

Bike Sales Dashboard Analysis

This presentation analyzes key performance indicators, sales trends, and geographic distribution from our bike sales data.



Dashboard Overview: Key Metrics

Our analysis begins with a high-level overview of the bike sales dashboard, highlighting critical performance indicators.

1.2M

Vehicles Sold

Total number of bikes sold to date.

\$15,000

Costliest Model

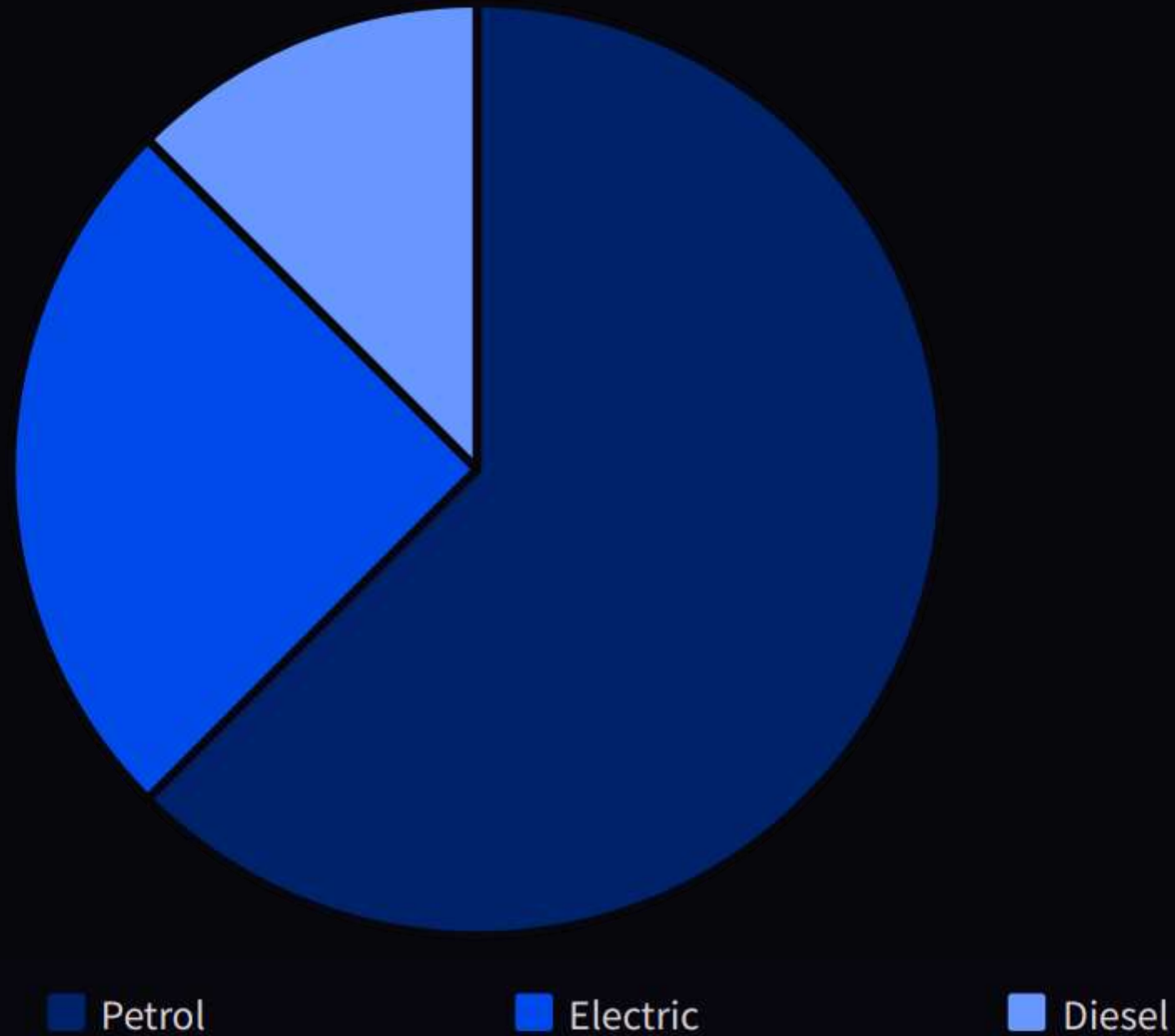
The highest-priced bike model in our inventory.

