



Sports Product Tracker Analysis

A Data-Driven Insights Report

Introduction

The dashboard delivers data-driven insights to uncover sales trends, identify cost and revenue leakages, optimize inventory and distribution strategies, and maximize sales efficiency and profitability. It empowers key stakeholders with an interactive view to monitor product performance, assess historical and current margin trends, track return rates and revenue generation, and make data-backed decisions with a clear understanding of cost drivers and product dynamics.

- E-commerce & Digital Sales Managers, Sales Strategists & Finance Teams
- Marketing & Campaign Teams, Product & Inventory Analysts

Objective

- Develop a comprehensive and interactive dashboard to provide a unified, real-time view of sports product performance across categories, regions, and time periods.
- Empower stakeholders with actionable insights into key KPIs such as total orders, revenue, costs, net profit, and return rate % to support strategic and operational decision-making.
- Analyze sales and return trends to pinpoint underperforming products or categories and optimize pricing & supply accordingly
- Enable marketing, analytics, product, and sales teams to work collaboratively using shared metrics and insights for campaign planning, demand forecasting, and inventory optimization.

Key Questions

- Which product categories generate the highest revenue and which ones have the highest return rates?
- Are there specific regions or sales channels where sales consistently underperform or overperform?
- What are the trends in total orders, revenue, and net profit over the last 6 to 12 months?
- Which products or categories have the lowest performance?

Metric Details

Metrics	Visual Type
Total Orders	Card
Total Cost	Card
Total Revenue	Card
Net Profit	Card
Return Rate Percentage	Card
Revenue Trend (Month-Year)	Line Chart
Orders by Category	Horizontal Bar Chart
Product Statistics	Table

Sports Product Tracker

25K

Orders

14.5M

Total Cost

\$25M

Total Revenue

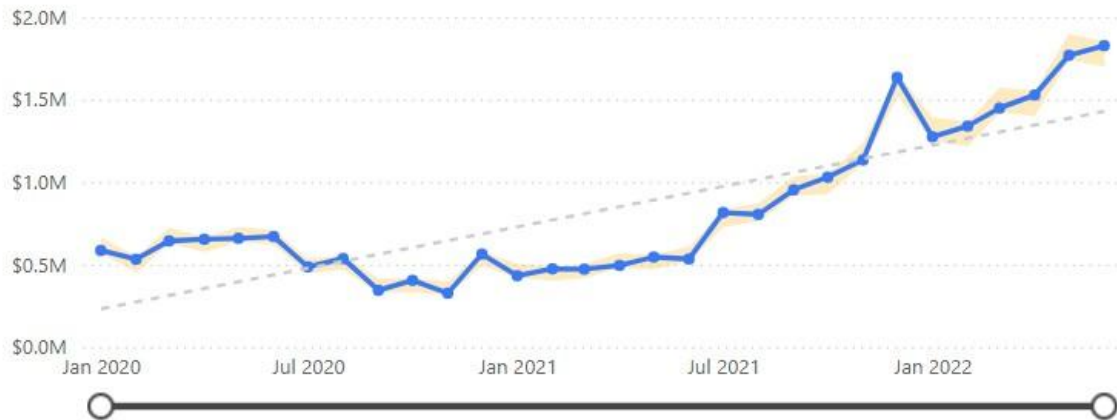
\$10M

Net Profit

2.17%

Return Rate

Revenue Trend



Monthly Revenue

\$1,827.0K✓

Past Month: \$1,768.4K (+3.31%)

Monthly Orders

2,146!

Past Month: 2165 (-0.88%)

Monthly Returns

166✓

Past Month: 169 (+1.78%)

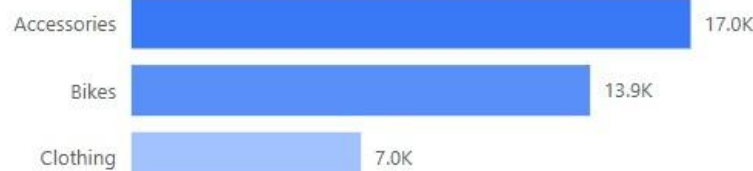
Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Orders by Category



Product Name	Orders	Revenue	Return Rate
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Mountain Tire Tube	2,846	\$28,333	1.64%
Road Tire Tube	2,173	\$17,265	1.55%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
AWC Logo Cap	2,062	\$35,882	1.11%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Fender Set - Mountain	1,975	\$87,041	1.36%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Mountain Bottle Cage	1,896	\$38,062	2.02%

Key Metrics



Insights

- The business has processed about 25K orders until now, which indicates healthy activity
- Total Profit of \$10M suggests a strong business presence in the market and the customer connection with the products.
- Return rate is exceptionally low, at 2.17%, which means customers are overall happy with the quality of the product.
- Total cost and revenue seem stable.

