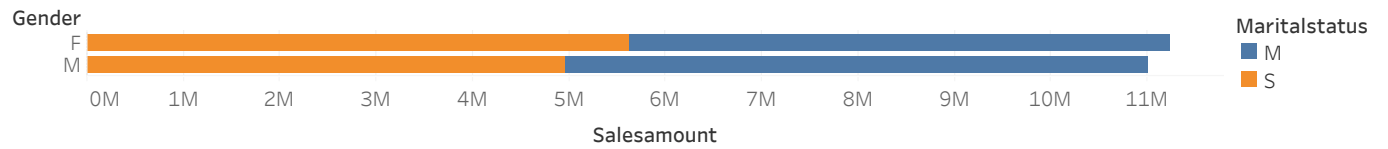
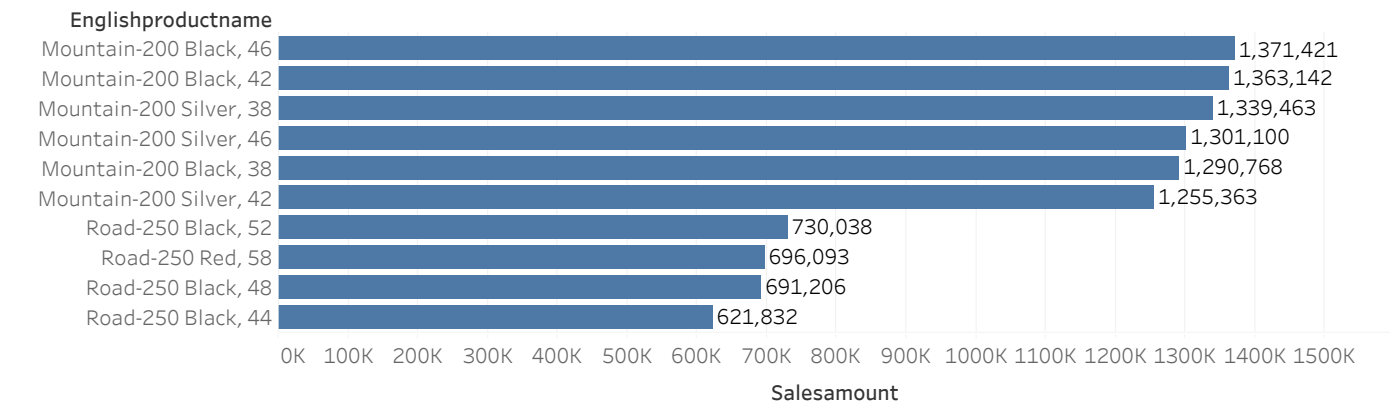


Sales based on Gender



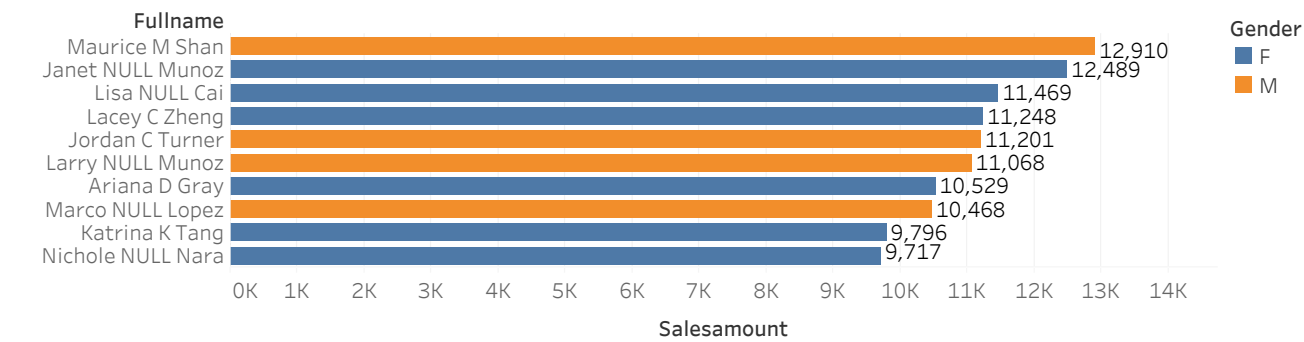
Sum of Salesamount for each Gender. Color shows details about Maritalstatus. The marks are labeled by Maritalstatus and % of Total Salesamount. The view is filtered on Maritalstatus, which keeps M and S.

