Explanation of Use Cases:

1. **Tailoring Marketing to Cycling Enthusiasts: By analyzing customer purchase history and demographics, Mountain Wheels can create targeted marketing campaigns. For instance, mountain bikers might be more interested in rugged bikes and safety gear, while urban commuters might prioritize comfort and style in clothing and accessories.**

The Overview page gives descriptive analytics of how the overall business is performing. Returning Customers are customers who have made orders more than once. Product Return Rate represent products quantity returned over total quantity sold

The drill down page allows to visualize total revenue, total customers and returning customer broken down by demographic charatectristics such as gender, marital status etc and product categories. Looking at this Marketers can find out which product are being preferred by customers with specific characteristics. The visualization can be used to drill down Product Breakdown and Territory and understand granular details over time which could be used for predictive analysis

Product Breakdown page shows over the years customers and sales per product categories and subcategories. Allowing us to find products doing well - with drill down applied from Drill down page we can understand which customer demographics does well with with product over time

Looking at distinct customer number over the years per product allows to see which product are acquiring new buyers or losing so marketing campaign can be directed for such products.

2. **Expanding Reach in Untapped Territories: The regional sales analysis feature of the dashboard enables Mountain Wheels to identify potential markets for expansion. Understanding regional preferences ensures that new stores stock the most relevant products for their local customer base.**

Dril down from Drill Down page can also be applied to Territory Breakdown helping us understand gradual details of customers for each territory. The Territory Breakdown page contains visualization that represent total sales of product for each territory over time allowing us to find which territory is doing well for which product – with drill down applied we can find how customer demographics affect the results. It also show average revenue per customer and returning customer breakdown per product per territory this will will allow us to findwhich territory has most valuable customers (highest spending) and most loyal(returning)

3. **Reducing Returns Through Quality Feedback: Analysis of returns and customer feedback provides insights into product quality and customer satisfaction. This helps Mountain Wheels address any issues promptly, ensuring that only the best products are on their shelves.**

Drill Down is also applied for Return Rate page to understand how customer demographics affect return rates. The visualization give us the ability to find product and territories with highest return rate and filter it by return reason. It also shows the exact number of return quantities per return reason, territory,

product category over the years for comparison. This will allow us to compare product return reasons and underperforming products and territories