PORTOFOLIO

MAXIMIZING

SALES PERFORMANCE WITH SEASONAL INSIGHTS

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Objective Analysis

The company plans to analyze the distribution and sales performance of products based on seasons. Therefore, it is essential to highlight key products that align with the four seasons: spring, summer, autumn, and winter.

Business Questions

1. Which product category is most in demand based on the season?
2. Which age group most frequently purchases products in each season?
3. Which country consistently records the highest product sales in all seasons?
4. Which products most frequently appear in the Top 5 each season?

Understanding Data

Bee Cycle is a company focused on selling bicycles and related accessories. This dataset includes 5,953 rows and 25 columns containing information about products, customers, transactions, and locations, with data recorded from 2016 to 2021.

There are three product categories:

- Bikes (including various types of bicycles)
- Accessories (additional bicycle-related products, such as helmets, lights, and others)
- Clothes (specialized clothing for cycling activities, like jerseys and shorts)

Kolom yang digunakan:

Column	Description
order_detail_id	Unique ID for each order detail.
order_date	Date when the order was created or processed.
product_id	Unique ID of the purchased product.
customer_id	Unique ID of the customer making the purchase.
quantity	Number of product units purchased in the order.
totalprice_rupiah	Total order price (in Rupiah).
shippingprice_rupiah	Shipping cost of the order (in Rupiah).
product_name	Name of the product sold.
category	Product category.
gender	Customer's gender.
maritalstatus	Customer's marital status.
territory_country	Customer's or shipping destination country.

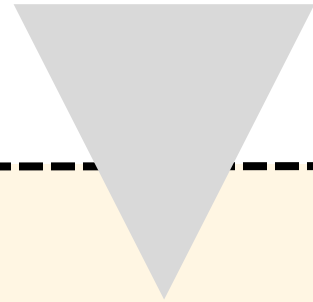Only 13 columns are needed for analysis; the other columns will be removed.
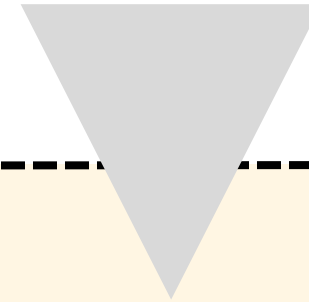
Data
CLEANING
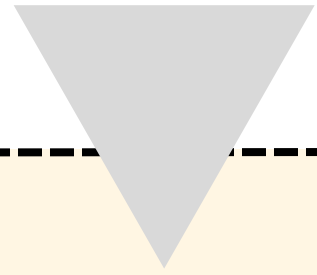
Changing Column Data Type:
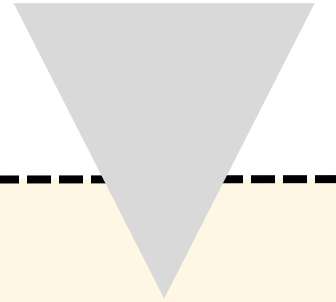- **Customer_id**
- **Product_id**

from numeric to string.

Check Duplicate
Not found.

Check Missing Values
None.

Check for outliers
None found.

DAX
POWERBI

01 Musim

```
Musim =
SWITCH(
    TRUE(),

MONTH(SheetI[order_date])
IN {12, I, 2}, "Musim Dingin",

MONTH(SheetI[order_date])
IN {3, 4, 5}, "Musim Semi",

MONTH(SheetI[order_date])
IN {6, 7, 8}, "Musim Panas",

MONTH(SheetI[order_date])
IN {9, IO, II}, "Musim Gugur",
    "Tidak Diketahui")
```

02 Age

```
Age = YEAR(TODAY()) -
YEAR(SheetI[birthdate])
```

03 Age Group:

```
Age group = if(SheetI[Age]
<= 25 , "Remaja",
if(SheetI[Age] <=35,
"Dewasa Muda",
if(SheetI[Age]
<=50,"Dewasa",
"Lansia")))
```

"AMONG ALL SEASONS, THE ACCESSORY PRODUCT CATEGORY IS THE MOST DOMINANT"

