

TrueRide Bicycles

BUSINESS ANALYTICS REPORT

Insights from Q4 2020 to Q1 2024 Report

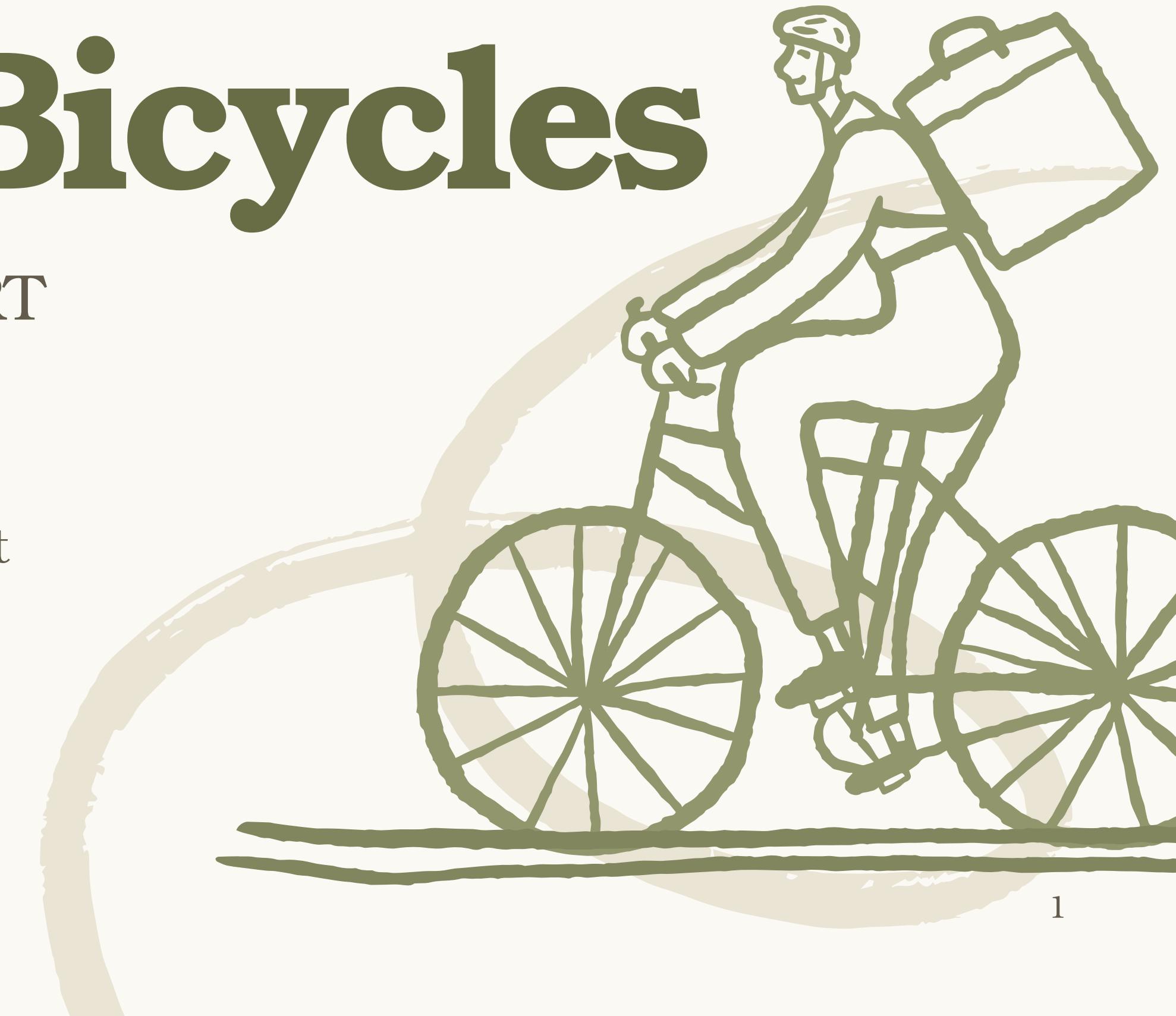




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Executive summary

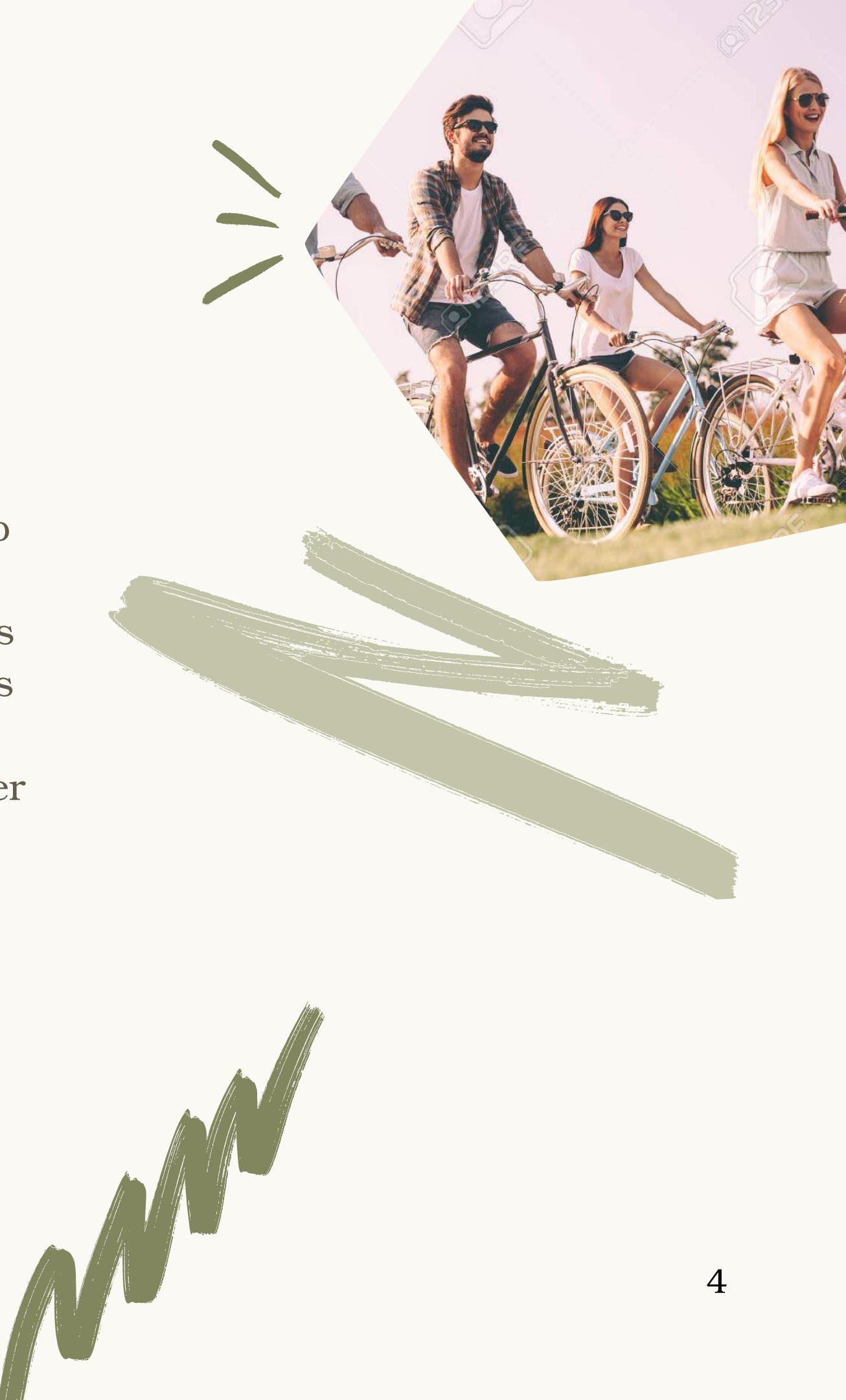
The report showed an analysis of TrueRideBicycles' (TRB) business performance in a 4 year time span from Q4 2020 to Q1 2024, focusing on key areas including customer purchasing behaviour, regional performance, and product profitability. Provided data-driven insight to support strategic decision-making through descriptive analytics aimed to boost profitability, performance and overall success.

The findings reveal that the total sales performance in 2023 is \$7.4 million, peaking in Q4 with over \$2.5 million in revenue. Regionally, Canada and New Zealand are reported to be the TRB's highest sales and profits area, in contrast to the United State underperformance with the lowest sales and profit. Additionally, customer segments based on Recency, Frequency, and Monetary (RFM) analysis identified Big spender and Most valuable groups responsible for most share of sales. TRB's core revenue source stems from Road and Mountain Bike categories. Although Mountain-200 took the lead as the top-selling model, Road bike emerged as the most profitable subcategory overall. In terms of sales amount, Accessories consistently ranked in the top units sold, yet only account for a small portion of revenue. Same patterns of cost occur with Clothing and Components indicating poor ROI.



Introduction

TrueRide Bicycles (TRB) is a legacy brand initially as a small family-owned business, founded over 40 years ago in North America. It has since expanded into a global operation, with branches selling products in several countries. Being an international business in an increasingly competitive market, data-driven insights are essential for guiding business strategy and maintaining a competitive edge. As part of this transformation, the sales data from Q1 2020 to Q1 2024 has been analyzed using Tableau to uncover key insights on product performance, customer segments, geographic sales trends, and profitability. This report presents a data-proven summary of sales patterns and customer behaviors across regions and product categories, supported by visual analytics. This report aims to support TRB's strategic decision-making with evidence-based recommendations.



Data and Workflow

- Data was collected from a TRB Excel file attached on iLearn. This file contains sales information of the company from 2020 Quarter 1 to 2024 Quarter 1.
- The raw data includes four main worksheets stored in Excel, named ‘Orders’, ‘Products’, ‘Customers’ and ‘Promotions’.
- Through loading the raw data into Python, extracting the information and analysing it with Python and Tableau, metrics have been generated to provide the company with insights into its performance
- Using mainly in Jupyter Notebook..

Data Exploration



01

Table Order

There are 60,398 observations in total, relating to customer, product and promotion.

02

Table Product

All information about products range from product line and product mix.

03

Table Customer

given the customer demographic analysis and further information was extracted from Python to tell the story of customer behaviors.

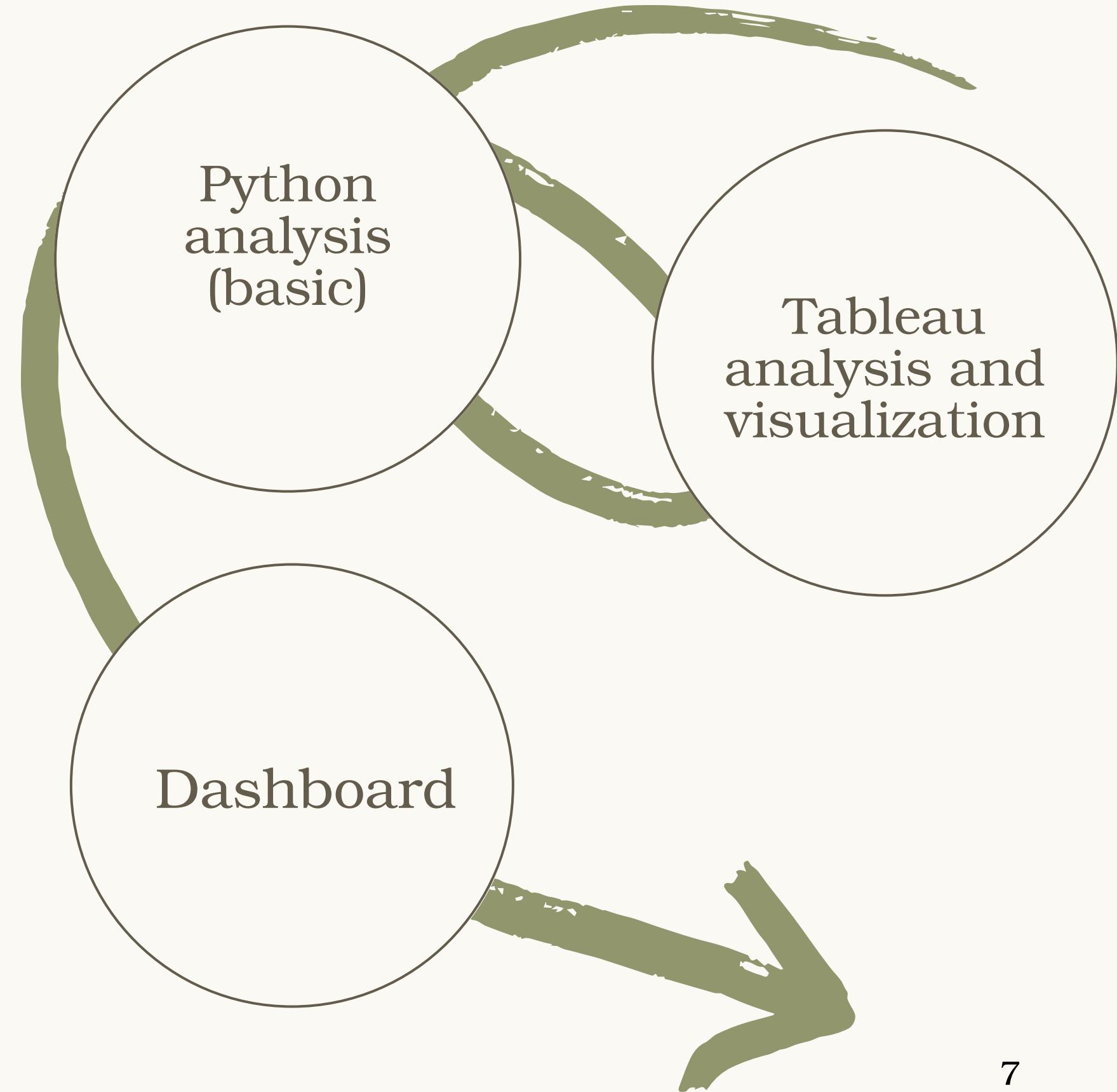
04

Table Promotion

Due to lack of time, we decided to leave promotion impacts behind the box, intending to focus more on two fields of TRB performances, including product and customer as well as overall trends on Sales Amount and financial indexes.

Data Analysis and Dashboard

- **Python:** To formula trend, take a quick look at descriptive statistics and segment the RFM's analysis models to group customers into different groups with distinct characteristics and purchasing behaviours.
- **Tableau (majority):** allows us to compare the overall performance of TRB selling and brand health of different attributes over time (including new parameters called “Profit Margin” that we create to highlight the hidden context of a corporation's financial health.)
- **Interactive Dashboard:** we believe that it is a user-friendly dashboard allowing the manager to filter and integrate all the data information so that this enables them to generate insight within a chart at the same time.



