PEDEL PRO SALES ANALYSIS

Ride with Passion, Conquer with Confidence

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The objective of this report is to outline a strategic plan to boost PedalPro's market share and brand awareness. Use data insights to propose improvements in online presence, marketing, community engagement, and sustainability. Gain stakeholder support for growth initiatives.

Overall Performance

7	1.6K	9	5.7M	321	1.4K	3
Total Categories	Total Orders	Total Brands	Total Revenue	Total Products	Total Customers	Total Stores

Sales Performance

Total Sales By Years

Values shown along the line: 0.22M, 0.18M, 0.27M, 0.31M, 0.23M, 0.38M, 0.23M, 0.38M, 0.20M, 0.82M, 0.00M, 0.01M (Jan 2016 – Jul 2018)
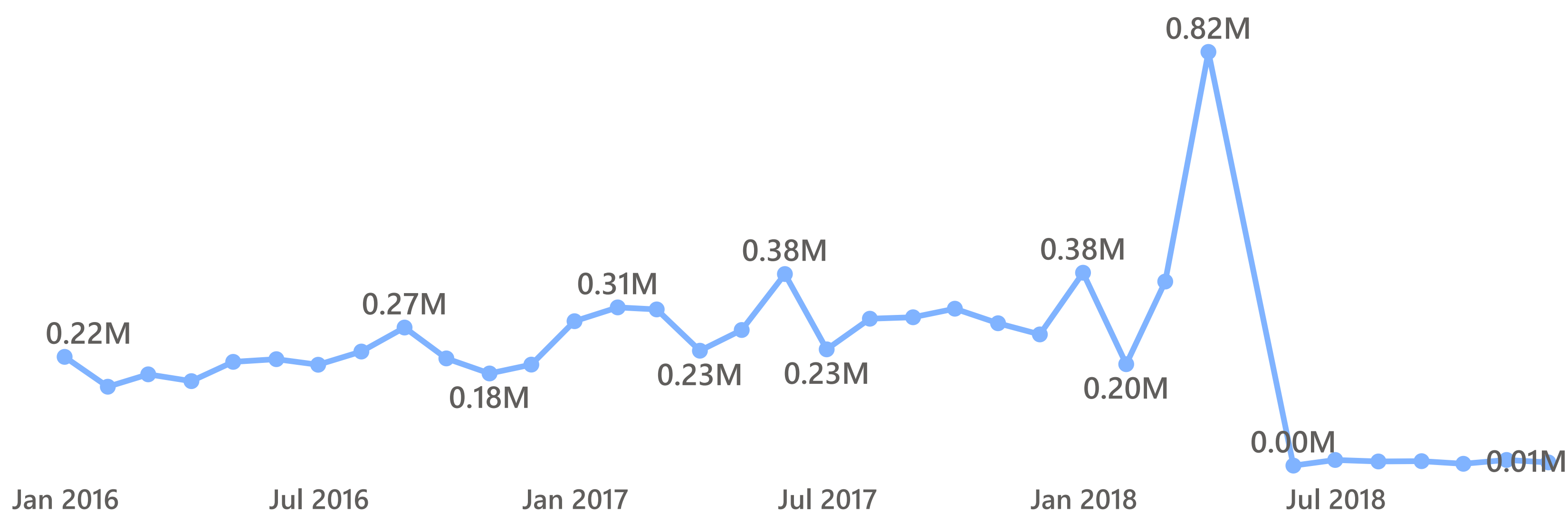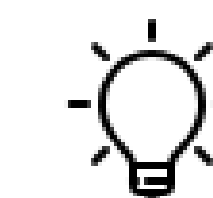
💡 Sales demonstrated a consistent upward trend from January 2016 through February 2018. However, there was a **significant spike in sales** during March and April 2018, followed by a **notable decline** to levels lower than the preceding months.

Categories

All ▾

| Trek Slash 8 27.5 - 2016	Trek Conduit+ - 2016	Trek Fuel EX 8 29 - 2016
0.56M	0.39M	0.37M
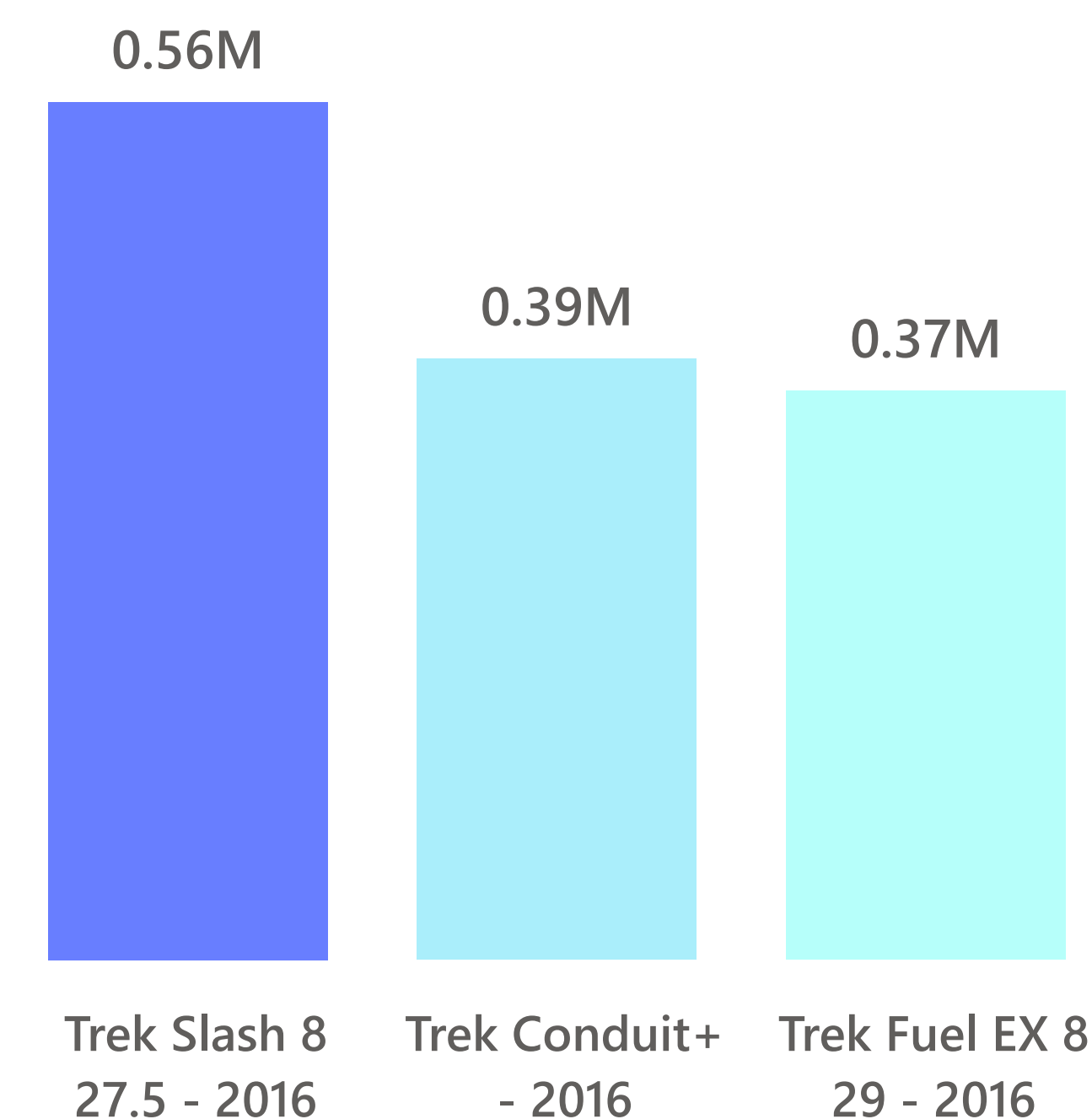
Total Sales By Products

