

Sales, Customer & Product Performance Overview

1. Sales Performance Overview

2. Market & Customer Value Concentration

3. Product Concentration & Portfolio

Overall Sales Performance

This dashboard provides a high-level view of overall sales performance, including revenue scale, order value, volume, and time-based trends.

Key Insights:

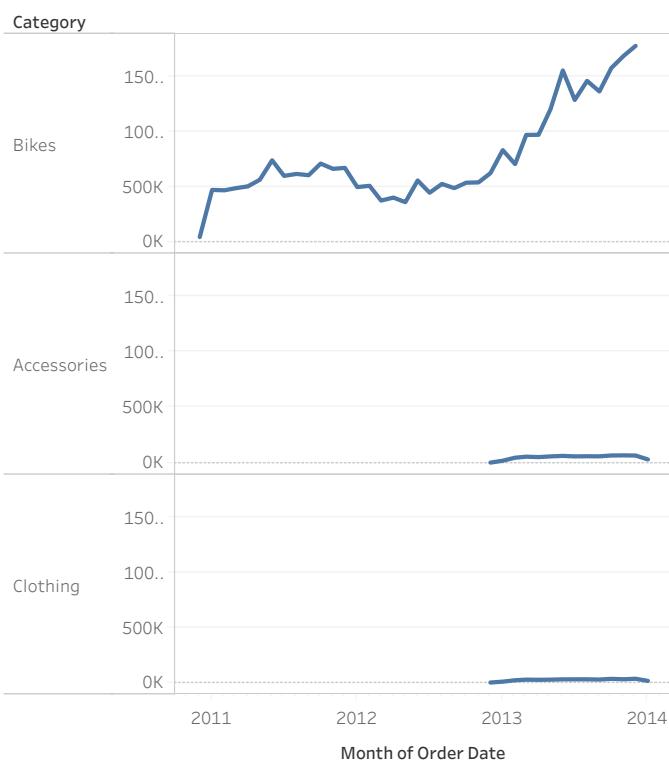
- Business revenue is **category-concentrated**
- Bikes are the **core revenue engine**
- Trend shows **growth with volatility**

Total Sales
\$29,356,250

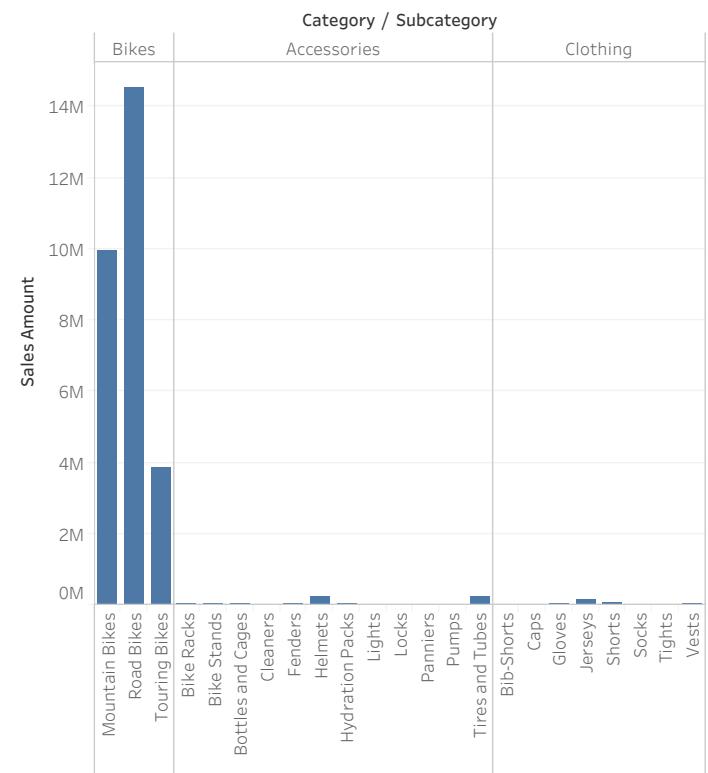
Total Quantity
60,423

Avg Order Value
\$1,061

Sales over Month



Sales by Category / Subcategory



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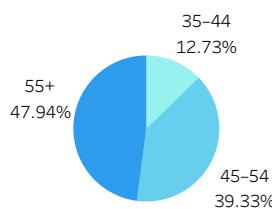
Customer Overview

Where the revenue comes from (markets).
Who generates the value (customers).