\$2,500

Average Price

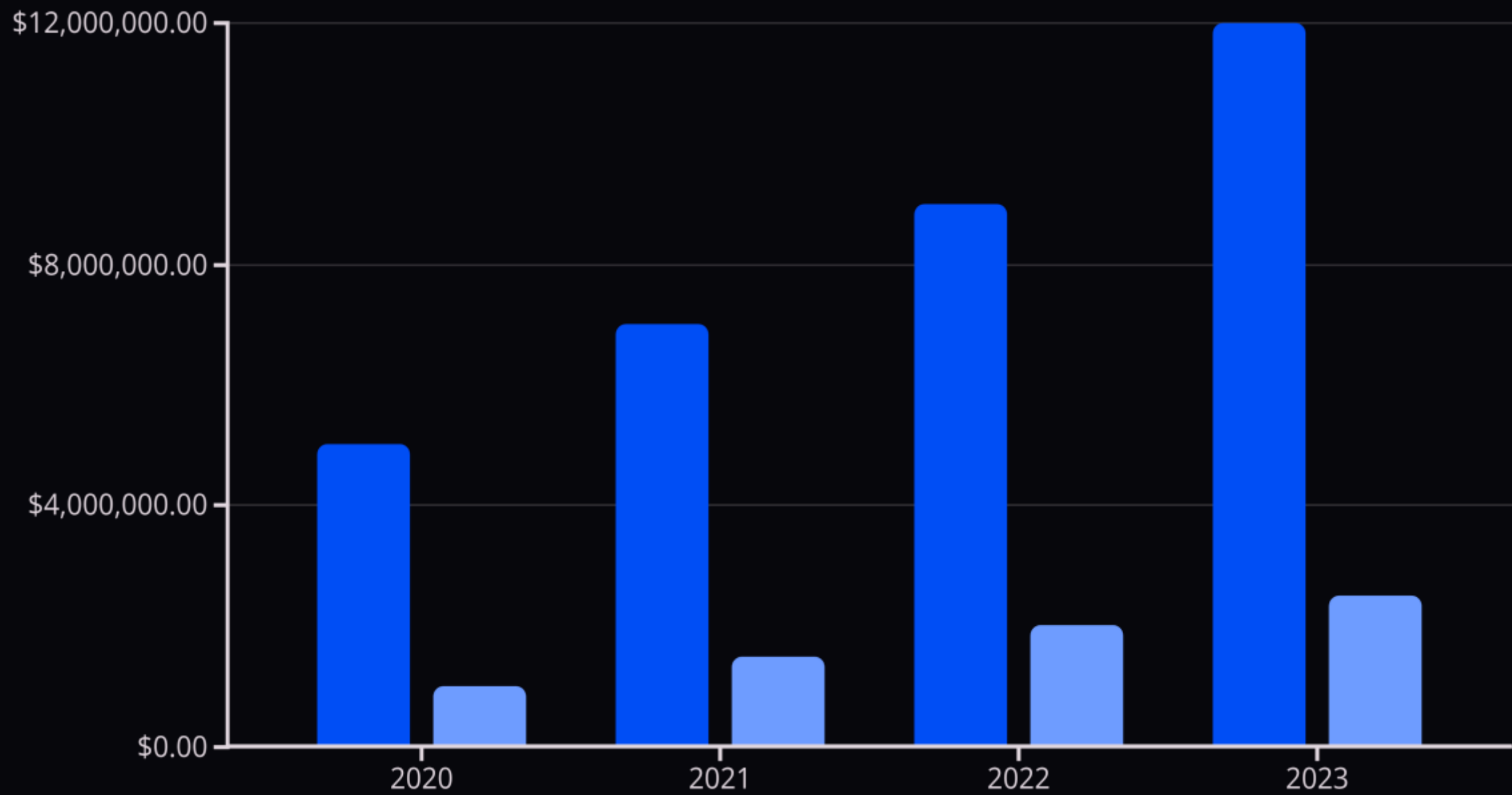
The average selling price across all bike models.

