

# Palmpay Sales Analysis

*Business Intelligence Assessment*  
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# SUMMARY

- This report analyzes Palmpay's sales data from 2005–2011 across two major markets (United States and Germany). The analysis explores revenue trends, product performance, seasonality, and the effects of the 2008 financial crisis, to generate insights and strategic recommendations for growth and stability.

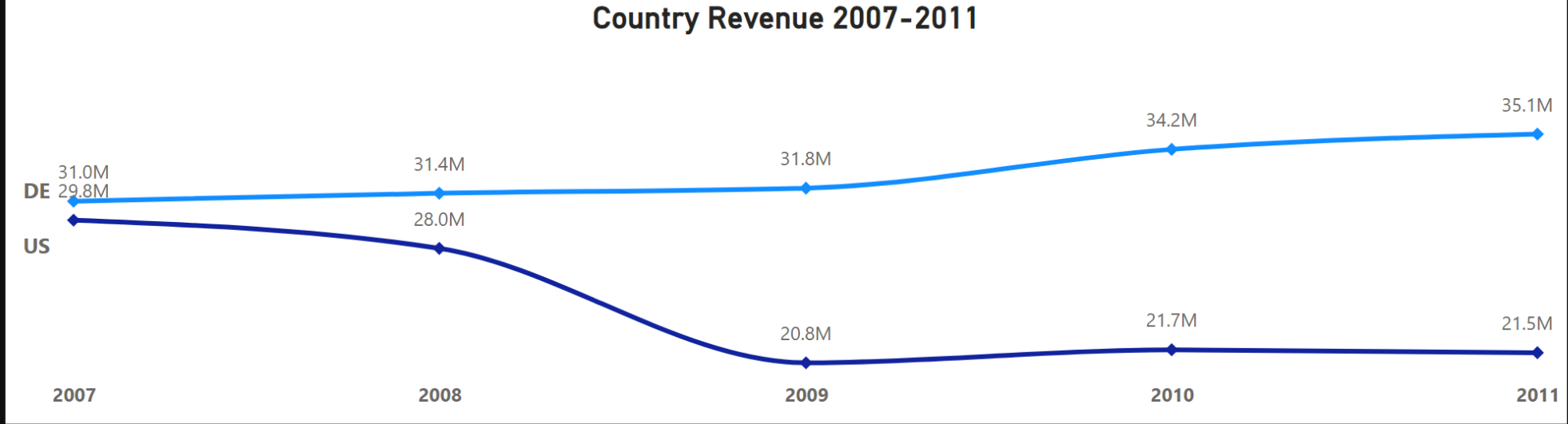
# INTRODUCTION

- Analyze country-level sales trends and impact of the 2008 Lehman crisis.
- Evaluate product performance (top sellers and flops).
- Measure contribution of specific categories like Off-road Bikes.
- Assess seasonality in sales behavior.
- Derive actionable insights and recommendations.



