



2016-2018 Sales Performance: Trends and Analysis

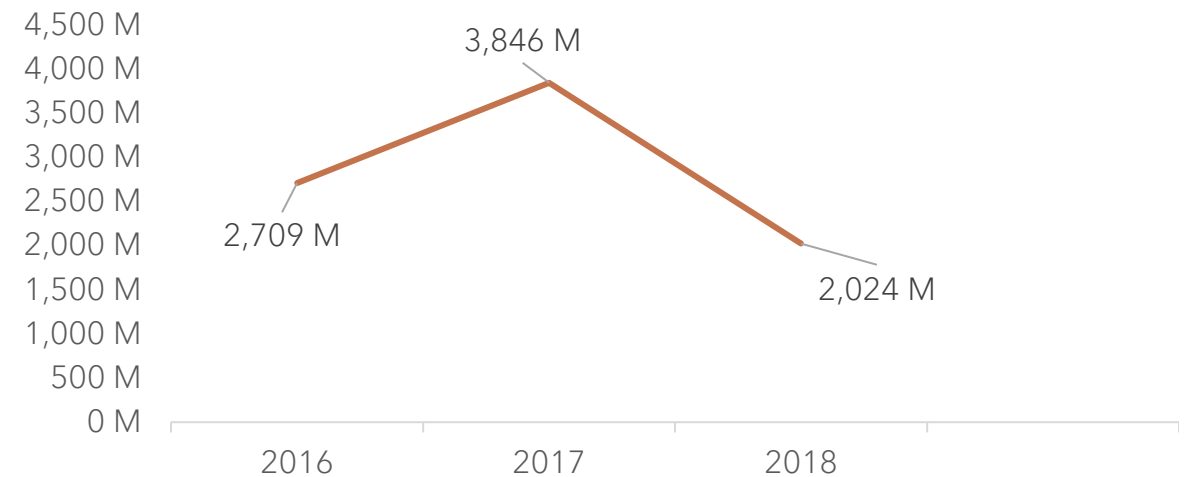
*Presented by Robes Fokoueng
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Sales performance overview over the 2016 to 2018 period

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

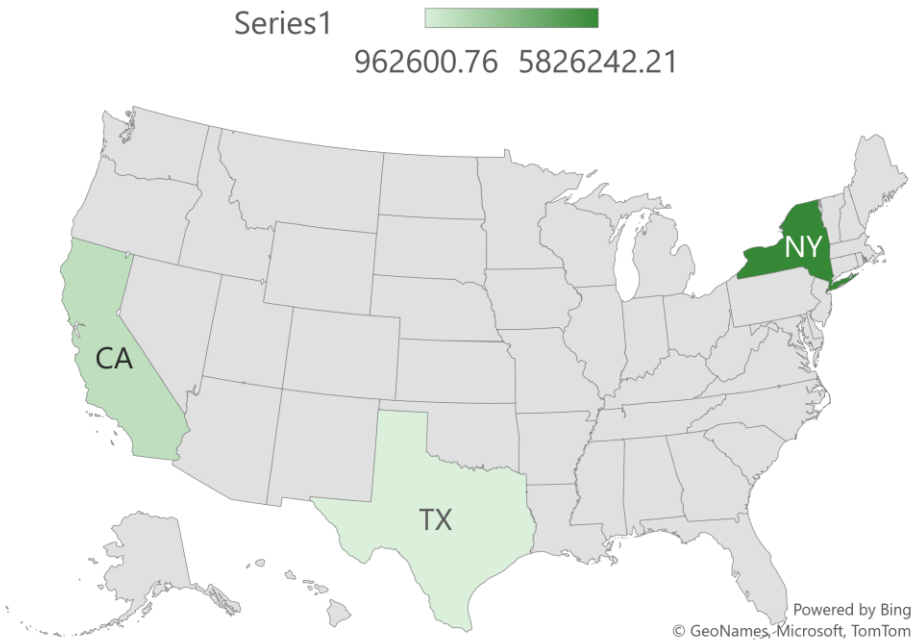
However, from 2016 to 2017, turnover increased by 41.9%, followed by a 47.3% decrease in 2018.

