



# SALES DASHBOARD

Bike Sales Data



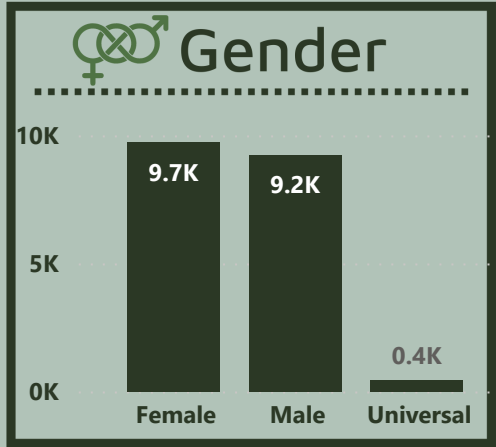
## Total Sales


21.50M



## Total Profit

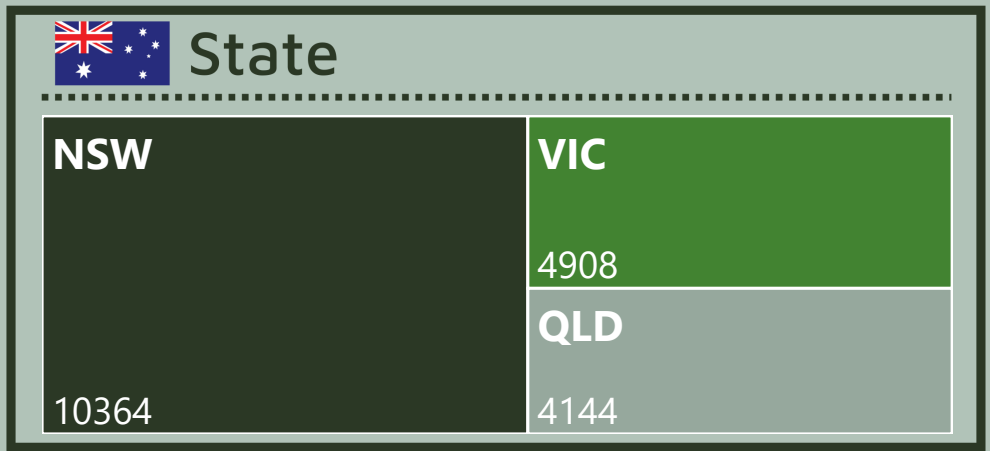
10.71M





## Total Transaction

19.42K



### Month

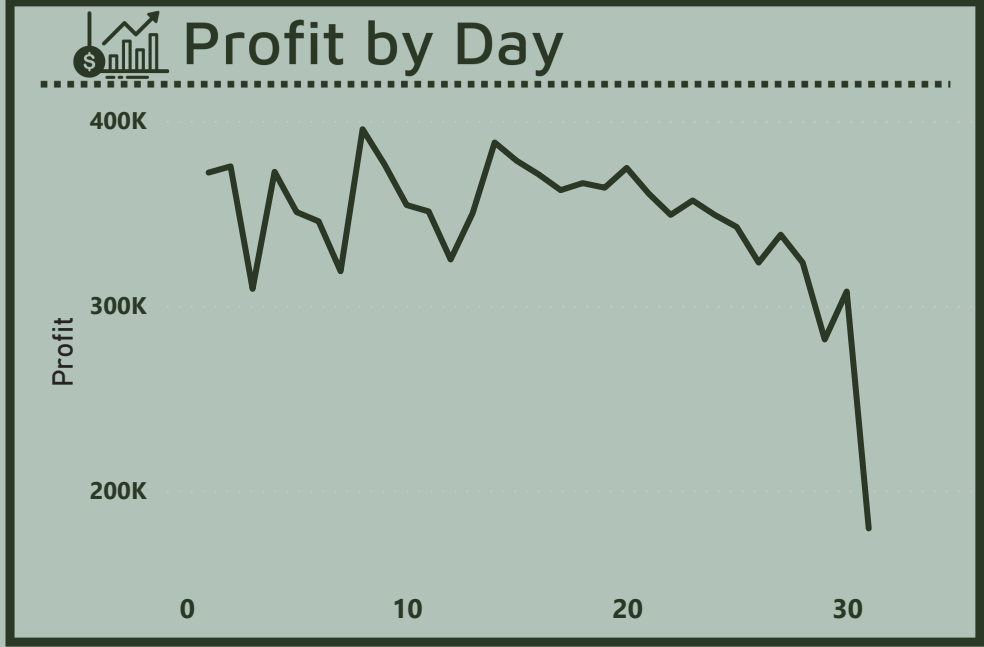
- ☐ Select all
- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October
- ☐ November
- ☐ December