Vehicle Distribution by Fuel Type



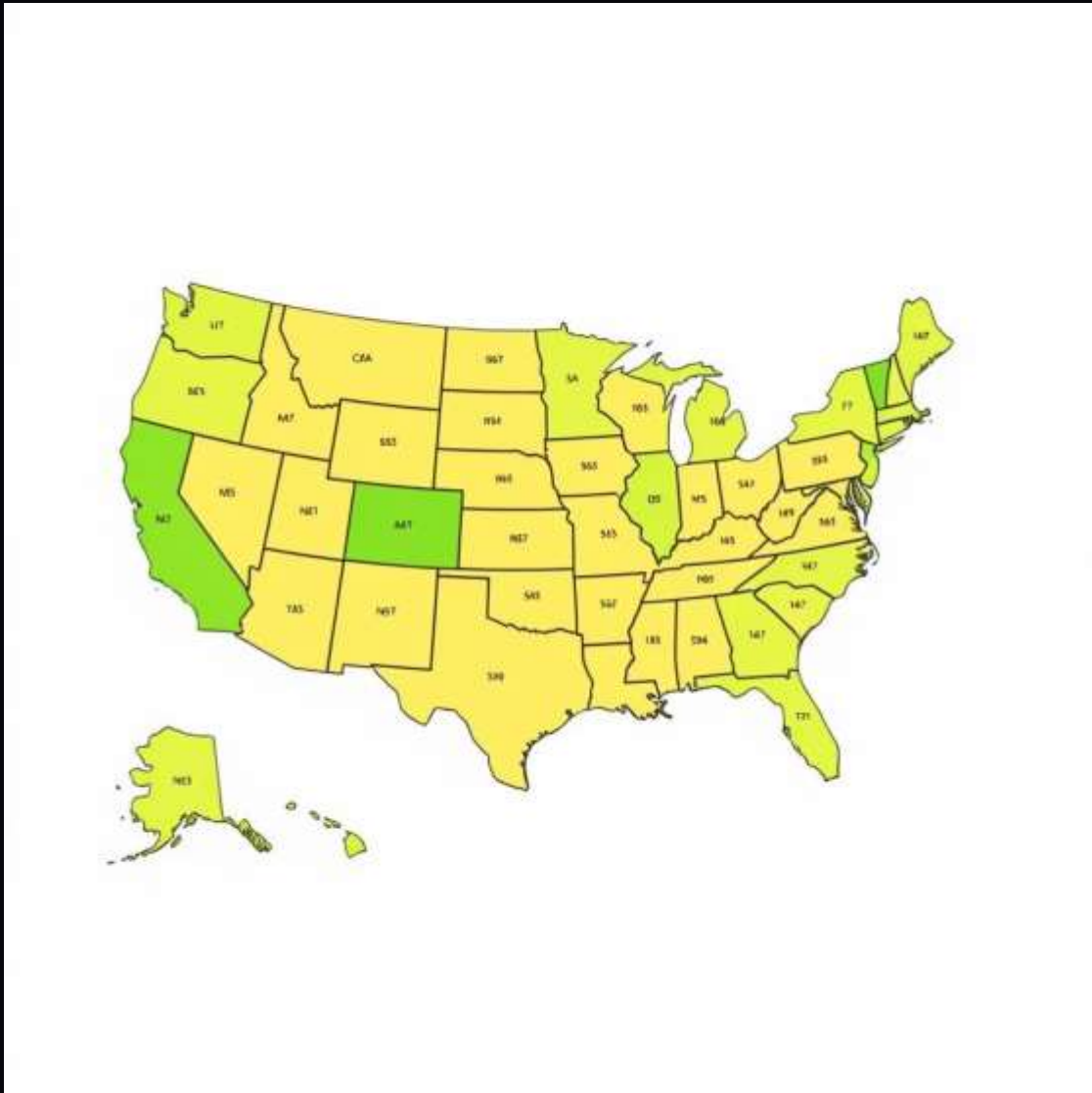
The majority of our bike sales are petrol-powered, followed by electric and diesel models. This distribution informs our inventory and marketing strategies.

