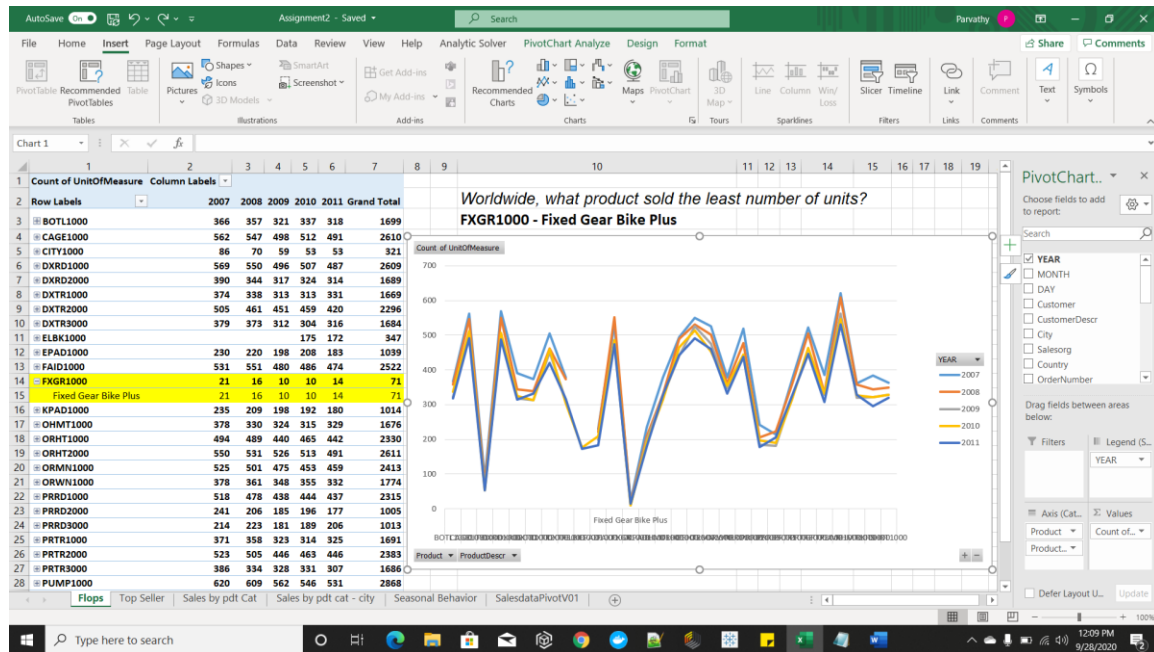


## Technical Assignment 2: Pivot Table

### 1. Flops

Worldwide, what product sold the **least number of units**?

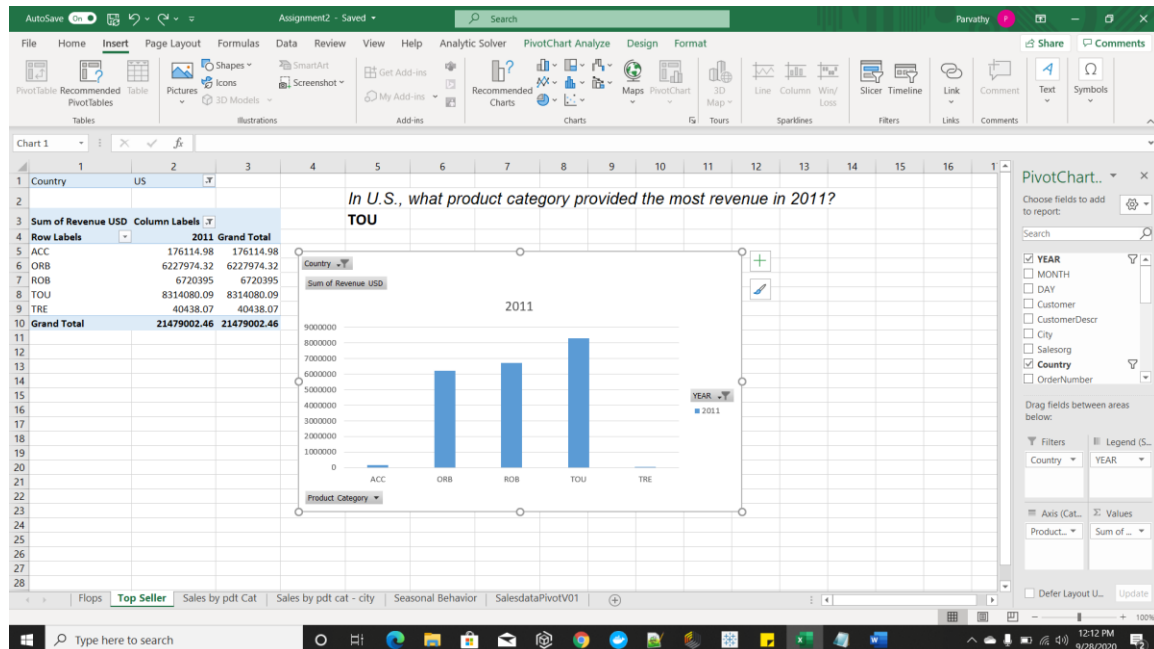
**FXGR1000 - Fixed Gear Bike Plus** has only sold 71 units worldwide over years 2007 to 2011.



### 2. Top Seller

In U.S., what product category provided the most **revenue** in 2011?

