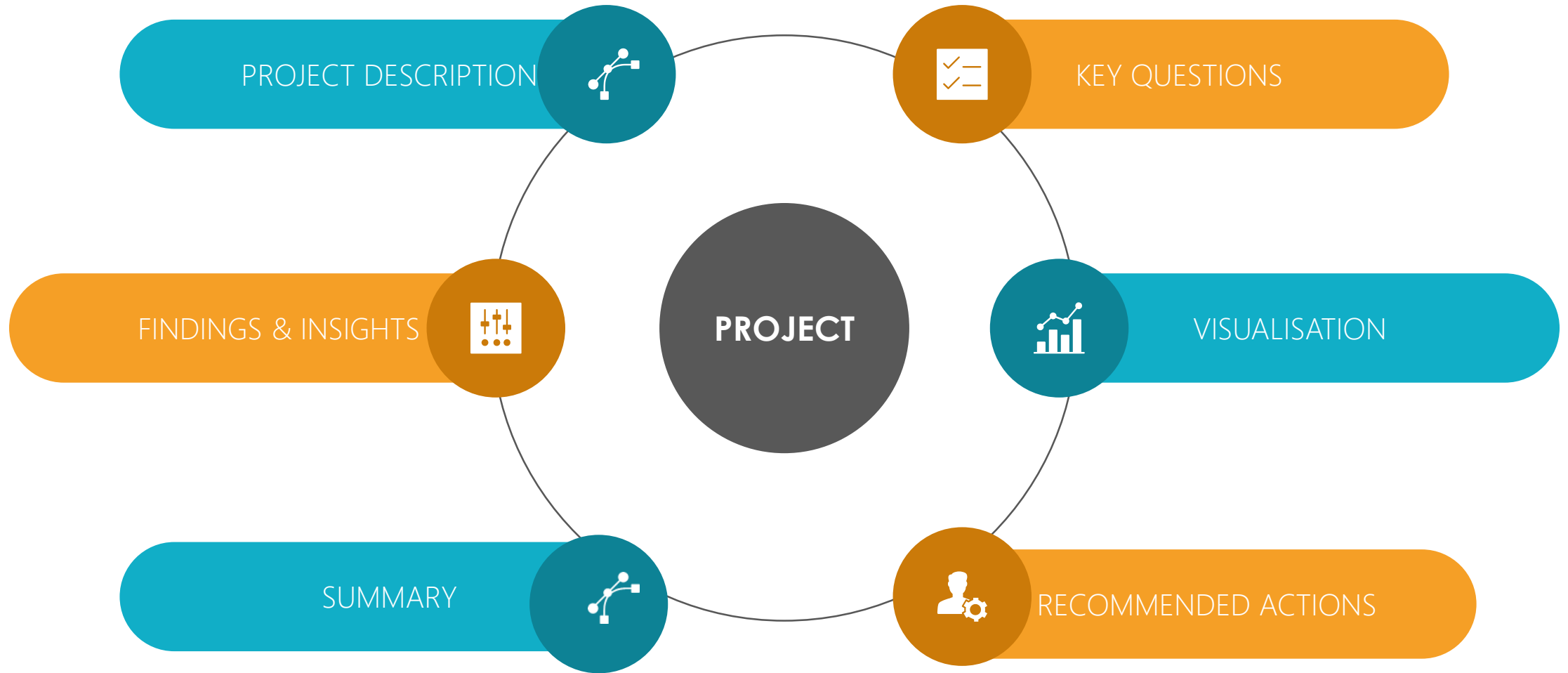


# BIKE SALES

## Analytical Report

By {OLUWASEYI BABAFEMI}

# Analytical report



# BIKE SALES DASHBOARD

CustoMaleer\_Gen...