Measures (DAX Query)

- Total Orders = `DISTINCTCOUNT('Sales Data'[OrderNumber])`
- Total Cost = `SUMX('Sales Data','Sales Data'[OrderQuantity] *RELATED('Product Lookup'[ProductCost]))`
- Total Revenue = `SUMX('Sales Data','Sales Data'[OrderQuantity] *RELATED('Product Lookup'[ProductPrice]))`
- Total Profit = `[Total Revenue] - [Total Cost]`
- Return Rate = `DIVIDE([Quantity Returned],[Quantity Sold],"No Sales")`
- Quantity Returned = `SUM('Returns Data'[ReturnQuantity])`
- Quantity Sold = `SUM('Sales Data'[OrderQuantity])`

Revenue Trend

Insights

- A steady and upward trend is revenue over a period of last two years, with no significant dips
- The revenue, between Jan 2021 and July 2021 remained a bit flat, indicating moderate customer purchasing, but still did not tilt downwards.
- The revenue sits just a little short of \$2M, which seems to an all time high in the last two years.

Challenges

- The mid year time period is usually slow for the business and remains flat.
- While overall trajectory is upward, a few months have less monthly orders than others. .

Recommendations

- Introduce buying incentives and discount programs to increase purchasing activity during the mid year period.
- Thoroughly keep track of monthly engagement, and determine which months in particular report low orders. Use this data to boost marketing and sales efforts during those months to drive more business.



Orders by Category

Insights

- The chart reveals that Accessories are the top-performing category, with 17.0K orders, making it the most in-demand product line.
- Following closely is the Bikes category, generating 13.9K orders, suggesting consistent interest but slightly lower traction than Accessories
- Clothing saw significantly fewer orders at 7.0K, which is less than half the volume of Accessories

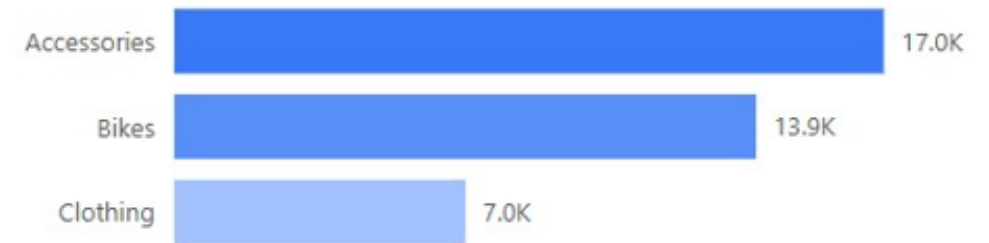
Challenges

- Low orders in Clothing category, indicating a need for better marketing or better products.

Recommendations

- Conduct a competitor study for clothing and pivot quickly to introduce better clothing variety with an affordable pricing strategy.
- Since Accessories is the top performing category, Clothing can be associated with it by promotions, offers and pairings to further boost the clothing reach amongst customers

Orders by Category



Products Statistics Table

Insights

- Water Bottle - 30 oz. generated the highest number of orders (3,983) and a solid revenue of \$39,755, with a moderate return rate of 1.95%, indicating strong demand
- In contrast, the "Sport-100 Helmet, Red" and "Sport-100 Helmet, Blue" each had significantly higher return rates of 3.33% and 3.31%
- The lowest return rate was seen in the "AWC Logo Cap" at just 1.11%, signaling excellent customer satisfaction

Challenges

- Low revenues for Patch Kit and Road Tire Tube, indicating low customer reach.
- High return rate for Sport-100 Helmets leading to loss of revenue of an equal amount

Recommendations

- Conduct a product inspection of the Patch Kit and Road Tire Tube to determine there are no quality gaps, and thereafter introduce promotions and marketing to expand the reach to customers.
- Implement a replacement instead of a return policy for the Helmets to see how customers respond to it, this may save a significant amount of revenue.

