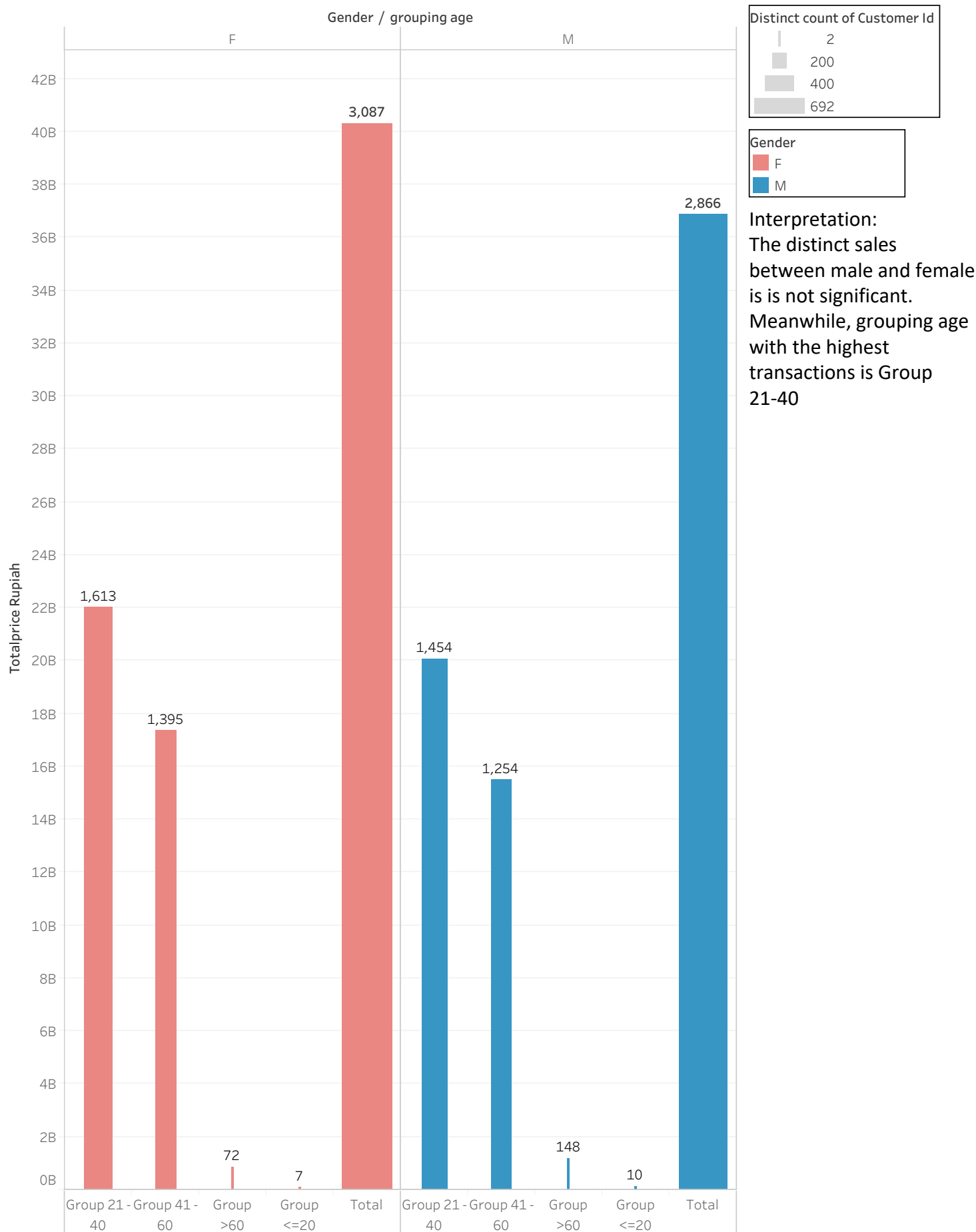
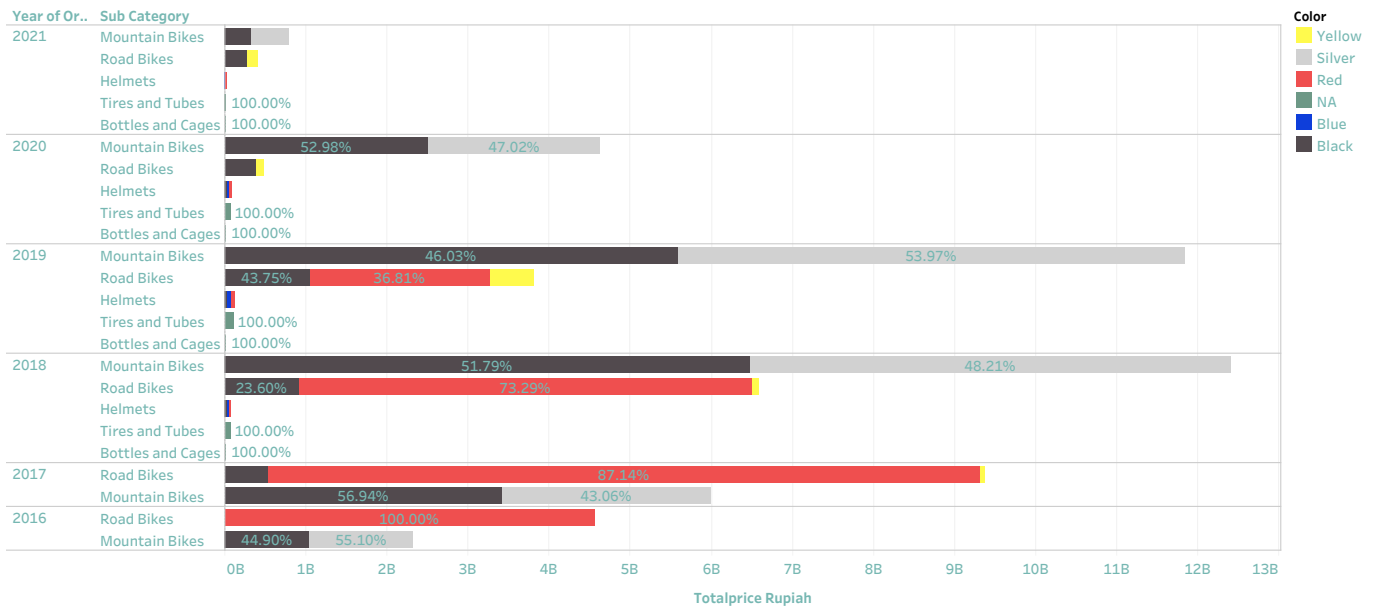


