

Objective: To analyze sales performance across various regions, customer segments, and time periods, and to uncover key drivers of revenue, cost, and profit for strategic decision-making.

Bike Sales Dashboard

\$32,221,100.00
Total Profit:

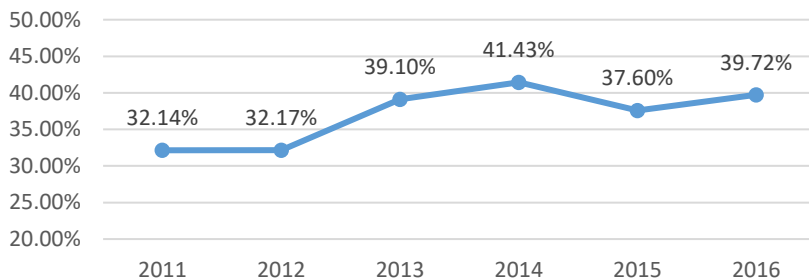
\$85,271,008.00
Total Revenue:

1345316.00
Total Orders:

37.79%
Profit_Margin:

Sum of Profit Margin %

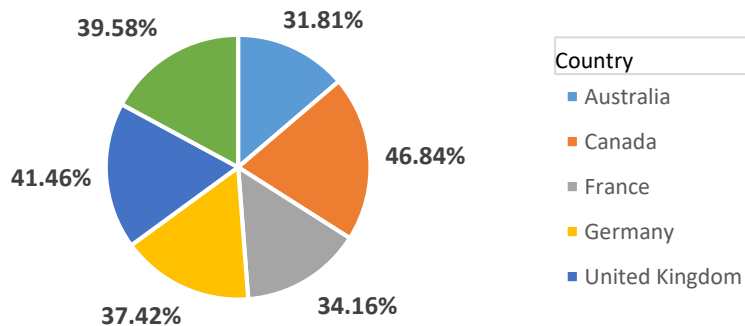
Profit_margin_%_by_Year



Year

Sum of Profit Margin %

Profit_margin_by_Country



Country

- Australia
- Canada
- France
- Germany
- United Kingdom

Age_Group

Adults (35-64)

Seniors (64+)

Young Adults (25-34)

Youth (<25)

Country

Australia

Canada

France

Germany

United Kingdom

United States

Product_Category

Accessories

Bikes

Clothing

Sum of Profit

Total Profit per year



Year

