

BIKES AND

ACCESSORIES SALES

DATA 2015

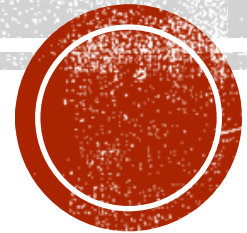
Batch : 5

Group : 5 (2 Months Intern)

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Problem Statement :

- Analyze a company's historical sales data to identify key revenue drivers, seasonal trends, and suggest actionable improvements. Visualize insights through interactive dashboards.

Process Summary :

- Bikes and accessories sales data 2015 downloaded from Kaggle
- Cleaning dataset using Excel
- Creating dashboard using Pivot Tables and Slicers.

Goals :

- Total sales by month
- Total sales by Country
- Number of quantity by sub-category
- Total sales by product category



Highlight Key Metrics :

- 🛒 **Total Quantity Sold:** 2,89,517 units
- 💰 **Total Sales:** ₹2,24,05,052
- 💵 **Total Profit:** ₹99,09,624

Total number of items sold across all product categories (Bikes, Accessories, Clothing) during the year 2015 is 2,89,517 units .

Total revenue generated from the sales of all products before subtracting any costs ₹2,24,05,052

Net profit earned, i.e., revenue minus all costs (including production, logistics, marketing, etc.)

