

# Retail Sales Performance & Customer Behavior Analysis

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## Executive Overview:

This analysis evaluates sales performance and customer purchasing behavior for a retail bike company operating between 2011 and 2016.

The objective was to determine:

- Whether revenue growth was driven by order volume or higher-value transactions
- How profit performance tracked relative to revenue
- Which product categories contributed most to financial performance
- How customer purchasing behavior differed across demographic segments

The findings indicate that revenue growth was primarily driven by increases in average order values rather than order volume expansion. Profit trends closely mirrored revenue performance, and high sought out categories such as Road Bikes and Mountain Bikes were the primary financial drivers.

## Business Objective:

This report aims to understand:

1. How the business has performed year-over-year
2. What is driving revenue and profit growth
3. Whether customer purchasing behavior reveals structural growth patterns

This analysis supports strategic planning related to pricing, product mix optimization, and demographic targeting.

## Data Sources & Considerations:

- Dataset covers 2011–2016 sales transactions
- Missing data for Q3–Q4 in 2014 and 2016
- No unique customer identifier available

Because of missing months, full-year comparisons for 2014 and 2016 should be interpreted cautiously. Customer-level retention and lifetime value metrics were excluded to preserve analytical accuracy.

## **Phase 1: Sales Performance Analysis**

### **Question 1: Year-over-Year Revenue Performance**

#### **Findings:**

- 2015 revenue reached \$20M
- 2016 revenue declined to \$17M
- Revenue growth accelerated from 2013-2015 before declining in 2016

#### **Core Outcomes:**

Revenue experienced strong expansion through 2015 before declining in 2016.

#### **Business Impact:**

Revenue volatility suggests dependence on product pricing and market conditions. Year-over-year comparisons must account for incomplete data in select years.

### **Question 2: Revenue vs. Profit Correlation**

#### **Findings:**

- Profit followed revenue trajectory consistently
- 2015 profit: **\$7.5M** (+28.4% YoY) from previous year
- Revenue and profit demonstrate strong directional correlation

#### **Business Impact:**

Growth was not volume-only; margins were preserved during expansion years.

### **Question 3: Category Contribution Analysis**

#### **Findings:**

- Road Bikes and Mountain Bikes are top contributors to both revenue and profit
- Product concentration remains stable across years

#### **Core Outcome:**

Premium bike categories drive financial performance.

## **Business Impact:**

The company's performance is highly dependent on a small number of high-value product categories.

## **Phase 2: Customer Behavior Analysis**

### **Question 1: Order Volume Trends**

#### **Findings:**

- 2015 order volume declined 16%
- Revenue increased 41% in the same year

#### **Core Outcome:**

Revenue growth was not order volume-driven

#### **Business Impact:**

Growth was driven by higher-value transactions, not increased customer activity

### **Question 2: Average Order Value**

#### **Findings:**

- AOV increased 85% in 2015
- Revenue growth outpaced order volume growth

#### **Core Outcomes:**

Customer purchasing behavior moved toward higher-priced products.

#### **Business Impact:**

Since revenue growth appears to be driven by higher-value purchases rather than increased order frequency, this suggests a shift in product mix or pricing dynamics that increased transaction size. The business may evaluate whether this pattern reflects deliberate pricing adjustments, product positioning changes, or natural demand within higher-priced categories.

### **Question 3: Revenue by Age Group**

#### **Findings:**

- Adults (36-64) are the primary revenue contributors

- Young Adults (25-34) remain the second largest segment

### **Core Outcomes:**

Middle-aged customer are the strongest revenue drivers

### **Business Impact:**

Marketing and pricing strategies may benefit from targeting core adult demographic segments

### **Question 4: Revenue by Gender**

#### **Findings:**

- Revenue splits relatively balanced between male and female customers
- Minor variation year-over-year

#### **Core Outcomes:**

There is no differentiation between gender and revenue contribution.

### **Business Recommendation:**

- Leverage high-value purchase trends

Revenue growth is driven by higher average order value rather than increased order volume. The business may consider reinforcing product positioning, bundling strategies, cross-sell opportunities, or pricing optimizations to sustain higher-value transactions.

- Diversify revenue contribution across different categories

There are two products that are top performers and contributes to the increase in revenue. This can increase concentration risk. Expanding marketing strategy and pricing for mid-tier products will broaden revenue distribution.

- Protect margin integrity during growth periods

Revenue and profit have moved in the same direction, indicating stable margins. Maintain disciplined pricing strategy and evaluate promotional impacts before scaling discounts.

- Investigate declining order volume trends

A 16% decline in orders despite revenue growth suggests potential customer frequency challenges. Introduce customer-level identifiers to enable retention and repeat purchase analysis.

- Prioritize core revenue-driving demographics

Adults (35–64) and Young Adults (25–34) contributes the most to revenue. Tailor marketing and financing strategies to reinforce purchasing behavior within these age groups.

## **Conclusion**

The analysis indicates that transaction value, product mix concentration, and demographic contribution are stronger drivers of performance than order volume alone. The focus should be on prioritizing product positioning optimization, customer-level tracking, and revenue diversification to sustain long-term growth.