TRB PERFORMANCES DASHBOARD

Distinct count of Total order

60,398

Profit

\$13.054.102,59

Profit margin

\$3.178.406,83

Sales Amount

\$32.294.544,94

Filter box

Timer series filter

All values

Metrics filter

- Sales Amount
- Profit
- Product Standard C..
- Tax Amount

Region filter

- Europe
- North America
- Pacific

Metrics filter

- Total Profit Margin
- Total Purchase

Product Category Name

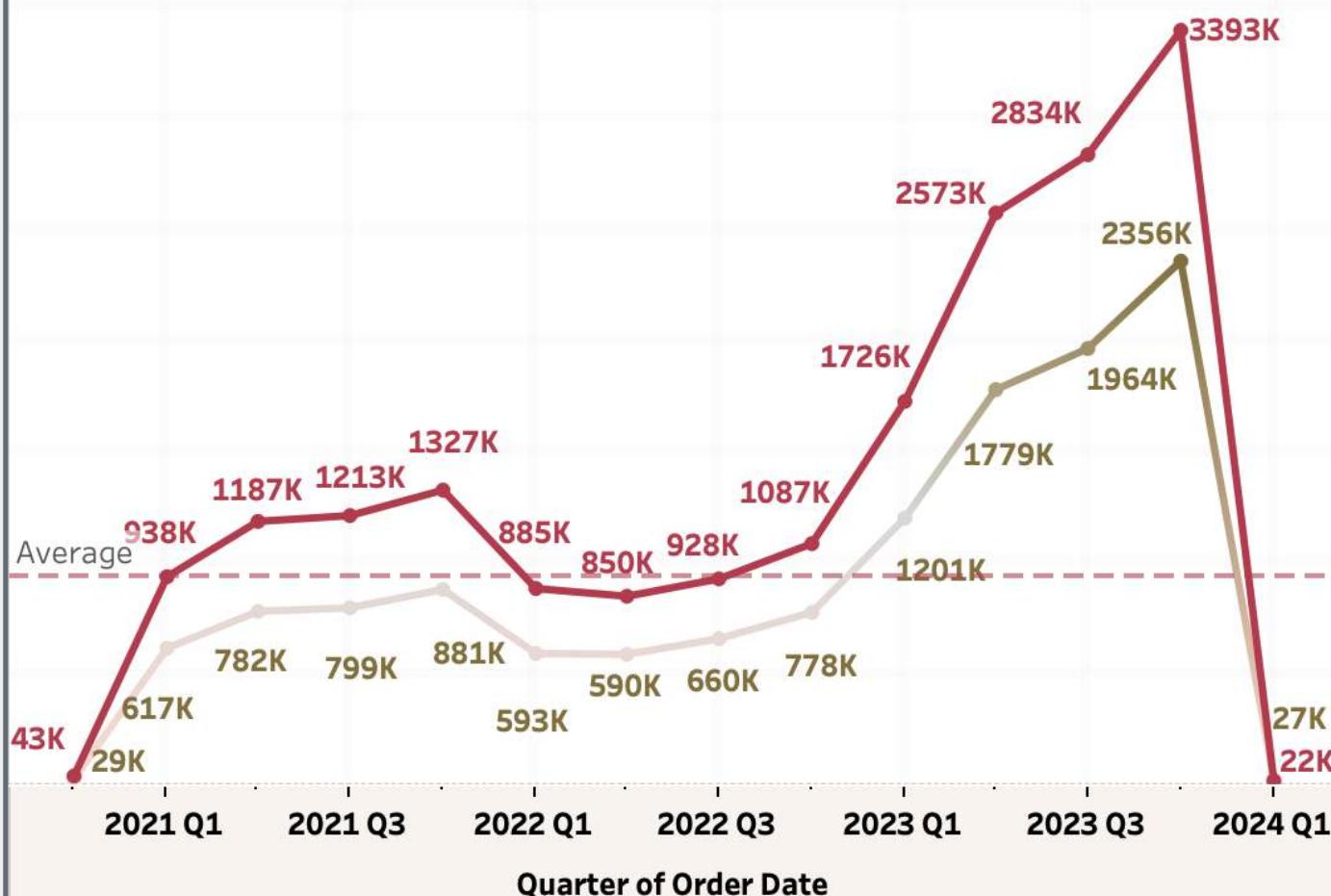
- Accessories
- Bikes
- Clothing

Product Category Name

- Accessories
- Bikes
- Clothing

Total Profit and Total Cost

from 2020 Q4 to 2024 Q1



Sales Amount and Profit Margin Ratio (%)

from 2020 to 2024



Total Profit by All regions



Comparision btw Total Profit Margin & Product Cost & Sales Amount by Product Category Name

Product Cat..

Accessories

935.132

Bikes

353.589

Clothing

251.617

\$68.964

\$8.767.888

\$142.098

\$373.750

Top 5 Product subcategory by Bikes Orders

6.397

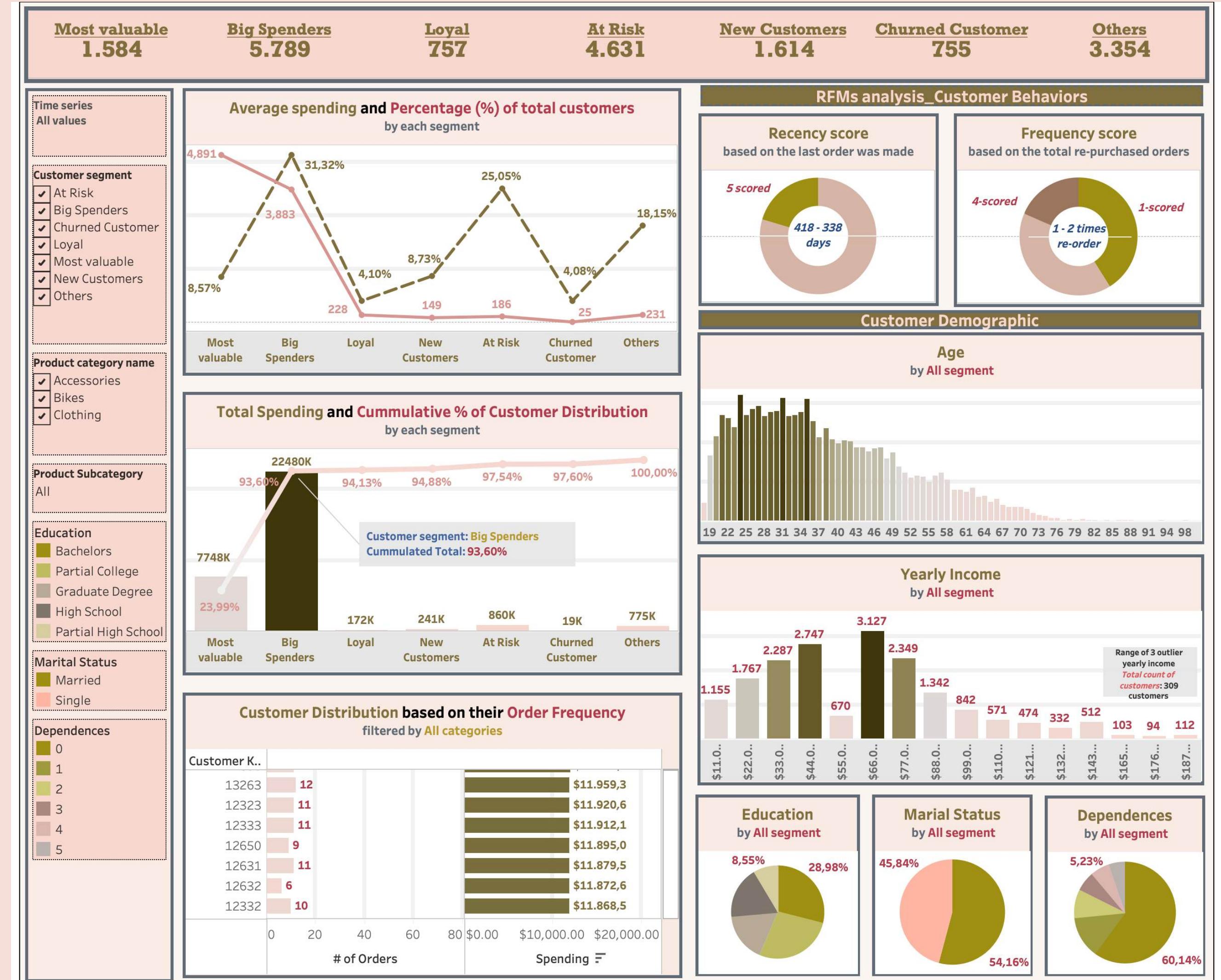
Road Bikes

4.089

Mountain Bikes

Sum of total orders by Product Name over time





Findings

Based on data from 2021-2023 and their quarters, insight can be gained on TRB's sales and respective profit levels.



Overall Sale Performances

Drastic growth in sales over time



Customer Behaviors

Demographic and behaviors for each segment



Product Performance

Top products line and mix drive major profits



Market Opportunities

Emerging trends in customer preferences

KEY INSIGHT OVERALL SALES PERFORMANCE

01

**Best performance
year and quarter**

2023 Quarter 4
\$17,955,734.96

02

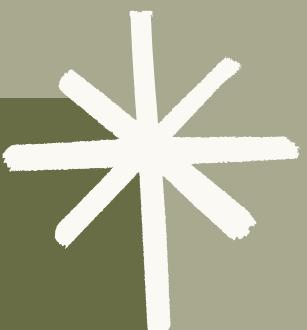
**Top performing
region market**

Canada (**\$7,580,601**)
(2021-2023)

03

**Unexpected low
performance region**

United States of America
(\$1,520,549)
(2021-2023)



Sales and Profit Across Years and Quartiles

Best performance year based on sales amount and profit margin

- The most recent year's **(2023) Quarter 4** was TRB's highest sales-generating year with **\$17,955,734.96**. This is in comparison to **\$6,417,876.50** in **2022**, and **\$7,799,952.03** in **2021**.
- 2021's net profit ratio is **39.47%**, 2022's net profit ratio is **40.83%** and 2023's net profit ratio is **40.65%**.
- From inputting these values into the net profit ratio:
net profit / total sales x 100

2022 proves to be TRB's best-performing year in terms of the amount of profit generated on sales. Although **2022 brought about the least sales, their high profit rate could be attributed to the low tax amount on their limited sales.**

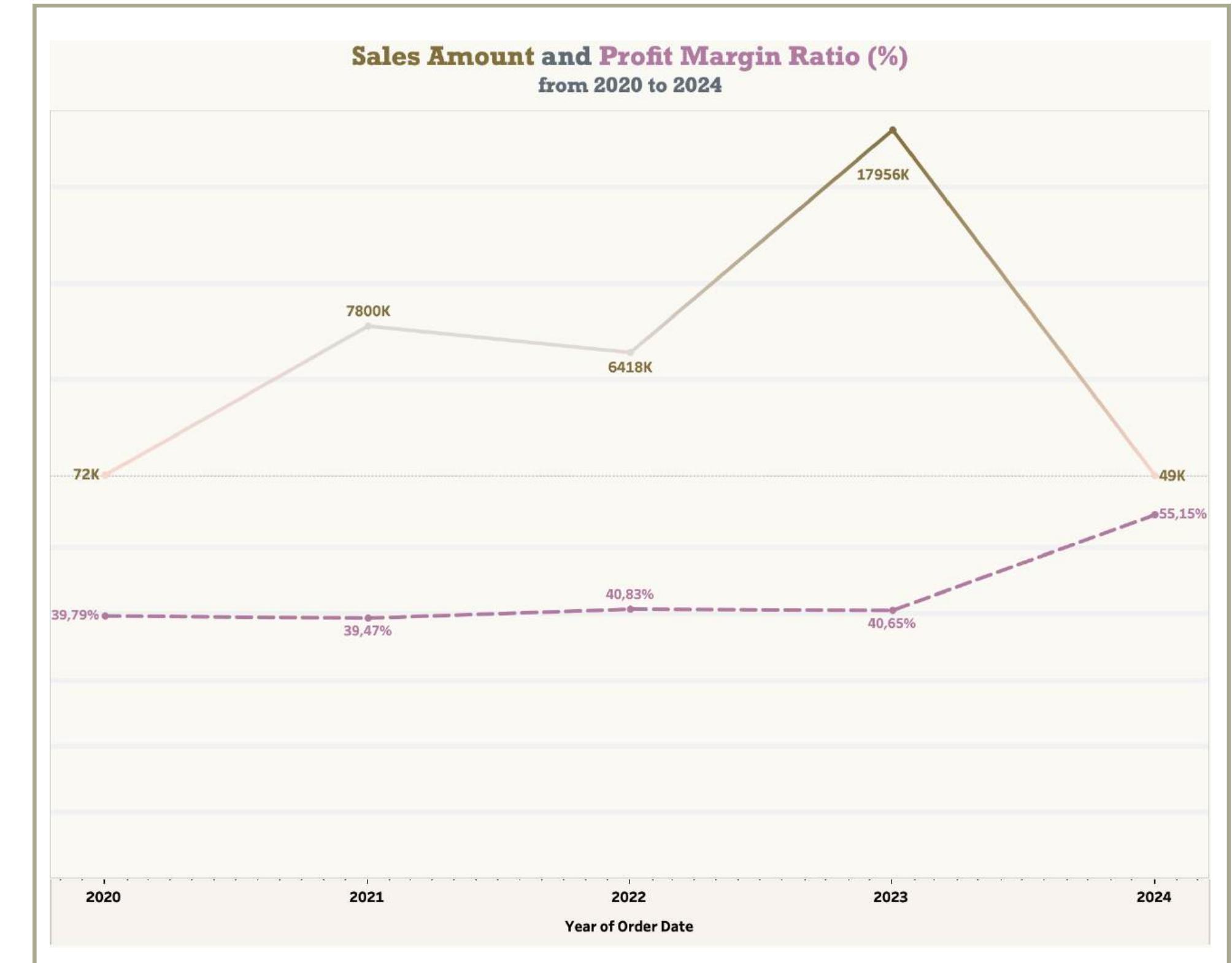


Figure 1: Sales amount and profit margin ratio from 2021 to 2024

Sample Analysis

Take 2023 year as example:

2023 Quarter #1

The first quarter of 2023 sales was pretty average with a value of **\$2,948,652.21**,

2023 Quarter #2

however, the second quarter saw a complete skyrocket in sales that just increased more and more over the months (\$4,383,207.24)

2023 Quarter #3 + #4

Quarter 3 held the value of \$4,832,928.19 and Quarter 4 held the largest value of sales in any quarter of any year with the value of \$5,790,947.33.

\$17,956,000

Total Sales Amount

ranking the top sales over a given time

\$10,525,000

Total Expense.

there are high expenses they spend on raw materials before the on-sale period

Total Sales Amount and Total Cost
from 2020 Q4 to 2024 Q1

Overall, the company has demonstrated strong performance over the years through their consistent generation of positive profits. This elucidates that TRB product sales have effectively covered production costs and delivered sustainable profitability.

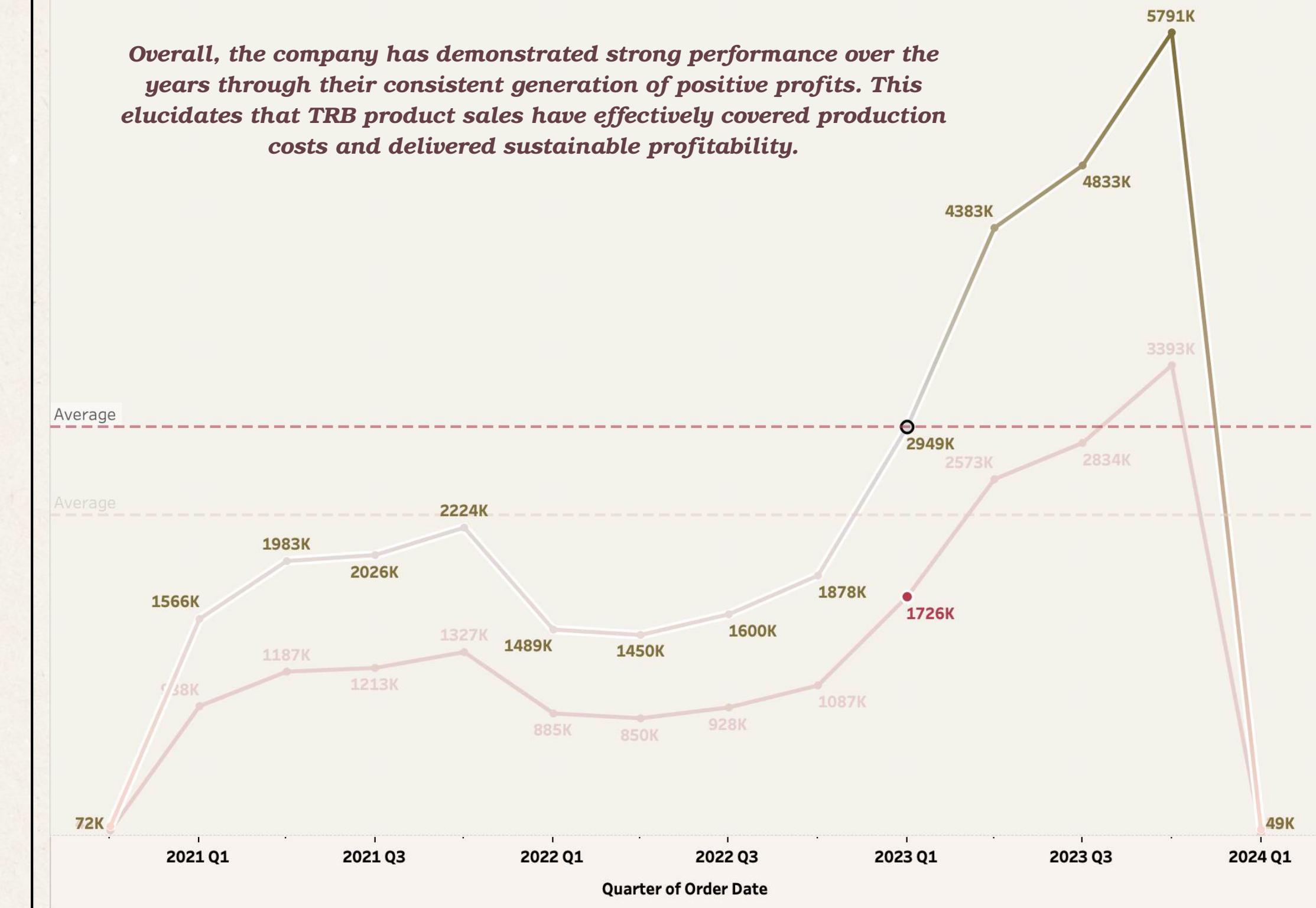


Figure 1: Accessories compares in Loyal segment.