💡 The top-performing product, the Trek Slash 8 27.5, **achieved sales of $0.56 million**. However, it's noteworthy that the majority of sales from the top three products are concentrated in 2016 and 2017, with **minimal contribution from the year 2018.**

Total Sales By Categories Over Years
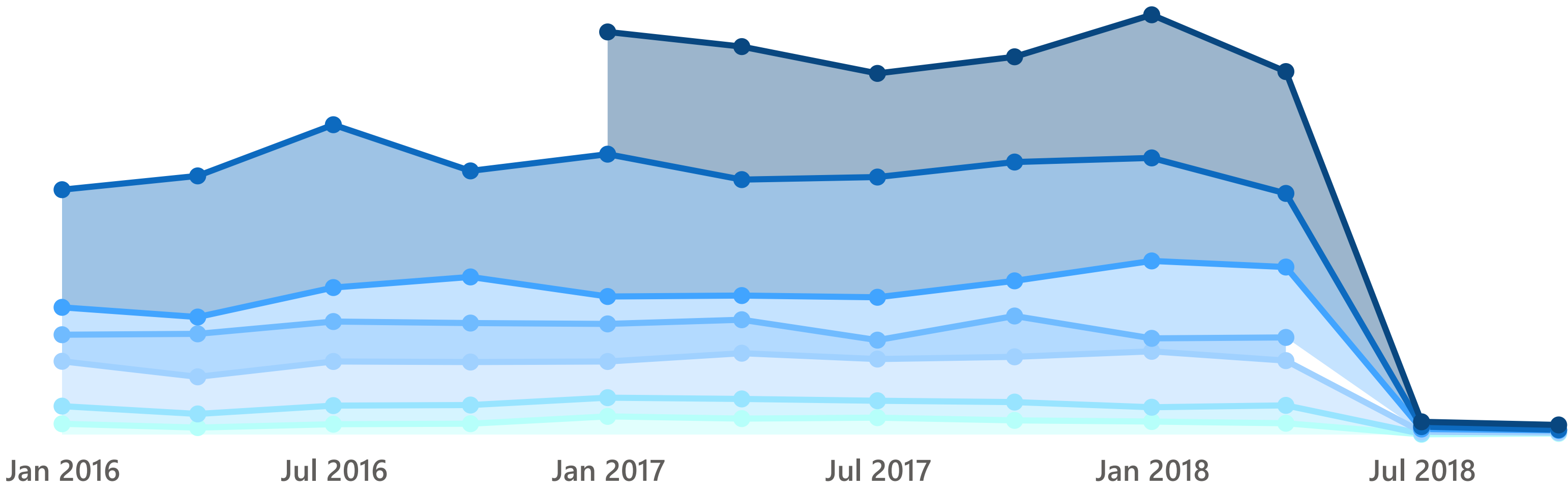
💡 Throughout the years, **all categories have shown consistent performance**. However, the new category, **Road Bikes**, introduced in January 2017, has emerged as the top category in terms of total sales, **reaching a peak of $ 0.32 million from 2017 to 2018**. The second highest sales category is Mountain Bikes, performing strongly from January 2016 to 2018. Conversely, **Children Bikes** have consistently been the **lowest-performing category, showing no signs of improvement**.

