

## ☑️ BUSINESS INSIGHTS ☑️

### ❖ Sales Performance Dashboard Insights

- Total sales reached **\$9M** from **1K orders**, showing high-value transactions.
- A few top-performing staff contribute over **half of total sales**.
- Baldwin Bikes store leads in **total revenue, followed by Rowlett and Santa Cruz**.
- **Mountain Bikes and Road Bikes** are the most profitable product categories.
- The **New York region** generates the highest sales among all states.
- **On-time shipments** exceed delayed ones, but some months show delivery issues.
- **68% of orders** are delivered on time, indicating room for logistical improvement.
- Sales are **heavily dependent on a few staff members**, suggesting a need for balanced performance.

### ❖ Customer Demographics Dashboard Insights

- The business serves **7 customers across 195 active cities with 1K total orders**.
- ZIP codes **10550, 10583, and 12020** have the highest customer counts.
- **New York** dominates in active cities compared to California and Texas.
- New York has the **largest customer base**, followed by California and Texas.
- **Mount Vernon, Ballston Spa, and Scarsdale** have the highest customer concentration.
- **Staff 2, 8, and 9** handle most orders, confirming consistent performance patterns.