Sales and Profit Margin Counterintuitive

Analysing changes in sales and profit from Q4 2020 to Q1 2024

- This suggests a POSSIBLE contraction or optimisation strategy rather than operational failure. It's possible the company reduced low-margin product lines or exited unprofitable segments.
- The massive jump in sales in 2023 didn't come with a corresponding rise in margin — in fact, margin slightly fell, indicating that volume may have been regained at the cost of pricing discipline or cost efficiency.
- **From 2021 → 2022:** Gross profit declined by ~457K, which aligns with a drop in revenue, though the efficiency improved (better margin).
- **From 2022 → 2023:** Gross profit nearly tripled, driven purely by volume, not margin improvement.
>> This shows that in 2022, the business was more efficient per dollar sold, even though it sold less. In 2023, volume overwhelmed efficiency concerns, suggesting growth was prioritised. And, although the difference between 2022 and 2023's ratios are 0.2%, when it comes to handling large sums of money, these small percentages do become quite drastic.

IN CONCLUSION, 2023 WAS TRB'S BEST-SELLING YEAR, HOWEVER, 2022 WAS TRB'S MOST PROFITABLE YEAR.

-17,7 %

Drop in 2022 Sales Amount

Although there was a contraction from 2021 to 2022, the sales amount rebounded dramatically in 2023

+1.36 %

Growth in 2022 Profit Margins

The profit margin remained relatively stable over these three years.

**** Note: We assume to ignore the influence of profit margin in 2024 (which has the highest value of Profit margin %) because only the first quarter was recorded.*

Top performing region market

Top 1 region: Pacific and North America (Canada)

Canada (\$7,580,601) and New Zealand (\$7,110,374) held the highest sales volumes

Middle Region: EU

Spain followed next (\$3,118,586), then Belgium (\$2,600,222), Italy (\$2,443,279)

Low performance: North America (US)

The United States being last is unexpected because TRB originated as a locally owned business in North America ((\\$1,520,549)).

Costs mirrored the sales and profit trends:

Canada and NZ (on average)

\$4,389,761

recorded the highest costs, indicating the larger operations and demand in these markets.

\$870,411

The United States

It demonstrates problems such as lower sales and profit levels compared to other regions, possibly highlighting deeper-rooted issues such as underinvestment or market saturation.

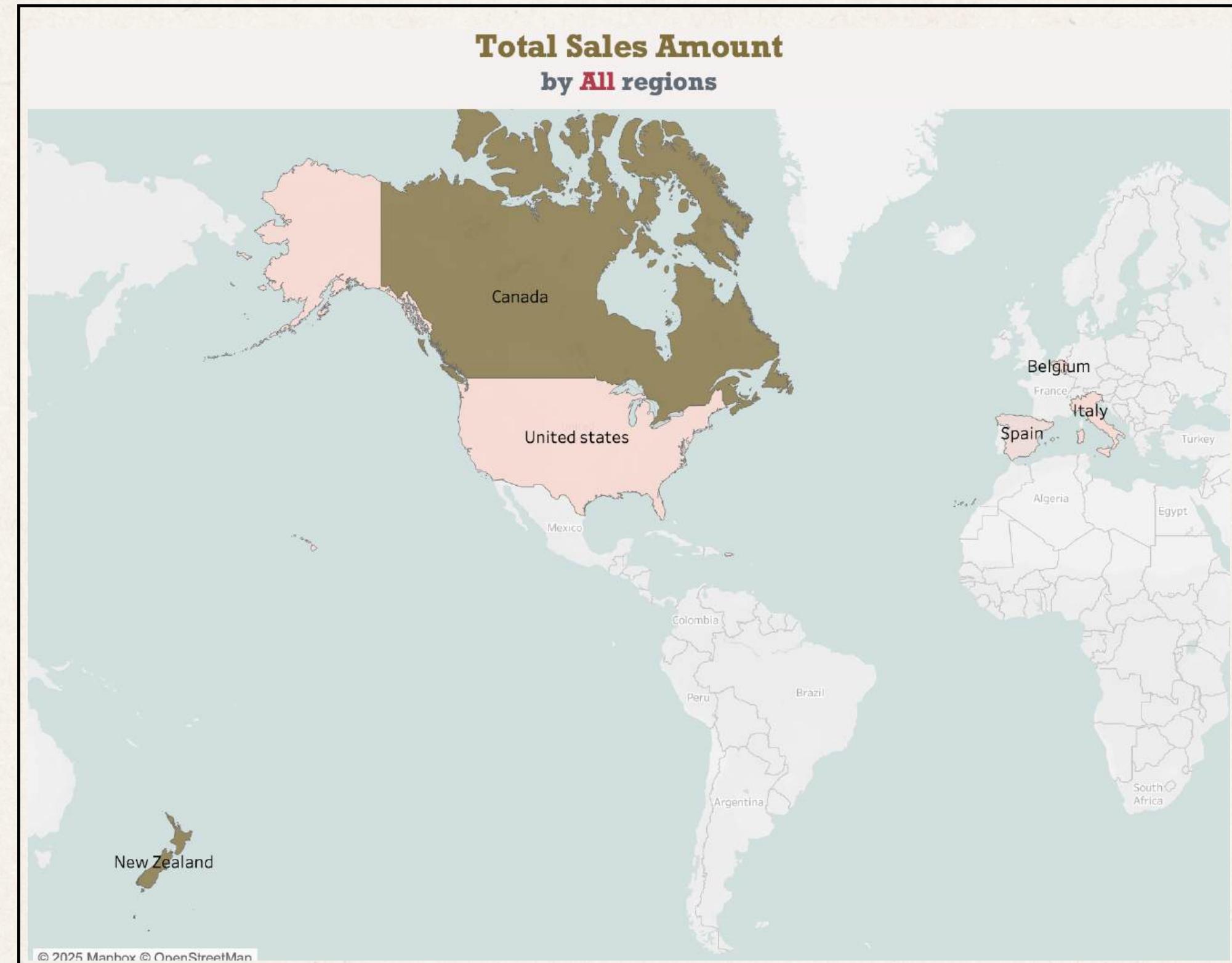


Figure 2: Sale levels across all regions

The United States having the lowest sales is unexpected because TRB originally began as a locally owned business in North America. However, their rapid expansion over various borders and into other regions, explains their great success internationally.

KEY INSIGHT CUSTOMER ANALYSIS

The marketing adage that "80% of your business comes from 20% of your customers."

01

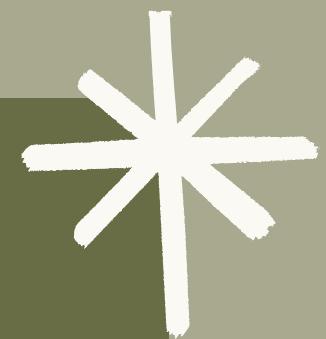
Customer
Demographic

02

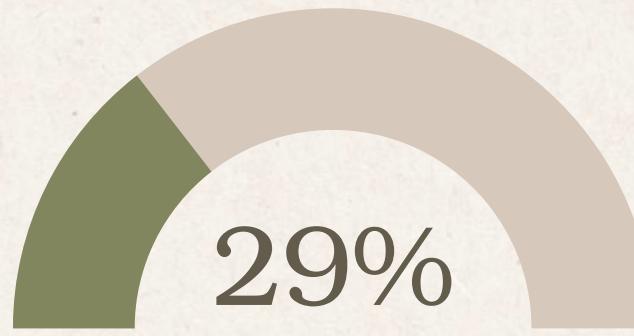
RFM's model:
Customer Behavior

03

Customer Segment
Distribution

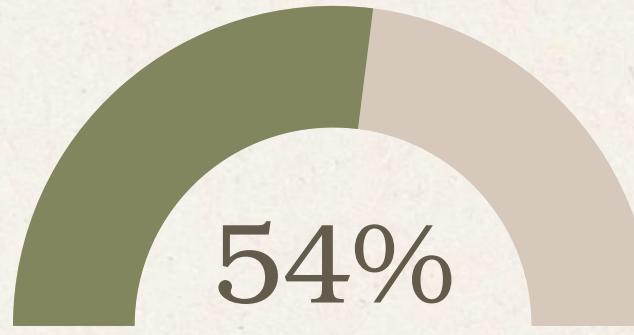


Customer Demographic: TRB's customers



EDUCATION: BACHELOR

High level of education make up of large proportion.



MARIAL STATUS: MARRIED

Write an observation about the competitor.



NUMBER OF CHILDREN AT HOME: 0 (#)

Households without young children or dependents constitute nearly 60%, the majority of TRB's customers typically have, or have only one, young child.

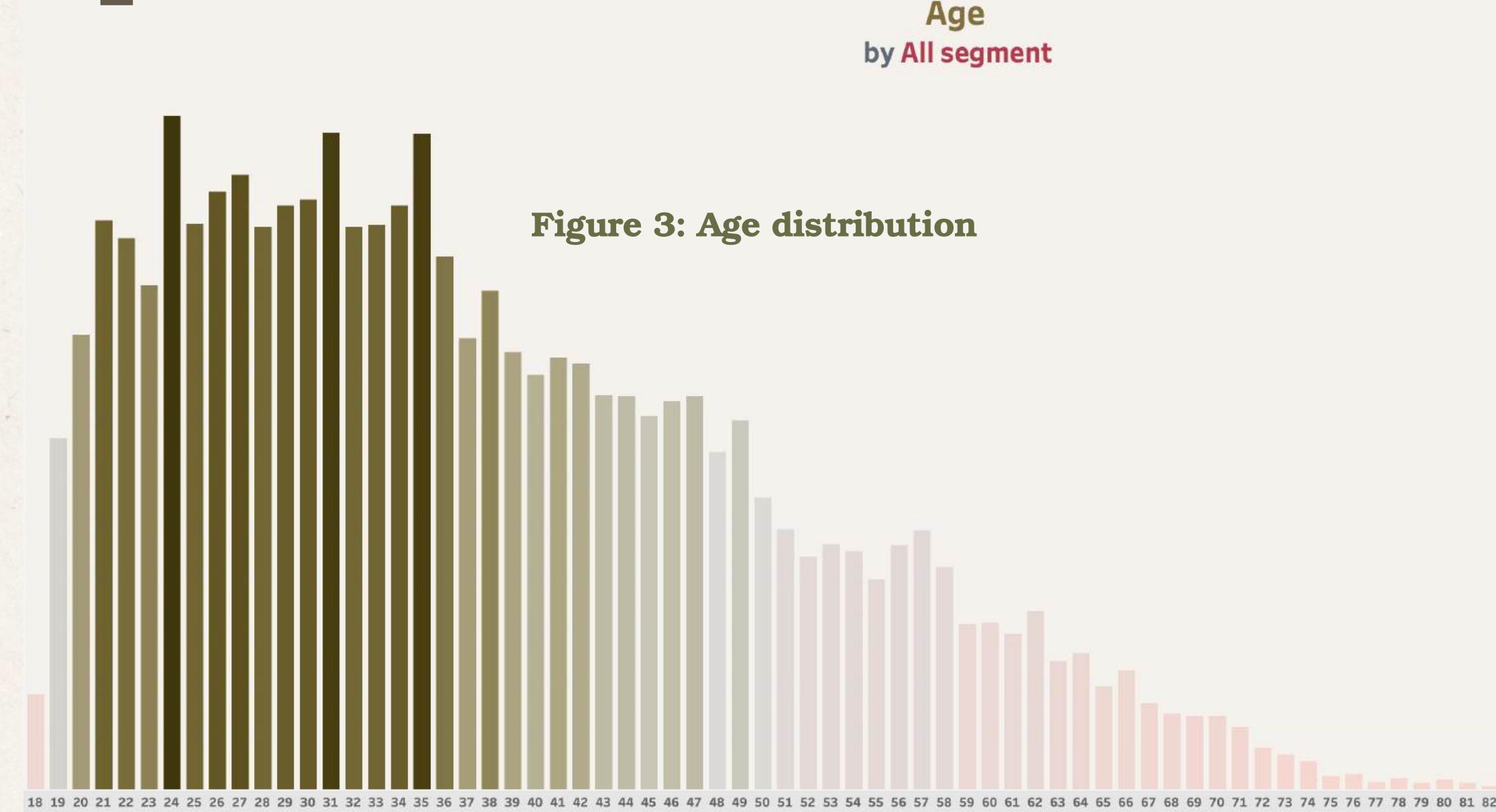
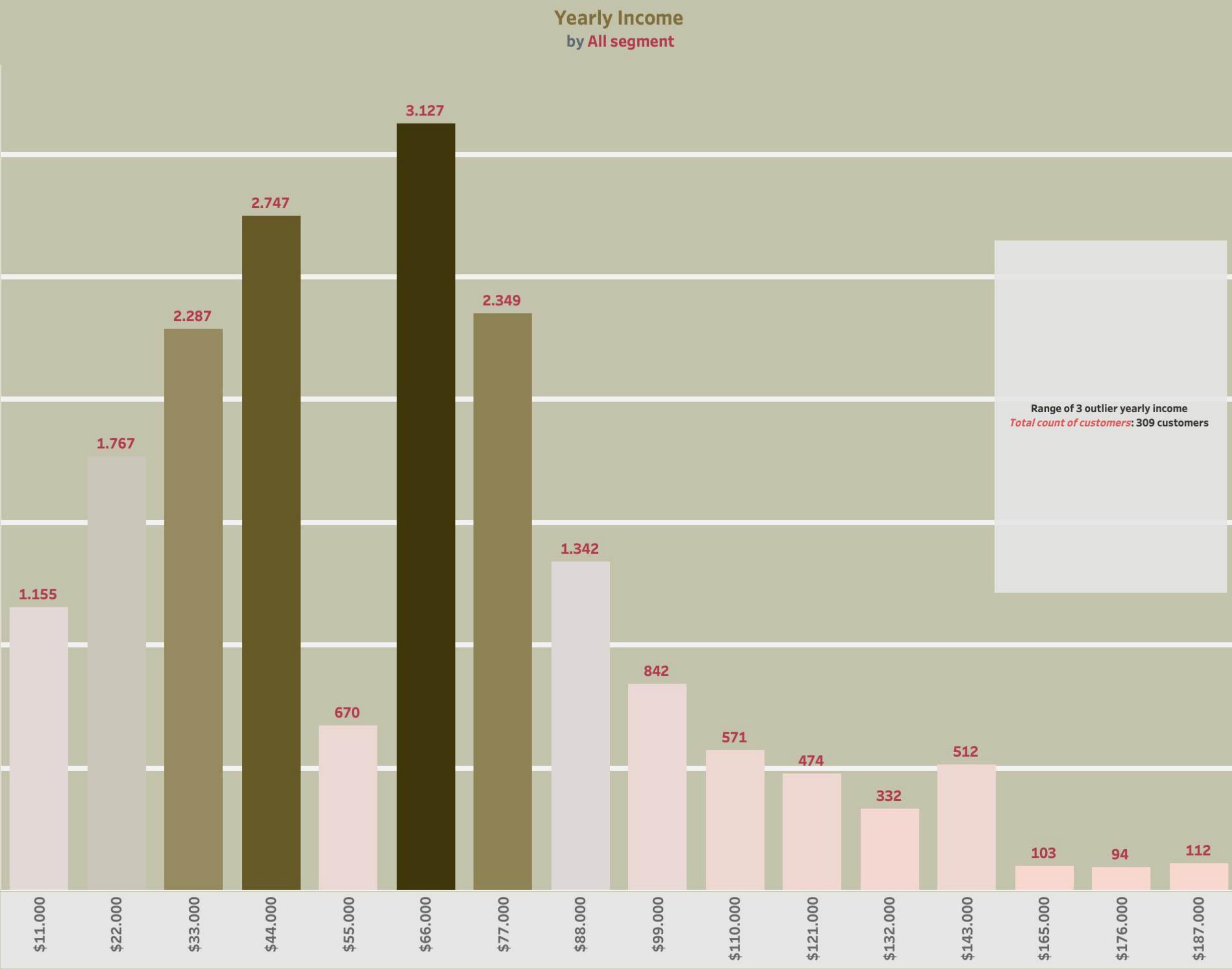


Figure 3: Age distribution

THE AVERAGE AGE OF TOTAL CUSTOMER IS AROUND 37 YEARS OLD

- The majority of customers fall between **24 and 38 years old**, with peak at 24, 32, 35 => These age groups likely represent your **core target audience**.
- There's a steady **decline** in customer numbers **after age 40**, especially after age 55.
- Very **few customers are above 70 years old**, indicating limited engagement from older demographics.



- On average, many customers have a **medium-to-high income** ranging from **33,000 to 77,000**, with an average income of 63,036 (which is relatively high) across all segments.
- The **highest concentration** is at **\$66,000**, with 3,127 customers (the peak).
- Very few customers are in the extreme low or high-income brackets:
 - > Only 1,155 customers earn around \$11,000
 - > And 103, 94, and 112 customers are in the \$165,000–\$187,000 range (marked as outliers).