Total Sales By Brands Over Years
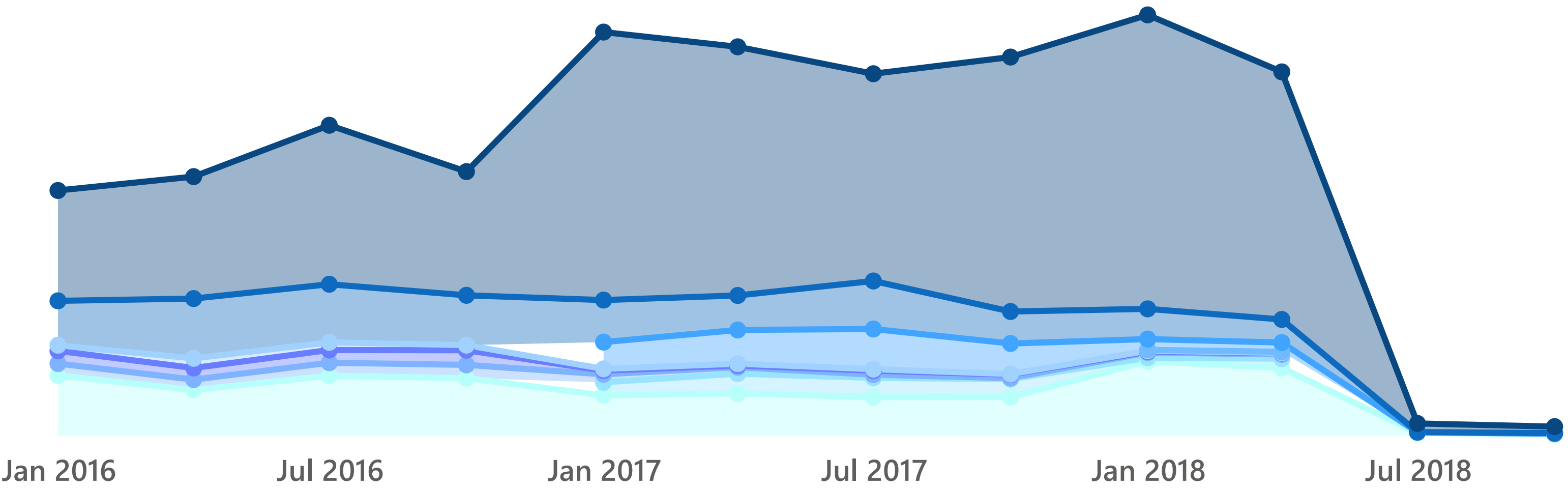
💡 Throughout the year, **Trek brands have demonstrated consistent performance**, emerging as the top brand with total **sales peaking at $6.6 million in 2018**. The second highest-performing brand, **Surly, maintained steady performance** between January 2016 and 2018. Conversely, **Heller remains the lowest-performing brand in terms of total sales**, showing **no signs of improvement**.
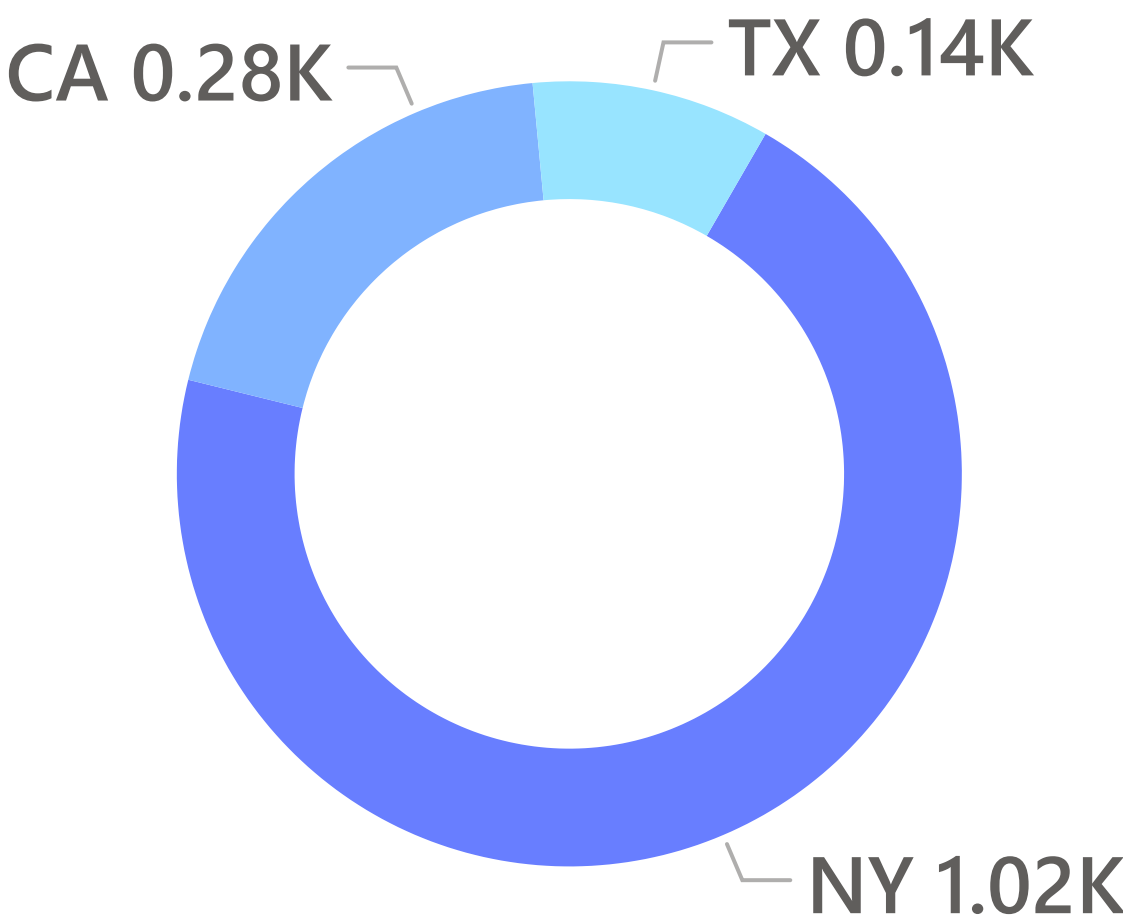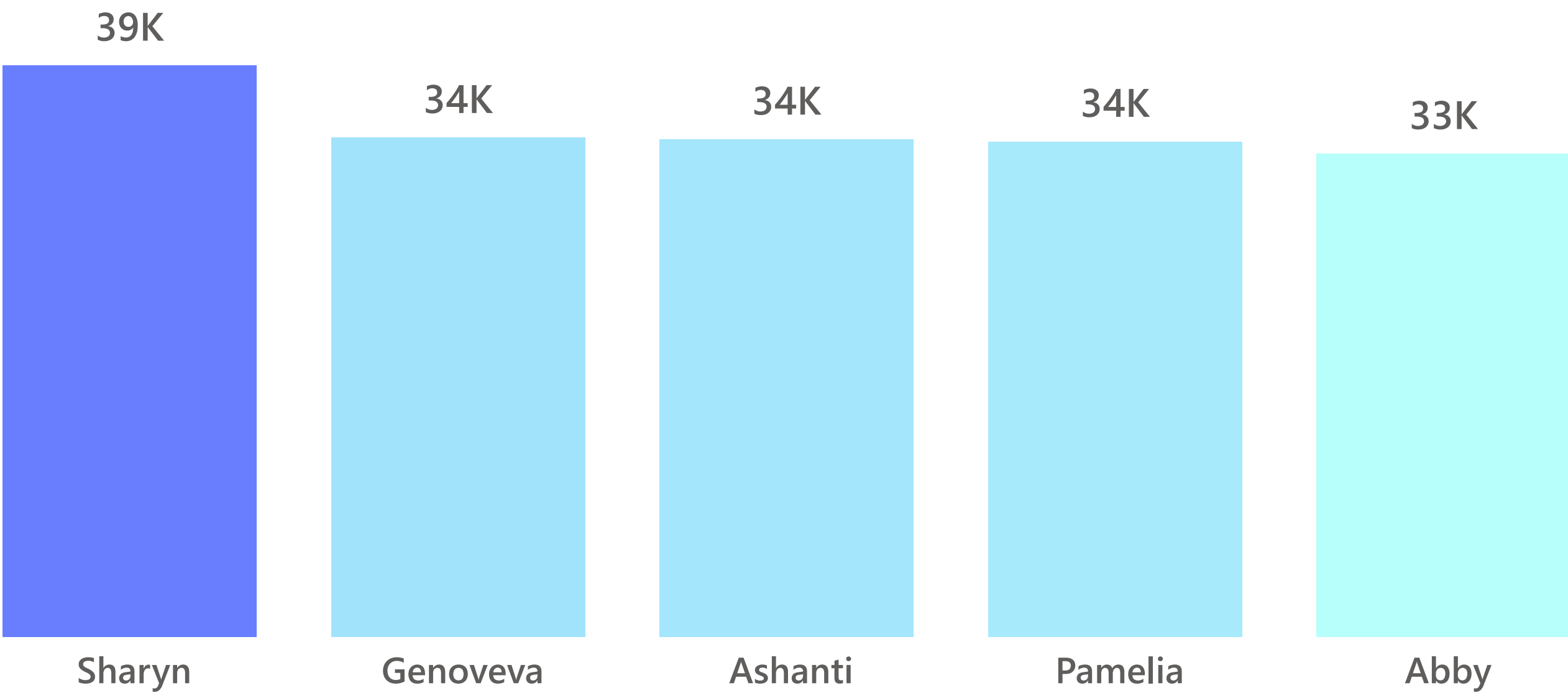
Customer Performance

Brands
All ▾

Categories
All ▾

Customers Per States

CA 0.28K
TX 0.14K
NY 1.02K

💡 The majority of our customers are from **New York state, accounting for 1.02K (70.52%)** of our customer base. Additionally, **California and Texas have 0.28K (19.65%) and 0.14K (9.85%) customers,** respectively.

