

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

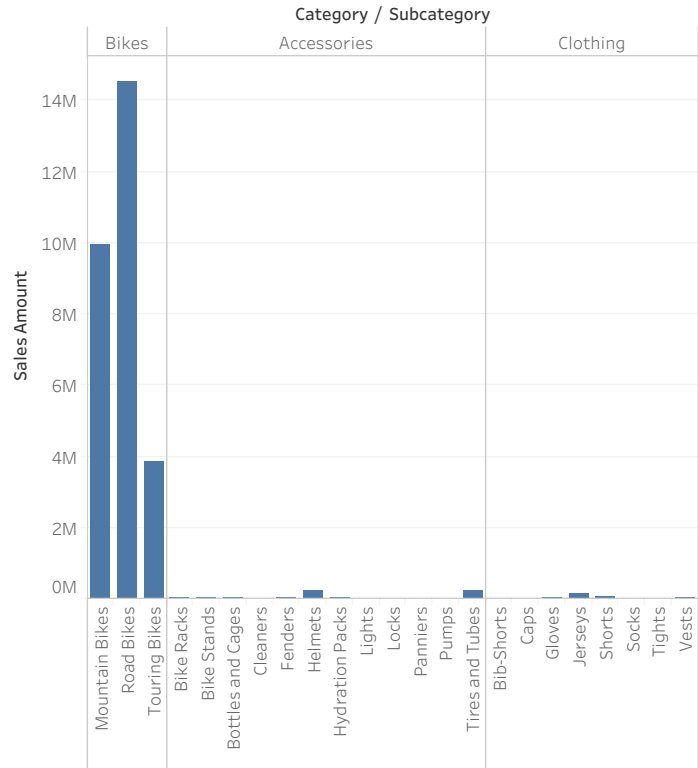
Avg Order Value

\$1,061

Sales over Month



Sales by Category / Subcategory



Sales, Customer & Product Performance Overview

1. Sales Performance Overview	2. Market & Customer Value Concentration	3. Product Concentration & Portfolio	.
-------------------------------	--	--------------------------------------	---

Customer Overview

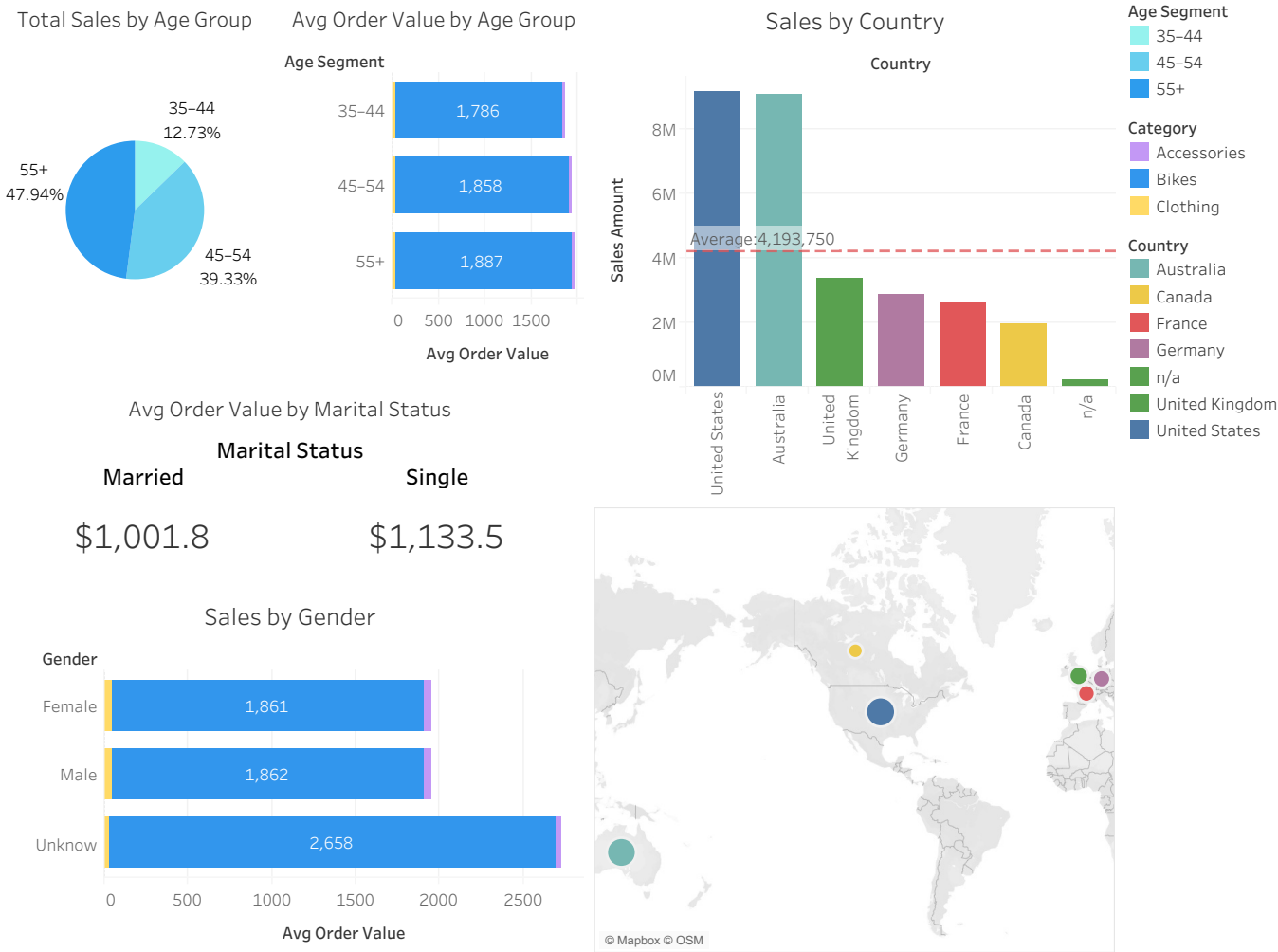
Where the revenue comes from (markets).
Who generates the value (customers).

