



# Bike's Store

## Executive Summary Report

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### Project Overview

- The Management wants to know the conditions of sales activities within the company and gain insights into the various trends happening in the sales revenue over the 2016 to 2018 period.
- They also want to have the insights about the revenue by state, the revenue by store and the revenue by category.

### Key Insights

Over the 2016 to 2018 period, the company sold 7,078 products for a turnover of \$8, 578, 989.

Due to its high population density and parking problems, New York is the state with the highest turnover (\$5, 826, 242), ahead of California (\$1, 790, 145) and Texas (\$962 600).

68% of this turnover was generated in the Baldwin bikes store, 21% in the Santa Cruz bikes store and 11% in the Rowlett bikes store.

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

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

This increase is due to the introduction in 2017 of a new product (Road Bikes) on the market that has performed quite well.

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

### Details

- This chart shows the variation of turnover over 2016 to 2018 period.



- This chart highlights the accelerated decline of total unit sold in 2018.

#### Quantity sold by Year and category



### 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 ones perform best.

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