Sports Sales Analysis using Power BI

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Introduction

Dick's Sporting Goods is a leading omnichannel sporting goods retailer committed to providing customers with the best gear and apparel for their sporting needs. The company emphasizes a customer-centric approach, with a wide product range including sports equipment, clothing, footwear, and accessories.

In today's competitive retail landscape, organizations like Dick's Sporting Goods must leverage data-driven insights to enhance decision-making, optimize operations, and drive sales performance. As a leading sporting goods retailer, understanding various dimensions of sales performance, customer behavior, product profitability, and market dynamics is crucial to maintaining a competitive edge.

Objective

The objective is to outline the analytical requirements for a comprehensive Power BI reporting solution that encapsulates sales performance, customer behavior, product profitability, and market dynamics dimensions, providing clear and actionable insights across multiple dashboards tailored for diverse stakeholders within the organization.

Problem Statement

KPI's: Provide us with the current revenue figures, including year-to-date (YTD) total revenue and year-over-year (YoY) total revenue, as well as the total quantity sold along with YTD and YoY totals for quantity sold. Additionally, we would like to know the total profit, including YTD and YoY profit figures, as well as the profit margin with corresponding YTD and YoY profit margin values. Moreover, please include the gross revenue figures, detailing both the YTD and YoY gross revenue, and finally, also find the total orders with the YTD and YoY totals for total orders.

Sales Analysis:

1.Total Revenue and Profit by Month Name

- ❑ What are the total revenue and profits for each month?
- ❑ How does the performance in each month compare to others?

2. Total Revenue and Profit by Quarter

- ❑ What are the total revenue and profits for each quarter?
- ❑ How do quarterly revenue and profits trend over the year?

3. Total Revenue and Profit by Day

- ❑ What are the total revenue and profits for each day?
- ❑ Are there specific days with unusually high or low sales/profit figures?

Customer Behavior Analysis:

1. Table containing Marital Status, Total Orders, Revenue

- ❑ How many total orders and total revenue are associated with each marital status category?

2. Total Revenue by Customer Country, State, and City

- ❑ What are the total revenue figures broken down by country, state, and city?
- ❑ Which geographic areas contribute the most to total revenue?

3. Total Revenue by Age Group and Gender

- ❑ What are the total revenue figures segmented by age group and gender?
- ❑ How does revenue performance vary across different age groups and between genders?

4. Total Revenue by Occupation and Gender

- ❑ What are the total revenue figures categorized by customer occupation and gender?
- ❑ Are there specific occupations that show higher revenue, and do they vary by gender?

Product Performance Analysis:

1. Profit by Category

- ❑ Which categories contribute the most to total profit?
- ❑ What percentage of the total profit does each product category contribute?

2. Top 10 Products by Profit

- ❑ Which ten products generate the highest profit?

3. Top 10 Products by Revenue

- ❑ Which ten products have the highest revenue figures?

4. Bottom 10 Products by Revenue

- ❑ Which ten products have the lowest revenue figures?

5. Top 10 Model Names by Revenue

- ❑ Which ten model names generated most revenue?

Geospatial Analysis:

1. Revenue by Quarter and Group

- ❑ What are the total revenue figures aggregated by each quarter and customer group?
- ❑ How do different groups perform on the quarters?

2. Total Orders by Country and Group

- ❑ What is the total number of orders placed by each country and customer group?
- ❑ Which countries and groups are the most active in terms of orders?

3. YTD Revenue by Country and Year

- ❑ What are the year-to-date revenue total broken down by country?
- ❑ How does year 2017 revenue compare with previous years for each country?

4. Total Quantity Sold by Country and ProductLine

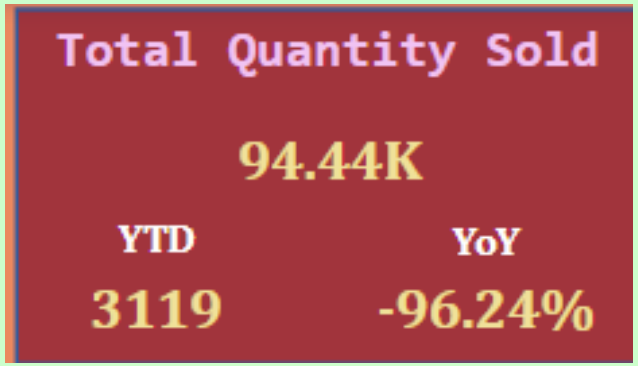
- ❑ What is the total quantity sold for each product line in each country?
- ❑ Which product line has the highest quantity sold for each country?

5. Top 5 Regions by Profit

- ❑ Which five regions generate the most profit?

KPI's: Provide us with the current revenue figures, including year-to-date (YTD) total revenue and year-over-year (YoY) total revenue, as well as the total quantity sold along with YTD and YoY for total quantity sold. Additionally, we would like to know the total profit, including YTD and YoY profit figures, as well as the profit margin with corresponding YTD and YoY profit margin values. Moreover, please include the Average Order Value (AOV), detailing both the YTD and YoY Average Order Value, and finally, also find the total orders with the YTD and YoY for total orders.

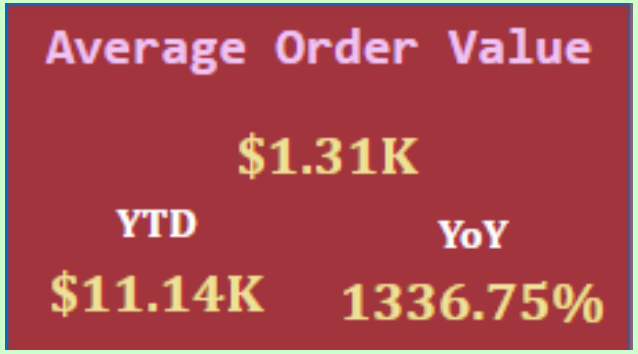
Total Revenue: $35.61M,
YTD for 2017: $6.3M, YoY for 2017: -61.74%



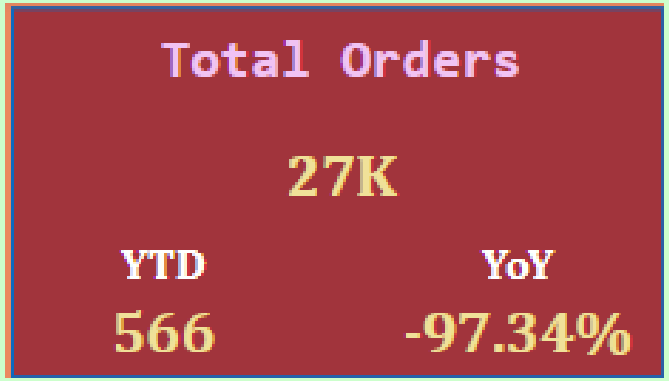
Total Quantity Sold: 94.44K,
YTD for 2017: 3119, YoY for 2017: -96.24%

Total Profit: $14.59M,
YTD for 2017: $2.53M, YoY for 2017: -62.83%

Profit Margin: 40.96,
YTD for 2017: 40.19, YoY for 2017: -2.86%



Average Order Value: $1.31K,
YTD for 2017: $11.14K, YoY for 2017: 1336.75%



Total Orders: 27K,
YTD for 2017: 566, YoY for 2017: -97.34%

- The **average revenue per unit sold** can be calculated as: Average revenue per unit sold = DIVIDE([Revenue],[Total Quantity Sold]). This means that each unit sold generates about **$377.07** in revenue.

- The overall **profit margin** indicates that approximately **41%** of revenue converts to profit. Since this is high, it suggests that the business is operating efficiently and managing costs well relative to its sales volume.

- The **Average Order Value** shows that on average, each order placed is worth **$1306.86**. When comparing AOV with the average revenue per unit, it suggests that customers are not only buying more units per order but also likely buying higher-value items or multiple products in a single order.

Year	Average Order Value	Average revenue per unit sold
2014	$3,205.84	$2,025.22
2015	$1,788.37	$1,165.24
2016	$775.05	$198.76
2017	$11,135.48	$2,020.74
Total	$1,306.86	$377.07

- ✓ In **2014**, the **Average Order Value (AOV)** is significantly higher than the **Average revenue per unit sold (ARUPS)**, indicating that customers are purchasing a larger quantity of items or more expensive items in single transactions.
- ✓ In **2015**, **AOV** decreased compared to **2014** but is still higher than **ARUPS**, suggesting a similar trend of purchasing higher quantities or expensive items compared to individual item revenue.
- ✓ In **2016**, both **AOV** and **ARUPS** decreased significantly. However, **AOV** is still higher than **ARUPS**, although the gap has narrowed, indicating that individual items are contributing less revenue overall.
- ✓ In **2017**, a substantial increase in **AOV** compared to previous years, while **ARUPS** shows a modest increase. This signals either a substantial increase in the value of each order or a larger volume of items sold per order, leading to higher overall revenue despite the revenue per individual unit remaining comparatively lower.

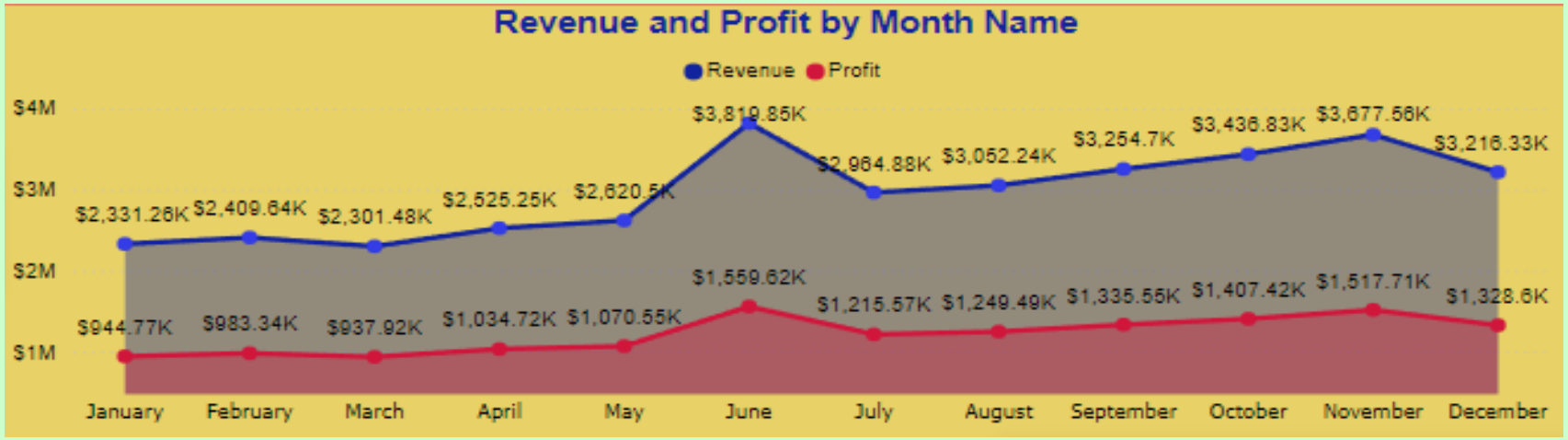
- The **average revenue per unit sold** can be calculated as: Average quantity sold per order = DIVIDE([Total Quantity Sold],[Total Orders]). This indicates that, on average, each order contains **3.47** units. This could indicate customer behavior trends, such as preferences for bundled products or bulk purchases.

- The profit per order can be calculated as: Profit per Order = DIVIDE([Profit],[Total Orders]). This means each order, on average, contributes approximately **$535.26** to profit.

Sales Analysis:

1. Total Revenue and Profit by Month Name

❑ What are the total revenue and profits for each month?



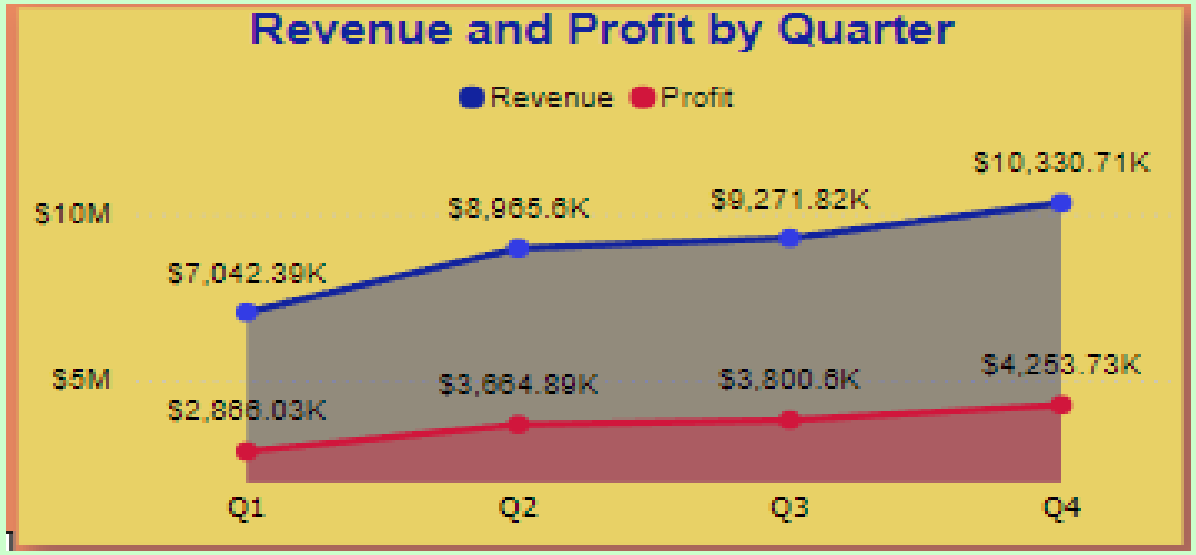
- We can see the **total revenue** and **profits** for each **month** in this graph

❑ How does the performance in each month compare to others?

- We can see from the graph that the overall **June** month generated the **highest Revenue** (**$3819.85K**) and **Profit** (**$1559.62K**) followed by **November** (**Revenue**: **$3677.56K**, **Profit**: **$1517.71K**). **March** generated the **lowest Revenue** (**$2301.48K**) and **Profit** (**$937.92K**).

2. Total Revenue and Profit by Quarter

- What are the total revenue and profits for each quarter?



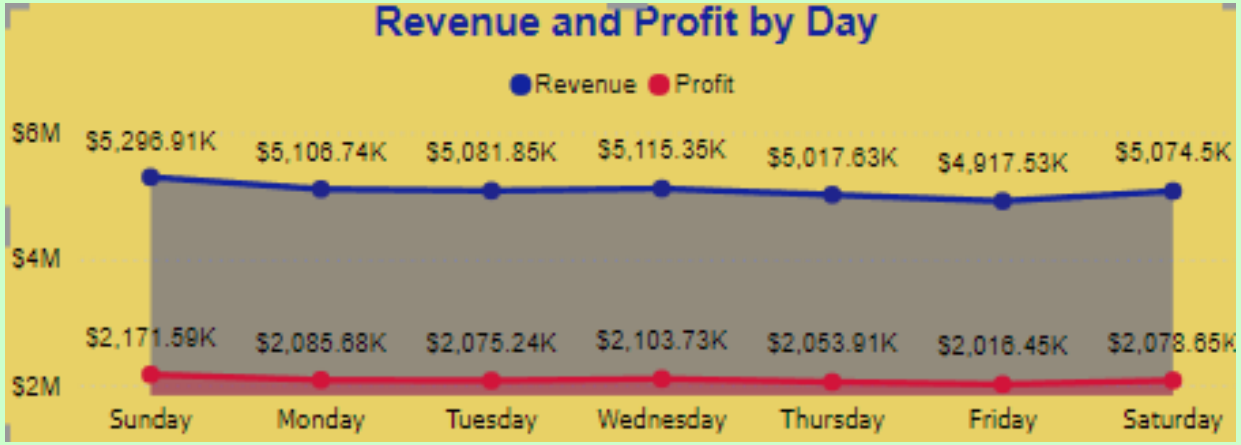
- We can see the **total revenue** and **profits** for each **quarter** in this graph.

