



Palmpay Sales Analysis

BUSINESS INTELLIGENCE PORTFOLIO PROJECT

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[View in Power BI](#) 

Project Overview

- ▶ This project analyzes multi-year bicycle sales data to uncover trends in revenue, product performance, profit, and discount behavior.

- ▶ Tools Used:
 - ▶ Microsoft Excel for cleaning and preparation
 - ▶ Power BI for visualization and modeling
 - ▶ DAX for calculated measures

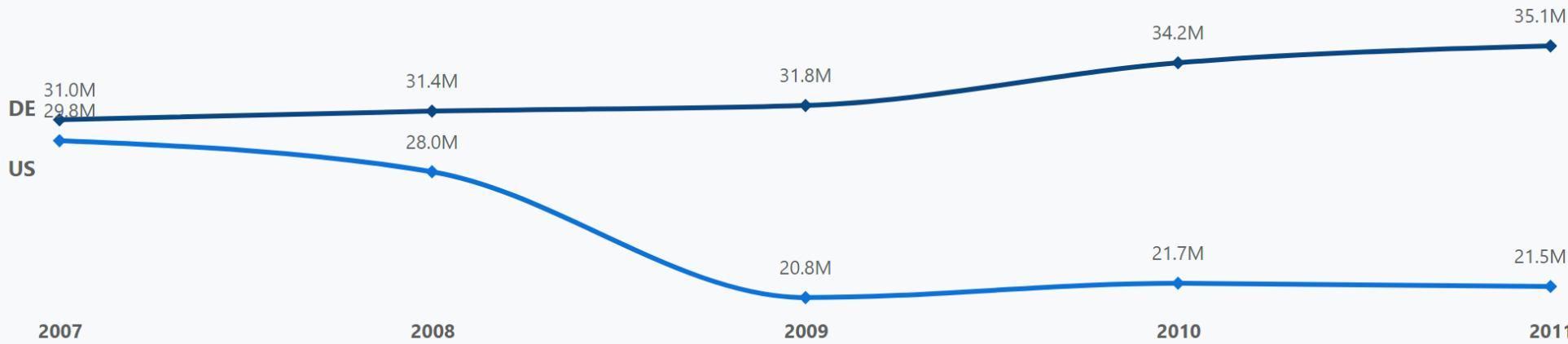
- ▶ Objectives:
 - ▶ Understand revenue trends
 - ▶ Identify top/low-performing products
 - ▶ Analyze profit and discount impact
 - ▶ Generate actionable insights

Dashboard Overview

- ▶ **The Power BI report includes the following dashboards:**
- ▶ Revenue Analysis – Sales performance by year, country, and customer
- ▶ Product Sales Analysis – Category and product-level performance
- ▶ Profit Analysis – Margin distribution across products and years
- ▶ Discount Analysis – Correlation between discounts, revenue, and profit