Top 10 products by sales amount



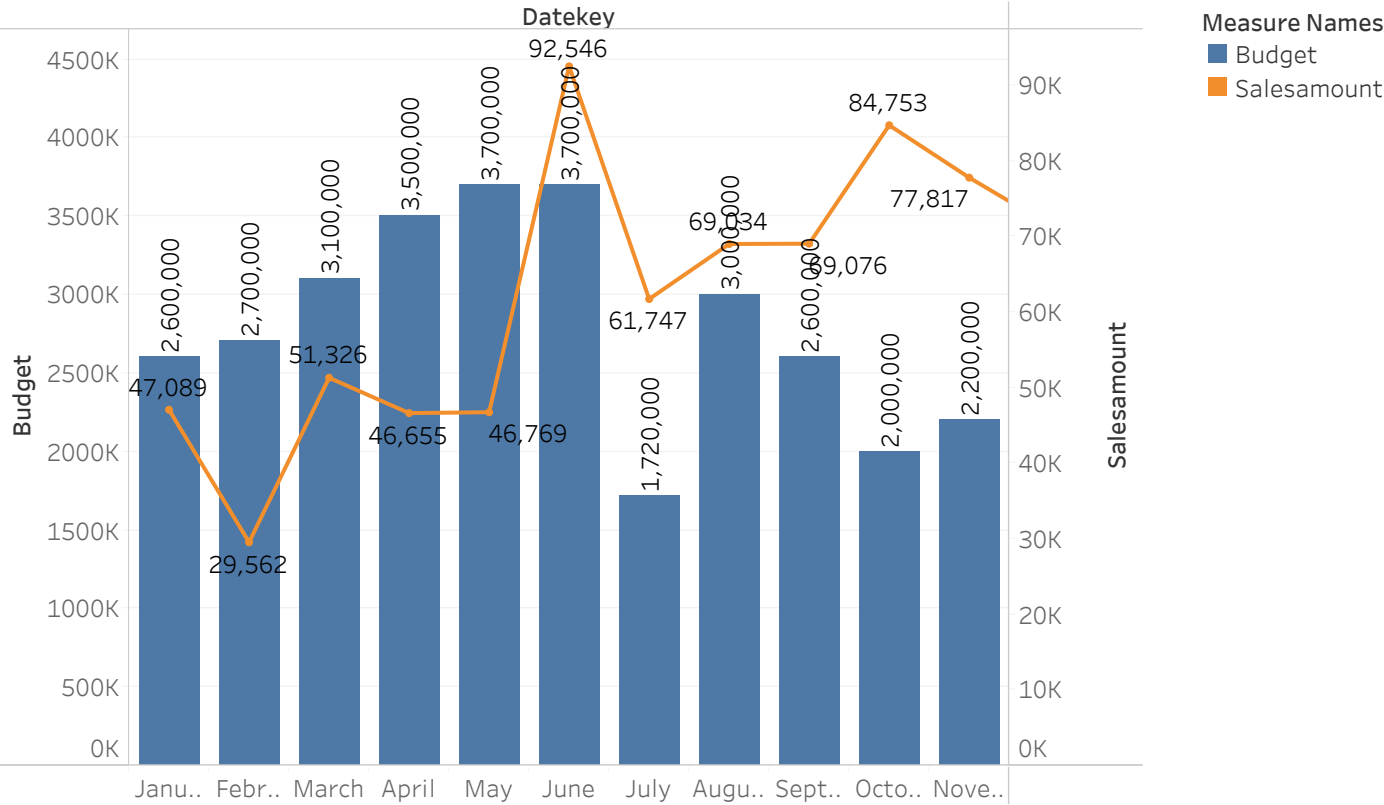
Sum of Salesamount for each Englishproductname. The marks are labeled by sum of Salesamount. The data is filtered on Englishcountryregionname, which keeps 6 of 6 members. The view is filtered on Englishproductname, which has multiple members selected.

Top 10 customers



Sum of Salesamount for each Fullname. Color shows details about Gender. The marks are labeled by sum of Salesamount. The data is filtered on Englishcountryregionname and Action (Englishproductcategoryname). The Englishcountryregionname filter keeps 6 of 6 members. The Action (Englishproductcategoryname) filter keeps 4 members. The view is filtered on Fullname, which has multiple members selected.

Sales figures vs. budget



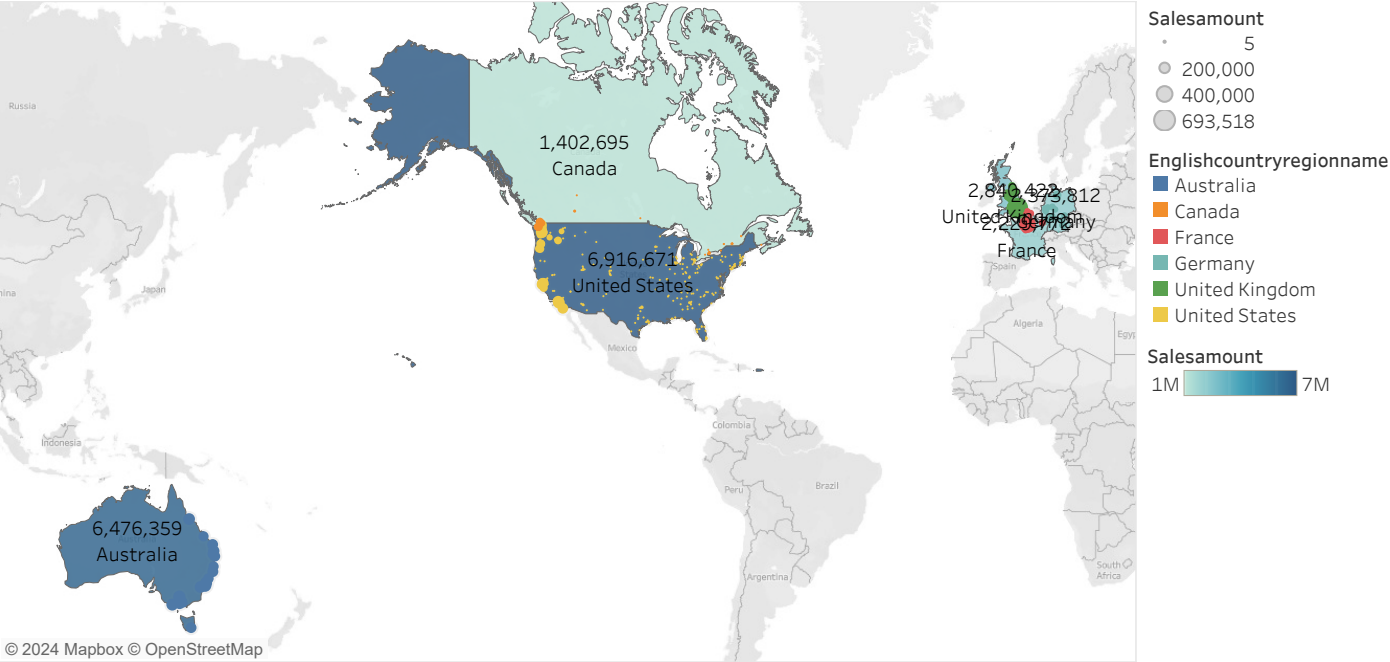
The trends of Budget and Salesamount for Datekey Month. Color shows details about Budget and Salesamount. For pane Sum of Budget: The marks are labeled by Budget. For pane Sum of Salesamount: The marks are labeled by Salesamount. The data is filtered on Englishcountryregionname, Datekey Year and Action (Englishproductcategoryname). The Englishcountryregionname filter keeps 7 of 7 members. The Datekey Year filter keeps 2021, 2022 and 2023. The Action (Englishproductcategoryname) filter keeps 5 members. The view is filtered on Datekey Month, which excludes Null.