- How do quarterly revenue and profits trend over the year?

- We can see from the graph that the overall **Q4 Quarter** generated the **highest Revenue** (**$10,330.71K**) and **Profit** (**$4,253.73K**) followed by **Q3 Quarter** (**Revenue: $9271.82K**, **Profit: $3800.6K**). **Q1 Quarter** generated the **lowest Revenue** (**$7042.39K**) and **Profit** (**$2866.03K**).

3. Total Revenue and Profit by Day

- What are the total revenue and profits for each day?



- We can see the **total revenue** and **profits** for each **day** in this graph.

- Are there specific days with unusually high or low sales/profit figures?

- We can see from the graph that the overall **Sunday** generated **highest Revenue** (**$5296.91K**) and **Profit** (**$2171.59K**) followed by **Wednesday** (**Revenue**: **$5,115.35K**, **Profit**: **$2,103.73K**). **Friday** generated the **lowest Revenue** (**$4917.53K**) and **Profit** (**$2016.45K**).

Customer Behavior Analysis:

1. Table containing Marital Status, Total Orders, Revenue

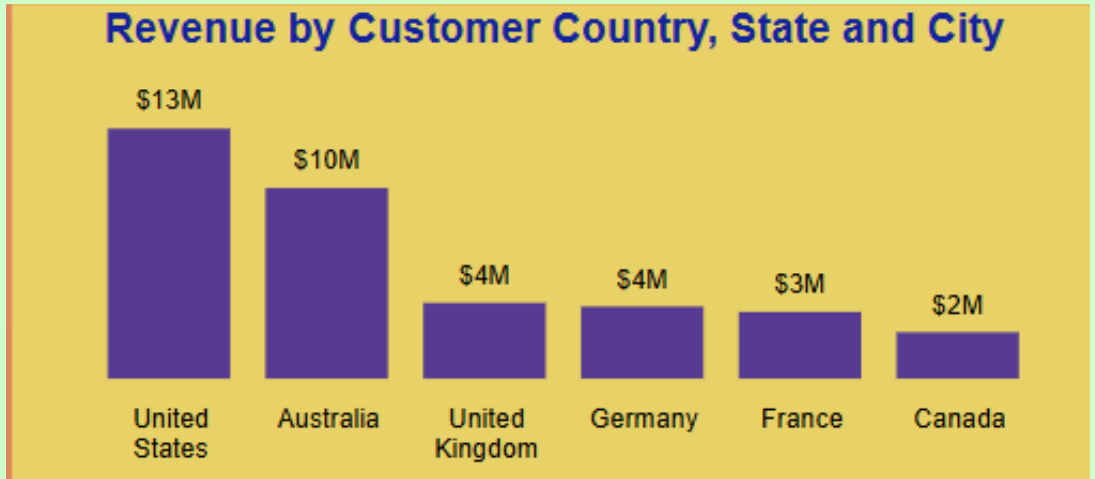
❑ How many total orders and total revenue are associated with each marital status category?

Martial Status	Total Orders	Revenue
Married	14899	$18,626,836.72
Single	12350	$16,983,682.11
Total	27249	$35,610,518.83

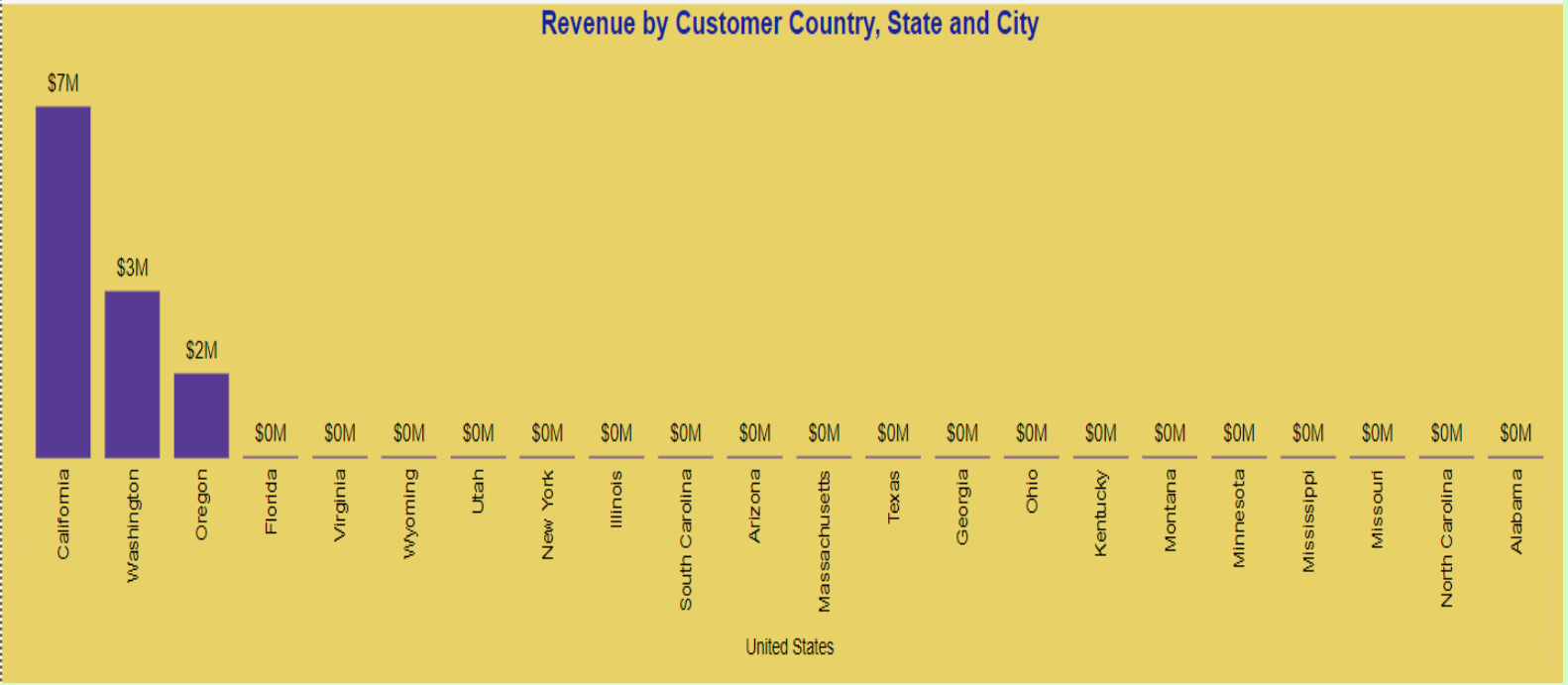
- We can see the **total orders** are **27,249** and **total revenue** is **$35,610,518.83** associated with **Married** and **Single marital status** category.

2. Total Revenue by Customer Country, State, and City

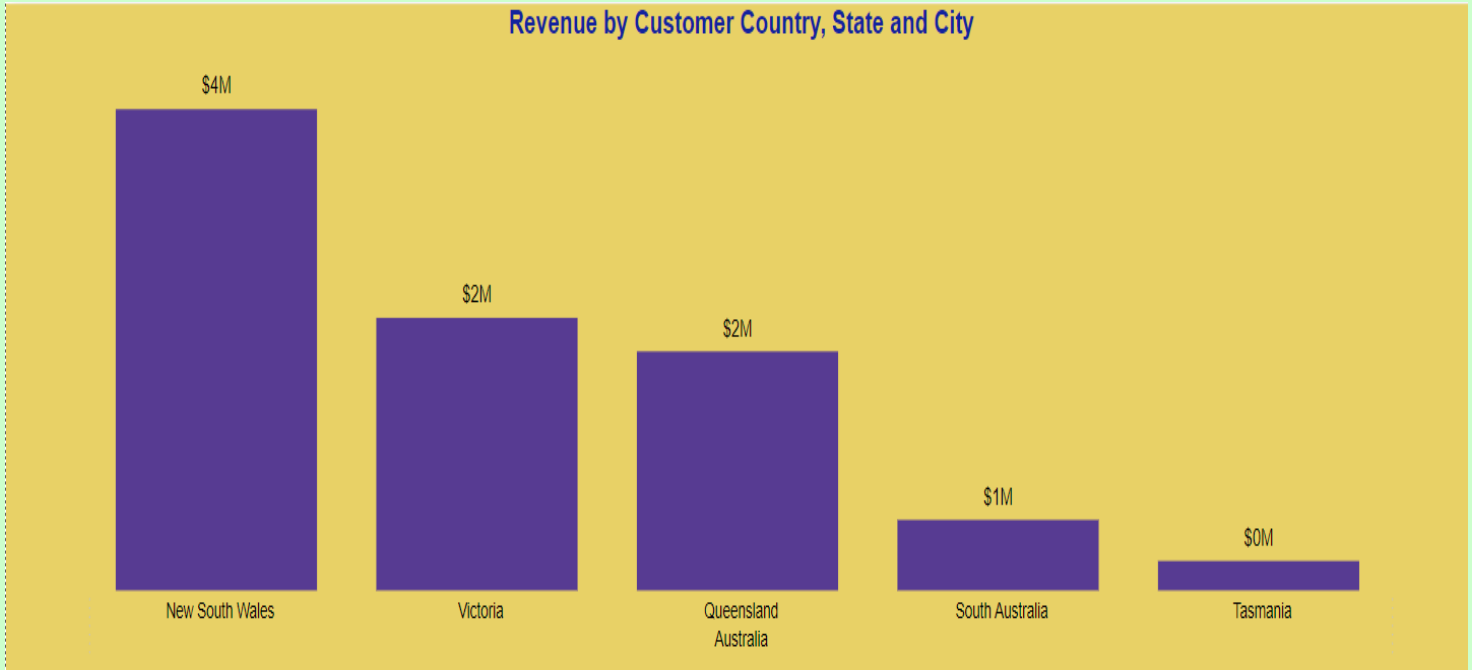
❑ What are the total revenue figures broken down by country, state, and city?



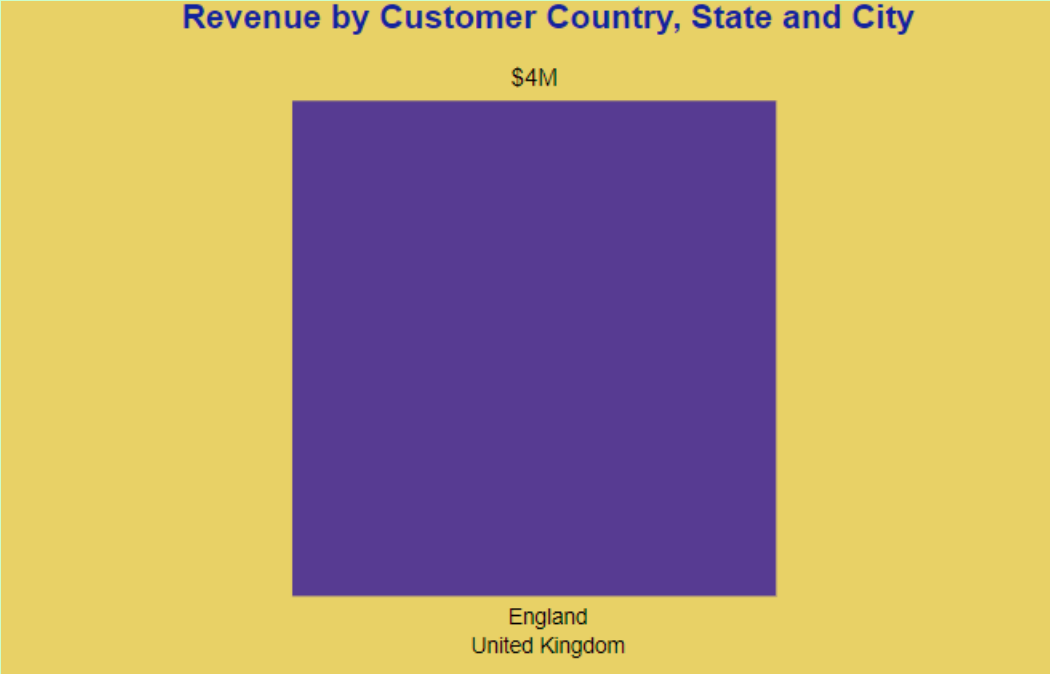
- We can see the **total revenue** by **Customer Country** in this graph.



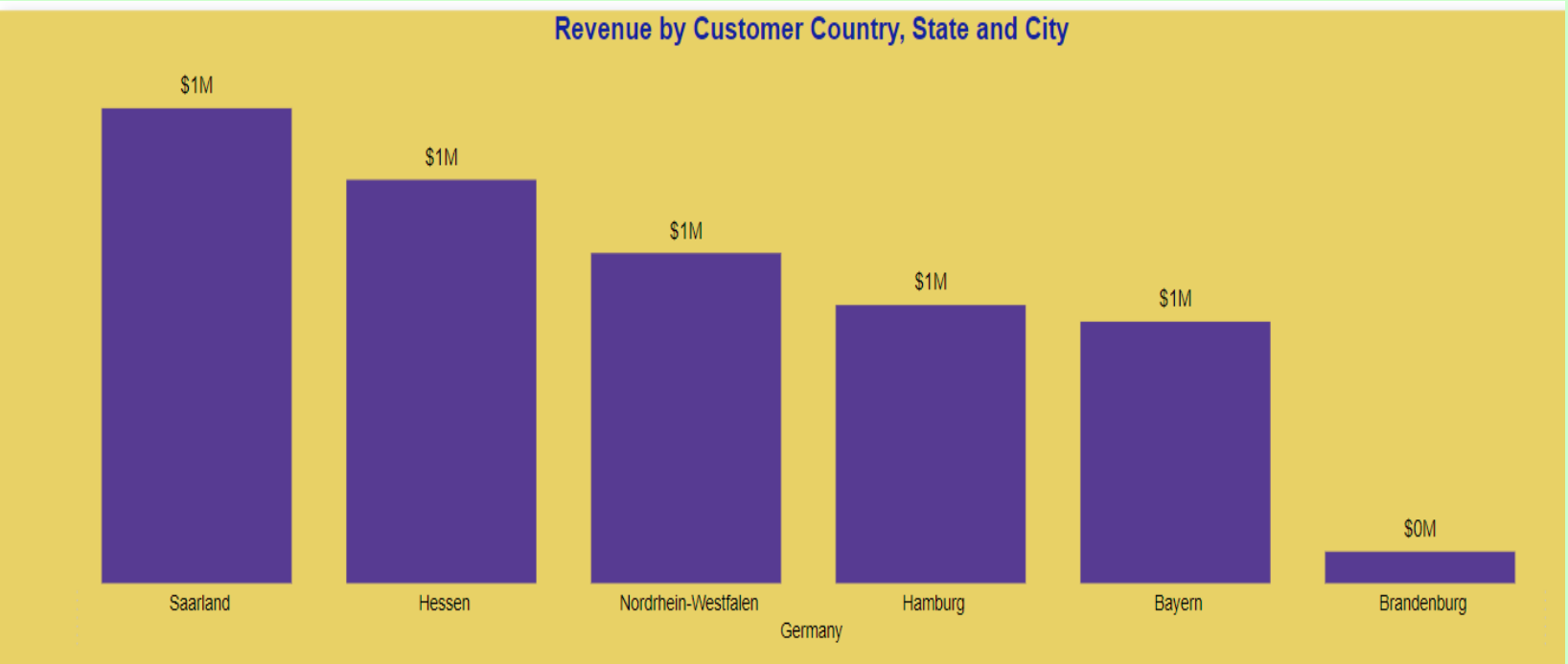
- We can see the **total revenue** by **Customer State** in this graph for **United States** Customer Country.