Which product category is most in demand based on the season?
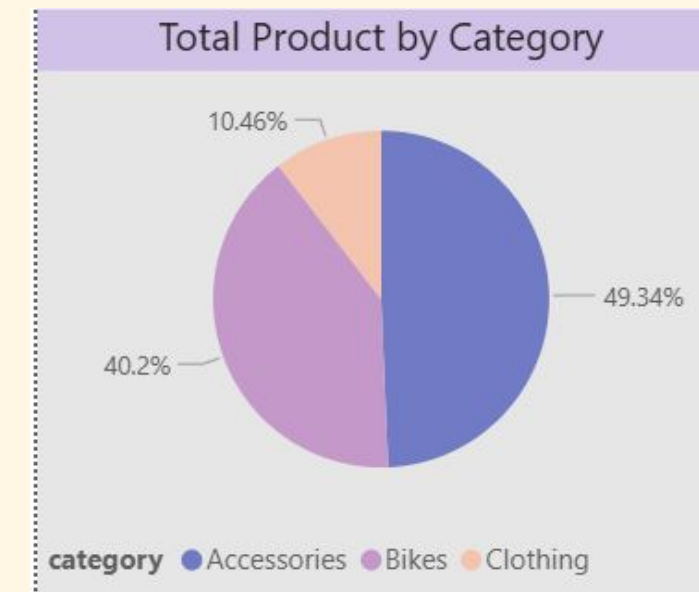
Insight

in all seasons:
- Accessories consistently dominate (around 49–53%), indicating that this is the most in-demand main product.
- Bikes tend to remain stable in second place (36–40%), reflecting fairly consistent demand throughout the year.
- Clothing has the smallest share (10–12%) in all seasons, indicating a lower interest.
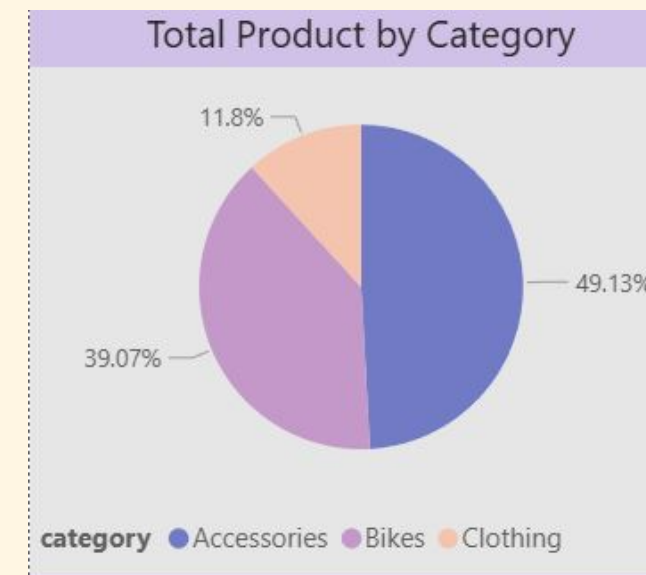
Action

- Increase clothing sales with bundling campaigns (e.g., bundling with other categories such as accessories).
- Test the clothing market with exclusive or limited edition designs to increase interest in summer and winter.

Total Product by Category

10.99%

36.05%

52.96%

category ● Accessories ● Bikes ● Clothing

Spring

Total Product by Category

10.46%

40.2%

49.34%

category ● Accessories ● Bikes ● Clothing

Autumn

Total Product by Category

11.8%

39.07%

49.13%

category ● Accessories ● Bikes ● Clothing

Summer

Total Product by Category

10.8%

36.89%

52.31%

category ● Accessories ● Bikes ● Clothing
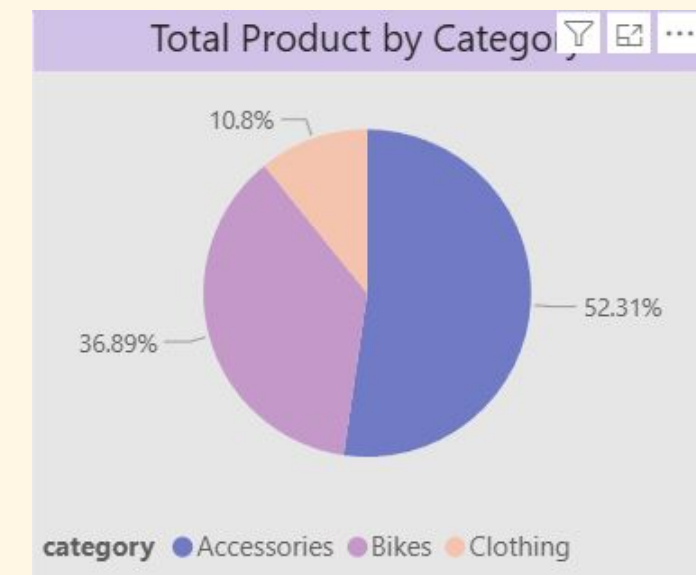
Winter

"ACROSS ALL SEASONS, THE ADULT AGE GROUP DOMINATES"

