



SALES PERFORMANCE & PROFIT LEAKAGE ANALYSIS

Insights from a Global Bicycle Sales Dataset

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PROBLEM STATEMENT

Many businesses focus only on revenue, not on profitability.

High sales do not always mean high profit.

Some products and regions generate sales but cause low profit margins.

These hidden losses are called 'Profit Leakage'.

PROJECT OBJECTIVE



Analyze revenue, cost, and profit performance.



Identify high revenue but low profit areas.



Find low-margin risk products and regions.



Detect hidden profit leakage using margin analysis.



Support better business decision-making.

DATASET OVERVIEW



Global Bicycle Sales Dataset



Records: 113,000+ rows



Contains: Date, Country, Product, Category, Cost, Revenue, Profit, Quantity



Includes Bikes, Accessories, and Clothing products.

KEY BUSINESS METRICS USED

Revenue = Total sales amount

Cost = Total expense to sell products

Profit = Revenue - Cost

Profit Margin = Profit / Revenue

Performance Flag = Low Margin or Healthy

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KPI DASHBOARD

- Total Revenue
- Total Profit
- Total Quantity Sold
- Average Profit Margin

ANALYSIS 1: REVENUE VS PROFIT BY CATEGORY

Compares sales and profit across product categories.

Helps identify categories with high revenue but low profit.

Shows margin inefficiency and profit leakage areas.

**ANALYSIS 2:
PROFIT
CONTRIBUTION
BY COUNTRY**

Shows which countries contribute most to total profit.

Helps identify strong and weak markets.

Supports region-based business strategy.

ANALYSIS 3: TOP 10 PRODUCTS BY REVENUE

Identifies the main revenue-generating products.

Shows which products drive business sales.

Helps focus on high-impact products.

**ANALYSIS 4:
LOW MARGIN
RISK
PRODUCTS**

Shows products with very low profit margins.

These products cause profit leakage.

Even if they sell well, they hurt profitability.

**ANALYSIS
5:
REVENUE
& PROFIT
TREND
OVER
TIME**

Shows business performance over years.

Helps understand growth or decline trend.

Used for long-term business planning.

KEY INSIGHTS



Some categories generate high revenue but low profit.



Some products are high-risk due to low margins.



Certain countries perform better in profitability.



Margin analysis reveals hidden business problems.



CONCLUSION

- This project goes beyond simple sales analysis.
- It focuses on profitability and margin efficiency.
- Helps identify and control profit leakage.
- Supports data-driven business decisions.

**THANK
YOU**