



2016-2018 Sales Performance: Trends and Analysis.

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Sales performance overview over the 2016 to 2018 period.

Over the 2016 to 2018 period, the company sold 7078 products for a turnover of \$8,578,989.

However, from 2016 to 2017, turnover increased by 41.9%, followed by a 47.3% decrease in 2018.



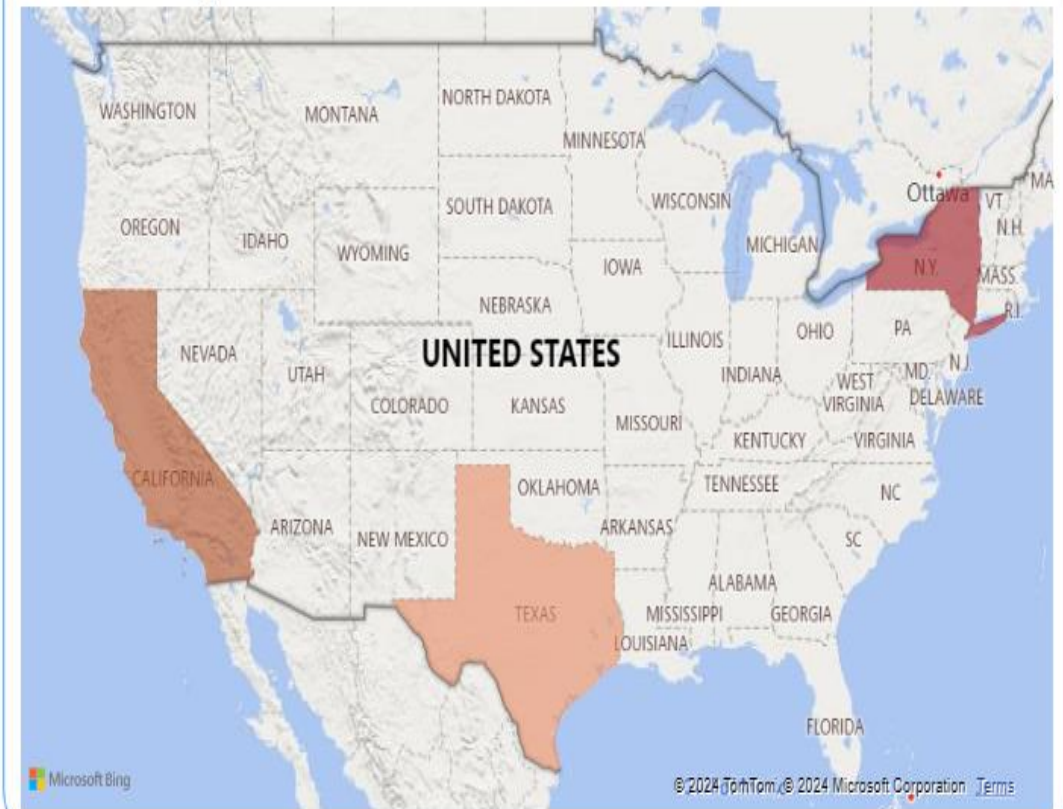
Sales Breakdown by State.

Despite its large population and vast territory, the state of Texas contributed **11% (\$ 962,600.75)** of the turnover. This is mainly due to the hot and humid climate and the great distances within and between cities in Texas.