Sales Trends: Net Sales & Resales by Year



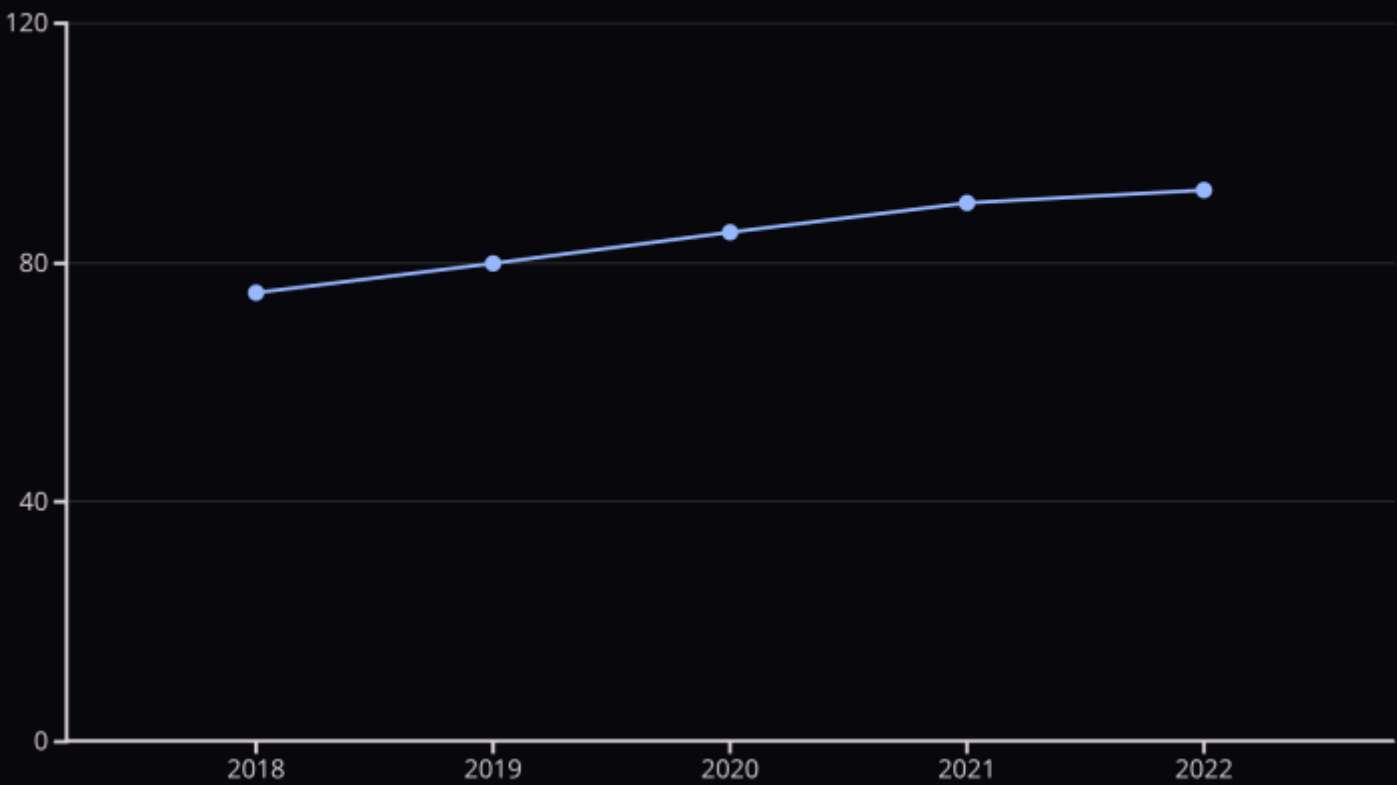
Both net sales and resales have shown consistent growth over the past few years, indicating a healthy market and strong brand presence.

Geographic Sales & Efficiency



Sales are concentrated in key states, with opportunities for expansion in underserved regions.

Vehicular Efficiency Score by Manufacture Year



Vehicular efficiency has steadily improved with newer models, reflecting advancements in technology.

Detailed Vehicle Performance Metrics

A deeper dive into our vehicles' performance, including fuel consumption, engine capacity, and mileage.



Avg Daily Fuel Consumed

Understanding daily fuel consumption helps in assessing operational costs.



Mean Engine Capacity

Average engine capacity provides insights into power and performance.

