Bikes Store Sales Performance Analysis Report

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## 1. Executive Summary

## This report presents the analysis of the store sales performance. The analysis highlights key customer demographics and customer behavior. Recommendations are provided to improve sales strategies.

## 2. Introduction

### Background

This project mainly focuses on customers. An analysis of the data of 1,000 customers was conducted. Data includes identification number, gender, age, marital status, etc...

### Objectives

* Analyze customer demographics.
* Provide actionable recommendations to improve sales.

### Scope

The project is a practical application of some of my skills in the field of data analysis using Excel.

## 3. Methodology

### Data Sources

The data was sourced from

<https://github.com/AlexTheAnalyst/Excel-Tutorial/blob/main/Excel%20Project%20Dataset.xlsx>

Suggested by

<https://youtu.be/opJgMj1IUrc>

### Data Processing

The data was cleaned to remove duplicates, correct errors, and handle missing values. Aggregation and transformation were performed to prepare the data for analysis.

### Tools and Techniques

The analysis was conducted using Excel for Cleaning, Excel for data processing and Excel for dashboard creation and visualization.

## 4. Data Overview

### Description

The dataset includes 1000 customer records, with information on Marital Statues, Gender, Income, Children, Education, Home Owner, Cars, Age, Region, Purchased Bikes.

### Key Metrics

* Total Purchased Bikes: 48.10%
* Total Purchased Bikes: 51.90%

## 5. Analysis

### Trends

* **Avg Income Per Perches:** There is an increase in bicycle sales to higher-income men compared to women.

### Comparisons

* **Customer Commute:** There is a significant decrease in sales for distances +10 Miles.

### Anomalies

As for manual occupation, there is a large discrepancy in bicycle sales between two regions Europe

and North America.

## 6. Findings

### Key Insights

* **Total Purchased Bikes:** 48.10% represents a very small percentage of the total number of Bikes.
* **Top Regions:** The Pacific region showed the highest sales, while North America region had the lowest.
* **Customer Demographics:** The majority of customers are aged between 15-31, with a slight male dominance.

## 7. Recommendations

### Actionable Steps

1. **Expand Promotions:** Increase the frequency and reach of promotions, especially targeting the North America region.
2. **Payment Methods:** Improving payment plans and creating family packages for low-income married women, as well as clients with manual businesses in general.
3. **Targeted Marketing Campaigns:** Develop marketing strategies that focus on the <15 age group, taking advantage of social media and personal offers.

### Future Analysis

* Conduct customer satisfaction surveys to gain insights into product and service improvements.
* Analyze the impact of different promotional strategies on customer retention and increase purchases.

## 8. Conclusion

The analysis of Bikes Sales reveals Categories that buy bicycles the least and also the region. By implementing the recommended actions, Bikes Store can further enhance its sales performance and address identified challenges.

## 9. Appendices

### Supporting Data

* Customer demographic distribution.

## 10. References

* Bike store’s customer Database
* Excel Documentation
* Excel (Pivot tables) tutorials