REVENUE ANALYSIS OVER THE YEARS

Country Revenue 2007-2011



Total Revenue

285.25M

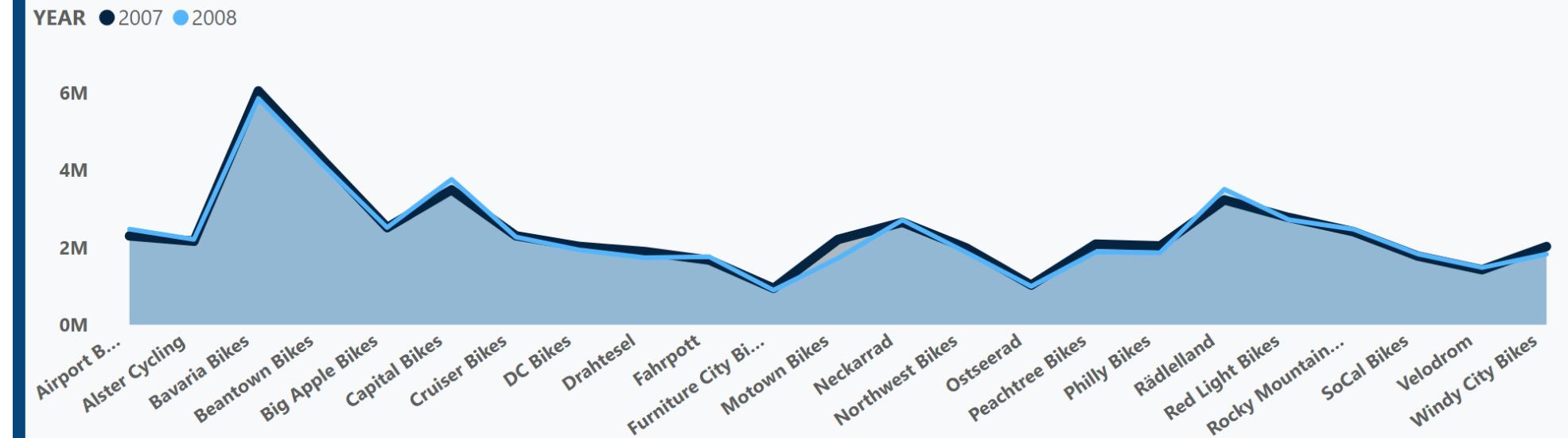
Total Revenue in 2007

60.72M

Total Revenue in 2008

59.44M

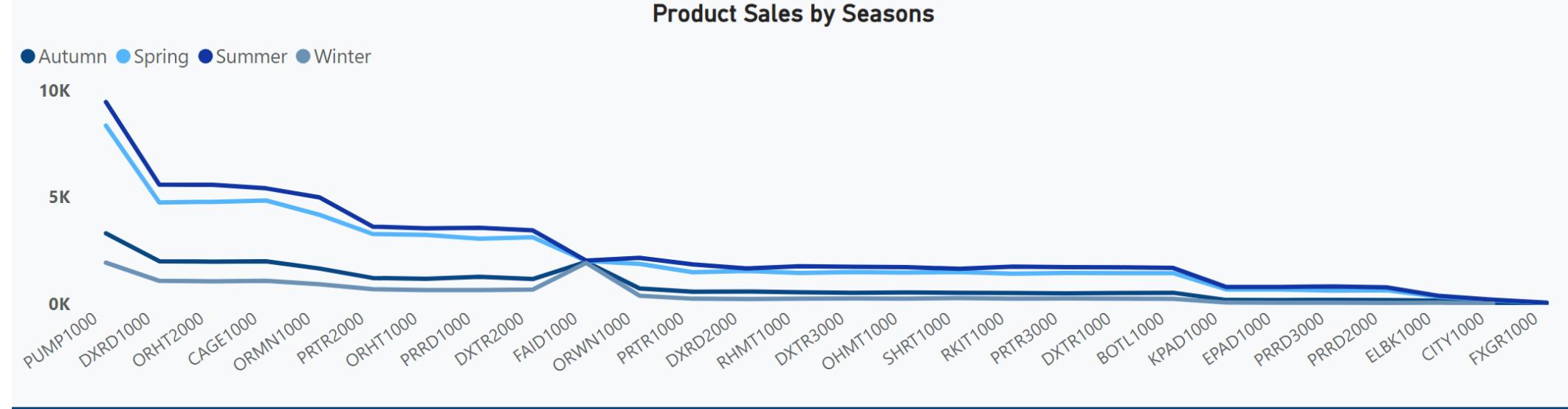
Product Revenue 2007-2008



Revenue Insights

- ▶ Sales showed steady growth from early years up to 2011, recovering strongly after the 2008 downturn.
- ▶ The U.S. market rebounded faster post-crisis compared to other regions.
- ▶ Increased demand for mid-range bicycles drove consistent year-over-year growth.
- ▶ Revenue spikes aligned with economic recovery and promotional efforts.

