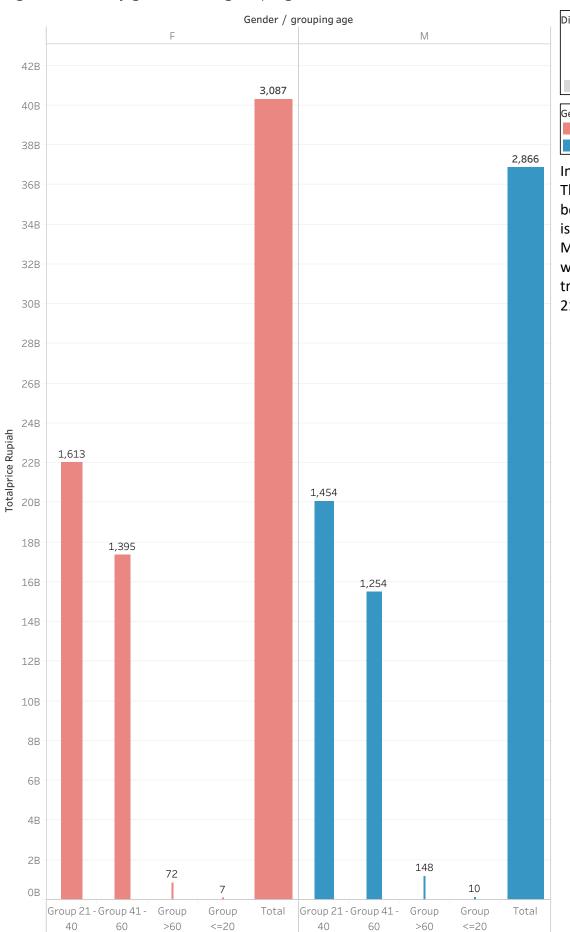
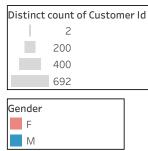
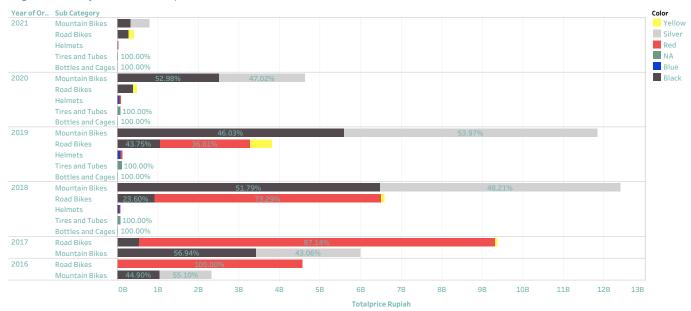
# Highest sales by gender and group age





Interpretation:
The distinct sales
between male and female
is is not significant.
Meanwhile, grouping age
with the highest
transactions is Group
21-40

#### Highest sales by color and total price



# Interpretation:

The color's popularity varies from year to year. For 2016, 2017, and 2018, the most popular colors were red (Road Bikes), silver (Mountain Bikes), and black (Mountain Bikes). Silver and black color proportions in 2021 are similar (Mountain Bikes)

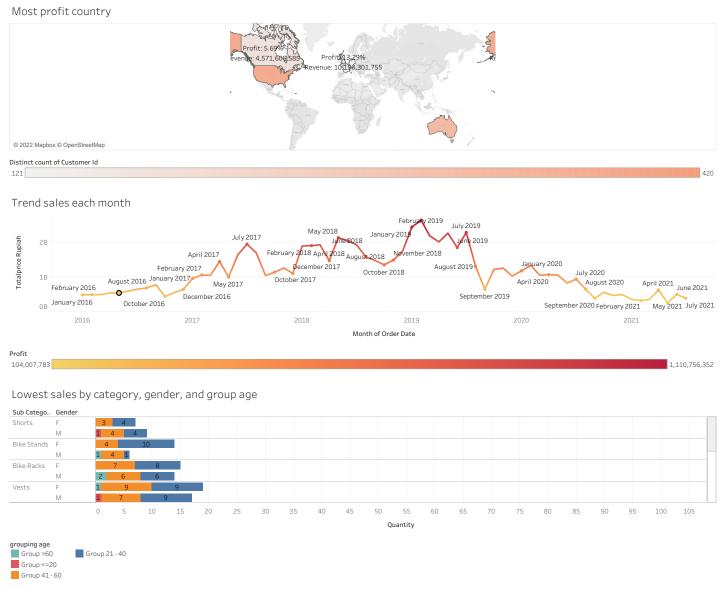
Top 10 Product Name by Territory

	Origin Groups / Origin Country						Quantity		
	Europe			North America		Pacific	Cuand	9	124
			United		United		Grand Total		
Product Name	France	Germany	Kingdom	Canada	States	Australia	rocar		
Water Bottle - 30 oz.	58	52	64	32	33	124	363		
Patch Kit/8 Patches	22	9	18	79	77	57	262		
Mountain Bottle Cage	32	40	38	15	27	76	228		
Sport-100 Helmet, Blue	36	24	42	32	24	63	221		
Sport-100 Helmet, Red	28	25	41	25	14	68	201		
Mountain Tire Tube	9	10	12	54	64	51	200		
HL Mountain Tire	13	13	13	24	87	49	199		
Road Bottle Cage	39	24	36	20	9	63	191		
AWC Logo Cap	19	34	41	27	20	49	190		
Fender Set - Mountain	14	18	18	19	53	66	188		

# Interpretation:

Water Bottles are popular in Australia, France, Germany, and the United Kingdom, whereas HL Mountain and Patch Kits are popular in the United States and Canada, respectively.

#### Increase Lowest Product Sales in Most Demand Month and Country



## Objective analysis

### 'BeeCycle plans to increase sales of products that are currently underperforming.'

**Business Questions (1):** What are the top ten product categories that do not sell well? Short, Bike Stands, Bike Racks, Vest, Socks, Cleaners, Hydration Packs, Gloves, Fenders, Caps were the ten lowest selling product categories.

Business Questions (2): Which country has the highest amount of sales transactions?

Countries with the highest amount of sales transactions from the United States, Canada, and Australia Business Questions (3): Which month has the highest number of sales transactions?

The distribution of transactions varies by month, with increases from February to July.

#### Actionable knowledge

Unsold products will be promoted in the most suitable target market (3 countries: the United States, Canada, and Australia), with sales promotion taking place between February and July.