Sales Analysis Report – Motorcycle Parts Company

1. Project Overview

The company operates three warehouses—North, Central, and West—selling motorcycle parts via both retail and wholesale channels. Payments are accepted through Credit card, Bank Transfer, and Cash, each of which has an associated processing fee. The executive team wants insights specifically about wholesale revenue, aggregated by product line, month, and warehouse.

2. Dataset Summary

The sales table includes: order_number, date, warehouse, client_type, product_line, quantity, unit_price, total, payment, and payment_fee. Net revenue is calculated as Total minus Payment Fee.

3. Net Revenue by Product Line, Month & Warehouse (Wholesale Only)

Product lines identified in the PDF include Braking System and Electrical System. These show strong performance across months (June, July, August) and warehouses (North, Central, West).

4. Extended Project Findings

Finance Team Objective: Determine the most profitable payment method for each warehouse and month by calculating net revenue grouped by payment method.

Marketing Team Objective: Determine the top 3 most ordered product lines for both retail and wholesale customers by grouping quantity sold.

5. Final Summary & Insights

- Braking and Electrical systems are major wholesale revenue contributors.

- Seasonal or cyclical demand patterns observed.

- Balanced product distribution across warehouses.

- Payment method optimization can reduce transaction costs.