Customer Demographics

Customers and Sum of Total Sales by Gender

● Customers ● Sum of Total Sales

	Customers	Sum of Total Sales
Male	9.3K	14.49M
Female	9.1K	14.78M

Customers (left axis): 10K, 5K, 0K
Sum of Total Sales (right axis): 14.8M, 14.6M, 14.4M

Gender

Customers by country

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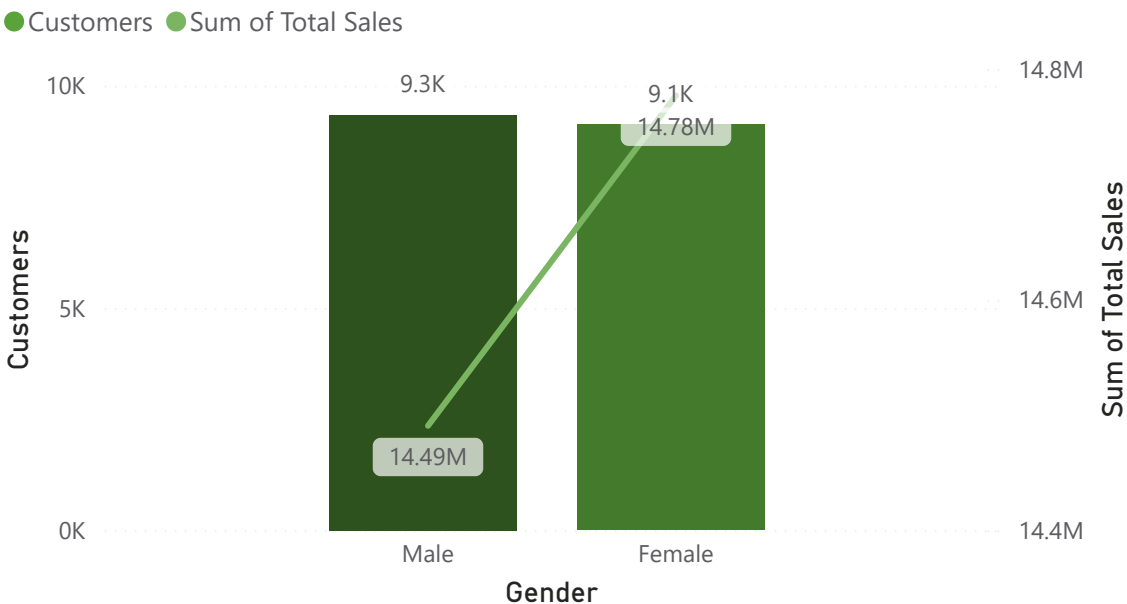
Customers by Marital Status

8.46K (45.83%)

10K (54.17%)

Marital Status
● Married
● Single
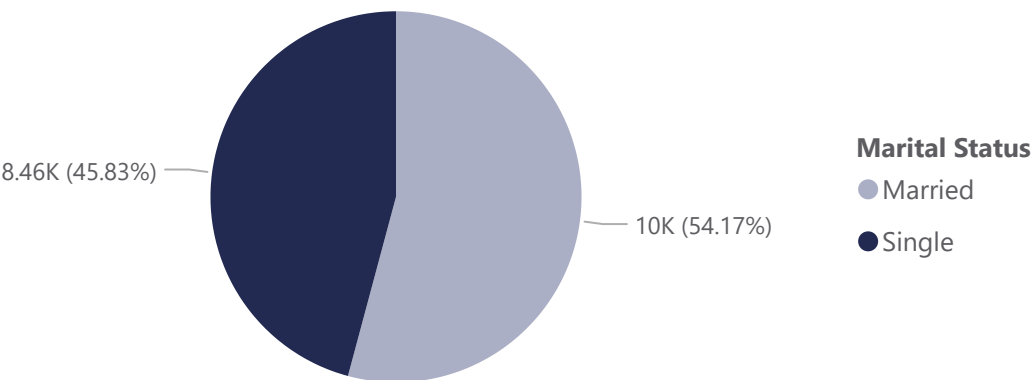
Customers by Year of Join

