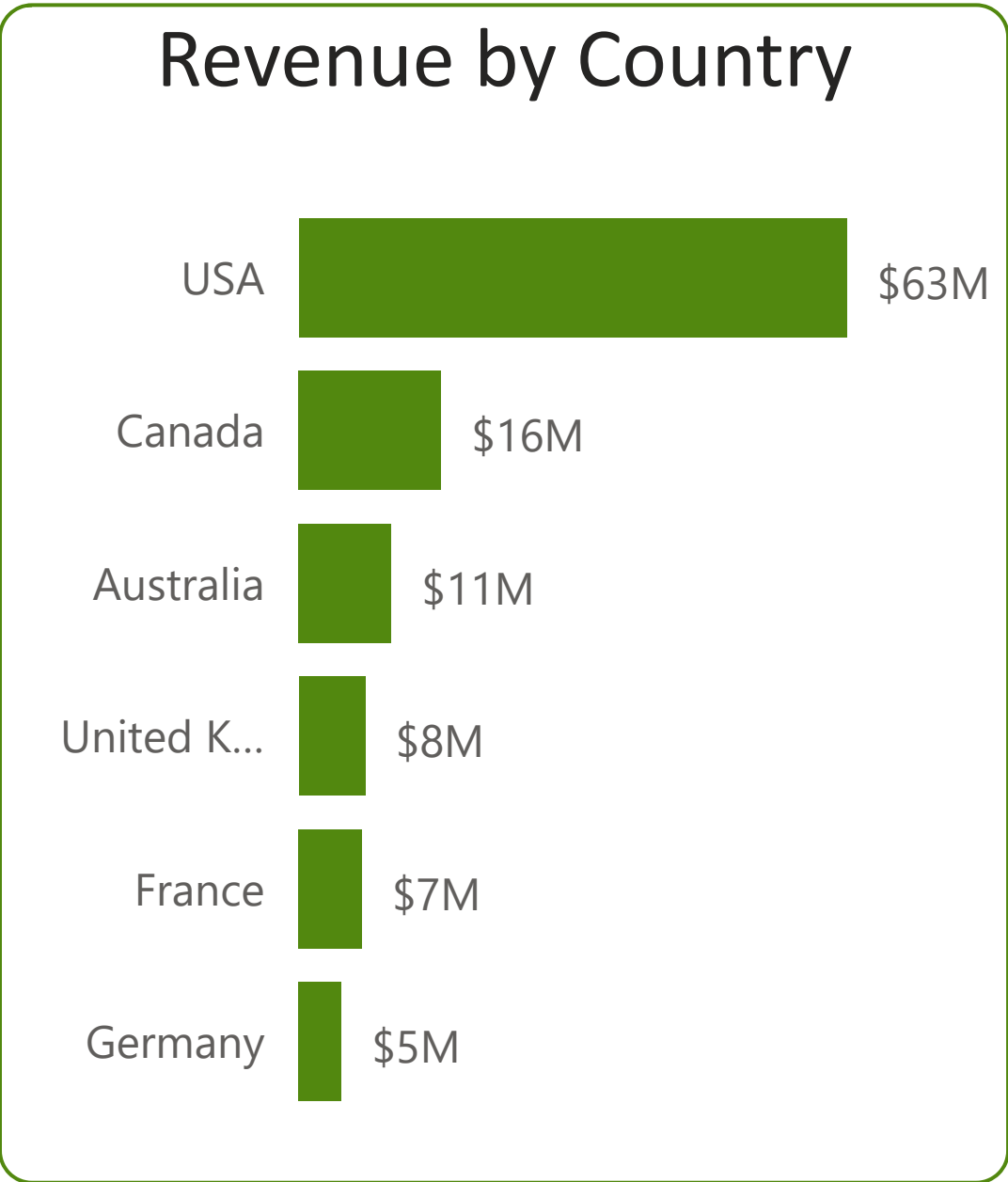
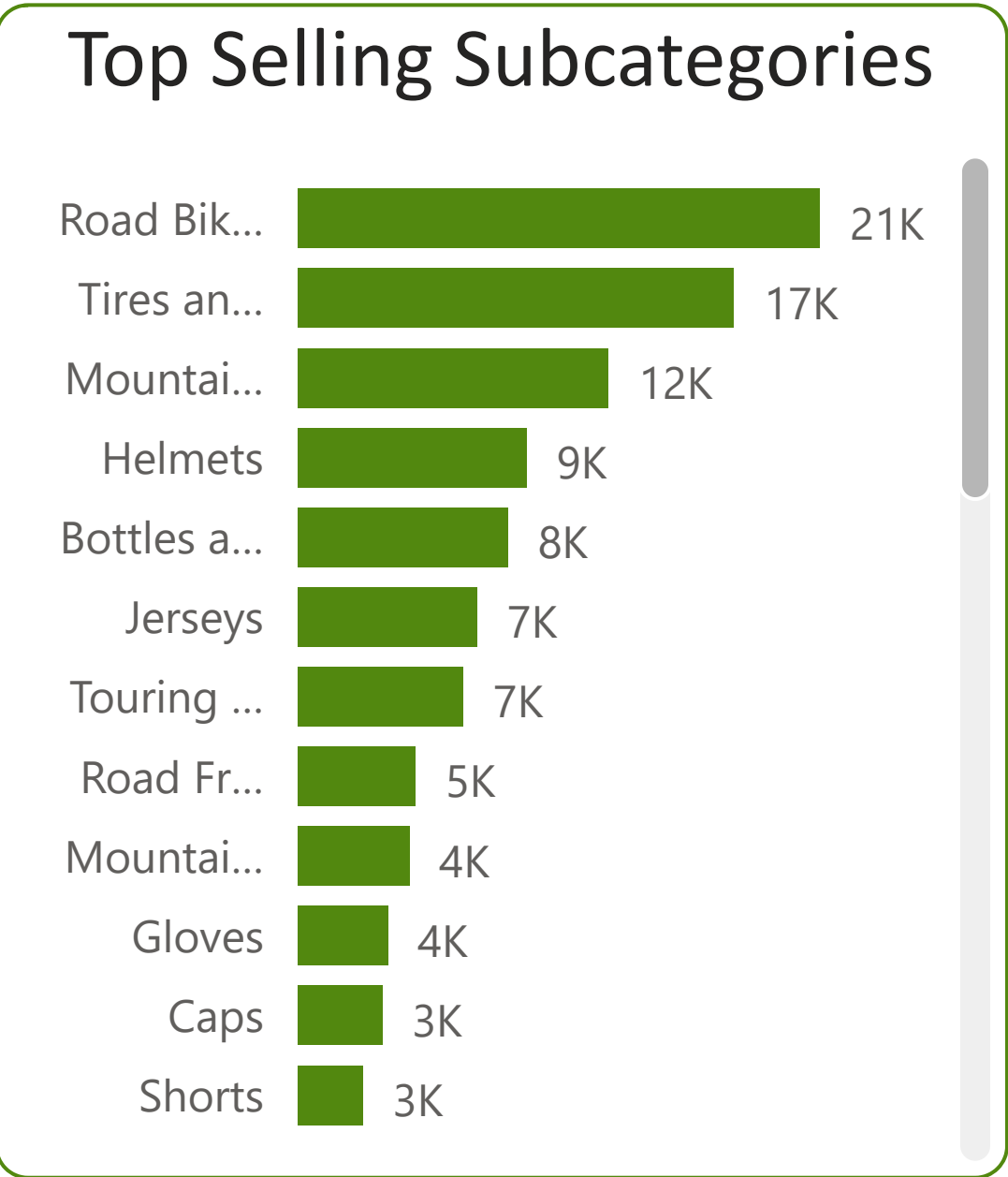
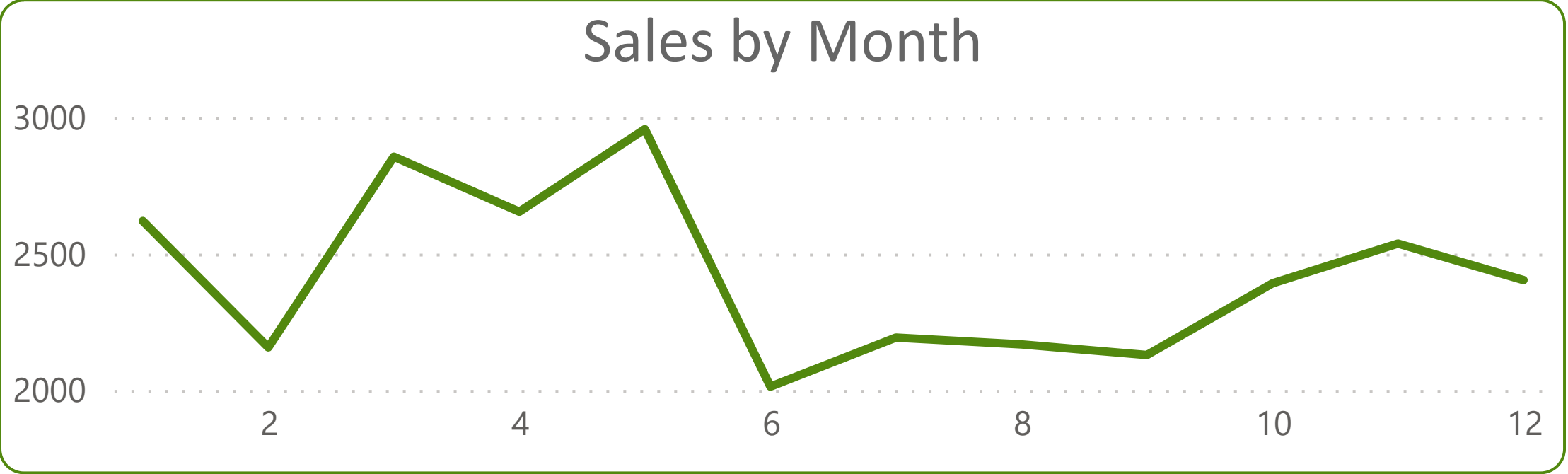
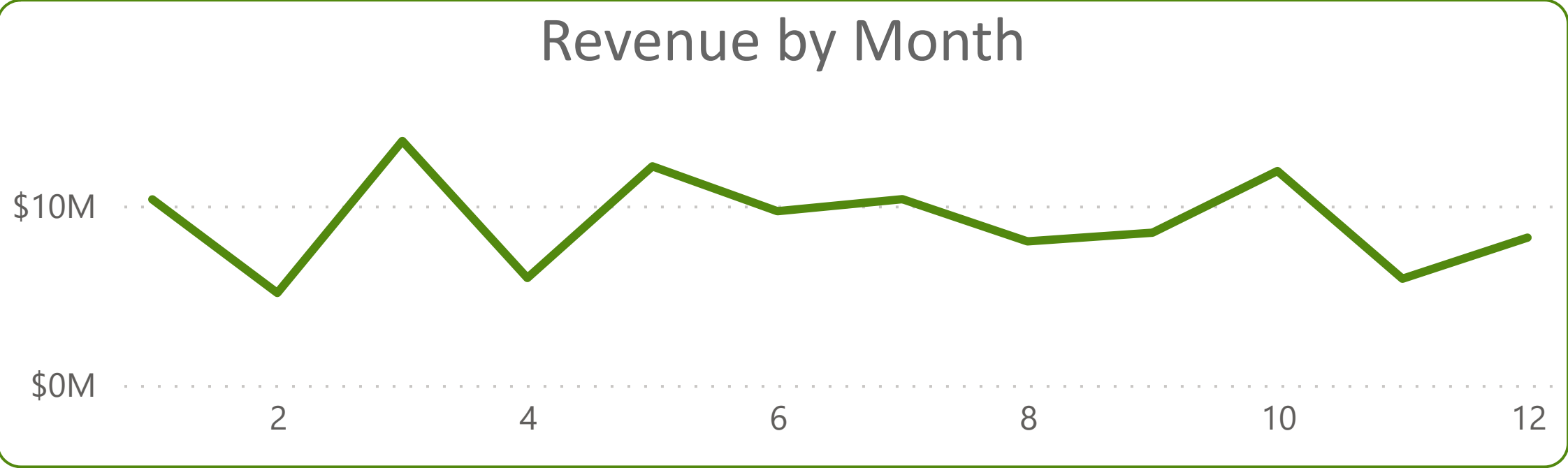
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Revenue

\$109,846,381

Total Discount

\$527,363





CONCLUSION

The result of the analysis showed that:

- The top selling category is Accessories with Tires and Tubes being its top selling product.
- The overall top selling product is Road Bikes with over 21,000 sales
- The least selling category is components contributing to 15% of the total sales.
- The highest number of Sales and Revenues generated is recorded between the months of March and May.
- There is generally low number of sales between June and August.
- USA is the country that has the most sales and also generates the most Revenue.
- Germany had the least sales and generated the least revenue.

RECOMMENDATIONS

- Advertisements should be focused on months where low sales were experienced especially between March and May as that was when the lowest sales were had.
- Periodic discount of more products should be put in place to increase sales and attract more customers.
- More stores should be set up in Germany, France, United Kingdom and Australia as it directly affects the number of sales and revenue generated from those countries seeing as United States has the highest number of stores and as a result has the most sales and Revenue generated.
- Quarterly Sales target can be set to see if there has been improvements in sales.