Figure 4: Yearly Income distribution

RFM models to segment customer



- Segmentation of customers behaviors into different segments based on their **3 main Recency, Frequency and Monetary score**.
 - Based on that, our brands are able to design a framework for each segment and define which are the main problems experienced by specific customers.
-
- Scores ranging from **1 (lowest value) to 5 (highest value)** for each factor, understanding how recently customers made orders, how frequently they purchase those products, how much they're willing to pay for those products.

Recency score based on the last order was made

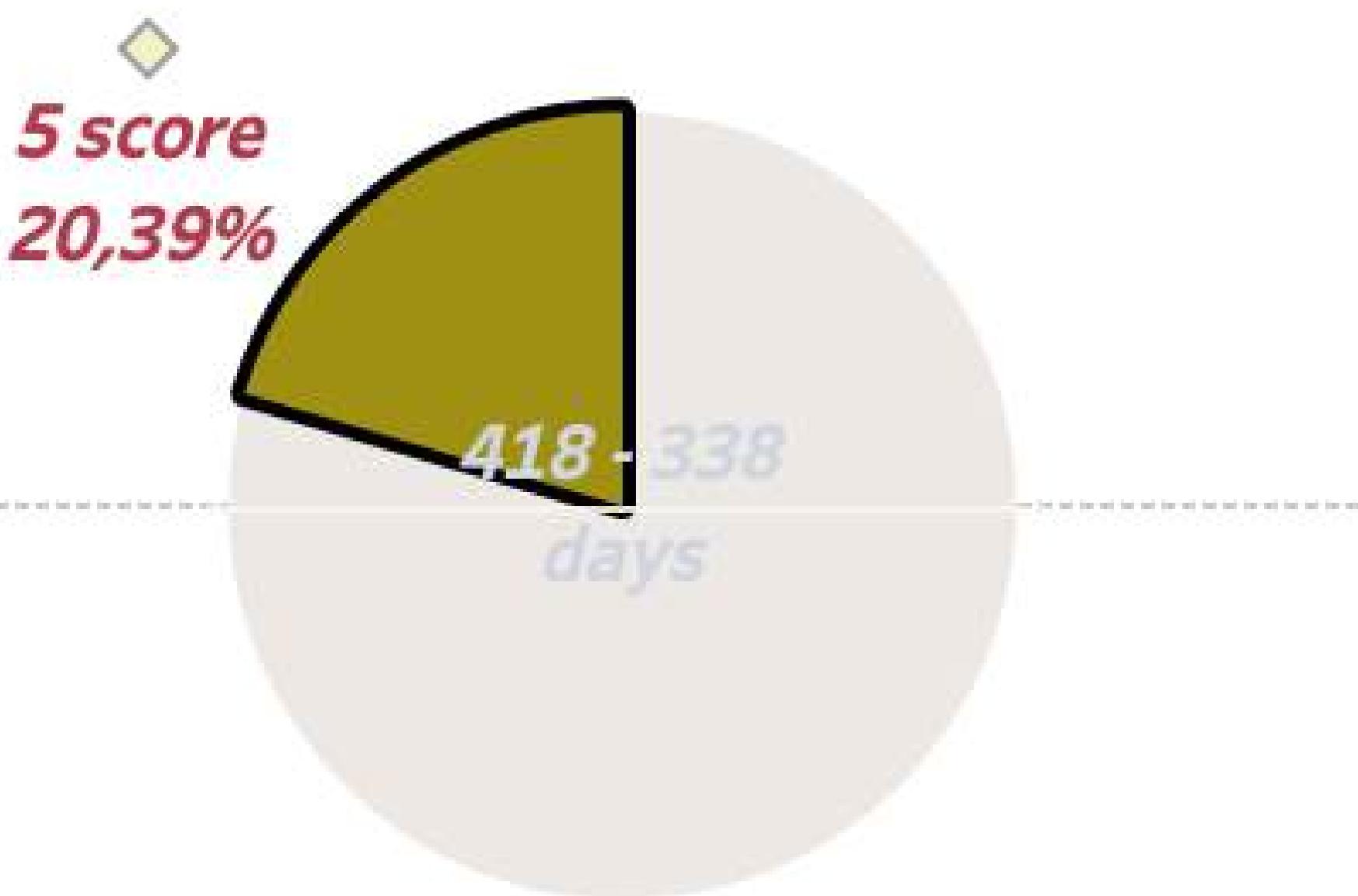


Figure 5: Recency score

Recency

**Recency = Today.time - maxvolumn(OrderDate)/
per customer**

The last order day each customer was made since the current date (setting up default 30/12/2024). Customers who made these orders recently **are predicted to** re-purchased over and over again if TRB's product performance remains the same or improves.

The shortest duration (**5-scored**) for the customers orders is from **338 to 418 days (20.39%)** and **the longest orders (1-scored)** were made from **1464 days (made up of 19.91%)**.

TRB's Customers who have purchased most recently are given the highest scores but not too much.

Recency

Customers who haven't purchased in **626+ days** may be churned or very inactive.

Score	Recency Range (Days)	% Customer	Interpretation
5	318–410 days	20.39%	Most recent purchasers
4	411–470 days	19.65%	Recently active
3	471–543 days	19.96%	Moderately recent
2	544–625 days	20.08%	Becoming inactive
1	626–1464 days	19.91%	Long inactive (possibly churned)

Table 1.

Frequency score based on the total re-purchased orders

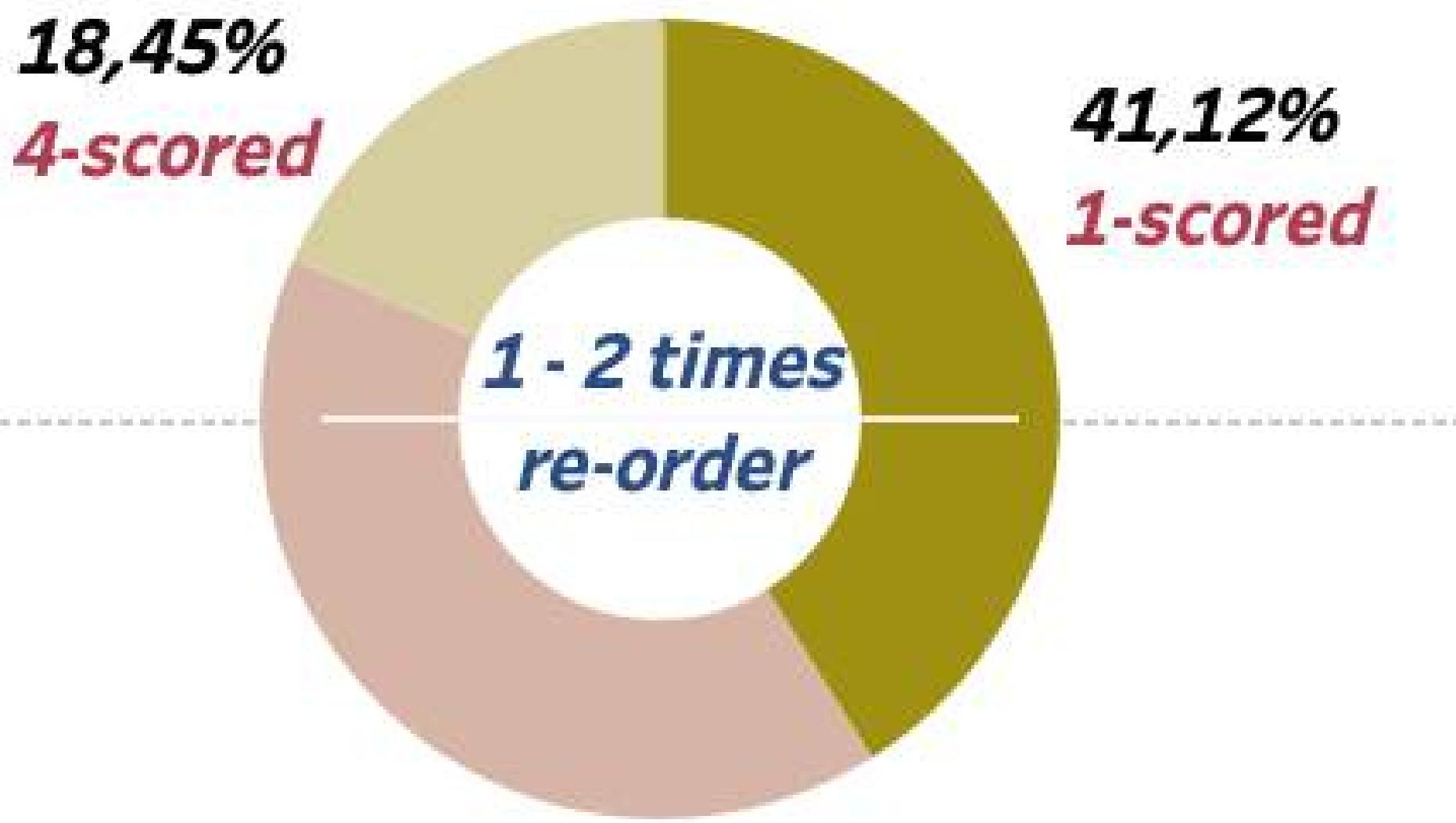


Figure 6: Frequency score

Frequency

Total number of re-purchased order =
Count(OrderID)/ group by(CustomerKey)

Potential key framework for “Loyalty” segmentation which have greater attachment and commission with brand.

- >> **Majority of Customers Have Low Frequency**
- >> **41%** of customers fall into Score #1 (repeat 1-2 orders)
- >> **25%** fall into Score #2 (frequency = 3).
- >> That's nearly **66%** of customers purchasing fewer than 4 times — indicating a **majority are low-engagement or one-time buyers**.

>> The steep drop from Score #1 to #4 suggests there's a big opportunity to **nurture occasional buyers** (Score #1 and #2) into more frequent shoppers.

You could **target Score #2 and #3** segments with loyalty programs, follow-ups, or personalised offers to encourage more purchases.

Frequency

Those customers which return **more than 5 orders** are reasonably considered as loyal customers segment

Score	Min order	Max order	Percentage
#4	5	68	18%
#3	4	4	15%
#2	3	3	25%
#1	1	2	41%

Score	Min spending	Max Spending	%
5	\$3,599.299	\$14,624.918	20,001%
4	\$1,271.072	\$3,598.299	19,887%
3	\$101.288	\$1,271.028	20,104%
2	\$43.98	\$101.167	17,696%
1	\$2.519	\$43.978	20,104%

Table 3

Monetary

Monetary = Sum(Sale Amount) / group by (CustomerKey)

> Customer values and profitability based on total spending they acquire.

> The **most valuable orders** took around **\$3,600 to \$14,625**, accounting for above 20% of total orders.

In conclusion, because TRB is a consumer durable industry (high-value product), high transaction value and low frequency, emphasize Recency and Monetary value over Frequency.

Differentiate segments based on average RFM Overall Score.

Segment	Recency (R)	Frequency (F)	Monetary (M)	Description
Loyal Customers	2, 4	4	2, 4	Repeated renewals, may not spend the most per order but very consistent.
Most Valuable	4, 5	3, 4	4, 5	Frequent, recent, and high-spending buyers — top revenue contributors.
Big Spenders	2,4	2,4	4,5	Spend a lot in a few transactions; infrequent but high-value purchases.
At-Risk Customers	1, 2	4, 5	4, 5	We Are frequent, big spenders — but haven't purchased recently.
New Customers	4, 5	1, 2	1, 3	Very recent buyers; still early in customer lifecycle.
Churned Customers	1	1	1	Low scores across the board — likely lost or disengaged.

Table 4

Sales report in each segment.

“Most valuable” segment: Higher per customer value.

1,584

Total customers.

around 8.57% of total count customers

\$4,891

Per customer.

this group generates the highest
value on average

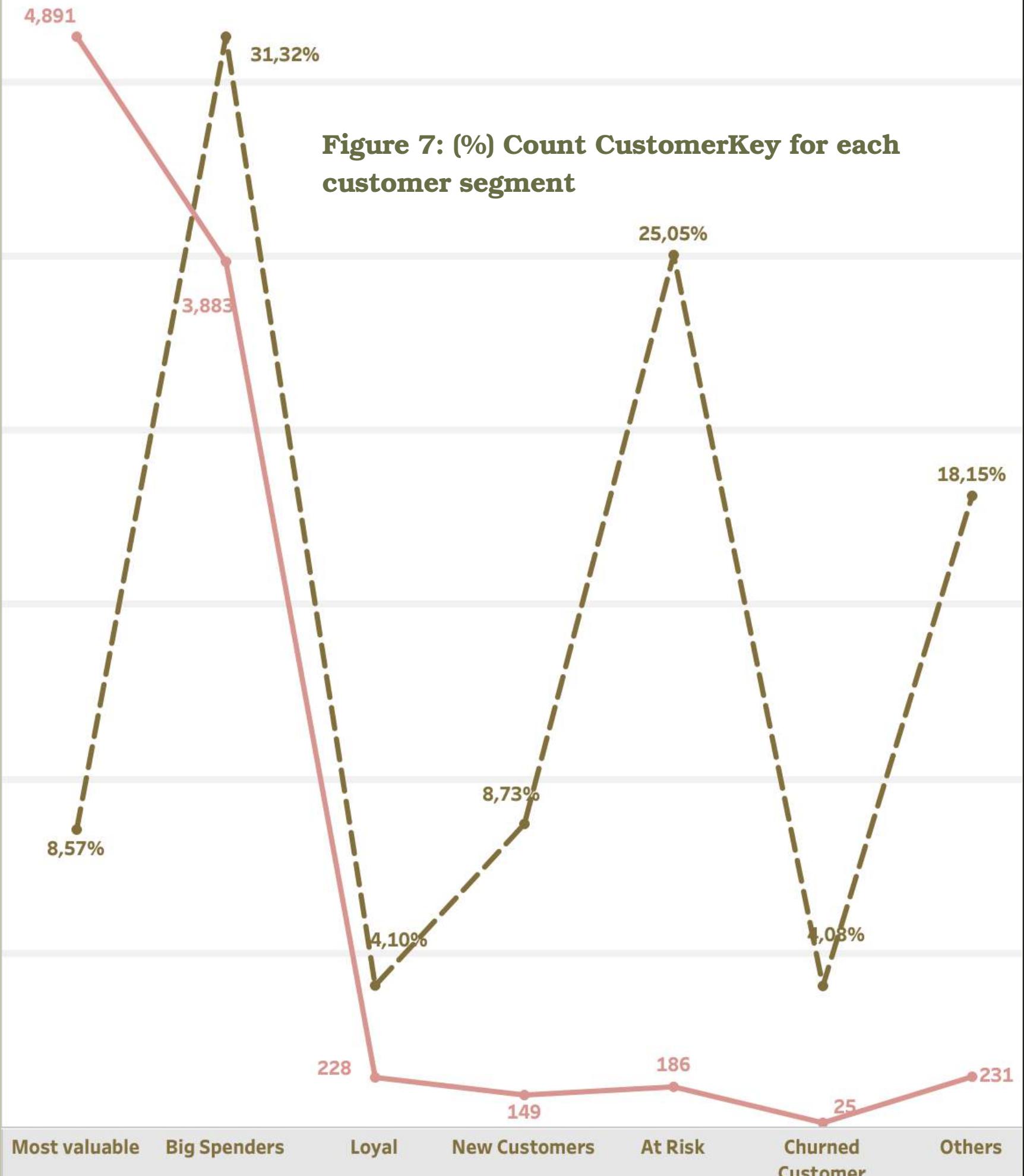


Figure 7: (%) Count CustomerKey for each customer segment

However,

“Big spenders” drive the most sale amount.

- Largest high-volume segment.
- Although their average spend is lower than “Most Valuable”, **their large count (31.32%)** brings in the highest total sale revenue for TRBs (**22.47M**).

“Loyal” low Spending, very Small Segment.

- Surprisingly low avg spending, yet they are “loyal” (\$228)
- Might be making small but frequent purchases (e.g., accessories or unisex clothing).

“At Risk” large group, engagement decline.

- 1 in 4 customers is close to churn.
- Spending is not insignificant (**\$186**) – but engagement is likely dropping.

% Cumulative sale amount and total sales amount estimation.