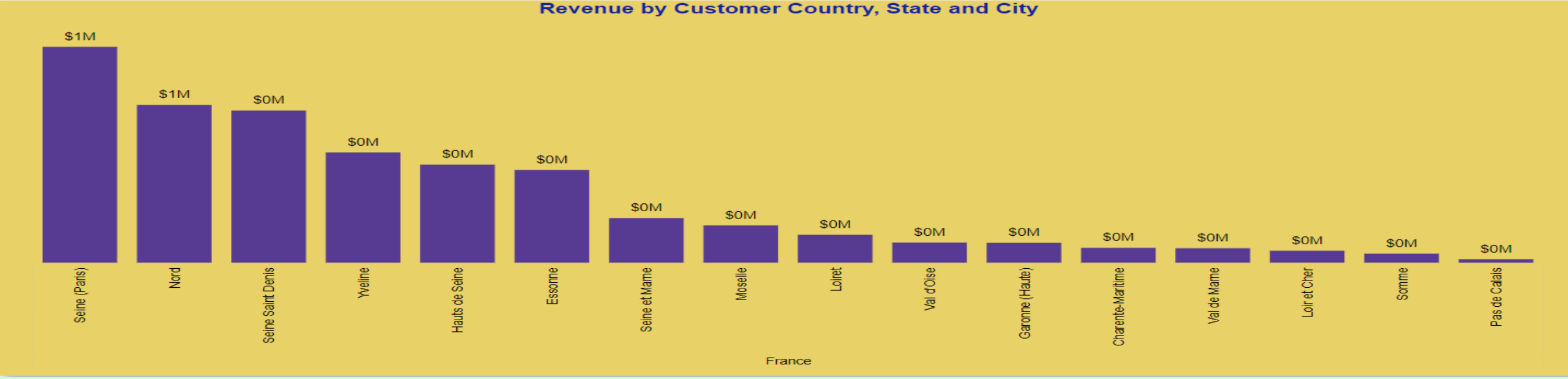
- We can see the **total revenue** by **Customer State** in this graph for **Australia** Customer Country.



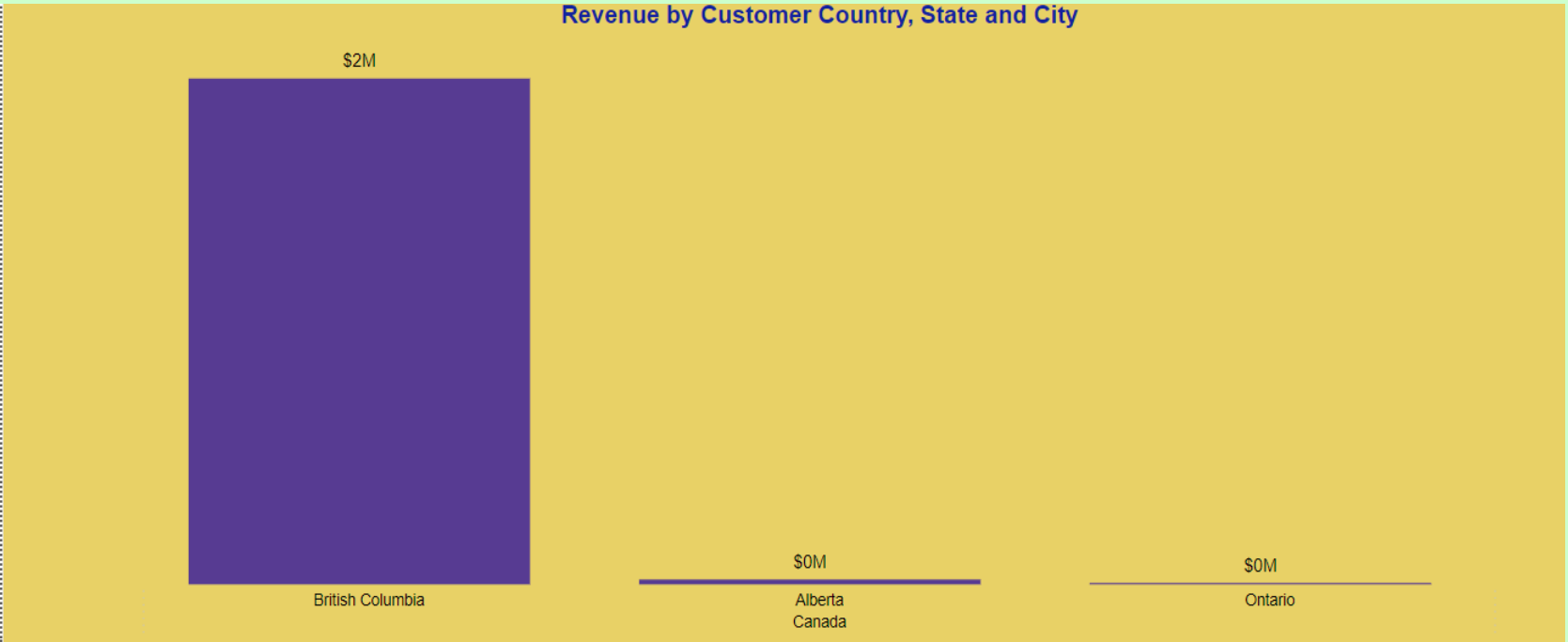
- We can see the **total revenue** by **Customer State** in this graph for **United Kingdom** Customer Country.



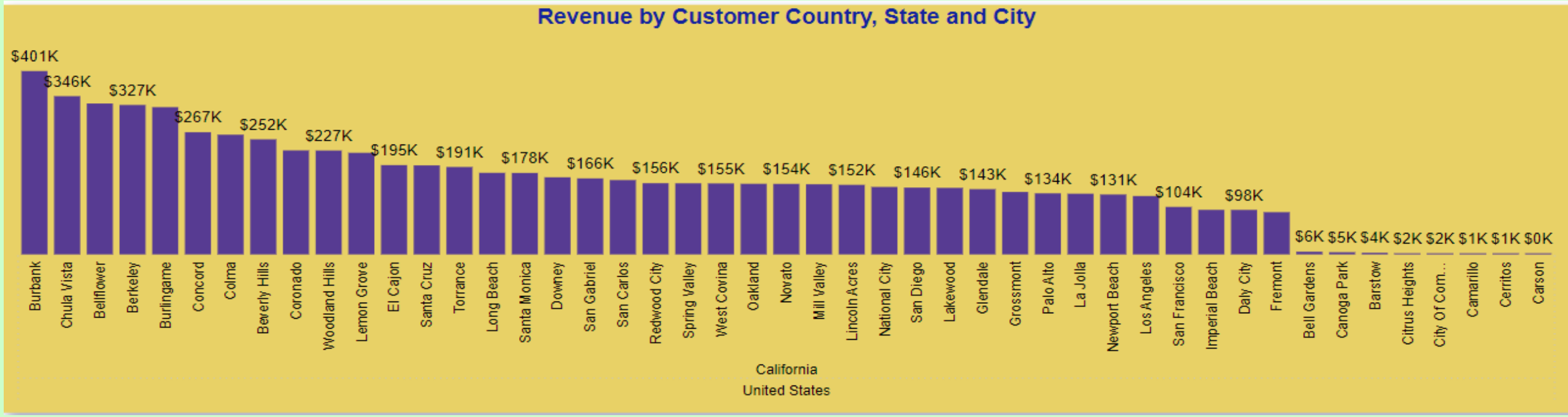
- We can see the **total revenue** by **Customer State** in this graph for **Germany** Customer Country.



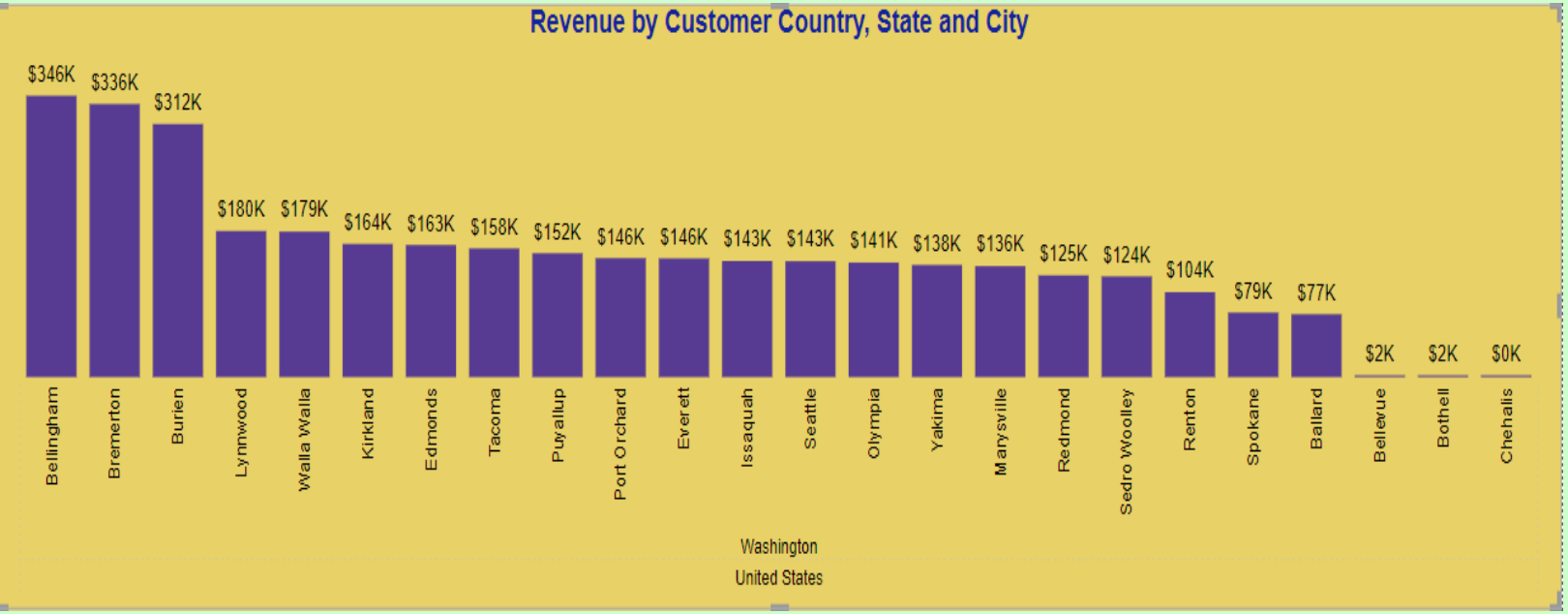
- We can see the **total revenue** by **Customer State** in this graph for **France** Customer Country.



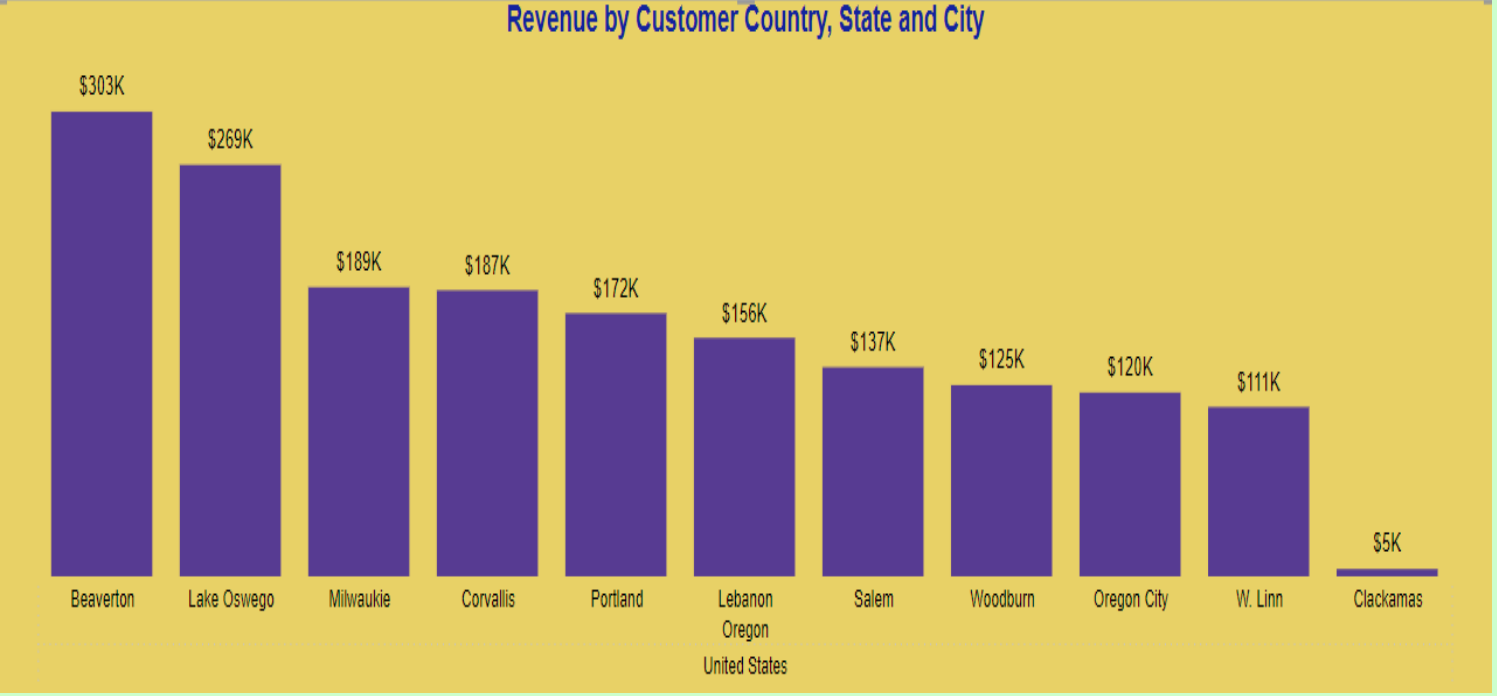
- We can see the **total revenue** by **Customer State** in this graph for **Canada** Customer Country.