15K

10K

5K

2025   2026

Year of Join

Customer RFM & Segments

Average Monthly Spend by Customer Segment

Customer Segment	Average Monthly Spend
New	7.4M
VIP	0.5M
Regular	0.4M
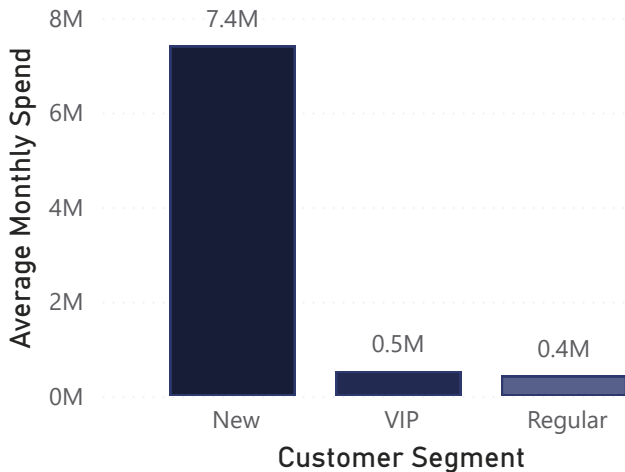
Top 10 customers

customer_name	customer_segment	Sum of total_sales
Willie Xu	VIP	13489
Rosa Hu	VIP	13215
Randall Dominguez	VIP	13265
Nichole Nara	VIP	13294
Margaret He	VIP	13268
Kaitlyn Henderson	VIP	13294
Jordan Turner	Regular	4798
Total		**135432**

Sales & Lifespan Trends Across Customer Segments

Customer Segm... ● New ● Regular ● VIP
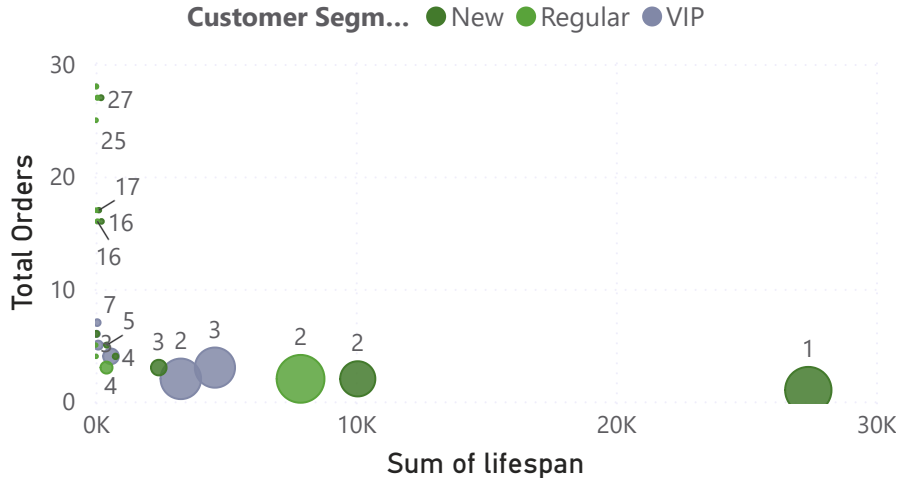
Average Order Value by Age Group Count