Which age group most frequently purchases products in each season?
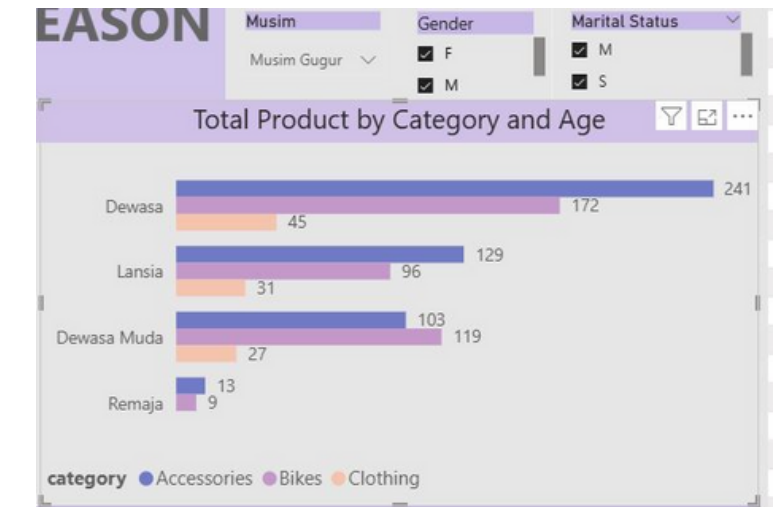
Insight

In all seasons,
- The adult group is the most dominant.
- The senior and young adult groups remain stable (the difference between these two groups is not very significant).
- The teenager group records the lowest product sales.

Action

Since teenagers consistently have the lowest share across all seasons, to better engage this group, efforts can focus on building a relevant brand image through creative campaigns on social media and collaborations with young influencers. Offer limited edition products, affordable prices, and student promotions to attract their interest in purchasing products.

Spring

Autumn

Summer

Winter

"ACROSS ALL SEASONS, AUSTRALIA DOMINATES"

Which country consistently records the highest product sales in all seasons?

Insight

- Spring: Australia is the highest, the US and Canada remain stable in second place, followed by France, the UK, and Germany.
- Summer: Australia is the highest, the UK rises significantly.
- Autumn: Sales decline overall, but Australia remains dominant.
- Winter: Australia is still dominant, Canada rises significantly.

Action

To increase sales in the US/Europe/Canada:
- Spring: As people start going outdoors after winter, launch the campaign "Start Riding Again" to encourage new bike and basic accessory purchases.
- Summer (holiday season): With many outdoor activities, focus campaigns on hydration & family cycling holidays.
- Autumn: As the weather cools and outdoor activity decreases, use retention strategies by offering safety products and maintenance services.
- Winter: With more indoor activities, focus on bike maintenance—launch the "Winter Safety & Maintenance" campaign.
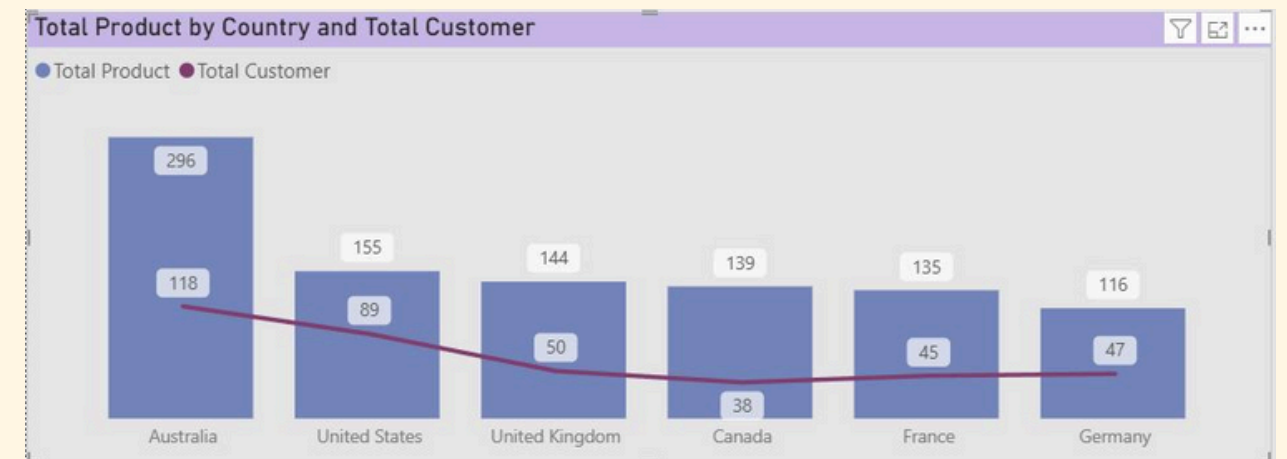
Spring
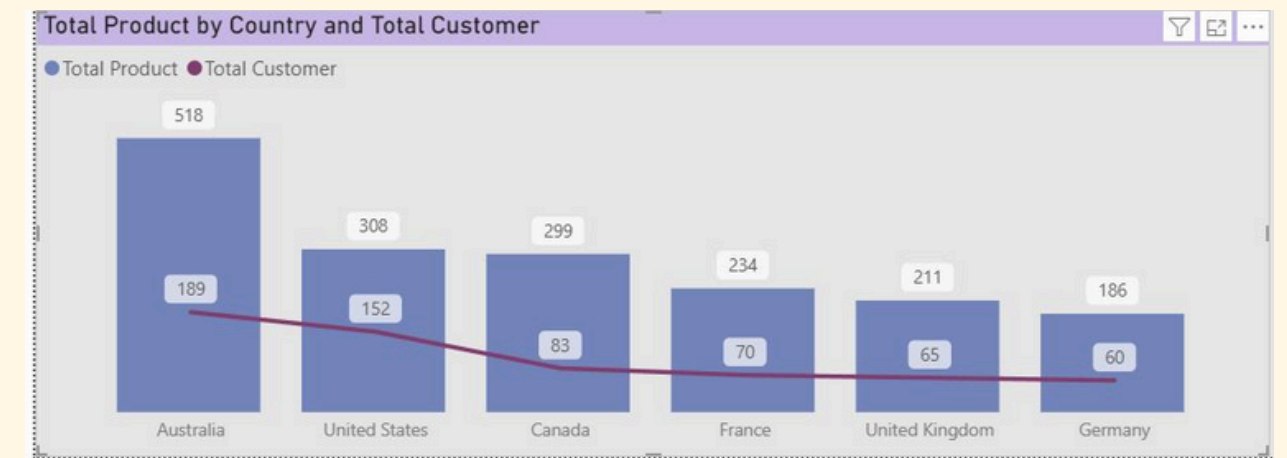
Summer

