

Introduction



About the Dataset

Dataset contains information pertaining to a bike shop from 2020-2022. Around 10 CSV files containing a variety of information including Sales Data, Product Data, Returns Data etc. were extracted, loaded and transformed using PowerQuery.



Aim

1. Track key KPIs like Revenue, Profit, Orders, Returns etc.
2. Compare regional performance
3. Analyze product-level trends
4. Identify high-value customers



Note

Use Drill-Through option by right-clicking on the products on the Exec Dashboard page to view a more detailed product view. Also, use the buttons on the navigation pane for further filtering, clearing all filters and easy navigation. Roles have been set up to view the dashboard as Europe Director, North America Director etc., which limits the accessible data.



REVENUE

£10.5M

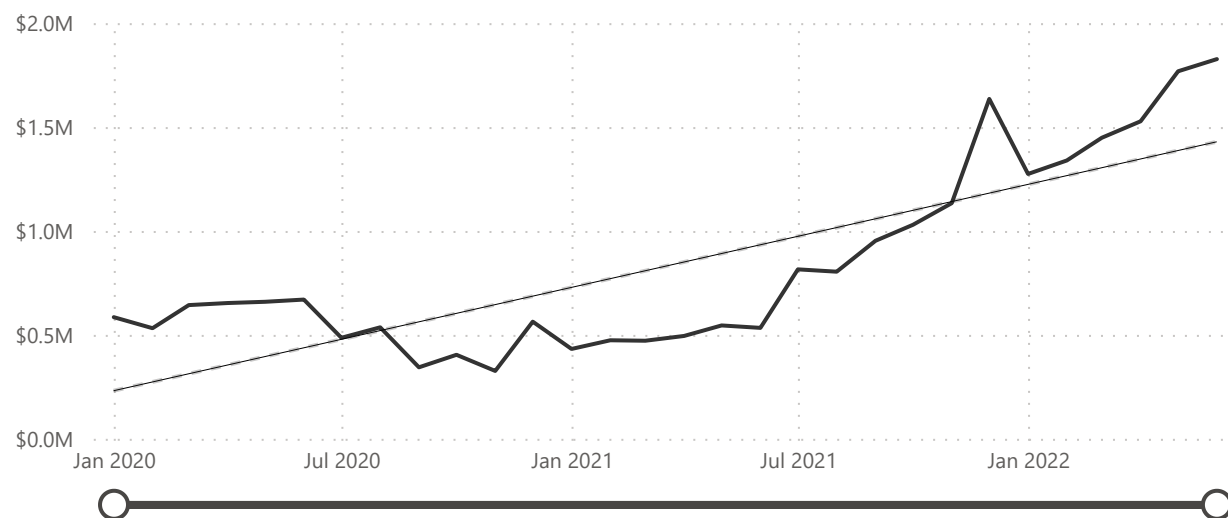
PROFIT

25.2K

Total Order Transactions

2.2%

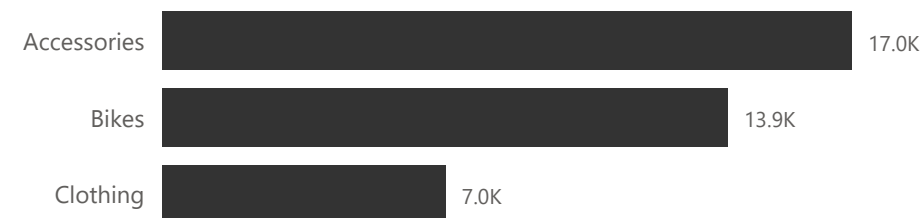
Return Rate



\$1.83M ✓

2,146!

166✓



Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Road Tire Tube	2,173	\$17,265	1.55%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Mountain Tire Tube	2,846	\$28,333	1.64%
Mountain Bottle Cage	1,896	\$38,062	2.02%
Fender Set - Mountain	1,975	\$87,041	1.36%

Tires and Tubes

Shorts

Select all

Europe

North America

Pacific



Selected Product:

Road Tire Tube

Last Monthly Orders vs Target



Last Monthly Revenue vs Target



Last Monthly Profit vs Target



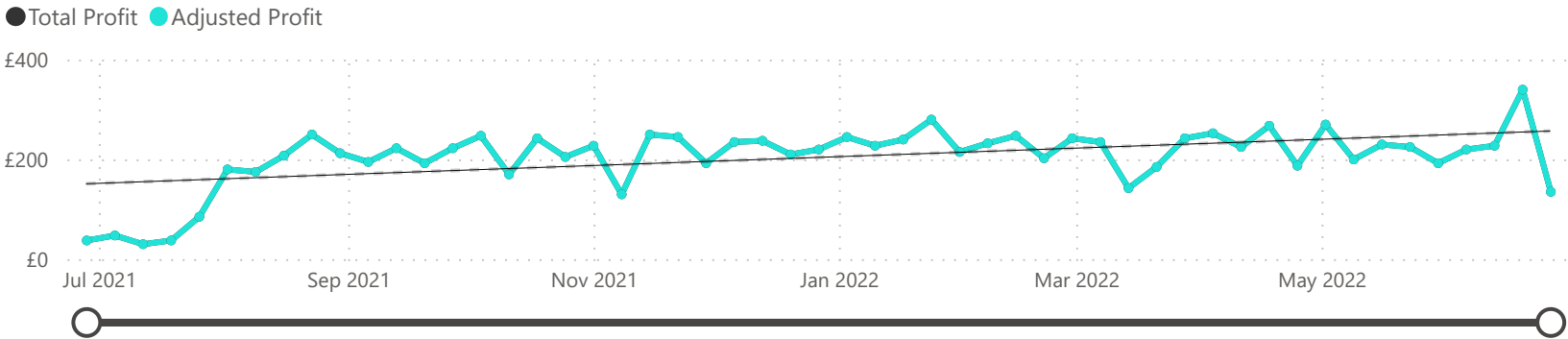
Price Adjustment (%)



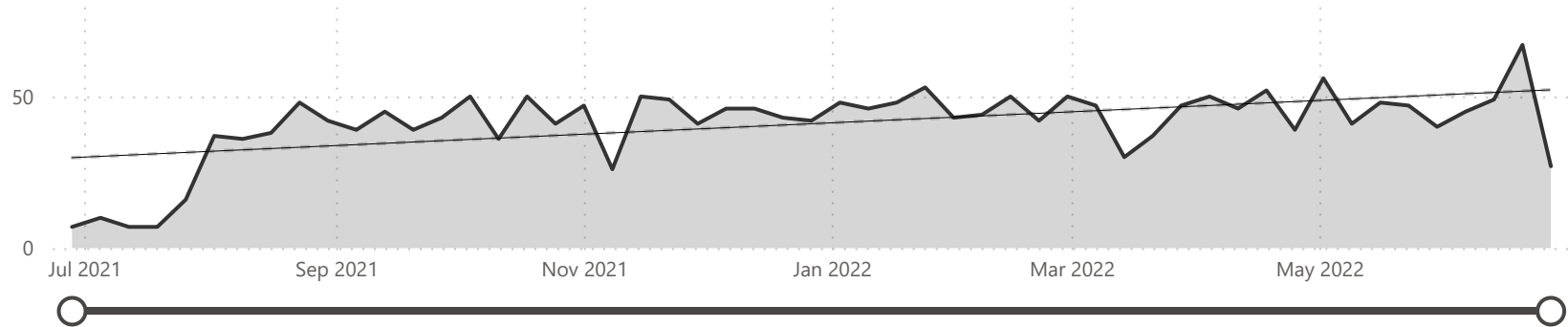
Product Metric Selection (Weekly)