Top 5 Customer By Spent

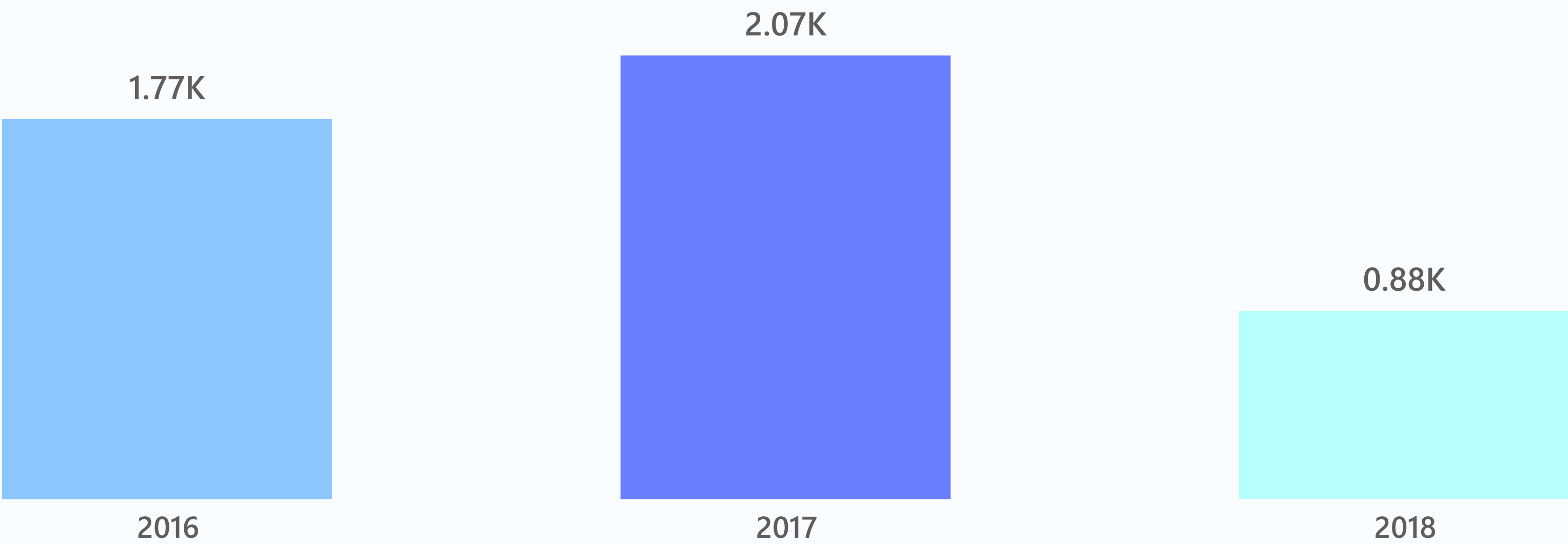| 39K | 34K | 34K | 34K | 33K |
| Sharyn | Genoveva | Ashanti | Pamelia | Abby |

💡 The top five customers by expenditure are **Sharyn, who spent $39,000**, followed by Genoveva, Ashanti, Pamelia, and Addy, **each with expenditures of $34,000.**
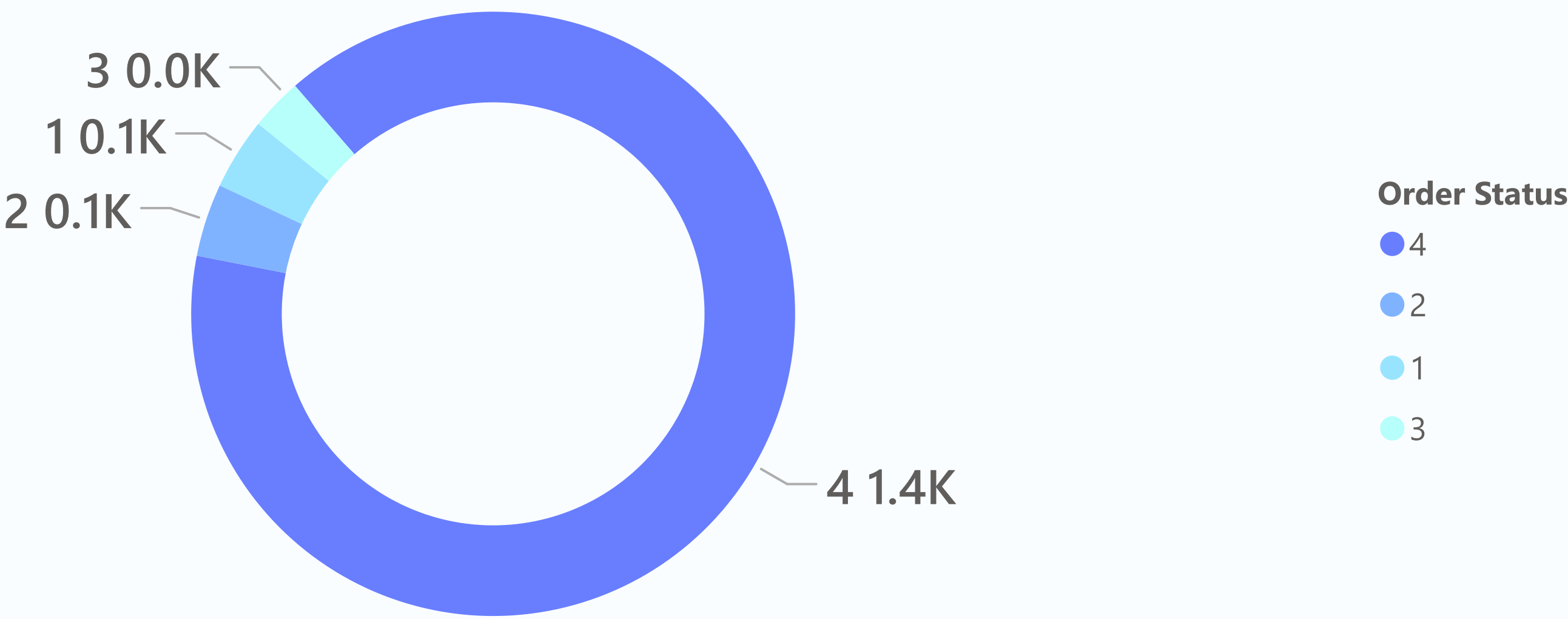
Orders Performance

Order Volume By Years

1.77K — 2016
2.07K — 2017
0.88K — 2018

In 2017, the order volume **reached its peak at 2.07K**, **surpassing the volumes of the other two years**. Conversely, 2018 recorded the **lowest order volume at just 0.88K.**

