

MARÍA BALLESTEROS, VALENCIA, SPAIN

Cycle Sales Report



Visual Studio Code



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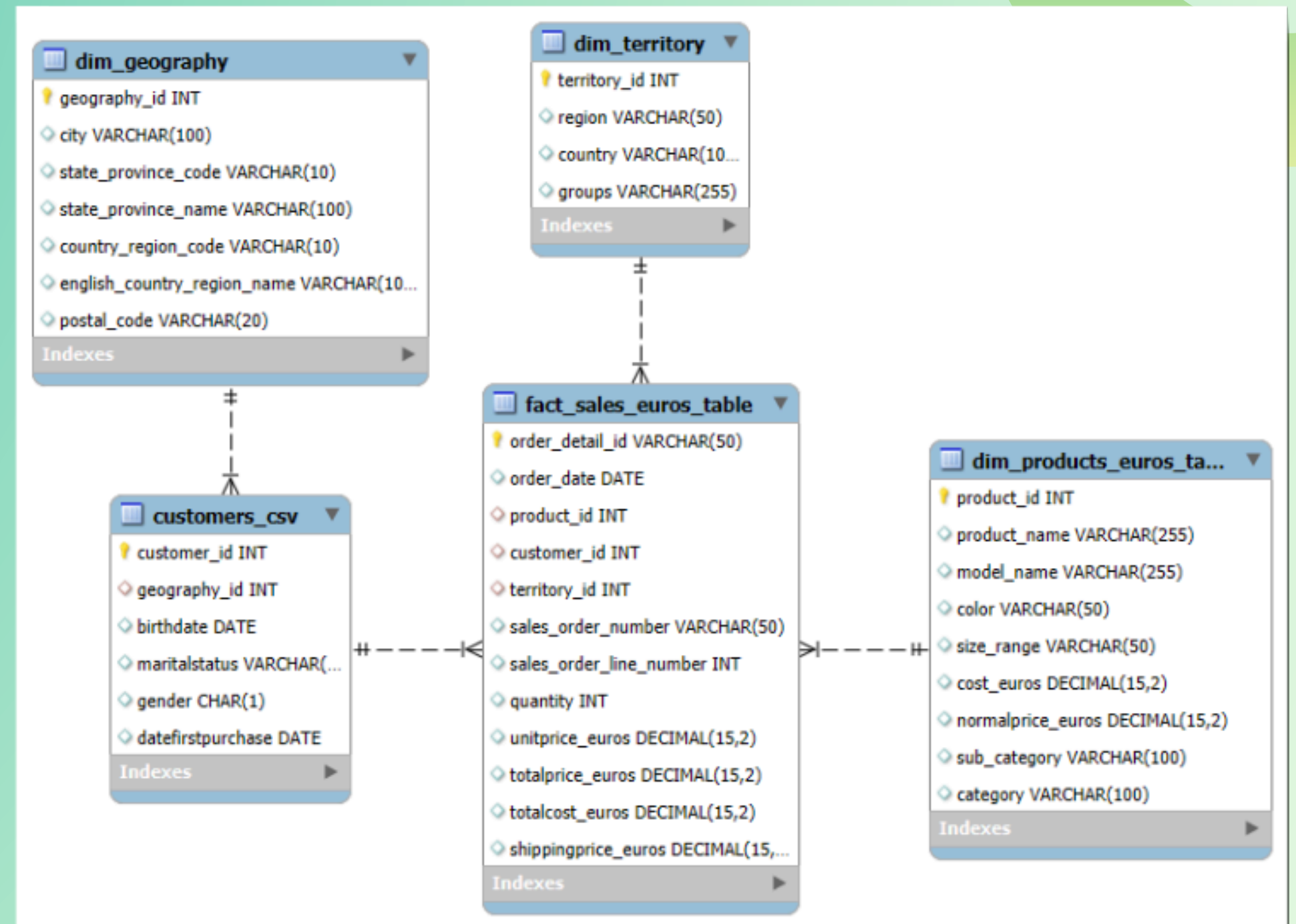
About Project

This report outlines the end-to-end sales analytics project based on Cycle Co.'s dataset, covering the full ETL process, data modeling, and dashboard creation. Key highlights include data transformation, currency conversion, relational modeling, and business insights through Tableau.