- Total Revenue Estimation per Segment = Total count * Average spending
- Overall, as much as **93.6% of the total sales amount** comes from two premium customer groups: '**Most Valuable**' and '**Big Spenders**' with a **total of over 7,200 customers (~39%)**

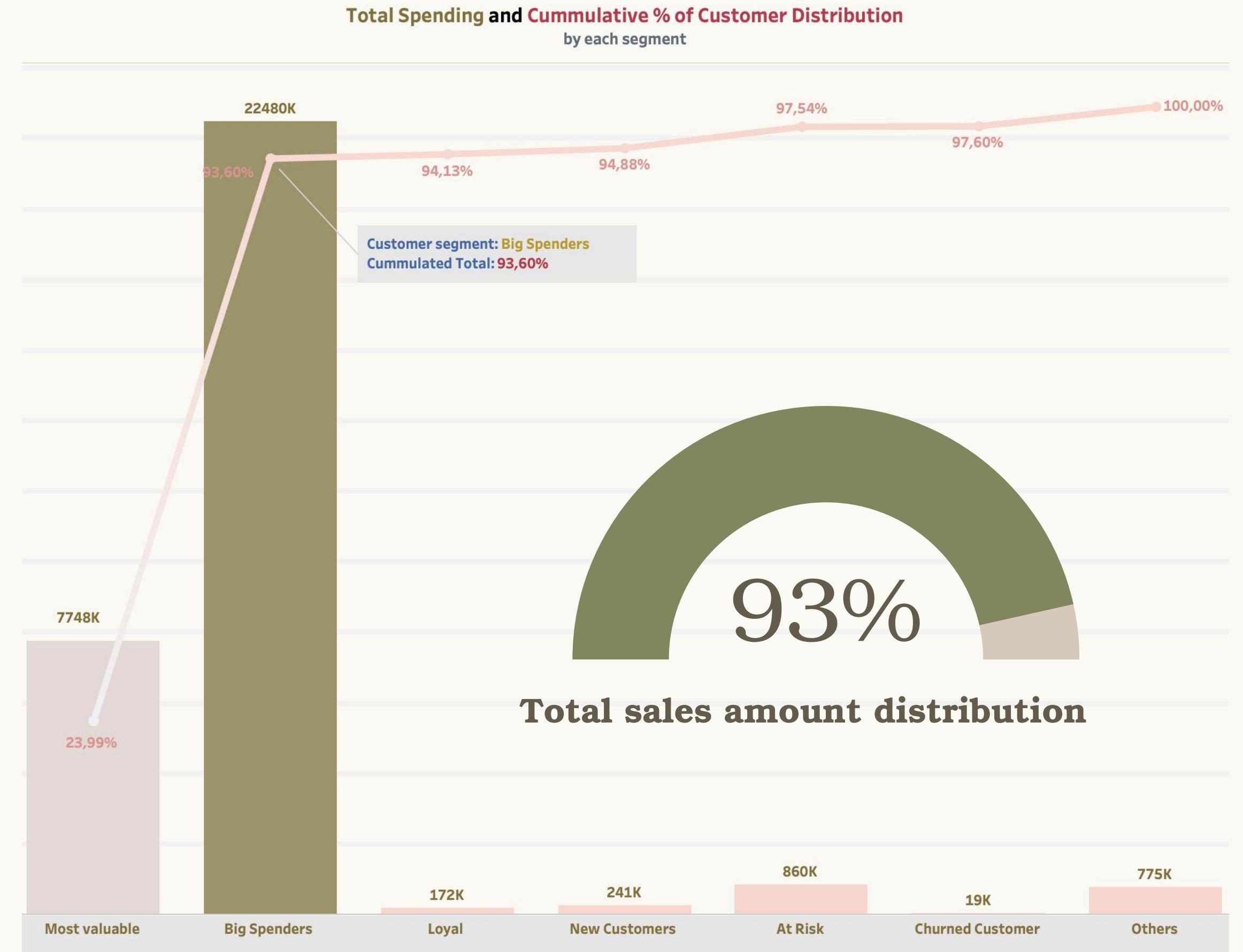


Figure 8: Cummulative Customer Distribution to Sales Amount

Most valuable and big spenders

- On the one hand, some customers who only made around 13-14 purchases contributed significantly more to company revenue.
- Customer #12301, #12312 are considered as the top customer of TRB thanks to the huge amount of revenue being distributed to the company (\$14,623 - \$14,624)
- This suggests that frequency is not always a key factor when evaluating customer value — *customers who purchase frequently may not necessarily bring high revenue.*

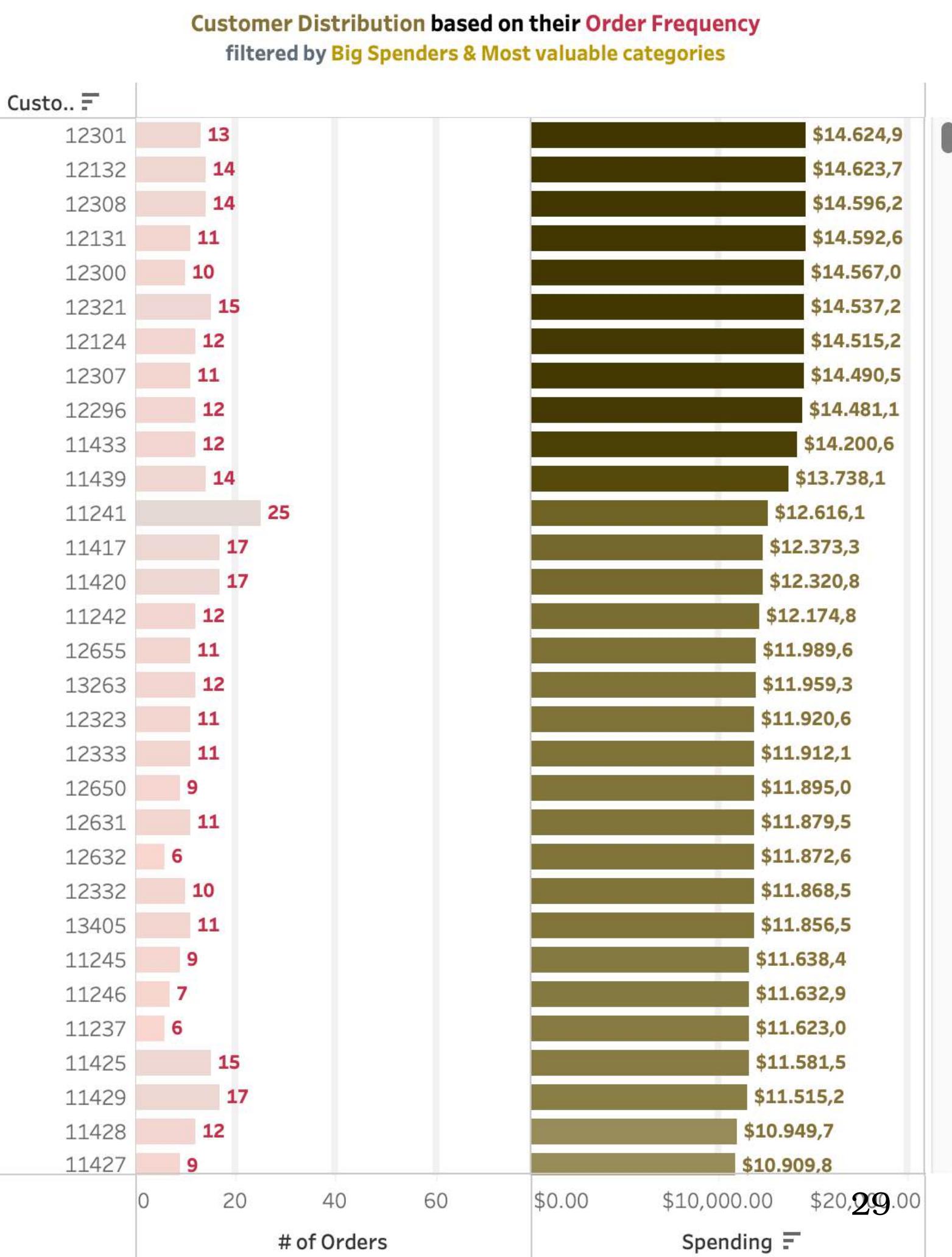


Figure 9: “Premium segment” Sales Amount distribution

Top best-selling product name filtered by Bikes for Big Spenders & Most valuable segement



Figure 11

Accessories

Accessories are another top-performing category and appear to be the main profit drivers for the business.

- Water Bottle - 30oz is the standout product with approximately 1,693 orders and a net profit margin of \$252,004, making it a highly efficient and valuable item.

Other high-margin items despite lower sales volume include:

- Mountain Tire Tube (Ranked #3)
- Patch Kit (Ranked #2)

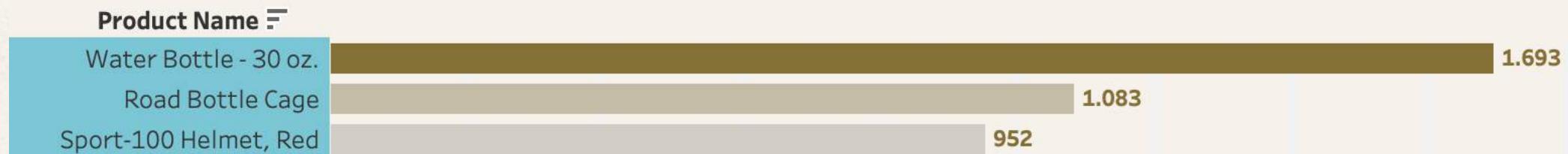
Bike - Mountain Line (Mountain 200):

This product line performed particularly well, showing a strong variety in models and colors. The top-selling variants include:

- Black 46, Black 42
- Silver 38, Silver 46, Silver 42

The Mountain 200 line stands out not only for its popularity but also for maintaining a high profit margin, indicating its strong performance.

Top product name filtered Accessories by Total Purchase for Big Spenders & Most valuable segement



Top product name filtered Accessories by Total Profit Margin for Big Spenders & Most valuable segement

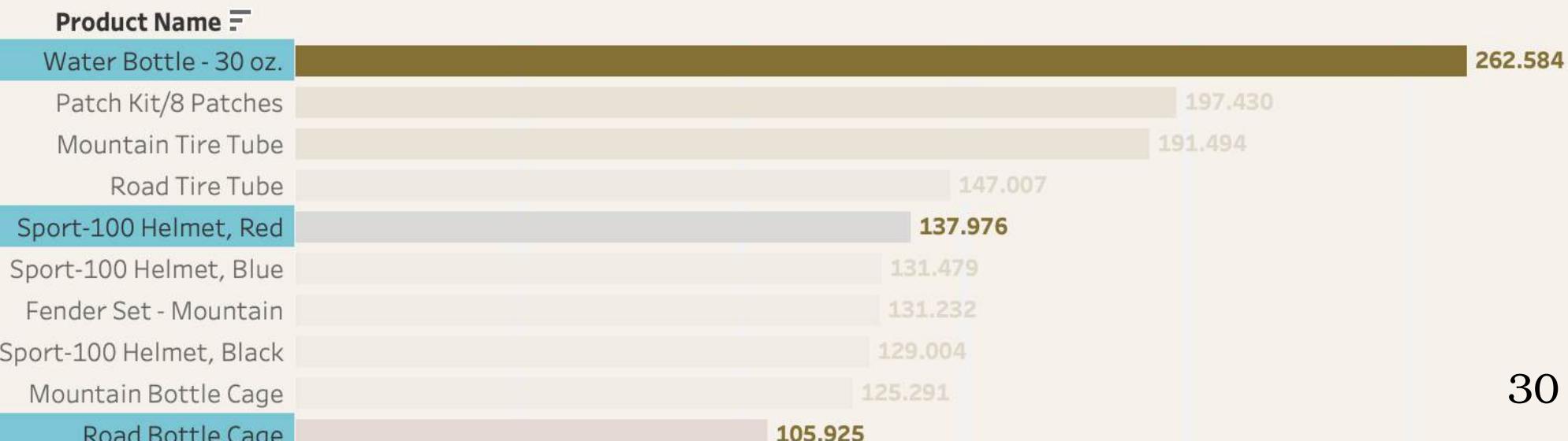


Figure 12

**Top product name filtered Clothing by Total Profit Margin
for Big Spenders & Most valuable segement**

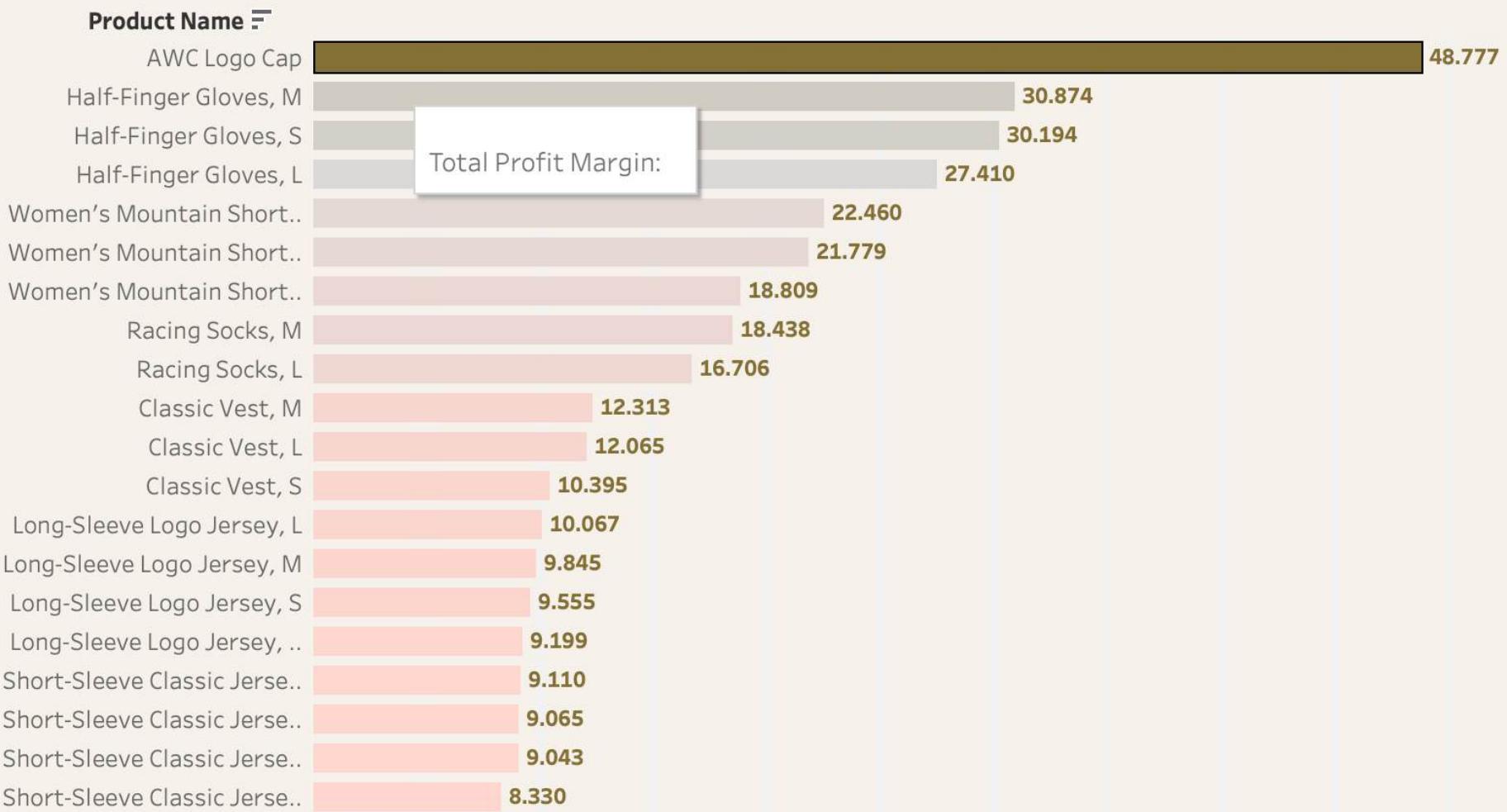


Figure 13: Top profitable product name in Clothing categories

Clothing:

- The AWC Logo Cap dominates in sales volume with **900 orders**, more than three times the number of orders compared to the second-best-selling item (214 orders).
- However, the **total profit margin** across the clothing category, including the Logo Cap, remains **relatively low**.
- Despite high sales, the Logo Cap is not the most optimal product due to its low selling price and high cost, which might lead customers to perceive it as high value, yet it doesn't generate significant profit.

>> This suggests the product may increase willingness to pay, but does not currently capitalize on it.