Order Status Composition By Orders

3 0.0K
1 0.1K
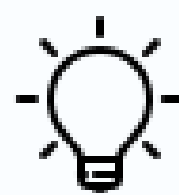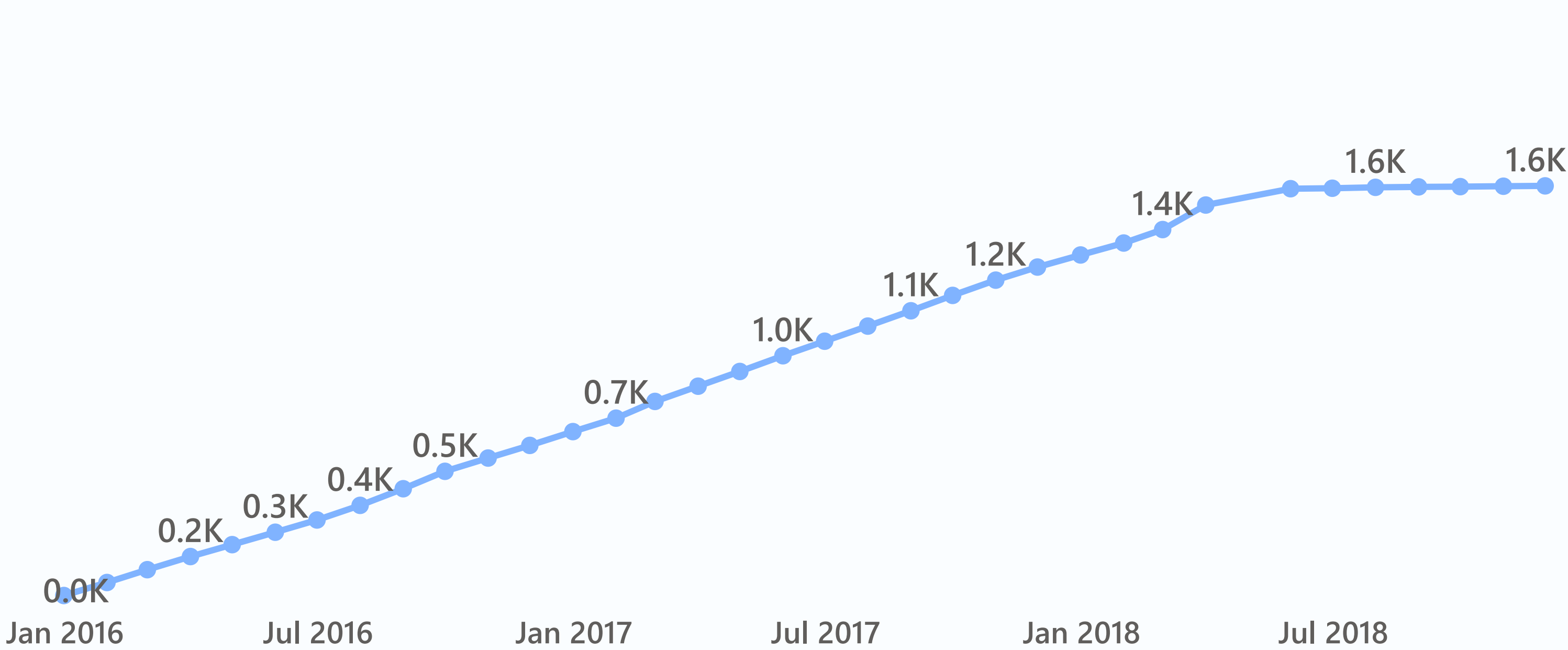2 0.1K
4 1.4K

Order Status
- 4
- 2
- 1
- 3

Status 4 holds the highest number of orders, with **1.4k (89.47%) of the total**, significantly surpassing other statuses, each of which **only accounts for 0.1k (3.9%).**

AVG Order Trend Over Years

Brands
All

0.0K 0.2K 0.3K 0.4K 0.5K 0.7K 1.0K 1.1K 1.2K 1.4K 1.6K 1.6K

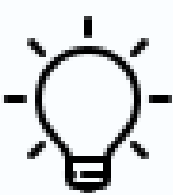Jan 2016 — Jul 2016 — Jan 2017 — Jul 2017 — Jan 2018 — Jul 2018

From **January 2016 to July 2018,** there was a **consistent increase in the average order** value. However, post-July 2018, the **average order value plateaued**.

AVG Quantity Trend Over Years

Categories
All

1.51 1.52 1.49 1.49 1.48 1.50 1.51 1.49 1.50 1.51 1.33 1.54

Jan 2016 — Jul 2016 — Jan 2017 — Jul 2017 — Jan 2018 — Jul 2018

The average quantity **remained steady from January 2016 through the second quarter of 2018**. However, there was a significant drop in the average quantity sold, **reaching a low of only 1.33K**. Remarkably, this decline was followed by a **rapid recovery to the previous average quantity value in the subsequent month**.
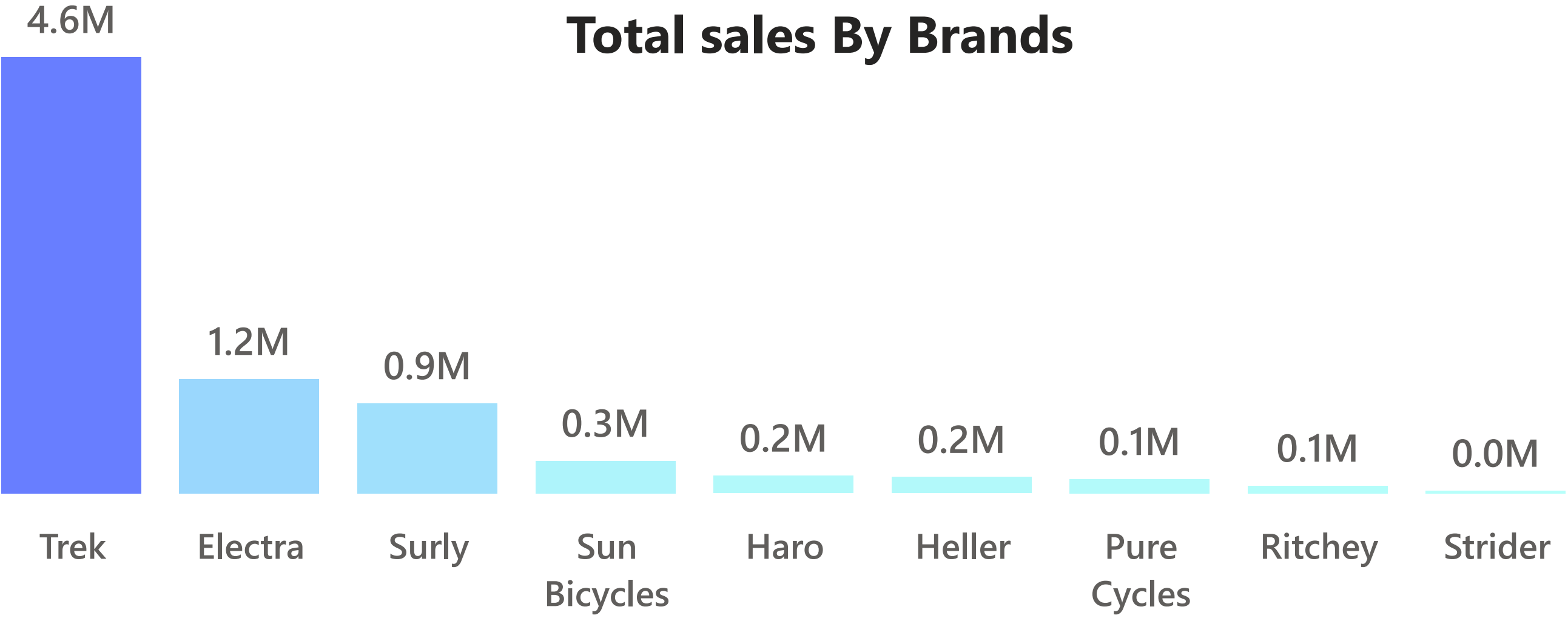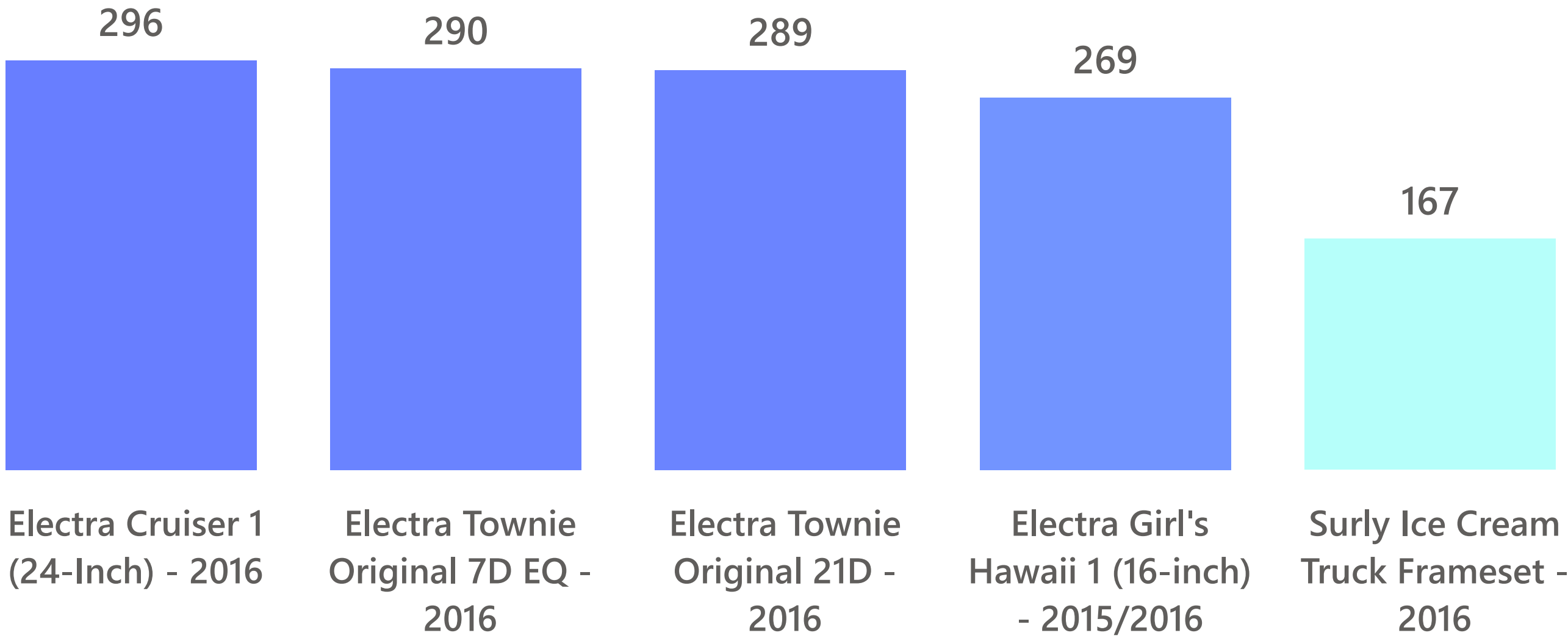
Product Performance