Total revenue per year



Sales Breakdown by State and Store

Total revenue by State



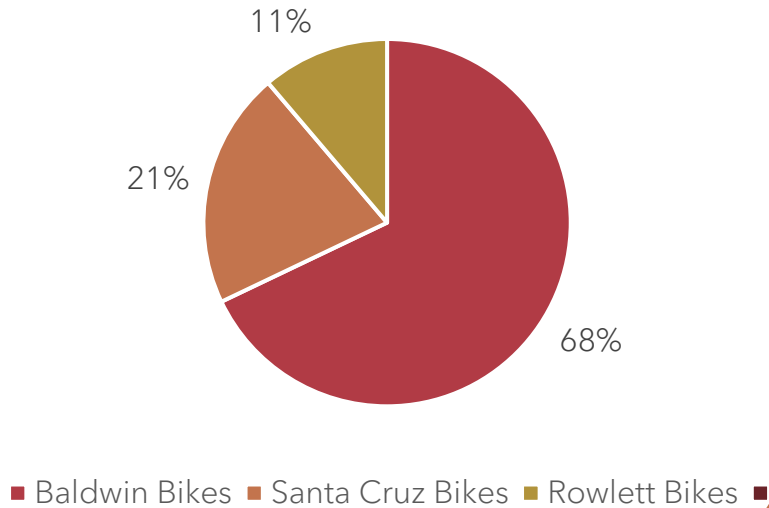
Due to its high population density and parking problems, New York is the state with the highest turnover. It contributed 68% (\$5, 826, 242) of the turnover.

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.

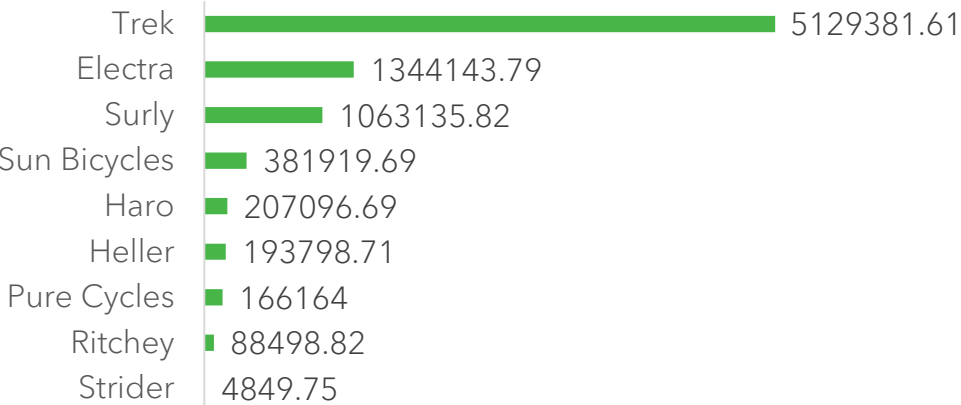
68% of the turnover was generated in the Baldwin bikes store(located in New York), 21% in the Santa Cruz bikes store(located in California) and 11% in the Rowlett bikes store(located in Texas).

Total revenue by Store



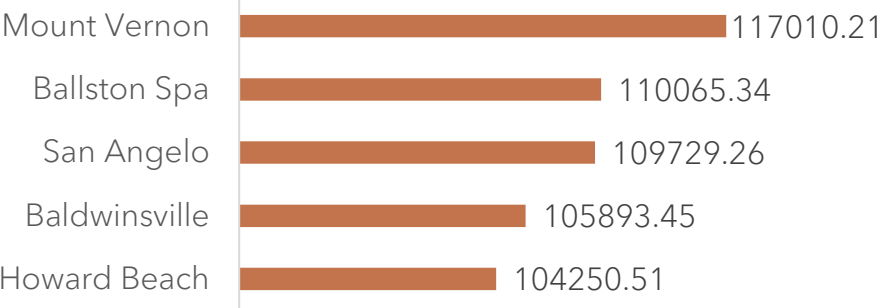
Sales Breakdown by Category , Brand and top 5 revenue by city and customer

