



SALES ANALYSIS  
PRESENTATION  
BY  
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STUDENT  
LABANO ACADEMY  
December 2023

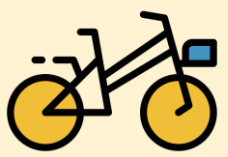


# INTRODUCTION

THIS IS A DATA ANALYSIS PRESENTATION FOR PETALPALS  
BIKE STORE.

I SEEK TO IDENTIFY THE CORRELATION THAT EXIST  
BETWEEN THESE VARIABLES WHICH WILL IN TURN HELP  
PETALPALS BIKE STORE MAKE BETTER DECISIONS AND  
IMPROVE EFFICIENCY.

MICROSOFT EXCEL WAS USED FOR THE ANALYZING AND  
VISUALIZATION.



# PROCESS WORKFLOW



STEP 1

Collect &  
Prepare  
Dataset



STEP 2

Cleaning &  
Transformat  
ion of Data



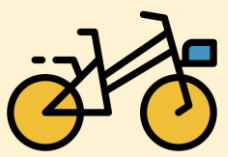
STEP 3

Analysis  
&  
Visualization



STEP 4

Recommendation  
&  
Conclusion

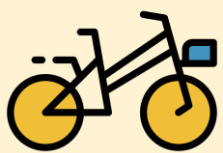


# PROBLEM STATEMENT

Petalpals Bike Store intends to optimize its income, products & allocate resources to efficient uses.

The company ask help with finding out the most profitable product, month with highest purchases, trend line, customer age group with the most profit in a geographical area.

Goal of this analysis is to give recommendations according to the trends and strategies to improve sales of bikes.