Total sales By Brands

- Trek — 4.6M
- Electra — 1.2M
- Surly — 0.9M
- Sun Bicycles — 0.3M
- Haro — 0.2M
- Heller — 0.2M
- Pure Cycles — 0.1M
- Ritchey — 0.1M
- Strider — 0.0M
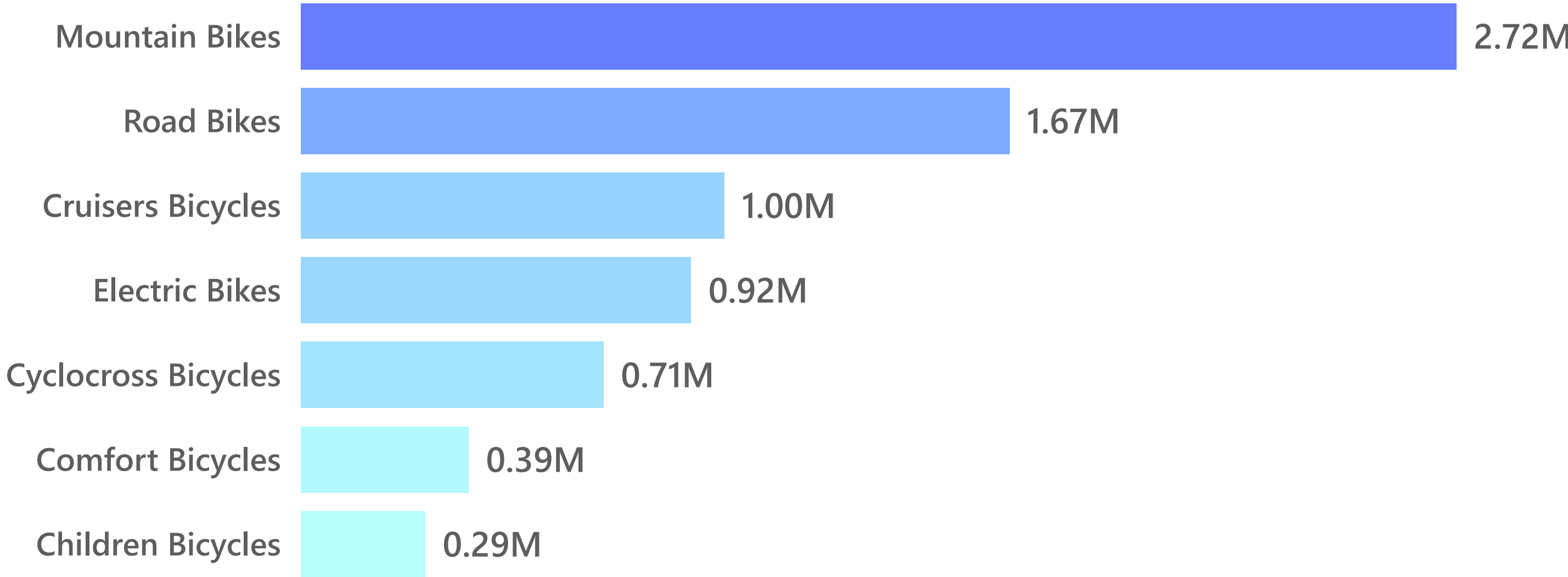
The highest selling brand is **Trek, with sales reaching $4.6 million**, while the lowest selling brands — **Pure Cycles, Ritchey, and Strider — each have sales of $0.1 million**.