DataSet Overview

- customers_csv.csv 1,360 records.
- dim_geography.csv 654 records.
- dim_product.csv 397 records.
- dim_territory.csv 11 records.
- act_sales.csv 5,954 records.



Queries MySQL

year	total_ventas
2016	1,031,096.55
2017	1,380,391.65
2018	1,418,681.64
2019	996,471.34

- Annual sales (by year) —
- No clear conclusions can be drawn because there is only one full year of data.

product_name	category	total_ventas
Road-150 Red, 62	Bikes	291,182.07
Road-150 Red, 48	Bikes	281,789.10
Mountain-200 Silver, 38	Bikes	239,538.82
Mountain-200 Black, 42	Bikes	236,958.16
Road-150 Red, 56	Bikes	234,824.25
Mountain-200 Black, 46	Bikes	224,909.44
Road-150 Red, 44	Bikes	212,907.32
Mountain-200 Silver, 42	Bikes	209,088.97
Road-150 Red, 52	Bikes	187,859.40
Mountain-200 Silver, 46	Bikes	186,759.08

Top 10 products by total sales

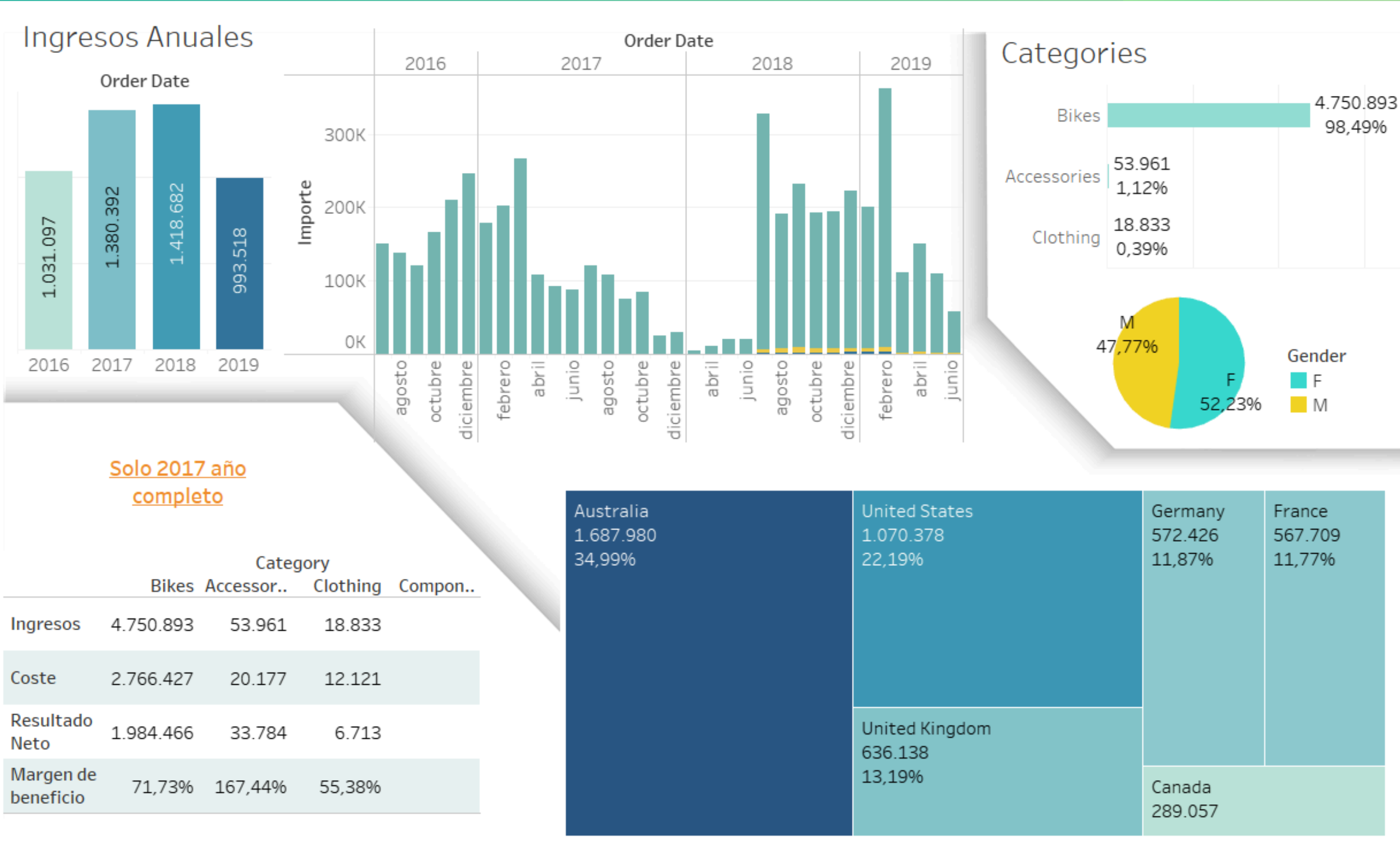
Total sales by region

region	total_ventas
Australia	1690932.95
Southwest	644467.50
United Kingdom	636138.25
Germany	572425.85
France	567708.96
Northwest	423809.62
Canada	289057.39
Southeast	2100.66

Top Categories by Total Sales

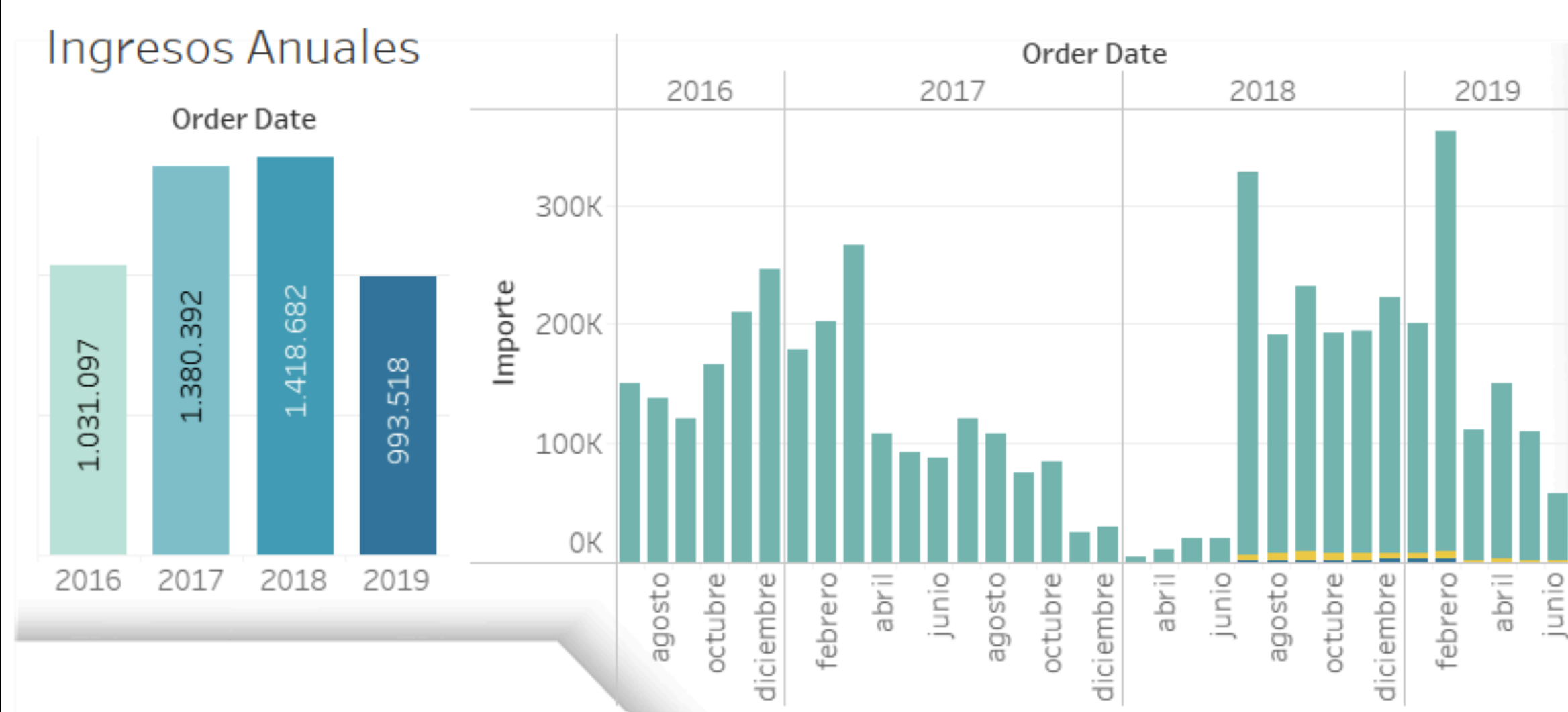
category	total_ventas
Bikes	4,753,846.50
Accessories	53,961.20
Clothing	18,833.48