Female

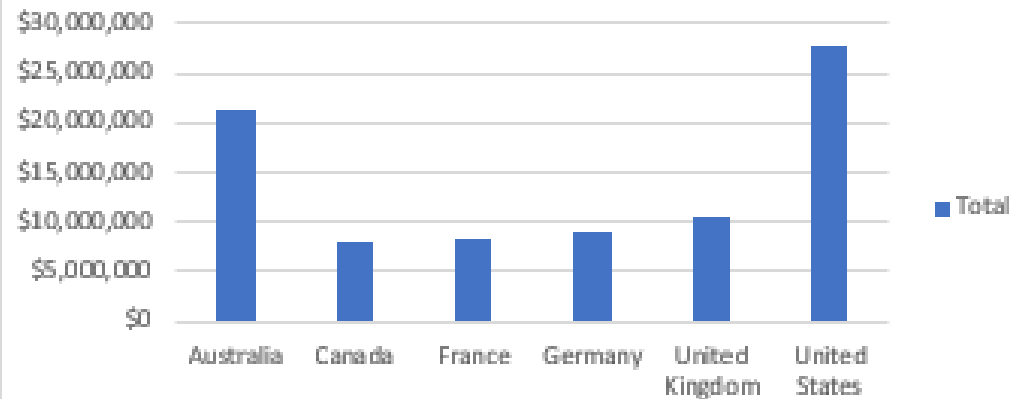


Male



Sum of Revenue

## COUNTRIES



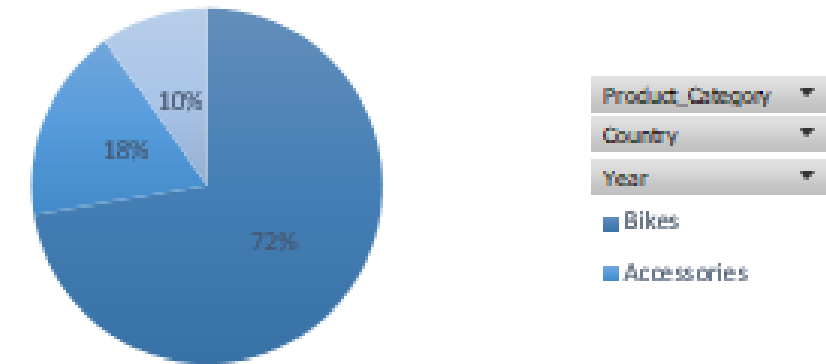
Country

State

+ -

Sum of Revenue

## MOST PURCHASED PRODUCT



Product\_Category

Country

Year

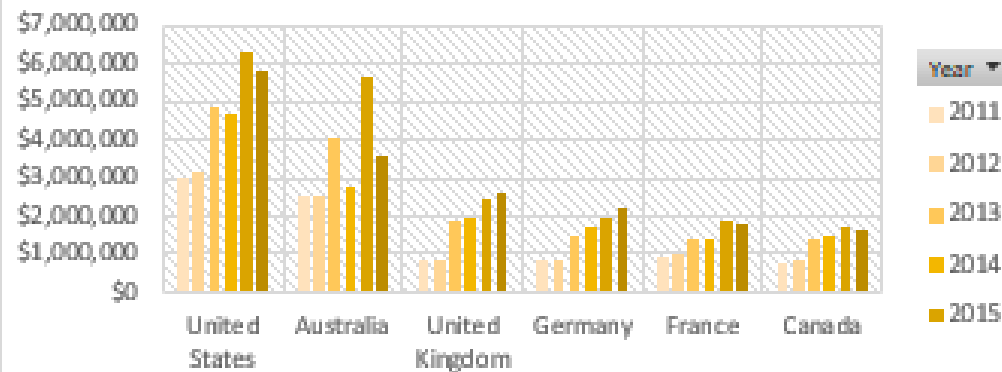
Bikes

Accessories

+ -

Sum of Revenue

## REVENUE PER YEAR



Country

Year

2011

2012

2013

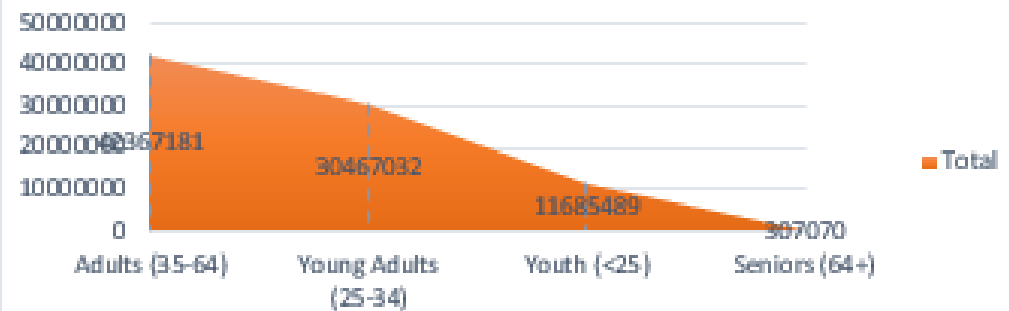
2014

2015

CustoMaleer\_Gender

Sum of Revenue

## AGE GROUP



Age\_Group

## PROJECT DESCRIPTION

- To better understand the sales of bike across Canada, France, Australia, United States, United Kingdom and Germany. As well as identifying trends and patterns
