










Bicycle Shop Sales Dashboard

Project Overview

This interactive **Sales Dashboard** provides a comprehensive overview of a bicycle shop's sales performance, helping stakeholders make data-driven decisions with clarity and ease.

Built using **Microsoft Excel**, this dashboard showcases strong data visualization, storytelling, and business analysis skills — ideal for tracking KPIs, identifying trends, and optimizing sales strategies.

Key Features

-  **Total Sales Overview**
Displays **Total Sales** (\$118M), **Total Profit** (\$16.89M), **Profit Percentage** (14.23%), and **Units Sold** (1.12M).
-  **Filter by Year & Month**
Interactive slicers allow filtering the entire dashboard by year (2021/2022) and by month (Jan to Dec) to analyze seasonal trends.
-  **Monthly Sales & Profit Analysis**
Bar and line charts highlight monthly sales and profit % trends, aiding in month-on-month performance evaluation.
-  **Top Selling Product**
Identifies the highest revenue-generating product (**PROD_ID_00** with \$33M+ in sales).
-  **Sales by Country**
Doughnut chart breaks down sales distribution across key global markets (e.g., USA, Canada, Germany, etc.).
-  **Sales by Customer**
Highlights top contributing customers with exact sales figures.
-  **Unit Sold Split by Product Type**
Pie chart displays unit sold percentage by product categories like Velo, Paseo, VTT, etc.
-  **Profit Over Time (Trend Line)**
Line chart provides a detailed view of how profit changes over the year.
-  **Sales by Segment**
Sales breakdown by customer segment (Government, Small Business, Enterprise, etc.).

Tools Used

- **Microsoft Excel**
- Pivot Tables & Charts
- Slicers & Filters
- Data Cleaning & Formatting
- Conditional Formatting
- Custom Design Elements

Insights

1. Strong Overall Performance

- **Total Sales** reached **\$118.7m**, with a **Profit** of **\$16.89m** and a **Profit Margin** of **14.23%**, indicating healthy business performance.

2. Seasonal Trends in Sales

- Peak sales were observed in **December (16%)** and **January (17%)**, indicating strong demand during the holiday and new year seasons.
- Lower sales and profits occurred during **September (10%)** and **October (11%)**, suggesting off-peak periods.

3. Top Performing Product

- **PROD_ID_00** is the **top-selling product**, contributing **\$33M+** in revenue alone—this accounts for a significant portion (~28%) of total sales.

4. Customer Contribution

- A few customers (like **CUST_ID_034** and **CUST_ID_028**) contribute a substantial share of revenue (over **\$1.9M** and **\$1.8M** respectively), implying dependence on a few high-value customers.

5. Geographical Sales Distribution

- The **USA (16%)**, **France (14%)**, and **Germany (12%)** are the top revenue-contributing countries, making up over **40%** of total sales combined.

6. Unit Sold Split

- The highest-selling categories are **VTT (30%)**, **Paseo (15%)**, and **Velo (14%)**, showing a customer preference toward these models.

7. Customer Segment Breakdown

- **Government segment** dominates with **44%** of sales, followed by **Small Business (16%)** and **Enterprise (17%)**, which implies strong institutional partnerships.

8. Profitability Over Time

- Profit trends show seasonal peaks and valleys, with visible spikes in late Q1 and Q4, aligning with high sales months.

Recommendations

1. Capitalize on Peak Months

- Launch promotions or bundle offers in **December and January** to maximize seasonal demand and push more high-margin products.

2. Product Strategy Enhancement

- Promote **top-performing products (PROD_ID_00, VTT, Paseo)** in new regions or underperforming segments to increase overall sales.

3. Geographic Expansion

- Increase market penetration in top-performing regions (USA, France, Germany), and explore strategies to boost sales in lower-performing countries like Japan and Canada.

4. Focus on Growing Mid-Tier Segments

- Explore opportunities to increase penetration in the **Enterprise** and **Small Business** segments, which are currently underperforming compared to Government.

5. Boost Sales in Off-Peak Months

- Develop targeted campaigns or seasonal discounts during **September–October** to smooth out sales fluctuations.