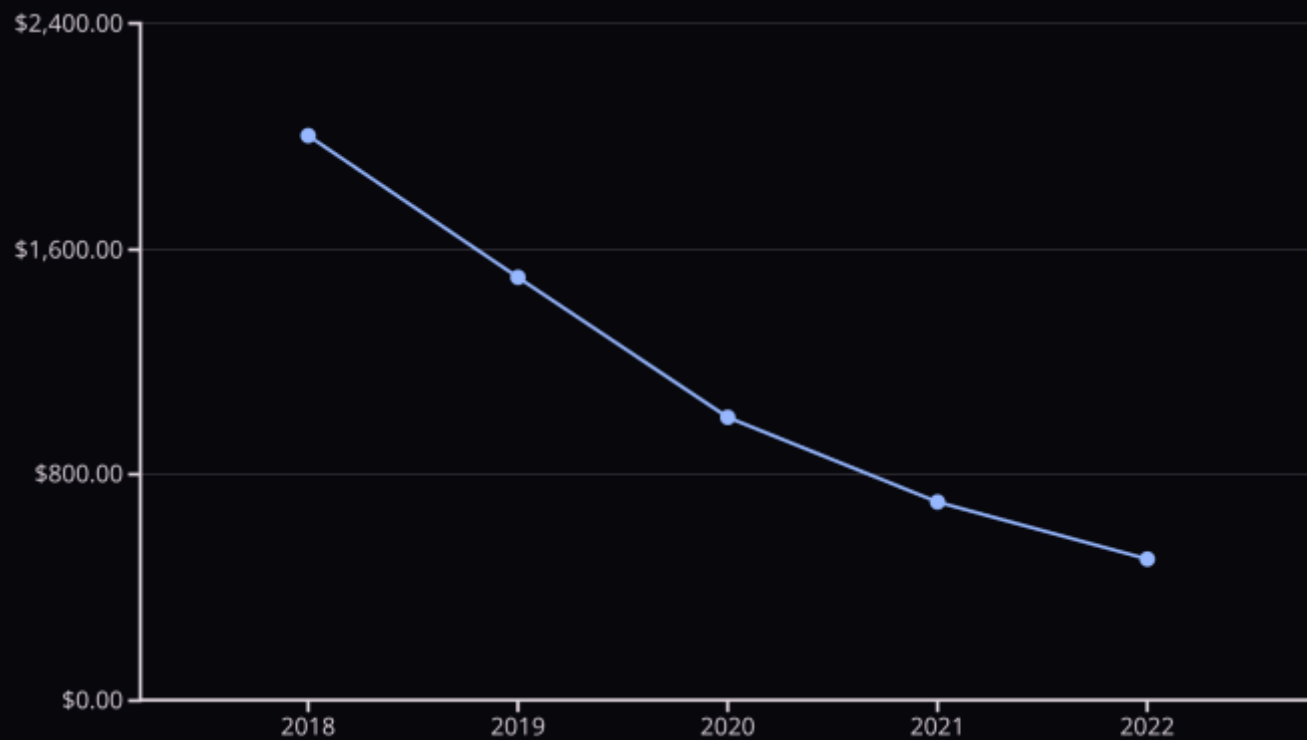


Avg Mileage (km/L)

Mileage is a key factor for customers and indicates fuel efficiency.