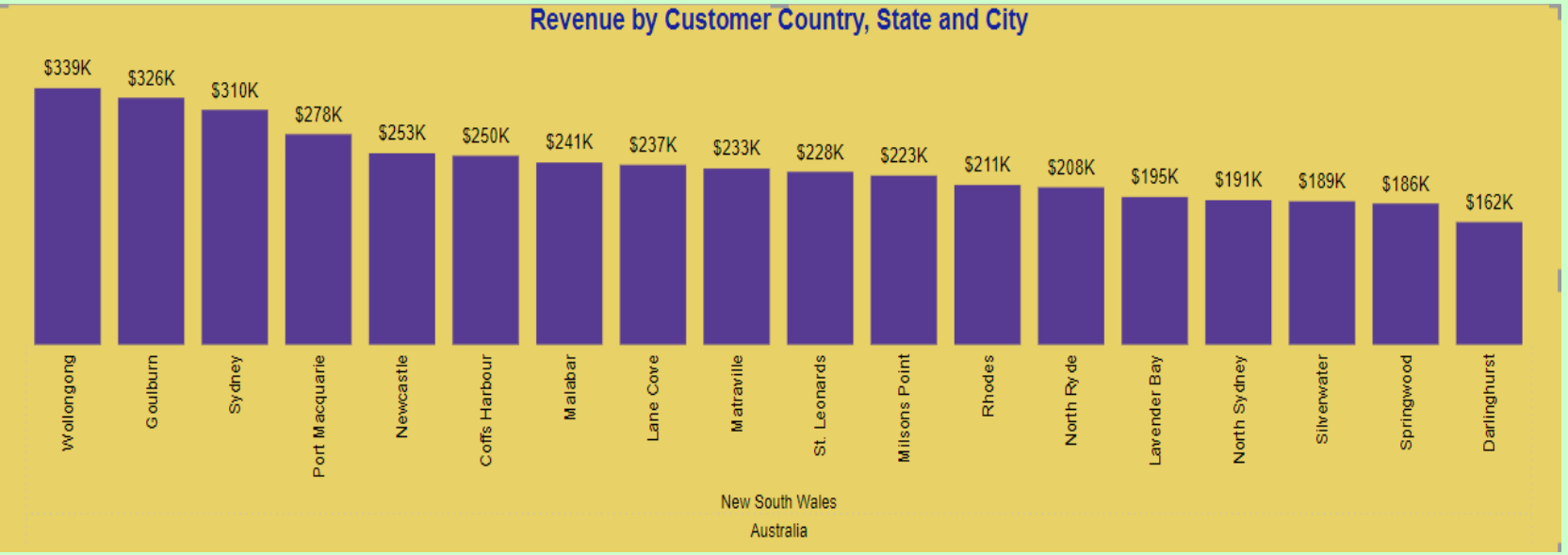
- We can see the **total revenue** by **Customer City** in this graph for **California State** in **United States** Customer Country.



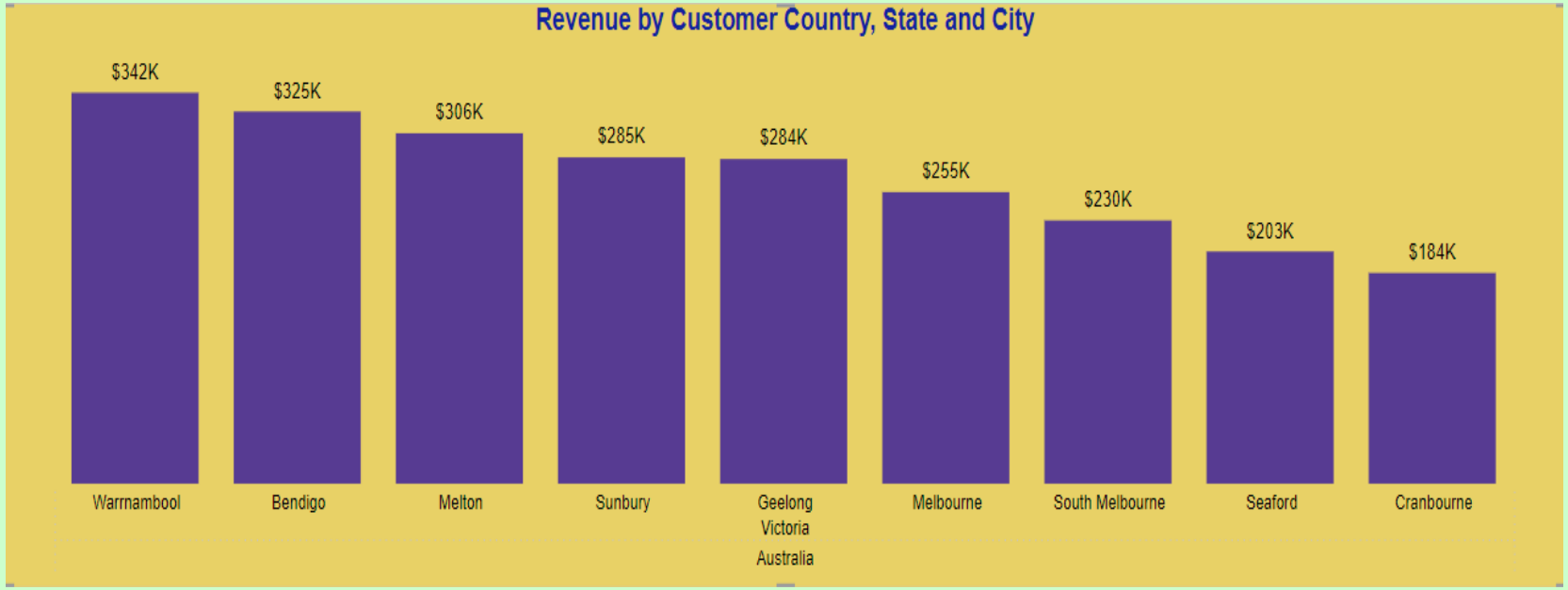
- We can see the **total revenue** by **Customer City** in this graph for **Washington State** in **United States** Customer Country.



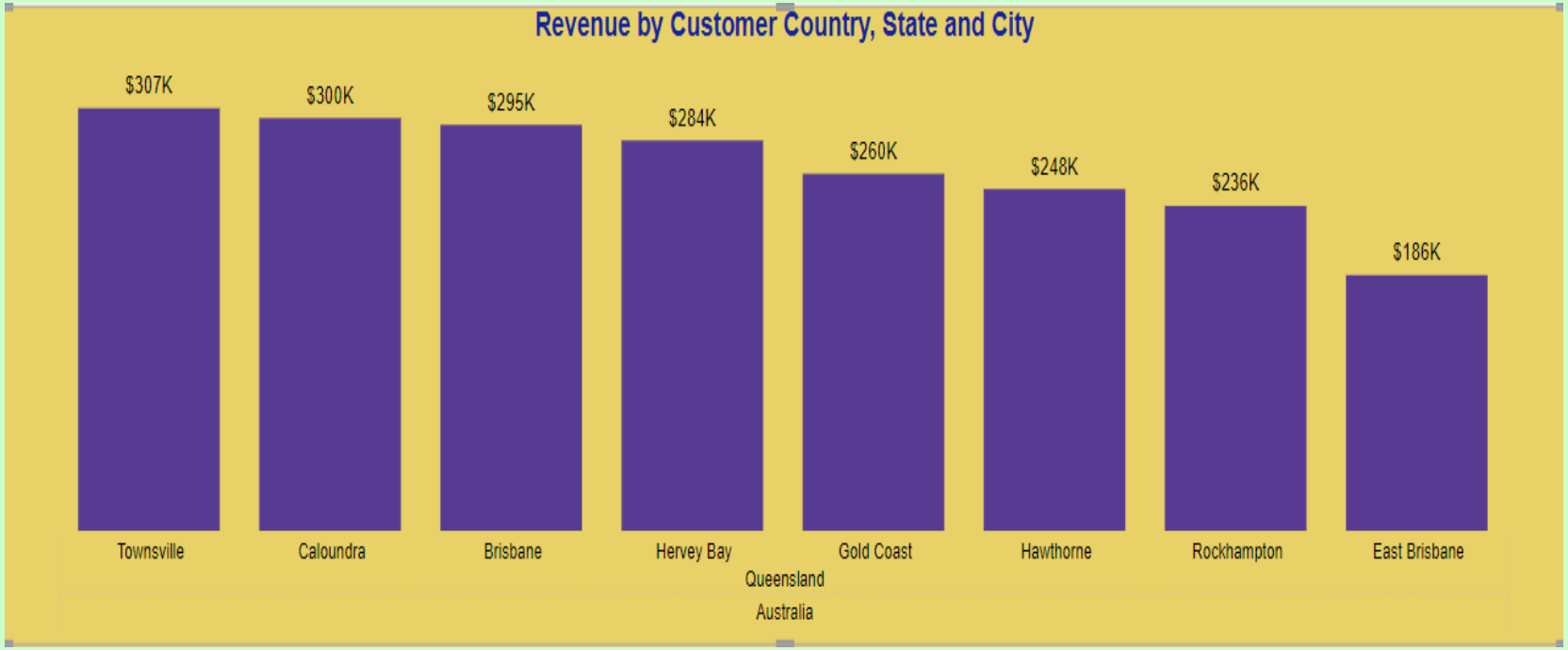
- We can see the **total revenue** by **Customer City** in this graph for **Oregon State** in **United States** Customer Country.



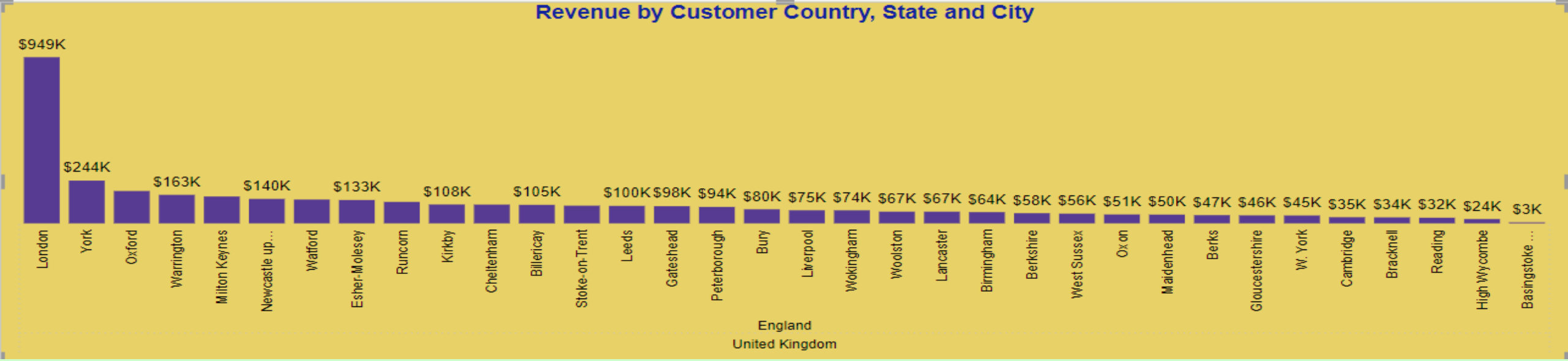
- We can see the **total revenue** by **Customer City** in this graph for **New South Wales State** in **Australia** Customer Country.



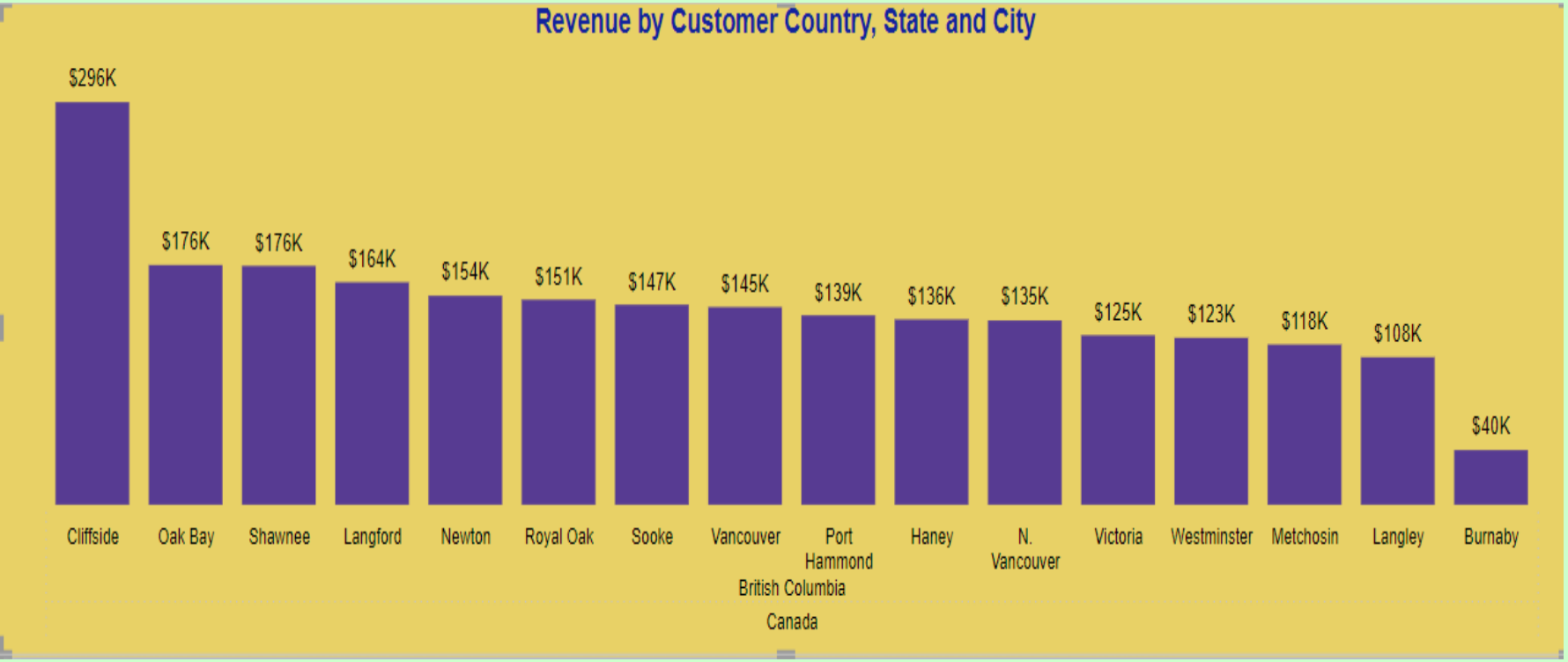
- We can see the **total revenue** by **Customer City** in this graph for **New Victoria State** in **Australia** Customer Country.



- We can see the **total revenue** by **Customer City** in this graph for **New Queensland State** in **Australia** Customer Country.

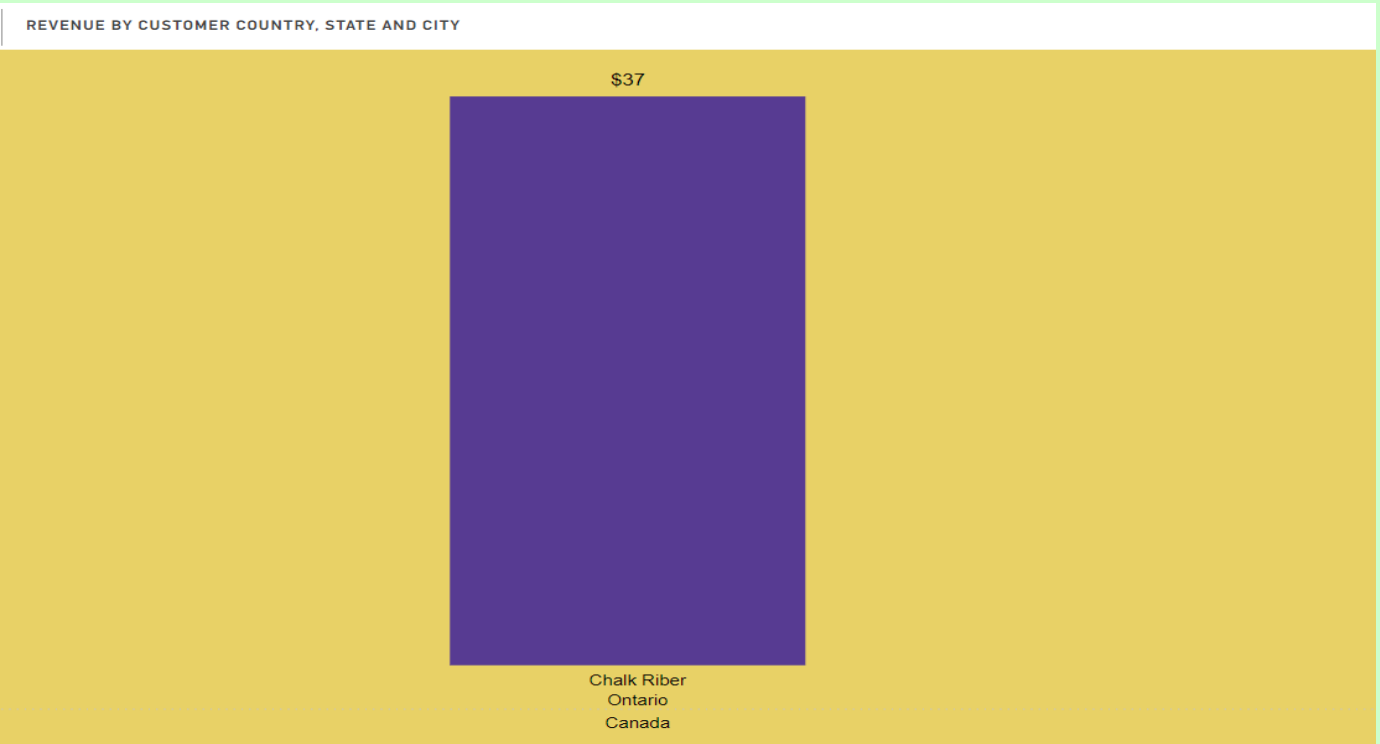


- We can see the **total revenue** by **Customer City** in this graph for **England State** in **United Kingdom** Customer Country.