Total revenue by Brand

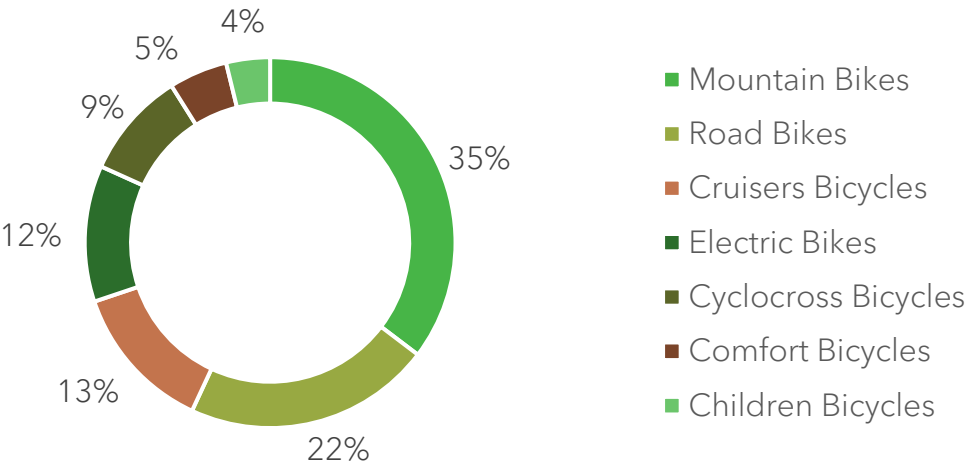


The best-selling brand is Mountain Bikes (59.79% of turnover).

Top 5 revenue by city

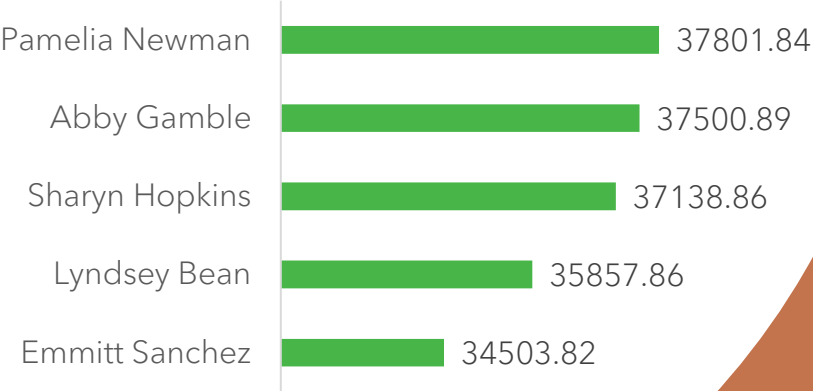


Total revenue by Category



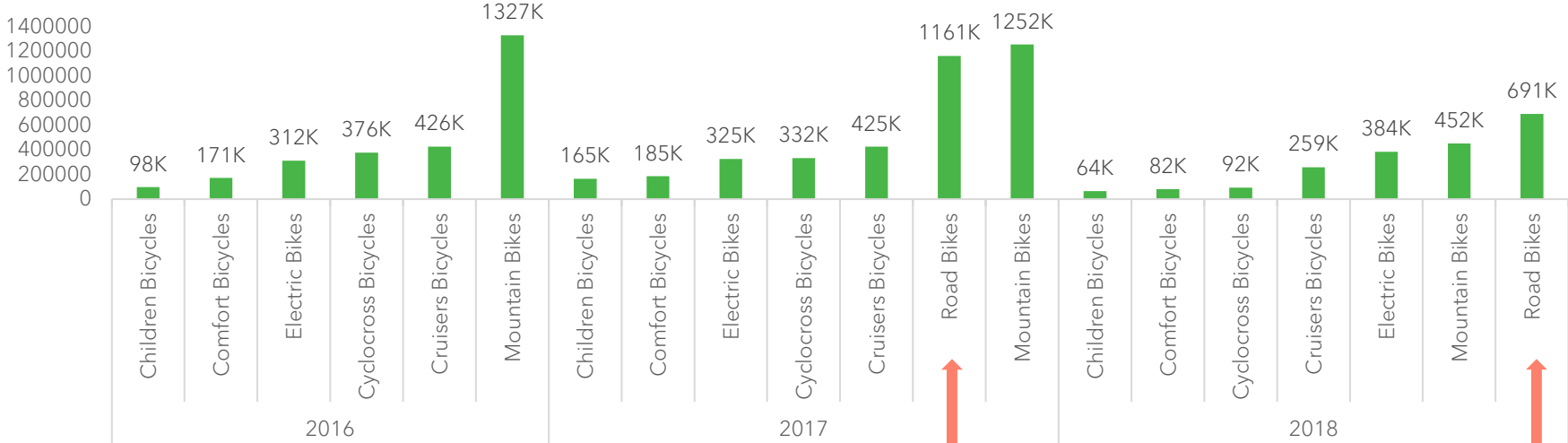
The best-selling brand is Mountain Bikes (35% of turnover).

