Robin's Company Sales Dashboard 2015-2017

$24.91M
Sum of Total Revenue

$10.46M
Sum of Total Profit

84.17K
Sum of OrderQuantity

1828
Sum of ReturnQuantity
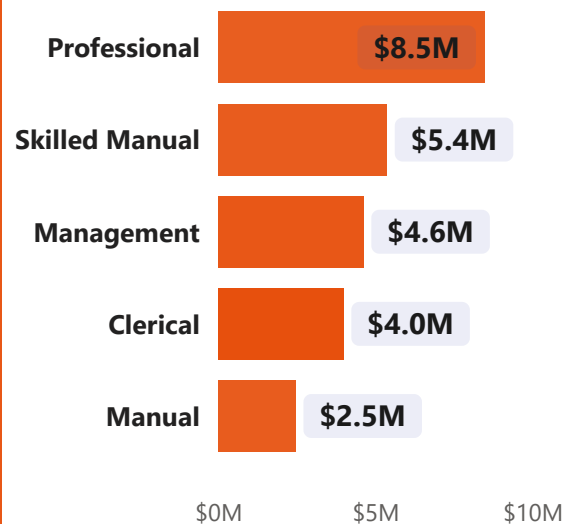
Dashboard

sales trend

Regionional Summary

Slicer

Reccomendations

Sum of Total Revenue by Occupation

- Professional **$8.5M**
- Skilled Manual **$5.4M**
- Management **$4.6M**
- Clerical **$4.0M**
- Manual **$2.5M**

$0M $5M $10M

Sum of Total Revenue by Gender

$0.16M (0.63%)

$12.24M (49.14%)

$12.52M (50.23%)

Gender
- Female
- Male
- NA
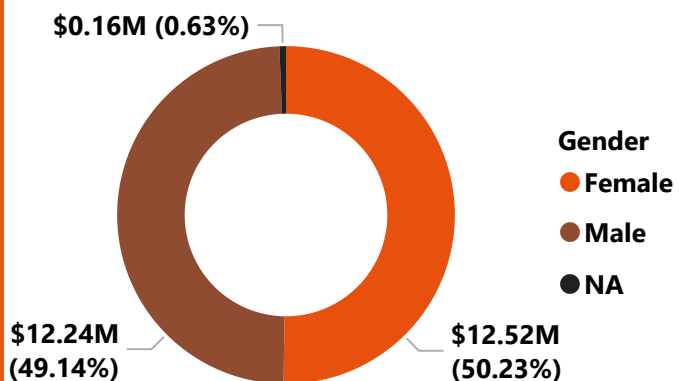
Sum of Total Revenue by CategoryName

$0.91M (3.64%)

$23.64M (94.89%)

Categor...
- Bikes
- Access...
- Clothing
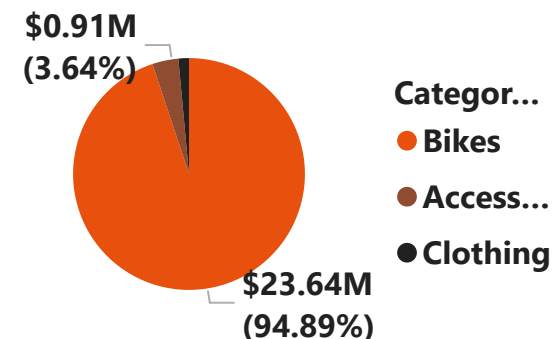
Sum of Total Revenue by Year and Month

$2M

$1M

$0M

$0.6M **$0.7M** **$0.3M** **$0.4M** **$1.6M** **$1.8M**
$0.6M **$1.3M**
$0.3M

Jan 2015   Jul 2015   Jan 2016   Jul 2016   Jan 2017
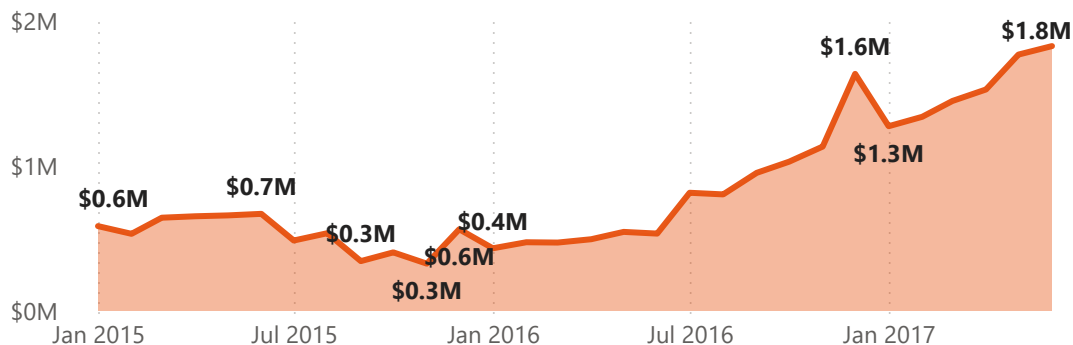
Sum of Total Revenue by Region