- This will help us to:
  - Identify for which age group and gender impacts sales
  - Create targeted strategies to increase the countries revenues.

## KEY QUESTIONS

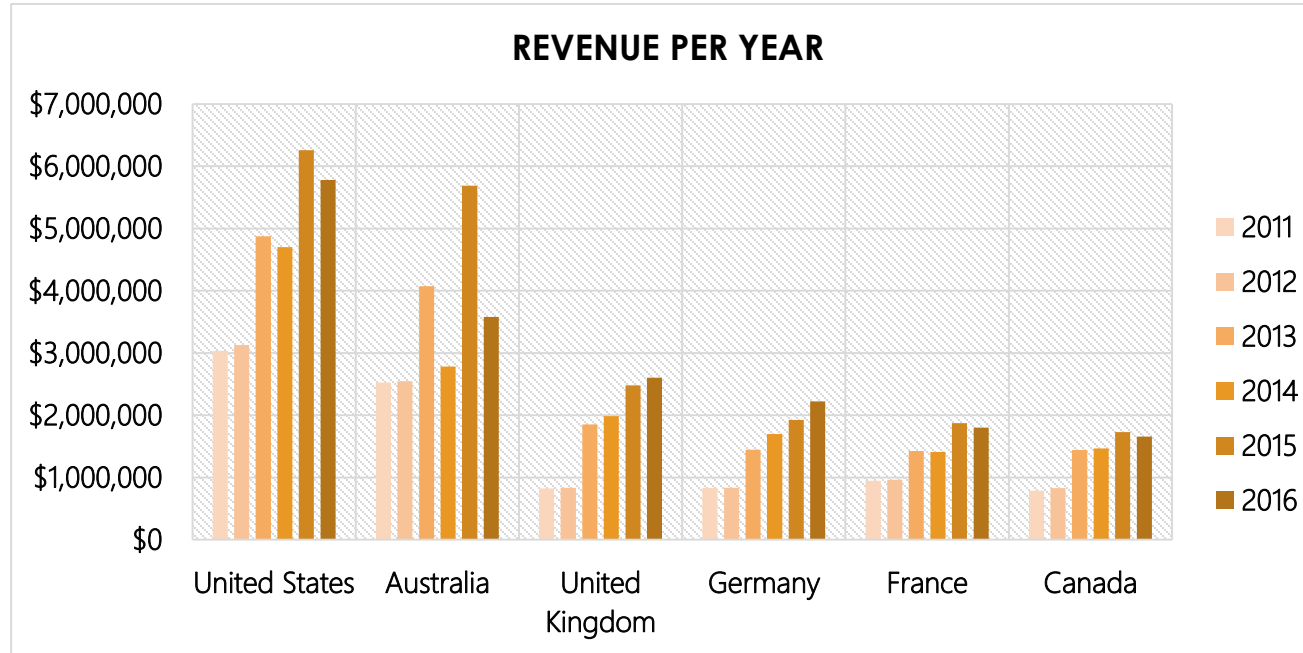
1. Which countries generate the highest and lowest revenue over the years?
2. What is the impact of age on sales across the countries?
3. Which product generates the highest revenue over the years?
4. How much profit does each country make based on gender?
5. What are the 10 most popular product? Also, include their product category

