**Rebuilding Resilience and Driving Recovery for Bike Stores**

**Problem Statement**

After a significant disruption in 2018 that halted operations due to a breakdown in supply chain and inventory management, the bike store is working to rebuild operations, reconnect with its customer base, and regain market share. The business calls on you as an analyst to provide insight-driven strategies for reestablishing business continuity, enhancing customer trust, and strengthening resilience across supply chain, sales, and operational domains.

**Key Areas of Concern:**

**Sales Recovery and Growth:**

* How can the business leverage historical sales data to forecast demand and regain customer traction?
* What product segments (e.g., mountain bikes, electric bikes) show strong potential for profitability in specific regions?
* What pricing and promotional strategies can help the business bounce back post-disruption?

**Customer Engagement and Trust Building:**

* What approaches can be used to rebuild customer trust and loyalty after a service breakdown?
* How can regional preferences be used to tailor product offerings and improve customer satisfaction?
* What customer communication strategies (e.g., personalized messaging, loyalty programs) are most effective?

**Supply Chain and Operational Resilience:**

* How can the company improve inventory accuracy and avoid stockouts?

**Consumer Behavior and Preferences:**

* What are the current trends in customer preferences (e.g., sustainability, electric bikes)?
* What role does regional demand variation play in product placement and inventory decisions?