Sales Performance Dashboard

Année
Tout

Trimestre
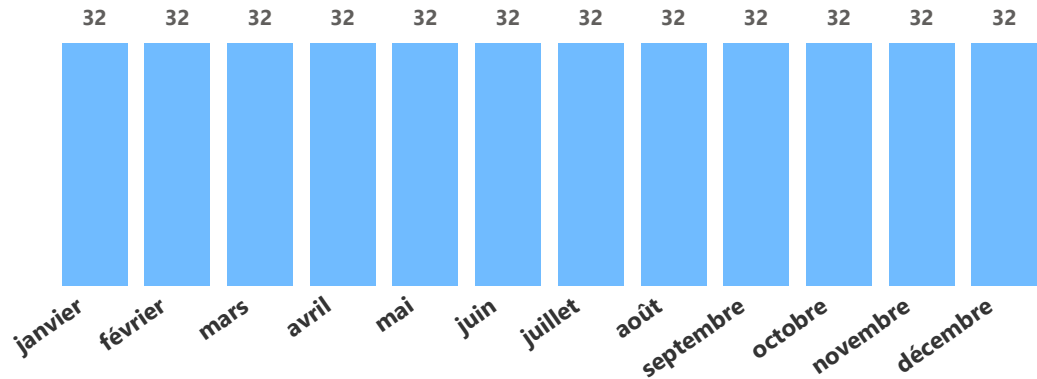Tout

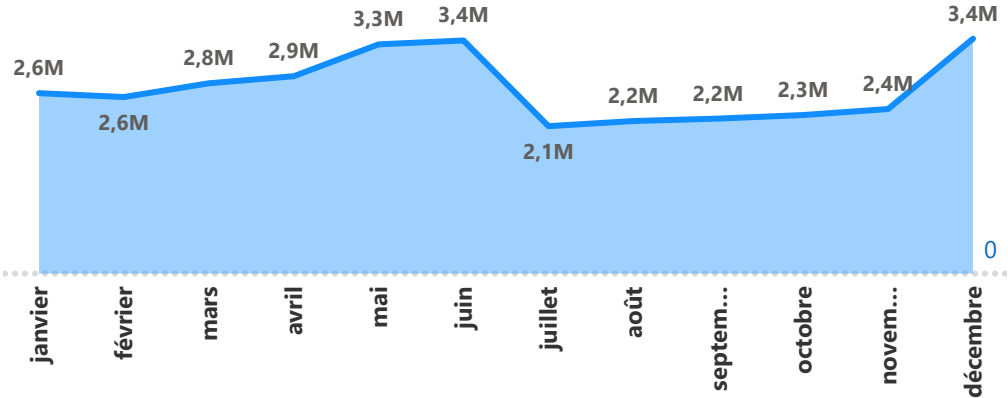**Product Category**
Tout

Sub Category
Tout

Monthly Order

janvier	février	mars	avril	mai	juin	juillet	août	septembre	octobre	novembre	décembre
32	32	32	32	32	32	32	32	32	32	32	32

Monthly Profit

2,6M — 2,6M — 2,8M — 2,9M — 3,3M — 3,4M — 2,1M — 2,2M — 2,2M — 2,3M — 2,4M — 3,4M

janvier · février · mars · avril · mai · juin · juillet · août · septem... · octobre · novem... · décembre

Top 6 Country by Profit

Country
- United ...
- Australia
- United ...
- Canada
- Germany
- France
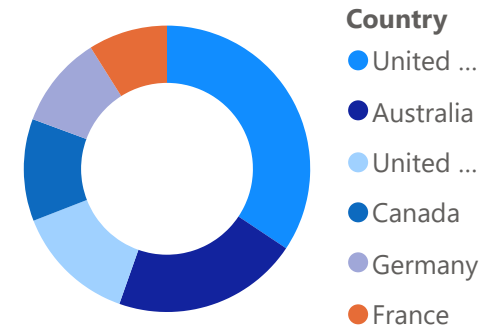
Order Quantity by Product Category

- Accessories
- Bikes
- Clothing

Microsoft Bing
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Top 6 Product by Profit