Top 5 Products By Total Quantity

- Electra Cruiser 1 (24-Inch) - 2016 — 296
- Electra Townie Original 7D EQ - 2016 — 290
- Electra Townie Original 21D - 2016 — 289
- Electra Girl's Hawaii 1 (16-inch) – 2015/2016 — 269
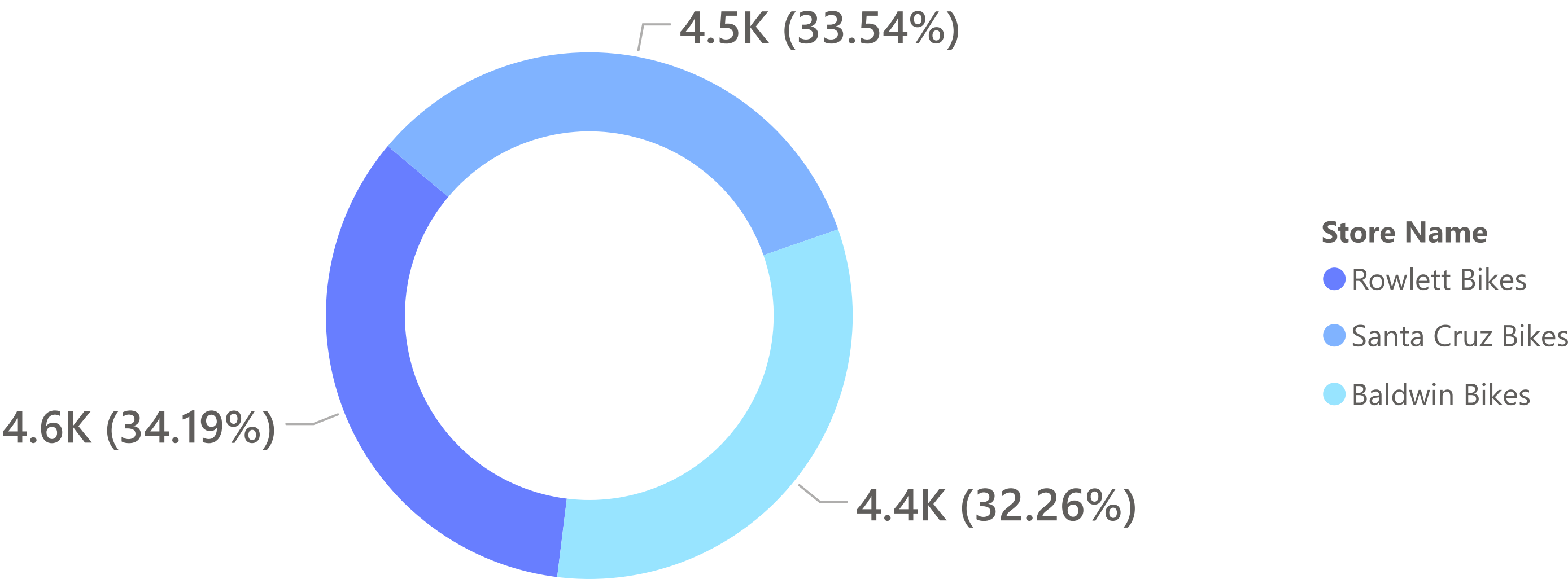- Surly Ice Cream Truck Frameset - 2016 — 167

Here are the top 5 products based on quantity sold. **The leading product is the Electra Cruiser 1 2016, with 296 units sold**. **There is not a significant gap between the other products**, except for the **last one, the Surly Ice Cream Truck Frame Set**. The remaining three products are close to each other in terms of units sold.

Total Sales By Categories

- Mountain Bikes — 2.72M
- Road Bikes — 1.67M
- Cruisers Bicycles — 1.00M
- Electric Bikes — 0.92M
- Cyclocross Bicycles — 0.71M
- Comfort Bicycles — 0.39M
- Children Bicycles — 0.29M

The highest selling category is **Mountain Bikes, with a sales amount of $2.7 million**, while the lowest sales category is **Children's Bicycles, with sales totaling $0.3 million**.

Total Stocks In Stores

- 4.5K (33.54%)
- 4.6K (34.19%)
- 4.4K (32.26%)

Store Name
- Rowlett Bikes
- Santa Cruz Bikes
- Baldwin Bikes

All stores maintain **stock levels between 4.4K and 4.6K**, representing a**pproximately 32% to 34% of the total inventory each**. The **highest stock level is 4.6K**, held by **Rollette Bikes**.

# Total Sales By Categories And Brands

Category	Brands
Mountain Bikes	Haro 5.75% · Heller 6.32% · Surly 16.26% · Trek 68.05%
Road Bikes	Trek 95.89%
Cruisers Bicycles	Electra 69.84% · Pure Cycles 15.02% · Sun Bicycles 15.14%
Electric Bikes	Trek 91.46%
Cyclocross Bicycles	Surly 61.83% · Trek 38.17%
Comfort Bicycles	Electra 68.92% · Sun Bicycles 31.08%
Children Bicycles	Electra 71.05% · Haro 10.01% · Trek 16.67%
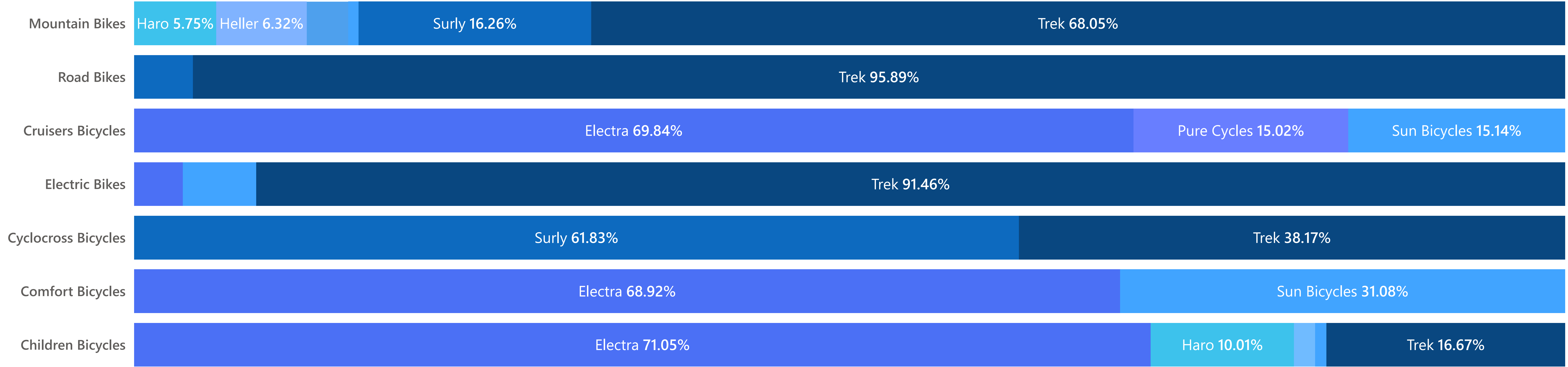
💡 Trek brand dominates three categories: **mountain bikes, road bikes, and cruiser bikes,** while also **holding 16.67% production in children's bikes**. In contrast, Electra leads in three major categories: **cruiser bikes, comfort bikes, and children's bikes.**

