

# Palmpay Sales Analysis

BUSINESS INTELLIGENCE PORTFOLIO PROJECT

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[View in Power BI](#) 

# Project Overview

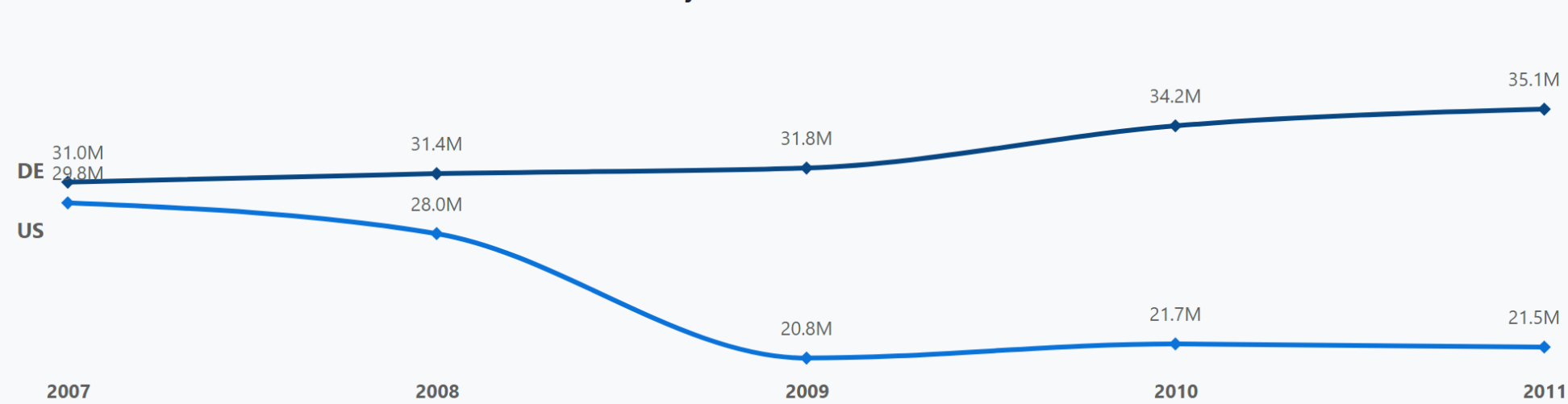
- ▶ This project analyzes multi-year bicycle sales data to uncover trends in revenue, product performance, profit, and discount behavior.
- ▶ Tools Used:
  - ▶ Microsoft Excel for cleaning and preparation
  - ▶ Power BI for visualization and modeling
  - ▶ DAX for calculated measures
- ▶ Objectives:
  - ▶ 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**

