Sales Performance Dashboard - Bike Sales in Europe

Data source & Acknowledgement

This project uses the public dataset "**Bike Sales in Europe**" available on Kaggle and published by **Sadiq shah**. The dataset was used for learning and analysis purposes only.

Objective :
To analyse Bike sales performance across different countries in Europe using Excel, with a focus on Revenue, Cost, Profit and Profit% in order to identitfy higher-performing and low-performing regions.

Tools & Techniques :
- Microsoft Excel
- Pivot Tables
- Pivot Charts
- Slicers (Year & Customer Age)
- Calculated Fields (Profit %, Profit margin)

Key Margins:
- Revenue % (share of total revenue)
- Cost & (share of total cost)
- Profit % (share of total profit)
- Profit margin = Profit + Revenue

Key Insights:
- Top performer: The United states leads the market, contributing 33% of total revenue and 34% of total profits.
- Most Efficient: Canada delivers the highest profit margin (47%) despite having the smallest revenue share.
- Cost Optimization: Australia has highest volume(25% revenue) but the lowest margin(32%),indicating a need to reduce local costs.
- European stability: The UK,Germany and France maintain consistent,healthy profit margins ranging from 34% to 41%.

PROJECT DETAILS: Bike Sales Performance Analysis

Business Objective:

The goal of this analysis is to understand which European countries generate the highest bike sales revenue and profit, and how efficiently each market performs based on Profit Margin (Profit/Revenue).

Data preparation & Methodology:
- Source: kaggle - "bike sales in Europe" by sadiq shah.
- Processing: data cleaned and processed via excel Pivot Tables.
- Calculations: Created custom calculated fields to determine profit % per country.
- Interactivity: Integrated slicers (Year & Customer Age) for dynamic data filtering.

Detailed insights:
- Revenue leader: The United states leads the portfolio with 33% of total revenue and 34% of total profit.
- Peak Efficiency: canada acheives the highest individual Profit Margin at 47% despite having lowest revenue share(9%)
- European Comparision: The UK shows superior efficiency with a 41% margin,compared to Germany (37%) and France (34%).
- Optimization need: Australia is a high-volume market(25% revenue) but has the lowest profit margin (32%) due to a higher cost-to-revenue ratio.
- Portfolio Average: The Combined business maintains a strong 38% Grand total Profit Margin.

Business Conclusion:
- Focus on Efficiency: while the US and Australia derive the most volume,canada(47%) and the UK (41%) are the most profitable per sale.
- Growth Strategy: Overall profit can be increased by reducing costs in Australia(lowest margin at 32%) and scaling the high-effeciency model used in canada.

Technical Skill Demonstrated:

Developed an interactive Excel dashboard using Pivot tables, Slicers, and Financial analysis to transform raw data into actionable insights.

SALES PERFORMANCE DASHBOARD - Bike Sales in Europe

Row Labels	Revenue Per Country	Cost by country	Profit by country	Profits%
United States	33%	32%	34%	40%
Australia	25%	27%	21%	32%
United Kingdom	12%	12%	14%	41%
Germany	11%	11%	10%	37%
France	10%	10%	9%	34%
Canada	9%	8%	12%	47%
Grand Total	100%	100%	100%	38%

Dataset source: kaggle - "Bike sales in Europe" by Sadiq shah

Customer_Age

17
18
19
20
21
22
23
24

Year

2011
2012
2013
2014
2015
2016

Country-wise Revenue, Cost, Profit & Profit%

Values
- Revenue Per Country
- Cost by country
- Profit by country
- Profits%

Country