



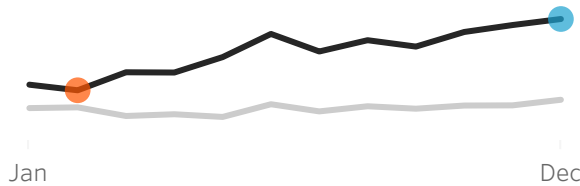
# Sales Dashboard | 2013

2013 vs. 2012 ● Highest Month ● Lowest Month

Total Sales

**\$16,344,878**

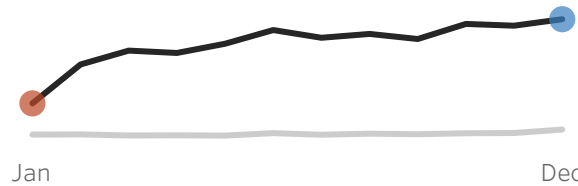
▲ 179.8% vs. PY



Total Quantities

**52,807**

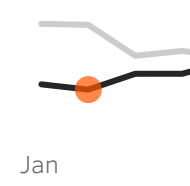
▲ 1454.52% vs. PY



Cost Per Product

**\$7,839**

▼ -12.83% vs. PY



## Sales & Prices By Category/SubCategory

2013 Sales vs. 2012 Sales

● 2013 Avg Prices vs. ● 2012 Avg Prices

Accessories



Bikes



Clothing



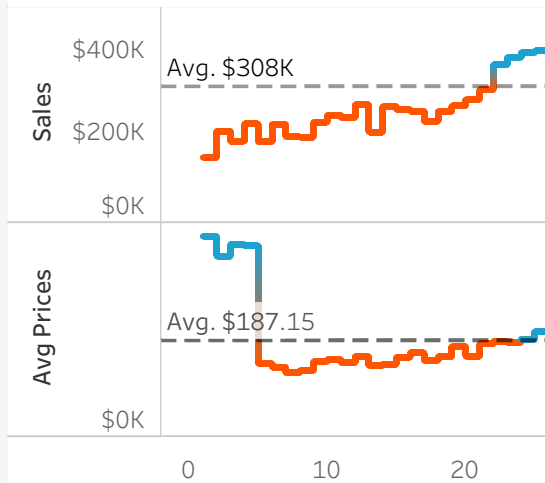
Components



\$1 \$100 \$10,000 \$0K \$2K

## Sales & Prices Over Time

2013 ● Above ● Below ..



## FILTERS

Select Year

2013

--PRODUCT--

Category

Multiple values

Subcategory

All

Product Segment

All

Product Line

All

--LOCATION--

Country

All



# Customers Dashboard | 2013



2013 vs. 2012 ● Highest Month ● Lowest Month

## Total Customers

**17,427**

▲ 435.39% vs. PY



## Sales Per Customer

**\$938**

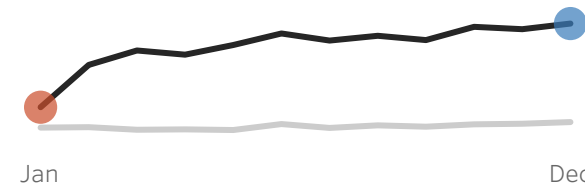
▼ -47.74% vs. PY



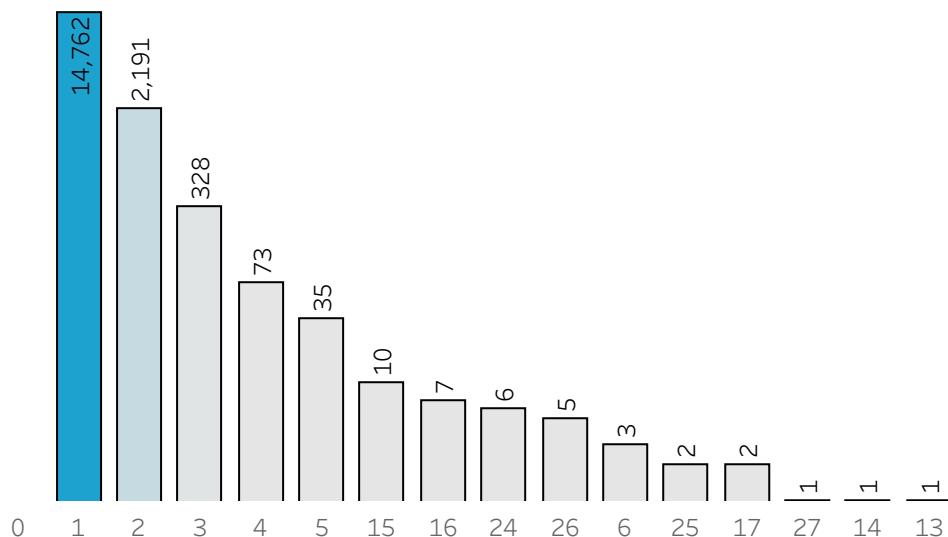
## Total Orders

**21,287**

551.2% vs. PY



## Customer Distribution by Nr. of Orders



## VIP Customers

Rank	Customers	Last Order	Sales	Quantities	Orders
#1	Jordan Turner	11/29/2013	\$11,484	18	7
#2	Maurice Shan	9/14/2013	\$10,865	12	5
#3	Janet Munoz	10/20/2013	\$10,417	13	5
#4	Nichole Nara	11/20/2013	\$9,716	12	4
#5	Margaret He	11/19/2013	\$9,690	13	4
#6	Randall Domingue	10/10/2013	\$9,687	10	4
#7	Adriana Gonzalez	10/17/2013	\$9,664	9	4
#8	Rosa Hu	11/21/2013	\$9,637	14	4
#9	Brad She	11/17/2013	\$9,594	10	4
#10	Francisco Sara	10/25/2013	\$9,586	11	4