BIKE SALES ANALYSIS

January 2011 - July 2016

Analysis By Hana Shah



\$94.69M	\$52.78M	\$41.91M	1M	44.26%	112K
Total Revenue	Total Cost	Total Profit	Total Units Sold	Gross Profit Margin	Total Transactions

SELECT	Country, State	$\sim$	Age Group	$\sim$	Date	
	All		<ul> <li>Adults (35-64)</li> <li>Seniors (64+)</li> </ul>		1/1/2011	■ 31/7/2016 ■
			<ul> <li>Young Adults (25-34)</li> <li>Youth (&lt;25)</li> </ul>			
	Customer Gender Female					
	Male					

CUSTOMER ANALYSIS



## PRODUCT ANALYSIS



## Top 5 Product By Profit Generated



### Bottom 5 Product By Profit Generated

Touring-3000 Yel			\$23.3K
Touring-3000 Bl		\$19.7K	
Road-650 Red, 52	\$15.4K		
Mountain-500 Si	\$13.4K		
Mountain-500 Bl	\$9.8K		



# Bottom 5 Subcategory By Profit Generated



# TIME SERIES ANALYSIS

Sales Trend - Revenue Generated In Six Years (2011-2016)



# INSIGHTS AND RECOMMENDATIONS

#### CONSIDER TO OPEN MORE STORES IN UNITED STATES AND AUSTRALIA AND CARRY OUT MORE ADVERTISING IN FRANCE AND CANADA

United States generates the largest revenue which is 30.6 million USD and Australia generates the second largest revenue, 25.3 million USD. Meanwhile, Canada generates the least amount of revenue which is 8 million USD, 73.85% less than the USA.

#### **STOCK UP ON MOUNTAIN BIKES AND ROAD BIKES**

The **Bikes** category is the best-selling product category with over **27.8 million USD** generated profit. Also, the **Road Bikes** and **Mountain Bikes** take the top 2 spot for the subcategories that have the highest profit generated. This can be attributed to the sales of **Mountain-200 bikes** which belong in the **Mountain Bikes** subcategory. This product takes up **four out of the five top spots** in the top 5 best-selling product by profit. Besides, it can also be attributed to the sales of the **Road-150 Red bike** which is the second best-selling product with about **1.55 million USD** profit.

#### OFFER DISCOUNTS AND INCREASE PROMOTIONS IN JULY UNTIL NOVEMBER TO INCREASE REVENUE

July until October recorded the least total revenue generated. Discounts and promotions can be offered during this period of 5 months. Meanwhile, the total revenue increased the most in **December**, around 10 million **USD**. Can focus on social media targeting towards the **youth** (<25) to increase sales in this age group.