## Analytical report

### 1. Which countries generate the highest and lowest revenue over the years?

Sum of Revenue	Column Labels						
Row Labels	2011	2012	2013	2014	2015	2016	Grand Total
United States	\$3,032,895	\$3,128,572	\$4,877,529	\$4,701,201	\$6,256,468	\$5,780,433	\$27,777,098
Australia	\$2,527,984	\$2,545,407	\$4,074,626	\$2,782,540	\$5,687,580	\$3,578,258	\$21,196,395
United Kingdom	\$823,481	\$834,885	\$1,853,657	\$1,986,340	\$2,476,886	\$2,600,379	\$10,575,628
Germany	\$833,603	\$835,188	\$1,446,051	\$1,696,626	\$1,925,113	\$2,220,143	\$8,956,724
France	\$946,624	\$962,153	\$1,425,103	\$1,409,072	\$1,871,282	\$1,800,511	\$8,414,745
Canada	\$787,379	\$827,590	\$1,440,361	\$1,464,413	\$1,728,374	\$1,658,065	\$7,906,182
Grand Total	\$8,951,966	\$9,133,795	\$15,117,327	\$14,040,192	\$19,945,703	\$17,637,789	\$84,826,772

# Analytical report

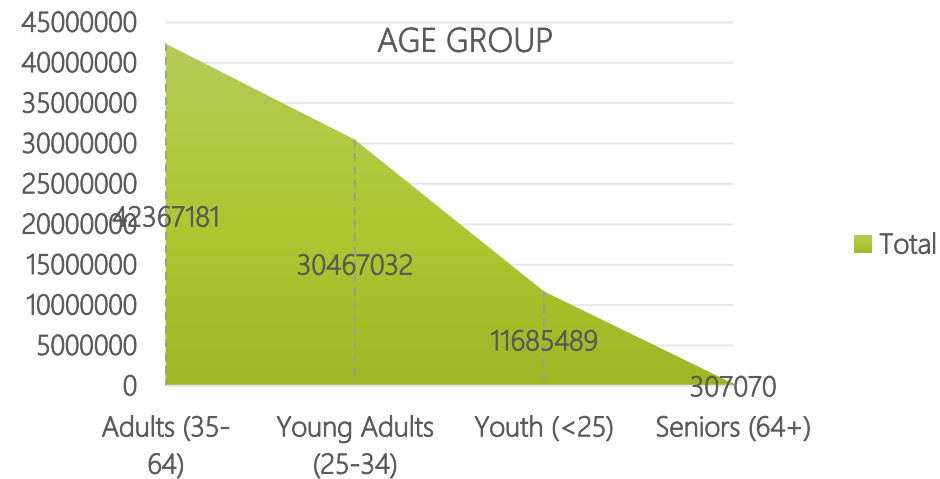


- ***FINDINGS***

The above visualization shows that united states made the highest revenue over the years while Canada made the lowest.

## 2. What is the impact of age on sales across the countries?

Row Labels	Sum of Revenue
Adults (35-64)	42367181
Young Adults (25-34)	30467032
Youth (<25)	11685489
Seniors (64+)	307070
<b>Grand Total</b>	<b>84826772</b>