Additional Performance

Total Sales By Stores

Store	Total Sales
Baldwin Bikes	5.2M
Santa Cruz Bikes	1.6M
Rowlett Bikes	0.9M
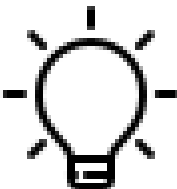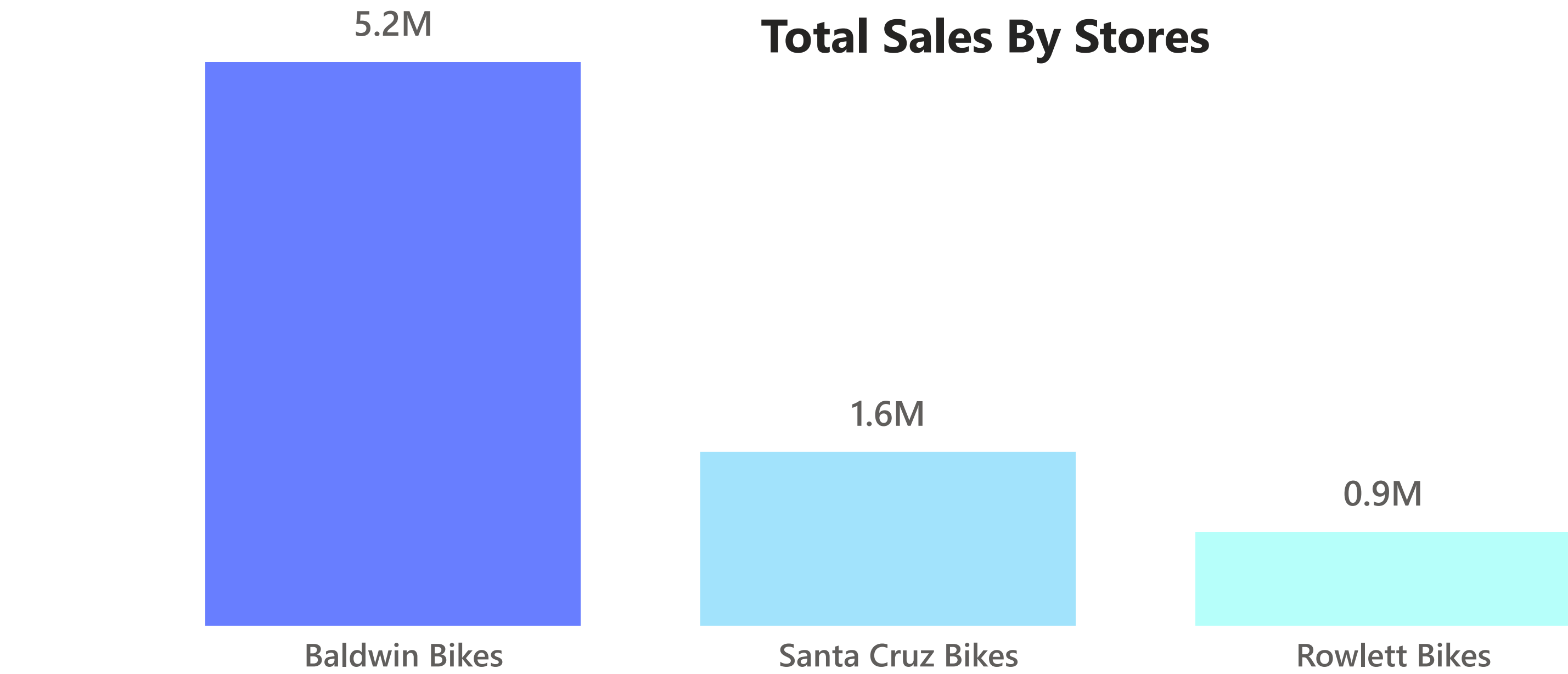
💡 **Baldwin Bikes** achieved the highest sales among all stores, reaching an **impressive total of $5.2 million.**

Product Details

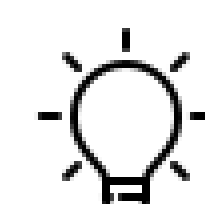| Product Name	Price	Discounts	Discounted Price
Electra Amsterdam Fashion 3i Ladies' - 2017/2018	4,004.96	10.00	2,699.97
Electra Amsterdam Fashion 7i Ladies' - 2017	39,863.64	9.96	26,399.76
Electra Amsterdam Original 3i - 2015/2017	18,987.91	9.86	14,519.78
Electra Amsterdam Original 3i Ladies' - 2017	17,793.33	12.70	15,179.77
Electra Amsterdam Royal 8i - 2017/2018	1,133.91	10.00	1,259.90
Electra Amsterdam Royal 8i Ladies - 2018	3,035.97	13.50	2,399.98
Electra Cruiser 1 - 2016/2017/2018	1,682.04	10.50	1,079.96
Electra Cruiser 1 (24-Inch) - 2016	72,071.13	9.89	52,108.07
Electra Cruiser 1 Ladies' - 2018	1,482.25	8.50	1,079.96
Electra Cruiser 1 Tall - 2016/2018	242.99	10.00	269.99
Electra Cruiser 7D - 2016/2017/2018	303.99	5.00	319.99
Electra Cruiser 7D (24-Inch) Ladies' - 2016/2018	2,102.33	6.33	1,919.94
Electra Cruiser 7D Ladies' - 2016/2018	591.98	7.50	639.98

Actual VS Discount Over Years

- Discounted Price ● Actual Price

💡 **The discount line consistently remains below the actual price line, maintaining approximately a 10% gap throughout**. Notably, in **2018**, the discount and actual price lines nearly intersect, indicating a **significant deviation from the established trend**.

Total Sales By Staff

Marcelene	Venita	Genna	Mireya	Kali	Layla
2.62M	2.59M	0.85M	0.75M	0.46M	0.40M
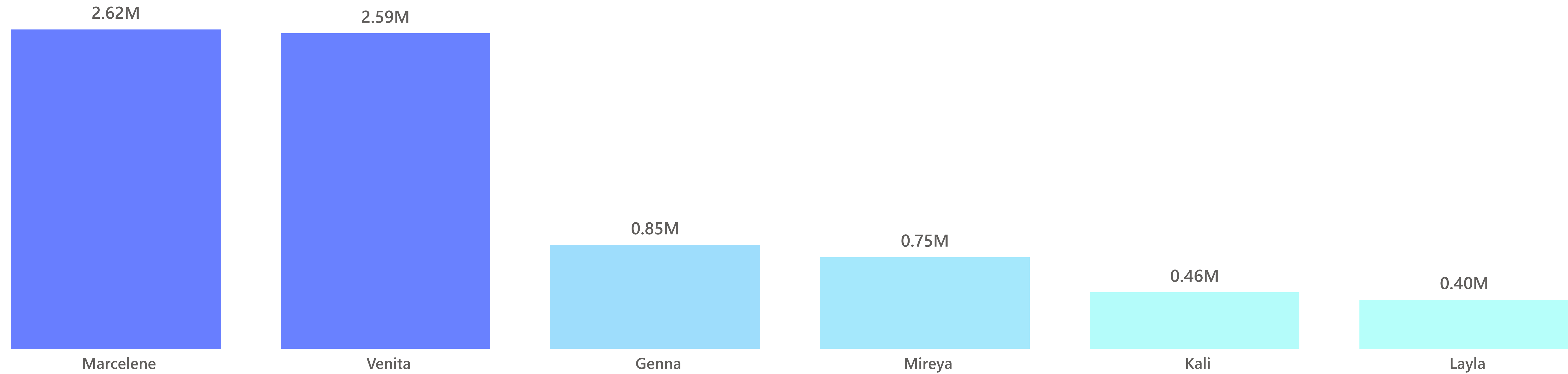
💡 **Marceline and Veneta lead in sales performance**, with **impressive figures of $2.62 million and $2.5 million, respectively**. These amounts significantly surpass those of other staff members, highlighting their exceptional contributions.