# Dashboard for Tailoring Marketing to Cycling Enthusiasts

**Donut Chart - Customer Segmentation by Income Category**

This chart displays the proportion of our customer base segmented into high, medium, and low-income categories. It allows us to visualize the purchasing power of our customer segments quickly. By understanding the income distribution, we can tailor our marketing campaigns, such as highlighting budget-friendly biking options to the low-income segment and premium bikes to the high-income segment.

**Customer Details Table - Purchase Frequency and Volume**

The table lists customers alongside key metrics like how often they purchase (frequency) and how much they buy (volume). It helps identify loyal customers who buy frequently and those who make significant individual purchases. This data is crucial for creating targeted loyalty programs or personalized promotions.

**Decomposition Tree - Purchase Volume by Product Categories**

This interactive tool lets us explore sales data hierarchically. Starting from the overall purchase volume, we can drill down into categories and subcategories to uncover what types of products are most popular. It's instrumental for identifying which products to feature in marketing campaigns and for inventory stocking decisions.

# Dashboard for Expanding Reach in Untapped Territories

**Filled Map - Total Revenue by Country**

This geographical representation shows how much revenue each country generates. The varying intensities of color indicate the revenue magnitude, which helps us quickly spot which countries are our top performers and which may have untapped potential.

**Bar Graph - Distinct Customers by Country**

Here we see a comparison of the customer base sizes across different countries. This information is pivotal for identifying markets with a solid customer foundation where we can deepen market penetration versus new markets where we need to build brand awareness and customer base.

**Line Chart - Total Revenue and Purchase Volume by Order Year and Order Category**

This chart tracks the changes in revenue and purchase volume over time, segmented by product category. It shows how customer preferences have evolved and can forecast future trends. This temporal view of sales data informs strategic decisions about promotional timing and inventory planning.

# Dashboard for Reducing Returns Through Quality Feedback

**Bar Chart - Sum of Reason for Return by Order Category and Order Year**

This chart aggregates the reasons for returns across different product categories and years. It highlights which categories are more prone to returns, guiding us to pinpoint potential quality issues or customer dissatisfaction and take corrective action.

**Map - Return Rate by Country**

The map visualizes the return rates spread across different countries, providing insights into where our products are well-received and where we might be facing quality or fulfillment challenges. Regions with higher return rates might indicate a need for better customer support or improvements in product offerings.

**Pie Chart - Count of Reason Comment by Reason**

This chart categorizes the feedback we receive from customers. By breaking down the comments, we can prioritize the most common issues. The chart also provides a quick visual cue on which areas require immediate attention to improve product quality and customer satisfaction.