Sales figures vs. budget



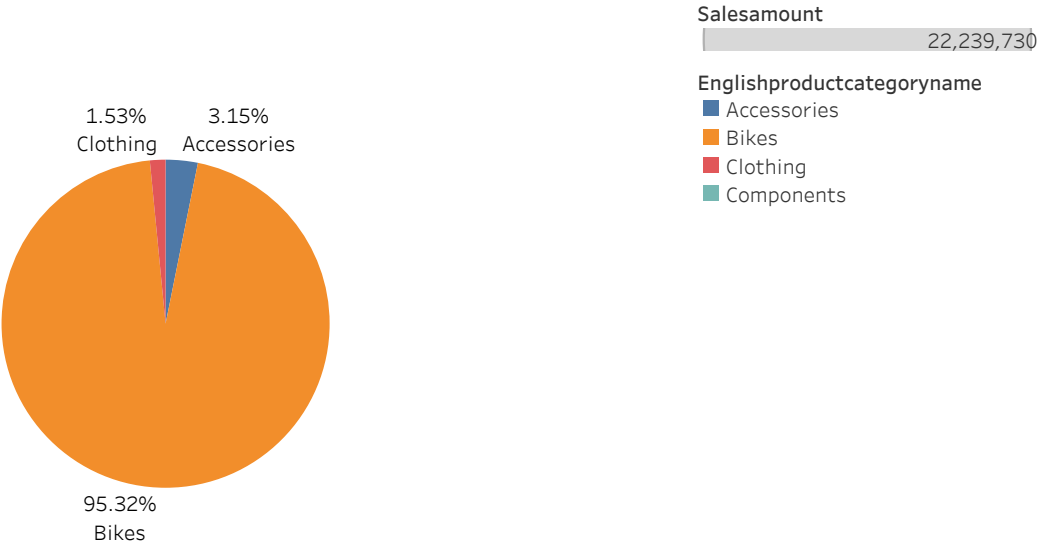
The trends of Budget and Salesamount for Datekey Month. Color shows details about Budget and Salesamount. For pane Sum of Budget: The marks are labeled by Budget. For pane Sum of Salesamount: The marks are labeled by Salesamount. The data is filtered on Englishcountryregionname, Datekey Year and Action (Englishproductcategoryname). The Englishcountryregionname filter keeps 7 of 7 members. The Datekey Year filter keeps 2021, 2022 and 2023. The Action (Englishproductcategoryname) filter keeps 5 members. The view is filtered on Datekey Month, which excludes Null.

Sales figures by region/city



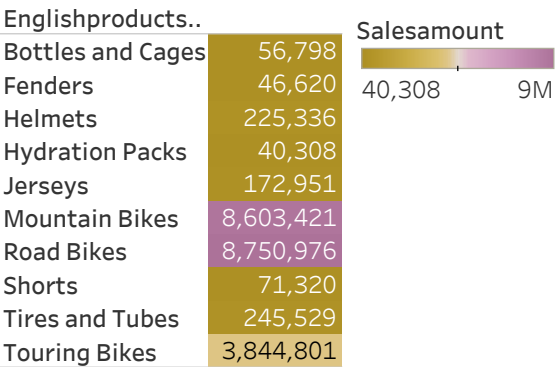
Map based on Longitude (generated) and Latitude (generated). For marks layer Geography Data.csv.Englishcountryregionname: Color shows sum of Salesamount. The marks are labeled by sum of Salesamount and Englishcountryregionname. Details are shown for Englishcountryregionname. For marks layer Geography Data.csv.Stateprovincename: Color shows details about Englishcountryregionname. Size shows sum of Salesamount. Details are shown for Stateprovincename and City. The data is filtered on Action (Englishproductcategoryname), which keeps 4 members. The view is filtered on Englishcountryregionname, Latitude (generated) and Longitude (generated). The Englishcountryregionname filter keeps 6 of 6 members. The Latitude (generated) filter keeps non-Null values only. The Longitude (generated) filter keeps non-Null values only.

Product categories vs. sales amount



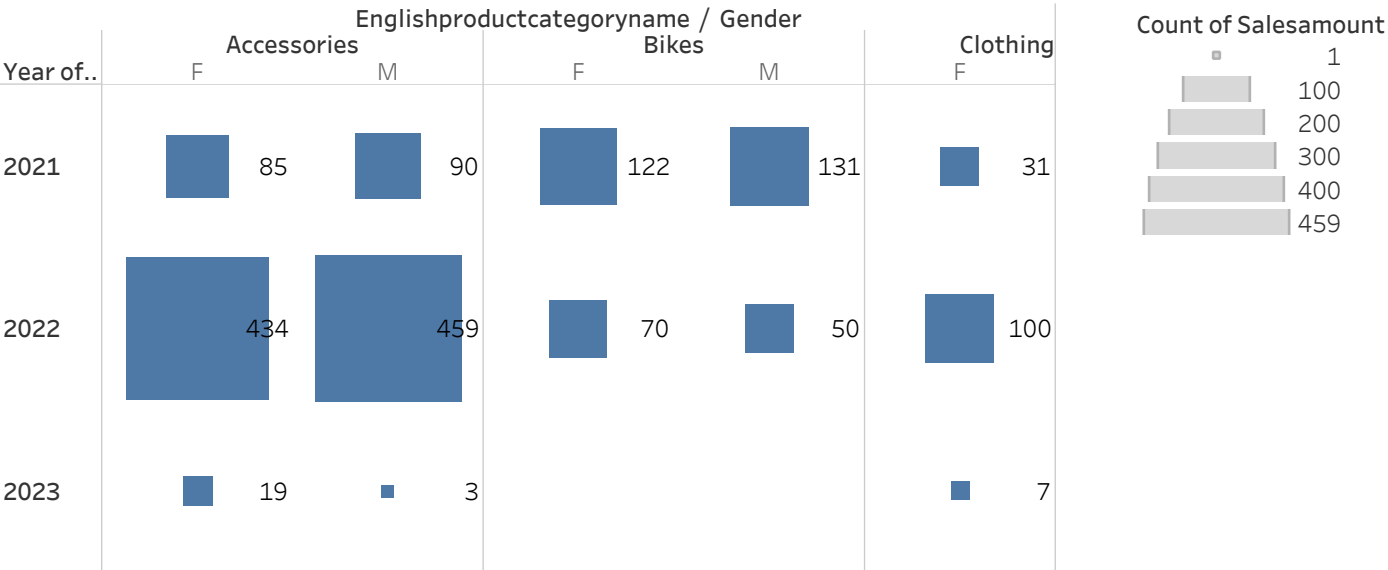
% of Total Salesamount and Englishproductcategoryname. Color shows details about Englishproductcategoryname. Size shows sum of Salesamount. The marks are labeled by % of Total Salesamount and Englishproductcategoryname. The data is filtered on Englishcountryregionname, which keeps 6 of 6 members.

