



FAST AND FURIOUS BIKE STORE PROJECT

BY OR & ETHAN





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Conclusion

ABOUT US



"Fast and Furious" is a dynamic company in the bicycle industry. We're dedicated to quality, innovation, and customer satisfaction.

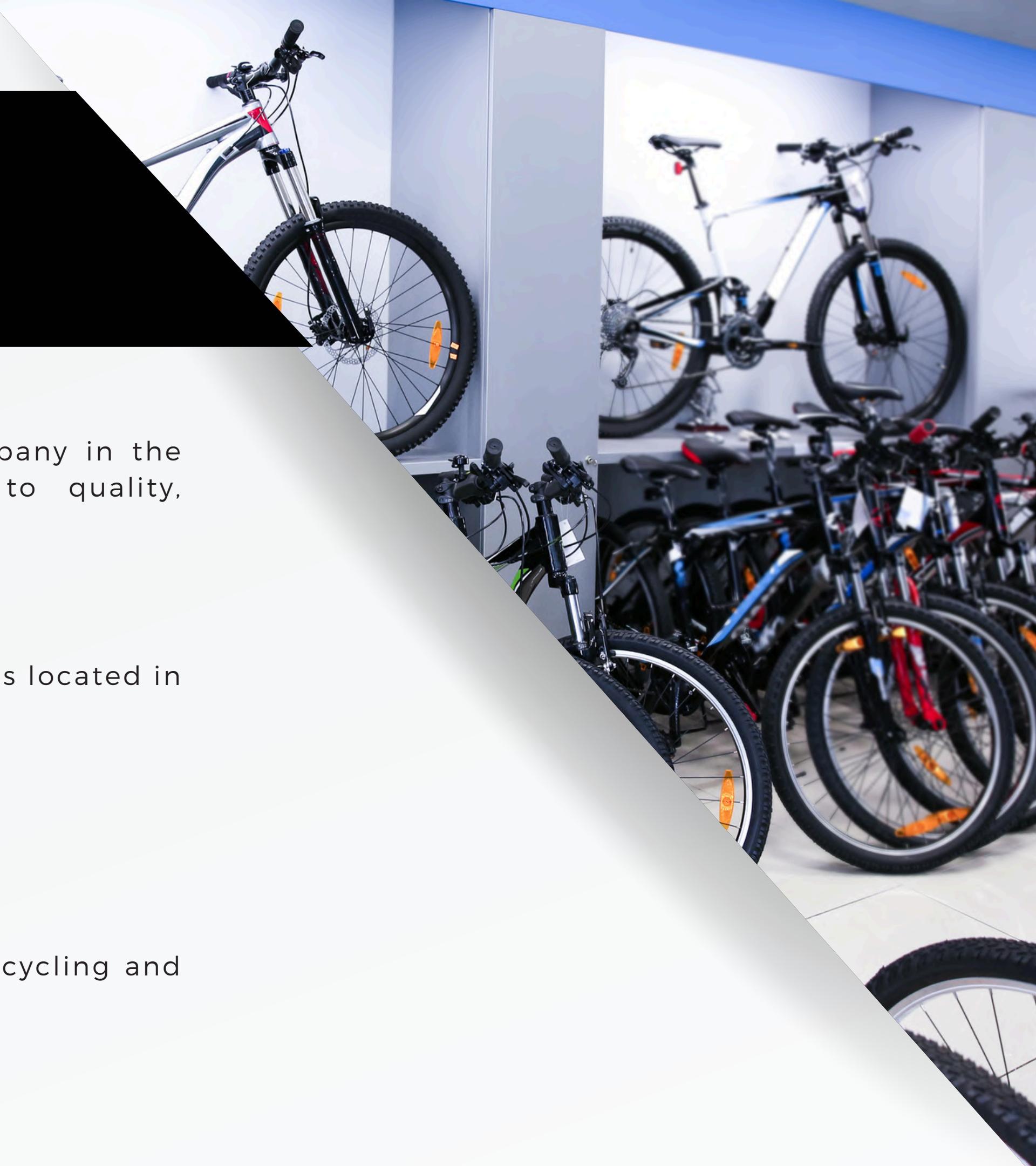


A cross-state bicycle retailer with stores located in three states:

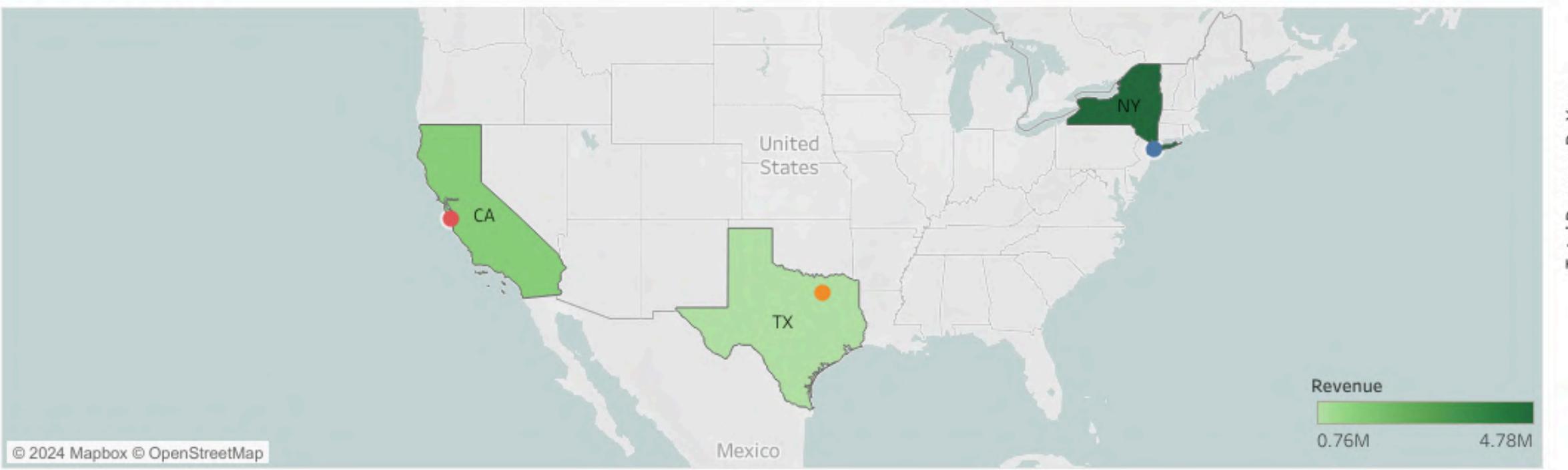
- Santa Cruz, California.
- Rowlett, Texas.
- Baldwin, New York.