- We can see the **total revenue** by **Customer City** in this graph for **British Columbia State** in **Canada** Customer Country.

- We can see the **total revenue** by **Customer City** in this graph for **Alberta State** in **Canada** Customer Country.



- We can see the **total revenue** by **Customer City** in this graph for **Ontario State** in **Canada** Customer Country.

❑ Which geographic areas contribute the most to total revenue?

- **United States** Customer Country generated the **highest revenue** (**$13M**) followed by **Australia** (**Revenue: $10M**) and **United Kingdom** (**Revenue: 4M**).

- **California** Customer State generated the **highest revenue** (**$7M**) followed by **Washington** (**Revenue: $3M)** and **Oregon** (**Revenue: $2M**) in **United States** Customer Country.

- **Burbank** (**Revenue: $401K**), **Chula Vista** (**Revenue: $346K**), **Bellflower** (**Revenue: $330K**) Customer Cities generated the **highest revenue** for **California** States in **United States** Country.

- **Bellingham** (**Revenue: $346K**), **Bremerton** (**Revenue: $336K**), **Burien** (**Revenue: $312K**) Customer Cities generated the **highest revenue** for **Washington** State in **United States** Country.

- **Beaverton** (**Revenue: $303K**), **Lake Oswego** (**Revenue: $269K**) , **Milwaukie** (**Revenue: $189K**) Customer Cities generated the **highest revenue** for **Oregon** State in **United States** Country.

- **New South Wales** Customer State generated the **highest revenue** (**$4M**) followed by **Victoria** (**Revenue: $2M**) and **Queensland** (**Revenue: $2M**) in **Australia** Country.

- **Wollongong** (**Revenue: $339K**), **Goulburn**(**Revenue: $326K**), **Sydney** (**Revenue: $310K**) Customer Cities generated the **highest revenue** for **New South Wales** State in **Australia** Country.

- **Warrnambool** (**Revenue: $342K**), **Bendigo** (**Revenue: $325K**), **Melton** (**Revenue: $306K**) Customer Cities generated the **highest revenue** for **Victoria** State in **Australia** Country.

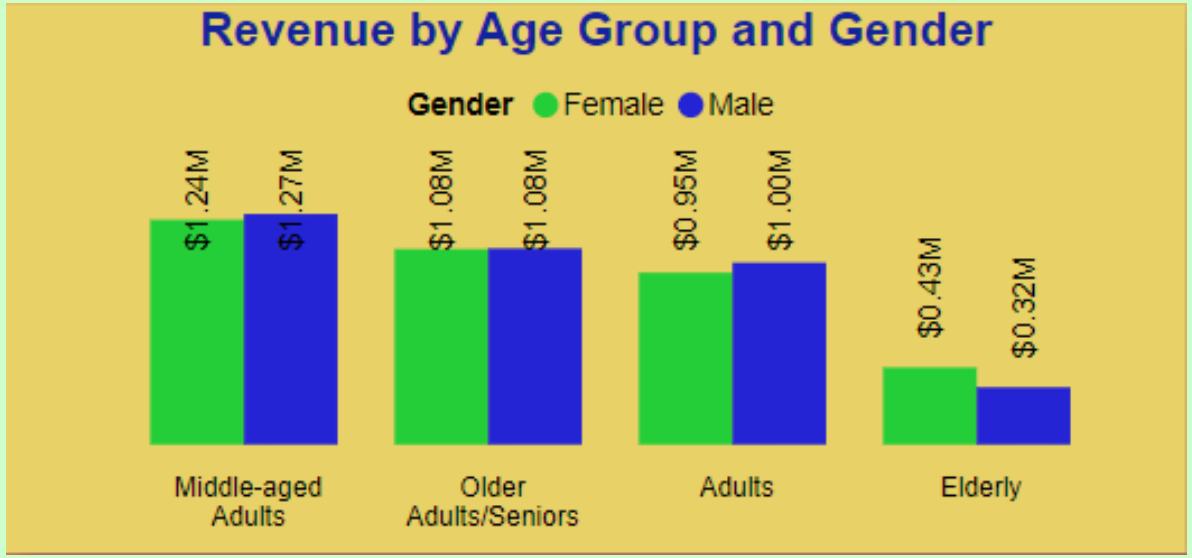
- **Townsville** (**Revenue: $307K**), **Caloundra** (**Revenue: $300K**) , **Brisbane** (**Revenue: $295K**) Customer Cities generated the **highest revenue** for **Queensland** State in **Australia** Country.

- **England** Customer State generated the **highest revenue** (**$4M**) in **United Kingdom** Country.

- **London** (**Revenue: $949K**) Customer City generated the **highest revenue** for **England** State in **United Kingdom** Country.

3. Total Revenue by Age Group and Gender

❑ What are the total revenue figures segmented by age group and gender?



- We can see the **total revenue** by **Age Group** and **Gender** in this graph

❑ How does revenue performance vary across different age groups and between genders?

- We can see from the graph that **Middle-aged Adults** generated the **highest Revenue** (**Revenue** by **Female: $1.24M, Revenue** by **Male: $1.27M, Total Revenue: 2.51M**) followed by **Older Adults-Seniors** (**Revenue** by **Female: $1.08M, Revenue** by **Male: $1.08M, Total Revenue: 2.16M**) and **Adults** (**Revenue** by **Female: $0.95M, Revenue** by **Male: $1.00M, Total Revenue: 1.95M**). **Elderly** generated the **lowest Revenue** (**Revenue** by **Female: $0.43M, Revenue** by **Female: $0.32M, Total Revenue: 0.74M**).

- The **total revenue** generated by **females** is **$3.69 million**, while **males** generated **$3.67 million**. This shows a slight edge in total revenue for **females** across **all age groups**.

- **Middle-aged Adults** and **Adults** age group generated the highest total revenue, with males leading slightly over females.

- Revenue is equal for both genders, indicating a balanced contributor status in **Older Adults-Seniors** age group.
- **Elderly** age group generates the lowest revenue, with females contributing more than males, likely indicating factors such as retirement status or reduced spending power.

Gender	Revenue
Female	$3.69M
Male	$3.67M
Total	$7.36M

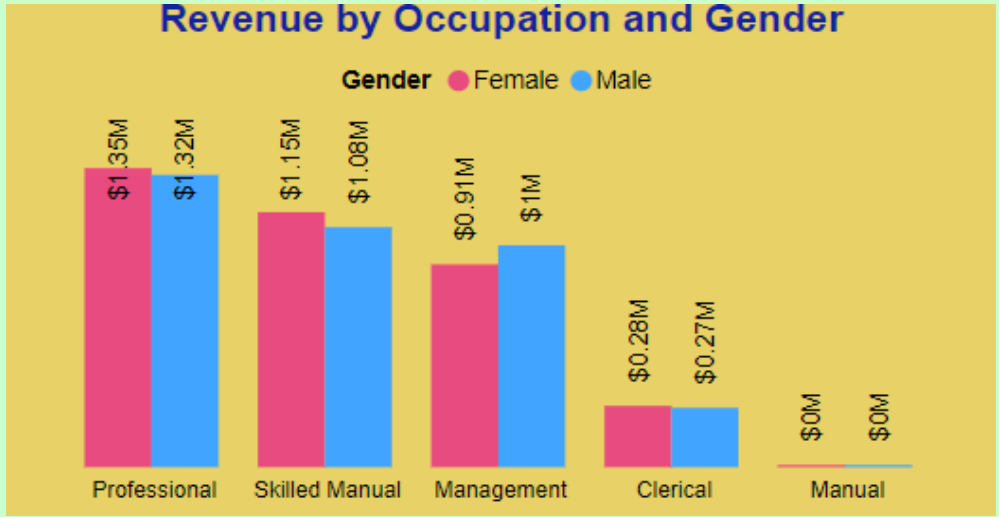
Overall, while females slightly lead in total revenue generation, males show a stronger performance in middle-aged and adult groups. As age increases, revenue tends to decline, especially noticeable in the elderly category, where services or products are less frequently purchased.

- Revenue is equal for both genders, indicating a balanced contributor status in **Older Adults-Seniors** age group.
- **Elderly** age group generates the lowest revenue, with females contributing more than males, likely indicating factors such as retirement status or reduced spending power.

Overall, while females slightly lead in total revenue generation, males show a stronger performance in middle-aged and adult groups. As age increases, revenue tends to decline, especially noticeable in the elderly category, where services or products are less frequently purchased.

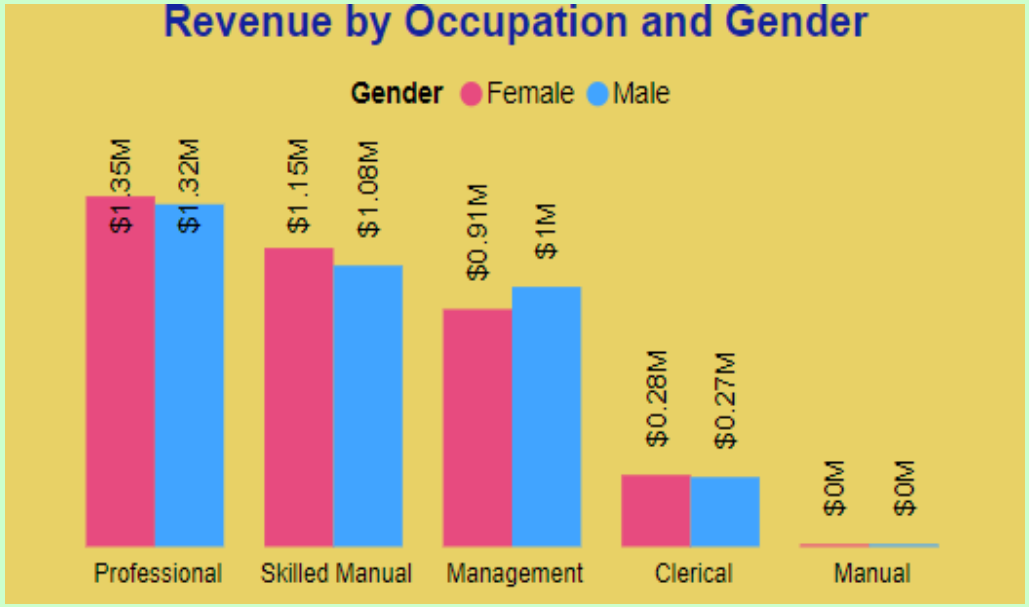
4. Total Revenue by Occupation and Gender

❑ What are the total revenue figures categorized by customer occupation and gender?



- We can see the **total revenue** by **Occupation** and **Gender** in this graph.

❑ Are there specific occupations that show higher revenue, and do they vary by gender?



Gender	Revenue
Female	$3.69M
Male	$3.67M
Total	$7.36M

- We can see from the graph that the **Professional Occupation** generated the **highest Revenue** (**Revenue** by **Female: $1.35M, Revenue** by **Male: $1.32M, Total Revenue: 2.67M**) followed by **Skilled Manual** (**Revenue** by **Female**: **$1.15M**, **Revenue** by **Male**: **$1.08M, Total Revenue: $2.23M**), **Management** (**Revenue** by **Female**: **$0.91M**, **Revenue** by **Male**: **$1M, Total Revenue: $1.91M**) and **Clerical** (**Revenue** by **Female**: **$0.28M**, **Revenue** by **Male**: **$0.27M, Total Revenue: $0.54M**). **Manual Occupation** generated the **lowest Revenue** (**Revenue** by **Female**: **$0M**, **Revenue** by **Male**: **$0M, Total Revenue: $0.01M**).

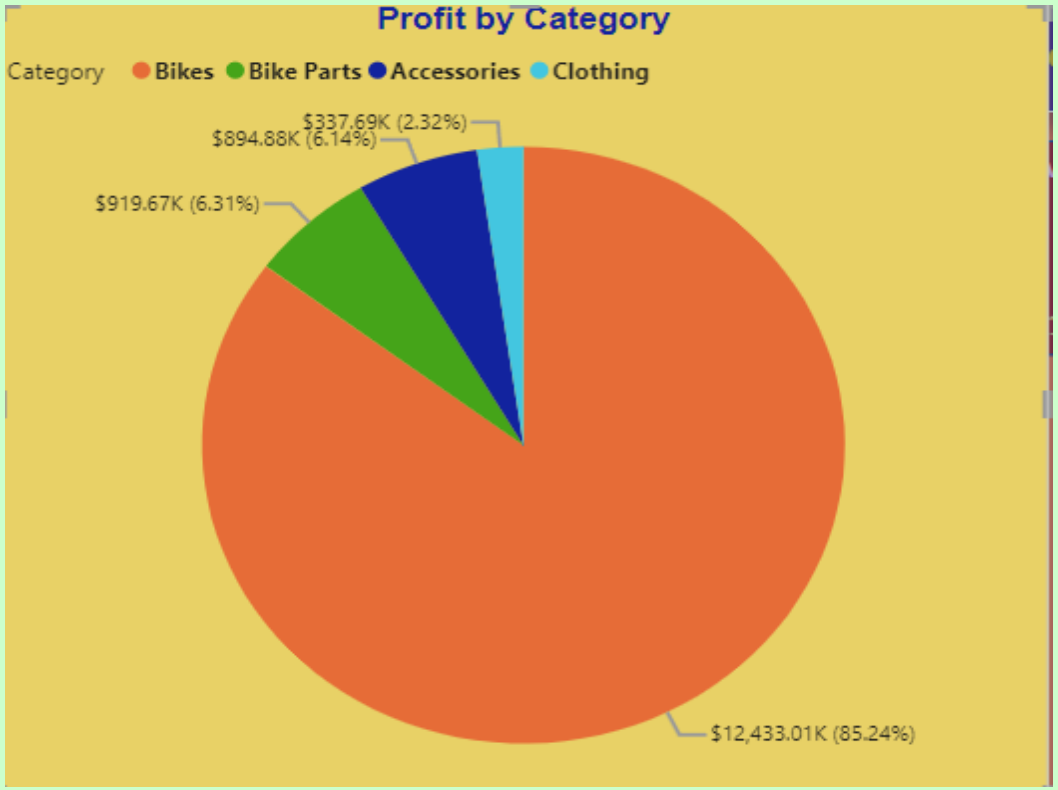
- The **total revenue** generated by **females** is **$3.69 million**, while **males** generated **$3.67 million**. This shows a slight edge in total revenue for **females** across **all age groups**.