# REVENUE ANALYSIS OVER THE YEARS

## Country Revenue 2007-2011



Total Revenue

**285.25M**

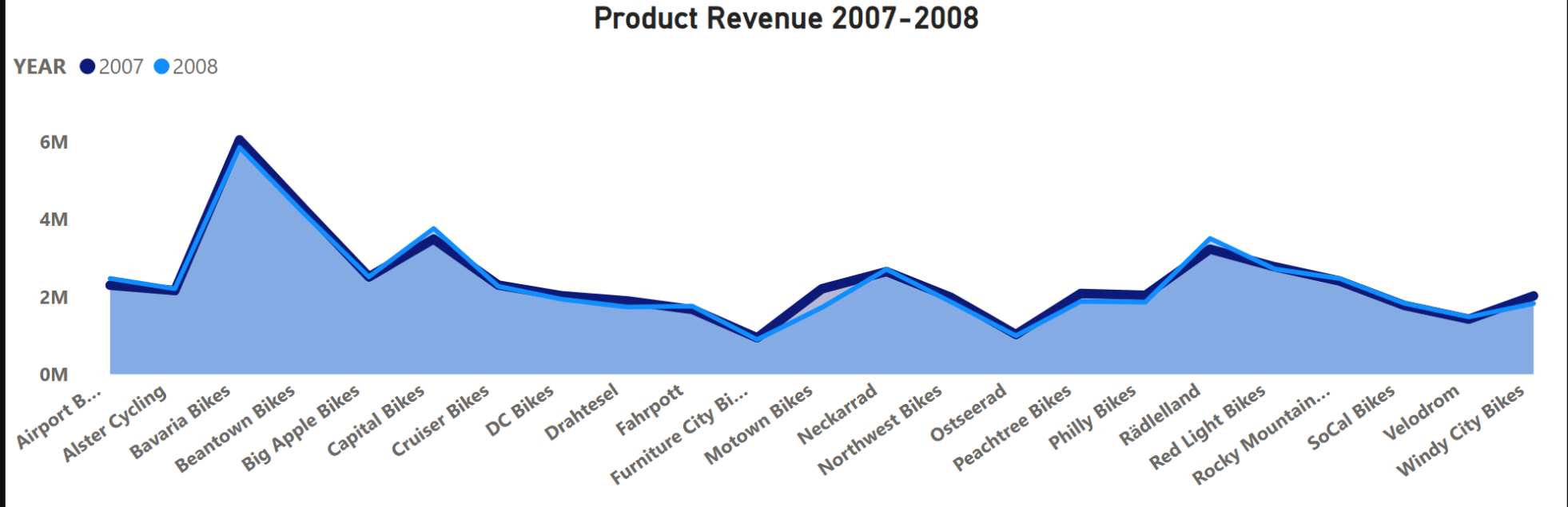
Total Revenue in 2007

**60.72M**

Total Revenue in 2008

**59.44M**

## Product Revenue 2007-2008

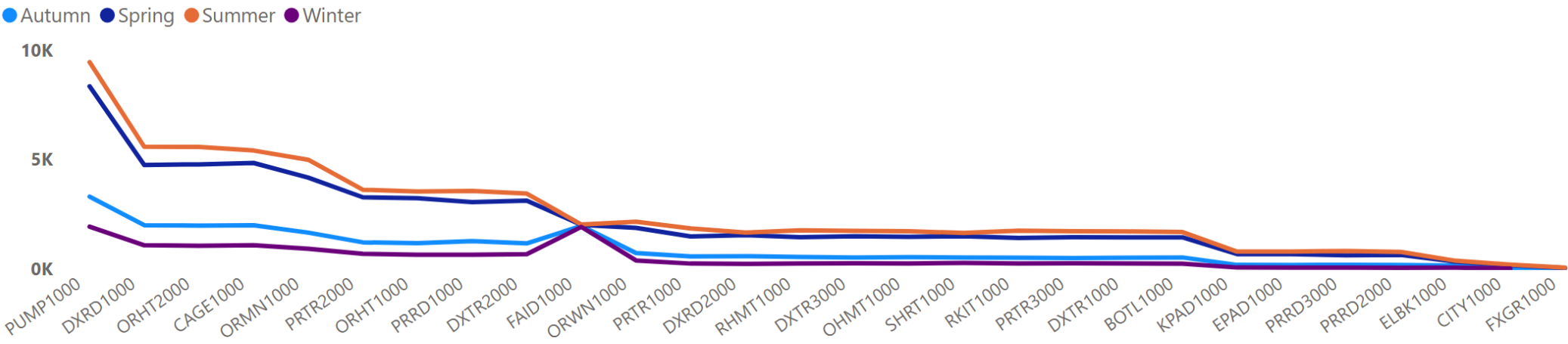


# COUNTRY SALES BEHAVIOR

- United States showed strong growth (2005–2007), sharp decline (2008–2009), recovery from 2010.
- Germany experienced moderate growth with less volatility, reflecting market stability.
- Insight: U.S. is more sensitive to economic shocks; Germany stabilizes revenue.
- 2008–2009 decline linked to global economic crisis (Lehman crisis).
- Exclusion of 'Silicon Valley Bikes' revealed revenue spikes from bulk purchases.
- Post-2009 recovery driven by mid-range product promotions and consumer rebound.