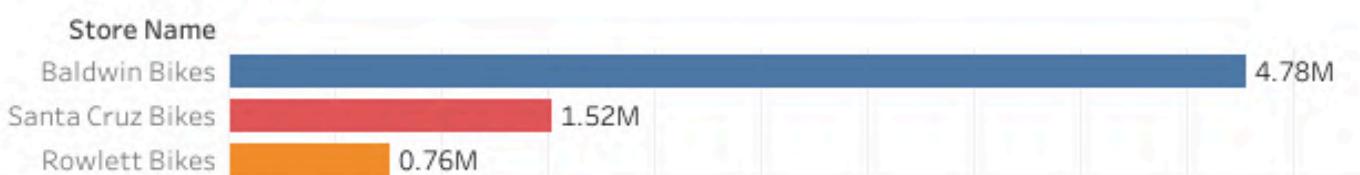
Our core values include a passion for cycling and a commitment to excellence.



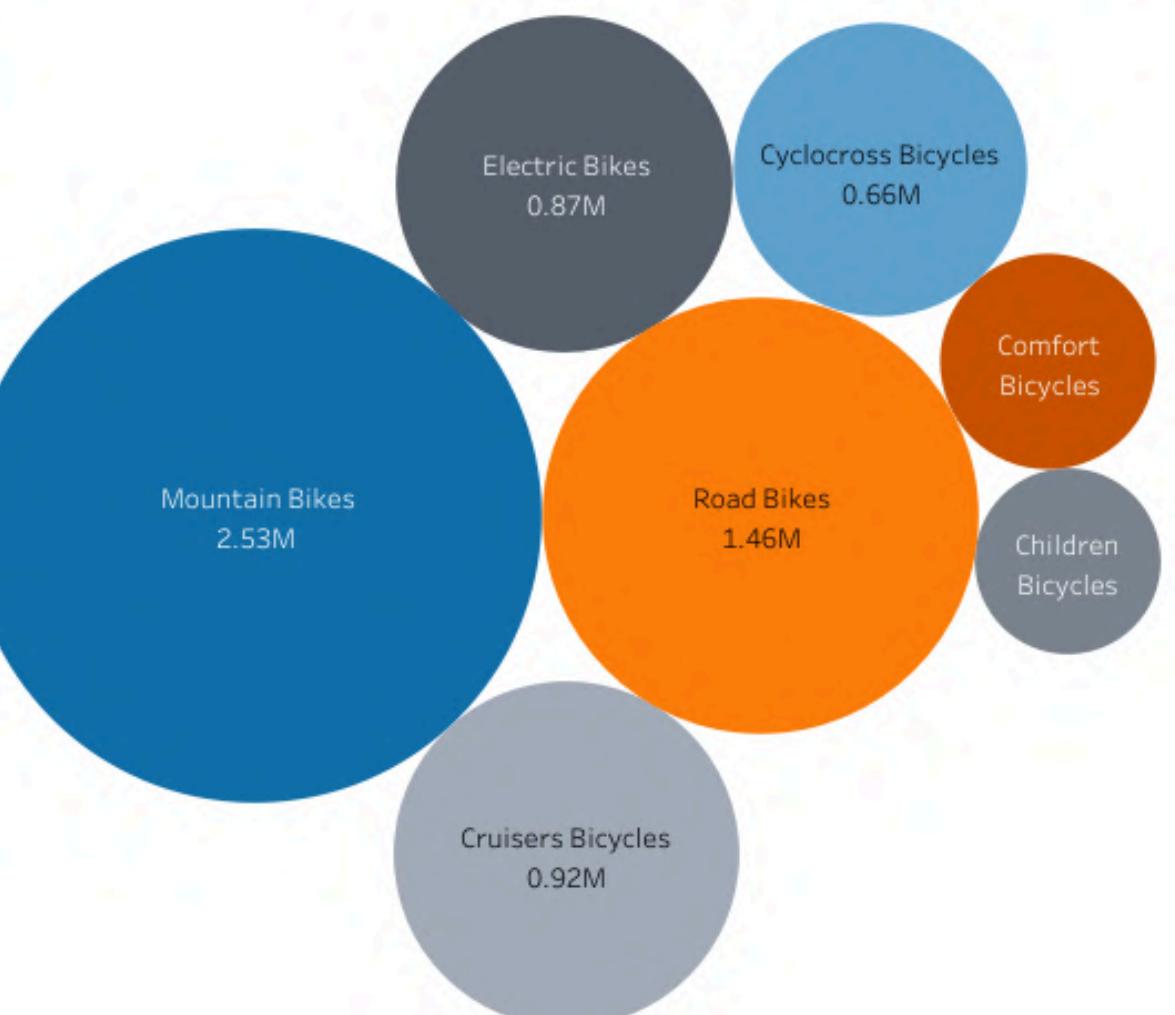
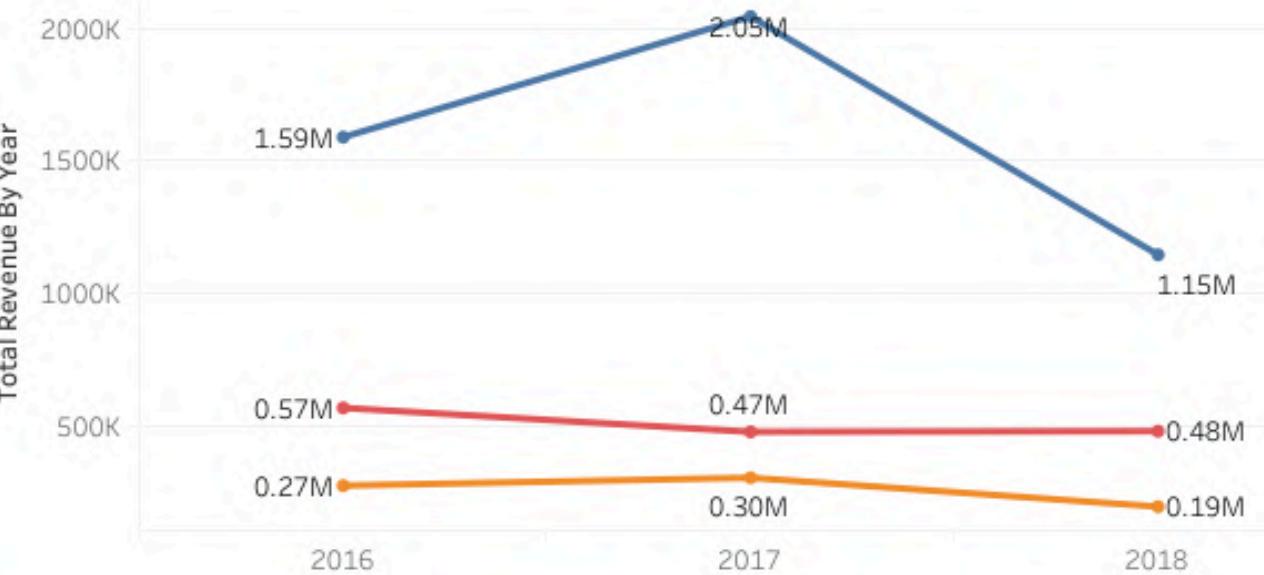
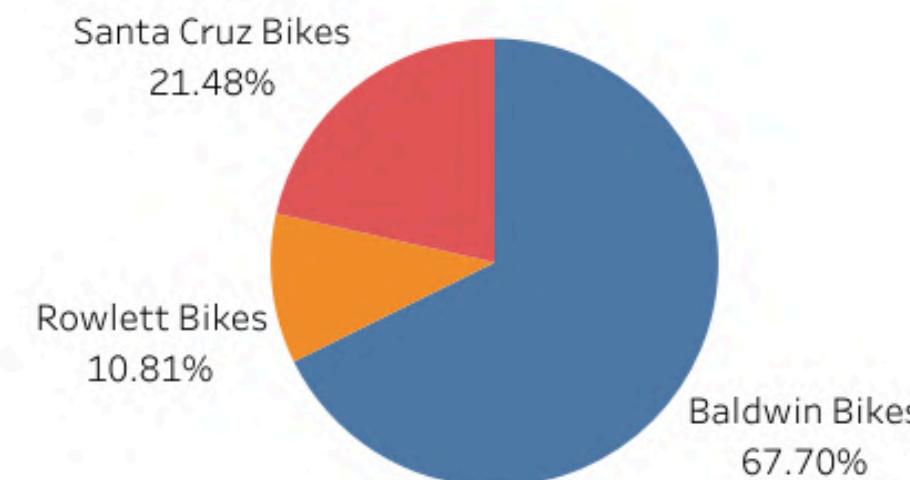
Fast And Furious