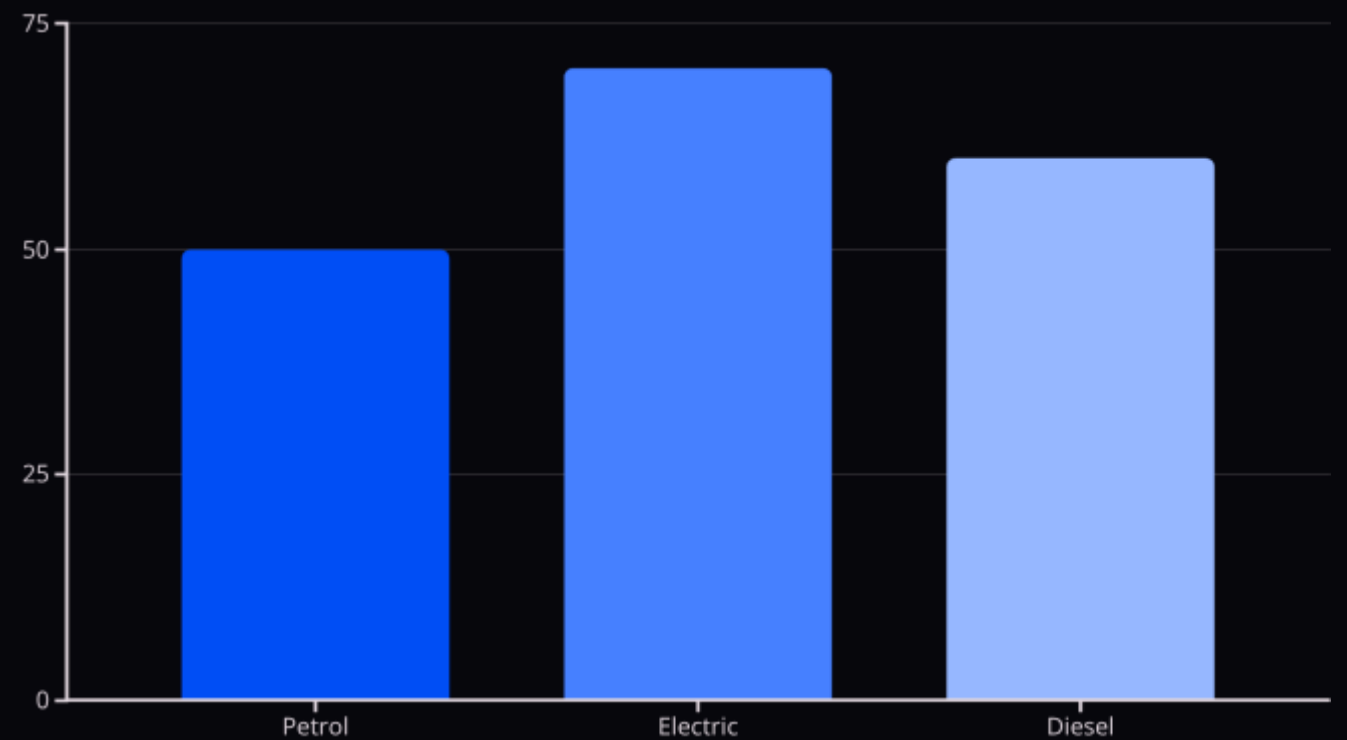
Price Depreciation & Daily Distance Covered

Avg Price Depreciation by
Manufacture Year



Newer models show less depreciation, retaining value better over time.

