

84K

QuantitySold



24.91M

Gross Revenue



10.46M

Net_Profit



2.17%

ReturnRate



1828

Sum of ReturnQuantity



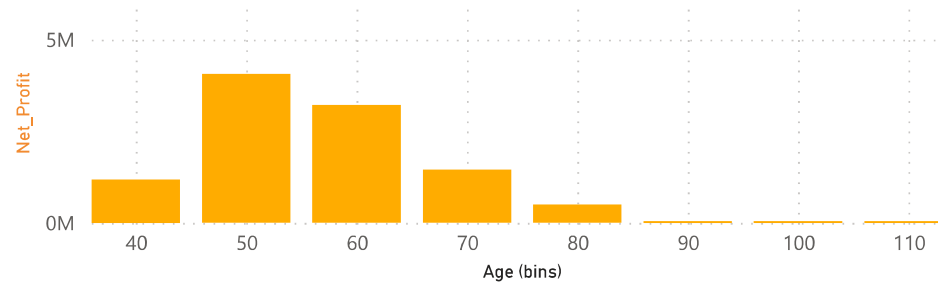
7138

WeekendSales

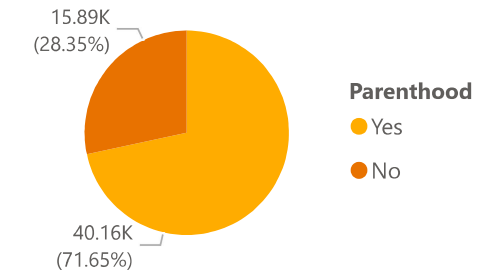


AW Store Sales Analysis

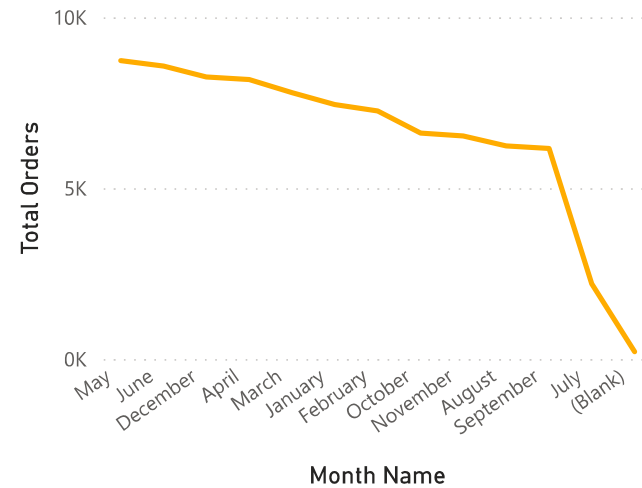
Net_Profit by Age (bins)