PRODUCT SALES ANALYSIS OVER THE YEARS



Total Goods Sold

169K

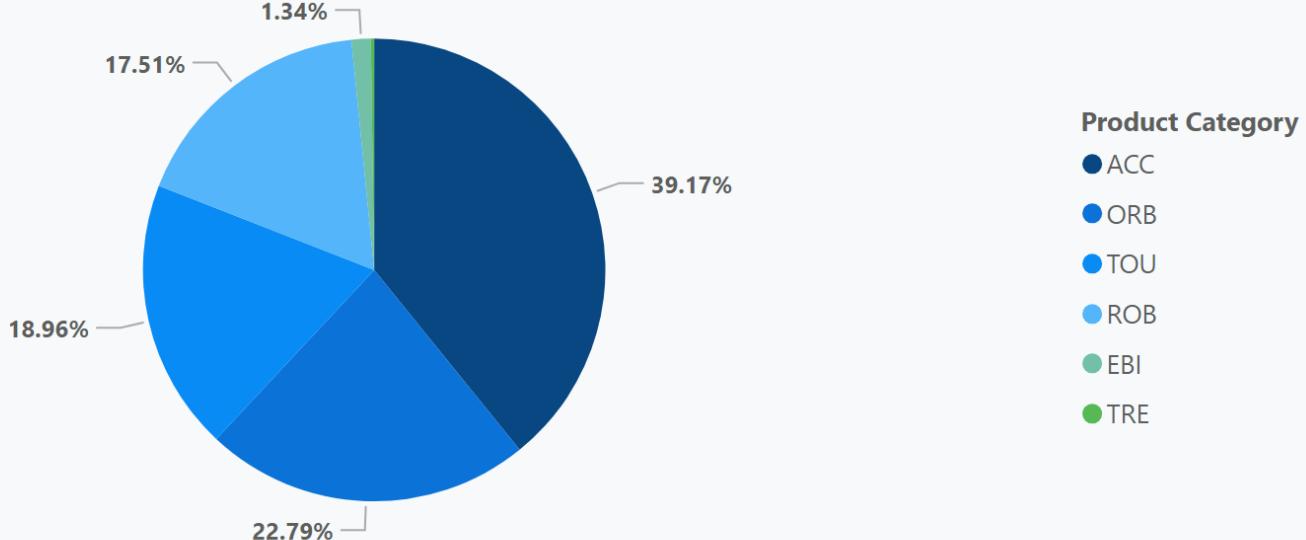
FLOP PRODUCT

FXGR1000

TOP SELLER

TOU

Product Sales in 2011



Product Category

- ACC
- ORB
- TOU
- ROB
- EBI
- TRE

Off-Road-Bikes Top Cities



Product Performance

- ▶ Mountain and Road Bikes generated the most revenue consistently.
- ▶ Accessory lines and bike racks underperformed across several years.
- ▶ Off-Road Bikes made up a strong share of total sales in 2011.
- ▶ Cities such as New York, San Francisco, and London performed well above average.

Seasonality Behavior

- ▶ Sales peaked during spring and summer, aligning with outdoor activity trends.
- ▶ Maintenance parts and indoor accessories displayed no clear seasonality.
- ▶ Data confirms typical retail seasonality for bicycles but steady demand for essential parts year-round.