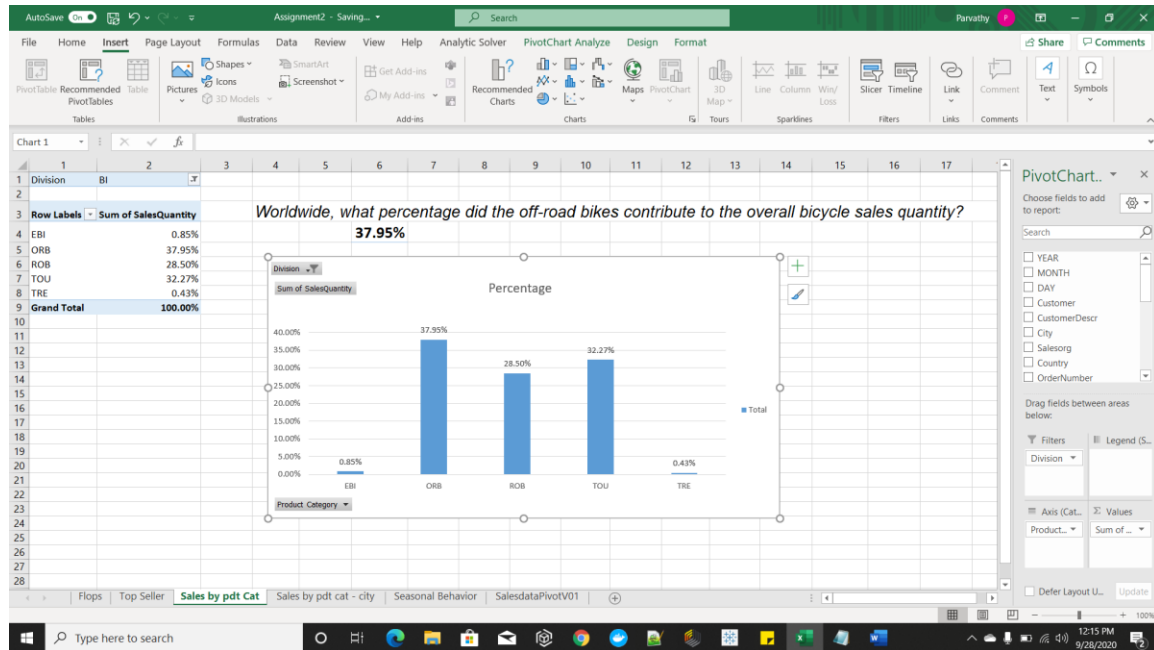
**TOU** is the product category that provided the most revenue in the year 2011.



### 3. Sales by Product Category

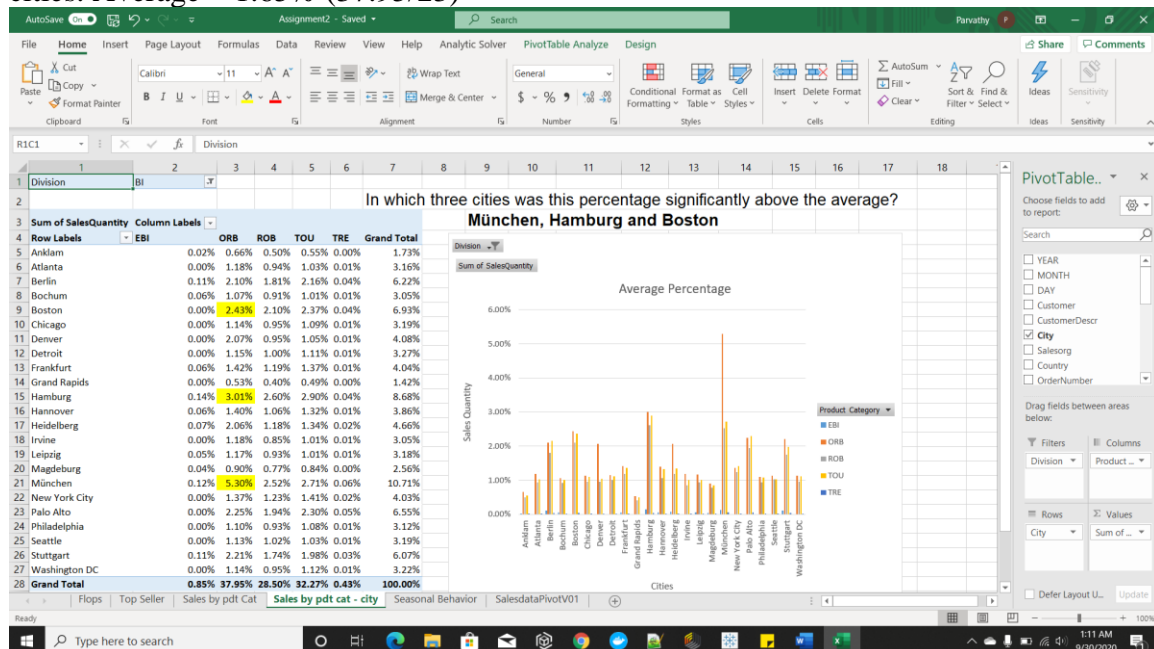
Worldwide, what percentage did the off-road bikes contribute to the overall bicycle sales quantity?

37.95% of overall bicycle sales quantity amounts to off-road bikes (ORB) sales quantity.



In which **three** cities were this percentage significantly above the average?

**München, Hamburg and Boston.** All cities contribute to 37.95% of ORB. There are 23 cities. Average = 1.65% ( $37.95/23$ )



München – 5.30%, Hamburg – 3.01% and Boston 2.43% are the three cities contributing significantly above average of 1.65%.

#### 4. Seasonal Behavior

Bicycles and accessories are more likely to be bought in spring and summer as in fall and wintertime. Find **which product is an exception to this rule**. You can use the worldwide data or the U.S. data, the trend is the same.

**First Aid Kit** sales is consistent over all months irrespective of the season. All other product sales vary with season.

