

Budget Sales data

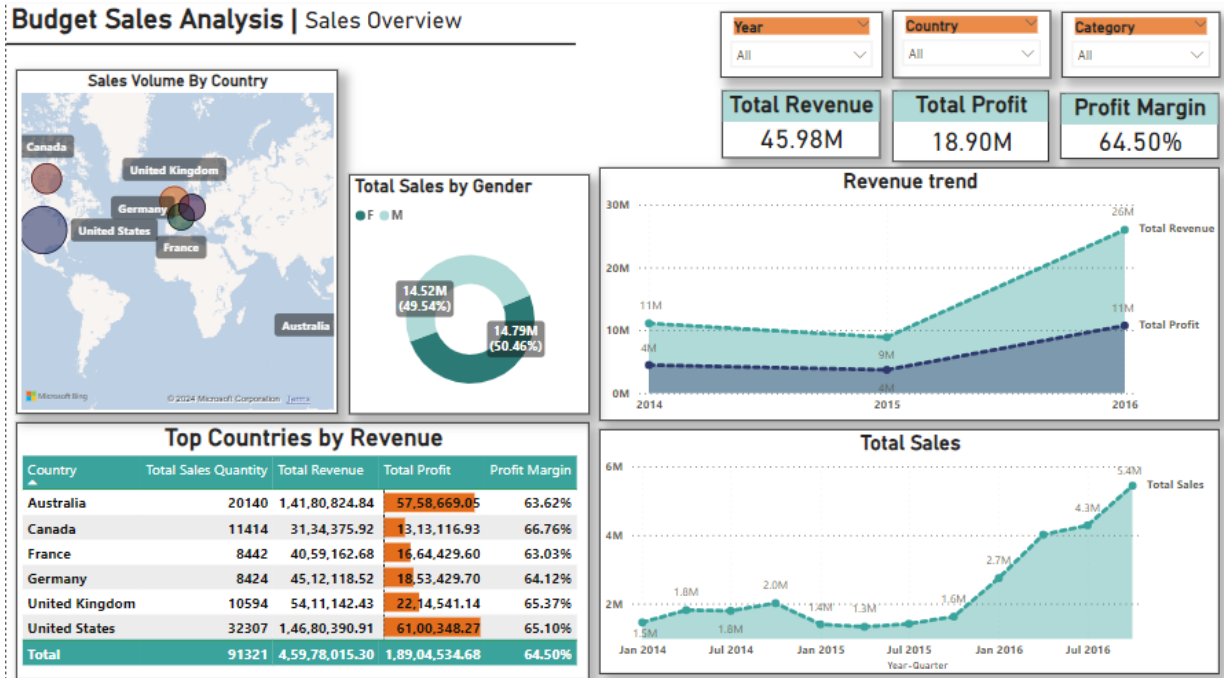
Wireframe Documentation

Titiksha Lohe

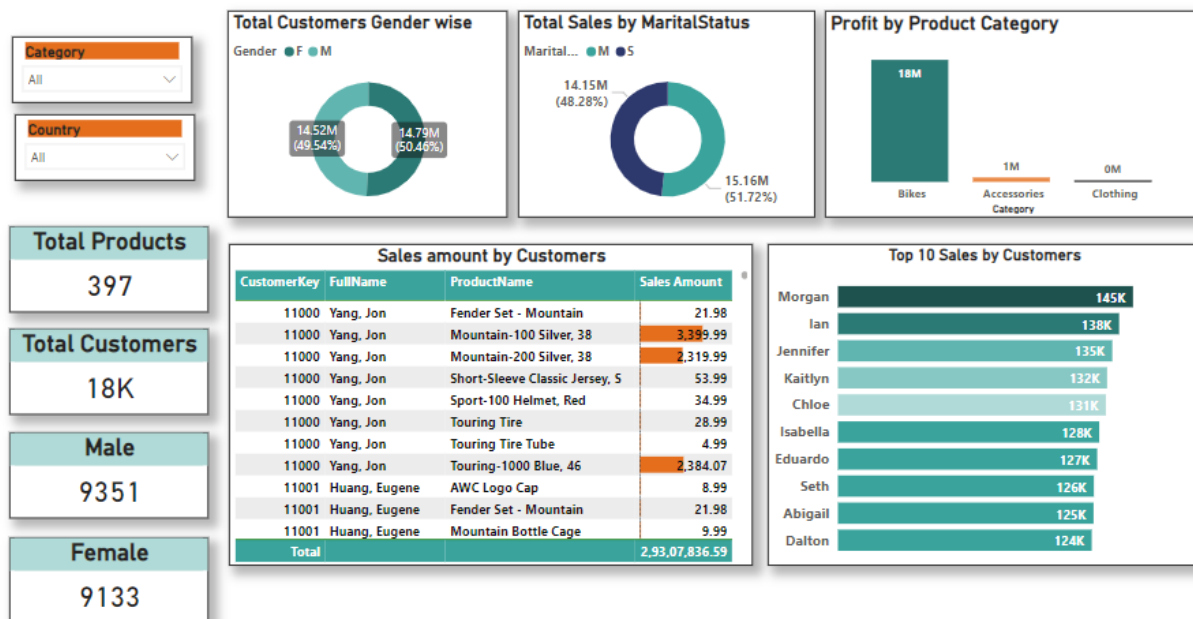
Homepage

As per the problem statement, we have divided analysis into three sections: -

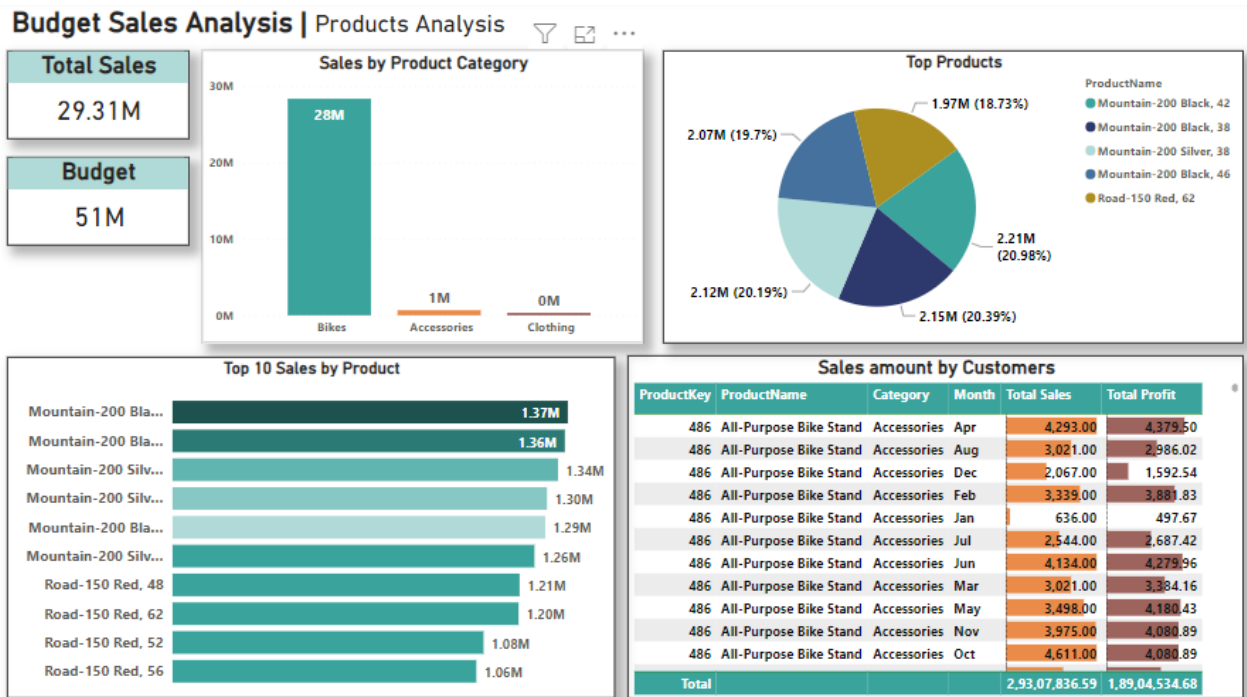
1. Key Insight of Sales data :



Budget Sales Analysis | Customer Analysis



Dashboard showing Product Aanalysis



This the first dashboard showing following findings:

- 1) From 2014 to 2016 total Revenue made by selling bicycles and cycling accessories was 45.98 M with a Profit Margin of 64.5%.
- 2) Year 2016, saw an exponential increase in sales which was 5.4 M, sales started trending up in 2014 rising by 132.94% in 2 years.
- 3) Females accounted for 50.46% of Total Sales.
- 4) United States accounted for 31.97% of Total Sales.
- 5) Highest profit under the Product Category is made by Bikes followed by Accessories and clothing.
- 6) Top countries making highest profit are Australia, Canada, France, Germany, the UK and the US.
- 7) Across all 6 Country, Total Sales Quantity ranged from 8424 to 32307.