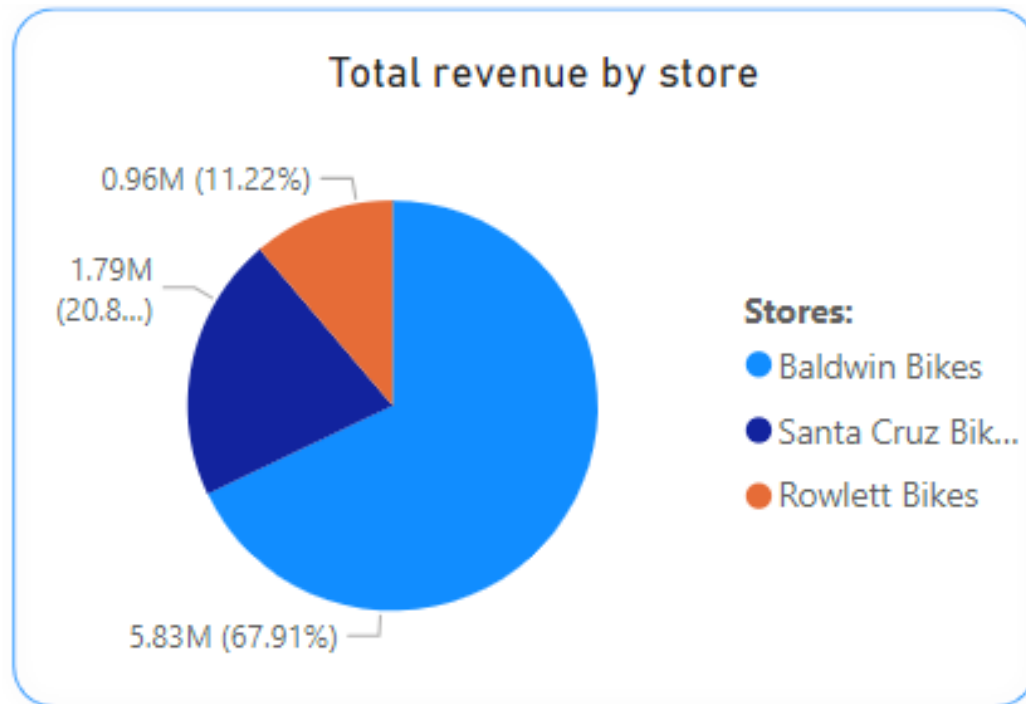
With a larger population than Texas, the state of California contributed **21% (\$1,790,145.90)** of the turnover.

Due to its high population density and parking problems, New York is the state with the highest turnover. It contributed **68% (\$5, 826, 242)** of the turnover.

Total Revenue by state



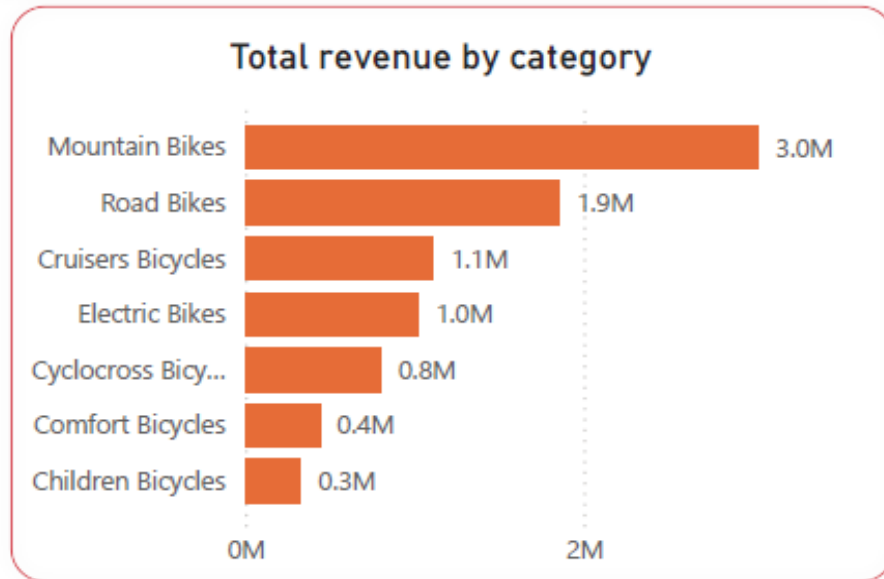
Sales Breakdown by Store.