₹99,09,624



BIKE SALES DASHBOARD - 2015

Product

Accessories

Bikes

Clothing



Quantity **289517**



Total Sales **₹ 2,24,05,052**



Profit **₹ 99,09,624**

Month

January

February

March

April

May

June

July

August

September

October

November

December

Country

Australia

Canada

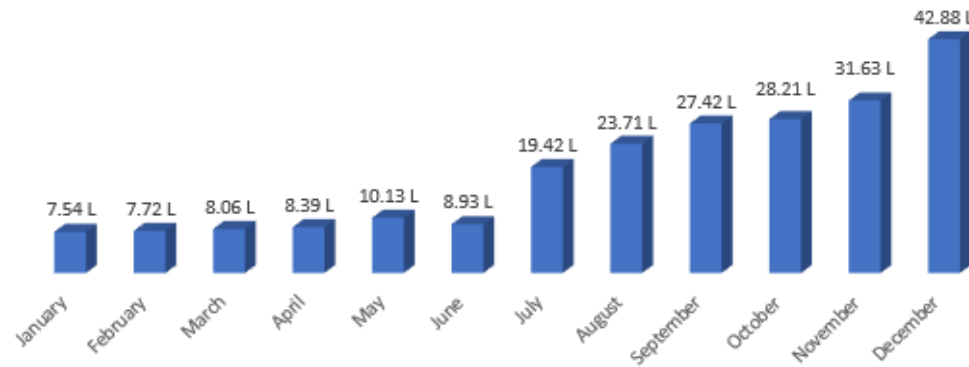
France

Germany

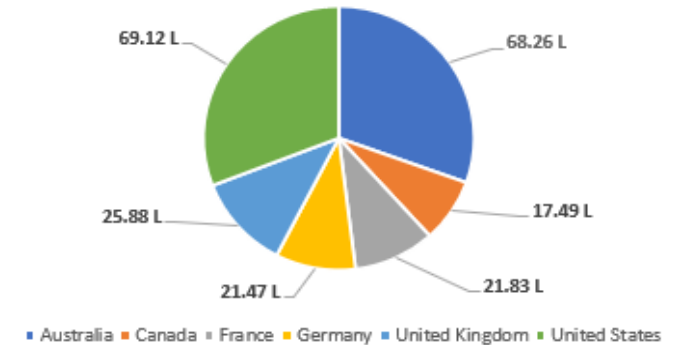
United Kingdom

United States

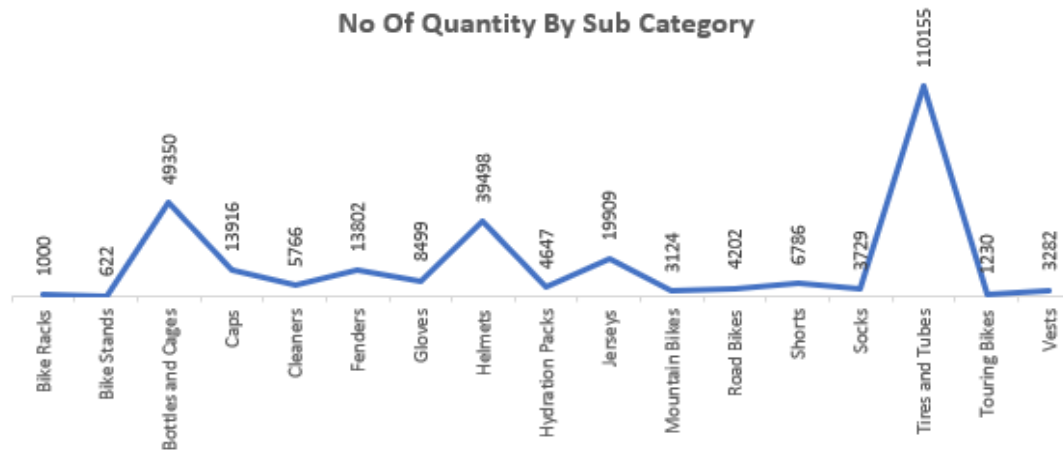
Total Sales By Month



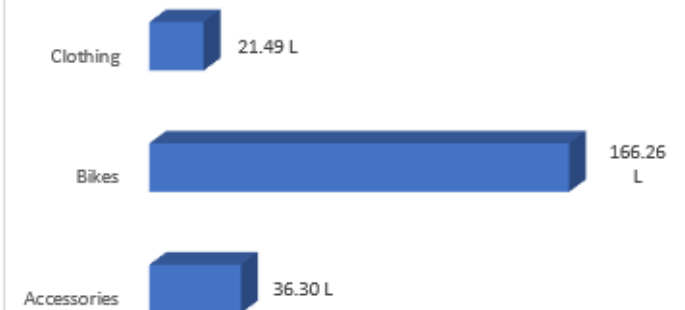
Total Sales By Country



No Of Quantity By Sub Category

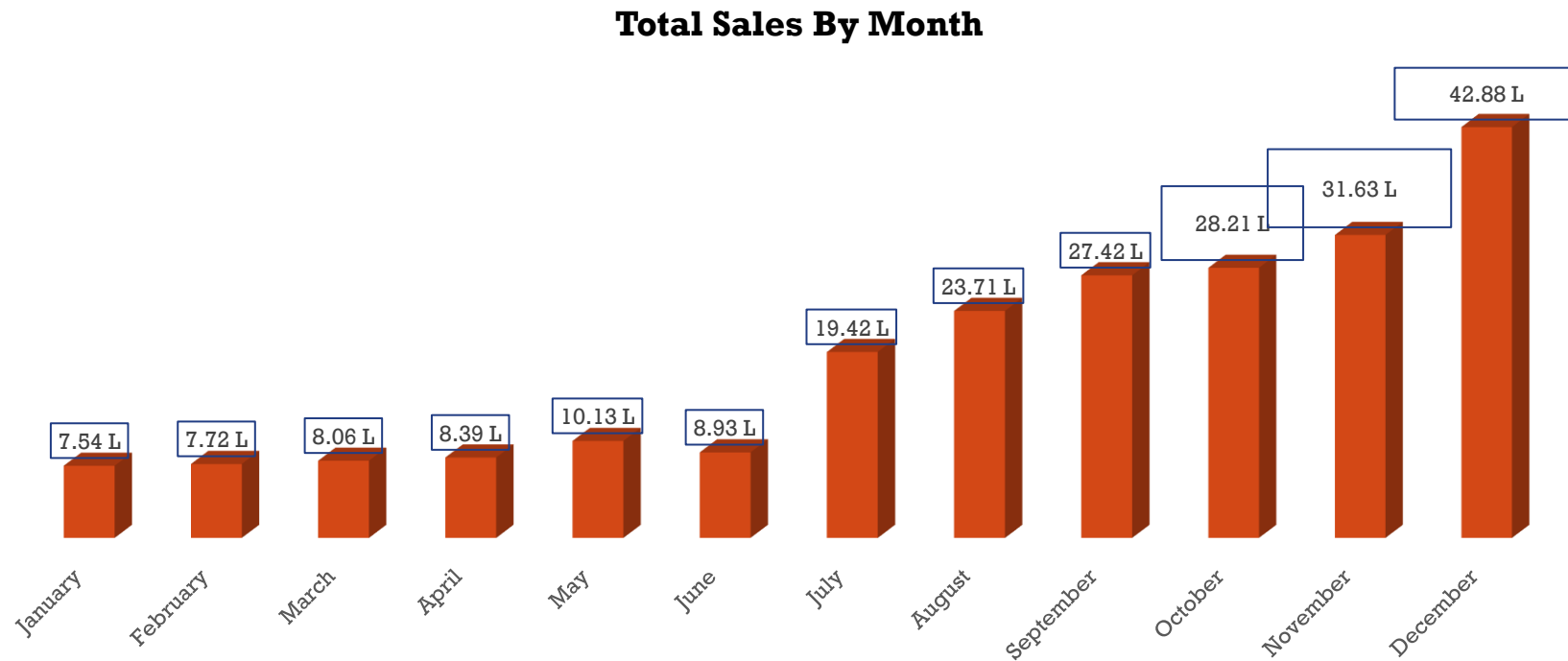


Total Sales By Product Category



Total sales by month :