**Top product name filtered Clothing by Total Purchase
for Big Spenders & Most valuable segement**

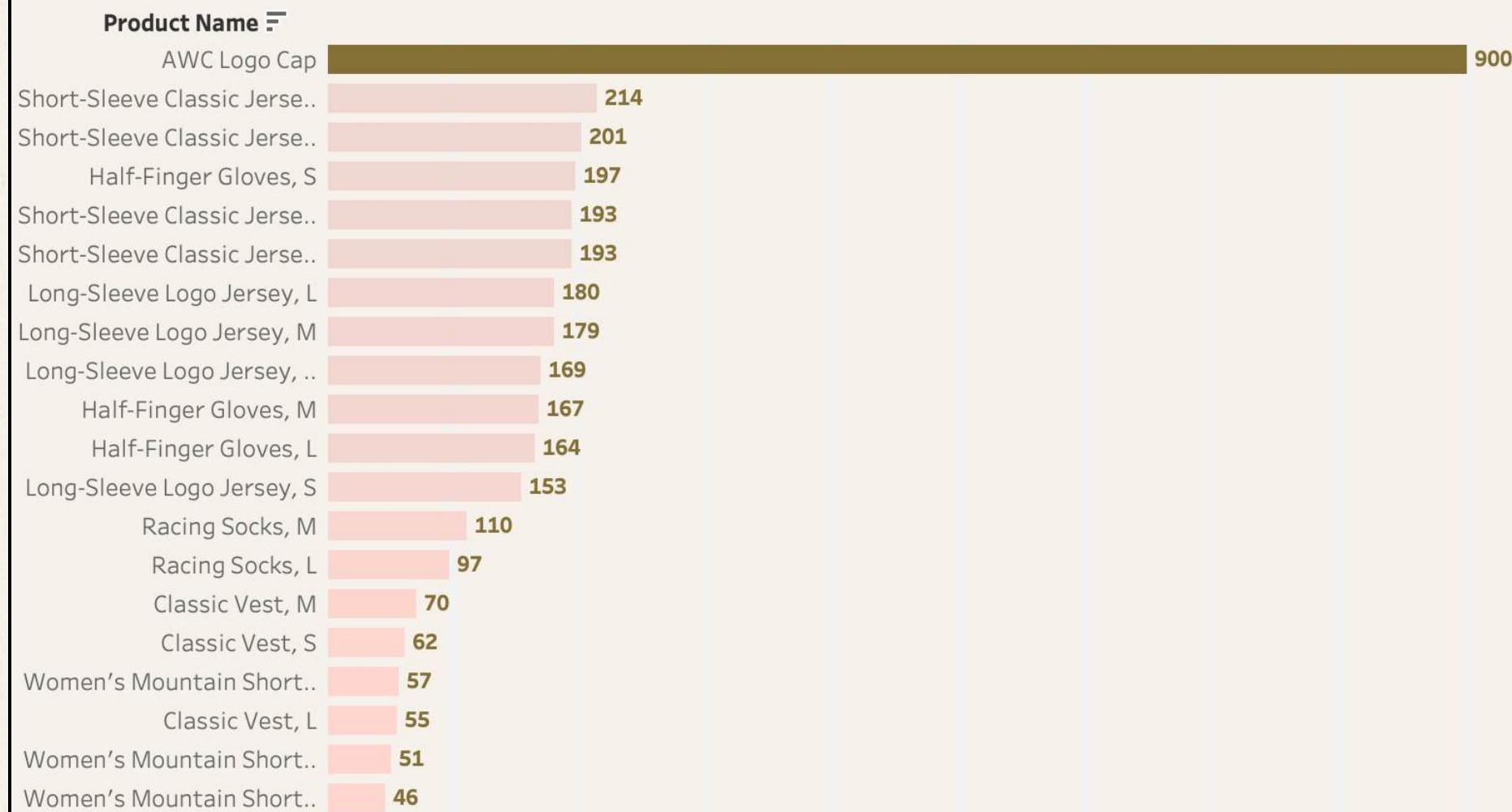


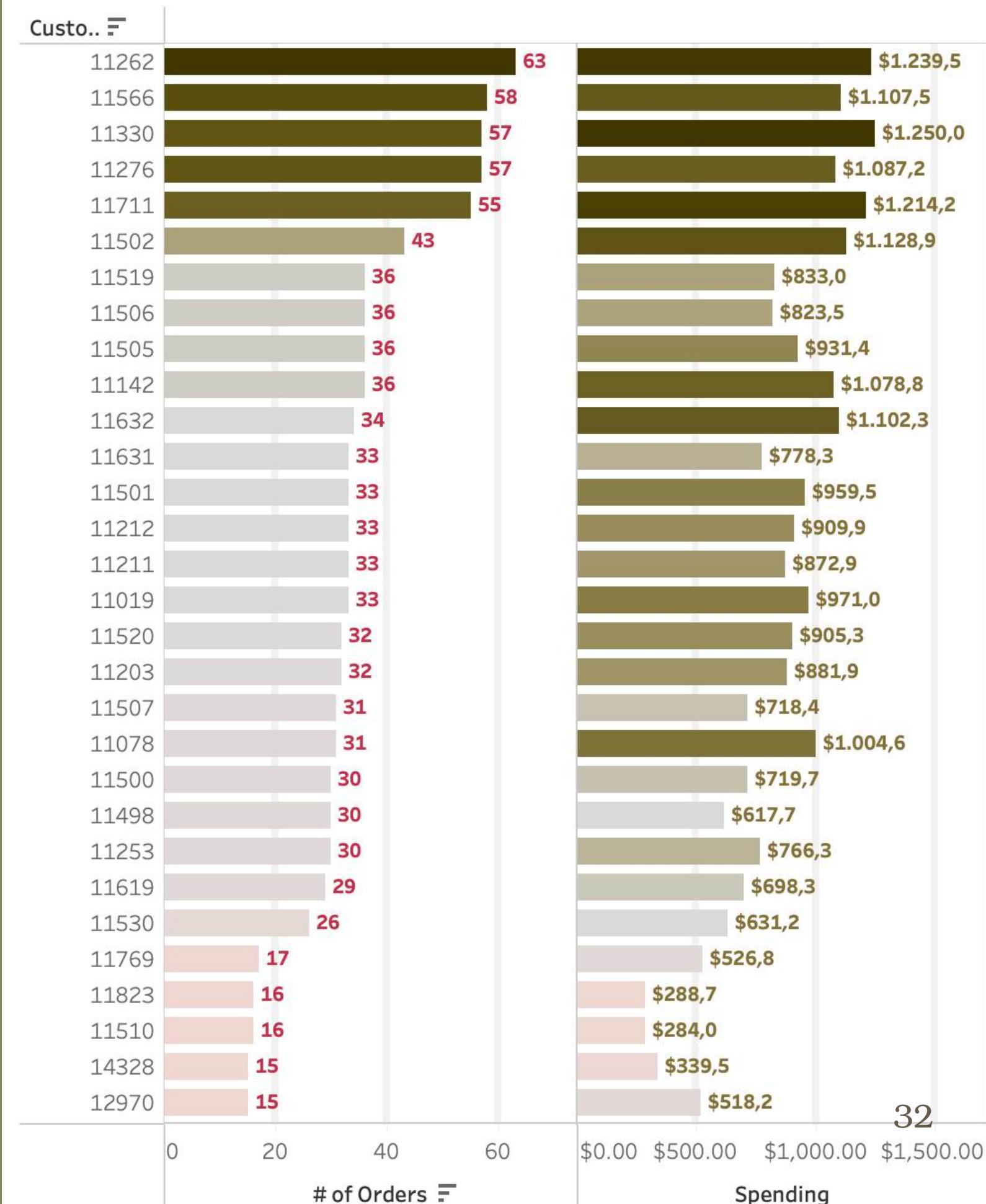
Figure 14: Top best-selling product name in Clothing categories.

Loyal Segment (Highlight)

- There are customers (#11262, #11566, #11330,...) who made a large number of purchases (up to 60–63 orders).
- However, despite their high frequency, the total revenue these customers generated for the company is relatively modest—just over \$1,239 for maximum.

⇒ This indicates that these customers tend to make frequent purchases of low-value items such as clothing or accessories (evidences show below).

Customer Distribution based on their Order Frequency
filtered by Loyal categories



Accessories dominating in Loyal Sale Amount

- Sales Amount: \$105.43
- Within the Loyal segment, Accessories represent the largest share and deliver a strong profit margin relative to other segments.
- Loyal customers are likely buying low-cost, high-margin accessories regularly.

Recommendation

The company should consider improving product quality and encouraging these loyal customers to shift toward purchasing higher-value items (e.g., bicycles).

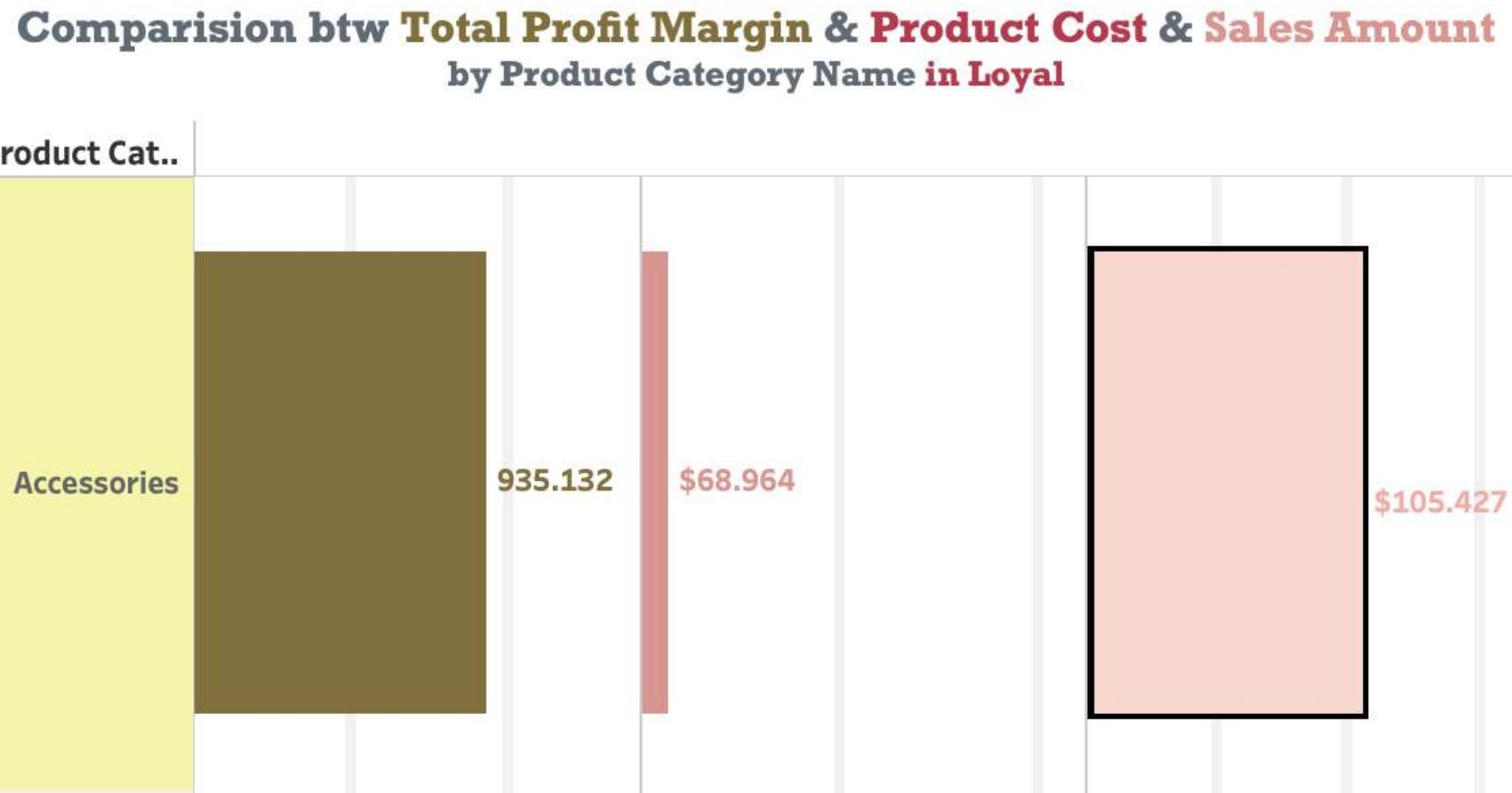


Figure 15: Accessories compares in Loyal segment.

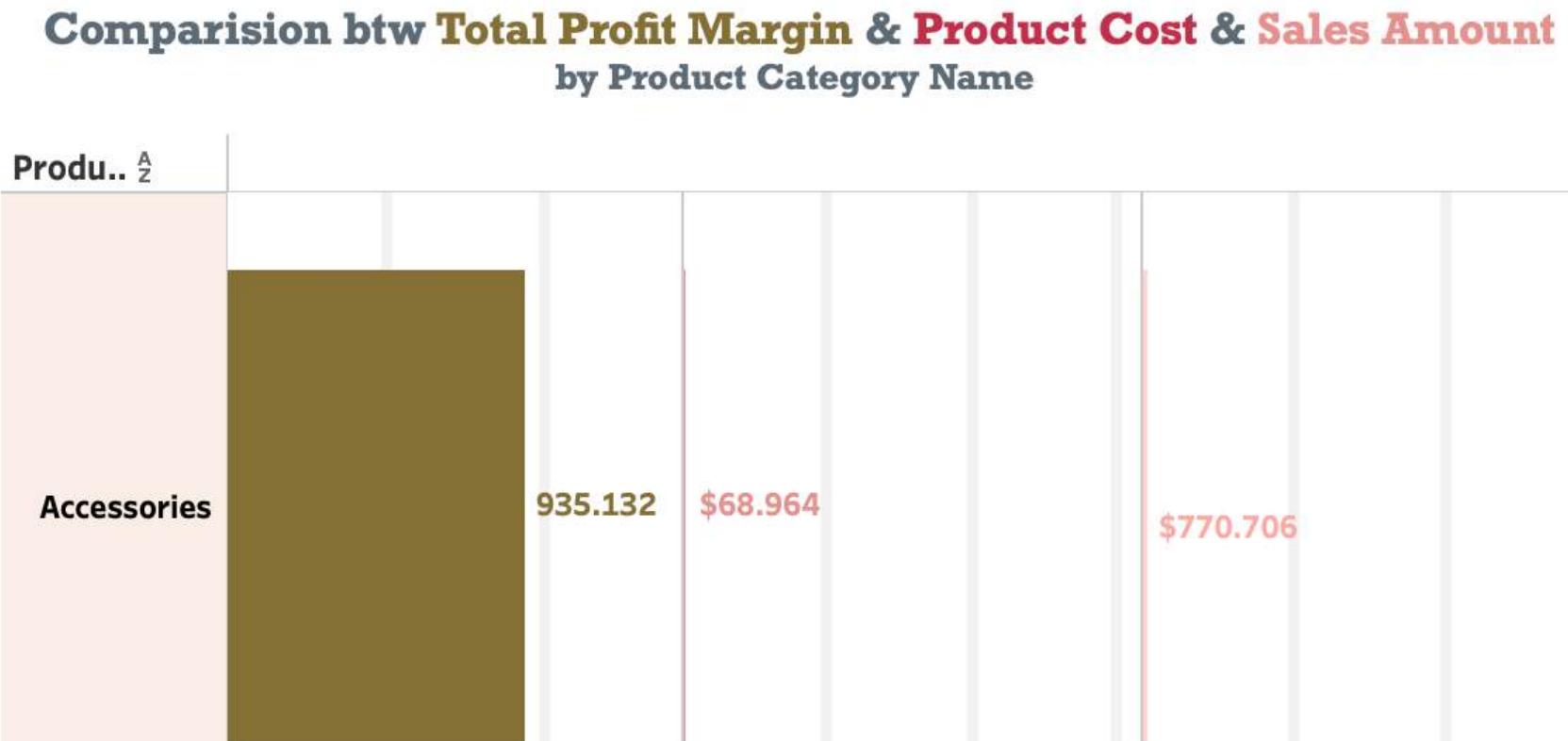


Figure 16: Accessories compares in overall.

TRB's long-term revenue.