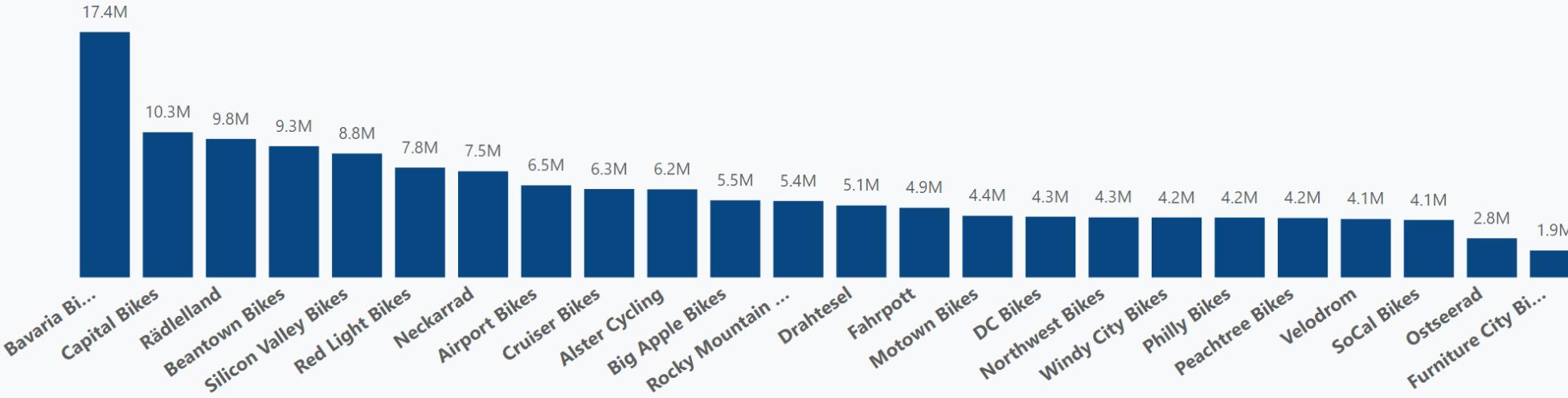
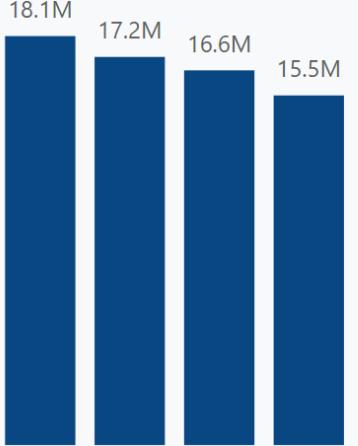
PROFIT ANALYSIS OVER THE YEARS

