

# End to End Sales Performance Analysis Report

The dashboard presents a comprehensive sales performance analysis across products, regions, and time periods. Overall performance is strong, with total sales exceeding targets and a healthy return on investment. While some product categories demonstrate exceptionally high margins, others show comparatively lower profitability, highlighting opportunities for optimisation.

## Overall Sales Performance

- **Total Sales: \$9.74 million**, representing a **39.21% increase** compared to the previous period.
- **Sales Trend:** Sales grew steadily from **\$6.54M in 2020** to **\$9.81M in 2021**, followed by a marginal decline to **\$9.74M in 2022**, still well above the target.
- **Sales Target:** The annual sales target was **\$7.0 million**, which was **successfully exceeded**.
- **Return on Investment (ROI)**
- **Total Sales: \$26.09M**
- **Total Cost: \$4.83M**
- **Total Margin: \$21.27M**
- This indicates that for every dollar spent, the business generated over **4.41 times** the return, reflecting excellent cost efficiency and profitability.

## Margin Analysis by Product Subcategory

**Accessories:** Highest margin at 100%, indicating excellent profitability.

**Clothing:** Strong margin of 62.6%.

**Bikes:** Margin of 42.67%.

**Other Categories:** Margins around 41%, suggesting higher costs or pricing pressure.

**Insight:** Accessories are the most profitable category, while Bikes and some other categories may require cost optimisation or pricing review.

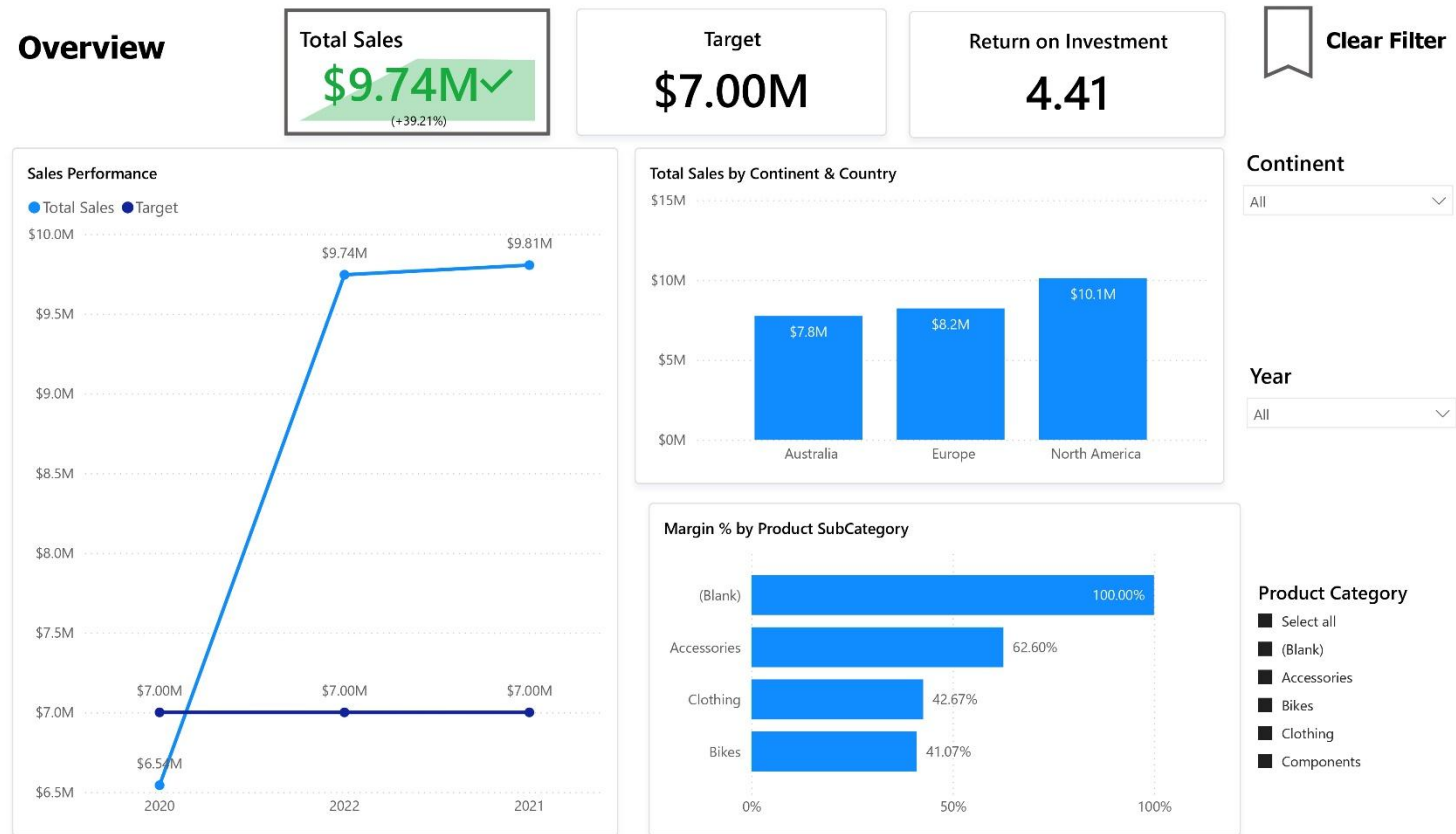
## Regional and Country-Level Performance

- **North America:** Highest regional sales at **\$10.1M**.

- **Europe: \$8.2M** in total sales.
- **Australia: \$7.8M**, performing close to larger regions despite a smaller market size.

At the country level:

- **United States** and **Australia** are the strongest individual contributors.
- Consistent growth is observed across most countries from 2020 to 2022.
- The United States shows lower margin percentages compared to other countries, suggesting higher operational or distribution costs.