# UNCLEANED DATA

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	Rev
1	Date	Day	Month	Year	Customer_Age	Age_Group	Customer_Gender	Country	State	Product_Category	Sub_Categ	Product	Order_Quantity	Unit_Cost	Unit_Price	Profit	Cost	Rev
2	11/26/2013	26	November	2013	19	Youth (<25)	M	Canada	British Columbia	Accessories	Bike Racks	Hitch Rack	8	45	120	590	360	
3	11/26/2015	26	November	2015	19	Youth (<25)	M	Canada	British Columbia	Accessories	Bike Racks	Hitch Rack	8	45	120	590	360	
4	3/23/2014	23	March	2014	49	Adults (35-64)	M	Australia	New South Wales	Accessories	Bike Racks	Hitch Rack	23	45	120	1366	1035	
5	3/23/2016	23	March	2016	49	Adults (35-64)	M	Australia	New South Wales	Accessories	Bike Racks	Hitch Rack	20	45	120	1188	900	
6	5/15/2014	15	May	2014	47	Adults (35-64)	F	Australia	New South Wales	Accessories	Bike Racks	Hitch Rack	4	45	120	238	180	
7	5/15/2016	15	May	2016	47	Adults (35-64)	F	Australia	New South Wales	Accessories	Bike Racks	Hitch Rack	5	45	120	297	225	
8	5/22/2014	22	May	2014	47	Adults (35-64)	F	Australia	Victoria	Accessories	Bike Racks	Hitch Rack	4	45	120	199	180	
9	5/22/2016	22	May	2016	47	Adults (35-64)	F	Australia	Victoria	Accessories	Bike Racks	Hitch Rack	2	45	120	100	90	
10	2/22/2014	22	February	2014	35	Adults (35-64)	M	Australia	Victoria	Accessories	Bike Racks	Hitch Rack	22	45	120	1096	990	
11	2/22/2016	22	February	2016	35	Adults (35-64)	M	Australia	Victoria	Accessories	Bike Racks	Hitch Rack	21	45	120	1046	945	
12	7/30/2013	30	July	2013	32	Young Adults (25-34)	F	Australia	Victoria	Accessories	Bike Racks	Hitch Rack	8	45	120	398	360	
13	7/30/2015	30	July	2015	32	Young Adults (25-34)	F	Australia	Victoria	Accessories	Bike Racks	Hitch Rack	8	45	120	398	360	
14	7/15/2013	15	July	2013	34	Young Adults (25-34)	M	Australia	Victoria	Accessories	Bike Racks	Hitch Rack	7	45	120	349	315	
15	7/15/2015	15	July	2015	34	Young Adults (25-34)	M	Australia	Victoria	Accessories	Bike Racks	Hitch Rack	7	45	120	349	315	
16	8/2/2013	2	August	2013	29	Young Adults (25-34)	M	Canada	British Columbia	Accessories	Bike Racks	Hitch Rack	5	45	120	369	225	
17	8/2/2015	2	August	2015	29	Young Adults (25-34)	M	Canada	British Columbia	Accessories	Bike Racks	Hitch Rack	7	45	120	517	315	
18	9/2/2013	2	September	2013	29	Young Adults (25-34)	M	Canada	British Columbia	Accessories	Bike Racks	Hitch Rack	2	45	120	148	90	
19	9/2/2015	2	September	2015	29	Young Adults (25-34)	M	Canada	British Columbia	Accessories	Bike Racks	Hitch Rack	1	45	120	74	45	
20	1/22/2014	22	January	2014	29	Young Adults (25-34)	M	Canada	British Columbia	Accessories	Bike Racks	Hitch Rack	1	45	120	74	45	
21	1/22/2016	22	January	2016	29	Young Adults (25-34)	M	Canada	British Columbia	Accessories	Bike Racks	Hitch Rack	1	45	120	74	45	
22	5/17/2014	17	May	2014	29	Young Adults (25-34)	M	Canada	British Columbia	Accessories	Bike Racks	Hitch Rack	6	45	120	443	270	
23	5/17/2016	17	May	2016	29	Young Adults (25-34)	M	Canada	British Columbia	Accessories	Bike Racks	Hitch Rack	8	45	120	590	360	
24	3/27/2014	27	March	2014	51	Adults (35-64)	M	United States	Oregon	Accessories	Bike Racks	Hitch Rack	9	45	120	524	405	
25	3/27/2016	27	March	2016	51	Adults (35-64)	M	United States	Oregon	Accessories	Bike Racks	Hitch Rack	7	45	120	407	315	
26	8/25/2013	25	August	2013	49	Adults (35-64)	M	Canada	British Columbia	Accessories	Bike Racks	Hitch Rack	3	45	120	221	135	
27	8/25/2015	25	August	2015	49	Adults (35-64)	M	Canada	British Columbia	Accessories	Bike Racks	Hitch Rack	1	45	120	74	45	
28	12/26/2013	26	December	2013	49	Adults (35-64)	M	Canada	British Columbia	Accessories	Bike Racks	Hitch Rack	6	45	120	443	270	
29	12/26/2015	26	December	2015	49	Adults (35-64)	M	Canada	British Columbia	Accessories	Bike Racks	Hitch Rack	5	45	120	369	225	
30	1/2/2014	2	January	2014	48	Adults (35-64)	F	Canada	British Columbia	Accessories	Bike Racks	Hitch Rack	4	45	120	295	180	
31	1/2/2016	2	January	2016	48	Adults (35-64)	F	Canada	British Columbia	Accessories	Bike Racks	Hitch Rack	4	45	120	295	180	
32	3/13/2014	13	March	2014	48	Adults (35-64)	F	Canada	British Columbia	Accessories	Bike Racks	Hitch Rack	20	45	120	1476	900	

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DATASET

EXERCISE

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Ready



100%



# DATA CLEANING PROCESS

1

Open and Duplicate Dataset  
Freeze Top Panes & Adjust Columns.

2

Format date to m/d/y  
Then Sort from Oldest to Newest.

3

Use IFS Function to confirm the Age & Age Group.  
Then Copy & Paste in New Column.

4

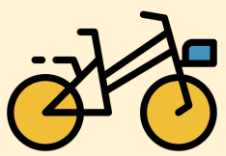
Apply Conditional Formatting to Revenue & Profit using AVG.  
and Data Validation to Order Quantity using MAX.

5

Add Table to Excel document,  
Create New Worksheet  
for Pivot Tables and Dashboard.

6

Create charts with pivot tables, Use CTRL X & CTRL V to paste in Dashboard for Visualization.  
& Calculate Statistical Totals.



