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|  | **Part 2(b) Data Analytics-Report**    **Information Discovered**  The above global map helps to discover the sales distributed among the countries for the years 2010-2014.   * The past sales figures show that U.S and Australia are the major sellers through internet. * While U.S is the highest seller for all the years , closely followed by Australia. * Other countries influence the sales figures are Canada and Europe.     **Helpful Insights**   * United Kingdom is the 3rd largest market. * Germany and France are in 4 th and 5 th in the global sales * Canada has recorded least amount of sale.   **Action Items**  Weaker market segments especially Canada is needed to be targeted in terms of promotions and marketing.  **INTERNET SALES PROMOTION (Country/Year)**    **Information Discovered**  Promotional activities increases sales.  For example: U.S market has a $1.5 million increase in sale followed by 2011-12 promotions. In the above figure the total internet sales for U.S for year 2010-11 is only $2.5 million, while in the following figure after the promotions implemented for year 2011-12 is nearly $4 million.    **Helpful Insights**  Australian market can overtake U.S sales with promotional activities.  From the above chart we can see that U.S market generated a sale of nearly $4 M , while Australia with the same promotional the sales is nearly $5 M.    **Action Items**  More promotional activities should be encouraged to increase the sales figures, specially the weaker market segments such as Canada. |  |
|  | **Information Discovered**  Buyers commute short distance using the bicycles .  Female cyclists are higher than male counterparts, who are aged around 35.  Both cyclists are of equal numbers who are around 40 years old. |  |
|  | **Helpful Insights**  Used for short distance travel.  Both genders are nearly equal users of the product.  To increase the sale , both genders are to be targeted with ads etc.  **Action Items**  The product should be equipped for shorter travel with features such as high reliability and minimal weight. |  |
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|  | **Information Discovered**   * Overall popular size is 42 with 2025 units sold through internet for all the countries. * Lease popular is size 54 for all the countries. |  |
|  | **Helpful Insights**   1. Total sales amount with regard to unit size is considered in this scenerio. Size 42 is the leader in this perspective- 3.8 M for all the countries. 2. Size 70 recorded the least sale with $40 K for all the countries. 3. Size 46 is the most poular in U.S.     **Action Items.**  Different countries prefer different sizes of the product.  Therefore, marketing and promotional actions are to be targeted according to the country needs. |  |
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