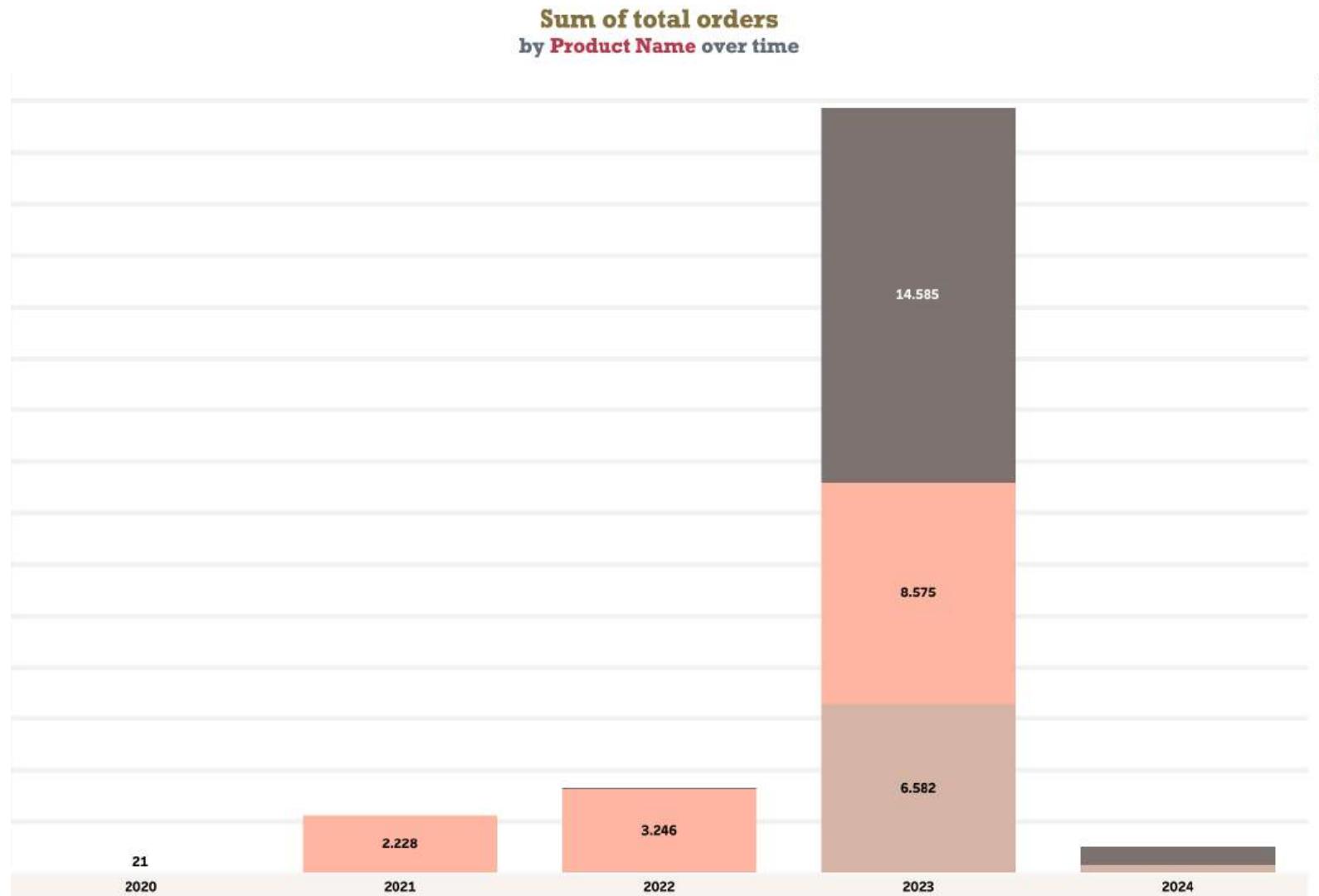


Figure 17.

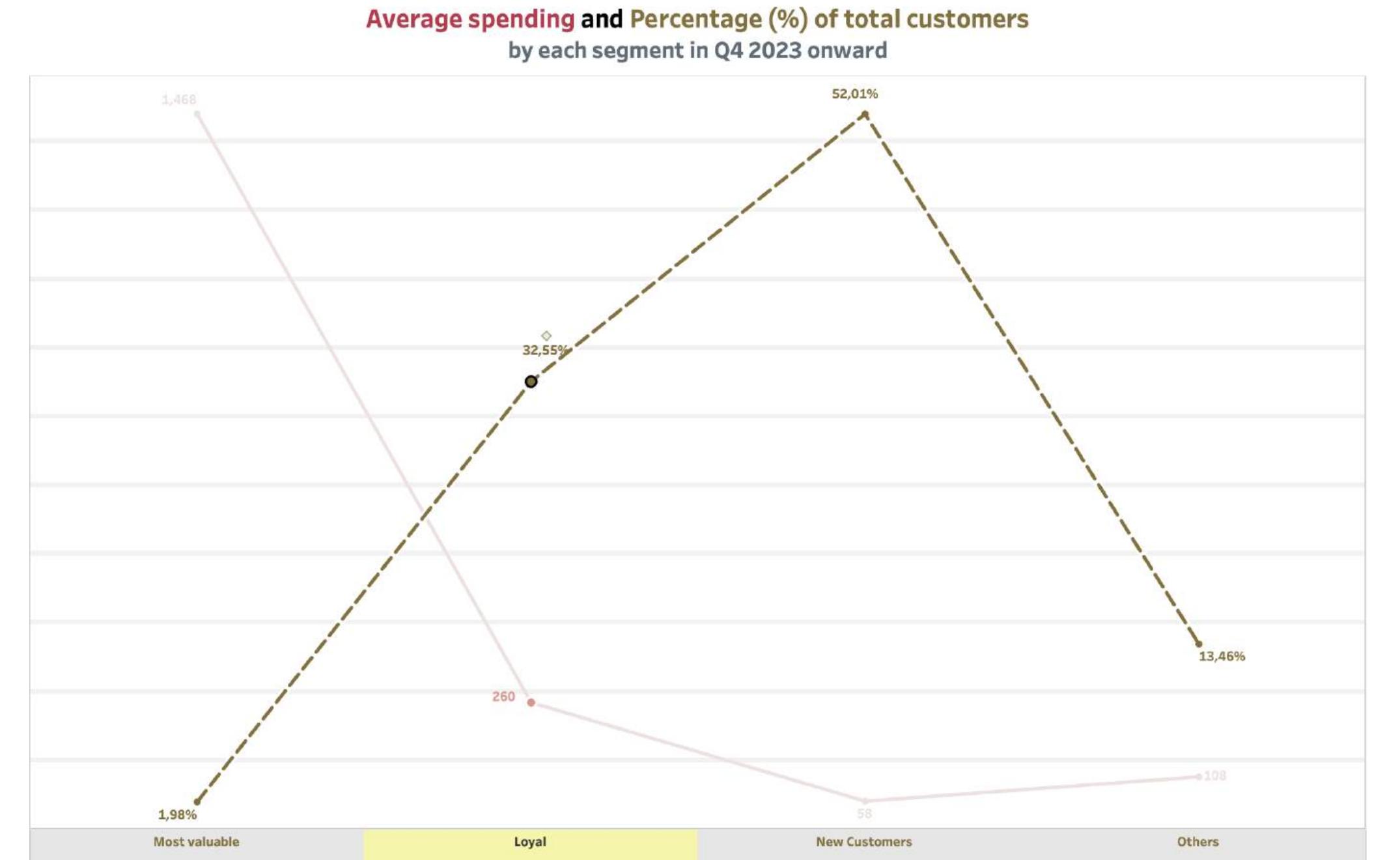


Between late 2023 and early Q1 2024:

There were **no transactions involving high-value items** like mountain bikes or road bikes (as seen in the stacked chart), which led to **a sharp drop** in **Total Sales Amount**—from \$5.7 million down to around \$50,000 by the end of the analysis period (shown in the line chart).

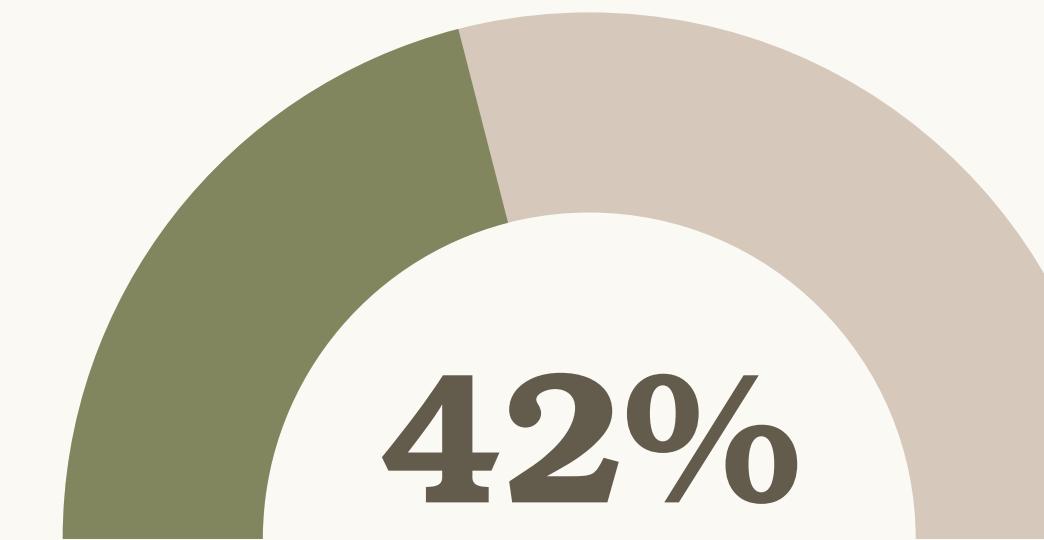
*It's turned
out to be...*

Figure 18



It's important to note that loyal customers seem to play a crucial role in TRB's long-term revenue.

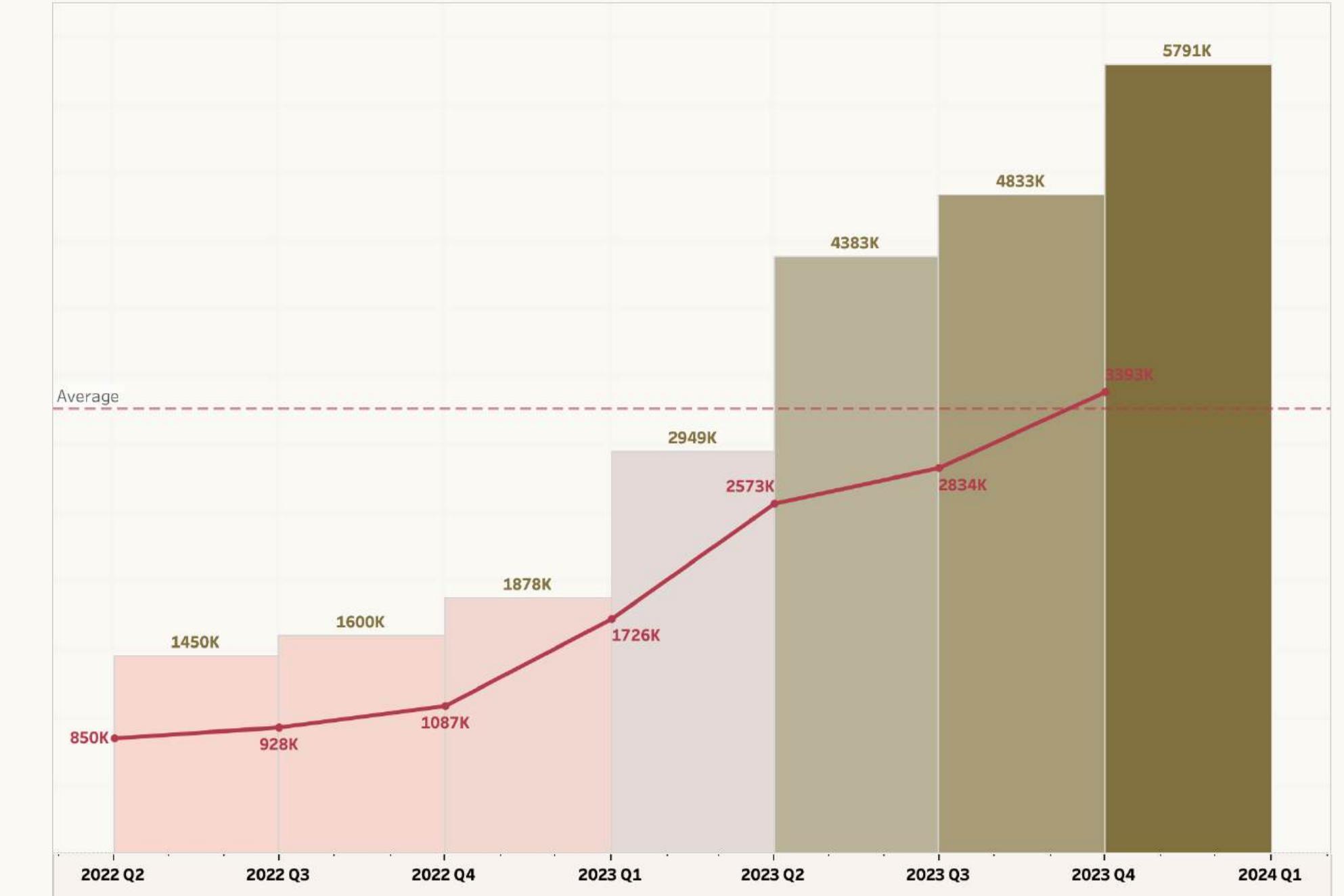
- This also corresponds with **the apparent disappearance of the Big Spender** segment during Q1 2024, likely because most large transactions came from bicycle purchases.
- During this time, most of **TRB's revenue came from the Loyal segment**, which accounted for **32.55%** of customers and contributed **\$162,296—over 53% of the total sales amount**. In contrast, the **Most Valuable segment** made up only **1.98% of customers** and contributed **18.4% of total revenue**. 35



(%) Profit margin:
\$100 revenue will
generate \$42 profit.

Segment distribution in the peak period.

Figure 19 Total Sales Amount and Total Cost
from 2022 Q2 to 2023 Q4



From late 2022 through 2023,
was considered a boom period for the company. Especially
from Q4 2022 to a peak in Q4 2023 (a nearly upward linear
growth), the number of customers in the “Premium”
segment increased steadily.

