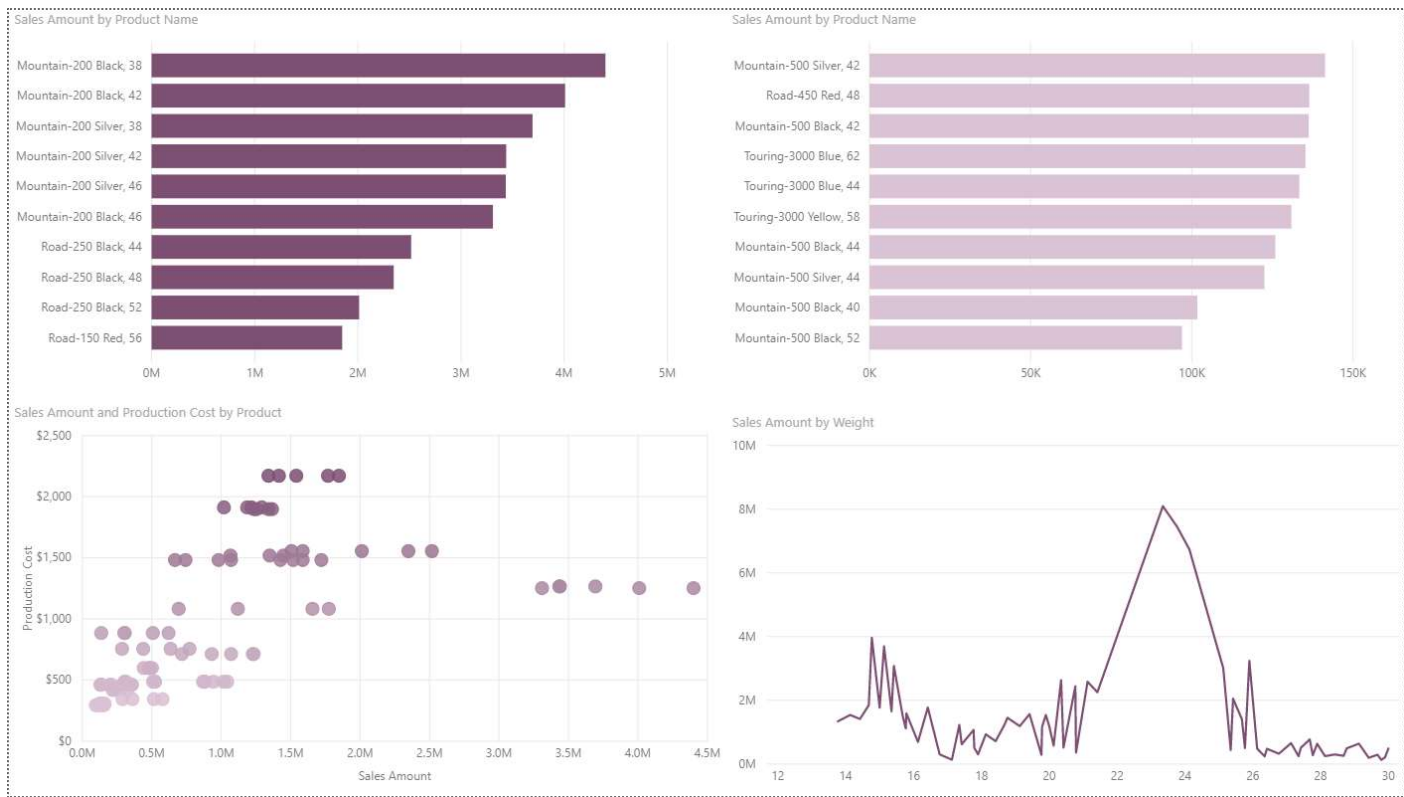
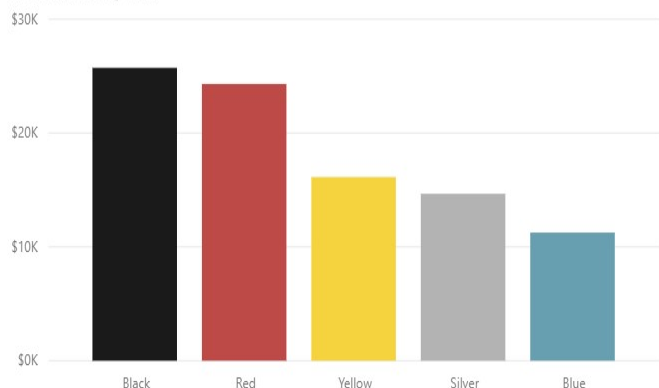


