

## Findings & Insights:

1. **Baldwin Bikes (New York) leads** with ₹5.22M (≈68%) of total revenue, followed by **Santa Cruz Bikes** (₹1.61M) and **Rowlett Bikes** (₹0.87M).
2. **Some staff members show zero sales contribution**, indicating performance disparity.
3. **91% of customers (1,314)** made only **one purchase**, reflecting **low repeat order behavior**.
4. The **Top 100 customers** generated **₹1.86M revenue**, showing that a small fraction of customers contribute a significant portion of total sales.
5. The **Electra brand** leads product share with **36.87%**, followed by **Trek (26%)** and **Surly (12.84%)**.
6. Several products remain **unsold**, valued at **₹4.41L**, indicating **low demand**.
7. The **Top 20 products** contribute **₹3.96M (over 50% of revenue)**, emphasizing dependence on a few bestsellers.

## Recommendations:

1. Introduce **staff performance incentives and training** programs to balance sales.
2. **Strengthen sales and marketing** strategies California and Texas to improve store-level revenue share.
3. Launch **loyalty or reward programs** to improve repeat purchase rates.
4. Focus on **retention initiatives in New York** and **acquisition in California and Texas** to balance customer distribution.
5. Focus marketing and display efforts on **unsold or slow-moving items** through discounts or bundles.
6. Continue promoting **top-performing products** while exploring similar models or variations.