

The Bike Haven Sales Report-SKS

Problem Statement

The Bike Haven, a thriving bike shop in San Francisco, needs to revamp its static sales reports to gain a deeper understanding of their sales performance. They require an interactive dashboard that provides insights into various sales metrics.

Overall Objective:

By creating this interactive dashboard, you will empower Chris, the Sales Manager, to make data-driven decisions to optimize sales strategies, identify growth opportunities, and improve customer relationships.

Necessary Link

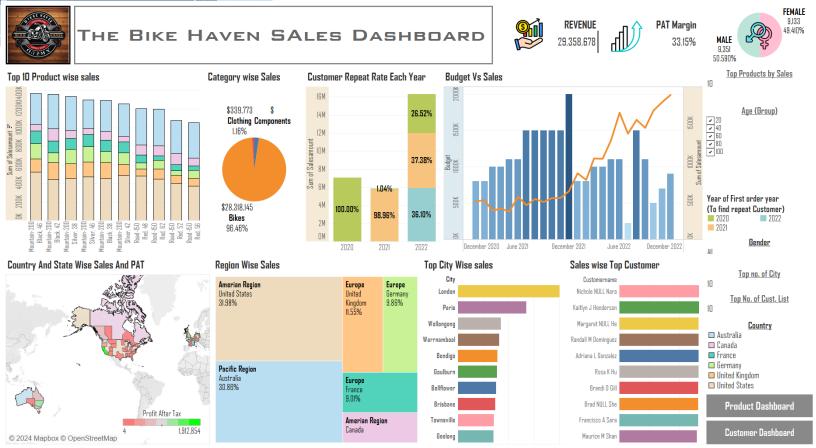
Dashboard Link

Tableau Public Link

https://drive.google.com/file/d/1q7ZvmaM4q2DsO2aYzpnf9Gm9WoEEbBGe/view?usp=sharing

The link of the Video (Where I explain the DashBoard)

https://drive.google.com/file/d/IEmpg9dRpKfX3XNjxY-TRMKxbJmZw-zUy/view?usp=sharing



Conclusion:

The Bike Haven Sales Dashboard offers a compelling snapshot of sales performance. However, the true power lies in leveraging this data for future success. By delving deeper into specific product categories, customer segments, and regional trends, Bike Haven can gain actionable insights to:

Optimize product offerings: Cater to specific customer preferences and capitalize on emerging trends.

Refine marketing strategies: Target campaigns based on demographics, spending habits, and location.

Enhance customer experience: Focus on building loyalty through personalized outreach and targeted promotions.

By continuously analysing and interpreting sales data, Bike Haven can stay ahead of the curve, optimize its operations, and continue to be a leader in the cycling industry.