Store Revenue



Revenue in Percentile



SANTA CRUZE BIKES



1.52\$ Million in revenue and 21.48% from the total revenue.



273 customers:

- 113 customers with children
- 154 children
- 6 adults



Revenue by bicycle categories:

- Mountain Bikes - 0.54\$ Million
- Road Bikes - 0.27\$ Million
- Cruisers Bicycles - 0.2\$ Million
- Electric Bikes - 0.22\$ Million
- Cyclocross Bicycles - 0.16\$ Million
- Comfort Bicycles - 0.08\$ Million
- Children Bicycles - 0.06\$ Million



BALDWIN BIKES



4.78\$ Million in revenue and 67.70% from the total revenue.



948 customers:

- 349 customers with children
- 563 children
- 36 adults



Revenue by bicycle categories:

- Mountain Bikes - 1.71\$ Million
- Road Bikes - 1.02\$ Million
- Cruisers Bicycles - 0.62\$ Million
- Electric Bikes - 0.57\$ Million
- Cyclocross Bicycles - 0.45\$ Million
- Comfort Bicycles - 0.24\$ Million
- Children Bicycles - 0.19\$ Million



ROWLETT BIKES



4.78\$ Million in revenue and 67.70% from the total revenue.



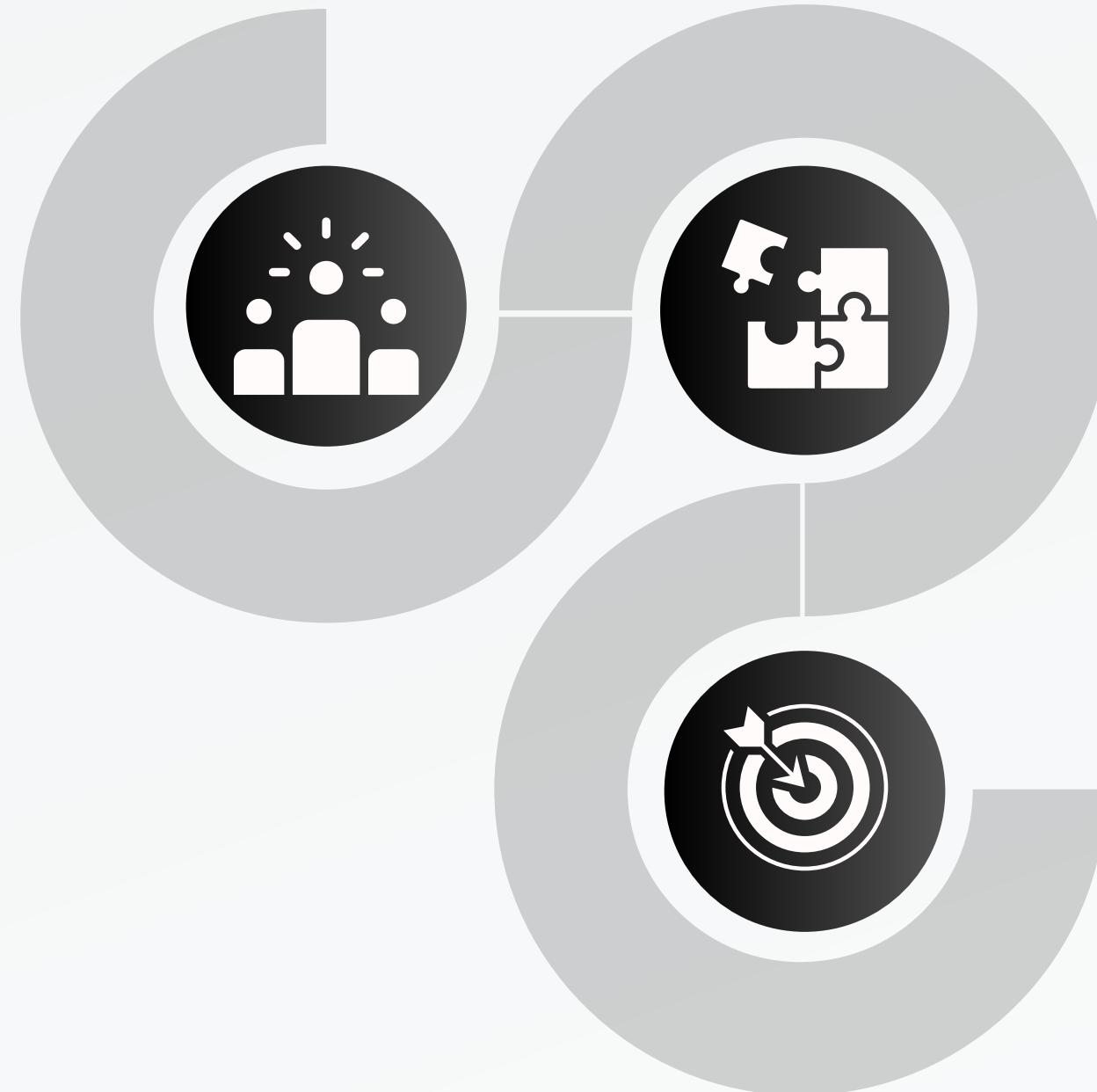
134 customers:

- 48 customers with children
- 83 children
- 3 adults

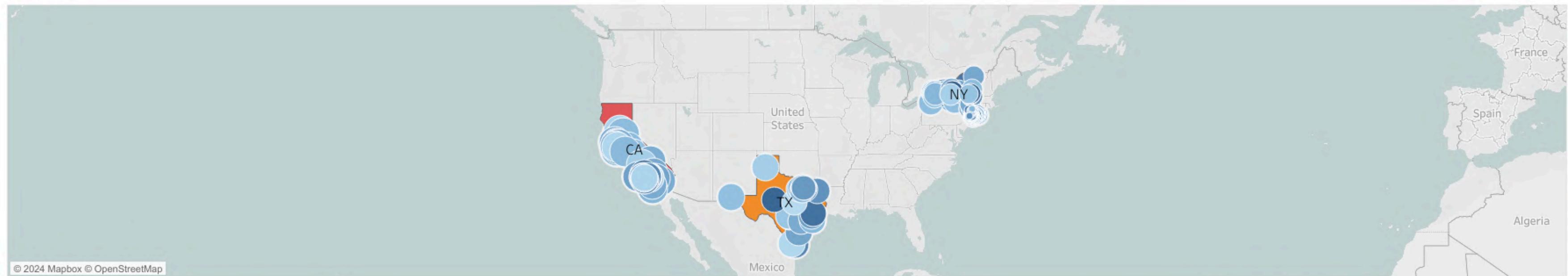


Revenue by bicycle categories:

- Mountain Bikes - 0.28\$ Million
- Road Bikes - 0.18\$ Million
- Cruisers Bicycles - 0.10\$ Million
- Electric Bikes - 0.09\$ Million
- Cyclocross Bicycles - 0.06\$ Million
- Comfort Bicycles - 0.04\$ Million
- Children Bicycles - 0.02\$ Million



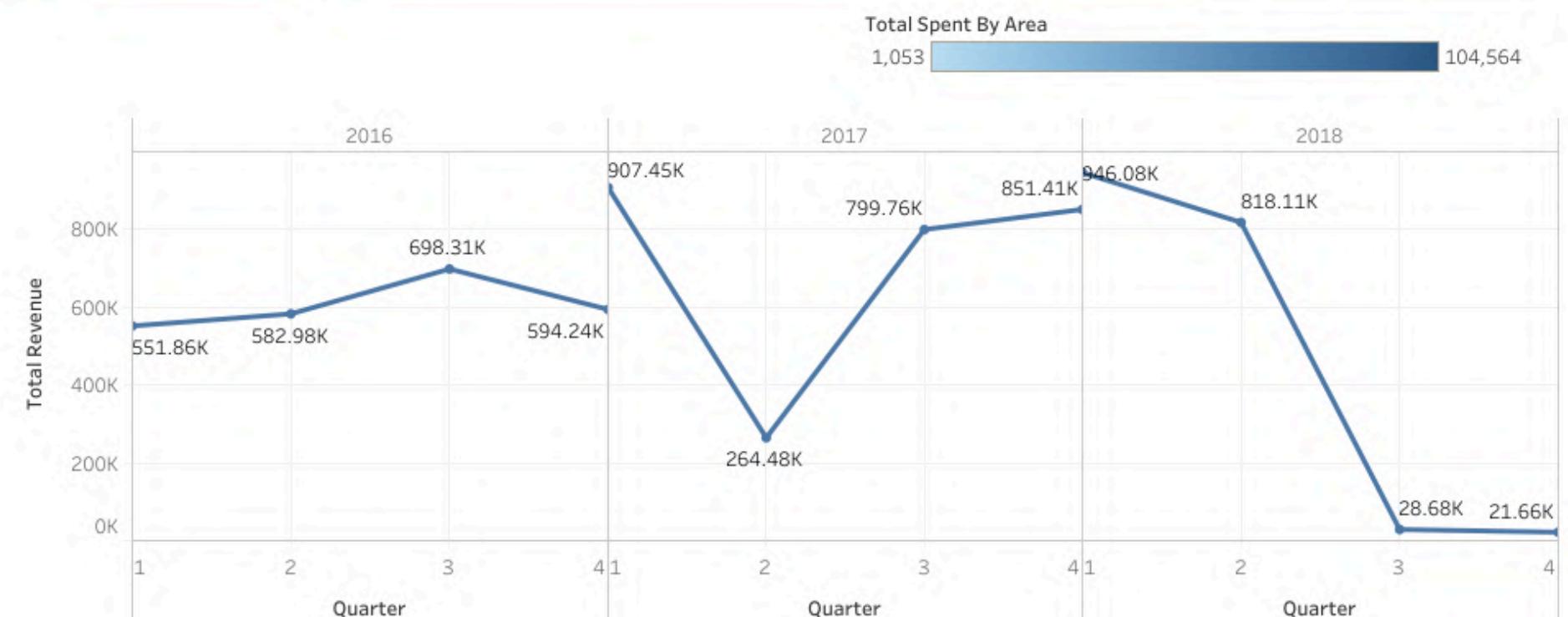
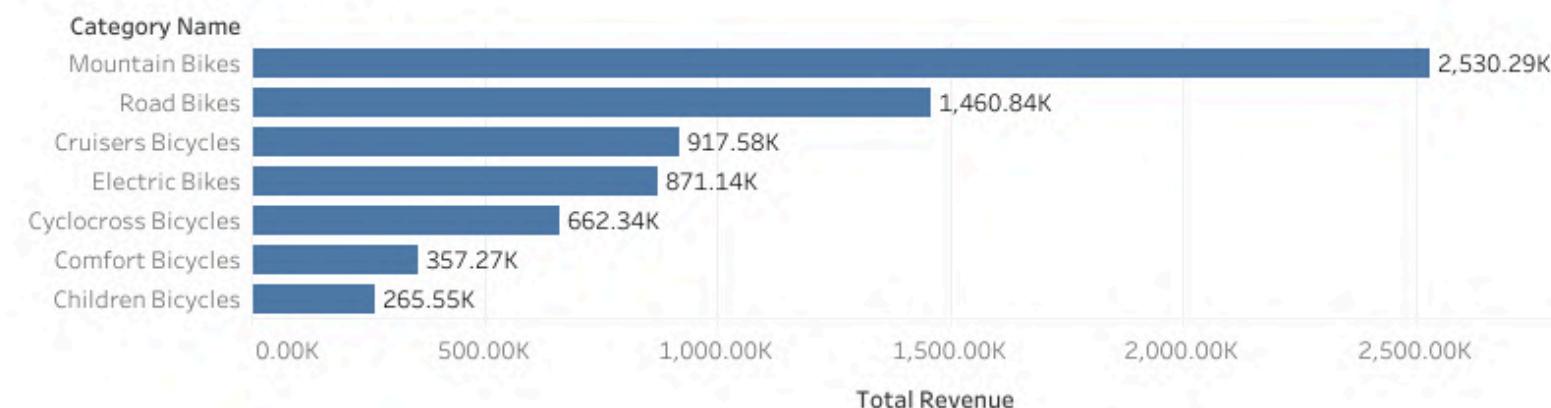
Volume