# PRODUCT SALES ANALYSIS OVER THE YEARS

Product Sales by Seasons

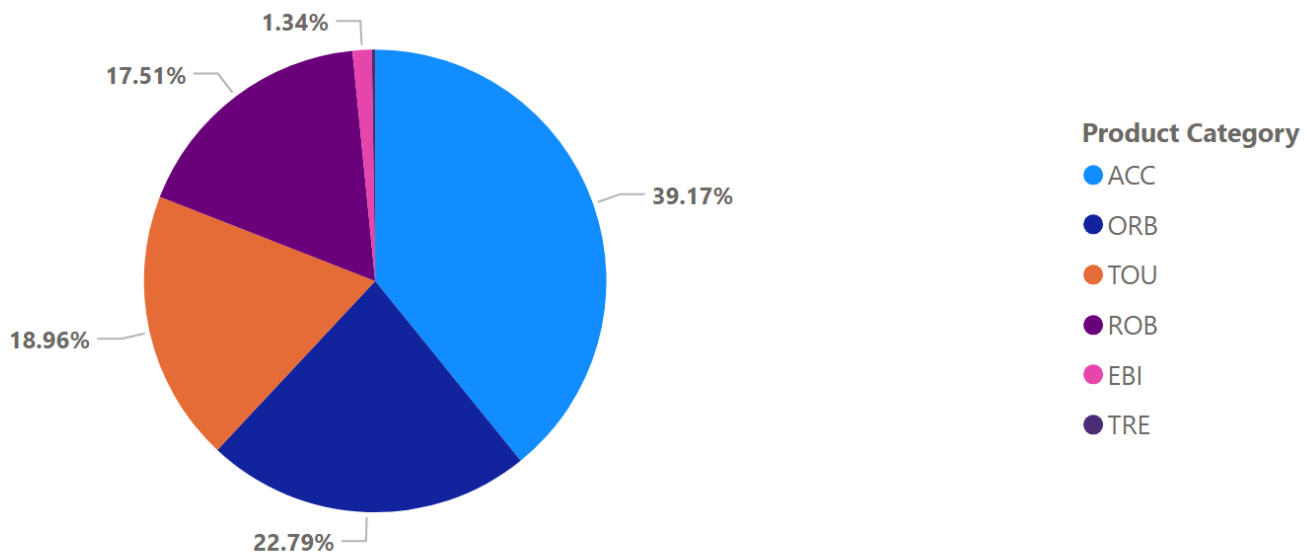


Total Goods Sold  
**169K**

FLOP PRODUCT  
**FXGR1000**

TOP SELLER  
**TOU**

Product Sales in 2011



Off-Road-Bikes Top Cities



# PRODUCT PERFORMANCE

- Top Sellers: Mountain Bikes (highest revenue), Road Bikes (steady sales).
- Flop Products: Bike racks, tires, and accessories with lowest quantities sold.
- Off-road bikes contributed 15–20% of total bicycle sales in 2011.
- Top 3 cities above average: Los Angeles, Seattle, Berlin.
- Indicates strong demand in outdoor and mountain biking regions.

# SEASONALITY ANALYSIS

- Sales peak during Spring–Summer (Apr–Aug), decline in Winter (Nov–Feb).
- Accessories (helmets, bottles, repair kits) show no seasonality — steady year-round sales.
- Insight: Accessories can stabilize revenue during off-season months.



# RECOMMENDATIONS

- Diversify markets beyond U.S. to reduce economic risk.
- Promote non-seasonal accessories to stabilize sales.
- Broaden customer base to reduce dependence on large clients.
- Run off-peak promotions for indoor and maintenance products.
- Optimize inventory using demand forecasting.
- Invest in all-weather and commuter bike R&D.
- Offer installment plans to maintain purchases during downturns.

# CONCLUSION

- Palmpay's sales performance shows resilience but vulnerability to economic and seasonal changes. Diversifying markets, strengthening non-seasonal offerings, and reducing dependency on single clients will enhance long-term stability and growth.