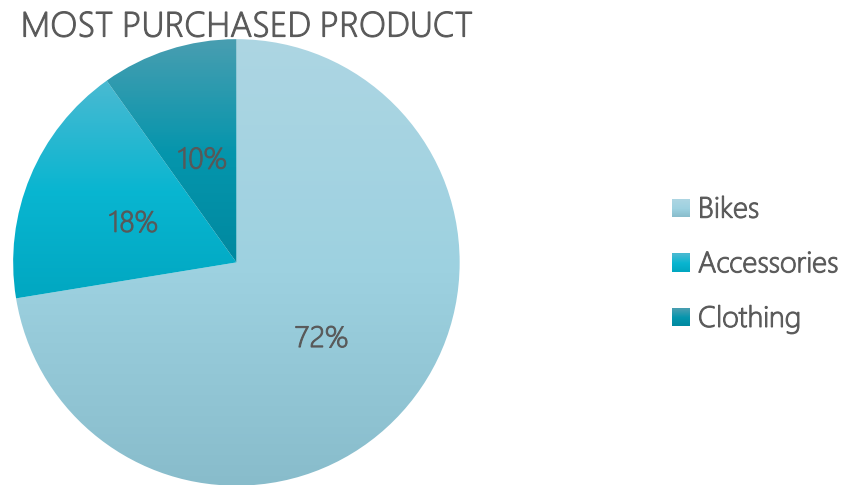
### • FINDINGS

This analysis revealed that the sum of revenue increased as the ages increased, got to its peak at the age group of Adults and then decreased drastically at the age group of seniors. This means that the age group of Seniors purchased the least while the age group of Adults purchased the most.



## 3. Which product category generates the highest revenue?

Row Labels	Sum of Revenue
Bikes	61434484
Accessories	15022766
Clothing	8369522
<b>Grand Total</b>	<b>84826772</b>

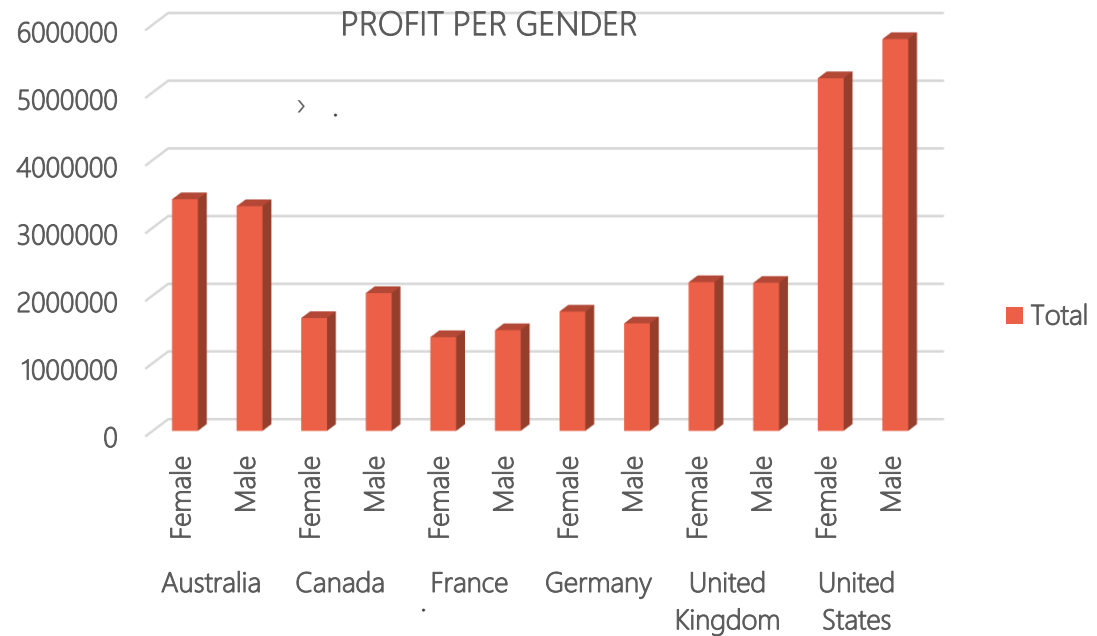


### • FINDINGS

*From the visualization above, I found “Bikes” to be the product category that generates the highest revenue.*

## 4. How much profit does each country make based on gender?

Row Labels	Sum of Profit
<b>Australia</b>	<b>6740522</b>
Female	3421486
Male	3319036
<b>Canada</b>	<b>3702019</b>
Female	1666794
Male	2035225
<b>France</b>	<b>2872082</b>
Female	1384572
Male	1487510
<b>Germany</b>	<b>3349991</b>
Female	1762290
Male	1587701
<b>United Kingdom</b>	<b>4383987</b>
Female	2196832
Male	2187155
<b>United States</b>	<b>10997638</b>
Female	5209845
Male	5787793
<b>Grand Total</b>	<b>32046239</b>