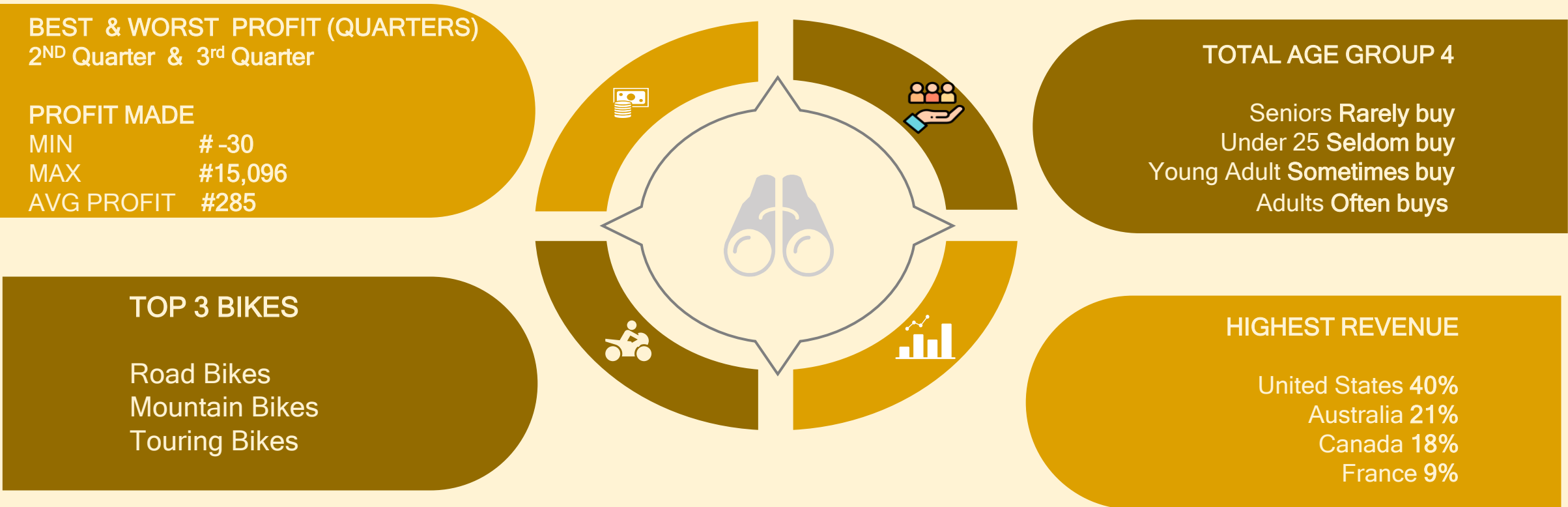
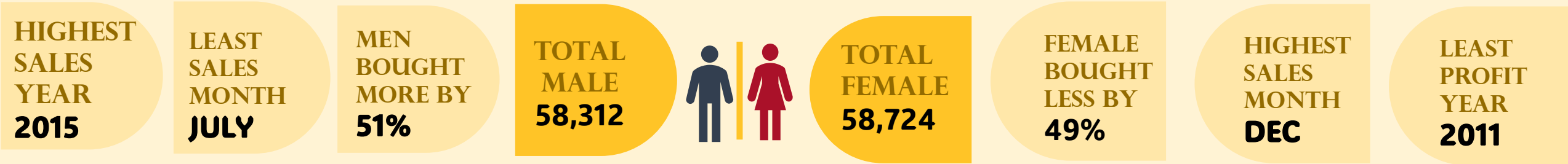
# CLEANED DATA