Dashboard Tableau

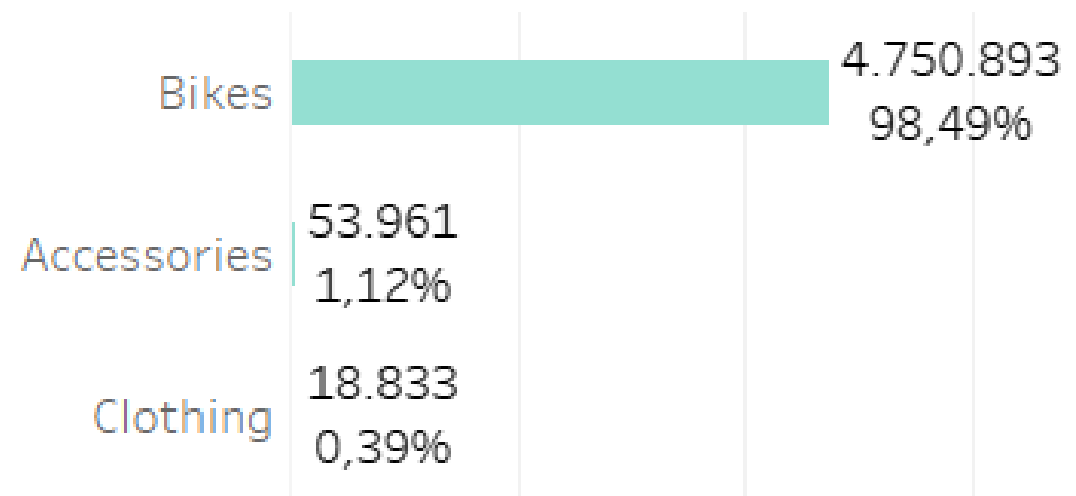


Conclusions

2018 saw the highest annual revenue, closely followed by 2017. Only 2017 contains a full year of data, making trend comparisons less conclusive.