Top 5 revenue by customer



Key Driver of Sales Growth between 2016 and 2017

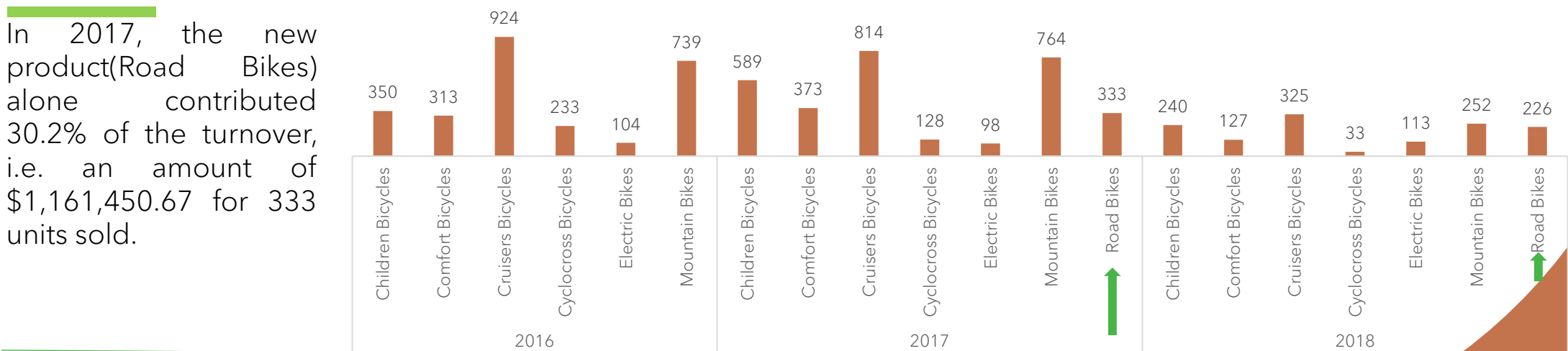
Total revenue by Year and Category



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 unit sold by Year and Category