Mountain-200 ...	1,31M
Road-150 Red, 62	1,24M
Mountain-200 S...	1,23M
Sport-100 Helm...	1,19M
Mountain-200 S...	1,17M
Sport-100 Helm...	1,14M
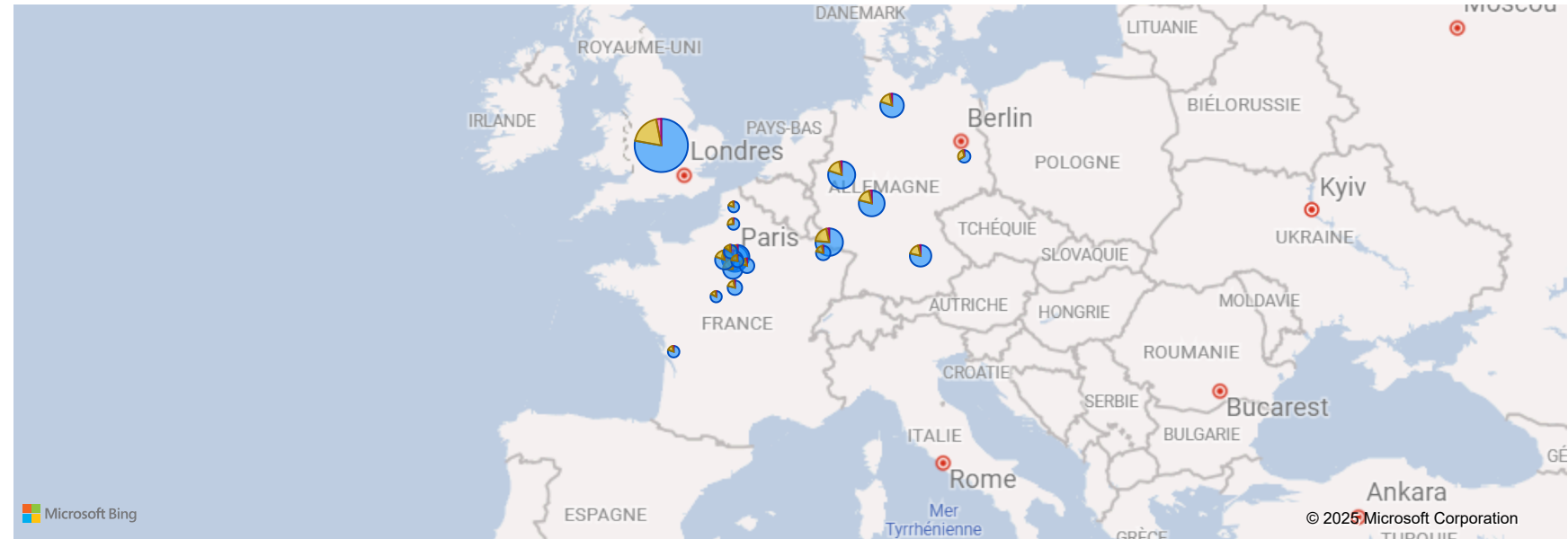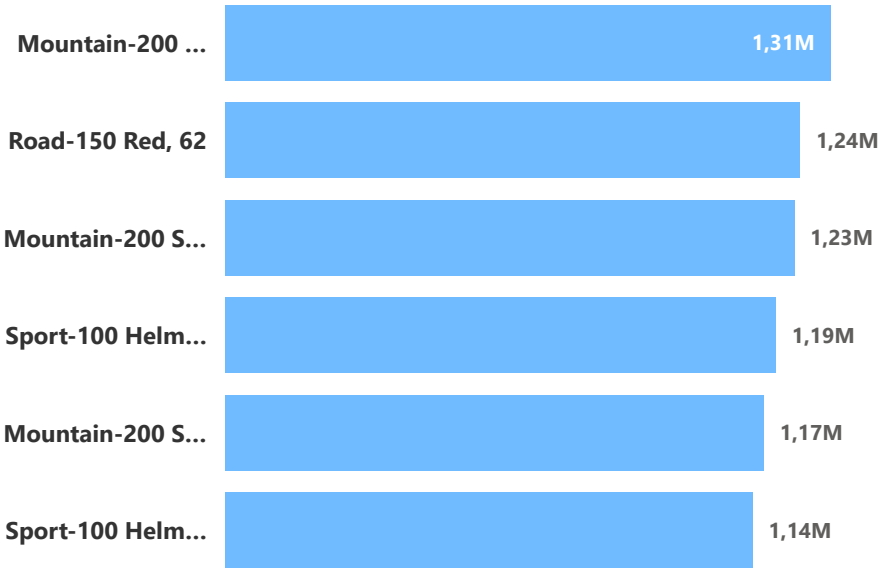
Customer Analytics Dashboard