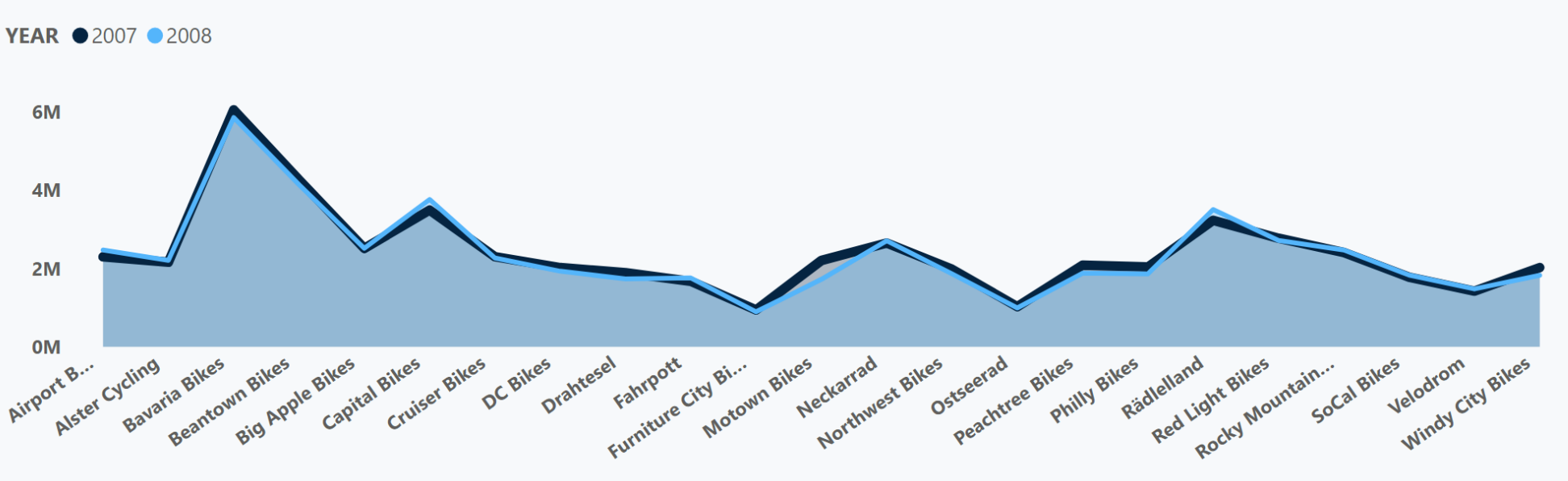
Total Revenue in 2007

**60.72M**

Total Revenue in 2008

**59.44M**

## Product Revenue 2007-2008

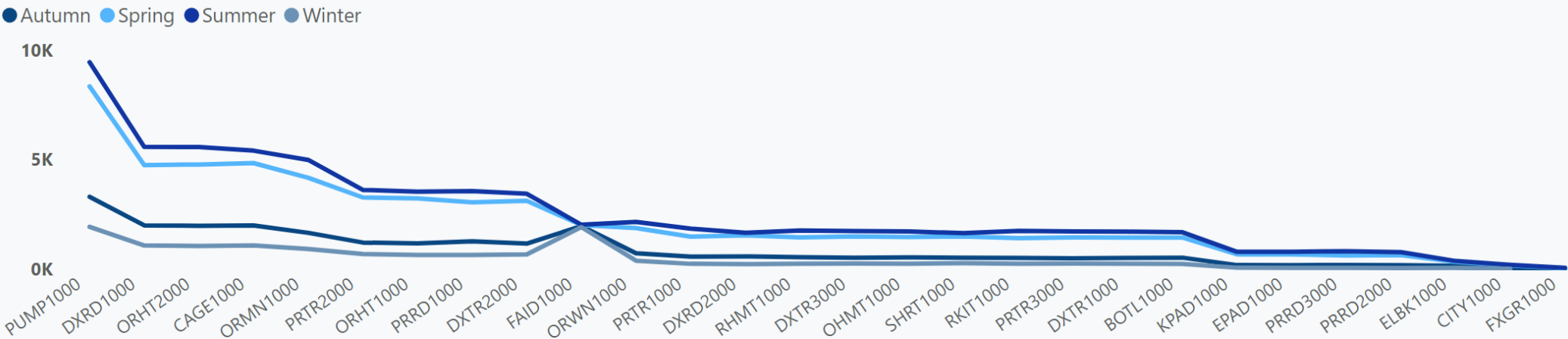


# Revenue Insights

- ▶ 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

Product Sales by Seasons