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Date	Age Group	Gender	Country	State	Product_Category	Sub_Category	Product	Order_Quantity	Unit_Cost	Total Cost	Unit_Price	Revenue	Gross Profit
2	1/1/2011	Youth (<25)	M	Australia	Victoria	Bikes	Mountain Bikes	Mountain-200 Black, 46	1	£1,252	£1,252	£2,295	£1,813	£561
3	1/1/2011	Young Adult(25-34)	F	France	Yveline	Bikes	Road Bikes	Road-150 Red, 48	2	£2,171	£4,342	£3,578	£5,439	£1,097
4	1/1/2011	Youth (<25)	M	Canada	British Columbia	Bikes	Road Bikes	Road-250 Red, 44	1	£1,519	£1,519	£2,443	£2,419	£900
5	1/1/2011	Adults(35-64)	M	United States	California	Bikes	Road Bikes	Road-750 Black, 44	1	£344	£344	£540	£529	£185
6	1/1/2011	Adults(35-64)	M	United States	Washington	Bikes	Road Bikes	Road-550-W Yellow, 38	3	£713	£2,139	£1,120	£2,621	£482
7	1/2/2011	Adults(35-64)	F	Australia	Queensland	Bikes	Road Bikes	Road-250 Red, 58	3	£1,555	£4,665	£2,443	£6,156	£1,491
8	1/2/2011	Adults(35-64)	F	United States	California	Bikes	Road Bikes	Road-550-W Yellow, 48	1	£713	£713	£1,120	£1,098	£385
9	1/2/2011	Young Adult(25-34)	M	United Kingdom	England	Bikes	Road Bikes	Road-550-W Yellow, 38	1	£713	£713	£1,120	£1,075	£362
10	1/2/2011	Adults(35-64)	M	Australia	Victoria	Bikes	Road Bikes	Road-550-W Yellow, 40	4	£713	£2,852	£1,120	£3,539	£687
11	1/3/2011	Adults(35-64)	M	United Kingdom	England	Bikes	Mountain Bikes	Mountain-200 Silver, 42	1	£1,266	£1,266	£2,320	£2,227	£961
12	1/3/2011	Young Adult(25-34)	M	United Kingdom	England	Bikes	Mountain Bikes	Mountain-200 Black, 38	4	£1,252	£5,008	£2,295	£8,813	£3,805
13	1/3/2011	Young Adult(25-34)	F	United States	California	Bikes	Mountain Bikes	Mountain-200 Silver, 42	1	£1,266	£1,266	£2,320	£2,274	£1,008
14	1/3/2011	Adults(35-64)	F	Australia	South Australia	Bikes	Road Bikes	Road-750 Black, 48	2	£344	£688	£540	£886	£198
15	1/3/2011	Adults(35-64)	M	Australia	South Australia	Bikes	Road Bikes	Road-550-W Yellow, 44	1	£713	£713	£1,120	£918	£205
16	1/3/2011	Adults(35-64)	F	Australia	Victoria	Bikes	Road Bikes	Road-750 Black, 48	1	£344	£344	£540	£427	£83
17	1/3/2011	Adults(35-64)	M	Canada	British Columbia	Bikes	Road Bikes	Road-750 Black, 44	3	£344	£1,032	£540	£1,604	£572
18	1/3/2011	Adults(35-64)	F	United States	California	Bikes	Road Bikes	Road-150 Red, 48	4	£2,171	£8,684	£3,578	£14,026	£5,342
19	1/4/2011	Young Adult(25-34)	M	United Kingdom	England	Bikes	Mountain Bikes	Mountain-200 Black, 38	3	£1,252	£3,756	£2,295	£6,610	£2,854
20	1/4/2011	Young Adult(25-34)	F	France	Nord	Bikes	Road Bikes	Road-150 Red, 52	2	£2,171	£4,342	£3,578	£6,226	£1,884
21	1/4/2011	Adults(35-64)	F	United States	California	Bikes	Road Bikes	Road-650 Red, 62	2	£487	£974	£783	£1,535	£561
22	1/4/2011	Adults(35-64)	M	United States	Washington	Bikes	Road Bikes	Road-550-W Yellow, 38	2	£713	£1,426	£1,120	£1,747	£321
23	1/4/2011	Adults(35-64)	F	United States	Washington	Bikes	Road Bikes	Road-150 Red, 44	1	£2,171	£2,171	£3,578	£2,791	£620
24	1/5/2011	Adults(35-64)	M	United States	California	Bikes	Road Bikes	Road-650 Red, 48	1	£487	£487	£783	£767	£280
25	1/5/2011	Young Adult(25-34)	M	Germany	Hessen	Bikes	Road Bikes	Road-350-W Yellow, 48	1	£1,083	£1,083	£1,701	£1,582	£499
26	1/5/2011	Adults(35-64)	M	Canada	British Columbia	Bikes	Road Bikes	Road-650 Black, 60	3	£487	£1,461	£783	£2,326	£865
27	1/6/2011	Young Adult(25-34)	F	Canada	British Columbia	Bikes	Mountain Bikes	Mountain-500 Black, 44	3	£295	£885	£540	£1,604	£719
28	1/6/2011	Adults(35-64)	F	United States	California	Bikes	Road Bikes	Road-550-W Yellow, 48	1	£713	£713	£1,120	£1,098	£385
29	1/6/2011	Young Adult(25-34)	M	United States	Washington	Bikes	Road Bikes	Road-750 Black, 48	1	£344	£344	£540	£421	£77