- **Professional, Skilled Manual** and **Management** generated the highest total revenue, with females leading slightly over males.

Product Performance Analysis:

1. Profit by Category

- ❑ Which categories contribute the most to total profit?



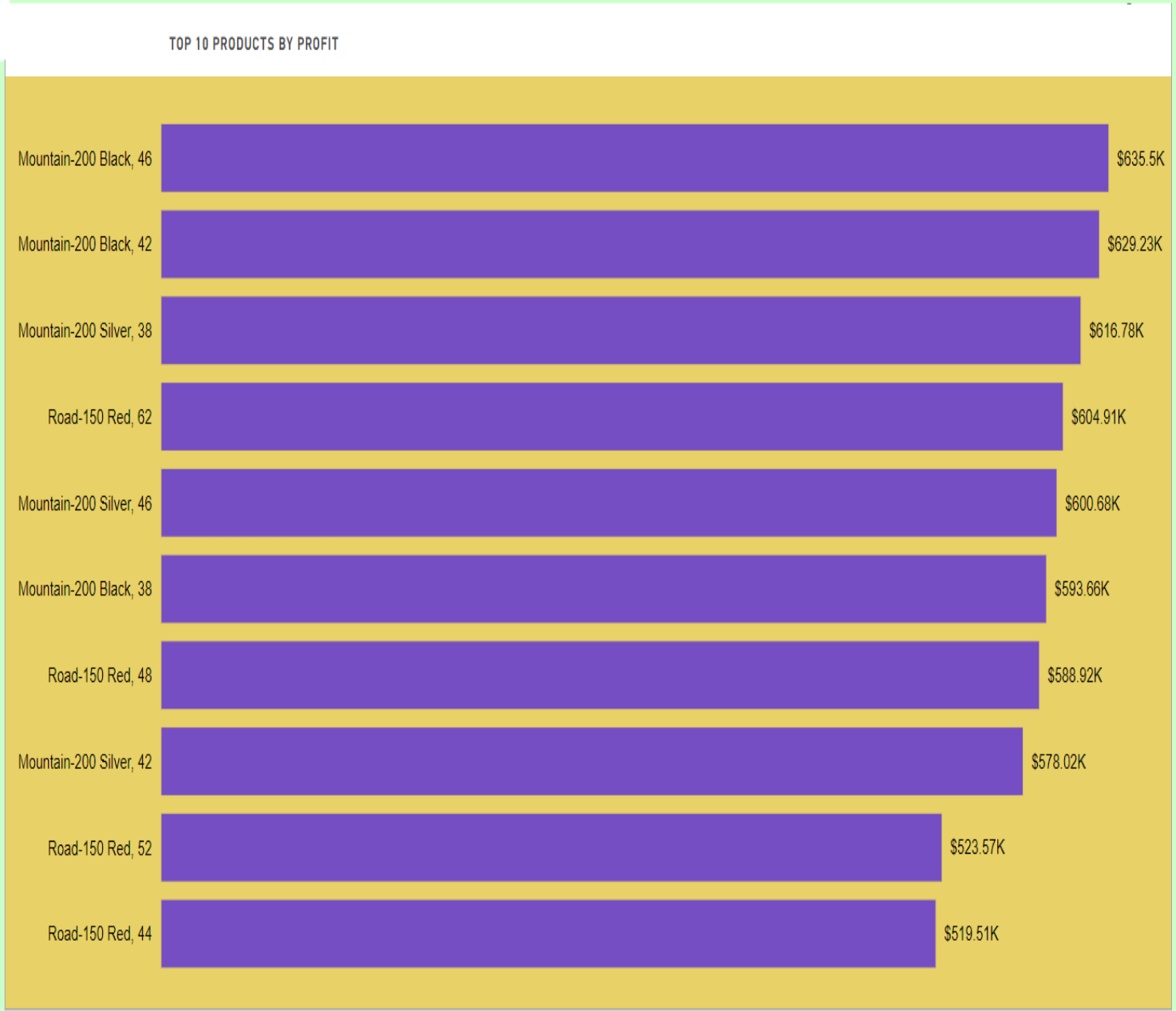
- ○ We can see the **Bikes** Category contributed to the highest profit (**$12433.01K**) followed by **Bike Parts** (**Profit: $919.67K**), **Accessories** (**Profit: $894.88K**) and **Clothing** (**Profit: $337.69K**)

- ❑ What percentage of the total profit does each product category contribute?

- ○ We can see from the graph that the **Bikes** Category contributed to the highest percentage of profit (**85.24%**) followed by **Bike Parts** (**6.31%**), **Accessories** (**6.14%**) and **Clothing** (**2.32%**)

2. Top 10 Products by Profit

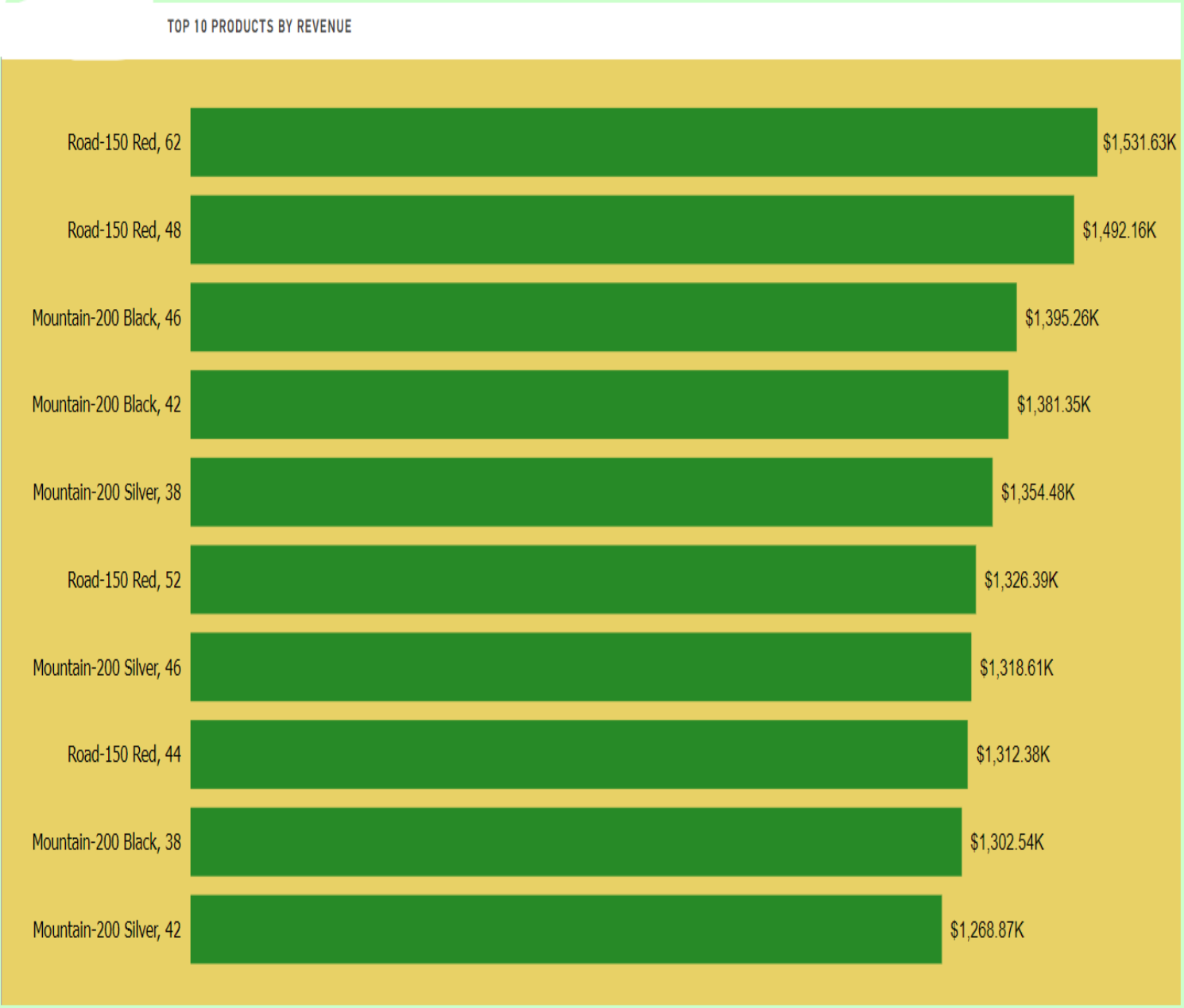
- ❑ Which ten products generate the highest profit?



- We can see that below Products generated highest profit:
- Mountain-200 Black, 46 (**Profit: $635.5K**)
- Mountain-200 Black, 42 (**Profit: $629.23K**)
- Mountain-200 Silver, 38 (**Profit: $616.78K**)
- Road-150, Red, 62 (**Profit: $604.91K**)
- Mountain-200 Silver, 46 (**Profit: $600.68K**)
- Mountain-200 Black, 38 (**Profit: $539.66K**)
- Road-150 Red, 48 (**Profit: $588.92K**)
- Mountain-200 Silver, 42 (**Profit: $578.02K**)
- Road-150 Red, 52 (**Profit: $523.57K**)
- Road-150 Red, 44 (**Profit: $519.51K**)

3. Top 10 Products by Revenue

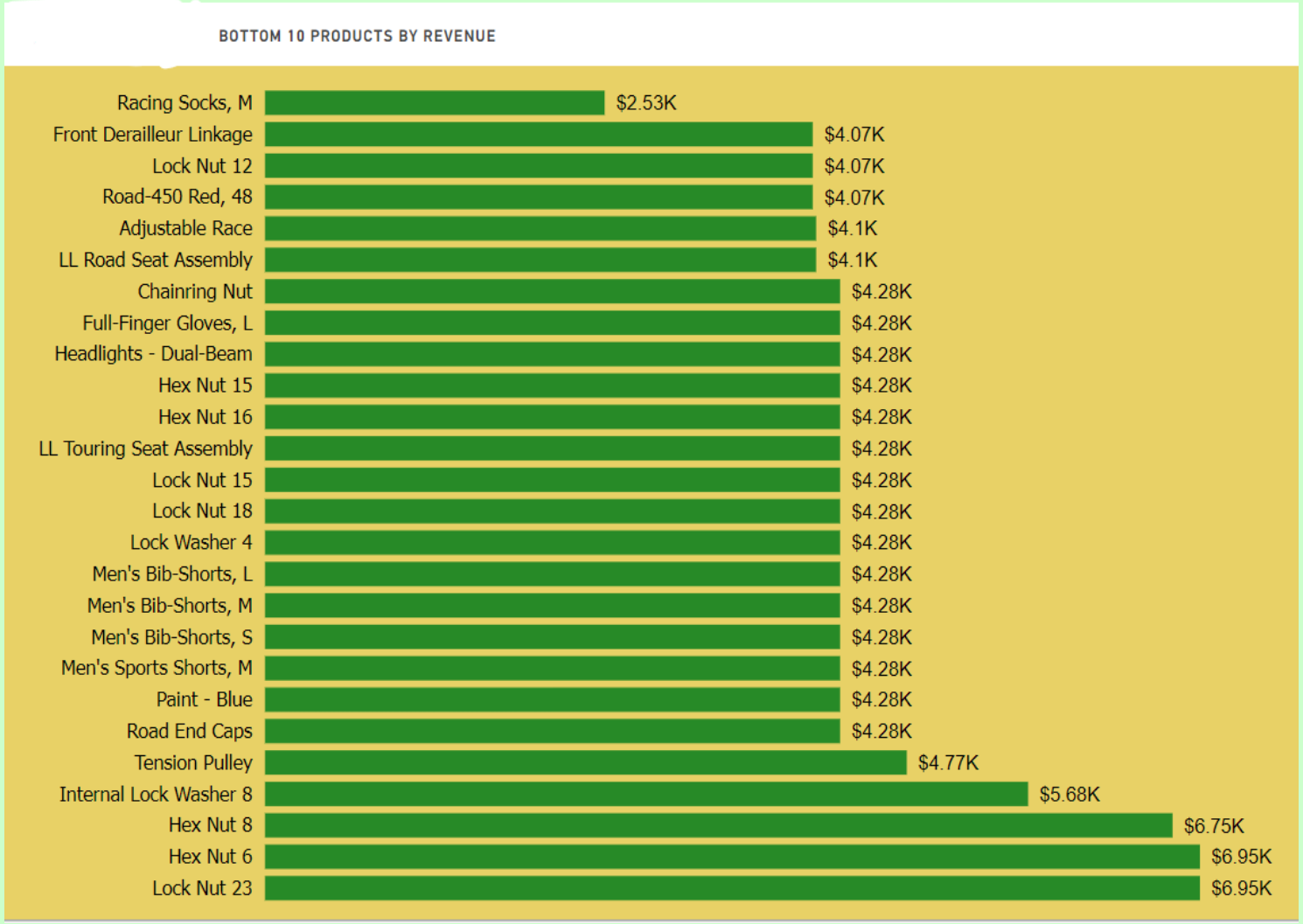
- ❑ Which ten products have the highest revenue figures?



- We can see that below Products generated highest revenue:
- Road-150 Red, 62 (**Revenue: $1531.63K**)
- Road-150 Red, 48 (**Revenue : $1492.16K**)
- Mountain-200 Black, 46 (**Revenue: $1395.26K**)
- Mountain-200 Black, 42 (**Revenue : $1381.35K**)
- Mountain-200 Silver, 38 (**Revenue : $1354.48K**)
- Road-150 Red, 52 (**Revenue: $1326.39K**)
- Mountain-200 Silver, 46 (**Revenue : $1318.61K**)
- Road-150 Red, 44 (**Revenue : $1312.38K**)
- Mountain-200 Black, 38 (**Revenue : $1302.54K**)
- Mountain-200 Silver, 42 (**Revenue : $1268.87K**)

4. Bottom 10 Products by Revenue

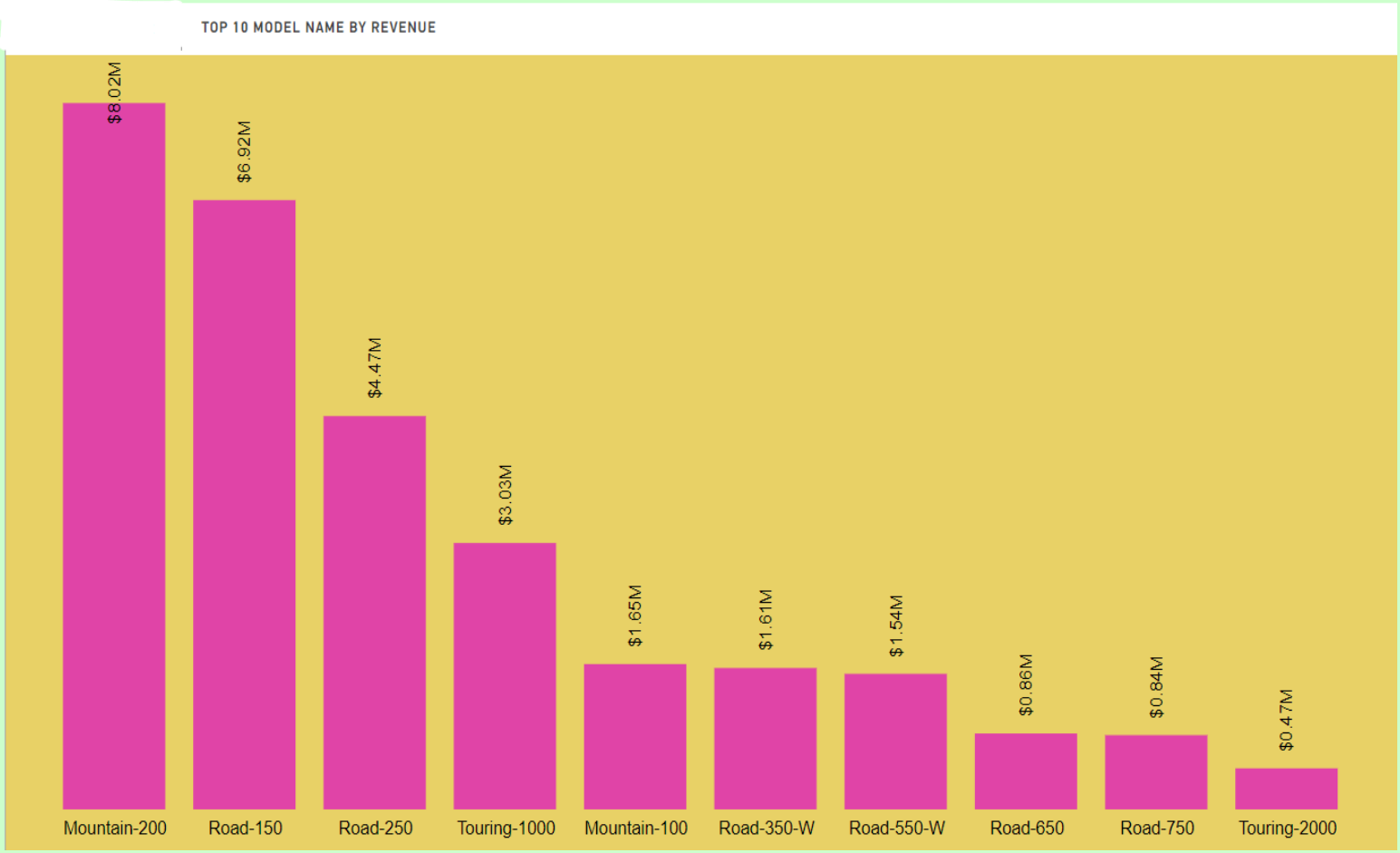
- ❑ Which ten products have the lowest revenue figures?