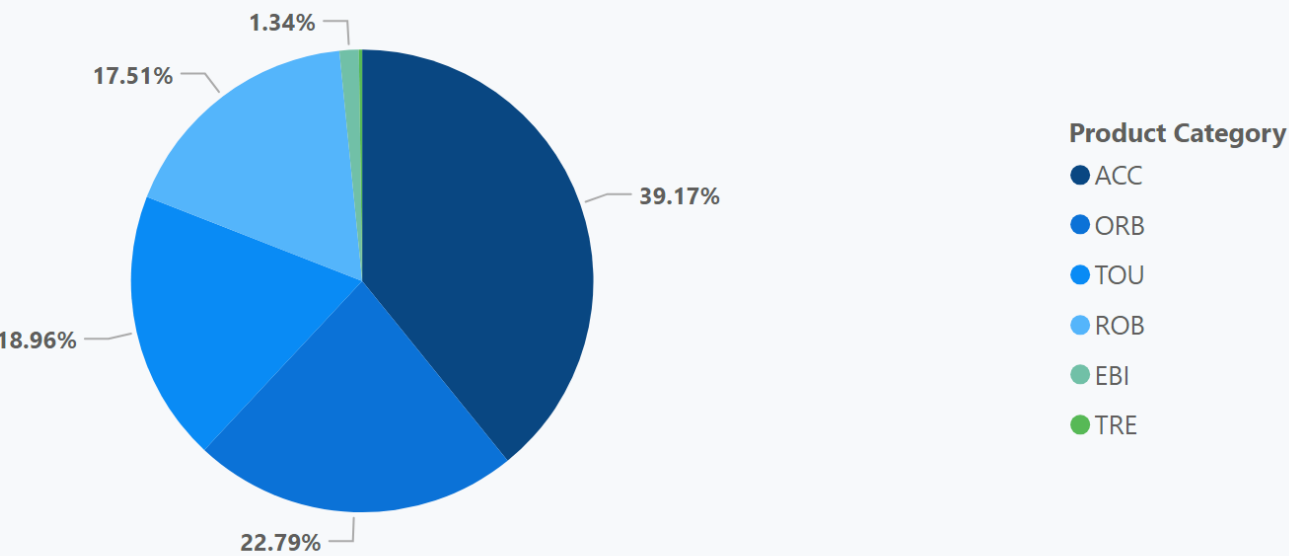


Total Goods Sold  
**169K**

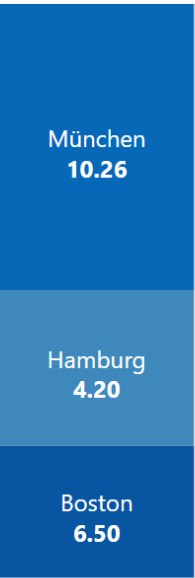
FLOP PRODUCT  
**FXGR1000**

TOP SELLER  
**TOU**

Product Sales in 2011



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

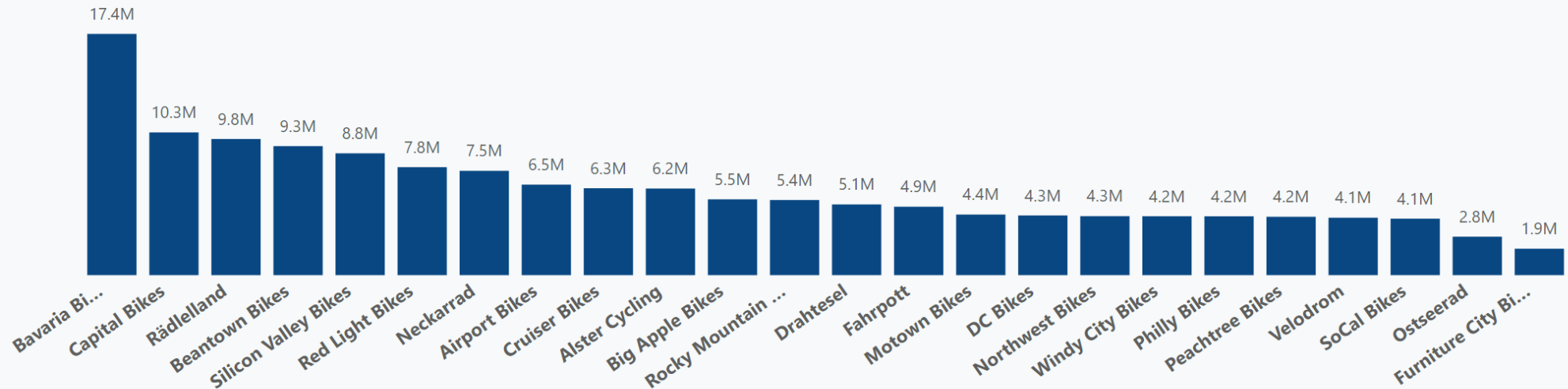
149.25M