Product subcategories vs. sales amount



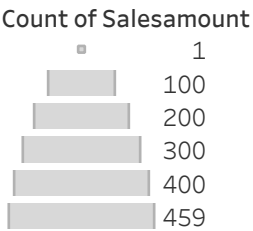
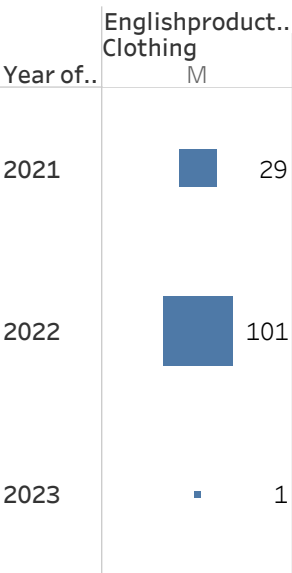
Sum of Salesamount broken down by Englishproductsubcategoryname. Color shows sum of Salesamount. The marks are labeled by sum of Salesamount. The data is filtered on Englishcountryregionname, which keeps 6 of 6 members. The view is filtered on Englishproductsubcategoryname, which has multiple members selected.

Sales based on product category



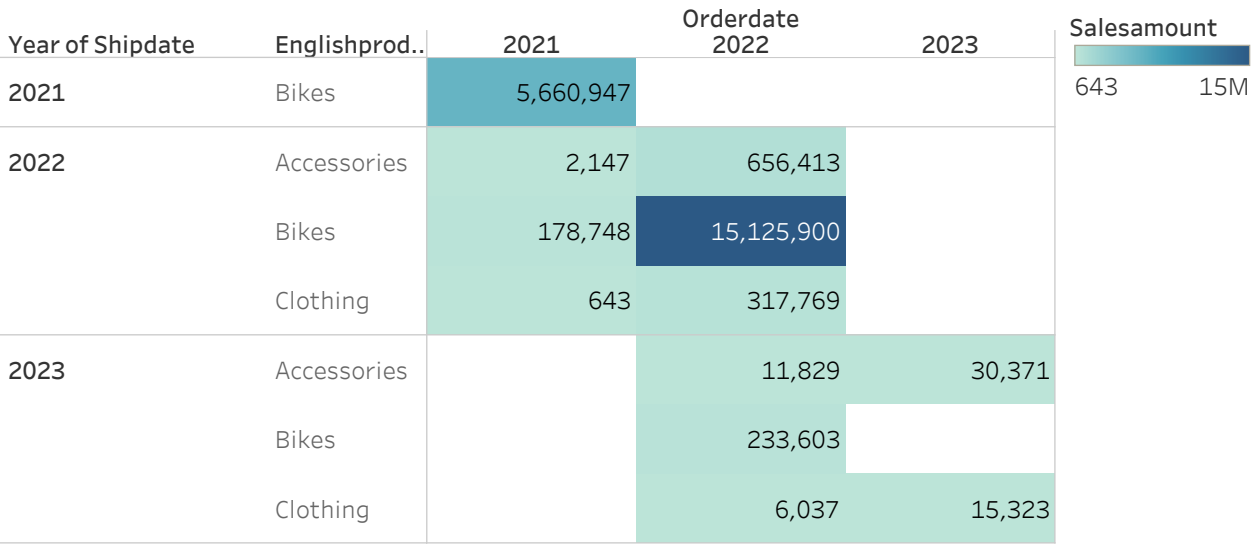
Count of Salesamount broken down by Englishproductcategoryname and Gender vs. Datefirstpurchase Year. Size shows count of Salesamount. The marks are labeled by count of Salesamount. The data is filtered on Date Year, which keeps non-Null values only. The view is filtered on Datefirstpurchase Year, which excludes 2020.

Sales based on product category



Count of Salesamount broken down by Englishproductcategoryname and Gender vs. Datefirstpurchase Year. Size shows count of Salesamount. The marks are labeled by count of Salesamount. The data is filtered on Date Year, which keeps non-Null values only. The view is filtered on Datefirstpurchase Year, which excludes 2020.

Sales with timeline



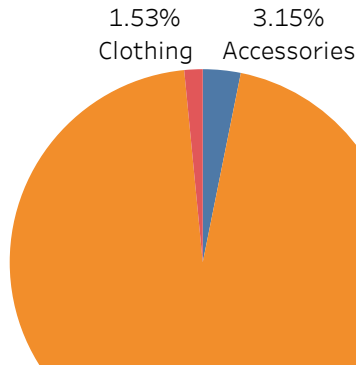
Sum of Salesamount broken down by Orderdate Year vs. Shipdate Year and Englishproductcategoryname. Color shows sum of Salesamount. The marks are labeled by sum of Salesamount. The view is filtered on Shipdate Year, which keeps 2021, 2022 and 2023.