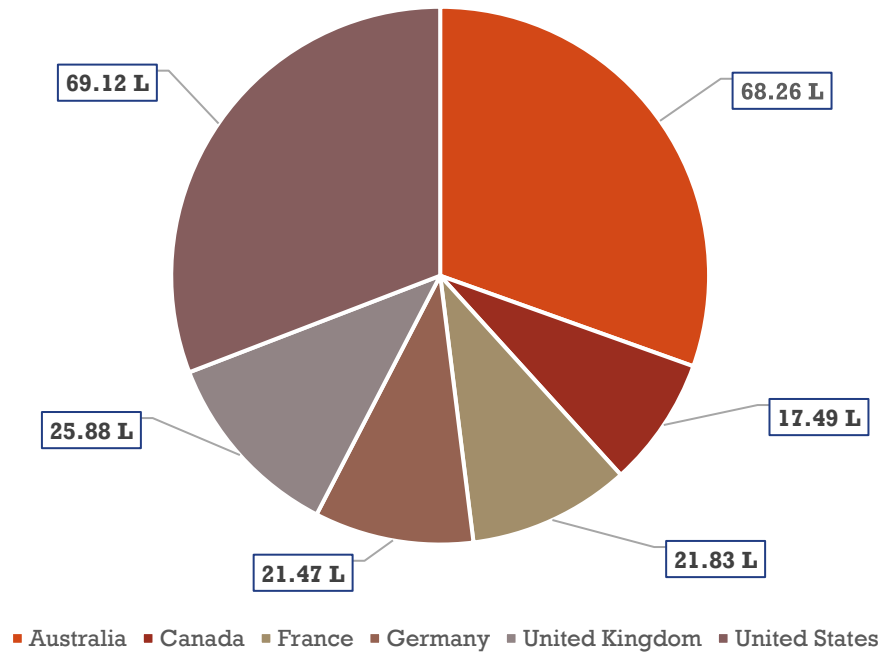
- Sales grew gradually through the year.
- **December** had the highest sales: ₹42.88L
- Early months like **January to March** had lower sales.



Total sales by Country :

- Highest sales had taken place in United States 31%
- Lowest Sale Canada 8% revenue