- Part of this analysis, I have made visualizations of Sales with respect to regions, customers, products, time and few other aspects. Below are the visualizations and the interpretations inferred from them:

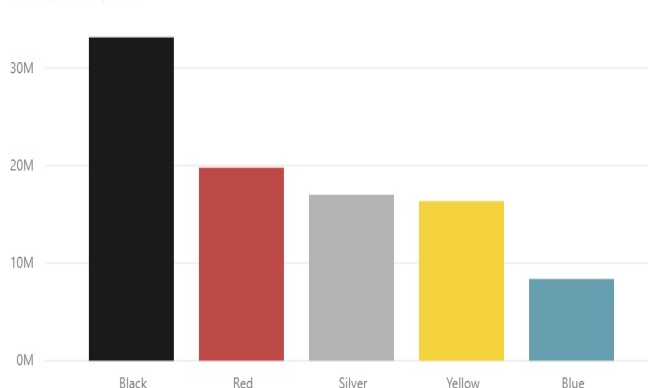


- The above visualization shows us top 10 bikes whose revenue generated is the highest along with the bottom 10, also has a chart showing how production cost and sales amount generated are varying with bikes, and there is also visualization for sales amount generated with respect to the weight of bikes.
- Having the information from top 10 and bottom 10 bikes enables us to impose focus on the production of the top 10 bikes and decreasing production of bottom 10 bikes, as company would get higher sales amount from the top 10.
- The production cost and Sales amount scatter chart gives us an insight that there are several products (middle of graph) who have high standard cost but not so high sales amount generation, it would be wise to limit production on these bikes and increase production of the bikes on the right and left sides in the graph.
- The graph between the sales amount and weight shows that though there is no favor for the low weight bikes, but we can observe that sales amount generated from higher weight bikes is very low. Therefore, It suggests that we decrease the production of high weight bikes which are less preferable.

Production Cost by Color

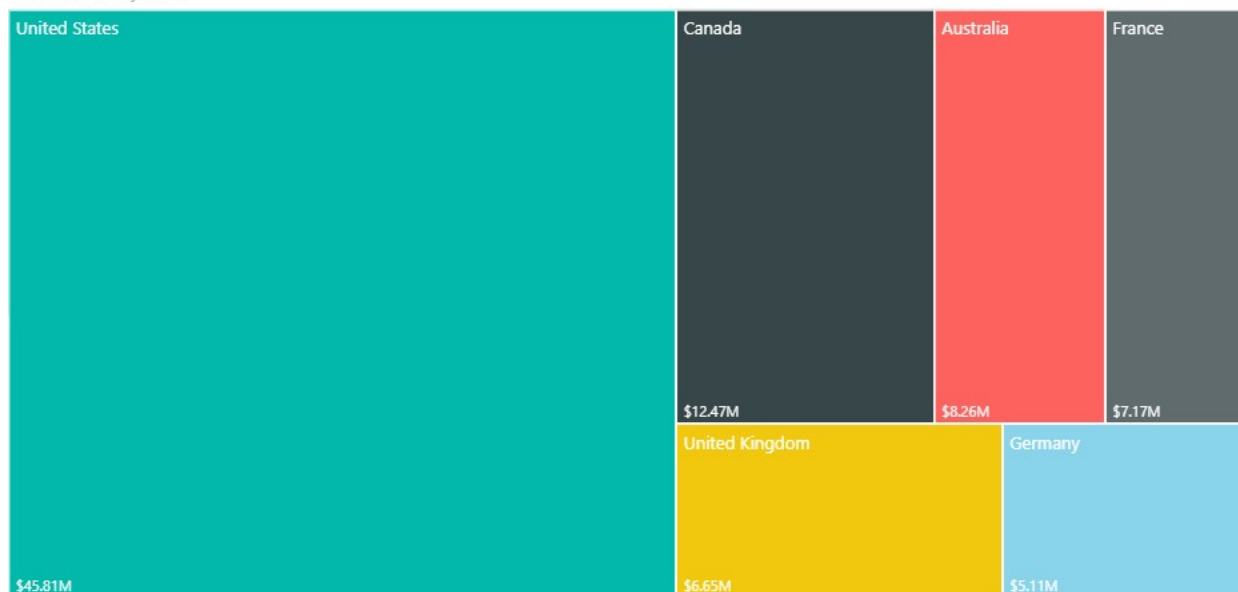


Sales Amount by Color



- The above visualization shows us how production cost varies with color and the sales amount generated varies with color.
- Drawing a comparison between both the graphs, we can observe that though the production cost of red color bikes is on par with the black bikes, the sales generated from the red bikes is far off from that of black bikes. This information would help in limiting their red color bike production and increase the production of black color bikes.
- Similarly, production of blue bikes can be limited.