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17.4K

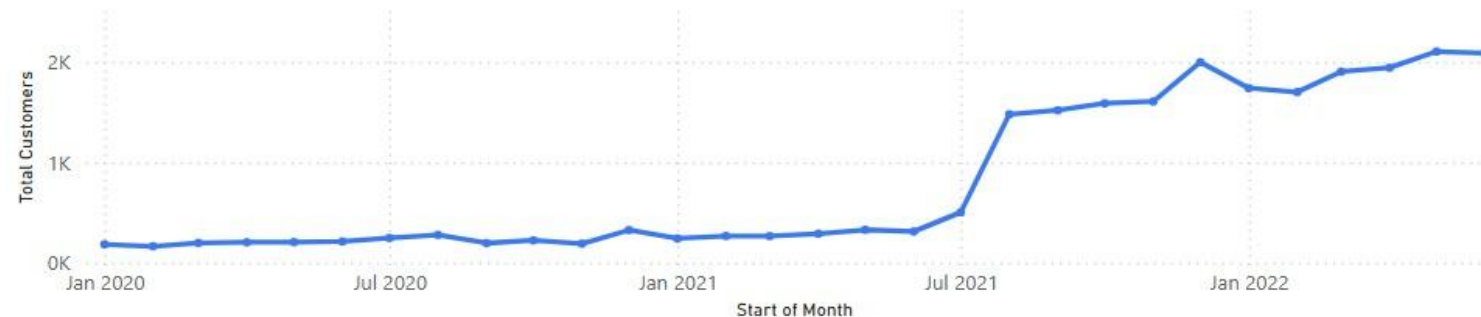
Total Customers

1.43K

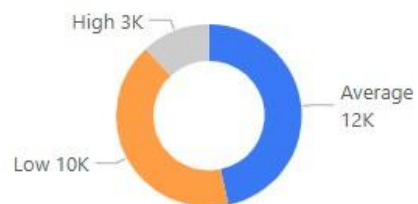
Revenue per Customer

Total Customers

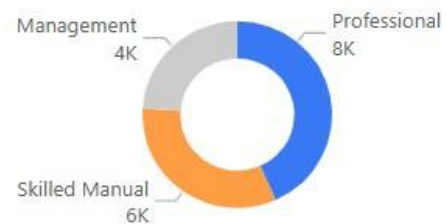
Revenue per Customer



Orders by Income level



Orders by Occupation



Customer Key	Full Name	Orders	Revenue
12300	Adriana Gonzalez	4	\$9,196
12936	Renee Moreno	4	\$335
12650	Mr. Aaron Wright	4	\$10,329
12984	Mr. Adam Young	4	\$302
13179	Mr. Adrian Sanchez	4	\$259
11530	Mr. Andrew Martinez	15	\$758
11631	Mr. Antonio Bennett	16	\$1,001
11719	Mr. Blake Green	5	\$404
11748	Mr. Blake Hill	5	\$195
12307	Mr. Brad She	4	\$9,161
12892	Mr. Brian Peterson	4	\$496
14077	Mr. Bryan Townsend	4	\$271
11431	Mr. Brvant Garcia	4	\$9,687

Year Selection:

2020

2022

Top Customer (By Revenue) :

Mr. Maurice Shan

Order:

6

Revenue:

\$12K

Customer Analysis

This interactive Power BI dashboard provides a comprehensive view of customer behavior and revenue performance over time.

Insights

- Customer Occupation: Professional and Skilled Manual categories dominate order volume.
- Income-Level Influence: Average income customers place the most orders; high-income customers contribute high revenue but are fewer in number.
- Top Customer: Mr. Maurice Shan – \$12K from 6 orders.

Challenges

- Low Engagement from Certain Occupation Segments: Limited revenue from management roles.
- Limited Repeat Purchases from High-Income Customers.
- Potential Overlap in Customer Profiles Causing Diluted Targeting.

Recommendations

- Introduce Loyalty Programs or Bundling Deals to incentivize repeat purchases.
- Segment-Specific Promotions: Target management professionals with personalized offers.
- Data-Driven Marketing: Use customer order history to trigger automated campaigns.



Water Bottle - 30 oz.

Price Adjustment (%)

-1.00

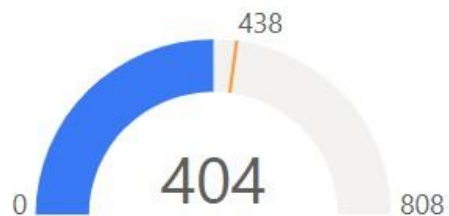


Product Metric Select...