Profit USD

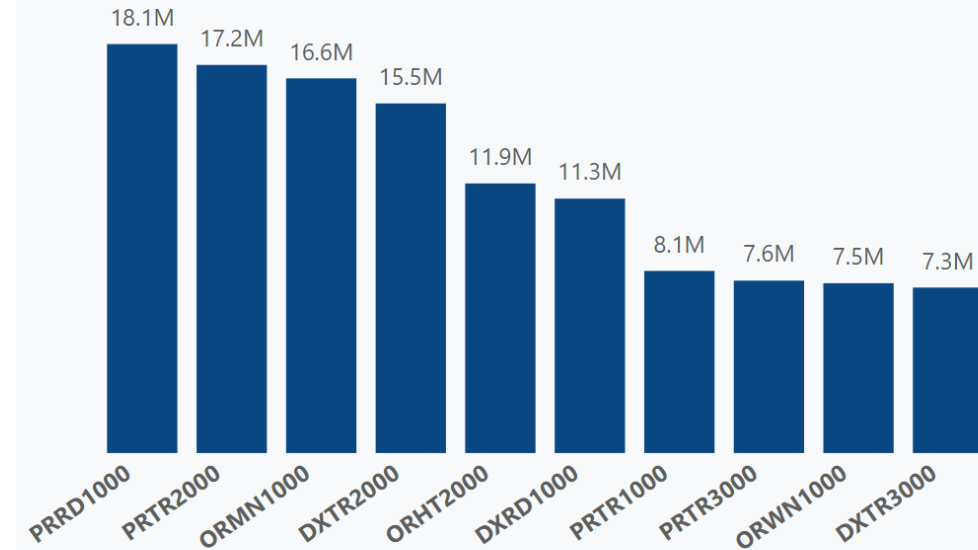
3318

Count of OrderNumber

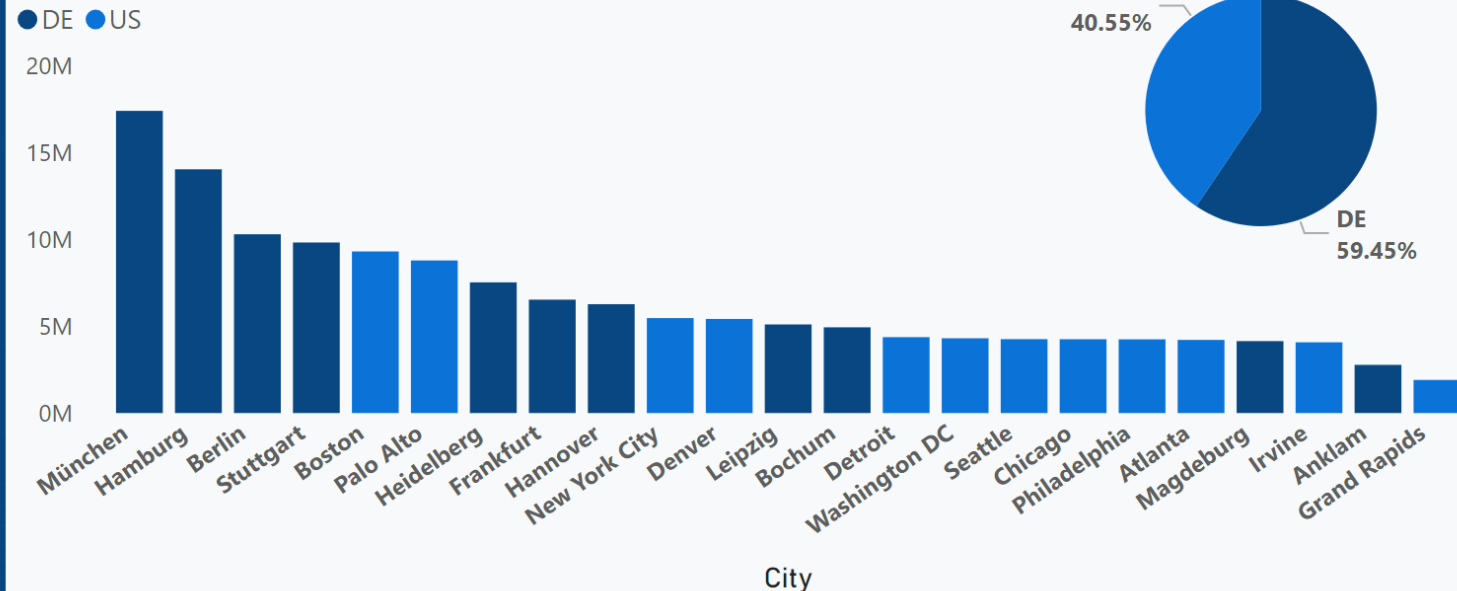
## Profit USD by Customer



## Profit USD by Product



## 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

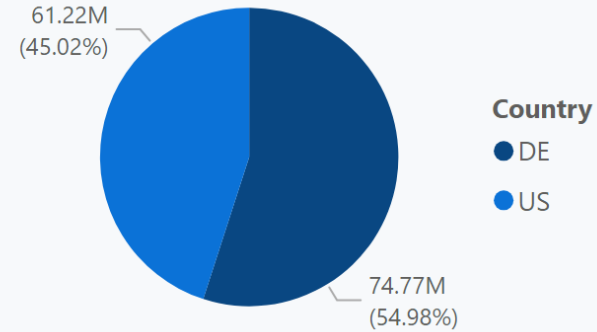
8.87M