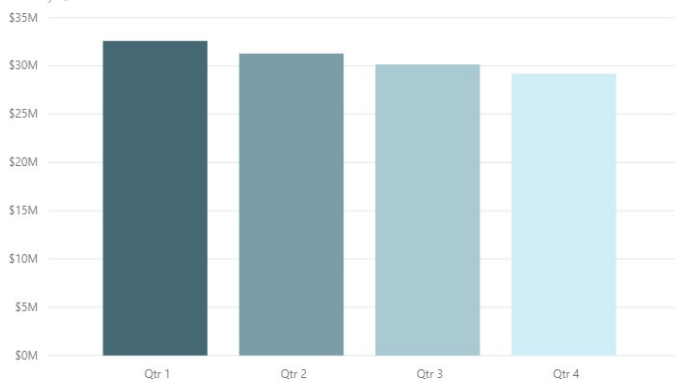
Sales Amount by Name



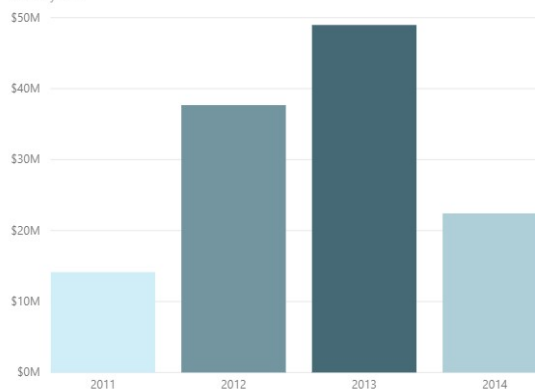
- The above visualization shows the sales amount generated across various regions, our observation that United States is generating the highest helps us to focus the production more on United States and on Canada after that.
- The observation that sales generated from United Kingdom and Germany are not really high, helps the company to focus their marketing strategies on those regions.

