

# Bicycle Sales Performance Dashboard Analysis (2021–2022)

This dashboard provides a comprehensive overview of bicycle sales performance, rider demographics, and financial outcomes across 2021 and 2022. It highlights key business metrics, seasonal patterns, and customer behavior

## 1. Key Metrics Overview

- **Total Riders:** 3 million riders were recorded during the two-year period.
- **Profit Margin:** The profit margin stands at **0.45 (45%)**, indicating a healthy level of profitability.
- **Total Profit:** Profit reached **1.04 billion**.
- **Total Revenue:** Revenue amounted to **2 billion dollars**.

These figures emphasize strong market demand and consistent profitability throughout the analyzed period.

## 2. KPI Trends Overtime

The **KPI Over Time** visualization illustrates monthly changes in riders, profit, and revenue:

- **Riders (blue bars)** peaked between **May and September**, showing strong seasonality.
- **Revenue (orange line)** followed a similar trend, rising significantly in mid-year before declining toward the end of each year.
- **Profit (yellow line)** tracked revenue closely, maintaining consistency with only minor fluctuations.

This seasonal trend reflects higher demand during warmer months and a slowdown during colder seasons.

## 3. Revenue by Season

The breakdown of seasonal revenue shows clear differences in sales performance:

- **Season 3** (likely summer) recorded the **highest revenue** at **\$54K**, followed by **Season 2 (\$48K)** and **Season 4 (\$46K)**.
- **Season 1** (likely winter) had the **lowest revenue** at **\$26K**, confirming reduced demand in colder weather.

This demonstrates the strong seasonal dependency of bicycle sales.

#### 4. Rider Demographic

The rider demographic analysis reveals:

- **Registered riders** dominate with **81.17%**, highlighting a loyal customer base that drives the majority of revenue.
- **Casual riders** make up only **18.83%**, suggesting potential growth opportunities if casual users can be converted into regular riders.

#### 5. Key Insight

- Bicycle sales are **highly seasonal**, with peaks in warmer months and declines in colder months.
- The business maintains a **solid profit margin** of 45%, reflecting efficiency and strong financial health.
- **Registered riders** are the core revenue drivers, while **casual riders** represent an untapped opportunity for expansion.