- ☒ Orders
- ☐ Profit
- ☐ Return
- ☐ Revenue
- ☐ Return Rate



Monthly Orders vs Target



Monthly Profit vs Target

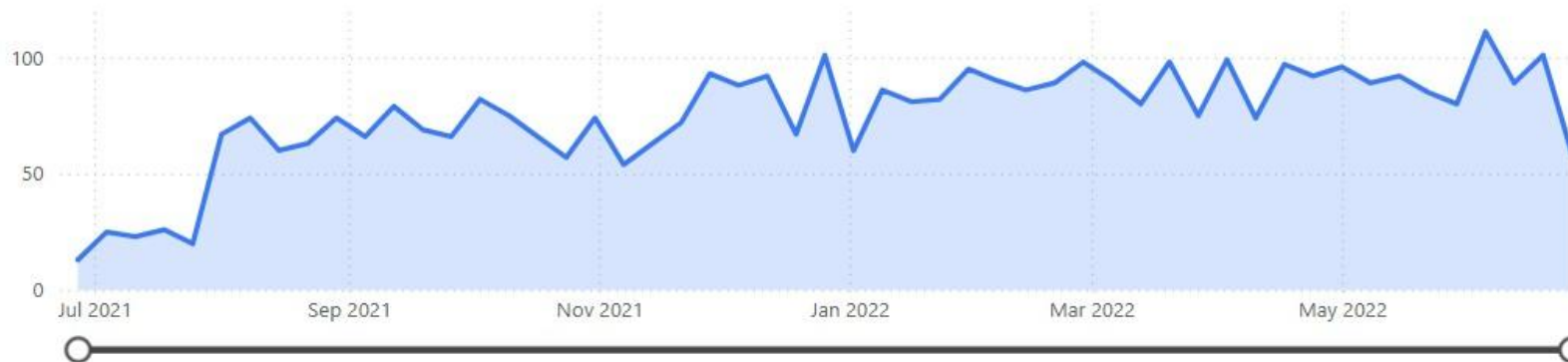
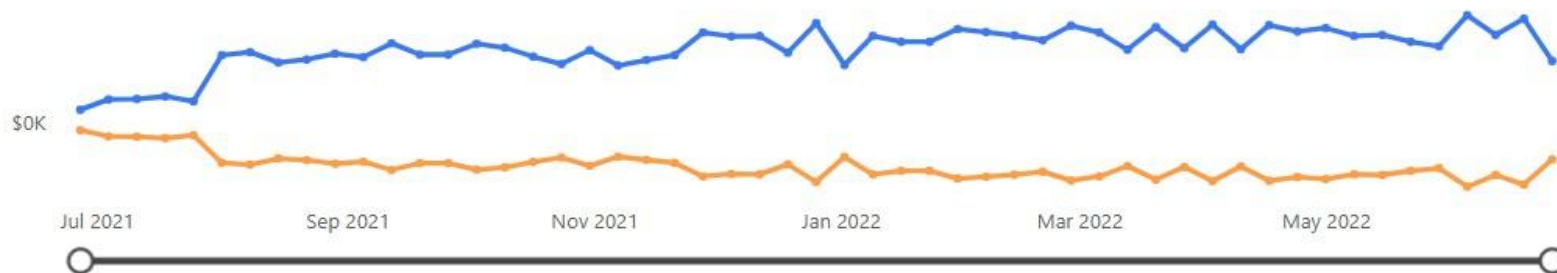


Monthly Revenue vs Target



● Total Profit ● Adjusted Profit

\$1K



Product Analysis

This interactive dashboard provides data-driven insights to optimize the performance of all products. It provides a detailed representation of individual products.

Insights

- Orders, Revenue, profit are significantly below the goal, indicating potential demand or pricing issues.
- Product Metric selection shows growth from month to year and returns are fluctuating.

Challenges

- Orders, Revenue and profit are below monthly goals.
- Small price changes significantly impact profit margins.
- Potential overlap between retail and bulk buyers.

Recommendations

- Promotional Campaigns -Offer limited-time discounts for buyers to boost volume.
- Bulk Incentives- Introduce tiered pricing for clients (e.g., 10% off for 50+ units)
- Inventory Review- Align SKUs with demand trends to avoid overstocking/understocking.