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**



Sales, Customer & Product Performance Overview

1	2. Market & Customer Value Concentration	3. Product Concentration & Portfolio	4. Executive Summary & Implications
..			

Product Overview

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

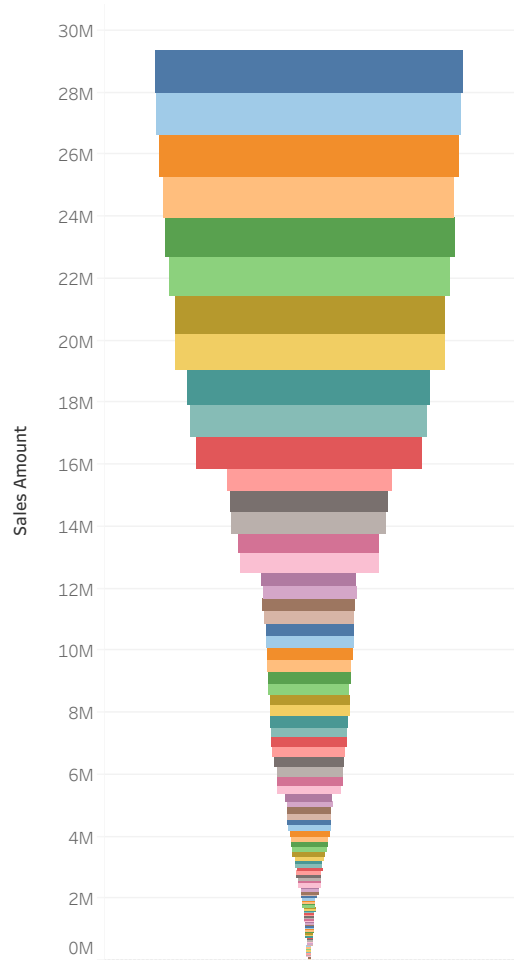
Key Insights:

- Clear 80/20 concentration

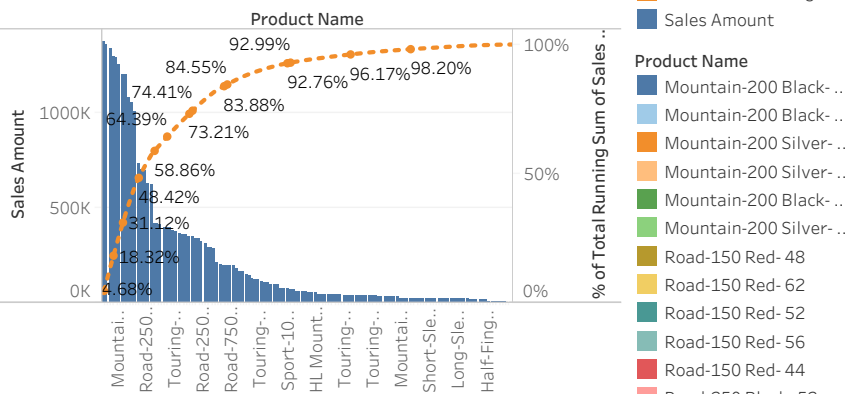
- Core products deserve priority in inventory, supply chain, and operational focus

- Long-tail SKUs increase complexity without proportional revenue impact

SKU Funnel



Sales Contribution



Product Sales Performance

Product Name	% of Total Sales Amou..	Sales Amount
Mountain-200 Black- 46	4.68%	1,373,454
Mountain-200 Black- 42	4.64%	1,363,128
Mountain-200 Silver- 38	4.56%	1,339,394
Mountain-200 Silver- 46	4.43%	1,301,029
Mountain-200 Black- 38	4.41%	1,294,854
Mountain-200 Silver- 42	4.28%	1,257,368
Road-150 Red- 48	4.11%	1,205,786
Road-150 Red- 62	4.10%	1,202,208
Road-150 Red- 52	3.68%	1,080,556
Road-150 Red- 56	3.60%	1,055,510
Road-150 Red- 44	3.42%	1,005,418
Road-250 Black- 52	2.50%	734,425
Road-250 Red- 58	2.39%	702,666
Road-250 Black- 48	2.35%	691,213
Road-250 Black- 44	2.14%	628,384
Road-250 Black- 58	2.12%	622,026
Touring-1000 Blue- 46	1.44%	421,060

Sales, Customer & Product Performance Overview

1 ..	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