149.25M

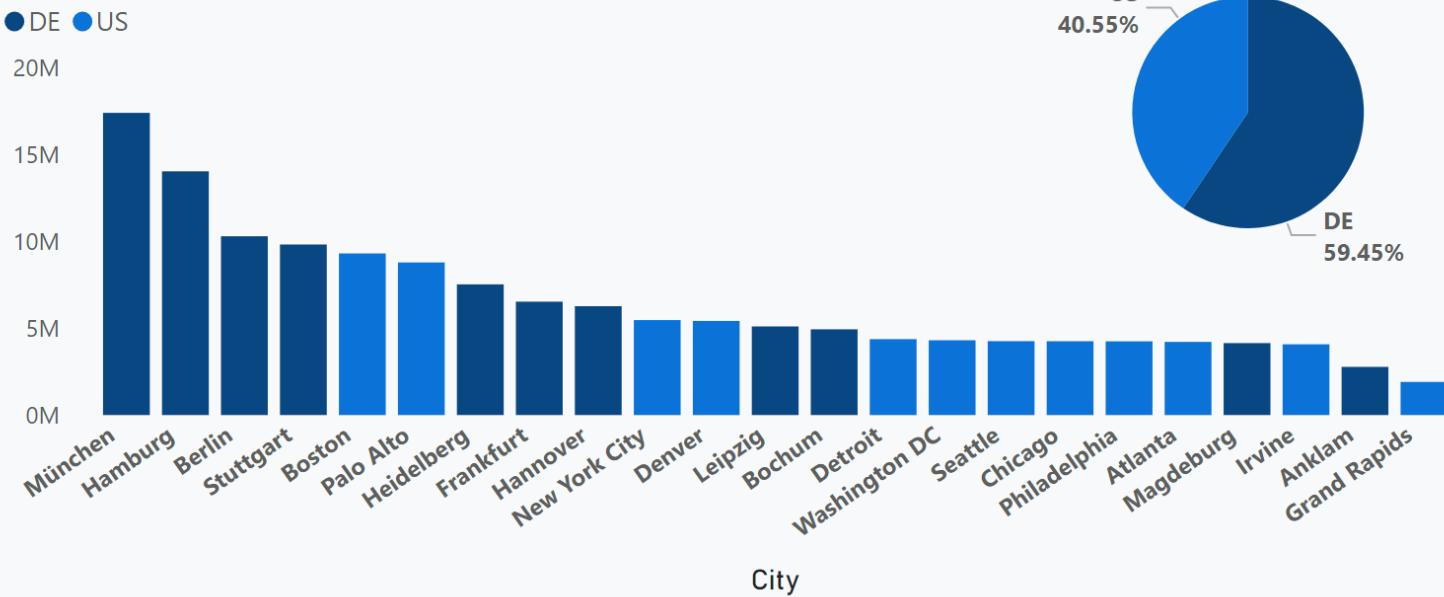
Profit USD

3318

Count of OrderNumber



Profit USD by Region



Profit Analysis

- ▶ High-margin items like performance bikes contributed most to profits.
- ▶ Some high-revenue items had lower margins, likely due to discounts or cost inflation.
- ▶ Regional differences in profit margins indicate pricing and promotional variances.
- ▶ Emphasizing profitability over volume can enhance financial sustainability.