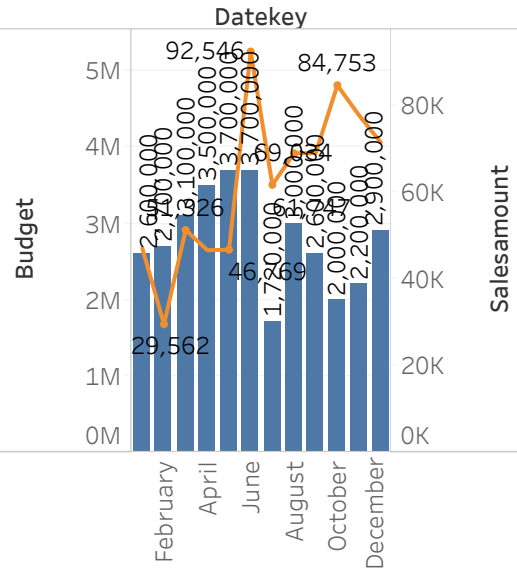
The Bike Haven

The bike store

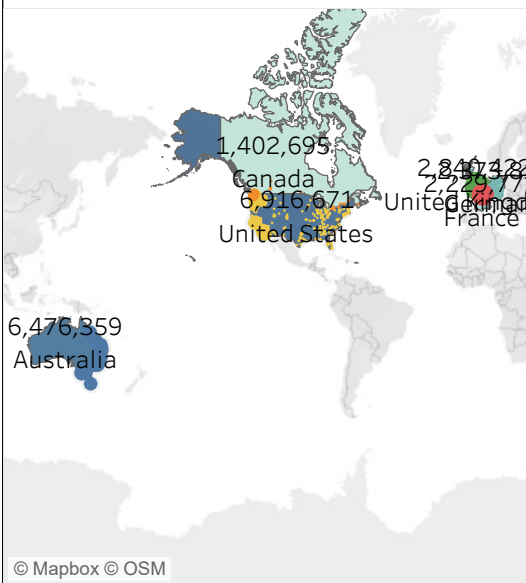
Product categories vs. sales amount



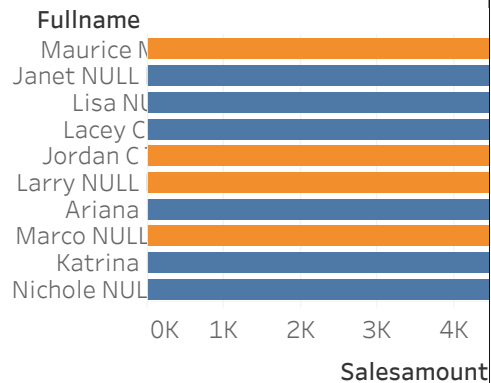
Sales figures vs. budget



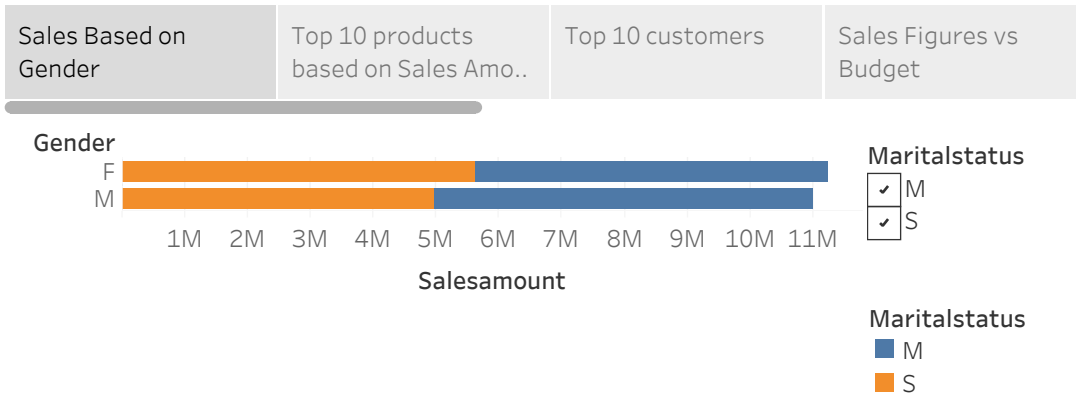
Sales figures by region/city



Top 10 customers



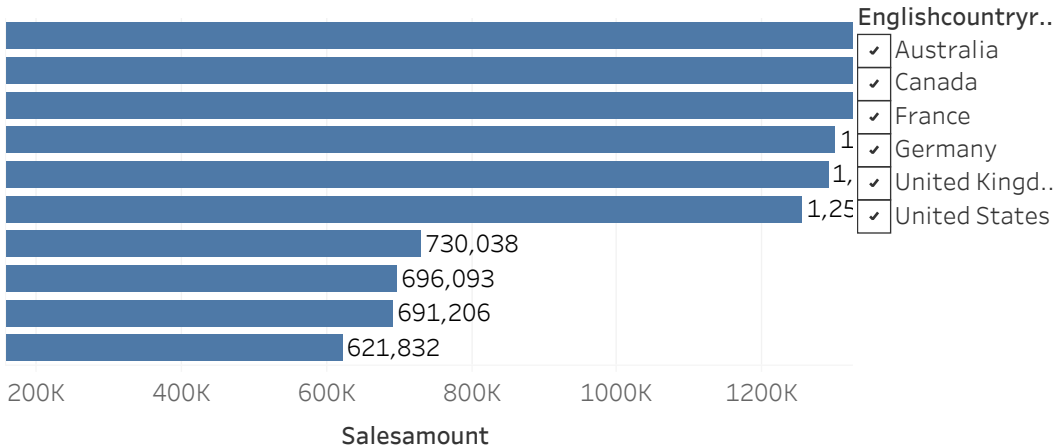
Story 1



From the above column chart, we note that the sales is mostly done to females than men. Further, if we hover through the bar chart, we can see from the tooltip that most sales happened for men after they were married. However, sales were more for women when they are single.