Avg Daily Distance Covered by Fuel
Type

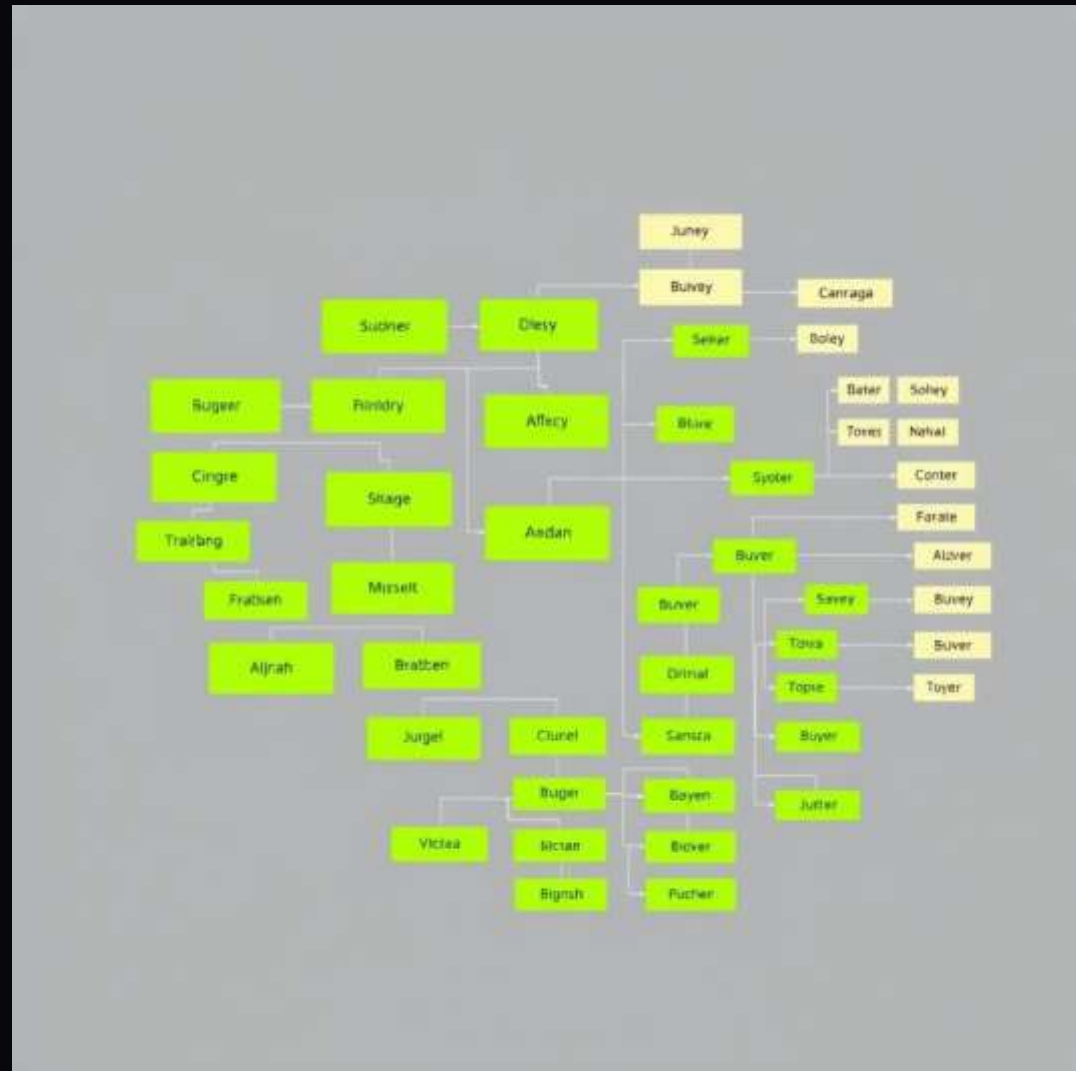


Electric bikes cover more daily distance, highlighting their utility for longer commutes.

Brand & Insurance Insights

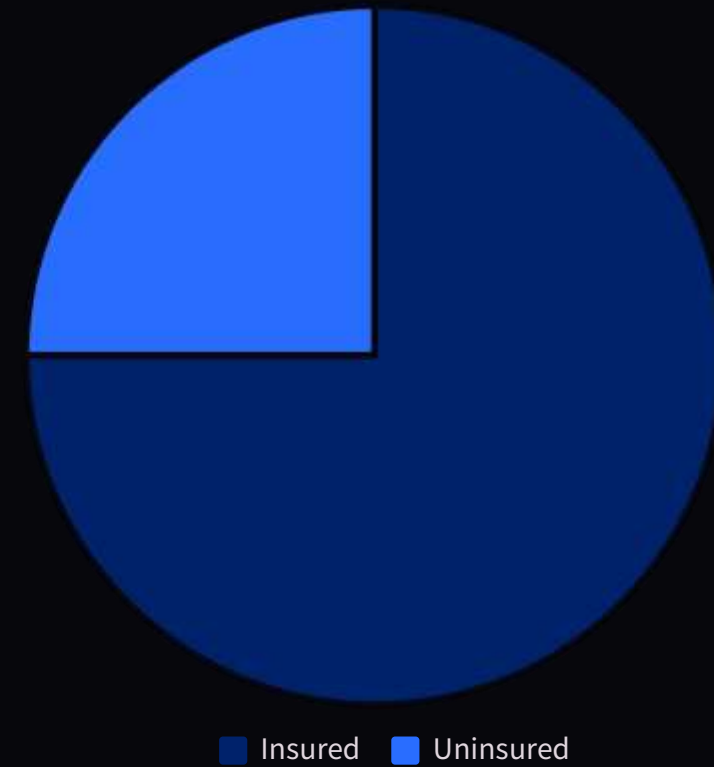
Insights into brand popularity and the insurance status of our vehicle fleet.

Count of Brand by Year of Manufacture



Certain brands dominate specific manufacturing years, indicating market trends and consumer preferences.

Insurance Status of Vehicles



A significant portion of our fleet is insured, but there's room to improve coverage for uninsured vehicles.

Key Takeaways

Strong Sales Growth

Consistent increase in net sales and resales year-over-year.

Market Opportunities

Geographic sales data highlights areas for targeted expansion.

Efficiency Gains

Newer models show improved vehicular efficiency and lower depreciation.

Next Steps & Recommendations

- **Targeted Marketing:** Focus on regions with lower sales to expand market reach.
- **Promote Electric Models:** Leverage the higher daily distance covered by electric bikes in marketing campaigns.
- **Insurance Outreach:** Develop initiatives to encourage insurance coverage for uninsured vehicles.
- **Customer Feedback:** Gather insights on fuel consumption and engine capacity to inform future product development.

