

Executive Summary

The **Sales Dashboard - Bicycle Shop** project is a comprehensive data visualization tool developed using **Microsoft Excel**. The dashboard is designed to provide actionable insights into the sales performance, profitability, and customer behavior of a bicycle shop over the years 2021 and 2022.

By analyzing critical business metrics such as total sales, profit margins, unit sales, and top-performing products, this dashboard empowers decision-makers to identify trends, optimize operations, and enhance marketing strategies.

Key Highlights

Overall Business Performance:

- **Total Sales:** \$11,87,26,350.26
- **Profit:** \$1,68,93,702.26
- **Profit Margin:** 14.23%
- **Units Sold:** 11,25,806

Top Insights:

1. Top-Selling Product:

- **Product ID:** PROD_ID_002
- **Revenue Generated:** \$3,30,11,143.95

2. Sales & Profit Trends by Month:

- **Peak Sales Month:** July (15% of total sales).
- Profits showed consistent growth in October and December (17% and 14%, respectively).

3. Customer Analysis:

- Key customers contributing to sales include CUST_ID_012 (\$14,25,303) and CUST_ID_011 (\$12,99,215).

4. Geographical Performance:

- **Top Countries by Sales:**
 - India (16%), Germany (15%), and Italy (14%).

5. Product Line Performance:

- Best-performing product categories: Carretera, Paseo, and Montana.
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Insights for Strategic Decisions

1. **Marketing Campaigns:**

- Focus promotional activities during peak sales periods (e.g., July, December).
- Target high-value customers like CUST_ID_012 and CUST_ID_011 with loyalty programs.

2. **Operational Improvements:**

- Optimize inventory for top-performing products (e.g., PROD_ID_002).
- Streamline supply chain operations in key countries like India and Germany.

3. **Sales Optimization:**

- Expand offerings in underperforming regions (e.g., Japan and Canada).
- Increase profit margins through upselling and cross-selling strategies.

Tools & Techniques Used

- **Microsoft Excel:**

- Data cleaning and transformation.
- Advanced data visualization using charts and slicers.

This dashboard provides a robust framework for sales analysis and business optimization. It delivers valuable insights to stakeholders, enabling them to make informed, data-driven decisions to drive growth and profitability.