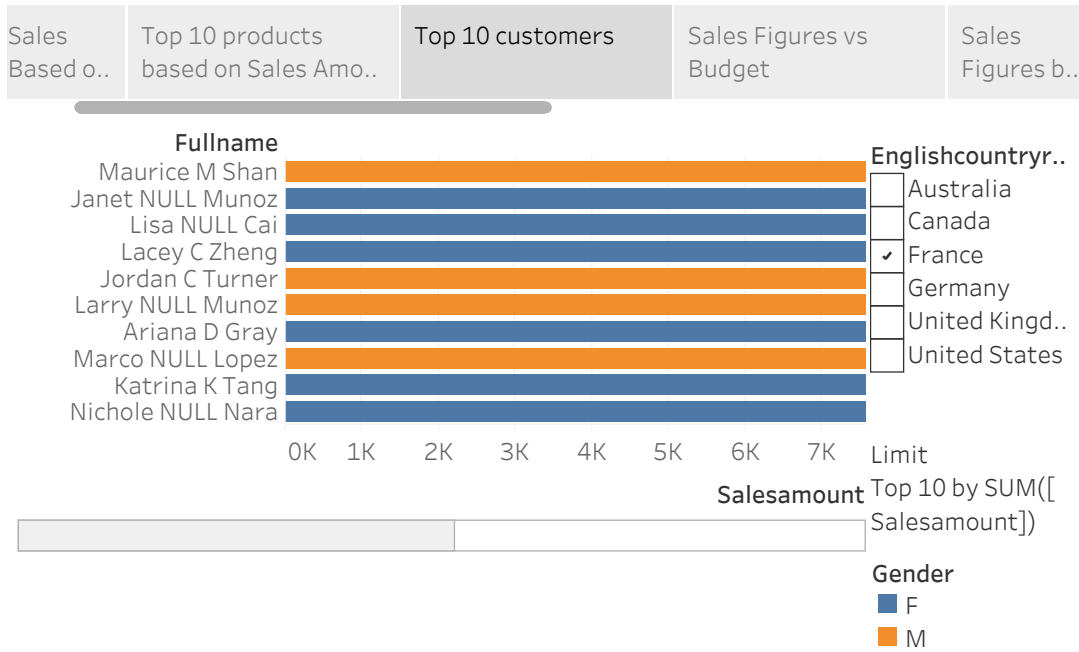
Story 1

Sales Based on Gender	Top 10 products based on Sales Amo..	Top 10 customers	Sales Figures vs Budget
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The above column chart shows the top 10 products that were sold. The highest sold were 1,373,470 (Mountain-200 Black,46). Further, we can find out the top 10 products sold based on countries as well by clicking the filter options.

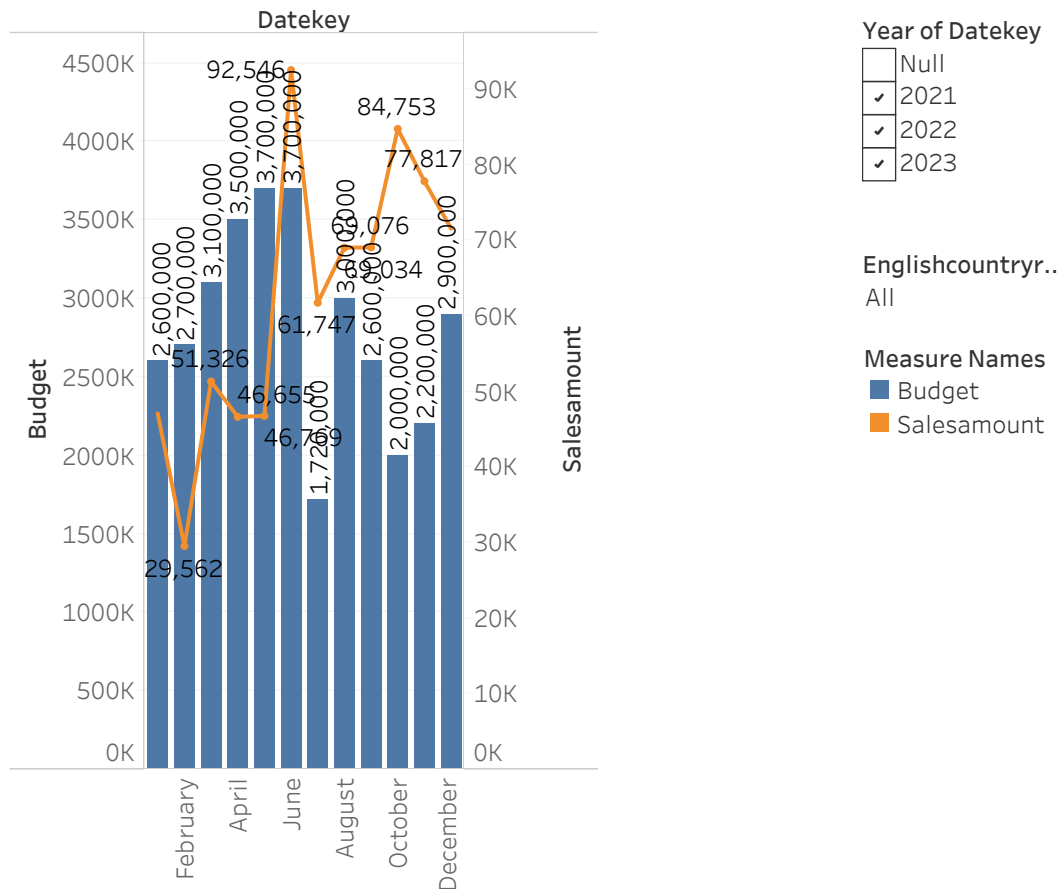
Story 1



The above column chart shows the top 10 customers who purchased the products from The Bike Haven. The highest purchase is made by Nichole Null Nara (13,295.4). The blue bar represents female and the orange bar represents male. Further, we can analyze top customers from each country as well by selecting the fliters on the right