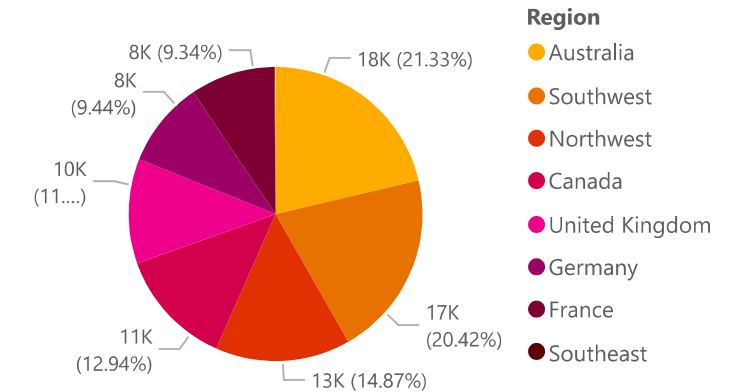
Parents in Transaction



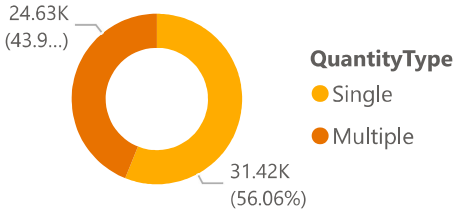
Total Orders by Month Name



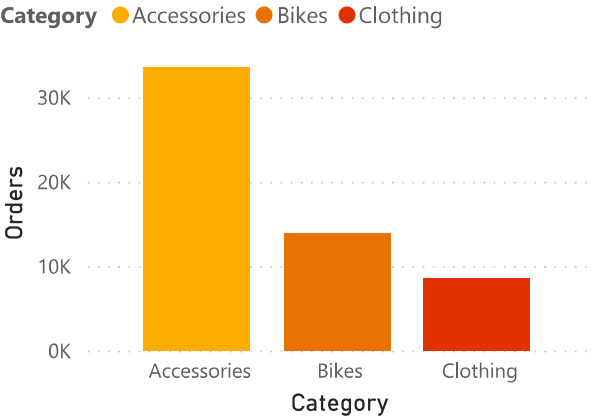
Total Orders by Region



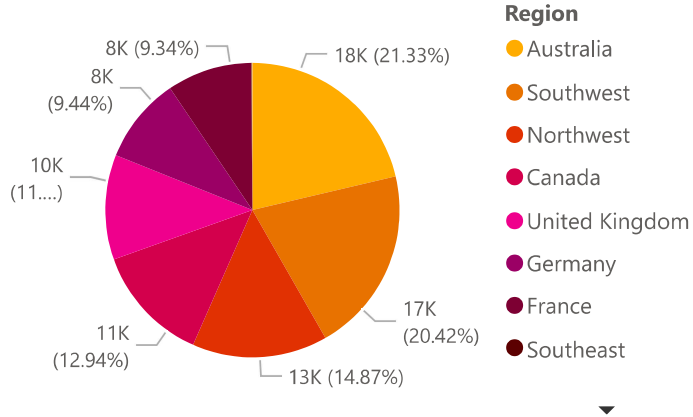
Order by QuantityType



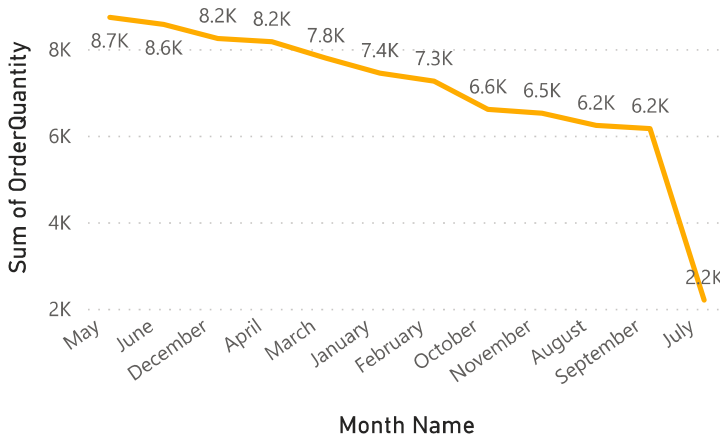
Orders by Category



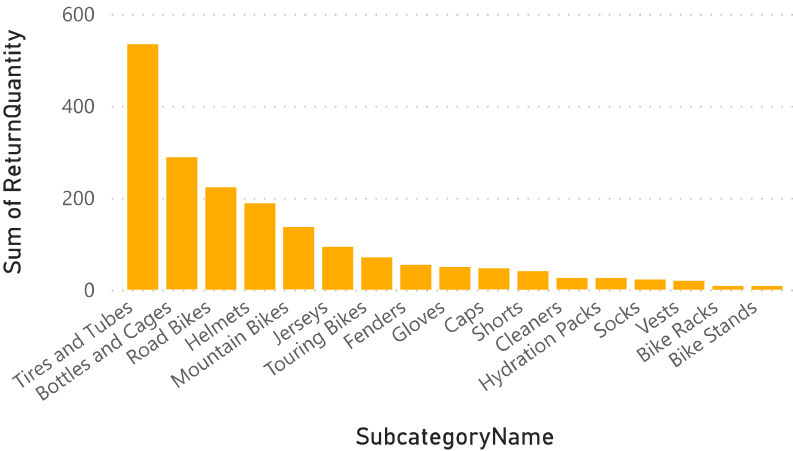
Orders from Regions



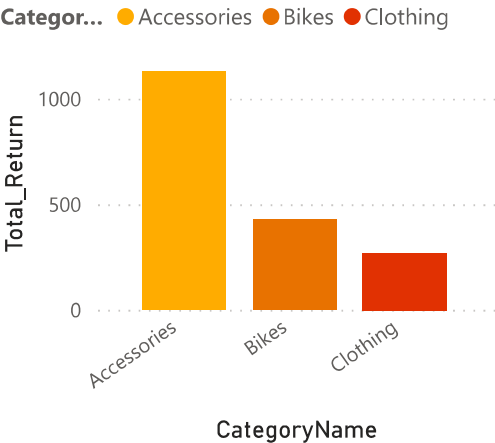
Total Orders by Month



Total Return by Subcategory



Total Return by Category



84K

QuantitySold

24.91M

Gross_Revenue

10.46M

Net_Profit

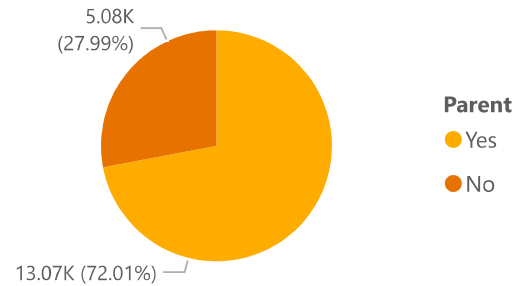
10.46M

Sum of Profit_in_product_order

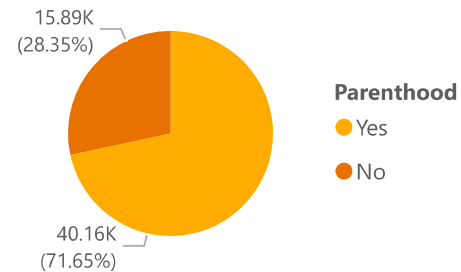
25K

Total_Unique_Order

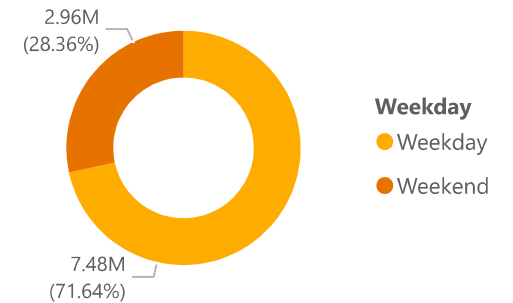
Parents in Customers



Parents in Transaction



Profit in Weekend





24.91M

Whole_Revenue

24.91M

Sum of Revenue

24.91M

Gross_Revenue

Region	QuantitySold
Australia	17951
Canada	10894
Central	30
France	7862
Germany	7950
Northeast	40
Northwest	12513
Southeast	49
Southwest	17191
United Kingdom	9694
Total	84174

1828

Sum of ReturnQuantity

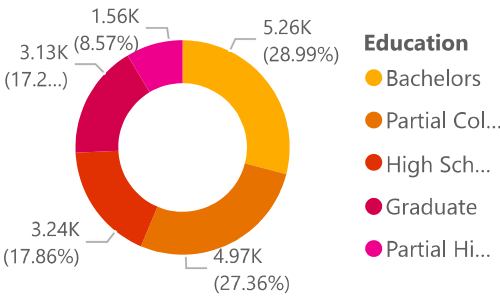
ProductName	Sum of ReturnQuantity
All-Purpose Bike Stand	8
AWC Logo Cap	46
Bike Wash - Dissolver	25
Classic Vest, L	4
Classic Vest, M	7
Classic Vest, S	8
Fender Set - Mountain	54
Half-Finger Gloves, L	18
Half-Finger Gloves, M	16
Half-Finger Gloves, S	15
Hitch Rack - 4-Bike	8
HL Mountain Tire	49