Highest sales by gender and group age



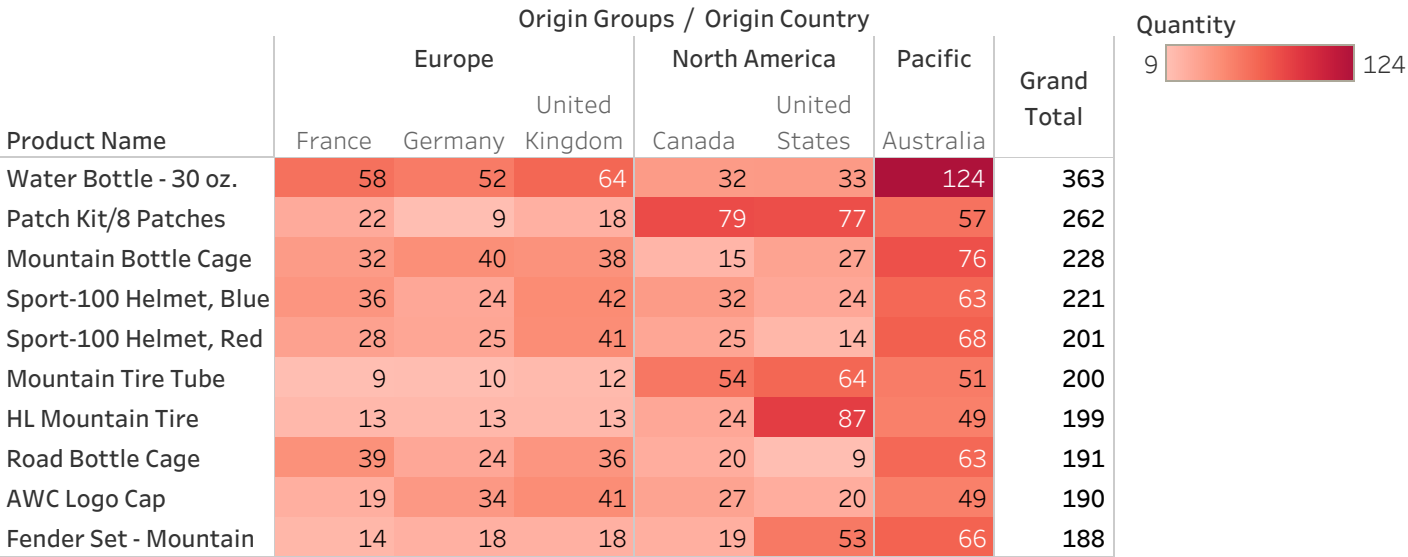
Highest sales by color and total price



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



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

Most profit country



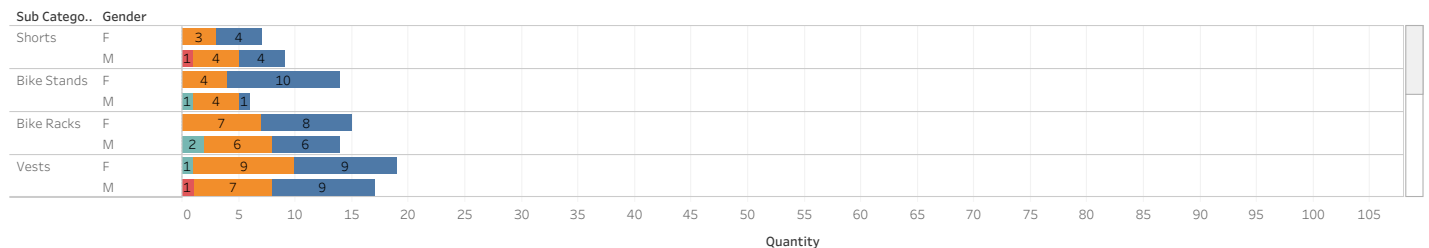
Distinct count of Customer Id



Trend sales each month



Lowest sales by category, gender, and group age



grouping age

- Group >60
- Group 41 - 60
- Group 21 - 40
- Group <=20

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.