$5M

$0M

- Australia **$7.4M**
- Southwest **$4.8M**
- Northwest **$3.1M**
- United Ki... **$2.9M**
- Germany **$2.5M**
- France **$2.4M**
- Canada **$1.8M**
- Southeast **$0.0M**
- Northeast **$0.0M**
- Central **$0.0M**
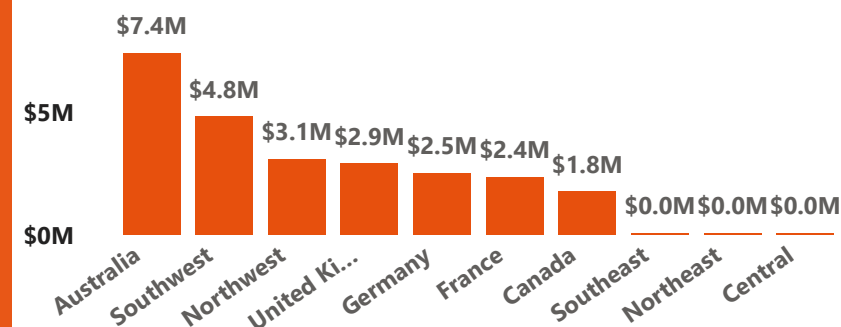
Country

Australia	Germany
Canada	United Kingdom
France	United States

Occupation

Clerical	Professional
Management	Skilled Manual
Manual	

CategoryName

Accessories	Clothing
Bikes	Components

Gender

Female	NA
Male	

Region

Australia	France	Northwest
Canada	Germany	Southeast
Central	Northeast	Southwest

OrderDate

| 1/1/2015 📅 | 6/30/2017 📅 |

Title:Robin's company sales dashboard 2015-2017

Introduction:Robin's comapny operates in bicycles, clothings, accessories and components. the sector has amasseds rich transactional data spanning customer demographics, product categories, regional sales and sales trend over 3years, this dashboard offers a multi-dimensional view of performance with key metrics including revenue, occupation, returns, gender, trends, sales by region and product category. By interpreting these trends, this analysis aims to:

1. identify high-value customer segments and under performing regions.
2. reveal product -level performance and profitability drivers
3. examine return trends to flag operational risk or quality issues
4. support startegic initiatives such as market expansion, inventory alignment.

Revenue By Category Key observation:

Bikes dominate total revenue @ $23.64m roughly (94.89%)
clothing and accessories contribute $0.91m (3.64%) a very negligle amount respectively.

Analytical Questions:

a. why is the revenue from clothing and accessories so low compared to bikes
b. Are inventory or availability an issue?
c. Are the low sale items under marketed.
d.Are certain demographic more likely to purchase bikes over clothing & accessories

e. what are the profit margin accross these categories , does the dominace of bike translate to higher profit or smaller categories have better margins

f. how does seasons impact sales, do bikes spikes in certain months or regions

Recommendation (Category By Name)

Introduce cross sell promotions (discounts on cloths& accessories with bike purchase.

Evaluate if pricing or product variety is affecting customers from clothing & accessories

Try to get customers feedbacks surveys for under performing categories

Understand why bike dominates by doing market research and apply similar marketing strategies to other categories
Bundles & upsell initiatives should be implemented

Revenue By Occupation

Observation: looking deeply into the chart, we would see that professional contributed the highest at $8.5m while manual contributed $2.5m (lowest)

Analytical Question: Are professional targeted more frequently in marketing campaigns?

is there correlation between occupation & product category ?

Are professional returning customers while clerical might be one-time buyers?

Are professionals reached more through digital ads, while manual workers respond to in-store promotions?

Recommendations:
promotion should be tailored per occupation
professionals emphasize premium & life style oriented packages
Manual & clerical focus on value, discounts & utility based product benefits
for clerical and manual workers, create flexible payments plans, bundled deals & referrals incentives.
Encourage professionals and management to refer friends with exclusive bonus & wins
Introduce loyalty rewards that builds trust with lower income level.
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Revenue By region:

Analytical Questions: Why is Australia out-performing other region, is it due to population size marketing effort or product availability?
do cost of operation differs across regions?

What product does Australia buys the most?

Are customers in some regions more brand -loyal or price sensitive?

Are regions with high revenue also experiencing high retuns?

Are certain regions gaining or losing momenium in monthly sales?

Recommendations:
Increase the ad spend & expand logistic capacity in the top region

Introduce new premium or exclusive product lines

share testimonial shared in top region in souhteast & northwest.

boost under performing region

conduct root problem analysis in the under performing region such as delivery issues, availability of items, sales rep attitude, customer care response, market awareness e.t.c.

Run aggressive promotions or influencer partnership in the under performing region

employ staff within the region

give back to the community

Sales Trend:

Observation: low performing months was around $0.3m-$0.4m, gradual and steady growth over time, then peak at $1.6m then slightly drops to $1.3m followed by a spike to $1.8m at the latest point.

Analytical Questions:

what were the cause of the spikes & dips in revenue?

which months consistently perform best & worst (strong seasonal patterns, winters lows, summer peak)?

What role do returns paly in the trend?

is there a correlation between sales trend and external events such as holidays, global events or economic shifts could also influence certain month e.g (christmas period, there is often rise in clothing and accessories purchase?

Recommendation

capitalise on the peak month

Plan high budget marketing campaigns

optimize inventory and logistic to meet demand spike

investigate low performing period and introduce flash sales or clearance events in historical slow month.

offer incentives like free shipping or cash-back for off season shopping & logistics
Increase man power during peak periods.

Conclusion

As seen in the chart, revenue is heavily dependent on a single product category which is creating risk and limiting growth potential, also professional occupation are the most customers .suggesting untapped opportunities in value driven segments

Furthermore, business is growing, but seasonal and inconsistent money performance indicate the need for proactive planning. A predictive analytics can be used to forcast peak period, optimse inventory, staffing and ads.