DISCOUNT ANALYSIS OVER THE YEARS

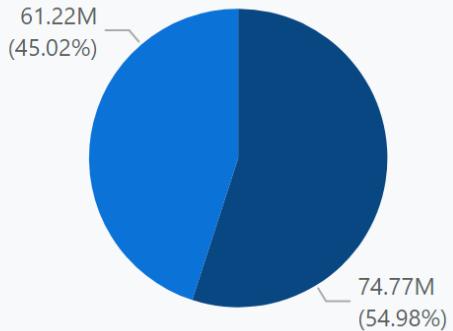
8.87M

Sum of Discount USD

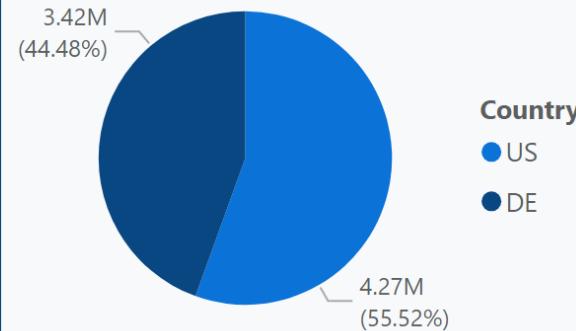
136.00M

Sum of Cogm USD

Cogm USD per Country

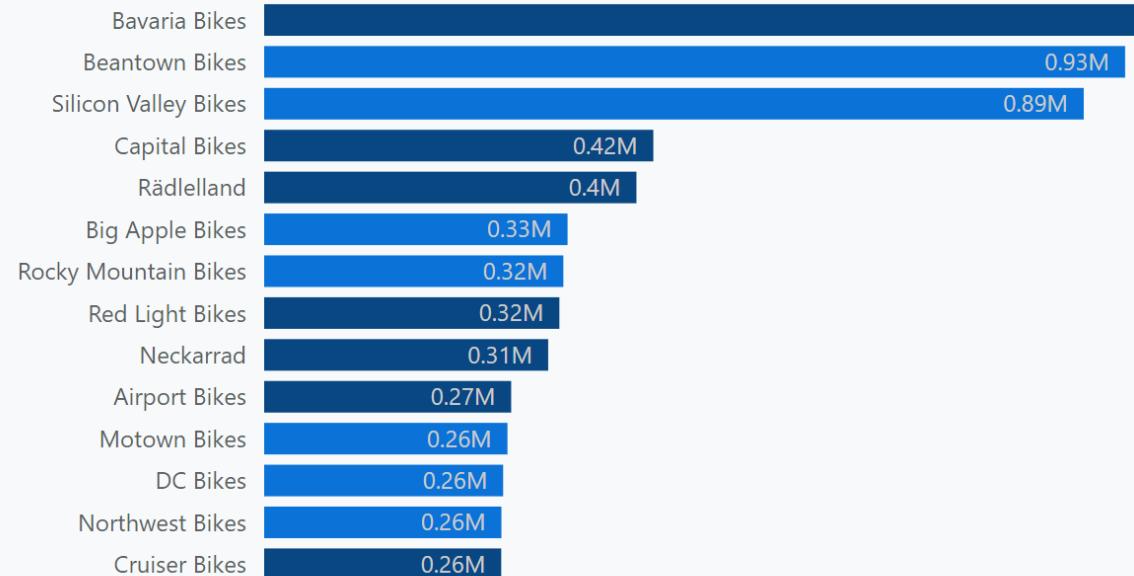


Discount per Country

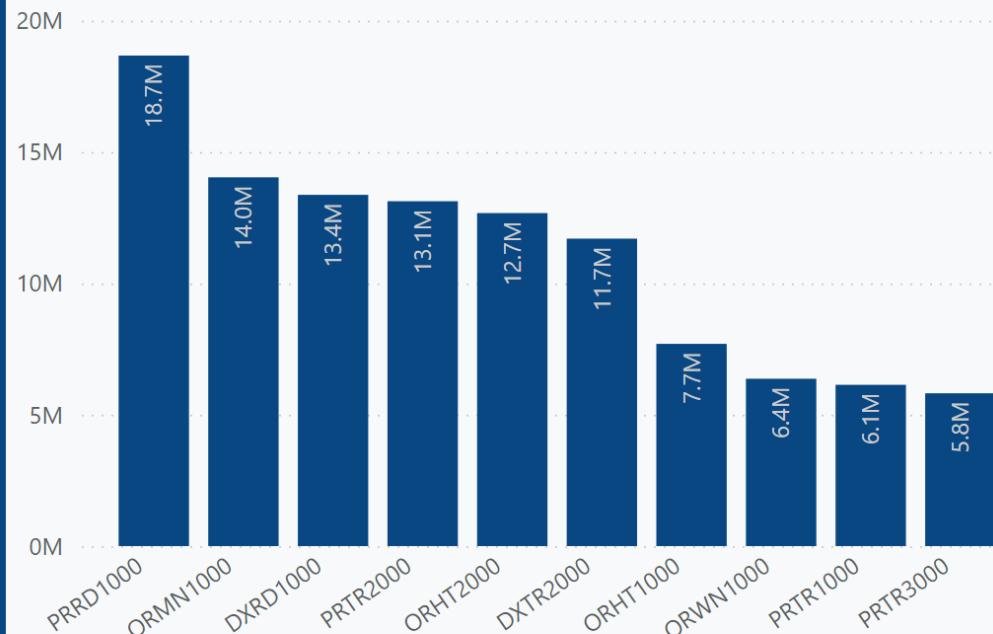


Discount per Customer

● DE ● US



Cogm USD by Product



Discount Analysis

- ▶ Discounts increased during year-end periods, boosting short-term sales.
- ▶ Excessive discounting reduced profit margins for premium categories.
- ▶ Optimal discounts (below 10%) increased total profit efficiency.
- ▶ Data-driven discount policies yield higher sustainable profitability.

Recommendations

► **Revenue & Market:**

- Focus on high-growth countries and cities.
- Improve performance in stagnant regions.

► **Product Strategy:**

- Reassess underperforming accessories.
- Promote high-demand products via bundles.

► **Profit & Discount:**

- Balance discounts and margins.
- Highlight high-margin products in campaigns.
- Implement data-based discount thresholds.

Conclusion

- ▶ The analysis reveals PalmPay's resilience and post-crisis recovery, driven by strong product categories and effective promotions.
- ▶ However, profitability remains affected by uneven discounting and low-margin products.
- ▶ By refining product mix, optimizing discounts, and aligning campaigns with seasonality, PalmPay can achieve sustained profit growth.