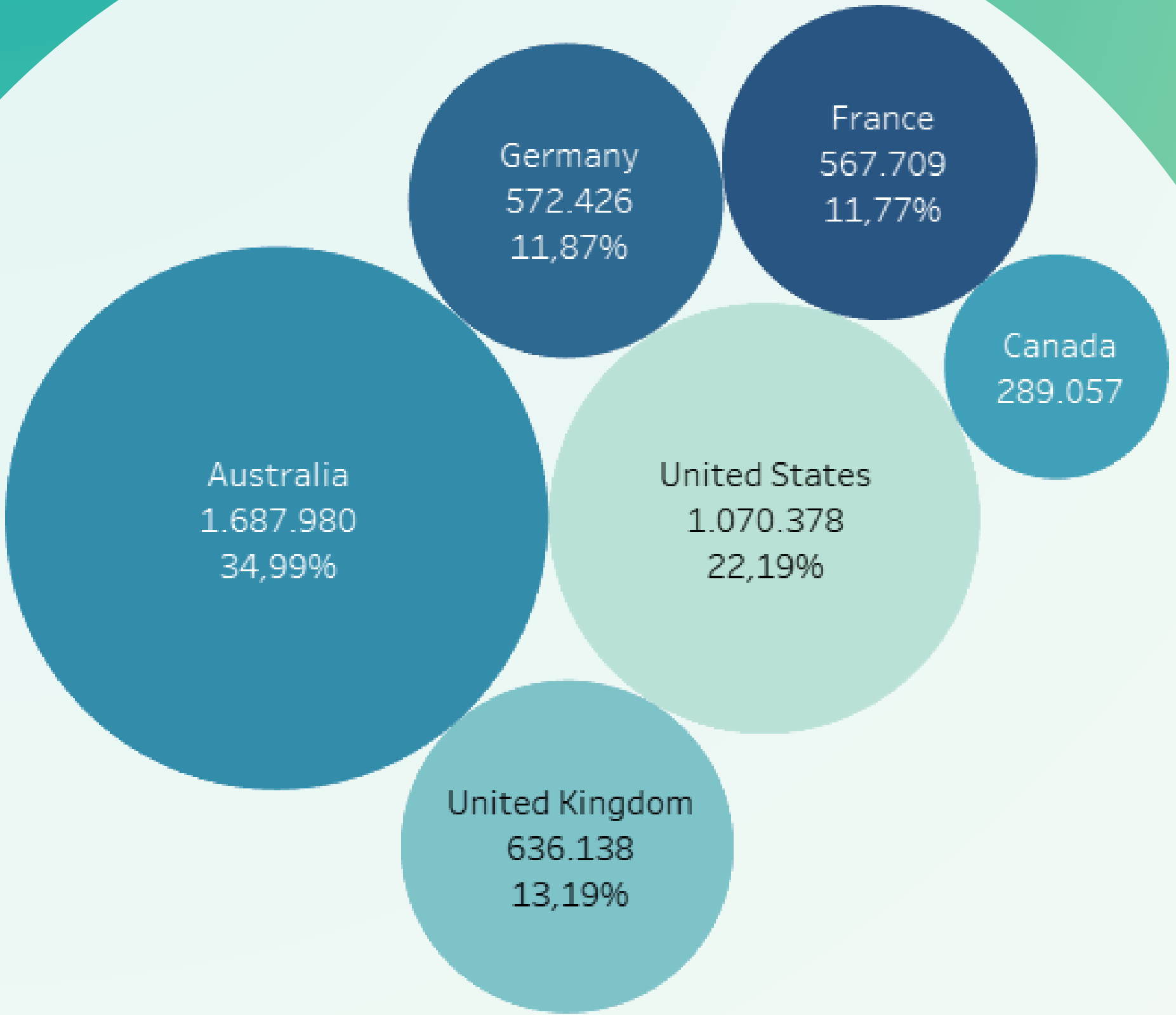
Categories



Bikes dominate the product mix with over 98% of total sales, while Accessories and Clothing represent a very small share

Although Bikes generated the highest revenue, Accessories had the highest profit margin (167%), despite much lower sales volume.