Data Intelligence using Power BI

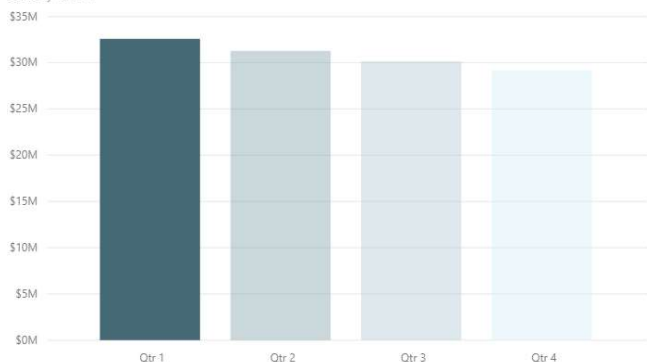
Sales by Quarter



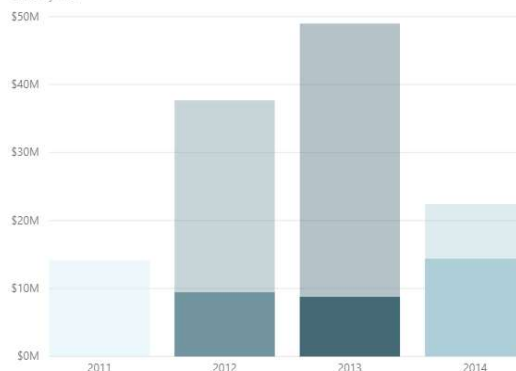
Sales by Year



Sales by Quarter

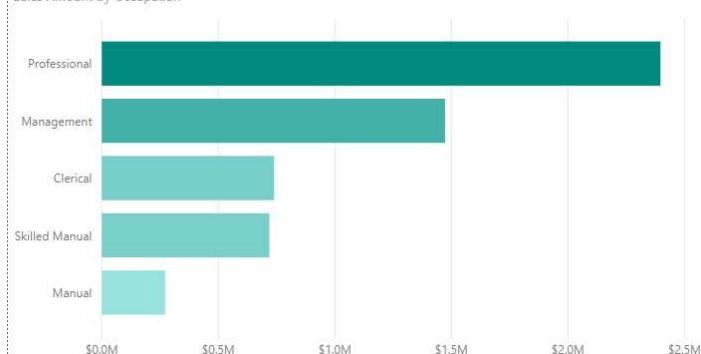


Sales by Year



- The above visualization of sales amount year by year shows that a steady growth is observed across years in terms of sales.
- Taking into consideration that data provided is from 2014, we can see that a comparison between 2013 and 2014 in quarter 1 suggests that there is indeed a steady growth in terms of sales, which provides information to company that there are on the right track.

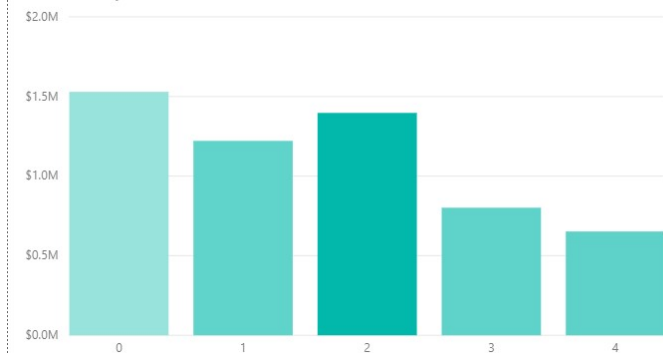
Sales Amount by Occupation



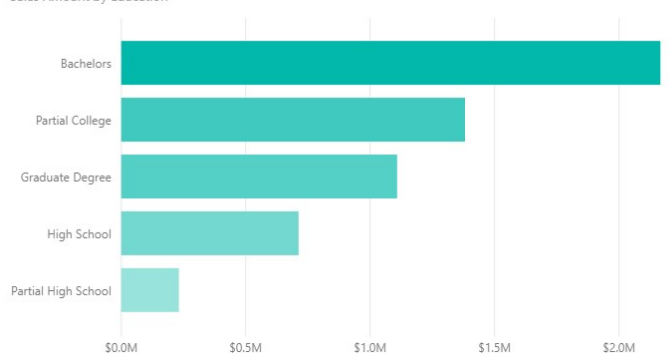
Sales Amount by House Owner



Sales Amount by Number of Cars Owned



Sales Amount by Education



- The above visualizations gives us information about customers in terms of sales. It gives us information of occupations of our customers, their education information, house ownership and number of cars owned.
- The bar graph between the occupation and amount of sales generated over the year, suggests that majority of our sales amount come from professionals, and also from education graph we observe that sales amount generated is coming more from customers with bachelors degree. This enables the company's marketing team to focus more on these customer bases than others.
- The information about of cars owned helps the company to understand that people with 4 cars are still interested in buying the bikes, so it shouldn't be ignored while considering the target audience.
- The visualization between house ownership and sales suggest that marketing team should focus on promoting sales among the customers who live in rented houses.



- The above visualization gives us information about various aspects regarding sales persons, Sales reasons and shipping methods.
- The funnel chart between sales amount generated and the sales reasons show that most of the sales are happening because of the price, but light has to be shined on the reason that is generating lowest sales amount, which is television advertisements. It would be wise to decrease the investments on television marketing, as it is not showing much affect.
- The information from the donut suggests that there are only two players when it comes to the shipping methods, where the company is actually offering various other shipping methods that are not being used at all. May be company need to revisit their shipping methods and drop those that are not at use.
- The sales amount generated by the top 10 sales persons are shown, which helps the company to provide better incentives to these top sales personnel to help encourage them more.
- Also, sales personnel achievements in various states is shown, which helps us focusing on personnel states that are not generating much sales amount.



- The above visualizations about customers gives us more information about customers that might help the business.
- The graph between children and sales amount helps the company to learn that customers with no children are their primary target audience.
- The other visualization between the birth year and sales amount also helps the company in understanding their target audience more.
- The top right visualization gives us the Top 10 customers with respect to the purchases made, providing extra promotions and discounts to the top customers would work as good marketing strategy.