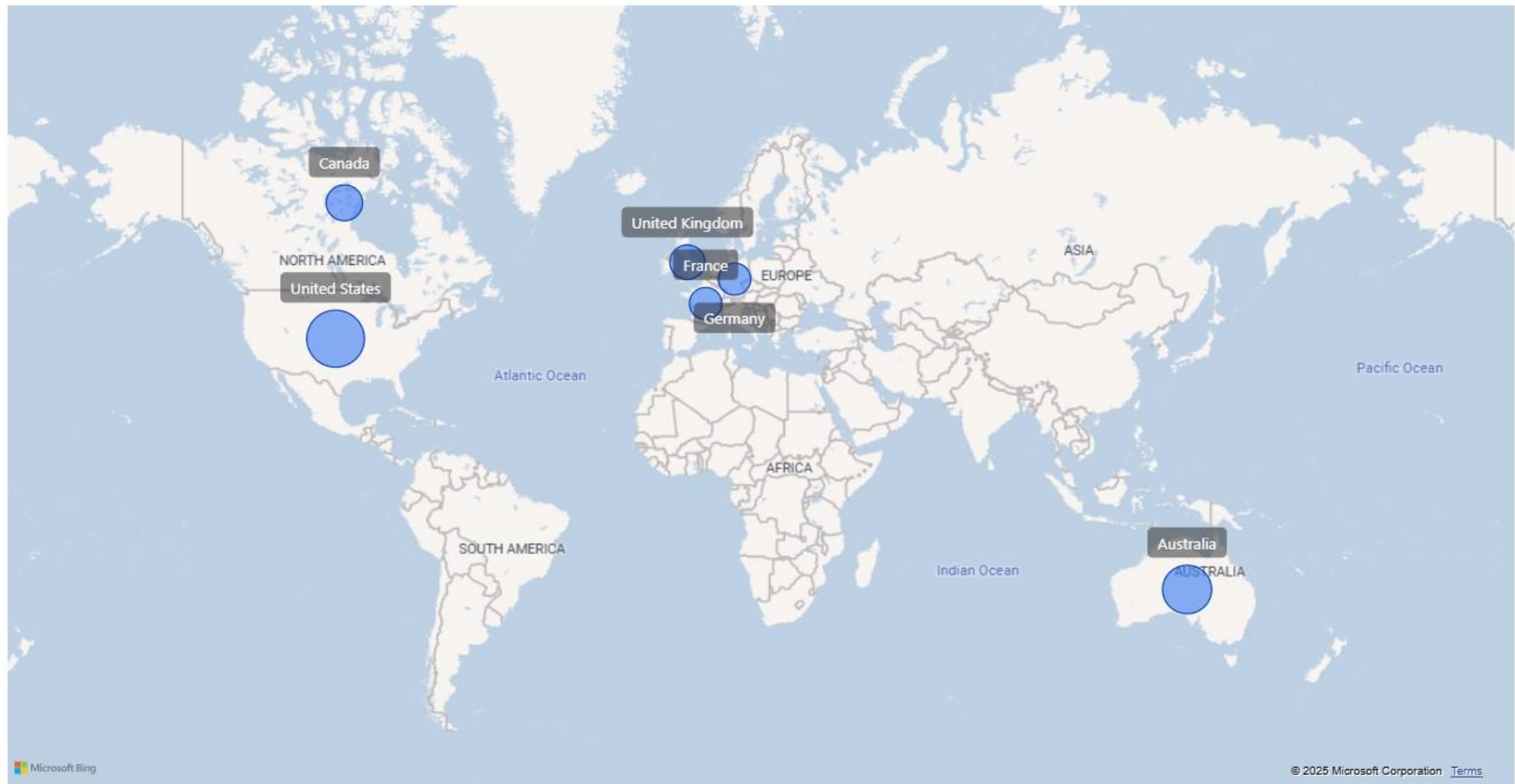


Select all

Europe

North America

Pacific



Regional Analysis

This Power BI dashboard provides a geographic breakdown of sports product orders by country, enabling data-driven decisions for market expansion and inventory allocation.

Insights

- USA: Likely dominates orders
- Europe/Australia: Moderate activity.
- North America (USA): High volume, potential for targeted promotions.

Recommendations

- Prioritize High-Demand Regions - Allocate inventory and ads to USA based on order density.
- Explore Underpenetrated Markets- Investigate low-order countries for barriers (e.g., shipping costs, cultural fit).

Outcome

By implementing these insights and recommendations, stakeholders, senior level leadership and categorical managers can expect:

- Increased orders - Uncover key sales patterns and trends across various product categories, regions, and customers.
- Improved strategic direction and decisions - Identify high- and low-performing sports products based on revenue, no. of orders, and use that information to prioritize and pivot, on future products.
- Product expansion and market coverage - Ensures the business is catering to the right audience in terms of its products and creating new products for which there is a high demand.

By leveraging these insights, marketing and sales efforts can be strategically directed toward top-performing products and regions, while underperforming areas can be addressed with data-informed strategies. The ability to reset filters and drill down into detailed metrics ensures an intuitive user experience and supports informed, agile decisions. Ultimately, this dashboard serves as a powerful tool for tracking performance, optimizing sales strategies, and driving the company's growth in the competitive sports products market.



Thank You!