	Category		
	Bikes	Accessories	Clothing
Ingresos	4.750.893	53.961	18.833
Coste	2.766.427	20.177	12.121
Resultado Neto	1.984.466	33.784	6.713
Margen de beneficio	71,73%	167,44%	55,38%

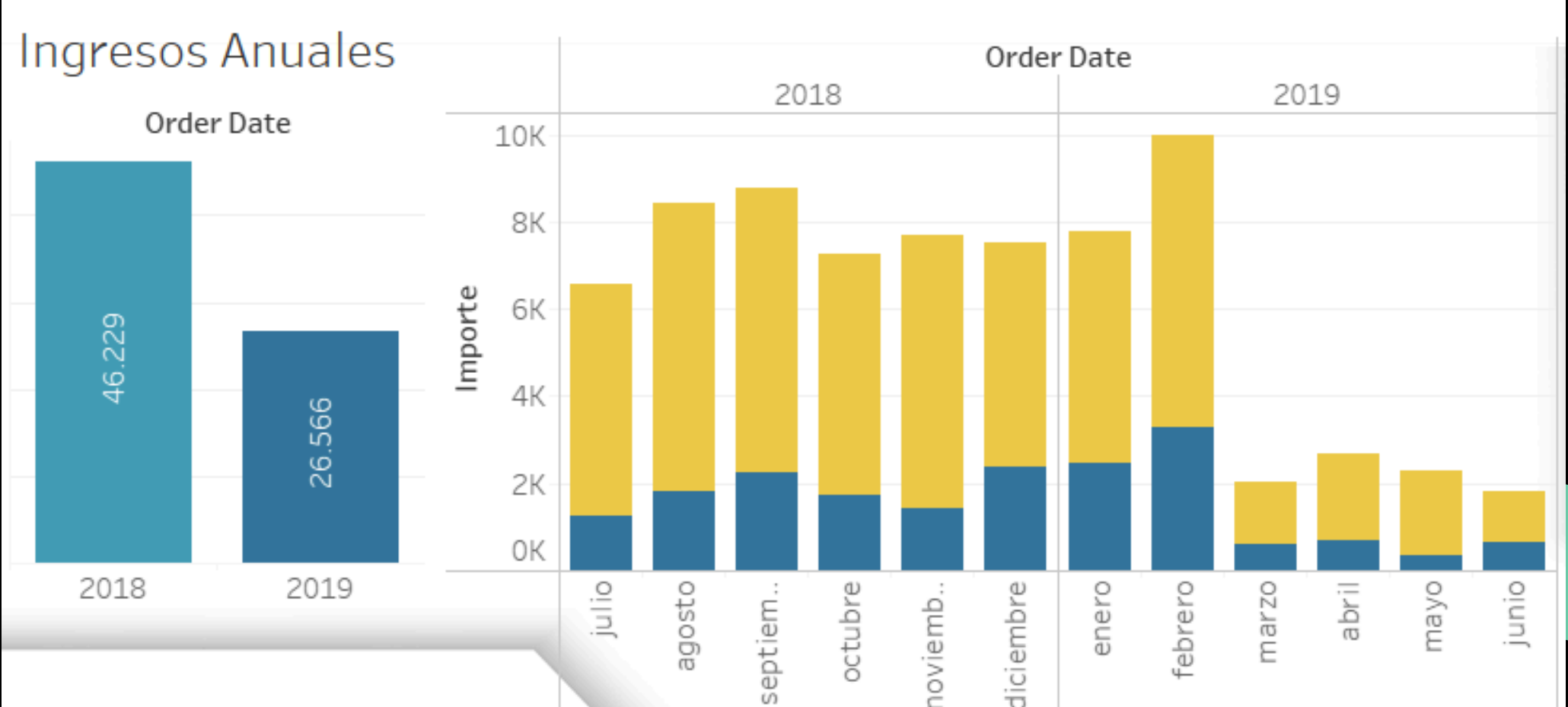


Sales by Country

Australia leads in total sales, accounting for nearly 35% of revenue, followed by the United States and the United Kingdom. Together, these three countries represent over 70% of total sales.

New Products

Sales for Accessories and Clothing appear to begin around July 2018, suggesting a mid-year product expansion.



Australia 21.629 29,71%	United States 10.724 14,73%	France 7.901 10,85%
Canada 16.367 22,48%	United Kingdom 9.273 12,74%	Germany 6.899 9,48%

while Canada ranks low in total overall revenue, it shows strong performance in these products mix , indicating a potential niche market or higher demand for complementary products.