



Bike Sales Analysis Report

Customers	Total Revenue	Total Profit	Units	Gross Profit Margin	Total Sales
113K	\$85.27M	\$32.22M	1M	37.79%	\$95.18M

Date

1/1/2011

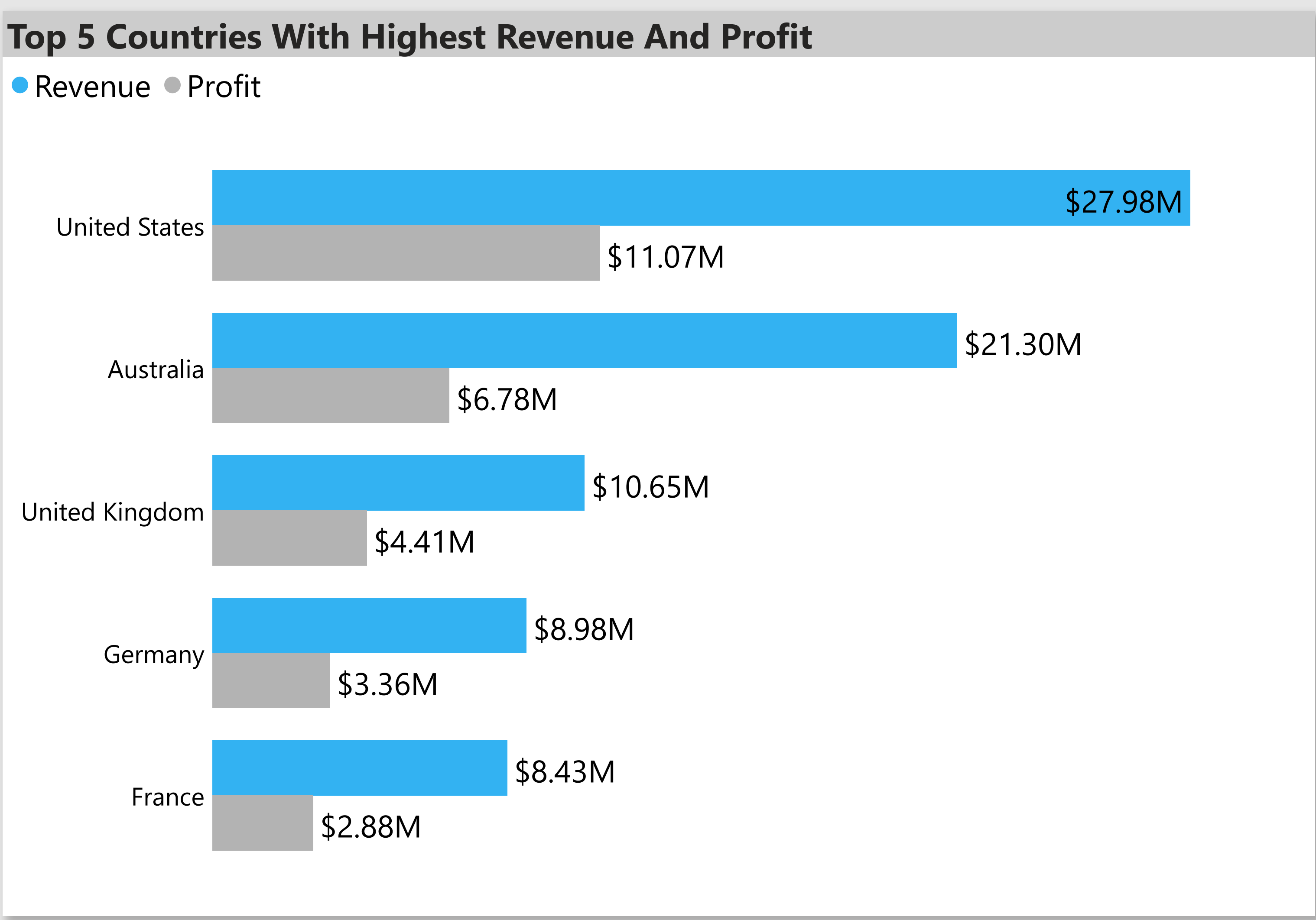
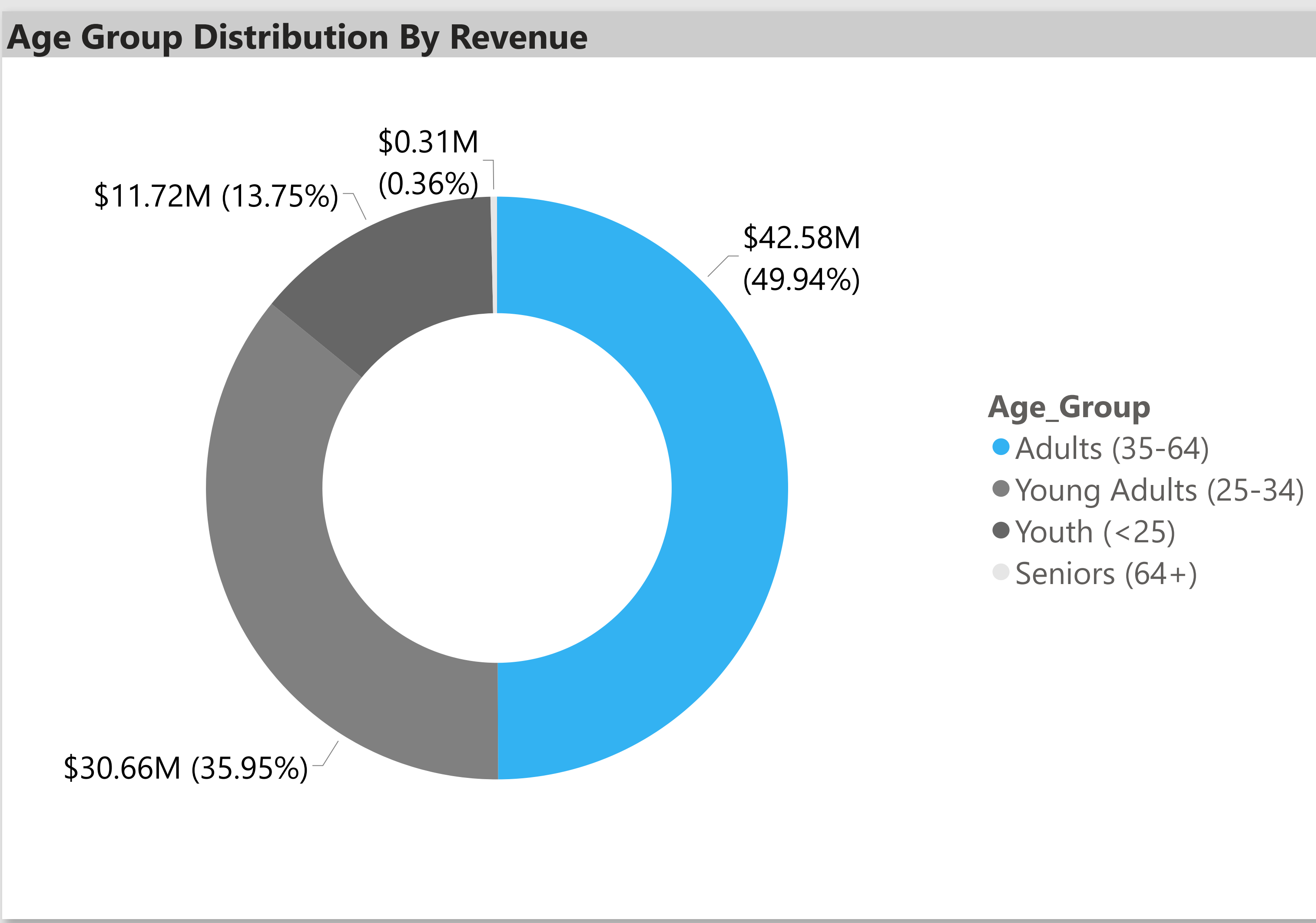
7/31/2016