Age Group Count	Average Order Value
50 and above	~11.3M
40-49	~5.7M
30-39	~0.3M

Product Performance

Total Sales by Category
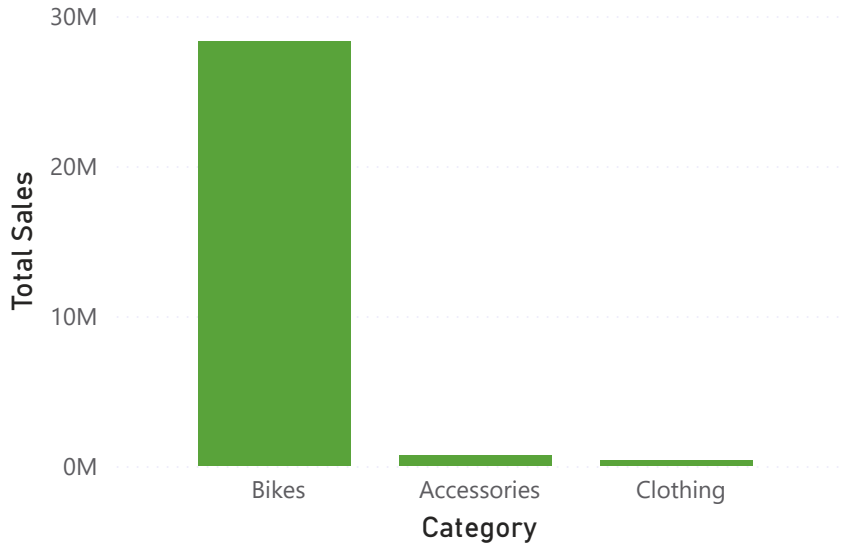
Total Quantity by Subcategory
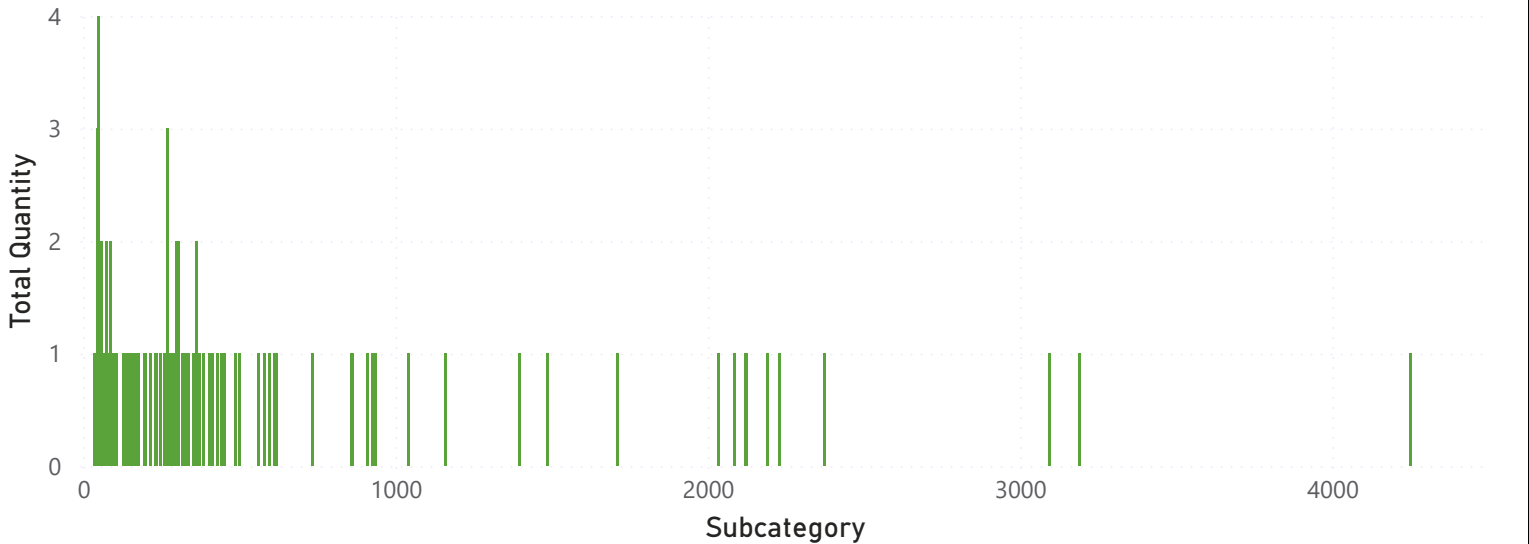
Average Monthly Revenue by Product Segment

