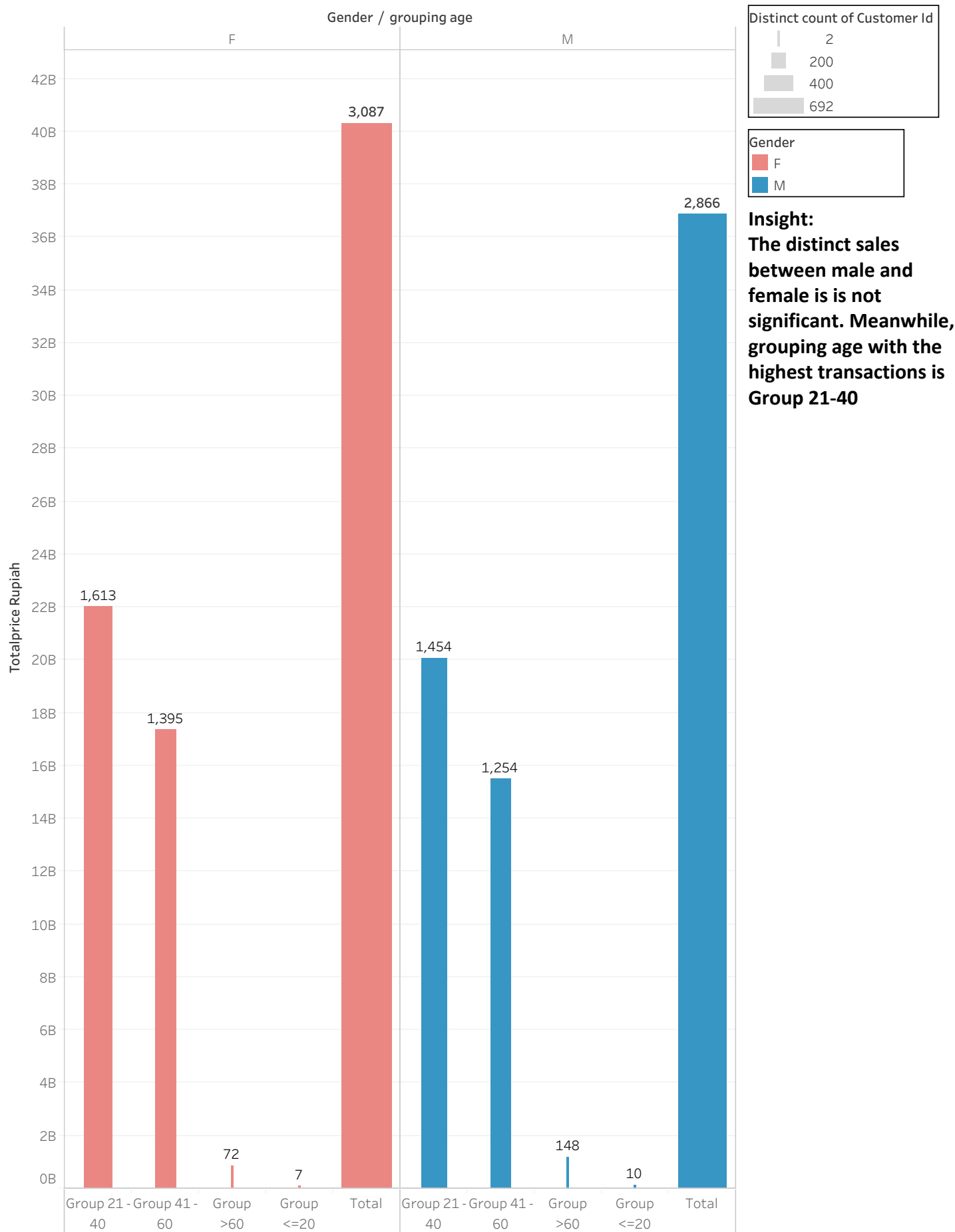
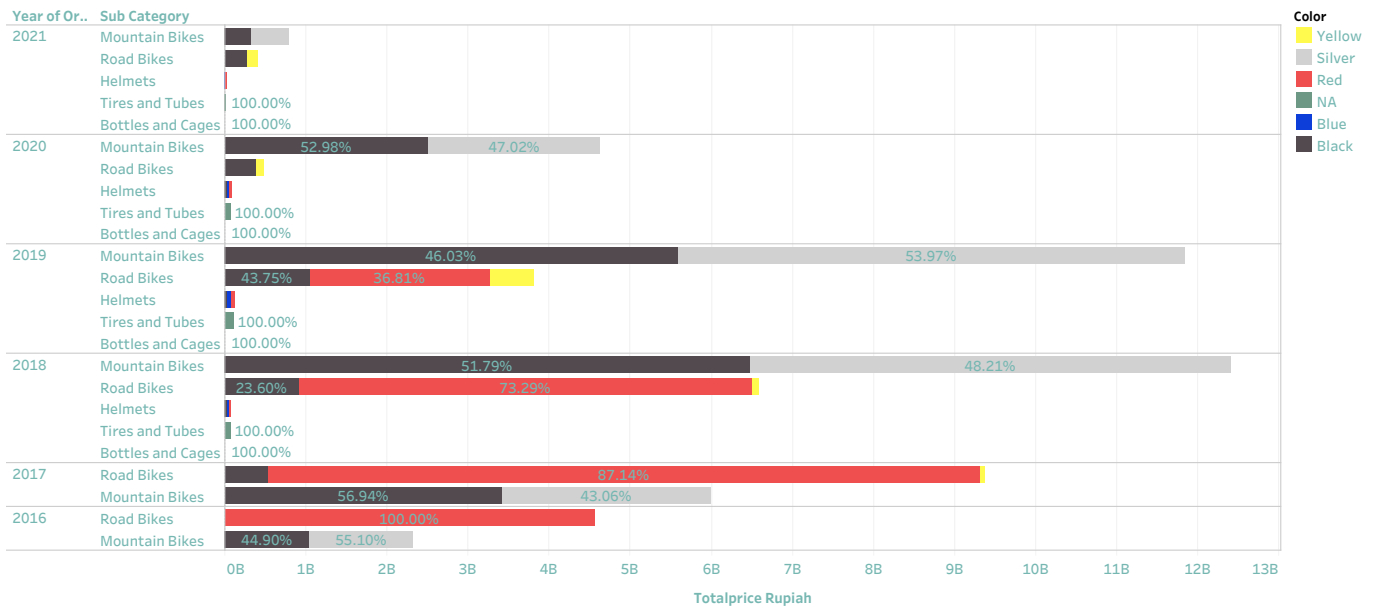