Country

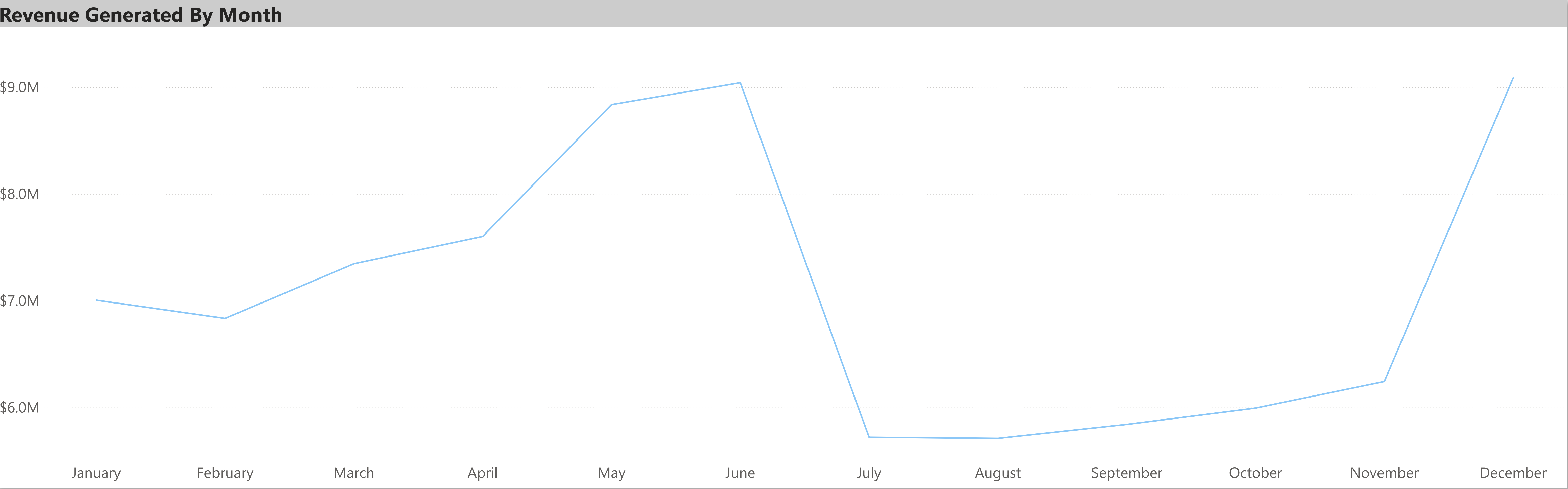
All

Customer_Gender

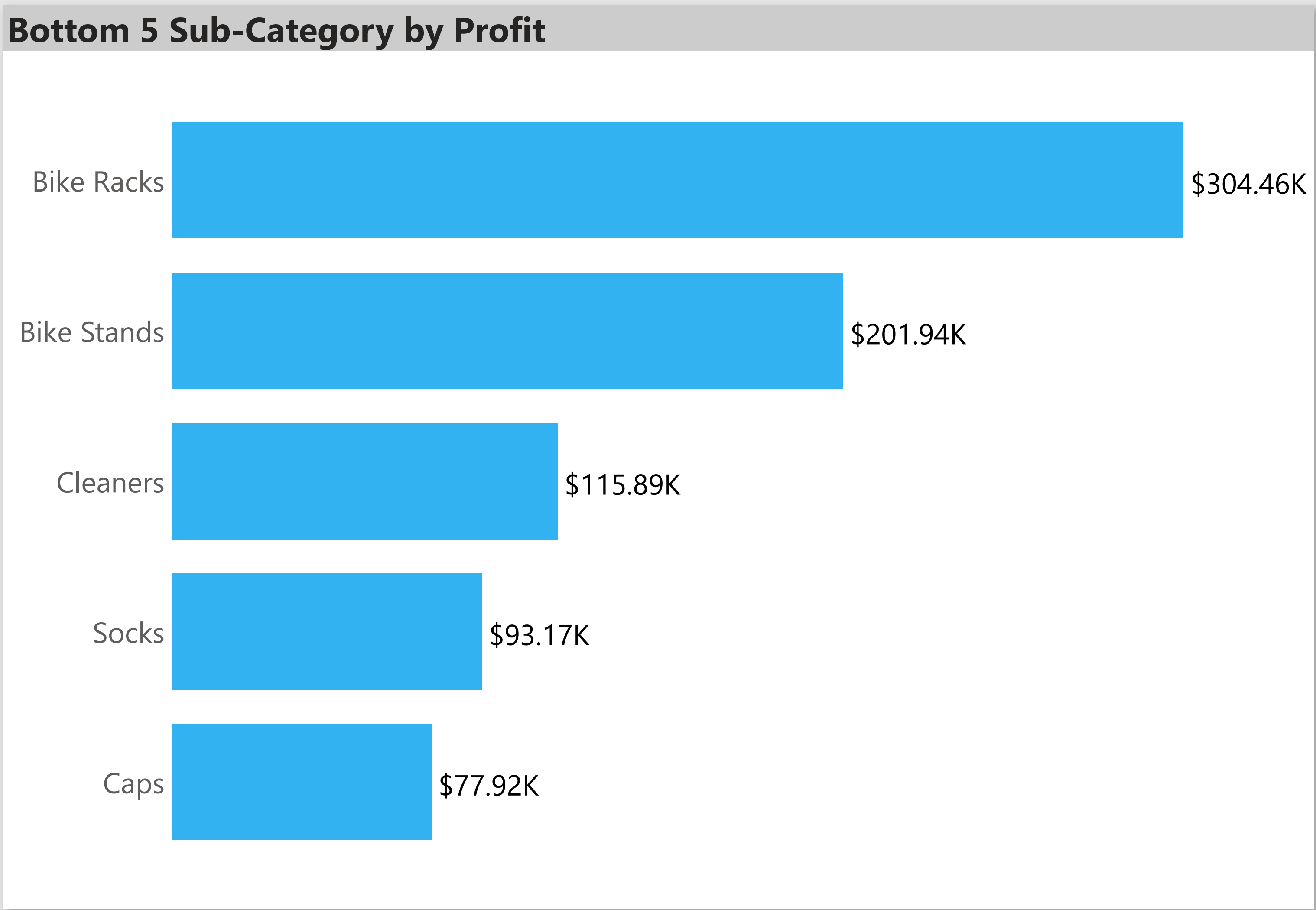
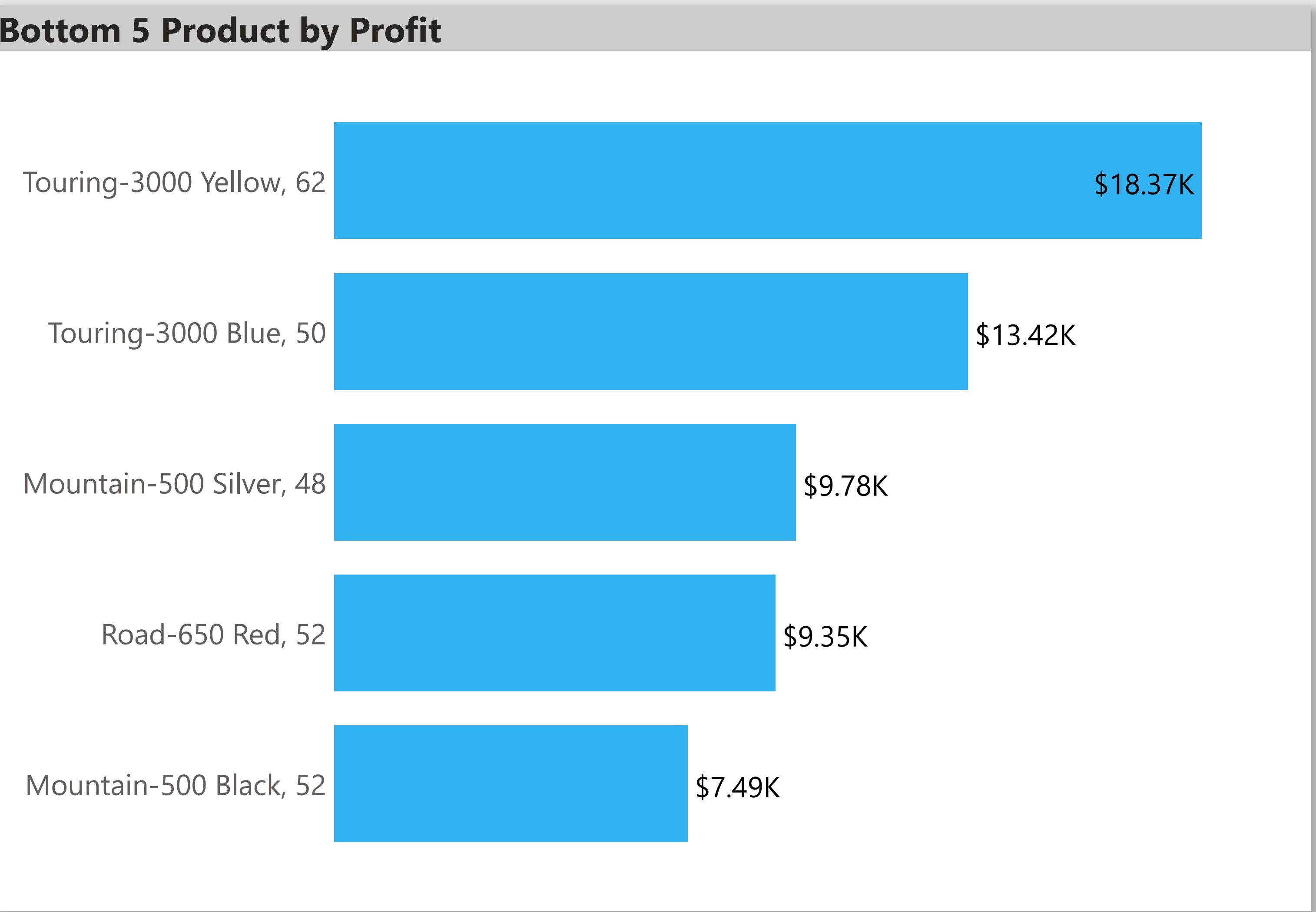
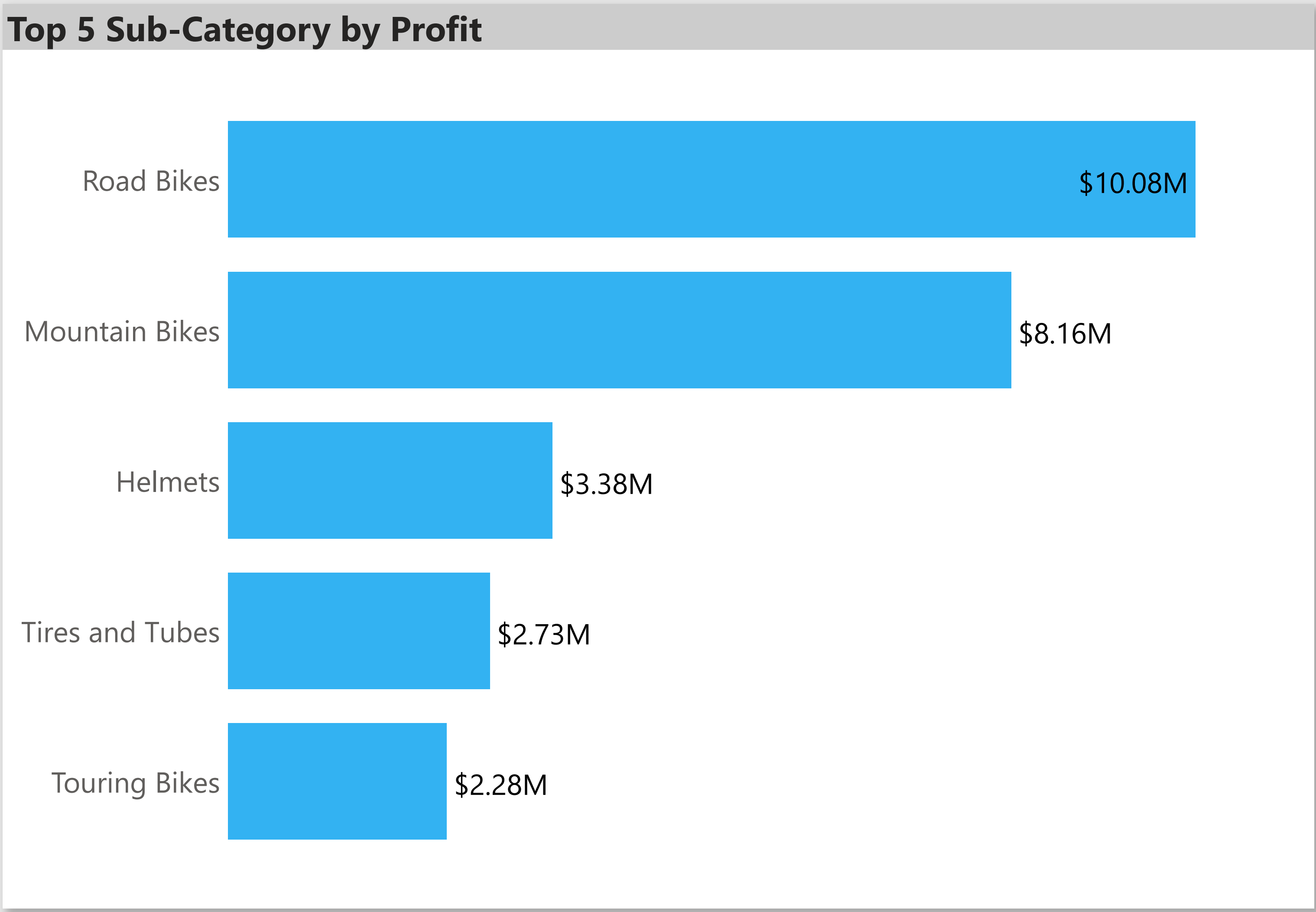
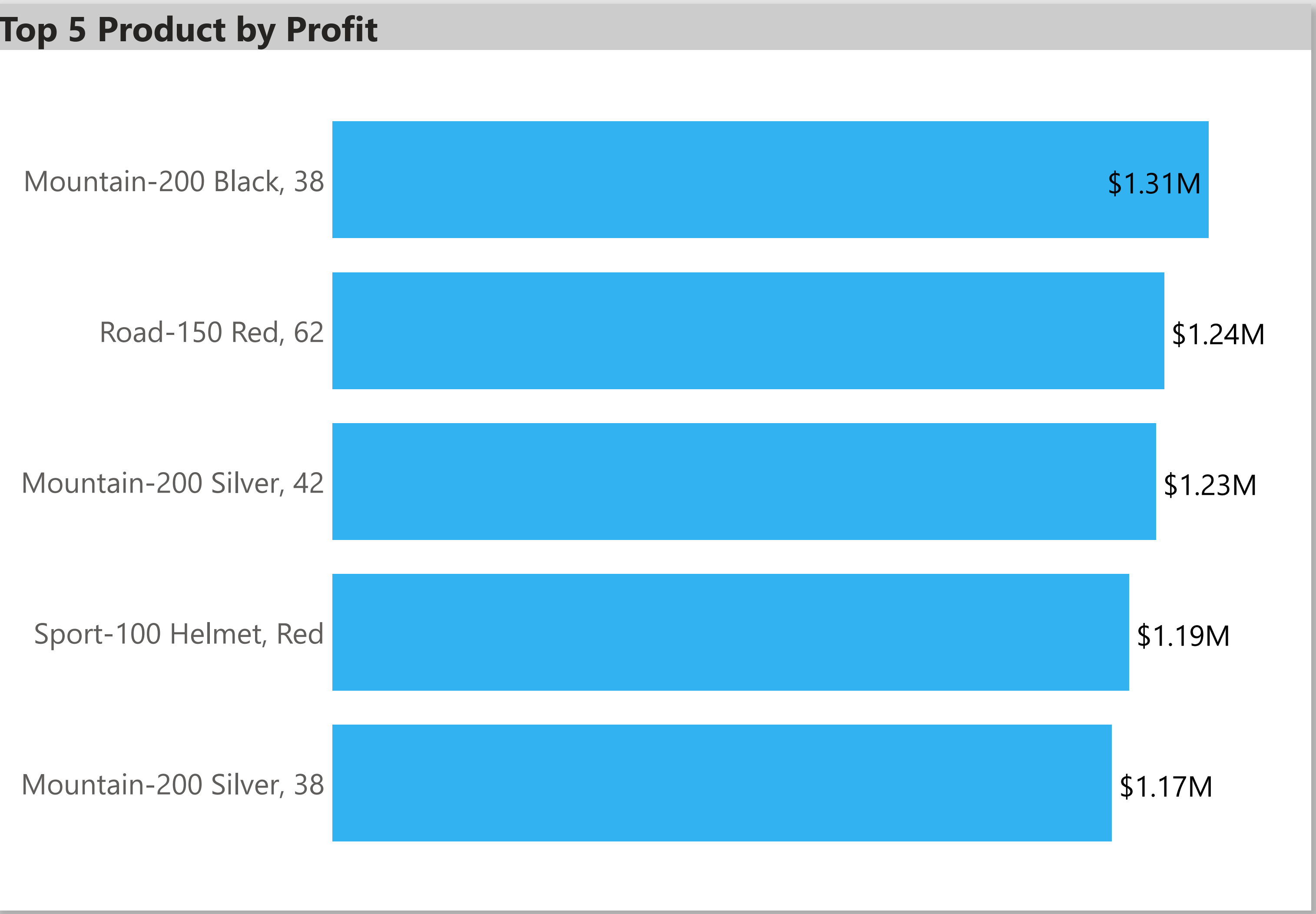
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SALES TREND ANALYSIS



PRODUCT ANALYSIS



INSIGHTS & RECOMMENDATIONS

INSIGHTS

- ➡ The **United states** has the highest **Revenue** of **\$27.98M**. It is fact-based that bikes are very common means of transportation in the country.
- ➡ Adults between the ages of 35-64 has the highest **Revenue** of **\$42.58M** which is about **49%** of the total customers.
- ➡ The month of June and December has the highest **Revenue** generated with a **total Revenue** of **\$9.04M** and **\$9.09M** respectively. This might be due to the fact that bikes are common gifts for June Festivals and Christmas.

RECOMMENDATIONS

- ➡ More advertising should be carried out in countries like **France** and **Germany** to boost the sales in those countries and generate more **Revenues**.
- ➡ Marketing should be targeted towards the **youth** with the group **< 25 years** by organizing cycling competition and marathons in order to increase **sales** in this age group.
- ➡ The month of **July** generated the **least Revenue** with a total of **\$5.72M**. Discounts and promo can be offered during this month in order to improve sales and profits.