Total Sales By Country

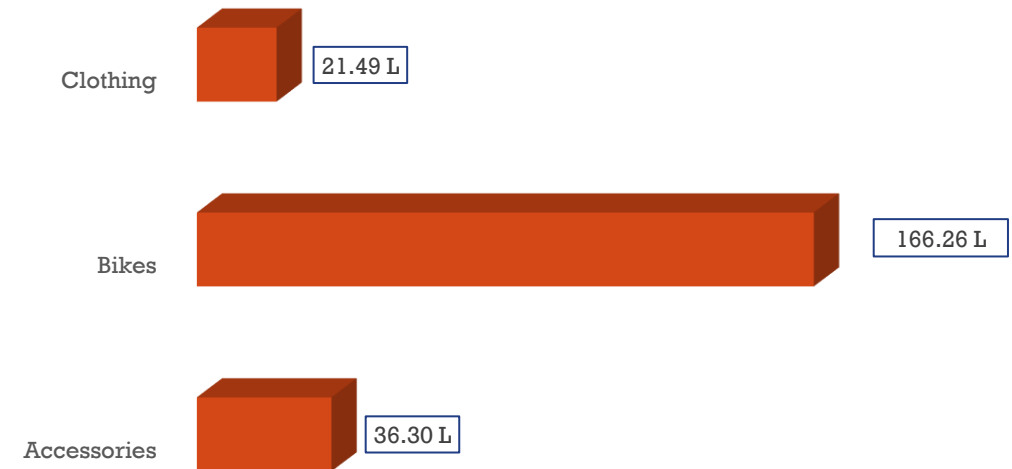


Total Sales By Product Category

Bike has the top selling product as per total

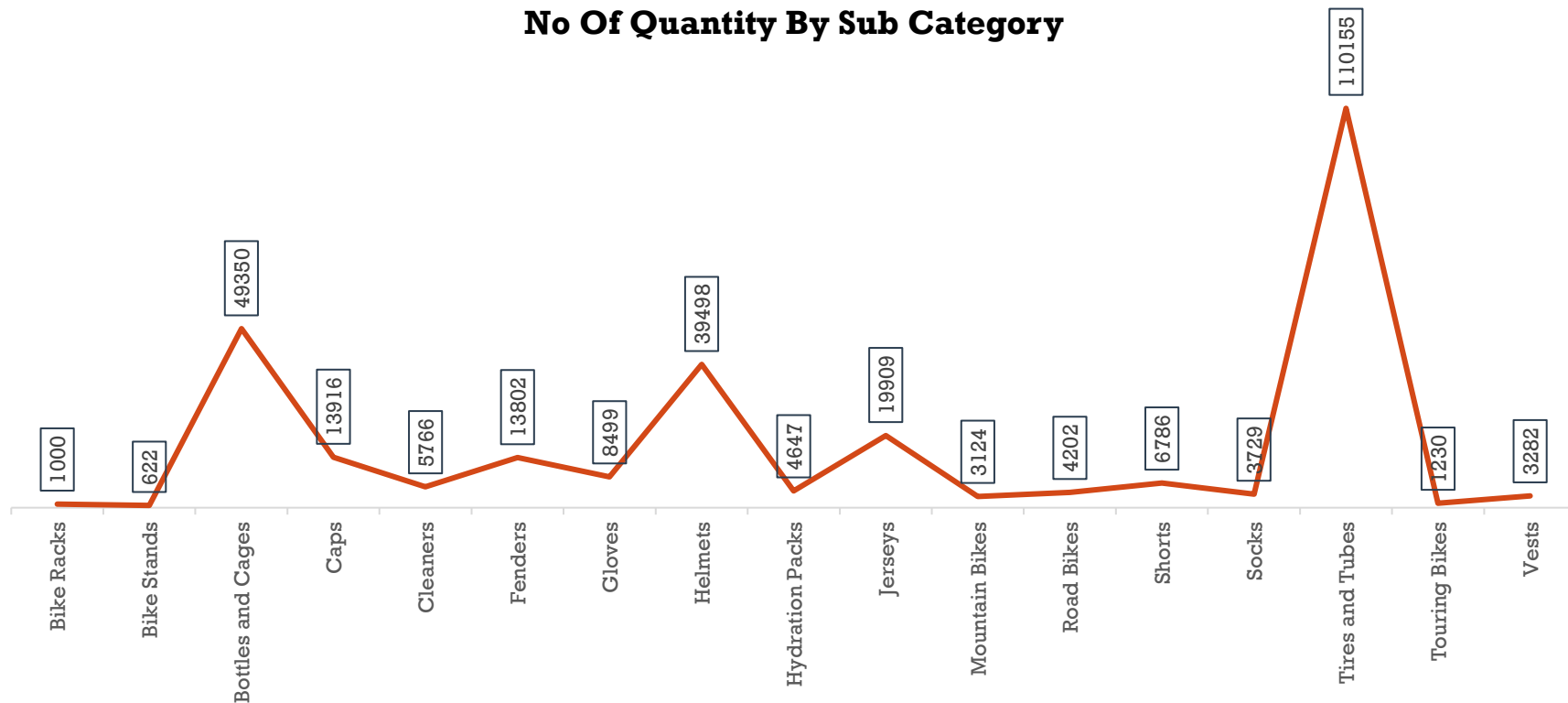
166.26L

Total Sales By Product Category



No of Quantity by Sub category:

- **Tires and Tubes** were the top-selling sub-category (1,10,155 units)
- Bike stands are the low selling product (622 Units)



Actionable Improvements

- Launch seasonal promotions or discounts.
- Use email campaigns or loyalty rewards to re-engage customers early in the year.
- Bundle offers combining low-selling products with popular ones
- Target France and Germany with localized ads and offers.
- **For Upselling Accessories & Clothing**
Cross-sell with bikes; offer combo deals and display usage benefits.
- **Boost Off-Season Sales**
Run promotions in Jan–Jun to reduce seasonality.

Conclusion :

In 2015, the company sold 2,89,517 units, generating total sales of ₹2.24 Cr and a profit of ₹99.09 Lakh. Bikes were the top-selling category with ₹1.66 Cr in sales, followed by accessories and clothing. December marked the highest sales month, indicating strong seasonal demand. Australia and the United States were the leading countries in revenue contribution. The top-selling subcategory was Tires and Tubes, with over 1.1 lakh units sold