Highest sales by gender and group age



Highest sales by color and total price



Insight:

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

Product Name	Origin Groups / Origin Country						Grand Total
	Europe			North America		Pacific	
	France	Germany	United Kingdom	Canada	United States	Australia	
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

Insight:
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



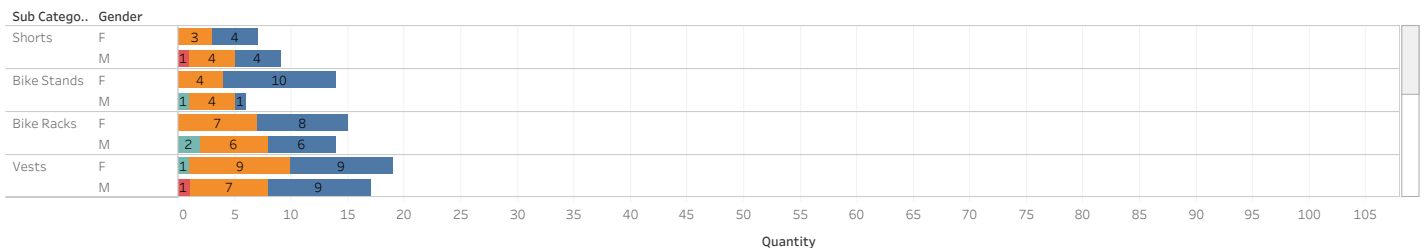
Distinct count of Customer Id



Trend sales each month



Lowest sales by category, gender, and group age



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

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.