- Overall YoY Growth: 2,091.67%

**Insight:** These subcategories are high-growth products and represent strong opportunities for scaling and focused marketing.

Year-Wise Sales & Order Summary

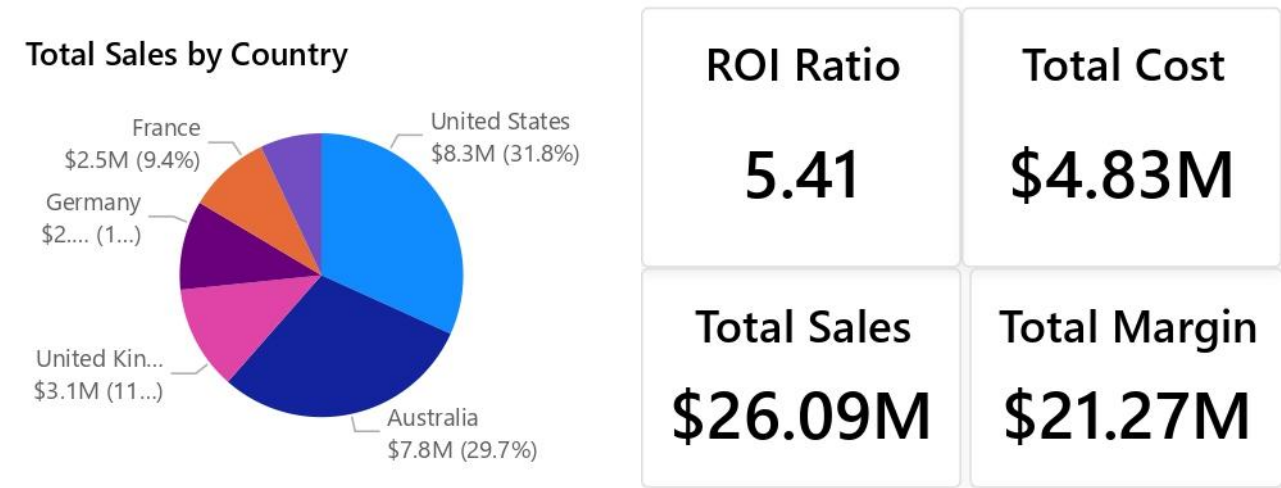
Sales Territory Country	Order Date Year	Total Sales	Total Margin %	Count of Sales Order Line Items	Count of Sales Order	count of sales order GT 50	Percent of sales order line item of ALL time
Australia	2020	\$2,157,728.671	100.00%	861	861	861	1.45%
Canada	2020	\$621,602.3823	100.00%	226	226	226	0.38%
France	2020	\$517,123.5756	100.00%	234	234	234	0.39%
Germany	2020	\$523,412.41	100.00%	234	234	234	0.39%
United Kingdom	2020	\$591,586.854	100.00%	265	265	265	0.45%
United States	2020	\$2,131,334.3831	40.44%	865	865	865	1.46%
Australia	2021	\$3,041,367.0156	100.00%	5356	2611	2,164	9.02%
Canada	2021	\$535,958.3824	100.00%	3094	1337	584	5.21%
France	2021	\$1,024,692.3867	100.00%	2292	1034	749	3.86%
Germany	2021	\$1,057,435.598	100.00%	2259	992	716	3.80%
United Kingdom	2021	\$1,306,168.2975	100.00%	2986	1267	935	5.03%
United States	2021	\$2,839,388.0679	42.43%	8547	3714	2,450	14.39%
Australia	2022	\$2,552,857.7	100.00%	6734	2852	2,194	11.34%
Canada	2022	\$673,454.29	100.00%	4253	1765	754	7.16%
Total		\$26,092,303.5641	81.50%	59385	26646	18,679	100.00%

Product-Level Sales Performance (Detailed View)

Filtered by selected product category and year

Order Date Year	Order Date Month	Product Subcategory	Total Sales	Total YTD Sales	PY TOTAL SALE	Total Sales YoY%
2022	Jul	Tires And Tubes	\$4,560.91	\$50,748.02	\$1,756.10	159.72%
2022	Jun	Tires And Tubes	\$7,857.6	\$46,187.11	\$121.53	6365.56%
2022	Jul	Helmets	\$3,184.09	\$44,962.15	\$1,574.55	102.22%
2022	Jun	Helmets	\$7,487.86	\$41,778.06	\$209.94	3466.67%
2022	May	Tires And Tubes	\$8,176.33	\$38,329.51		
2022	May	Helmets	\$8,537.56	\$34,290.20		
2022	Apr	Tires And Tubes	\$7,729.89	\$30,153.18		
2022	Apr	Helmets	\$7,242.93	\$25,752.64		
2022	Mar	Tires And Tubes	\$7,221.11	\$22,423.29		
2022	Mar	Helmets	\$6,473.15	\$18,509.71		
Total			\$147,629.17	\$147,629.17	\$6,735.93	2091.67%

**Tooltips used in the project**



**Key Insights & Recommendations**

**Key Insights**

- Sales targets are consistently exceeded.
- Accessories deliver the highest profitability.
- Tires, Tubes, and Helmets are the fastest-growing products.
- North America and Australia are key revenue drivers.

**Recommendations**

1. Scale high-margin categories like Accessories through promotions and expanded product lines.
2. Invest more in high-growth products (Tires, Tubes, Helmets) to sustain momentum.
3. Review cost structures in lower-margin categories such as Bikes.
4. Strengthen presence in top-performing regions, especially North America and Australia, through targeted campaigns.
5. Leverage ROI insights to guide future budget allocation and marketing spend.