### Online Order

- ☐ False
- ☐ True

### Car Ownership

- ☐ No
- ☐ Yes



Job Industry Category	Count of CustomerID
Argiculture	559
Entertainment	686
Financial Services	3768
Health	3016
IT	1041
Manufacturing	3897
n/a	3129
Property	1251
Retail	1718
Telecommunications	351

Age Category	Count of Age
50	6554
60	3354
40	3187
30	3072
70	2781
130	430
80	12
100	10
90	8

## Month

- ☐ Select all
- ☐ January
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- ☐ May
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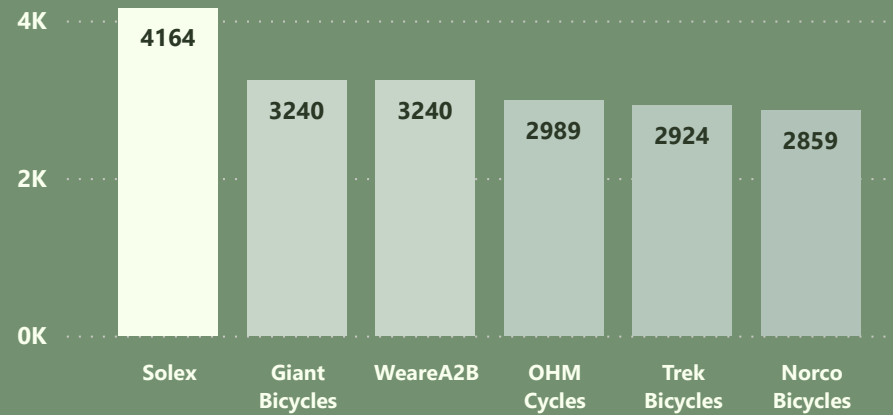