- We can see that below Products generated highest revenue:
- Racing Socks, M (**Revenue: $2.53K**)
- Front Derailleur Linkage (**Revenue : $4.07K**)
- Adjustable Race (**Revenue: $4.1K**)
- Chainring Nut (**Revenue : $4.28K**)
- Tension Pulley (**Revenue : $4.77K**)
- Internal Lock Washer 8 (**Revenue: $5.68K**)
- Hex Nut 8 (**Revenue : $6.75K**)
- Hex Nut 6 (**Revenue : $6.95K**)
- Hex Nut 19 (**Revenue : $6.98K**)
- Cup-Shaped Race (**Revenue : $7.16K**)

5. Top 10 Model Names by Revenue

- Which ten model names generated most revenue?

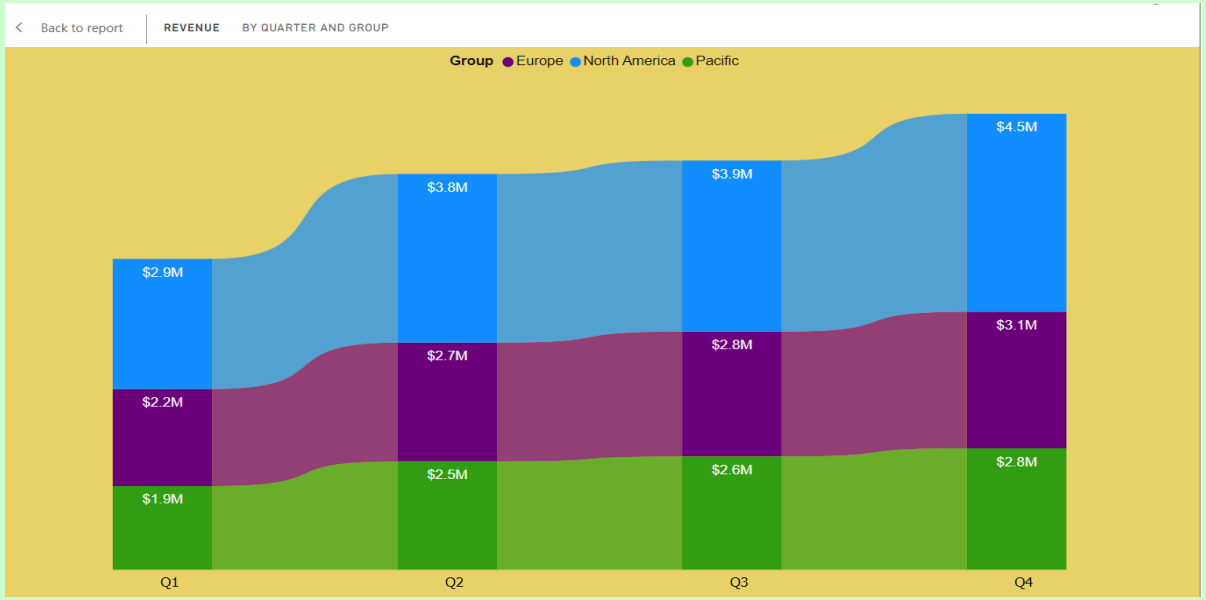


- We can see that below Models generated highest revenue:
- Mountain-200 (**Revenue: $8.02M**)
- Road-150 (**Revenue : $6.92M**)
- Road-250 (**Revenue: $4.47M**)
- Touring-1000 (**Revenue : $3.03M**)
- Mountain-100 (**Revenue : $1.65M**)
- Road-350-W (**Revenue: $1.61M**)
- Road-550-W (**Revenue : $1.54M**)
- Road-650 (**Revenue : $0.86M**)
- Road-750 (**Revenue : $0.84M**)
- Touring-2000 (**Revenue : $0.47M**)

Geospatial Analysis:

1. Revenue by Quarter and Group

- ❑ What are the total revenue figures aggregated by each quarter and customer group?



- ○ We can see the total Revenue based on Quarter and Group in the graph.

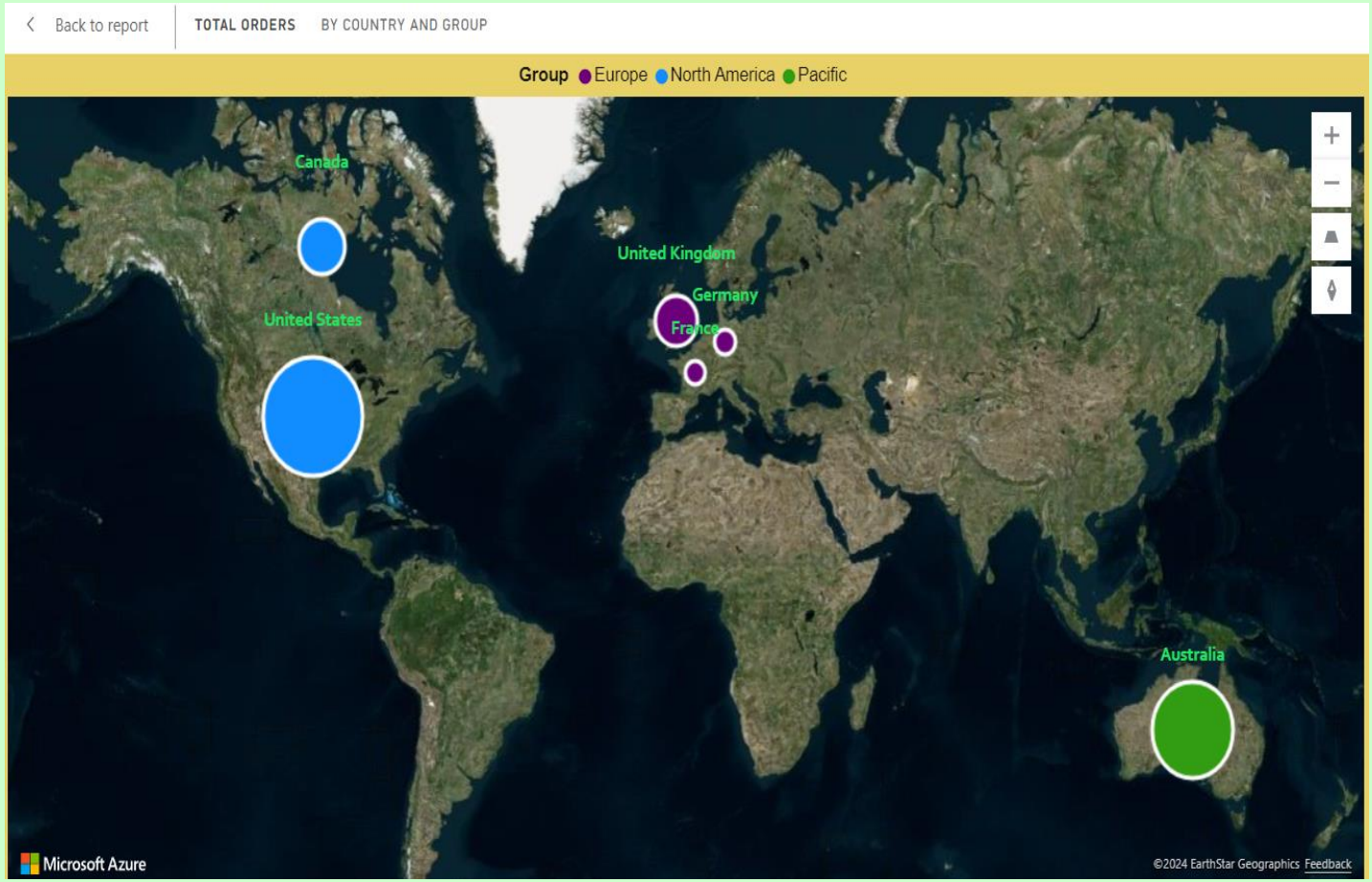
- ❑ How do different groups perform on the quarters?

- ○ We can see from the graph that **North America** Group generated the highest Revenue **($4.5M**) followed by **Europe** (**$3.1M**) and **Pacific** (**$2.8M**) for **Q4** quarter. After **Q4** quarter, **Q3** quarter generated the highest revenue followed by **Q2. Q1** quarter generated the lowest Revenue.

- ○ Overall **North America** Group generated the highest Revenue followed by **Europe** and **Pacific** for **Q4, Q3, Q2** and **Q1** quarters.

2. Total Orders by Country and Group

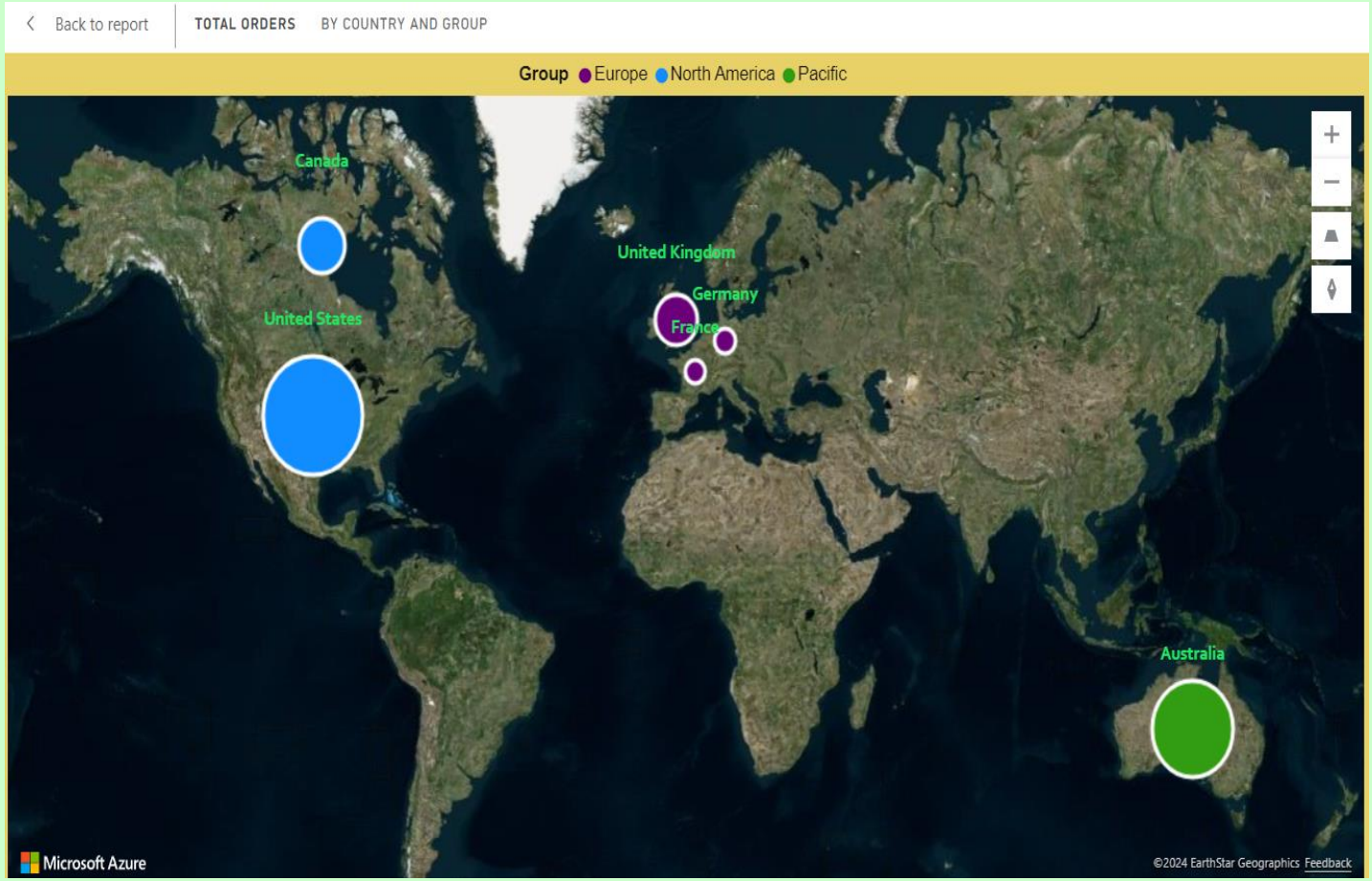
- ❑ What is the total number of orders placed by each country and customer group?



- We can see from the graph below:

1) Country: **Canada**, Group: **North America**, Total Orders: **3242**
2) Country: **United States**, Group: **North America**, Total Orders: **9503**
3) Country: **United Kingdom**, Group: **Europe**, Total Orders: **3021**
4) Country: **Germany**, Group: **Europe**, Total Orders: **2484**
5) Country: **France**, Group: **Europe**, Total Orders: **2483**
6) Country: **Australia**, Group: **Pacific**, Total Orders: **6615**

❑ Which countries and groups are the most active in terms of orders?