Average spending and Percentage (%) of total customers by each segment

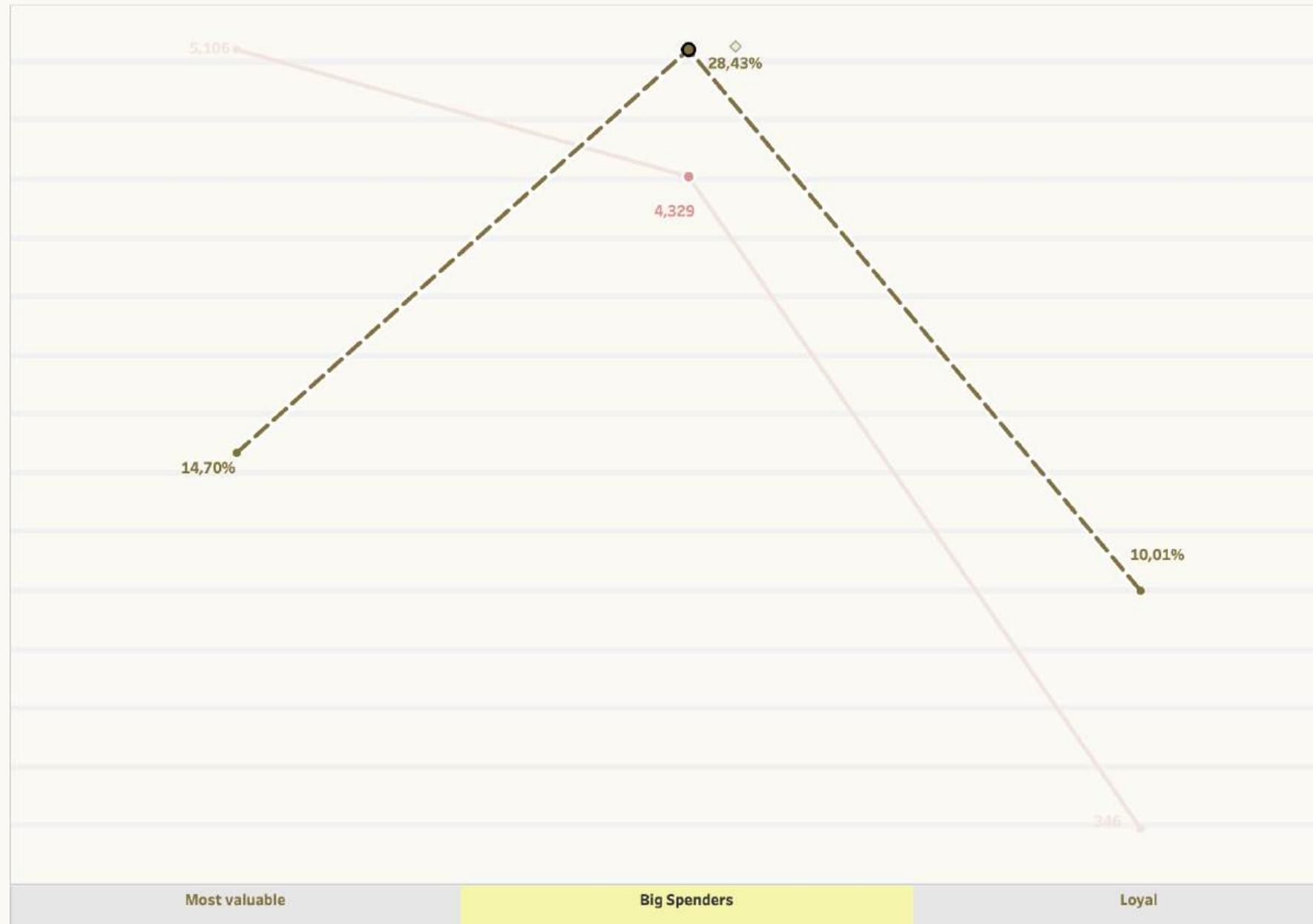


Figure 20: (%) Count orders of premium segmentation

From late 2022 through 2023,

Average spending and Percentage (%) of total customers by each segment

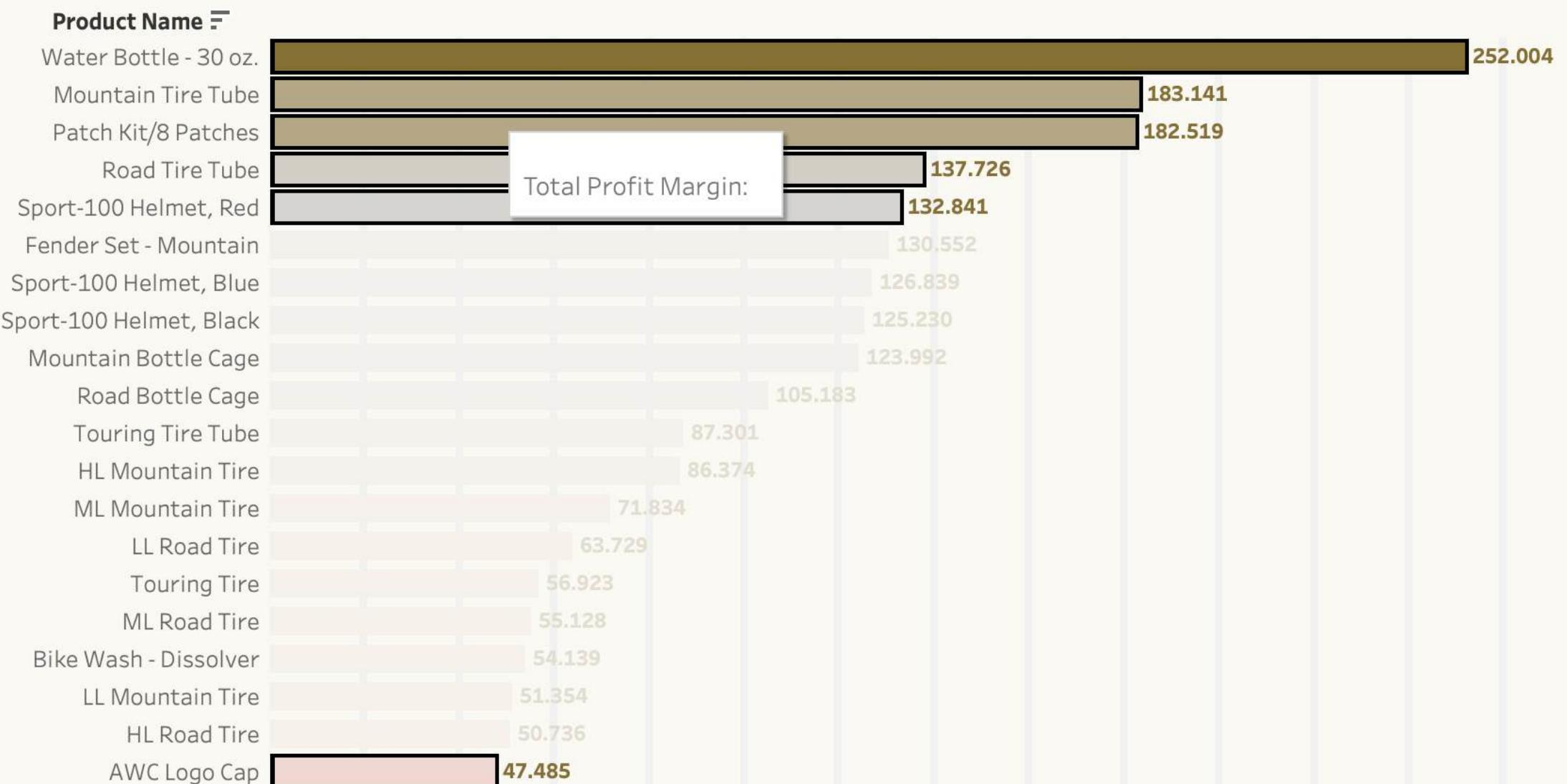


Figure 21: (%) Count orders of middle and low segments

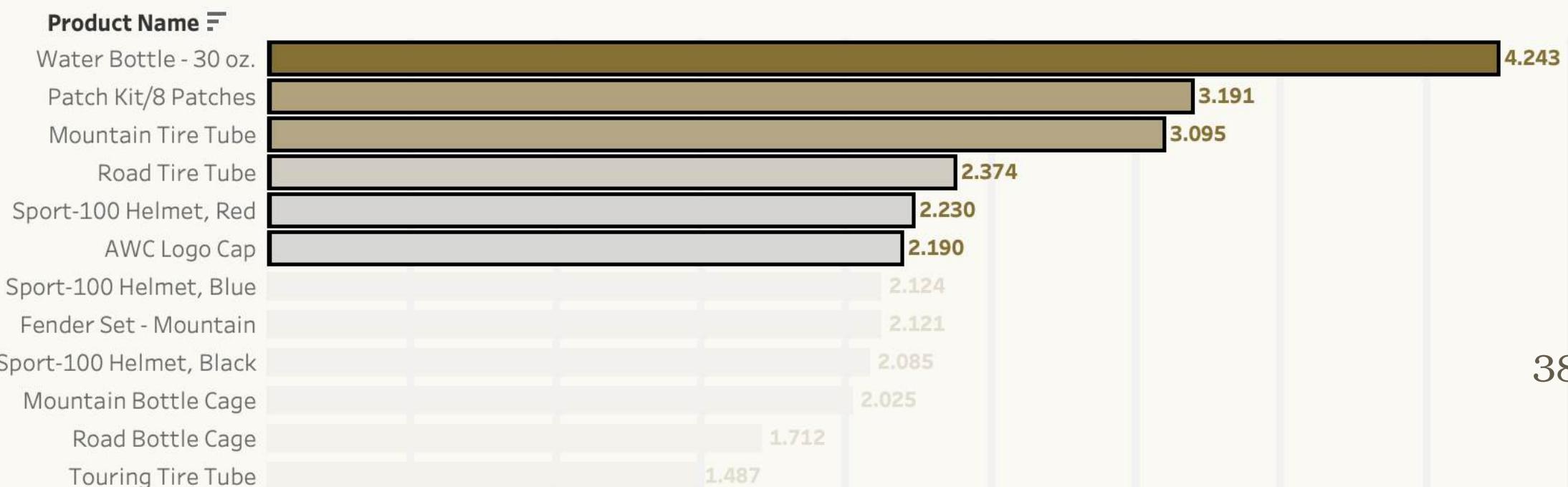
- Meanwhile, the most **at-risk segment—churned customers**—accounted for the lowest proportion.
- This contributed significantly to the increase in total revenue, driven by various customer segments rather than relying solely on Big Spenders.
- This trend suggests that **the company may have been on the right track during that time**, particularly in terms of improving product quality.

C. Product Analysis

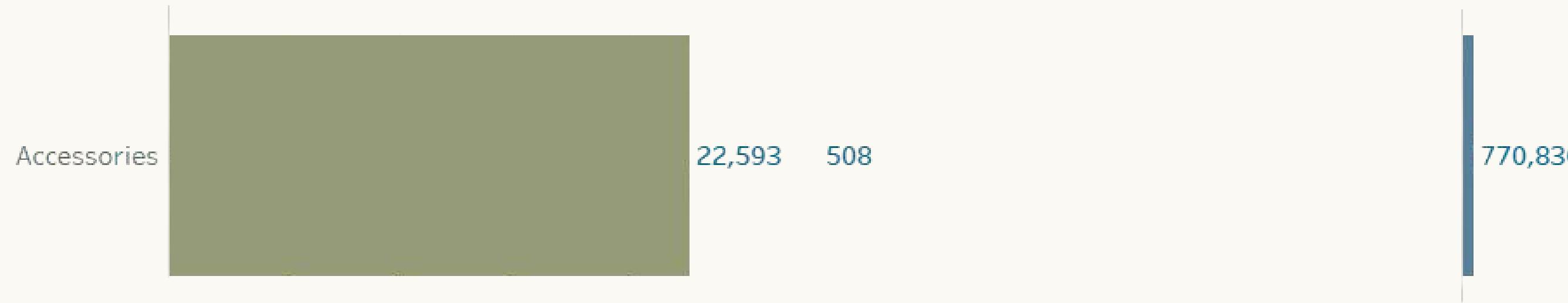
**Top best-selling product name
by Total Profit Margin**



**Top best-selling product name
by Total Purchase**



COMPARISON BTW TOTAL PROGIT MARGIN & PRODUCT COST & SALES AMOUNT



*Accessories
drive Volume,
not Profit*

With the **highest recorded profit margin of 93.5%**, Accessories are the best selling items. Although having a high margin, **they generate only \$770.760 in profit, which is relatively small** combined with having a very **low standard cost of \$68.964**.

COMPARISON BTW TOTAL PROGIT MARGIN & PRODUCT COST & SALES AMOUNT



Bikes - Strong Revenue Drivers

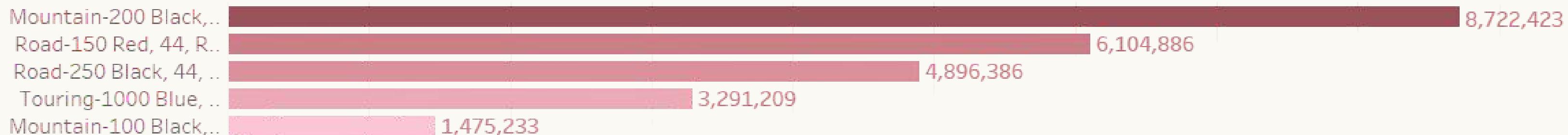
The most profitable product is **Bikes** with \$31.149.959, with largest sales amount of \$31,149,950 - *account for 98.37% total sales*

They are the core money source for the company. With such high profit, Bikes should remain the strategic focus for sales and marketing campaigns, which can be *bundled with Accessories for sales boosting*.

Profitable products (\$) or best-selling products (unit) ?

Total Sale for All segment by All categories

Product Name ..



The top-performing models are **Mountain-200**, **Road-150**, and **Road-250** sequentially, in which having a light frame in common.

While the **best-performing product is the Mountain-200 model**, the overall sales of Road Bikes sold more than 5 millions bikes (\$15.972.642 - \$10.948.036) compared to Mountain model, due to most of Road Bikes model ranked in the top 10 best selling Bikes.

Product S..

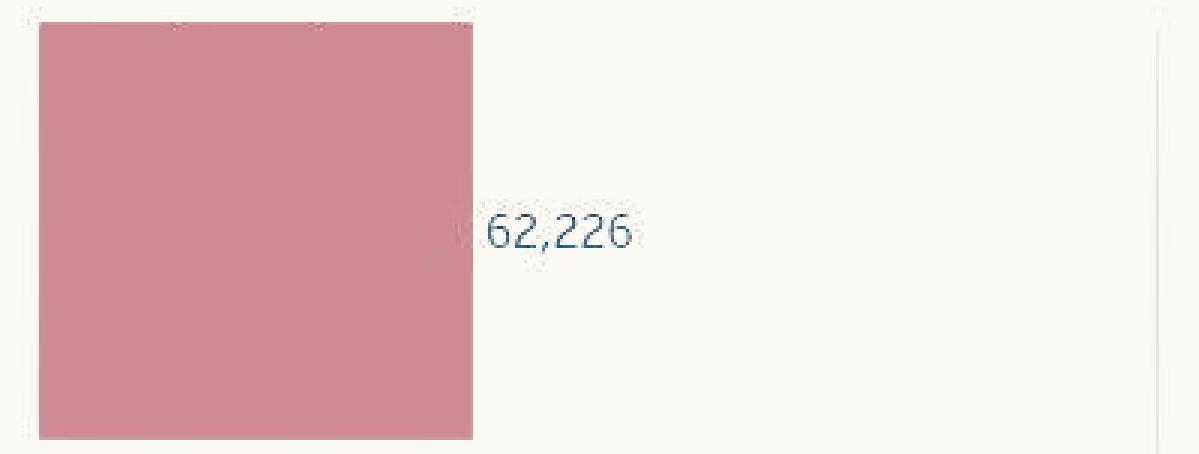


RANK	MODEL NAME	LIST PRICE	DESCRIPTION
1	Mountain-200	\$ 1,310.29	Top-of-the-line competition mountain bike. Performance-enhancing options include the innovative <i>HL Frame</i> , super-smooth front suspension, and traction for all terrain.
	<i>HL Mountain Frame</i>		Each frame is hand-crafted in our Bothell facility to the optimum diameter and wall-thickness required of a premium mountain frame. The heat-treated welded <i>aluminum frame</i> has a larger diameter tube that absorbs the bumps.
2	Road-150	\$ 3,936.10	This bike is ridden by race winners. Developed with the Adventure Works Cycles professional race team, it has a extremely <i>light heat-treated aluminum frame</i> , and steering that allows precision control.
3	Road-250	\$ 2,399.72	<i>Aluminum-alloy frame provides a light, stiff ride</i> , whether you are racing in the velodrome or on a demanding club ride on country roads.

Among the top-selling bikes, Mountain-200, Road-150, and Road-250 - all three bikes ***feature lightweight aluminum frames***. With the strong sales of three models across different price points: Mountain-200 (\$ 1,310.29 Affordable), Road-150 (\$ 3,936.10 Mid-end), Road-250 (\$ 2,399.72 - High-end) suggesting a broad demand for high-performance aluminum frames ***varying many socio economic segments***.

COMPARISON BTW TOTAL PROGIT MARGIN & PRODUCT COST & SALES AMOUNT

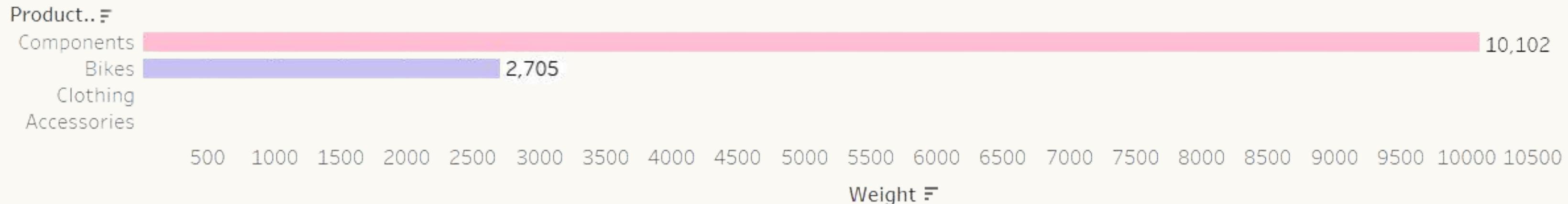
Components



**Component cost
more than its worth**

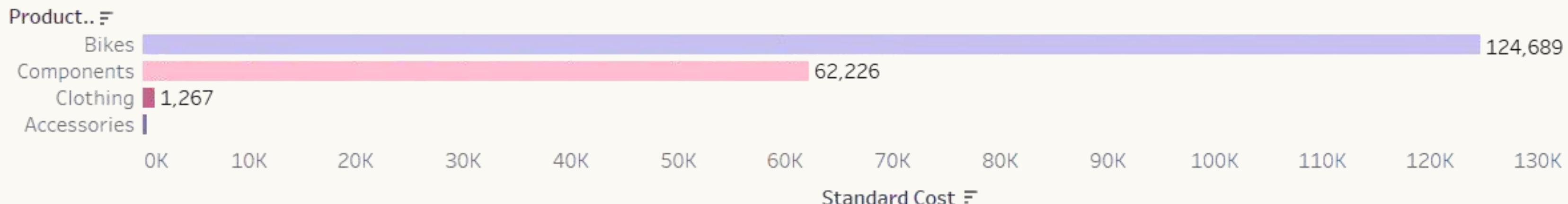
An alias in the chart with zeros sales recorded is Component, yet they comprise of 33% of the total standard cost (\$62.226), supposing due to overstock or unused inventory.

WEIGHT COMPARISON BTW PRODUCT CATEGORY



Components are the heaviest items with a total of **10.102kg (78.88%)** compared to Bikes with only **2.705kg**. But previous data showed that there are zero sales recorded for the past years, which indicates that the products have poor ROI due to high storage cost and low sales. Not only that, having excess inventory can increase warehousing costs as they are tying up capital and space.

>> One of the reasons can be that heavy products can likely incur a higher shipping cost - which can cause hesitation in buying Components.



COST COMPARISON BTW PRODUCT CATEGORY

COMPONENT PROMOTIONS

9 Road-650 Overstock	0.3 Excess Inventory	Reseller
10 Mountain Tire Sale	0.5 Excess Inventory	Customer
12 LL Road Frame Sale	0.35 Excess Inventory	Reseller

OFFER BIKE MAINTENANCE

While the company has promotions running for Components, it has not been successful due to no sale being incurred. ***One recommendation is to offer free bike maintenance which may help stimulate demand for Components.***



Thank you
Group 5