

Project Summary: Bicycle Shop Sales Dashboard

Objectives:

The goal of this project is to analyse the sales performance of the bicycle shop. This includes looking at revenue, profit, and units sold, identifying the best-performing products, and understanding customer contributions. It also aims to break down sales by geography, product type, and customer segment while tracking seasonal trends to uncover key patterns and opportunities for growth.

Key Findings:

1. **Strong Financial Performance:**

The shop achieved impressive results, with total sales of \$2,64,15,255.51 and a solid profit margin of 14.68%, bringing in \$38,78,464.51 in profit.

2. **Top Performer:**

One product stands out above the rest—**PROD_ID_003**, which generated a massive \$3,30,11,144 in revenue.

3. **Customer Insights:**

Among the shop's customers, **CUST_ID_007** made the highest contribution, spending \$9,68,843. This highlights the importance of nurturing relationships with high-value customers.

4. **Geographic Insights:**

Sales were strong across multiple regions, but **India (18%)** and **France (17%)** were the top-performing countries. Other notable contributors include Canada (13%) and Germany (15%).

5. **Product Segmentation:**

Products like **Amarilla** and **Montana** are customer favorites, with Amarilla alone accounting for 31% of units sold. This shows a clear demand for these models.

6. **Seasonal Trends:**

Sales and profits varied across the year, with certain months standing out due to higher performance, likely driven by seasonal demand or promotions.

7. **Segment Performance:**

A significant chunk of the sales (46%) comes from government clients, followed by small businesses (36%) and enterprises (18%).

Conclusion:

The Bicycle Shop is performing well, with a healthy profit margin of 14.68% and a standout product, **PROD_ID_003**, leading the way. Key markets like **India and France** are driving sales,

and **CUST_ID_007** proves to be a valuable customer. Products such as **Amarilla** and **Montana** continue to dominate sales, showcasing customer preferences.

Additionally, government clients represent a large opportunity, contributing nearly half of the shop's sales. These insights will help the business make smarter decisions, whether it's focusing on key products, targeting high-performing regions, or tailoring marketing to high-value customers. This dashboard is a powerful tool for optimizing sales strategies and driving future growth.