

POWER BIKE SALES ANALYSIS

Case Study by Edwin Ifeanyi L.(2011-2016)



2011	2013	2015	Female	Male
2012	2014	2016		

Product Analysis

\$94.69M
Total Revenue

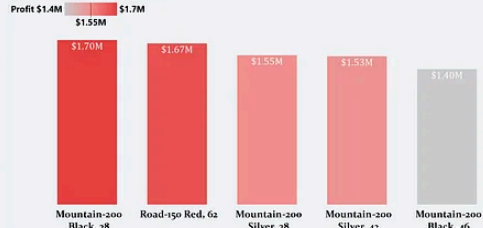
\$52.78M
Total Sales

44.26%
Gross Profit Profit

39K
Total Customers Count

1M
Total unit sold

Top 5 Products by Profit



Bottom 5 Products by Profit



Top 5 Sub_Category by Profit



Bottom 5 Sub_Category by Profit

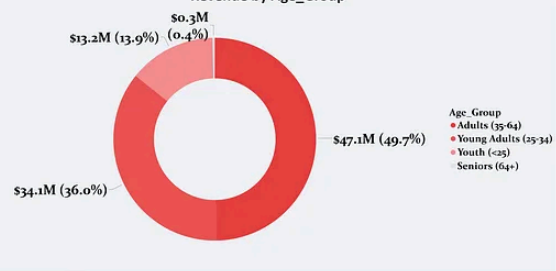


Sales Analysis

Trend of Countries with most Revenue and Profit



Revenue by Age_Group



Revenue series by Month



Insight

- Over the years, it was discovered that the highest Revenue was generated in 2015 with \$22,318,354, followed by 2016 with \$19,599,815. In the overview years, top five Product Name, profit ranged from \$1,400,749 to \$1,702,176 with Mountain-200 Black, 38 having the highest Profit and was 21.52% higher than Mountain-200 Black, 46, which was the fifth highest Profit at \$1,400,749 while the bottom five products, Touring-3000 Yellow, 62 was 137.99% higher than Mountain-500 Black, 52, which had the lowest Profit at \$9,800. Moreover, Road Bikes(sub-category) at \$14,083,736, had the highest Profit and was 355.67% higher than Touring Bikes, which was the fifth highest sub-category with \$3,090,775 and from the bottom five sub-category, profit ranges from \$620,785 to \$272,527 which includes cap and cleaner respectively.

Recommendations

- Considering the desire to grow the business, the rate of Profit and revenue generated from the Germany, France and Canada is disturbing and it not good for the business. However, it is advisable to study periods of the month in each year when the country's annual racing commence. this will help to figure our months that is likely for bikers to get a new bike because it is more like for bike sales to drop during the period of racing, at that time no purchase of new bike.
- From Revenue series by Month, bike shouldn't be stock up in the store during racing month. The good thing to do during this periods is to stock up bikes parts which can be purchased for bike repair. Also, the high purchase in June really affected the poor sales from July to November which I believe to be their events months.
- Furthermore, it is also observed that age factor is also playing a great role in the development and growth of the business with adults(35-64years) generating the most outstanding revenue, seconded by young adult(25-34years). More experienced and trained employee should be involved in the lead role of the business to enhance sales.