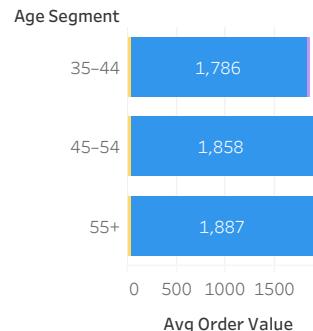
Key Insights:

- Business performance relies heavily on a limited set of core markets and high-value customer cohorts
- Age is a stronger indicator of value than gender or marital status
- Customer strategy should prioritise value retention over discount-driven acquisition

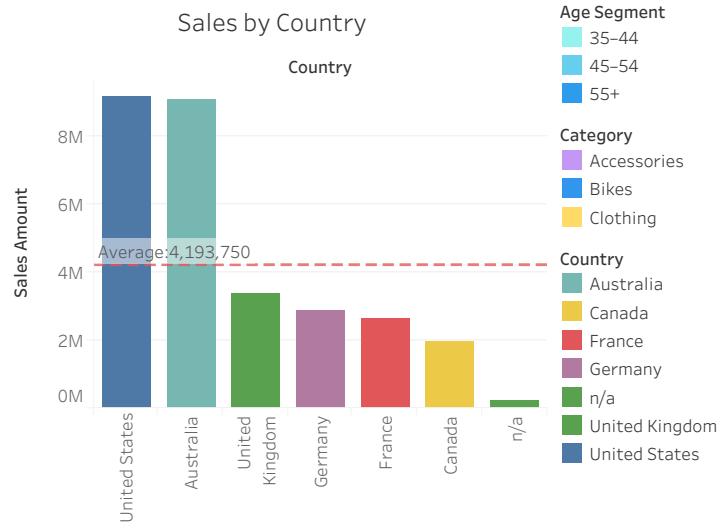
Total Sales by Age Group



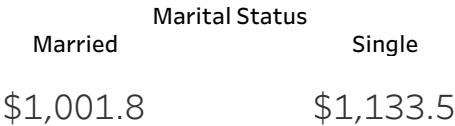
Avg Order Value by Age Group



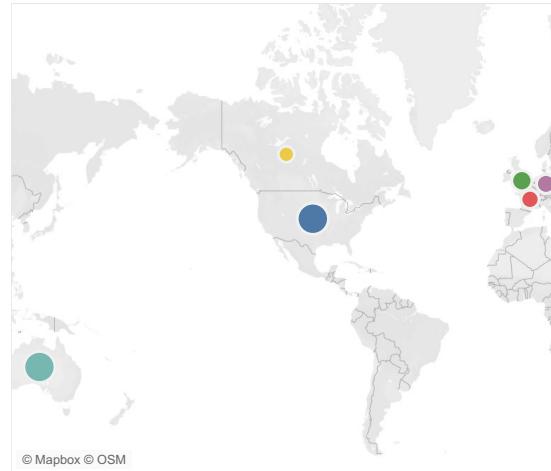
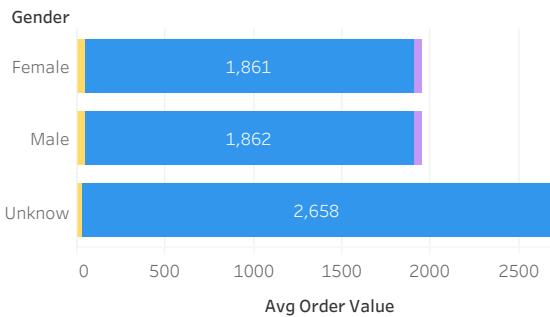
Sales by Country



Avg Order Value by Marital Status



Sales by Gender



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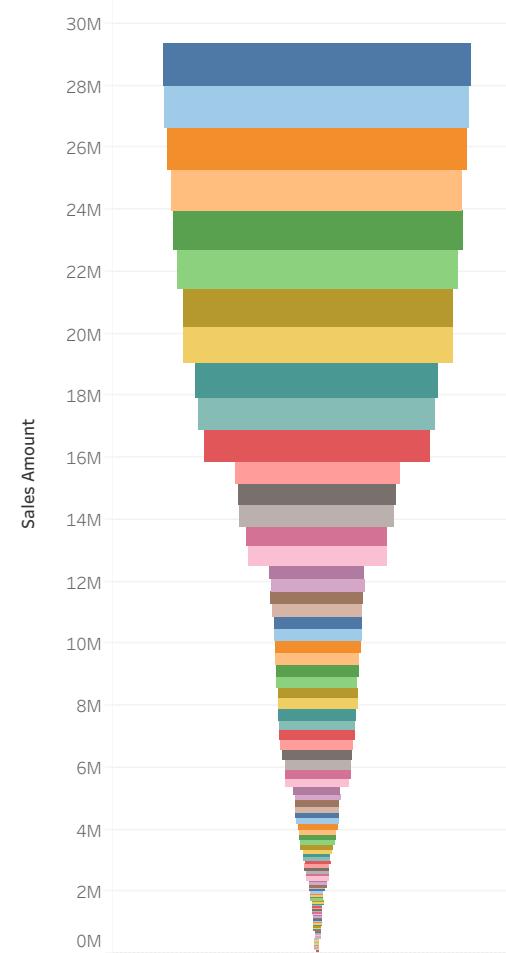
Product Overview

Product sales follow a strong Pareto distribution.
Funnel shape indicating diminishing returns.