Autumn

Winter

"ACROSS ALL SEASONS, THE PRODUCT 'WATER BOTTLE 30 OZ.' DOMINATES"

Which products most frequently appear in the Top 5 each season?

Insight

- Spring: Water Bottle dominates, followed by Patch Kit and Mountain Bottle Cage.
- Summer: Water Bottle dominates, Patch Kit decreases, Fender Set increases.
- Autumn: Water Bottle dominates, but sales volume is lower than other seasons.
- Winter: Water Bottle dominates, Patch Kit, Helmets, and Bottle Cage increase, while Fender decreases.

Action

- Spring: As the weather warms and people resume outdoor activities after winter, boost sales of products that support comfort & preparation, such as patch kits, water bottles, and bottle cages.
- Summer: Customers tend to buy hydration & heat-protection products. Ideal for the "Stay Hydrated & Safe" campaign to increase water bottle sales.
- Autumn: With colder weather, shorter days, and slippery roads (leaves, rain), focus on protection & safety products like fender sets.
- Winter: In cold and sometimes extreme weather (snow), cycling becomes more difficult—this is the maintenance season, so focus on bike care and safety gear like patch kits.

Product Name	Total Product	Total Customer
Water Bottle - 30 oz.	58	57
Patch Kit/8 Patches	46	39
Mountain Bottle Cage	39	39
Sport-100 Helmet, Black	36	35
HL Mountain Tire	34	34

Spring

Product Name	Total Product	Total Customer
Water Bottle - 30 oz.	28	28
Patch Kit/8 Patches	22	20
Sport-100 Helmet, Blue	21	20
Fender Set - Mountain	17	17
Road Bottle Cage	15	15

Autumn

Product Name	Total Product	Total Customer
Water Bottle - 30 oz.	45	45
Mountain Bottle Cage	31	31
Sport-100 Helmet, Red	30	30
Fender Set - Mountain	29	29
Patch Kit/8 Patches	28	26

Summer

Product Name	Total Product	Total Customer
Water Bottle - 30 oz.	57	56
Patch Kit/8 Patches	35	31
Road Bottle Cage	35	34
Sport-100 Helmet, Red	31	30
Mountain Bottle Cage	30	30

Winter

REKOMENDASI :

1. Spring: Launch the "Start Riding Again" campaign targeting adults and young adults in the US, Europe, and Canada who are starting to cycle again after winter.
2. Summer: Launch the "Stay Hydrated & Safe" campaign with a focus on hydration and protection. Target young adults and teenagers, since it's the holiday season with many outdoor activities. Strengthen markets in the US, Europe, and Canada with holiday cycling promotions (bundles of bottles, helmets, and bike accessories).
3. Autumn: Since this season highlights safety when riding on slippery roads and in cold weather, focus campaigns on Safety & Protection (helmets, fenders, patch kits) targeting adults and young adults. Build retention strategies in Australia and offer seasonal promotions in the US, Europe, and Canada.
4. Winter: Launch the "Winter Safety & Maintenance" campaign in the US, Europe, and Canada. Promote patch kits, helmets, and clothing bundles (jackets, gloves). Target adults & seniors with messages of comfort & safety in winter cycling.

THANK YOU