# Product Dashboard

Bike Sales Data



## Brand



## State

NSW

10364

VIC

4908

QLD

4144

Top Product

**SOLEX**



Top Product Lines

**STANDARD**



Top Product Class

**MEDIUM**

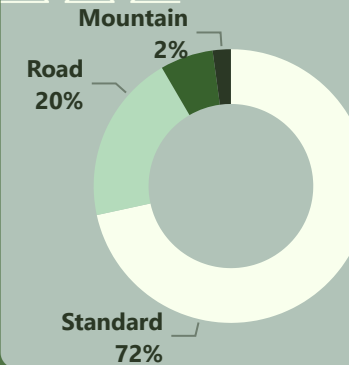


Top Product Size

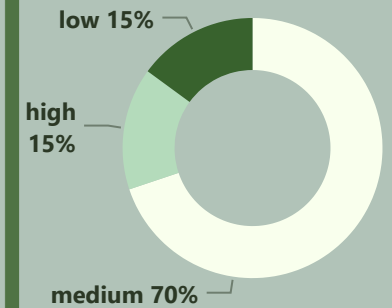
**MEDIUM**



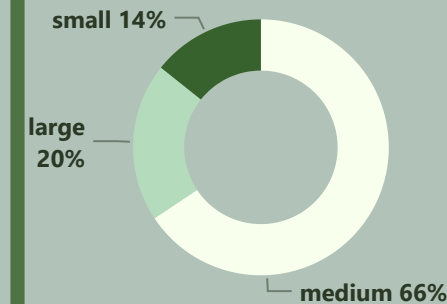
## Product Lines



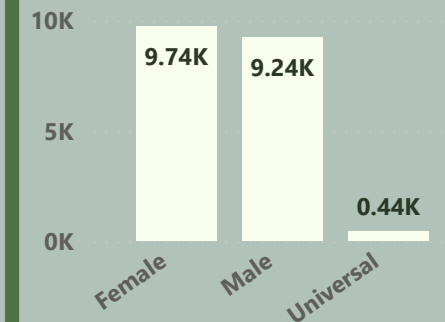
## Product Class



## Product Size



## Gender



Created by: Dewi Masrurah

Data Source: KPMG Virtual Internship

# CUSTOMER SEGMENTATION

Bike Sales Data

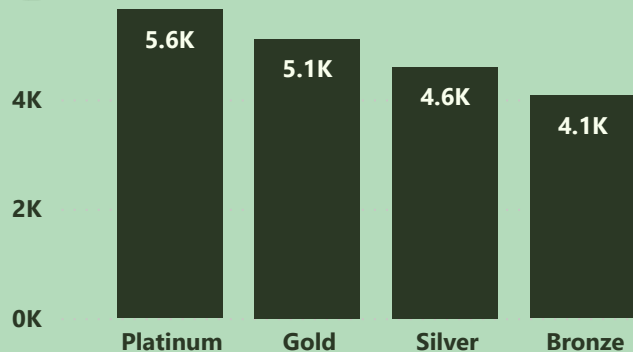


Data Source: KPMG Virtual Internship

Created by: Dewi Masrurroh



## Customer Segmentation



NSW

10364

VIC

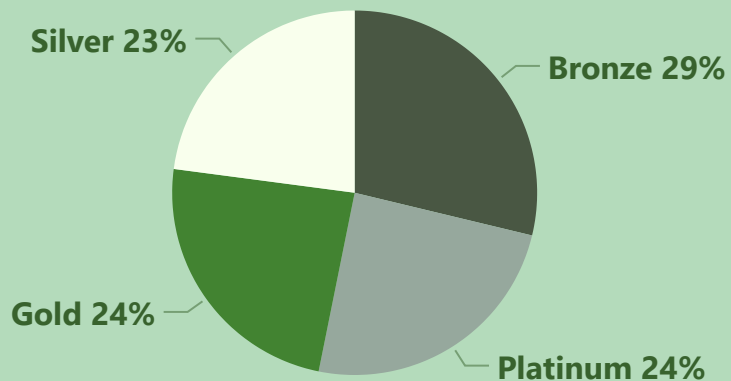
4908

QLD

4144



## Customer Segmentation RFM Score



## Month

- ☐ Select all
- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October
- ☐ November
- ☐ December

## Online Order

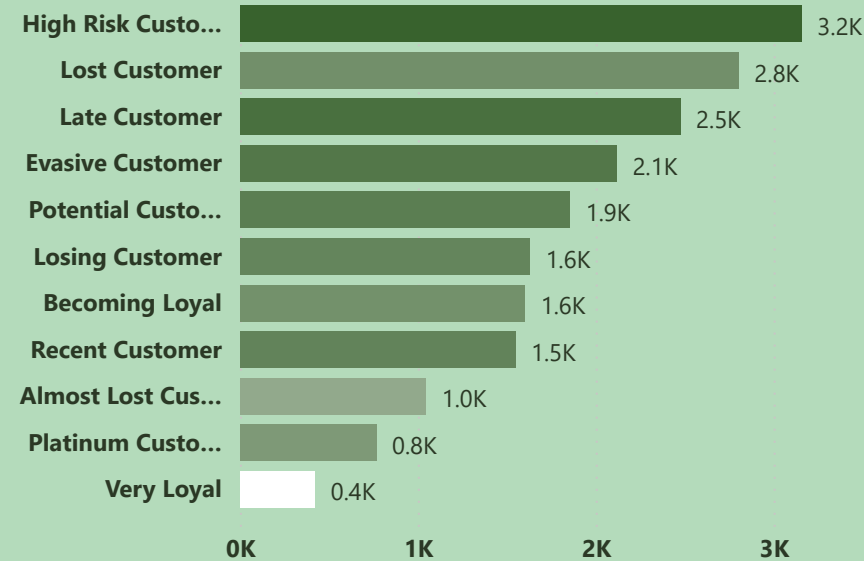
- ☐ False
- ☐ True

## Car Ownership

- ☐ No
- ☐ Yes



## Customer Tittle



## Customer Tittle RFM Score

High Risk Customer	Potential Customer	Lost Customer	Becoming Loyal
397	349	318	316
Late Customer	Recent Customer	Platinum Customer	Very Loyal
373	339	301	124
Evasive Customer	Losing Customer	Almost Lost Customer	
360	336	274	