**YEAR END SALE REPORT-2023-24**

**COMPANY : JOY BIKES**

**DURATION** : APRIL 2023 –MARCH 2024

**DONE BY** : BIVINLAL B

**KPI**

**SALES QUANTITY** : 495

**SALES VALUE**  : 49500000

**CONVERSION**  : 48%

**SALES ANALYSIS AND INTERPRETATION**

* MORE SALES COME FROM NORTH AMERICA , SECOND HIGHEEST SALES FROM EUROPE AND LOWEST SALE FROM PACIFIC HOW EVER PACIFIC GIVE MORE CONVERSION
* 79%OF CUSTOMER ARE DEGREE HOLDER
* CLEAR DROP IN SALE WHEN THE COUNT OF CAR THAT CUSTOMER HAVE INCREASES
* 67%OF CUSTOMER HAVE THEIR OWN HOUSE AND 33% DOESN’T HAVE
* WHEN THE INCOME INCREASES THE SALES GET DROPED (PREFER CAR)
* IT SHOWS A CLEAR DOWNFALL IN SALE WHEN COMMUTE DISTANCE INCREASES
* AGE GROUP BETWEEN 30 – 40 HAVE BOUGHT BIKE MORE
* IT SHOW A CLEAR DROP IN SALE WHEN THE COUNT OF CHILDREN INCREASE (PREFER CAR)
* IT SEEMS THE MARRITAL STATUS AND GENDER DIDN’T AFFECTED SALE THAT MUCH , ALMOST 50 -50