Total Volume

Store Name	Total Custos.	Total Orders	Total Spent
Baldwin Bikes	948	1,020	4,783,346
Rowlett Bikes	134	163	764,013
Santa Cruz Bikes	273	332	1,517,652

Revenue By Category



Recommendations



Recommend to Continue Selling and Marketing

Total Revenue
\$6.89M

Total Products
131

Total Categories
7

Total Brands
8



Consider Marketing Changes

Total Revenue
\$564.48K

Total Products
111

Total Categories
7

Total Brands
7



Recommend to Remove from Sales

Total Revenue
\$65.8K

Total Products
73

Total Categories
6

Total Brands
4

- 6 Products From 2019 To be determined

THE MOST PROFITABLE **CATEGORIES BY REVENUE**

Category #1 **Mountain Bikes**



Revenue
\$2.53
Million

Quantities
1.7k

Category #2 **Road Bikes**



Revenue
\$1.46
Million

Quantities
541

Category #3 **Cruiser Bicycle**



Revenue
\$0.96
Million

Quantities
2K

THE MOST PROFITABLE CATEGORIES BY AVERAGE PRICE

Category #1 Mountain Bikes



AVERAGE
PRICE

\$3.33K

Category #2 Electric Bikes



AVERAGE
PRICE

\$3.23K

Category #3 Cyclocross Bicycle



AVERAGE
PRICE

\$2.02K

BRANDS THAT ARE WORTHWHILE TO OWN BY REVENUE

Brand #1

Trek



Revenue
\$4.49
Million

Quantities
1.78k

Brand #2

Electra



Revenue
\$1.18
Million

Quantities
1.18k

Brand #3

Surly



Revenue
\$934.14K

Quantities
893

BRANDS THAT ARE WORTHWHILE TO OWN BY AVERAGE REVENUE

Brand #1
Trek



AVERAGE REVENUE
\$2.78K

Brand #2
Heller

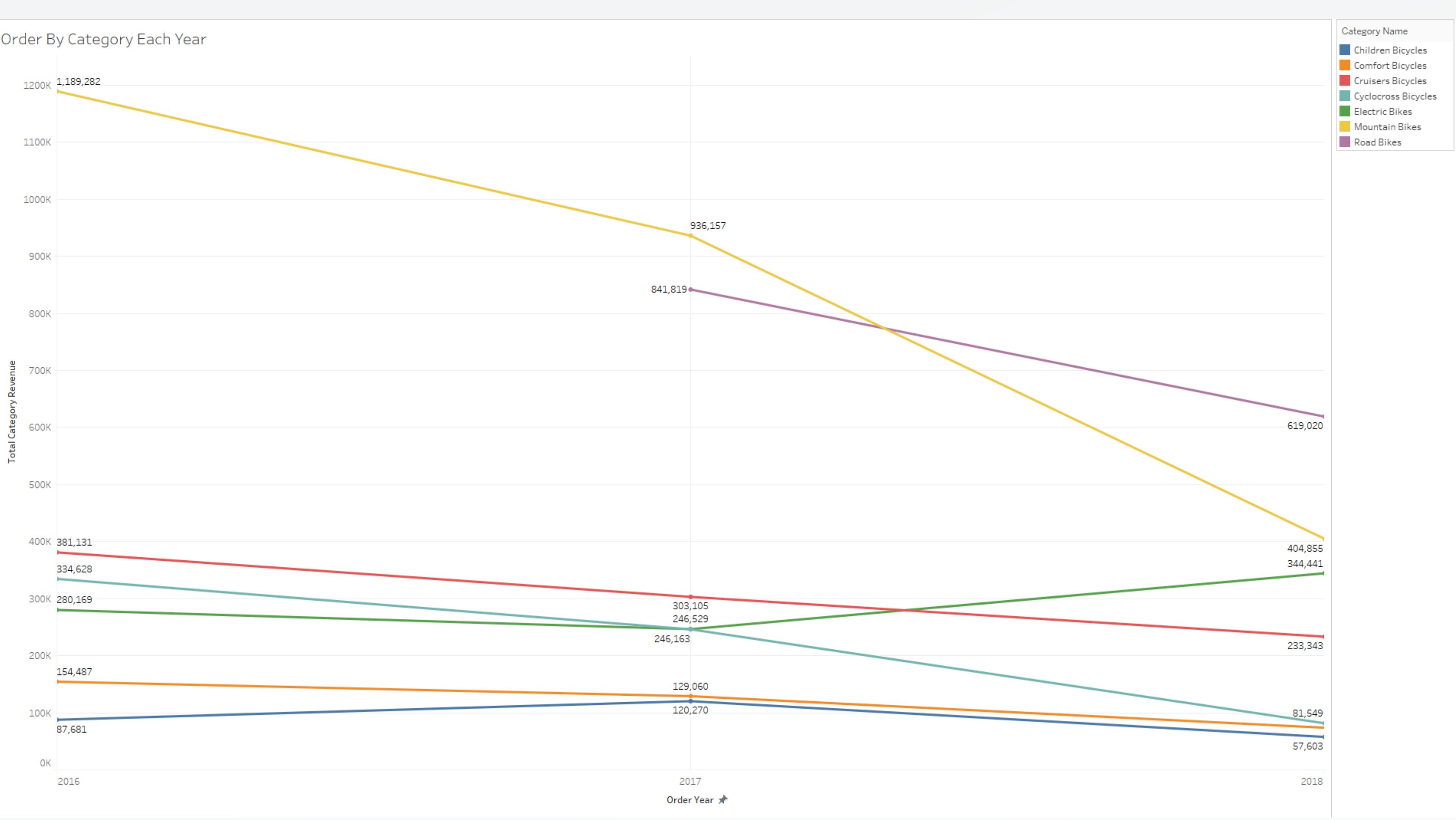


AVERAGE REVENUE
\$1.40K

Brand #3
Surly



AVERAGE REVENUE
\$1.17K



CONCLUSIONS

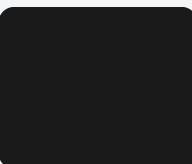
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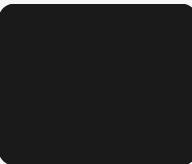
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SALES TRENDS AND PERFORMANCE



The revenue trend line shows that Baldwin Bikes' sales peaked in 2017 but saw a sharp decline in 2018, suggesting a need to investigate market dynamics or internal issues during that period.