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DATASET EXERCISE Duplicate Dataset Process +

# INSIGHTS & ANALYSIS







# DATA VISUALIZATION



## PEDALPALS BIKE SALES DASHBOARD



Total Units  
1,345,316



Total Sales  
£51,198,348

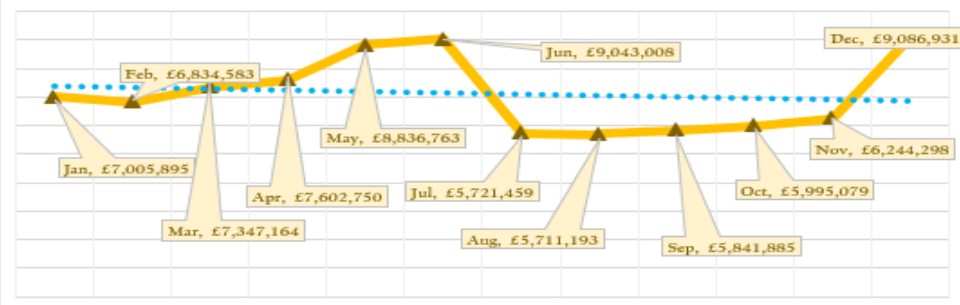


Gross Profit  
£32,221,100

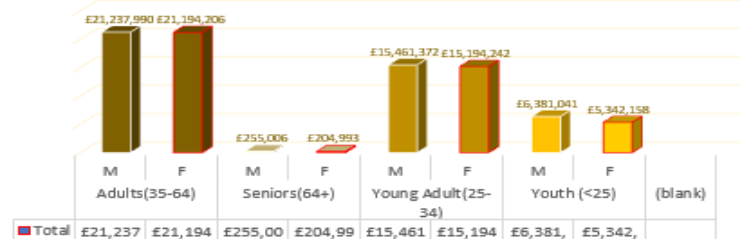


Total Customers  
113,036

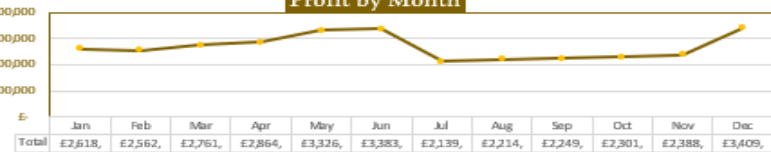
Sales Trend per Month



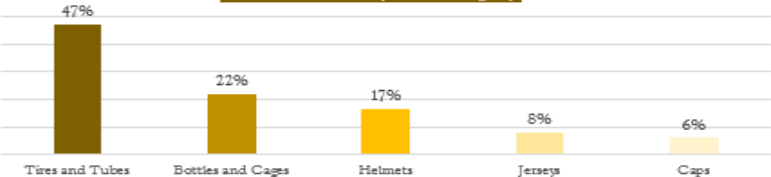
Revenue by Age Group



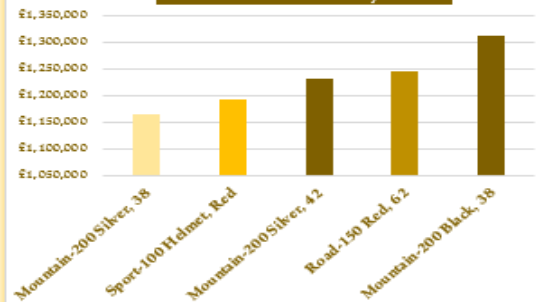
Profit by Month



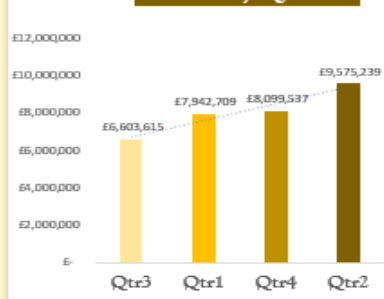
% Product Sold by Sub Category



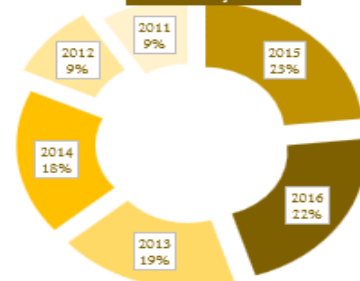
Bottom 5 Product by Profit



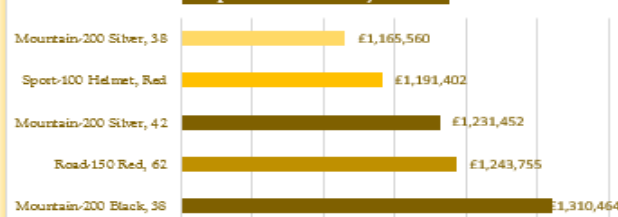
Profits by Quarter



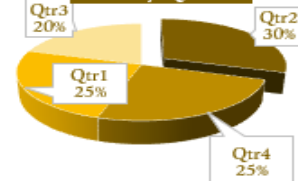
Profit by Year



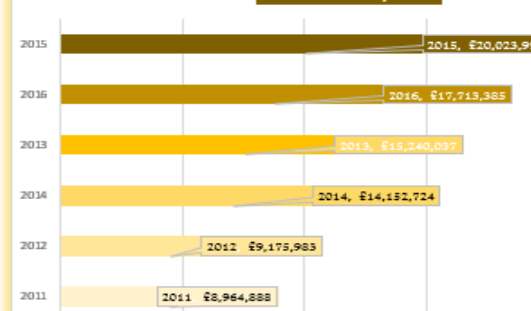
Top 5 Product by Profit



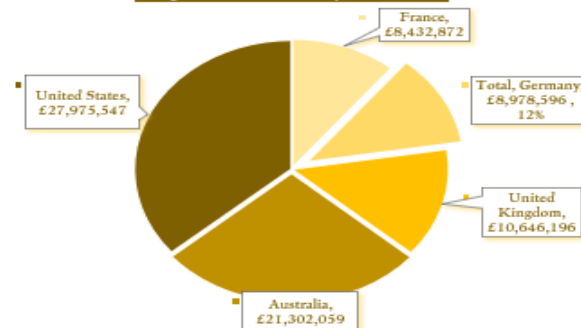
Sales by Quarter



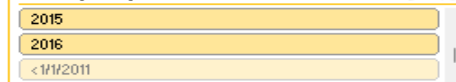
Total Sales by Year



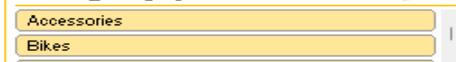
Top 5 Countries by Revenue



Years (Date)



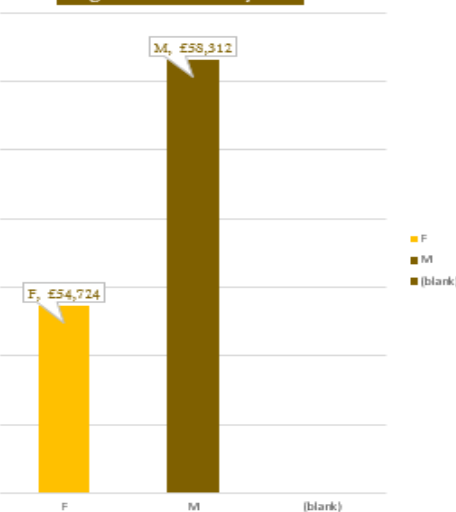
Product\_Category



Gender



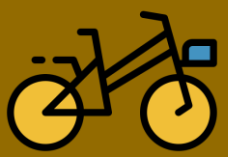
Highest Orders by Sex





# RECOMMENDATION

- United States market should be prioritized as they buy more products more than other locations.
- Strategy should be put in place to encourage buyers from the younger age group and older age group to increase sales in these groups.
- Rewards and Loyalty program ideas should be introduced so this can encourage existing customer to continue patronage.(aftercare services)
- More customers are looking for businesses that focus on sustainability, like reducing carbon footprint.



# LIMITATIONS

- Insufficient online presence may result in opportunities missed for reaching a more customers.
- There is a limited choices of products for the range of customers, e.g. seniors age group barely patronize the store.
- The non-availability of demand in certain regions could be caused by weather changes in these areas.



# CONCLUSION

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- This project created a comprehensive sales analysis dashboard using the provided dataset.
- Through various perspectives, the dashboard will allow users to gain valuable insights into sales performance, customer behavior, and product trends.
- The dashboard will enable users to make data-driven decisions, identify growth opportunities, and optimize sales strategies.



THANK YOU