Story 1

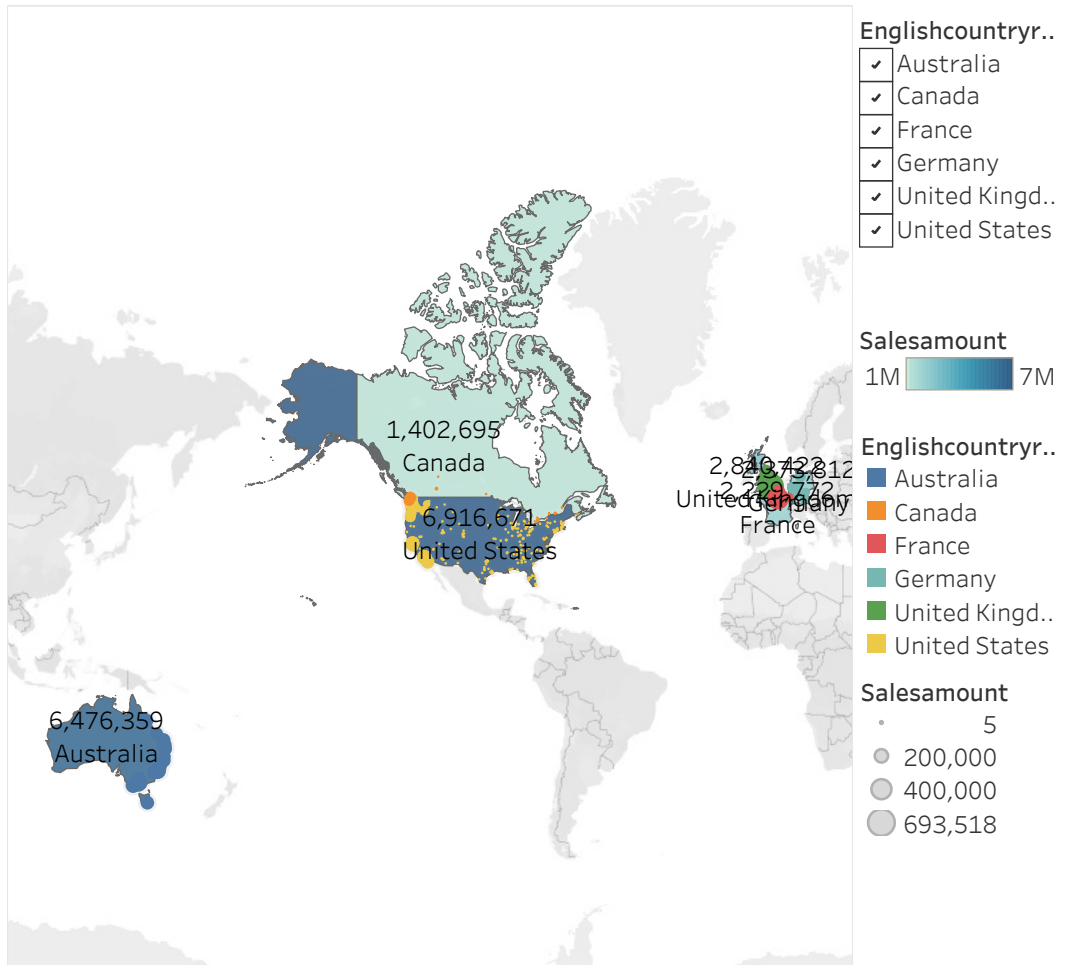
Top 10 p roducts..	Top 10 customers	Sales Figures vs Budget	Sales Figures by Region/City	Product Ca tegories..
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The above bar graph shows the monthly wise sales amount vs the budget amount. We can note that the Sales and budget amount was highest in the month of June. Further, we can analyze by considering year wise also country wise using the filter options. Also, the blue bars represent Budget and the orange line represent Sales amount.

Story 1

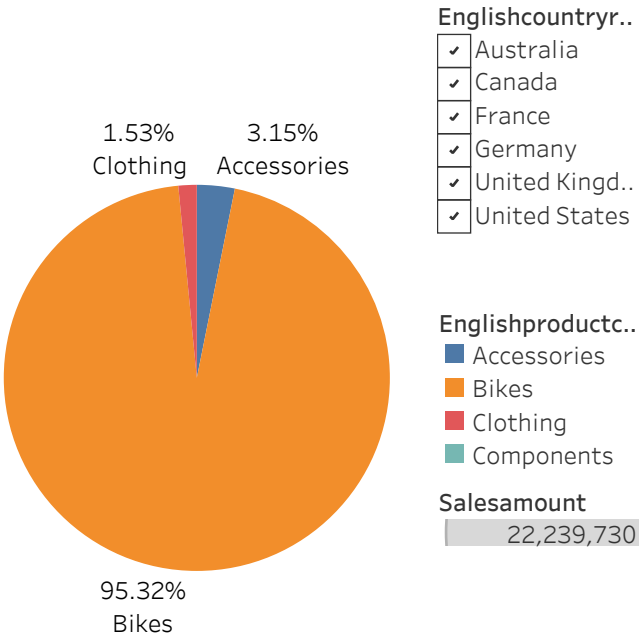
Top 10 custom..	Sales Figures vs Budget	Sales Figures by Region/City	Product Categories vs Sales Amount	Product Su bcategori..
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The above map chart shows the sales done based on country and city. We note that United states is having the highest sales. Further, based on city, the highest sales is done in California. Based on the filters available, we can analyze for each country regarding overall sales.