Santa Cruz Bikes has shown a consistent increase in total revenue year-over-year, indicating effective sales strategies or growing customer loyalty.

PRODUCT CATEGORY ANALYSIS



Mountain Bikes are the highest revenue generator across categories, signaling a strong consumer preference which may dictate inventory and marketing focus

Electric Bikes, despite being a niche market, show substantial revenue, which could be indicative of a growing trend in environmentally friendly transportation

CUSTOMER PURCHASE BEHAVIOR



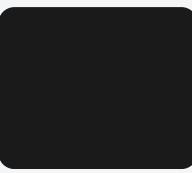
Returning customers at Baldwin Bikes have a higher average revenue than new customers, emphasizing the importance of customer retention strategies

The average discount given is fairly consistent across stores and customer types, with slight variations that don't significantly affect average revenue, suggesting that discount strategies are currently optimized.

	Santa Cruz Bikes	Baldwin Bikes	Rowlett Bikes
NEW	\$1.50K Revenue 10.39% Discount	\$1.54K Revenue 10.52% Discount	\$1.58K Revenue 9.91% Discount
RETURNING	\$1.75K Revenue 10.33% Discount	\$1.98K Revenue 10.54% Discount	\$1.77K Revenue 9.97% Discount

A photograph of a delivery worker wearing a blue vest and cap, loading a large cardboard box into the open rear door of a white van. The van is filled with several other boxes. The worker is wearing gloves and has a smile on their face.

ORDER FULFILLMENT EFFICIENCY

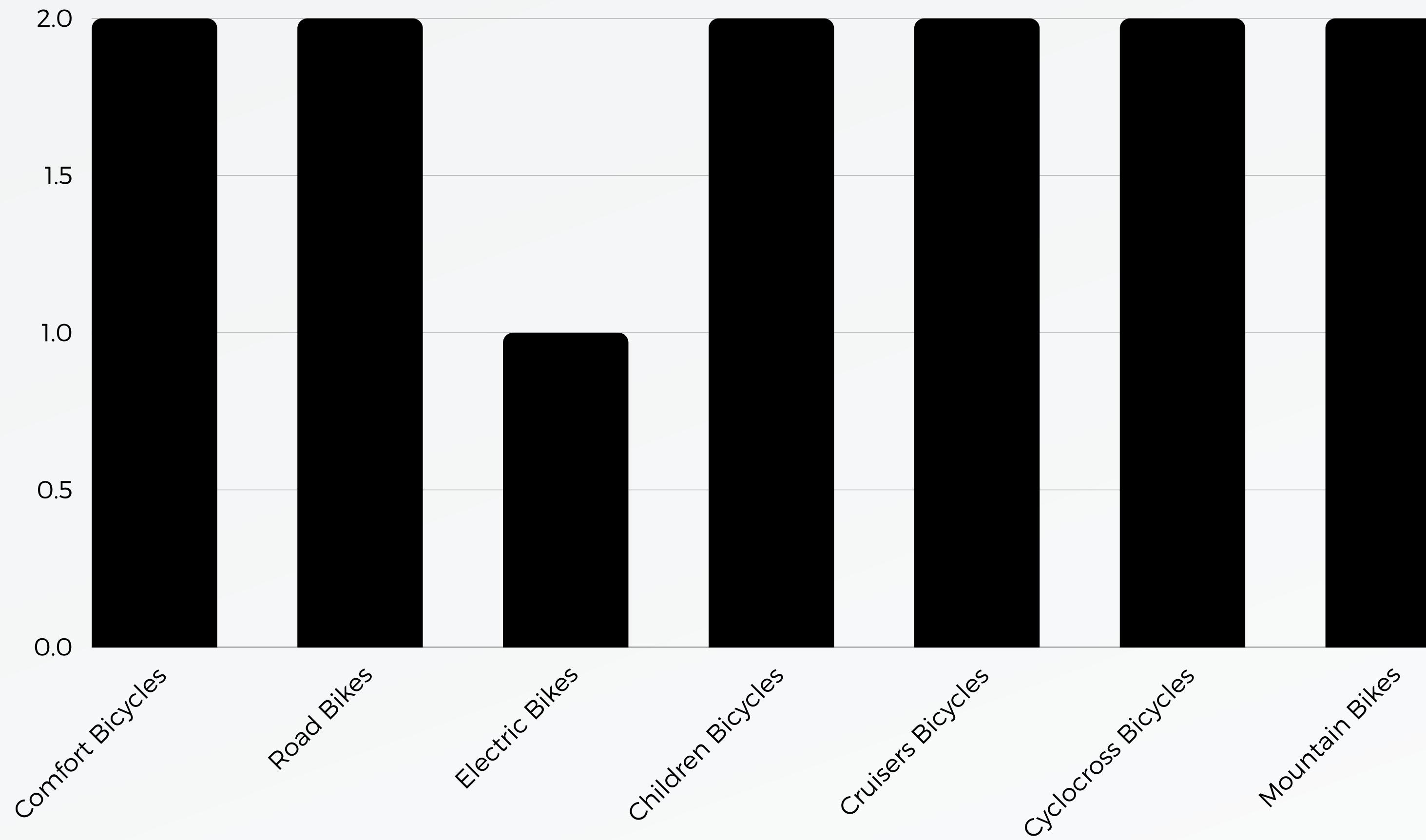


Electric Bikes have the fastest average fulfillment time across all stores, which could be a selling point for customer satisfaction and retention