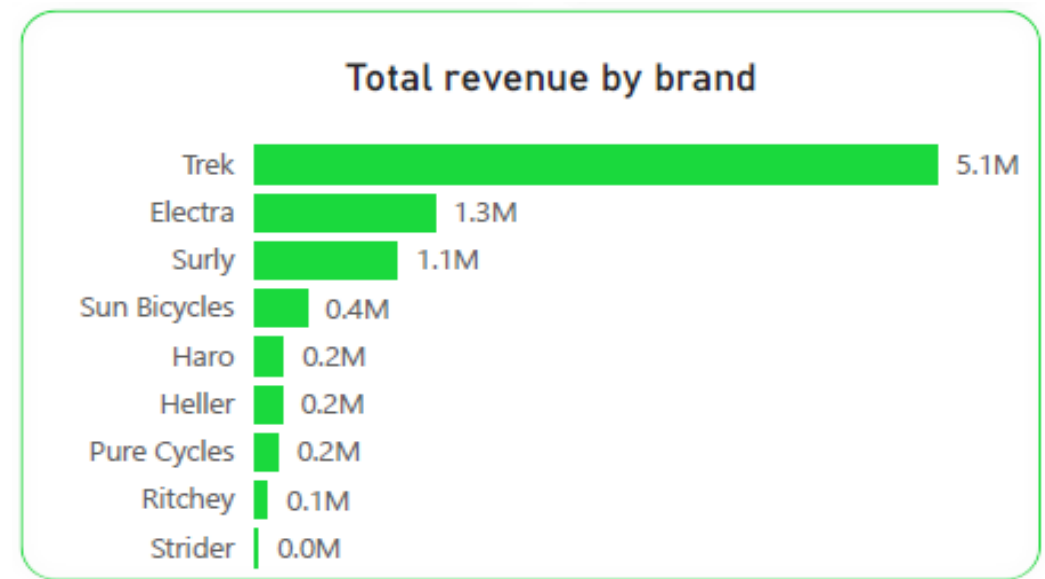
68% of the turnover was generated in the Baldwin bikes store (located in New York), 21% in the Santa Cruz bikes store (located in California) and 11% in the Rowlett bikes store (located in Texas).

Sales Breakdown by Category and Brand.

The best-selling category is Mountain Bikes (35% of turnover).



The best-selling brand is Mountain Bikes (59.79% of turnover).



Top 10 revenue by city and customer.

Top 10 revenue by customers



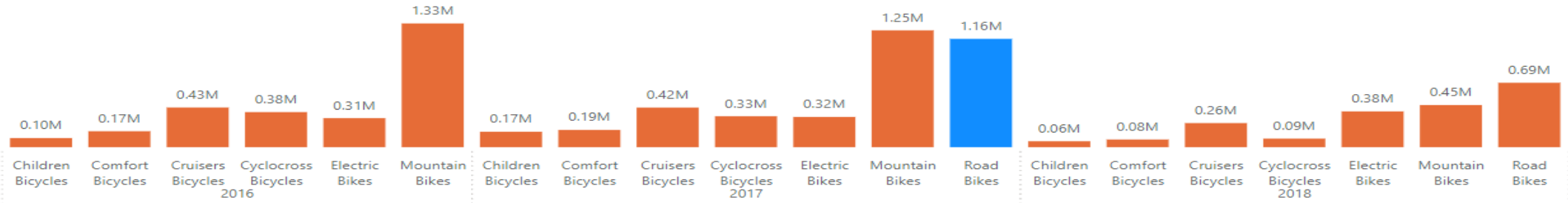
Top 10 revenue by cities



Key Driver of Sales Growth between 2016 and 2017.

