

Executive Summary – Customer Sales Analysis Dashboard

The Customer Sales Analysis Dashboard provides a consolidated view of sales, revenue, cost, and profit across multiple dimensions such as time, geography, product categories, and customer demographics. **Key Insights:**

1. **Yearly Revenue, Cost, and Profit:** Revenue and profit have shown steady growth from 2011 to 2016, with costs following a similar upward trend.
2. **Monthly Revenue:** Revenue fluctuates seasonally, with noticeable peaks in mid-year and December, reflecting strong holiday sales.
3. **Revenue by Country:** The United States contributes the highest revenue, followed by Australia and the United Kingdom, highlighting strong regional performance.
4. **Total Sales by Product Category:** Accessories dominate sales volume, followed by Clothing, while Bikes contribute the least.
5. **Sales by Age Group and Product Category:** Adults (35–64) drive the majority of sales across all categories, with Young Adults being the next significant segment.
6. **Total Sales by State:** Sales distribution varies widely by state, with certain regions contributing disproportionately higher sales.
7. **Top 5 Products by Sales:** High-performing products include Mountain-200 and Road-150 series bikes, which consistently lead in unit sales.
8. **Top 5 Products by Revenue:** Accessories such as Patch Kits and Water Bottles generate strong revenue despite lower sales volumes, emphasizing profitability in smaller-ticket items.

Strategic Value:

- Enables businesses to track performance across time, geography, and demographics.
- Identifies key revenue-generating regions and customer groups for targeted marketing.
- Provides insight into product performance, highlighting both high-volume and high-margin products.