Sum of Discount USD

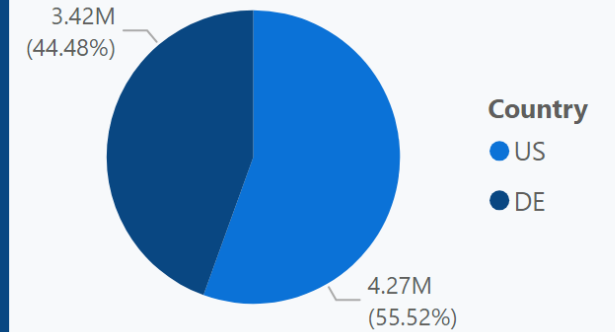
136.00M

Sum of Cogm USD

Cogm USD per Country

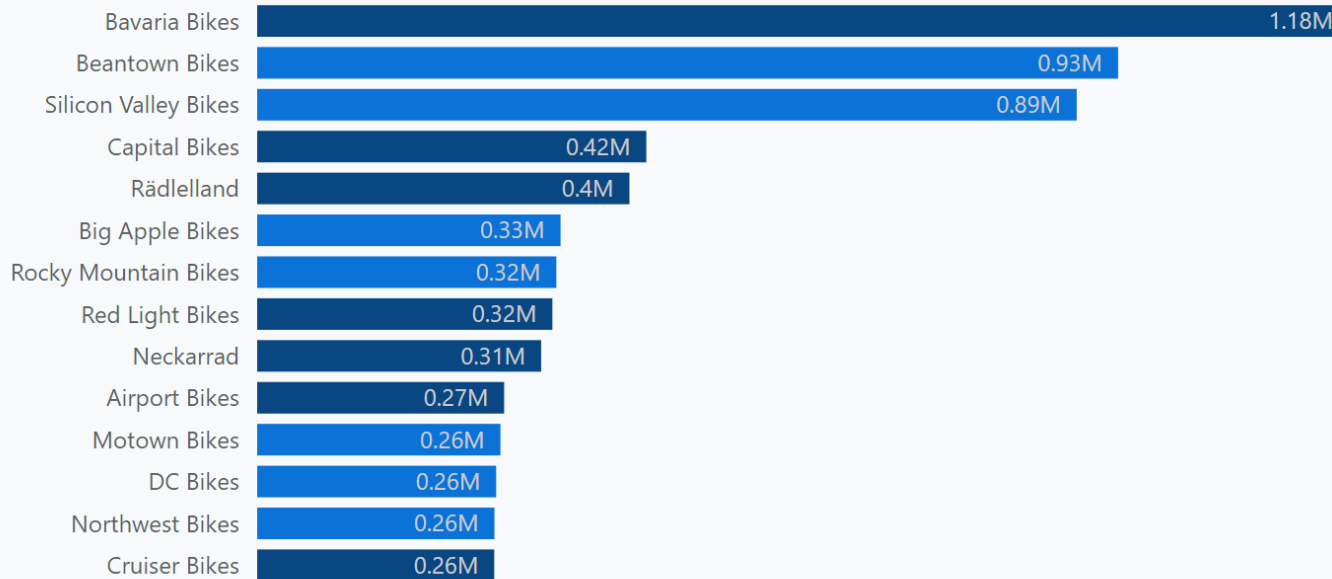


Discount per Country

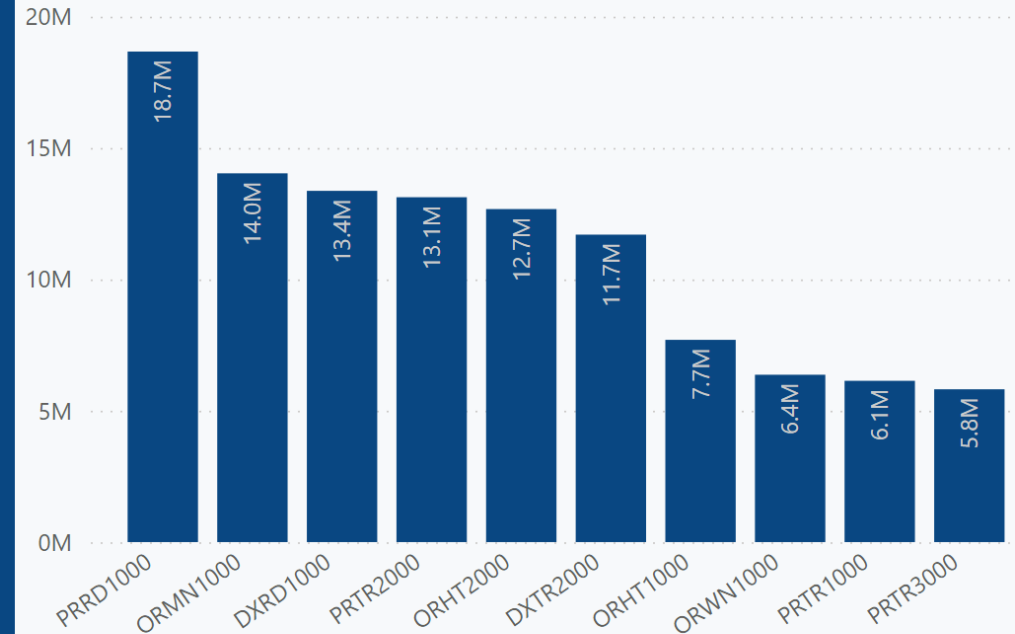


Discount per Customer

● 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.