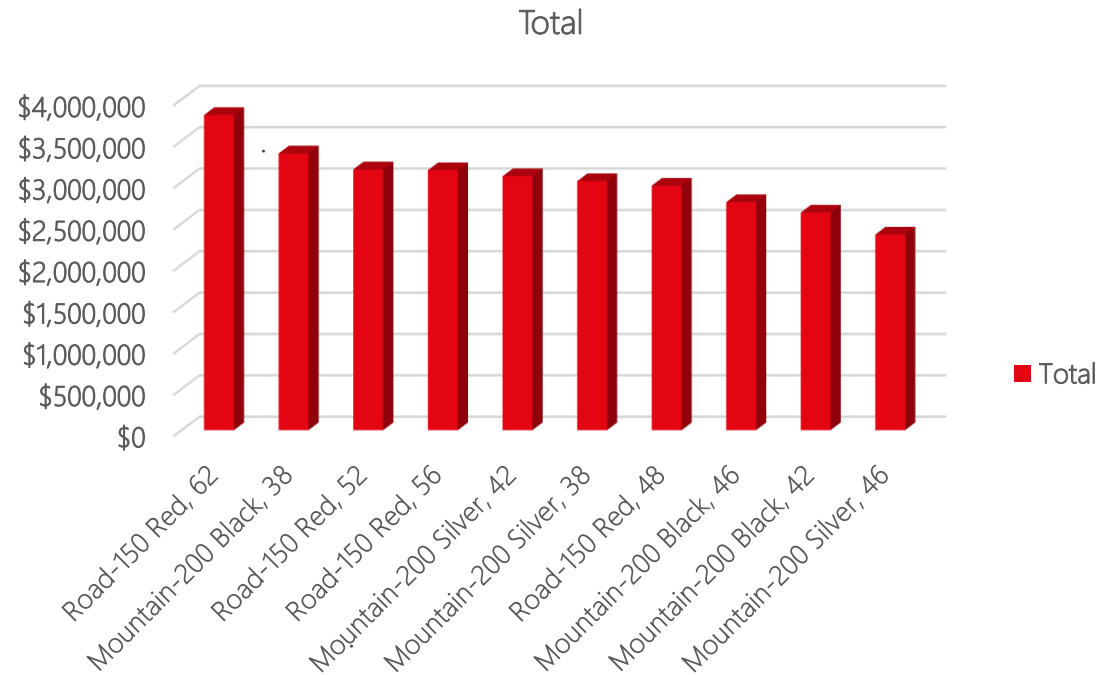


### • FINDINGS

*I deduced that the male gender purchased the most, thereby generating the highest sum of profit.*

## 5. What are the 10 most popular product? Also, include their product category

Row Labels	Sum of Revenue
Road-150 Red, 62	\$3,810,023
Mountain-200 Black, 38	\$3,345,501
Road-150 Red, 52	\$3,152,610
Road-150 Red, 56	\$3,142,811
Mountain-200 Silver, 42	\$3,070,174
Mountain-200 Silver, 38	\$3,011,267
Road-150 Red, 48	\$2,955,506
Mountain-200 Black, 46	\$2,756,837
Mountain-200 Black, 42	\$2,630,865
Mountain-200 Silver, 46	\$2,364,776
<b>Grand Total</b>	<b>\$30,240,370</b>



### • FINDINGS

After creating a pivot table and visualization, I found that out that the top 10 most popular product are under the product category “Bikes”

# Analytical report

## SUMMARY OF FINDINGS

- **Top Products:**
  - *About 72% of revenue comes from products under product category "Bikes"*
- **Age Group:**
  - *The "Adults" age group purchased the most while the "Senior" age group purchased the least*
- **Top country:**
  - *The united states made the highest revenue*
- **Gender:**
  - *The male gender purchased the most, thereby generating the highest sum of profit*

# Analytical report

## RECOMMENDED ACTIONS

### ***Product recommendations:***

- *Focus on fascinating bike designs that not only attract the Adult age group but also the Young Adults age group. Since those are the major customers.*

### ***Marketing recommendations:***

- *The dataset tells us that Canada and France yield a relatively low revenue compared to other countries. Marketing and advertising campaigns should therefore be improved in these countries.*

**Thank you!**