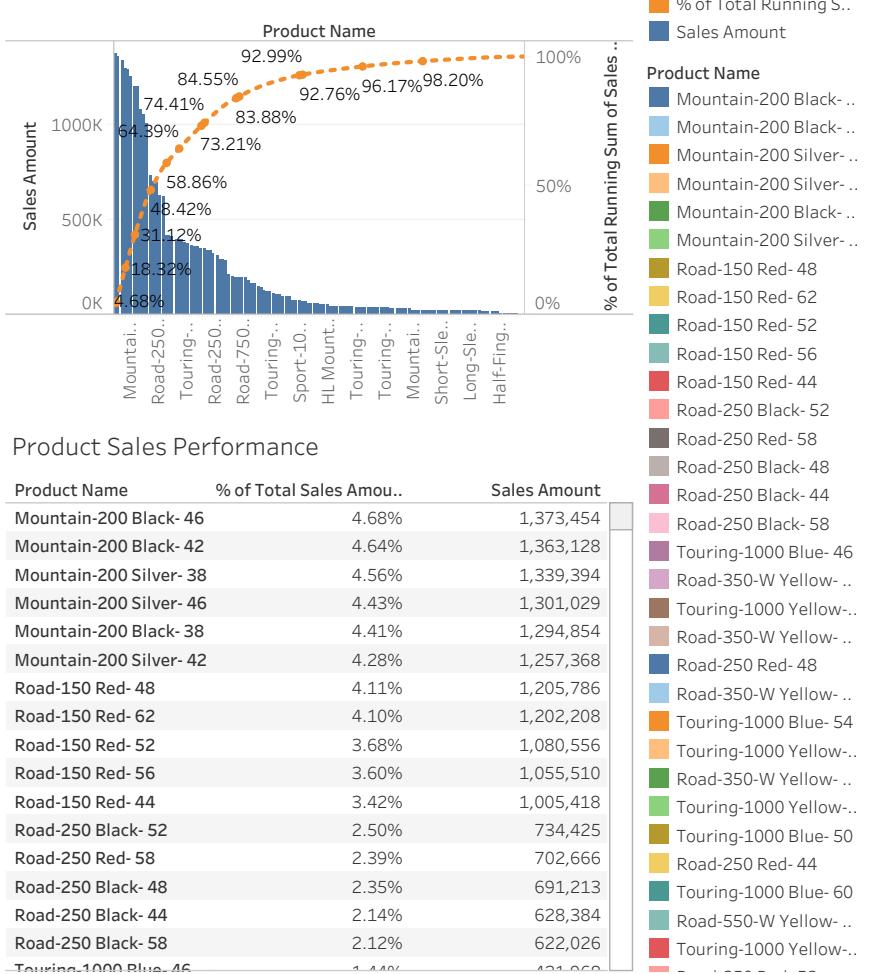
Key Insights:

- Clear 80/20 concentration
- Core products deserve priority in inventory, supply chain, and operational focus
- Long-tail SKUs increase complexity without proportional revenue impact

SKU Funnel



Sales Contribution



Measure Names

% of Total Running S..
Sales Amount

Product Name

Mountain-200 Black-46
Mountain-200 Black-42
Mountain-200 Silver-38
Mountain-200 Silver-46
Mountain-200 Black-38
Mountain-200 Silver-42
Road-150 Red-48
Road-150 Red-62
Road-150 Red-52
Road-150 Red-56
Road-250 Black-52
Road-250 Red-58
Road-250 Black-48
Road-250 Black-44
Touring-1000 Blue-46
Road-350-W Yellow-..
Road-350-W Yellow-..
Touring-1000 Blue-54
Touring-1000 Yellow-..
Road-350-W Yellow-..
Touring-1000 Yellow-..
Road-350-W Yellow-..
Touring-1000 Blue-50
Road-250 Red-44
Touring-1000 Blue-60
Road-550-W Yellow-..
Touring-1000 Yellow-..

Sales, Customer & Product Performance Overview

1. Executive Summary & Implications

2. Market & Customer Value Concentration

3. Product Concentration & Portfolio

4. Executive Summary & Implications

Overall performance is driven by a limited set of customer segments, products, and geographic markets.

Revenue concentration creates efficiency but also exposes the business to structural risk if core contributors underperform.

Strategic focus should reinforce core revenue drivers while reassessing underperforming segments to improve efficiency and reduce operational complexity.

Final Takeaways

- **Customers:** value concentrated in older cohorts
- **Products:** strong Pareto(80/20) effect
- **Markets:** revenue concentrated geographically