Story 1

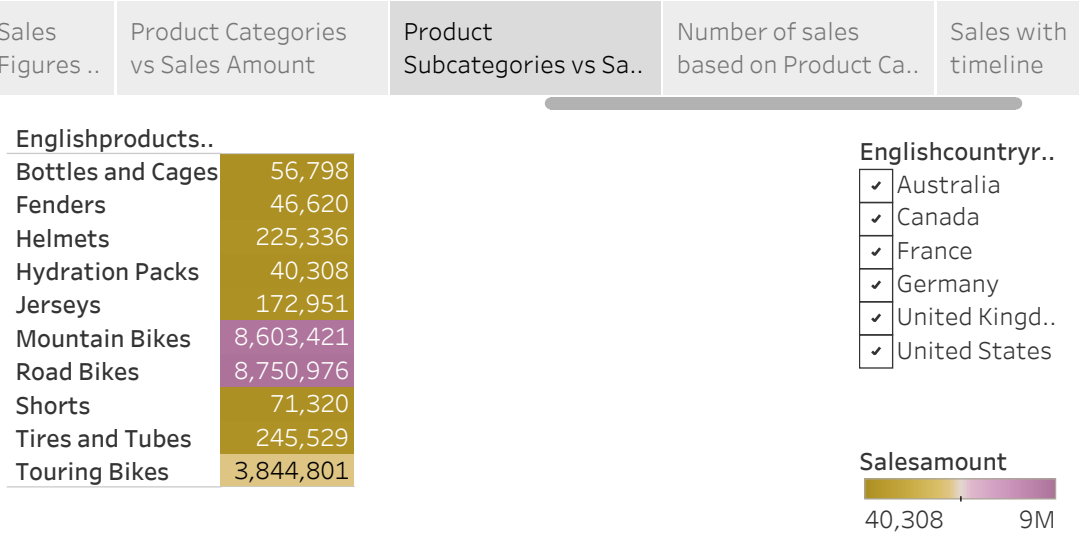
Sales Figures ..	Sales Figures by Region/City	Product Categories vs Sales Amount	Product Subcategories vs Sa..	Number of sales bas..
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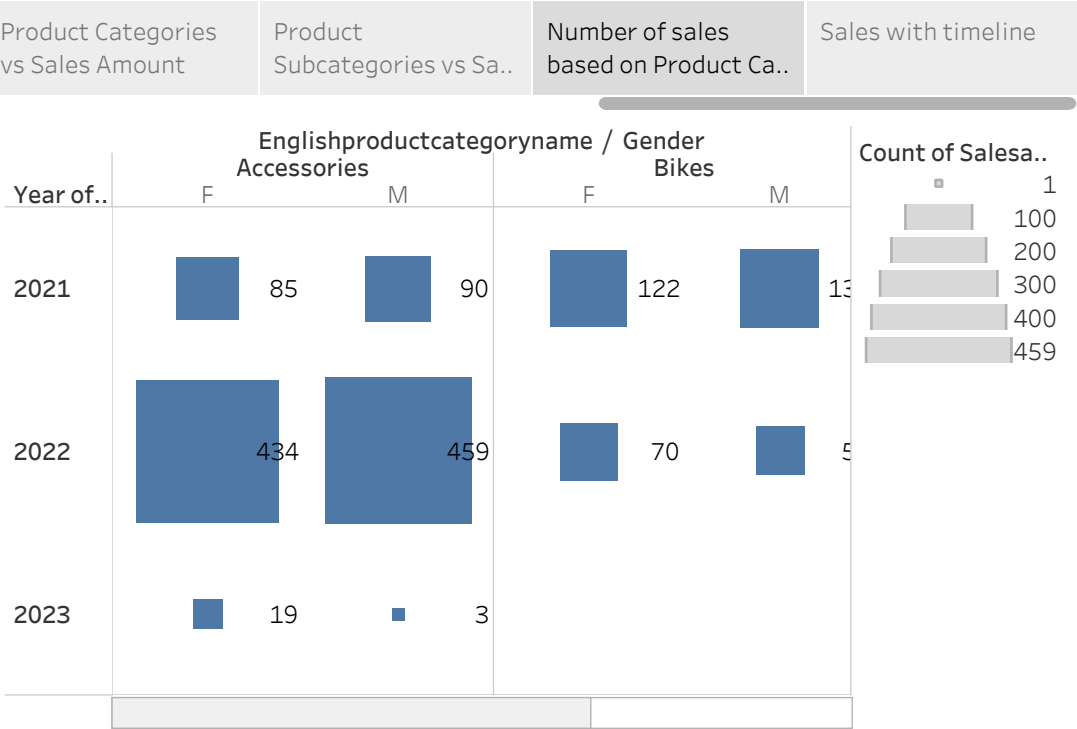
The above pie chart shows the sales of each product category. We note that Bikes (96.46%) are having the highest percentage of sales followed by Accessories and Clothing. Further, We can find sales of each category based on country wise as well.

Story 1



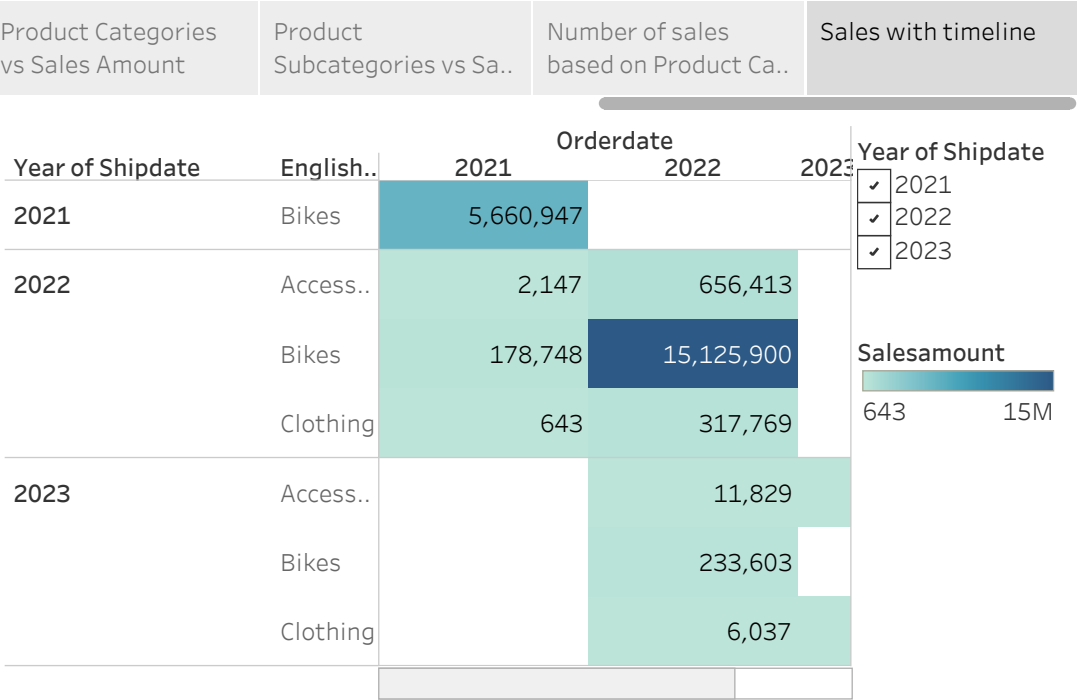
The above table shows the sales of product subcategories. We note that Road Bikes are sold more followed by Mountain Bikes and then Touring Bikes. Also, we can analyze the sales of each product subcategories based on country wise, helping to analyze which country is selling more Road Bikes, Mountain Bikes etc.

Story 1



From the above heat map, we can analyze the number of products sold based on product category. We note that in overall the accessories were mostly sold in the year 2022 to Men (459). In 2023, the sales drastically reduced.

Story 1



From the above highlight table, we note that the highest sales were done in the year 2022 (shipdate and orderdate) and most of the sales were done on Bikes. Then the highest sales on Bikes were done in the year 2021.