HL Road Tire	28
Hydration Pack - 70 oz.	25
LL Mountain Tire	39
LL Road Tire	43
Long-Sleeve Logo Jersey, L	15
Long-Sleeve Logo Jersey, M	15
Long-Sleeve Logo Jersey, S	12
Long-Sleeve Logo Jersey, XL	10
ML Mountain Tire	28
ML Road Tire	26
Total	1828

Product_Name	QuantitySold	Sum of OrderQuantity
All-Purpose Bike Stand	234	234
AWC Logo Cap	4151	4151
Bike Wash - Dissolver	1706	1706
Classic Vest, L	182	182
Classic Vest, M	182	182
Classic Vest, S	157	157
Fender Set - Mountain	3960	3960
Half-Finger Gloves, L	840	840
Half-Finger Gloves, M	918	918
Half-Finger Gloves, S	886	886
Hitch Rack - 4-Bike	302	302
HL Mountain Tire	1305	1305
HL Road Tire	795	795
Hydration Pack - 70 oz.	695	695
LL Mountain Tire	1560	1560
LL Road Tire	1904	1904
Long-Sleeve Logo Jersey, L	424	424
Long-Sleeve Logo Jersey, M	408	408
Long-Sleeve Logo Jersey, S	392	392
Long-Sleeve Logo Jersey, XL	381	381
ML Mountain Tire	2119	2119
ML Road Tire	1723	1723
Mountain Bottle Cage	3810	3810
Mountain Tire Tube	5678	5678
Mountain-100 Black, 38	26	26
Mountain-100 Black, 42	26	26
Mountain-100 Black, 44	31	31
Mountain-100 Black, 48	36	36
Mountain-100 Silver, 38	29	29
Total	84174	84174



Product_Name	Sum of ReturnQuantity
All-Purpose Bike Stand	8
AWC Logo Cap	46
Bike Wash - Dissolver	25
Classic Vest, L	4
Classic Vest, M	7
Classic Vest, S	8
Fender Set - Mountain	54
Half-Finger Gloves, L	18
Half-Finger Gloves, M	16
Half-Finger Gloves, S	15
Hitch Rack - 4-Bike	8
Total	1828

