



# Sales Dashboard | 2013

2013 vs. 2012 ● Highest Month ● Lowest Month

Total Sales

**\$16,344,878**

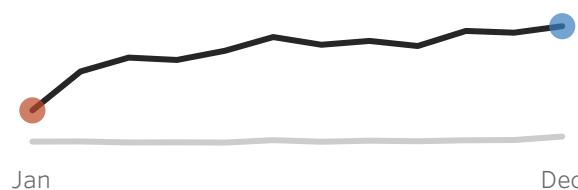
▲ 179.8% vs. PY



Total Quantities

**52,807**

▲ 1454.52% vs. PY



Cost Per Pr

**\$7,839**

▼ -12.83% vs.



## Sales & Prices By Category/SubCategory

2013 Sales vs. 2012 Sales

● 2013 Avg Prices vs. ● 2012 Avg Prices

Accessories



\$0K

\$2K

Bikes



Clothing

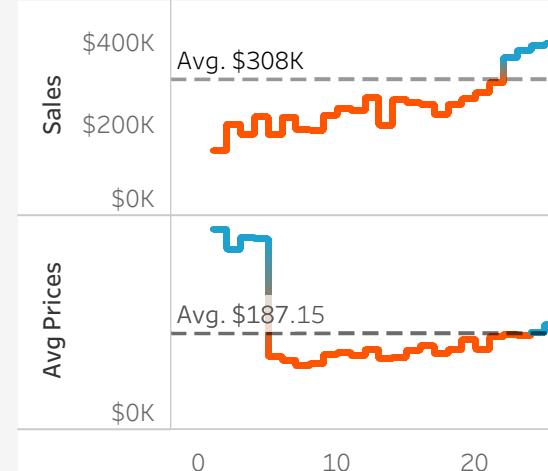


Components



## 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

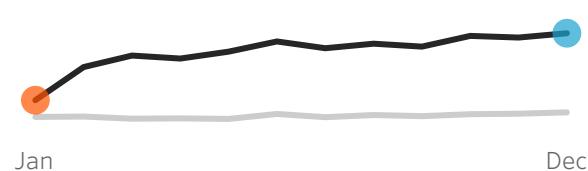
2013 vs. 2012 ● Highest Month ● Lowest Month



## Total Customers

**17,427**

▲ 435.39% vs. PY



## Sales Per Customer

**\$938**

▼ -47.74% vs. PY



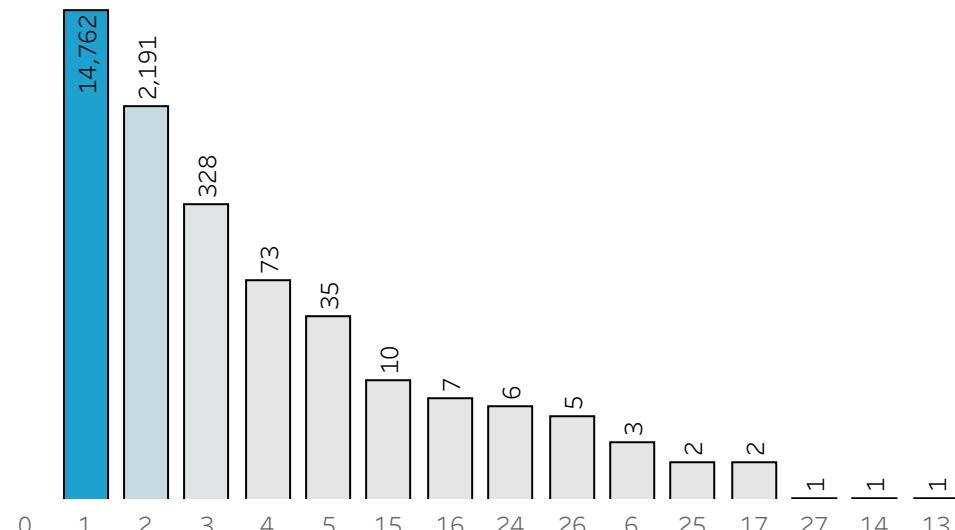
## Total Orders

**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 Domingu.. | 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      |