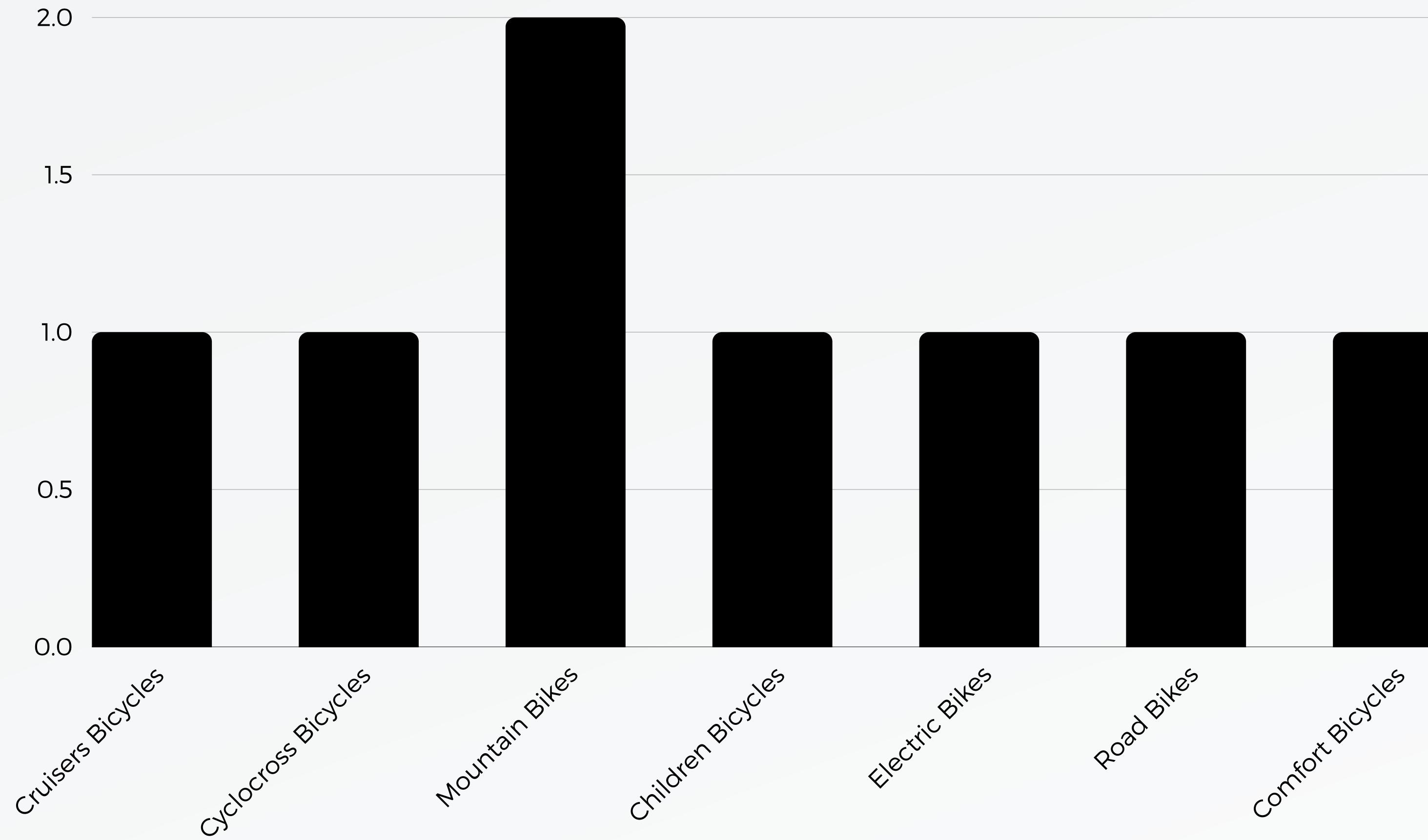


Comfort Bicycles and Road Bikes, on the other hand, have a longer fulfillment time, potentially impacting customer satisfaction negatively

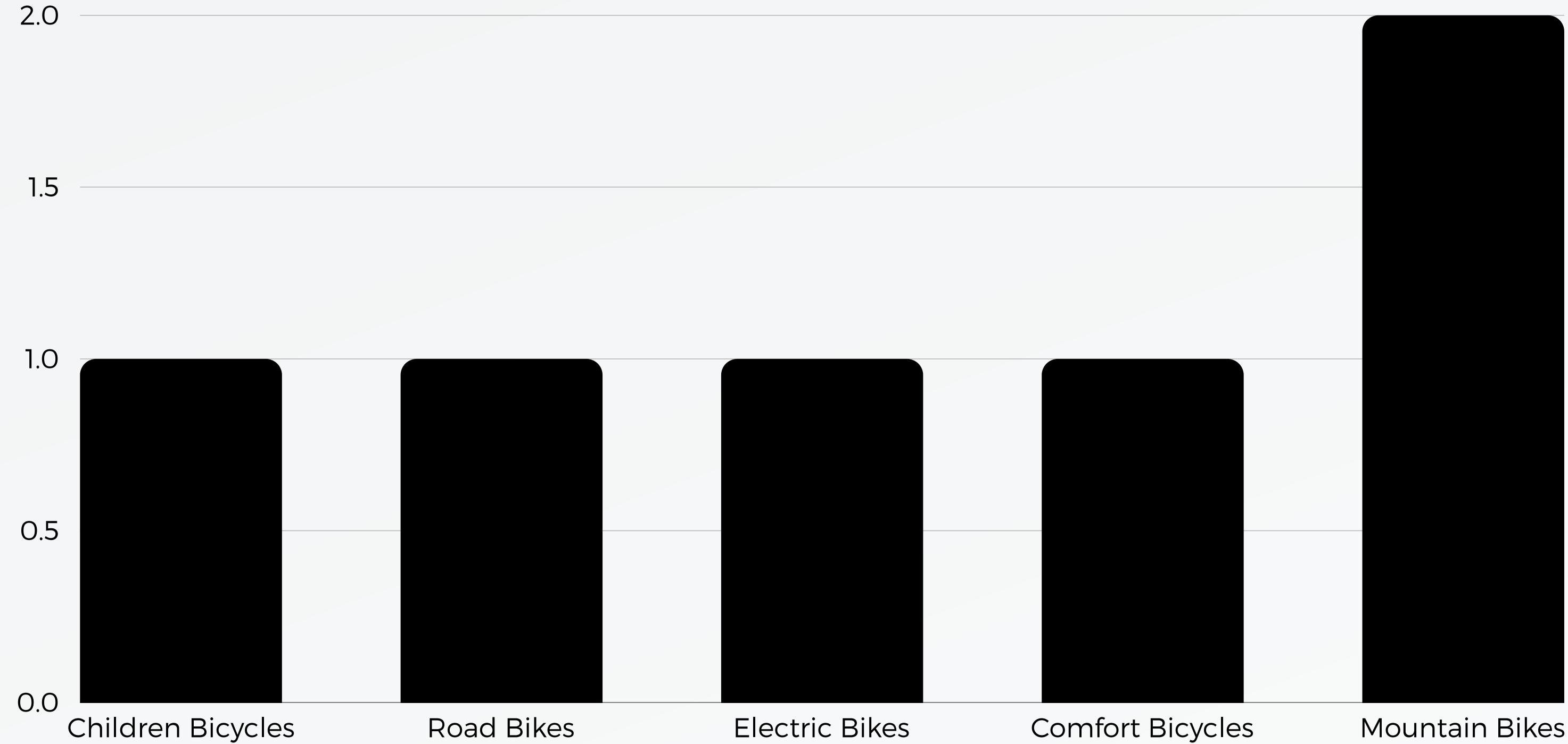
SANTA CRUZ BIKES



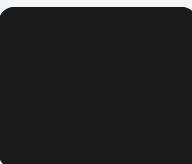
BALDWIN BIKES



ROWLETT BIKES



LAST ORDERS AND POTENTIAL DATA GAPS



The last recorded orders for each store show a spread across different months, with Rowlett Bikes having the most recent order date, indicating ongoing transactions