6.81%

93.04%

Product Segment
- High-Performer
- Mid-Range
- Low-Performer
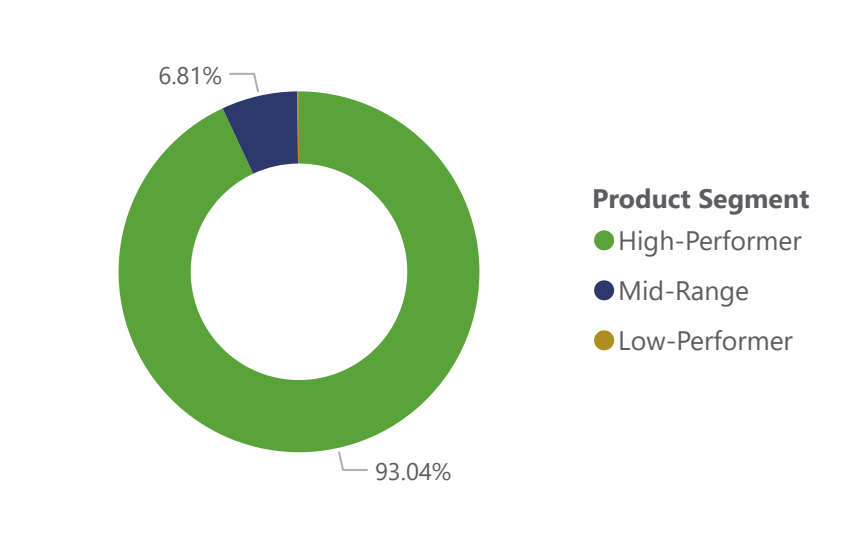
Count by Launch Year
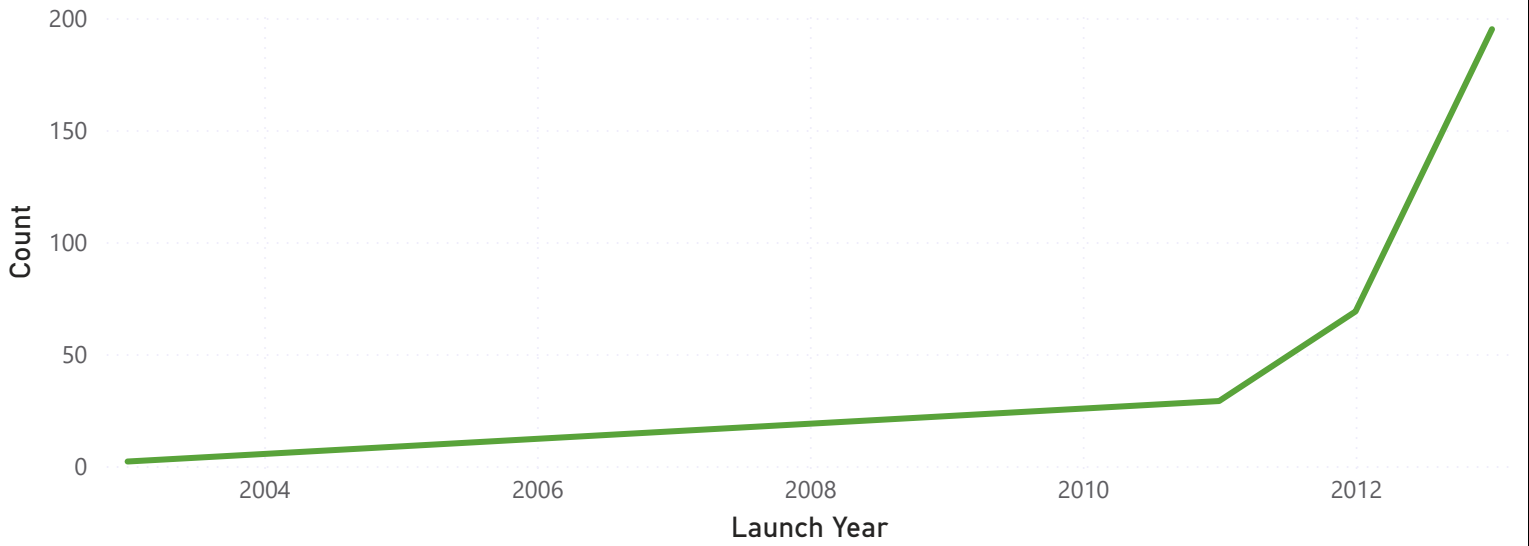
Product-Customer Correlation

Average Order Value
$779

Total Sales
$28M

Total Customers
1806

Average Monthly Revenue
$21K

customer_segment
- New
- Regular
- VIP

category
- ☐ Accessories
- ☑ Bikes
- ☐ Clothing

country
- ☐ Australia
- ☐ Canada
- ☑ France

Category	Country	Sum of Total Sales
Accessories	Australia	699909
Bikes	Australia	28311657
Clothing	Australia	339692
Accessories	Canada	699909
Bikes	Canada	28311657
Clothing	Canada	339692
Accessories	France	699909
Bikes	France	28311657
Clothing	France	339692
Accessories	Germany	699909
Total		**176107548**

Count of gender by Average Order Revenue and subcategory

subcategory ● Mountain Bikes ● Road Bikes ● Touring Bikes

- There are more Male customers than Female, but Female customers contributed more to total sales.
- Majority of customers are from the United States, followed by Australia and the United Kingdom.
- Most customers created accounts in 2026, showing a recent rise in customer acquisition.
- Married customers slightly outnumber single customers, indicating mature demographics.
- Customers aged 50 and above contribute the highest total quantity purchased and average order value.
- High-value customers are mostly associated with the 'New' customer segment, indicating recent engagement.
- The 'Bikes' category dominates total sales, with the Mountain-200 series being the top-selling product.
- Road Bikes are the most preferred subcategory for older age groups (50+), contributing significantly to revenue.
- Product launches peaked in 2013, showing the company's expansion strategy.
- VIP and Regular segments have strong overlap with High-Performer product segments.

📁 About the Project

This dashboard is part of a SQL-based customer and product analytics project. The objective is to explore customer behavior, segment performance, and product trends using raw CSV data and structured SQL queries. Power BI was used to visually communicate the insights derived from the analysis.

- Tools Used: SQL Server Management Studio (SSMS), Power BI
- Data Sources: Raw CSV files (Customers, Transactions, Products)
- Techniques: SQL joins, aggregations, groupings, RFM segmentation, cleaning, and visualization

👤 Author

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