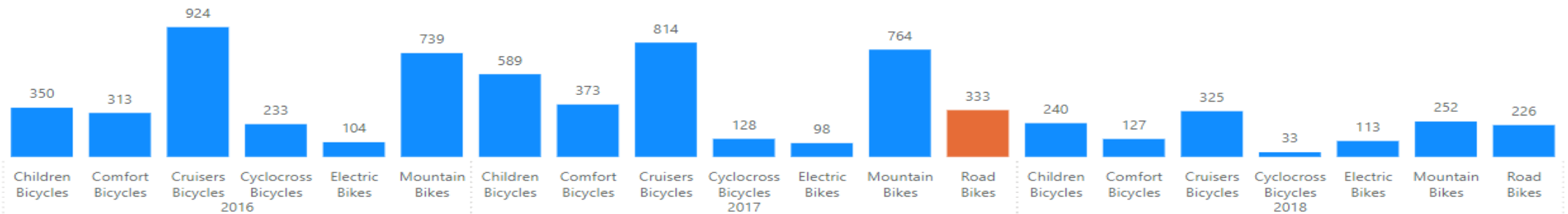
From 2016 to 2017, turnover increased by 41.9%. This increase is due to the introduction in 2017 of a new product (Road Bikes) on the market that has performed quite well.

Total revenue by year and category



In 2017, the new product(Road Bikes) alone contributed 30.2% of the turnover, i.e., an amount of \$1,161,450.67 for 333 units sold.

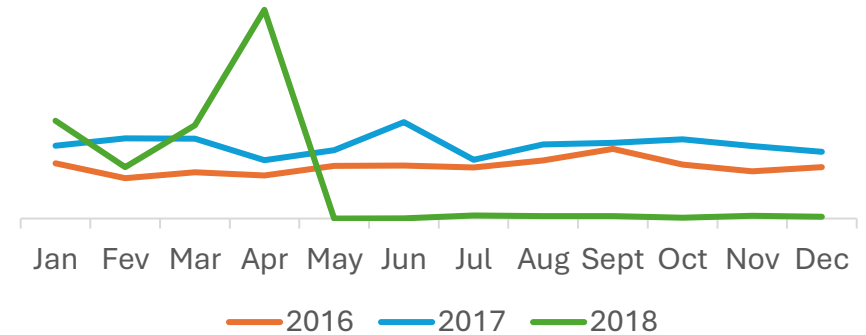
Total unit sold by year and category



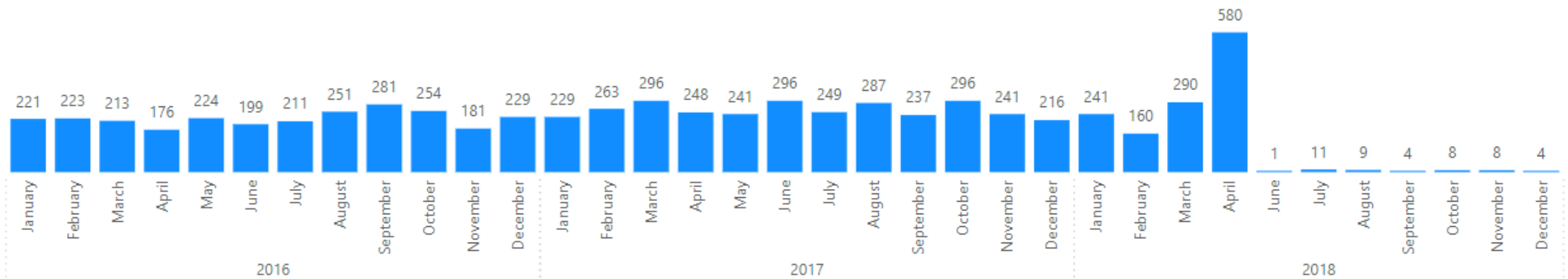
Key Driver of Sales decrease between 2017 and 2018.

At the beginning of the second quarter of 2018, more precisely in April, sales increased very strongly. However, there were no sales the following months and the company made very modest sales throughout the rest of 2018.

Total revenue by year and month



Total unit sold by year and month



What's the next steps?

Customer satisfaction: Collect customer reviews and feedback to understand their perception of this new product (Road Bikes) and identify areas for improvement.

Marketing: Analyze the effectiveness of each marketing channel (social media, advertising, etc.) to optimize budget allocation.

A/B testing: Test different versions of the marketing channel to determine which one perform best.

We must contact management to find out what really happened from April to December 2018.



Thank You.