

Velo Bicycle Sales Performance and Seasonality Analysis

Presented by Sharon Imaledo, Business Intelligence Analyst





Executive Summary: Unlocking Sales Insights

Revenue Performance

Evaluates multi-year sales data to understand revenue trends and product contributions.

Seasonality & Crisis Impact

Analyzes seasonality behavior and the effects of the 2008 financial crisis.

Actionable Insights

Provides leadership with data-driven recommendations for market prioritization and sales planning.

Business Context: The Challenge

Velo operates in diverse international markets with a broad product portfolio, generating vast transactional data. However, leadership lacked clear insights into key areas.



Market Revenue

How revenue performance differs across markets over time.



Product Contribution

Which products consistently drive or reduce revenue.



Seasonality

Whether traditional seasonality assumptions hold across product lines.



Economic Shocks

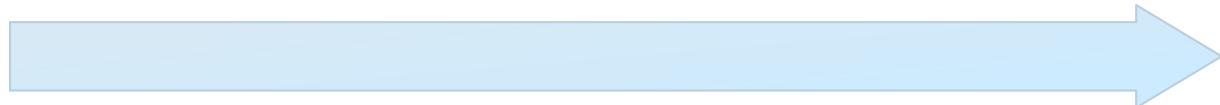
How external economic events influence demand patterns.

Analytical Approach: Powering Insights



Data Import & Transformation

Sales data imported into Power BI, cleaned, and transformed using Power Query.



Multi-Level Analysis

Time-based, market-level, and product-level analysis conducted in Power BI to uncover trends.



Interactive Dashboards

Developed clear, interactive dashboards to communicate findings effectively.



Key Insights: Market Performance

Germany's Resilience

Steady and resilient revenue growth, supported by increasing sales volumes and pricing strength.



US Economic Sensitivity

Sharp revenue decline during 2008–2009 financial crisis, followed by gradual recovery.



The U.S. market shows higher sensitivity to macroeconomic shocks, indicating greater revenue volatility.

Key Insights: Product and Seasonality



Product Concentration

A small number of categories drive the majority of total revenue, while several products consistently underperform.



Off-Road Bike Contribution

Off-Road Bikes represented a significant share of sales in 2011, with certain cities performing exceptionally well.



Challenging Seasonality

Not all products follow expected seasonal purchasing trends, making seasonality an unreliable predictor of demand.



Strategic Recommendations: Growth and Optimization



Focus Investment

Prioritize stable-growth markets like Germany for growth initiatives.



Streamline Portfolio

Review underperforming products for repositioning, bundling, or removal.



Product-Specific Planning

Guide inventory and promotions by actual product demand patterns.

Strategic Recommendations: Risk and Decision Tools

→ Strengthen Risk-Aware Planning

Account for macroeconomic volatility, especially in historically affected markets like the US.

→ Dashboard as Decision Tool

Power BI dashboards should be central for monitoring performance and identifying risks.



Business Value Delivered

Clear Visibility

Into market-level and product-level performance.

Early Identification

Of revenue risks and underperforming segments.

Evidence-Based Guidance

For product and market prioritization.

Scalable Framework

Supports future forecasting and strategic planning.





Thank You

For more information, please contact Sharon Imaledo.