- ☒ Orders
- ☐ Revenue
- ☐ Profit
- ☐ Returns
- ☐ Return %

Profit Trending



Orders



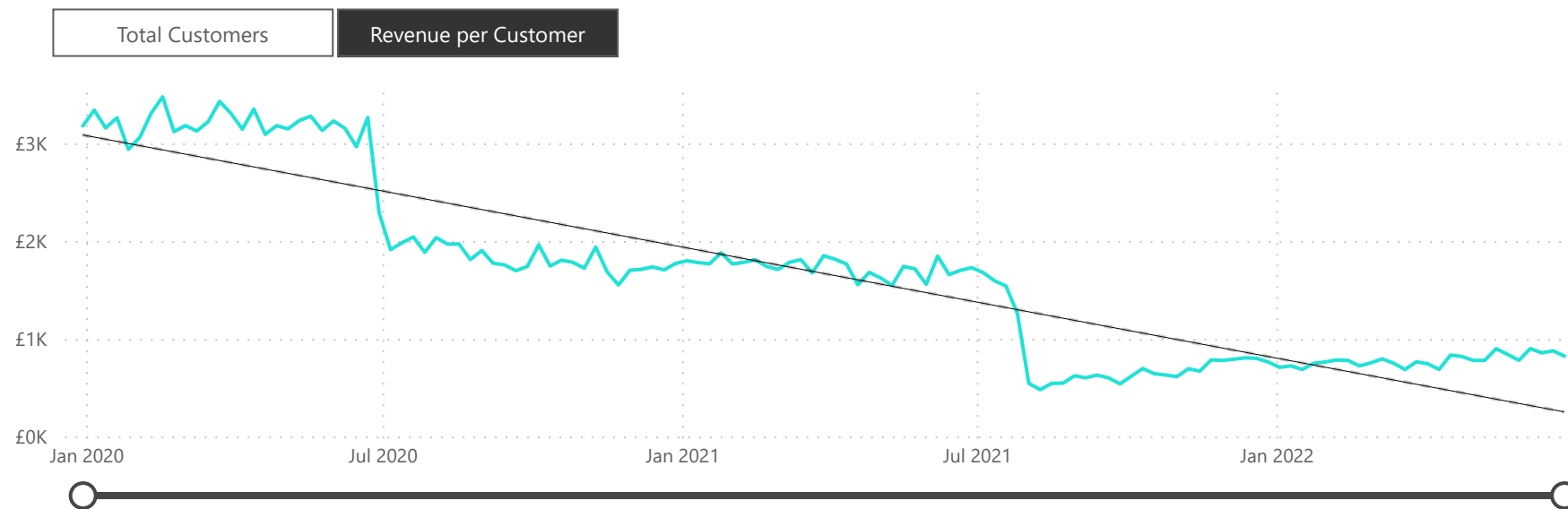


17.4K

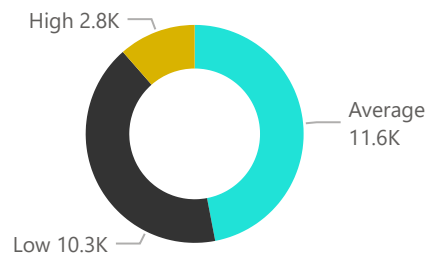
UNIQUE CUSTOMERS

£1,431

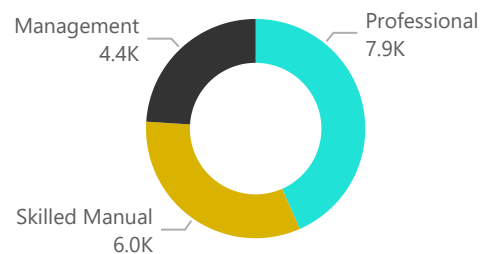
REVENUE PER CUSTOMER



Orders by Income Level



Orders by Occupation



Top 100 Customers (by Orders)

Customer Key	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,408
11439	Mrs. Janet Munoz	6	\$12,015
11241	Mrs. Lisa Cai	7	\$11,330
11417	Mrs. Lacey Zheng	7	\$11,086
11420	Mr. Jordan Turner	7	\$11,022
11242	Mr. Larry Munoz	7	\$10,852
13263	Mrs. Kate Anand	4	\$10,437
12655	Mr. Larry Vazquez	4	\$10,395
11425	Mrs. Ariana Gray	6	\$10,391
12631	Mr. Clarence Gao	4	\$10,332
12650	Mr. Aaron Wright	4	\$10,329
13405	Mr. Ethan Bryant	4	\$10,309
11429	Mr. Marco Lopez	6	\$10,290
12632	Mrs. Bonnie Nath	4	\$10,283
Total		1,272	\$615,329

2020

2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12K



Ruben Suarez drove the most revenue of \$4683 in 2022 among Skilled Manual workers

Insights

1- In the latest month the revenue generated was \$1.83 million, an increase of 3.31% over the previous month. The total returns reduced by 1.78% as well. However, the total number of orders dropped by 0.8 %.

2 - On the map we can see that United States and Australia are the source of most of our orders. Around 15,000 orders to date.

3 - Ruben Suarez drove the most revenue of \$4683 in 2022 among Skilled Manual workers

More insights can be obtained according to requirement.