Santa Cruz Bikes

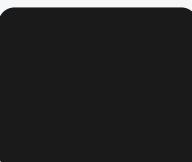
21/10/2018

Baldwin Bikes

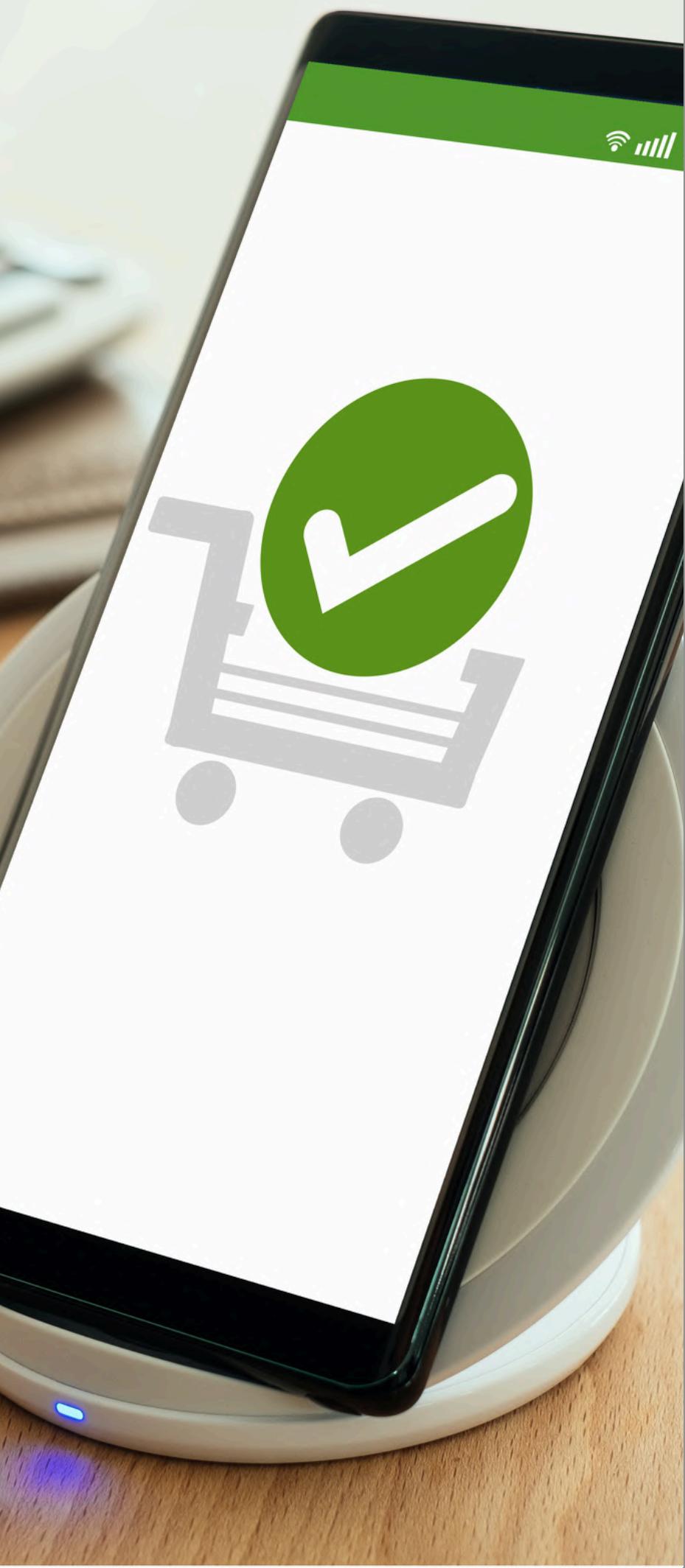
18/11/2018

Rowlett Bikes

28/12/2018



A gap in the recency of this data may suggest the need for more up-to-date information for current decision-making



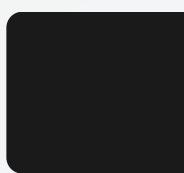


RECOMMENDATIONS

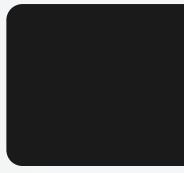
- Investigate the causes of the 2018 sales dip for Baldwin Bikes and address them
- Capitalize on the popularity of Mountain Bikes with targeted promotions and stock optimization
- Explore the feasibility of reducing fulfillment times for Comfort and Road Bikes to enhance customer satisfaction
- Update data collection and analysis methods to ensure real-time decision-making is based on the most current information



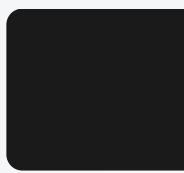
REACHING OUT TO CUSTOMERS WITH THE LOWEST REVENUE CONTRIBUTIONS



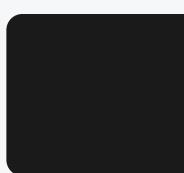
Customer Feedback: Engage low-revenue customers to identify issues and improve satisfaction



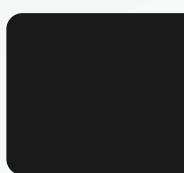
Identify Trends: Feedback may reveal widespread patterns affecting more customers



Opportunity for Improvement: Insights from these customers can guide enhancements in products and services



Custom Offers: Addressing specific customer concerns can bolster retention and profitability

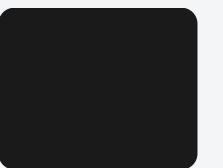


Personalized Engagement: Direct contact demonstrates value, fostering loyalty and potentially increasing spend

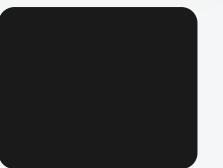


REMEMBER!

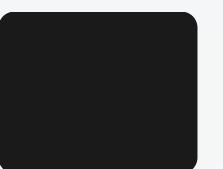
it's important to approach this strategy thoughtfully!



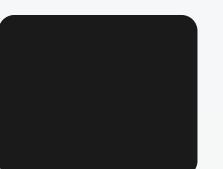
Privacy and Respect: Ensure that the outreach is done respectfully and that customers do not feel targeted or uncomfortable



Value Their Time: Make it worth their while by possibly offering a small incentive for providing feedback



Prepare for the Call: Have a structured questionnaire or conversation guide ready to ensure you gather actionable feedback



Act on Feedback: Be prepared to act on the feedback received. Customers will appreciate seeing that their opinions have led to real changes

**THANK'S FOR
WATCHING**