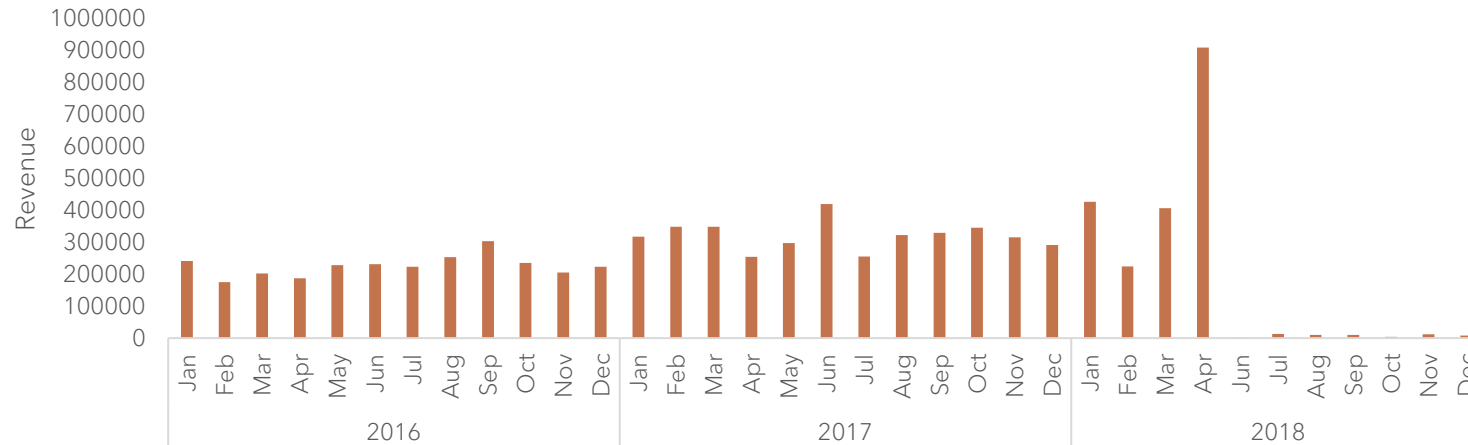


In 2017, the new product(Road Bikes) alone contributed 30.2% of the turnover, i.e. an amount of \$1,161,450.67 for 333 units sold.

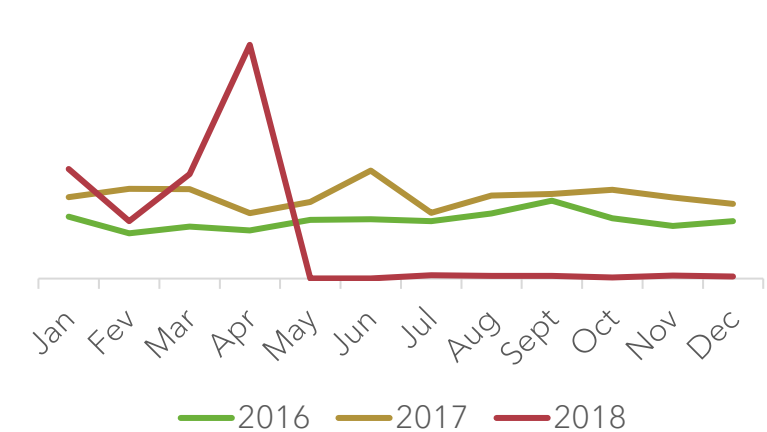


Key Driver of Sales decrease between 2017 and 2018

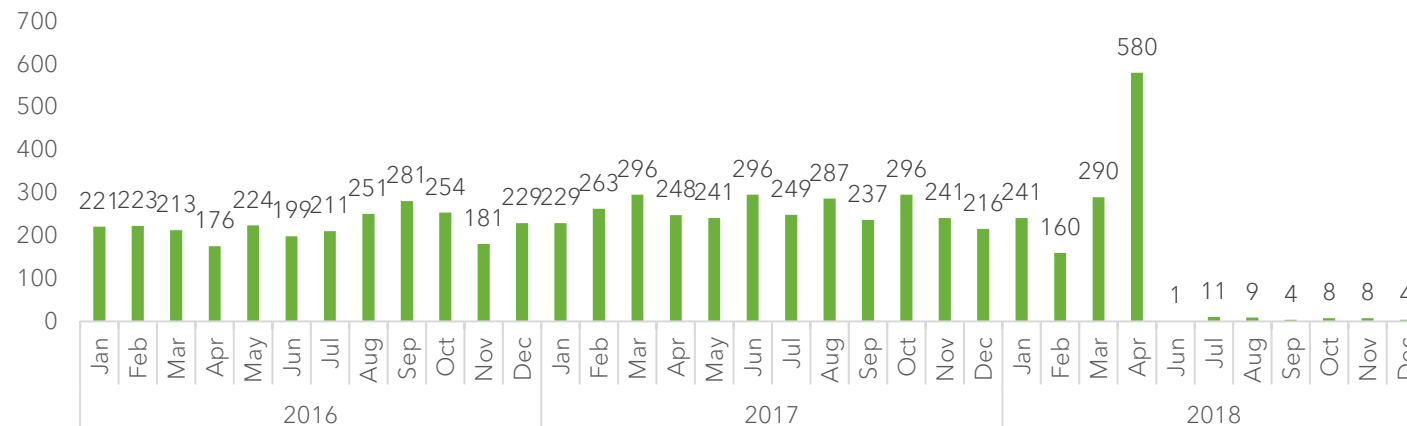
Total revenue by Year and category



Total revenue by year and month




Quantity sold by Year and category




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.




What is 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.