Product Category	Customer Gender	Country	State
Tout ⌄	Tout ⌄	Tout ⌄	Tout ⌄

Youth under 25	Young Adults (25-34)	Adult (35-64)	Seniors (64+)
18K	39K	56K	1730

CUSTOMERS WHO MADE AT LEAST A SINGLE ORDER IN A YEAR

Year	Youth	Young Adults	Adult	Seniors
2016	4K	10K	15K	0K
	4K	9K	11K	0K
2014	4K	10K	15K	0K
	4K	9K	11K	0K
2012				
	0K	1K	1K	0K
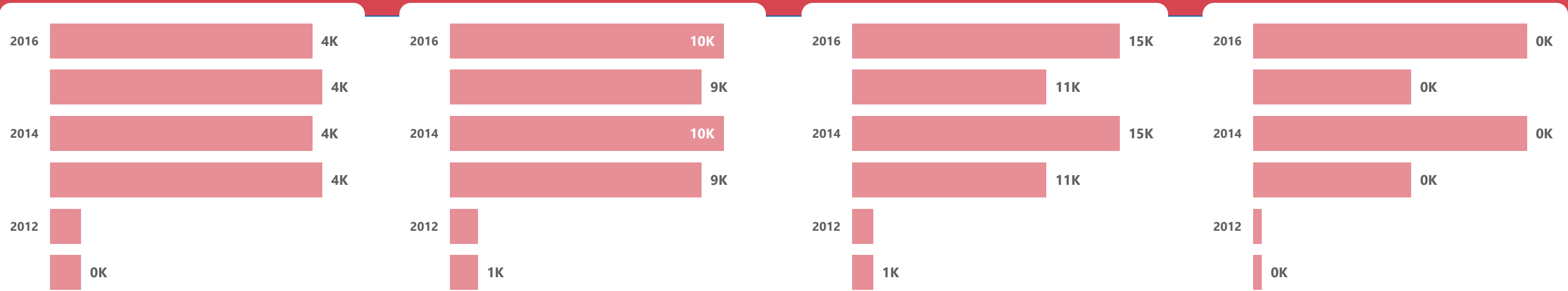
HEATMAP OF CUSTOMERS AGE BY SUB PRODUCT CATEGORY

Age Group	Bike Ra...	Bike Stan...	Bottles a...	Caps	Cleaners	Fenders	Gloves	Helmets	Hydration...	Jerseys	Mountain ...	Road Bikes	Shorts	Socks	Tires and...	Touring Bi...	Vests
Adults (35-64)	184468	102897	416367	40563	60718	398509	265991	1759353	322688	311308	4115579	4774425	584464	42315	1366837	1292577	282523
Seniors (64+)	485	1571	5238	287	810	5463	2679	24245	5595	2889	26664	16465	2344	1020	30626	3413	8371
Young Adults (25-34)	97522	59224	262157	25792	35753	239487	161938	1127965	167029	208802	3018757	3760064	288762	34425	932103	802086	164895
Youth (<25)	21980	38243	126836	11279	18610	105455	81046	468640	77356	80569	999463	1527921	158772	15411	398147	181862	63002

How to Optimize Bicycle Sales and Maximize Profit by Understanding Customer Behavior and Product Performance Across Different Regions and Age Groups?

The two dashboards presented, **Sales Performance Dashboard** and **Customer Analytics Dashboard**, are designed to address a key question:
"How can we better understand customer purchasing behavior and product performance to optimize bicycle sales and maximize profits?"

1. Sales Performance Dashboard

This dashboard focuses on **sales and product performance** across multiple dimensions:

- **Temporal Analysis**: Tracks **monthly orders and profit trends** to identify **seasonal patterns**.
- **Regional Performance**: An **interactive map** visualizes the quantity of orders by product across different regions.
- **Top-Selling Products**: Highlights the **most profitable products**, identifying **growth opportunities**.

2. Customer Analytics Dashboard

This dashboard provides a **customer-centric analysis**:

- **Age-Based Segmentation**: Customers are categorized into **four groups** (Youth, Young Adults, Adults, Seniors), offering **detailed insights into age-based preferences**.
- **Buying Behavior**: A **heatmap** illustrates the distribution of purchased products across age segments, while an **annual tracking system** monitors the **evolution of active customers** over time.