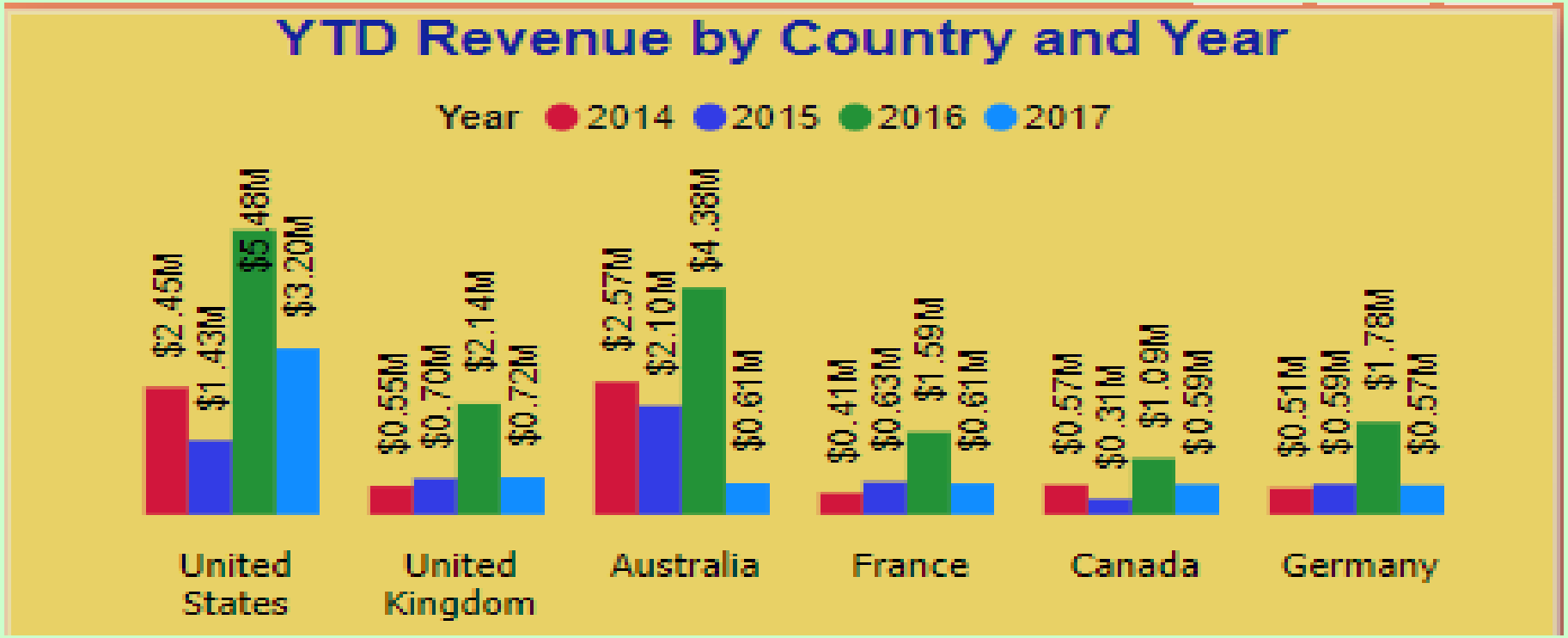


- We can see from the graph that below Countries and groups are active in terms of orders:

1) Country: **United States**, Group: **North America**, Total Orders: **9503**
2) Country: **Australia**, Group: **Pacific**, Total Orders: **6615**
3) Country: **Canada**, Group: **North America**, Total Orders: **3242**
4) Country: **United Kingdom**, Group: **Europe**, Total Orders: **3021**

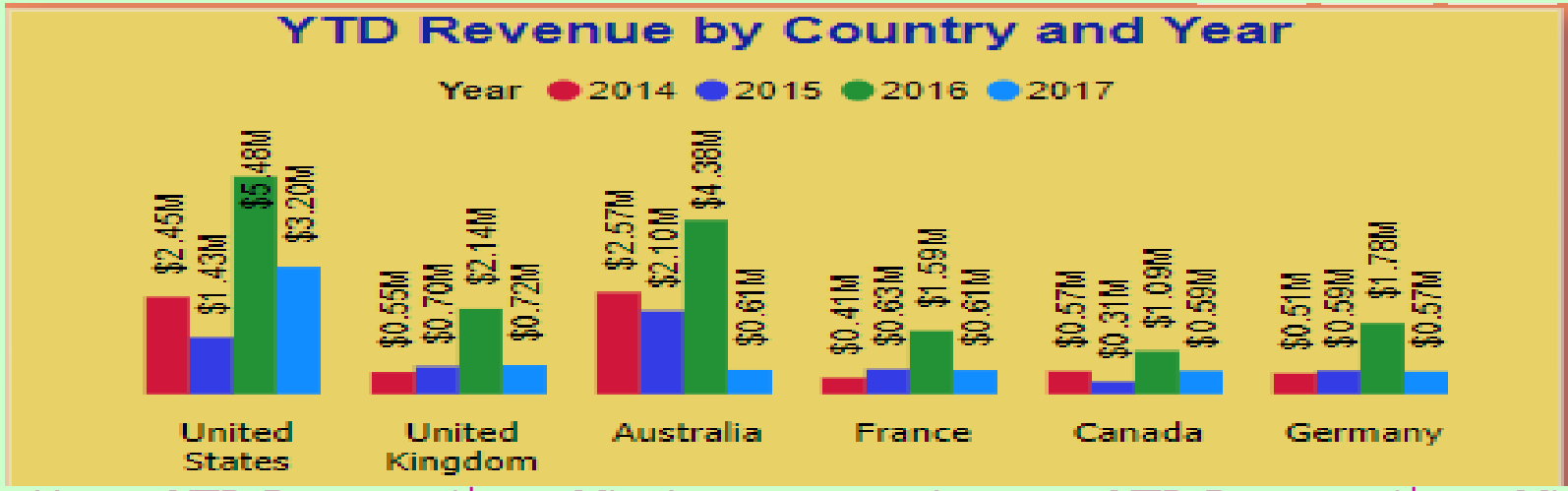
3. YTD Revenue by Country and Year

- ❑ What are the year-to-date revenue total broken down by country?



- **United States** (**YTD Revenue: $5.48M**) Country had the highest **YTD Revenue** followed by **Australia** (**YTD Revenue: $4.38M**) for **2016**
- **United States** (**YTD Revenue: $3.20M**) Country had the highest **YTD Revenue** followed by **United Kingdom** (**YTD Revenue: $0.72M**) for **2017**
- **Australia** (**YTD Revenue: $2.57M**) Country had the highest **YTD Revenue** followed by **United States** (**YTD Revenue: $2.45M**) for **2014**
- **Australia** (**YTD Revenue: $2.10M**) Country had the highest **YTD Revenue** followed by **United States** (**YTD Revenue: $1.43M**) for **2015**

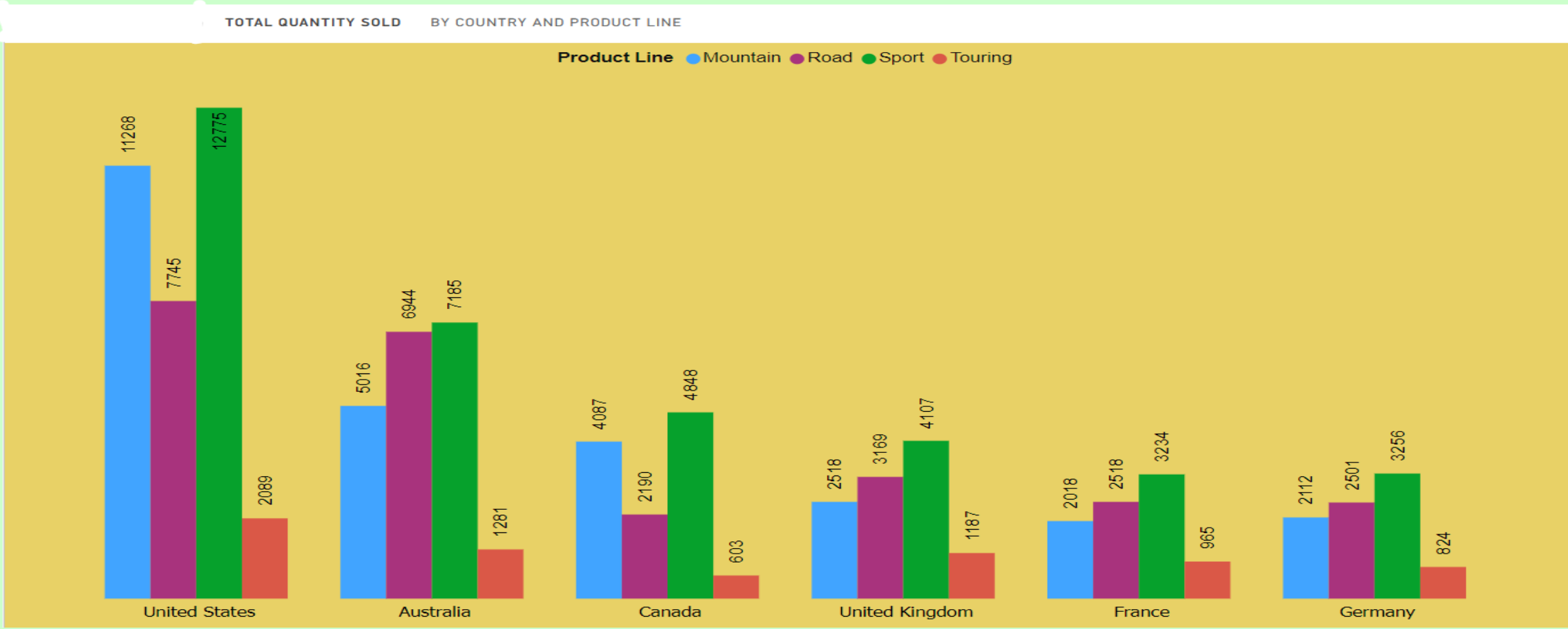
❑ How does year 2017 revenue compare with previous years for each country?



- For **United States** Country, **2017** year generated lower **YTD Revenue** (**$3.20M**) when compared to **2016 YTD Revenue** (**$5.48M**) and **2014 YTD Revenue** (**$2.45M**). **2017** year generated high **YTD Revenue** (**$3.20M)** when compared to **2015 YTD Revenue** (**$1.43M)**
- For **United Kingdom** Country, **2017** year generated lower **YTD Revenue** (**$0.72M**) when compared to **2016 YTD Revenue** (**$2.14M**). **2017** year generated high **YTD Revenue** (**$0.72M)** when compared to **2015 YTD Revenue** (**$0.70M)** and **2014 YTD Revenue** (**$0.55M**).
- For **Australia** Country, **2017** year generated lower **YTD Revenue** (**$0.72M**) when compared to **2016 YTD Revenue** (**$4.38M**), **2014 YTD Revenue** (**$2.57M**) and **2015 YTD Revenue** (**$2. 10M**).
- For **France** Country, **2017** year generated lower **YTD Revenue** (**$0.61M**) when compared to **2016 YTD Revenue** (**$1.59M**) and **2015 YTD Revenue** (**$0.63M**). **2017** year generated high **YTD Revenue** (**$0.61M)** when compared to **2014 YTD Revenue** (**$0.41M).**
- For **Canada** Country, **2017** year generated lower **YTD Revenue** (**$0.59M**) when compared to **2016 YTD Revenue** (**$1.09M**). **2017** year generated high **YTD Revenue** (**$0.59M)** when compared to **2014 YTD Revenue** (**$0.57M**) and **2015 YTD Revenue** (**$0.31M).**
- For **Germany** Country, **2017** year generated lower **YTD Revenue** (**$0.57M**) when compared to **2016 YTD Revenue** (**$1.78M**), **2015 YTD Revenue** (**$0.59M**). **2017** year generated high **YTD Revenue** (**$0.57M)** when compared to **2014 YTD Revenue** (**$0.51M).**

4. Total Quantity Sold by Country and ProductLine

- What is the total quantity sold for each product line in each country?



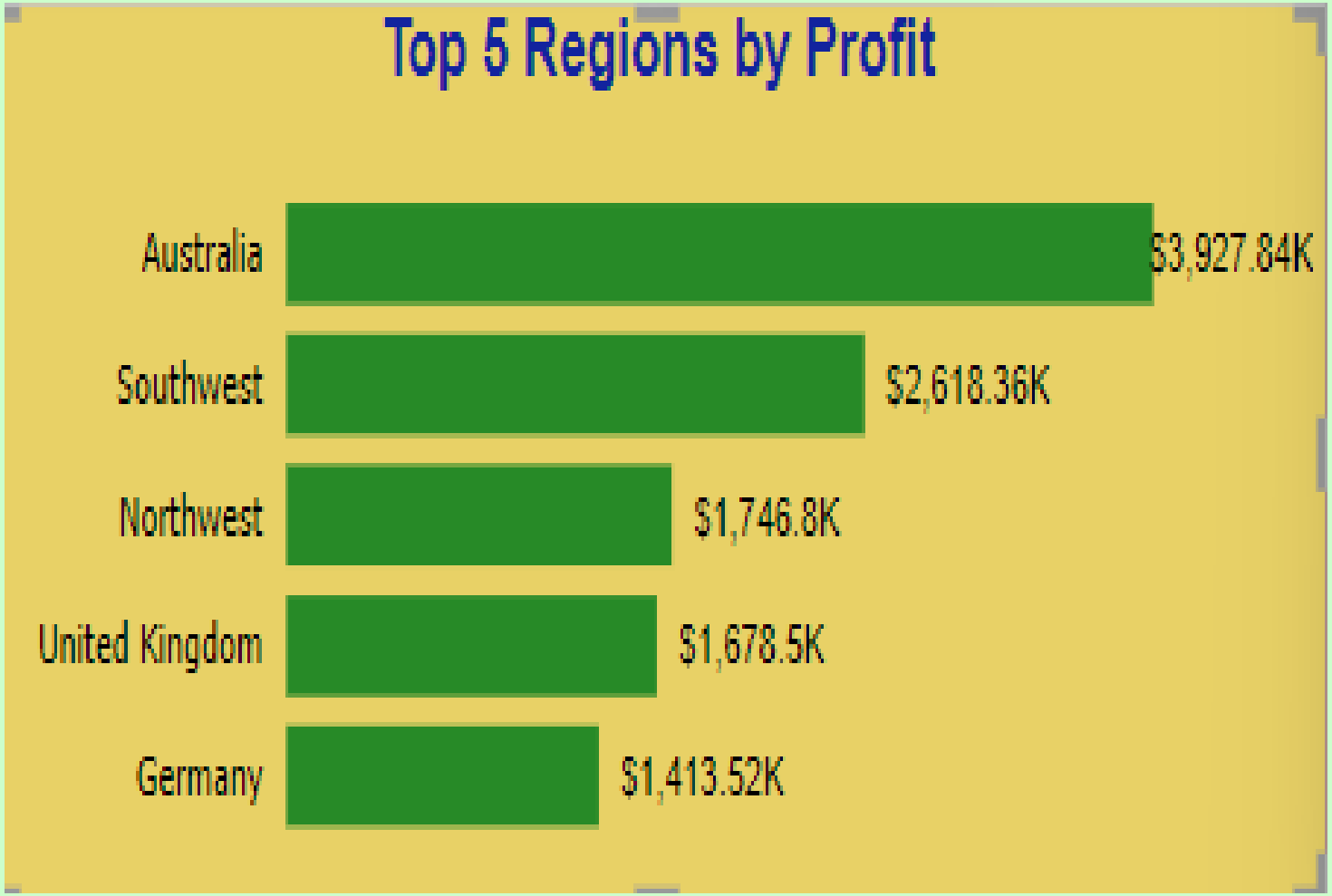
- We can see the total quantity sold for each product line and Country from the graph.

- Which product line has the highest quantity sold for each country?

- **Sport** Product Line was the highest quantity sold in **United States, Australia, Canada, United Kingdom, Germany** and **France.**

5. Top 5 Regions by Profit

- ❑ Which five regions generate the most profit?



- ○ **Australia ($3927.84K), Southwest ($2618.36K), Northwest ($1746.8K), United Kingdom ($1678.5K)** and **Germany ($1413.52K)** regions generated the highest profit.

Thank You