Customer Education Levels



Region	Total_Return
Australia	1828
Canada	1826
Central	777
France	1825
Germany	1828
Northeast	875
Northwest	1828
Southeast	850
Southwest	1828
United Kingdom	1827
Total	1828

7138

WeekendSales

18K

Weekday_Sales

2.17%

ReturnRate

Weekday	Total_Unique_Order
	51
Weekday	17975
Weekend	7138
Total	25164

CategoryName	Gross_Revenue	Total_Return	ReturnRate
Accessories	906,673.11	1130	1.95%
Bike Racks	36,240.00	8	2.65%
Bike Stands	37,206.00	8	3.42%
Bottles and Cages	107,744.94	288	1.91%
Cleaners	13,562.70	25	1.47%
Fenders	87,040.80	54	1.36%
Helmets	205,833.94	188	3.12%
Hydration Packs	38,218.05	25	3.60%
Tires and Tubes	380,826.68	534	1.79%
Bikes	23,642,495.10	429	3.08%
Mountain Bikes	8,583,747.75	136	2.89%
Road Bikes	11,287,182.69	223	3.14%
Touring Bikes	3,771,564.66	70	3.30%
Clothing	365,418.62	269	2.16%
Caps	35,882.07	46	1.11%
Gloves	62,261.18	49	1.85%
Total	24,914,586.82	1828	2.17%

11K

Only_3_Sold

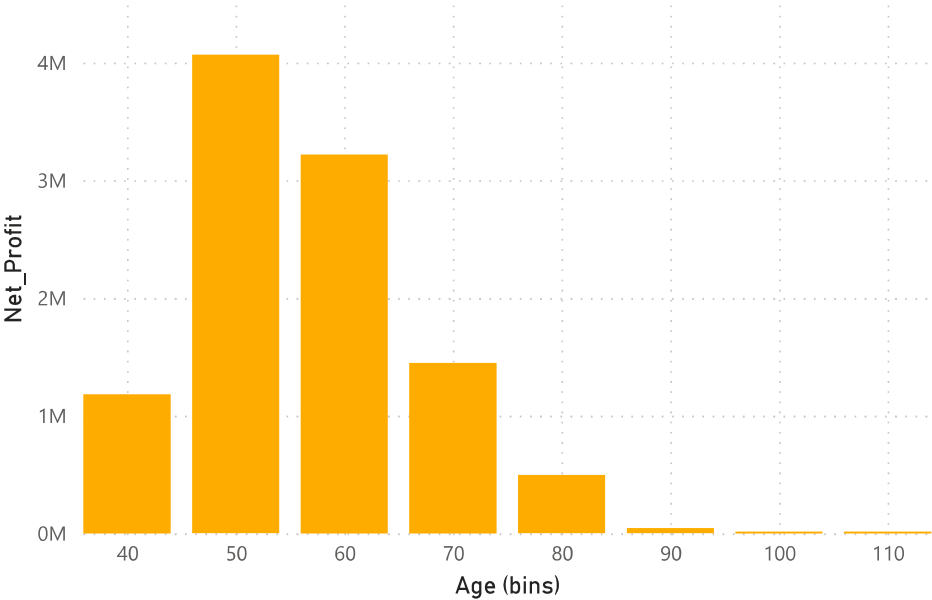
3237

3_item_orders

11K

Only_3_Calculate

Net_Profit by Age (bins)

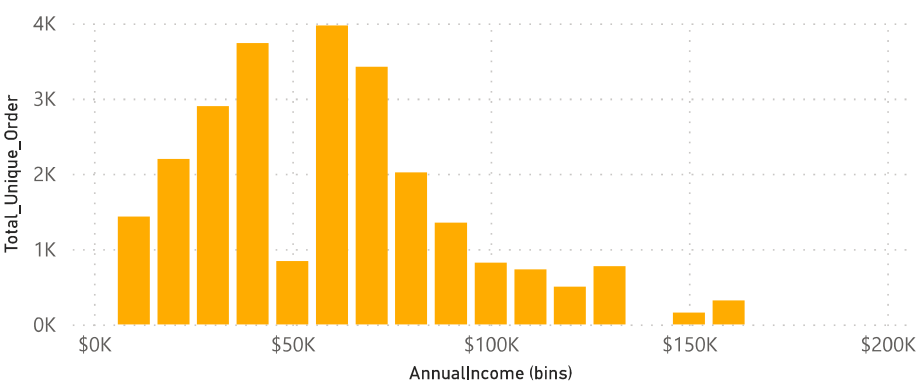




CategoryName	Sum of OrderQuantity	Whole_Revenue	Revenue_All
Accessories	57809	906,673.11	24,914,586.82
Bikes	13929	23,642,495.10	24,914,586.82
Clothing	12436	365,418.62	24,914,586.82
Components			24,914,586.82
Total	84174	24,914,586.82	24,914,586.82

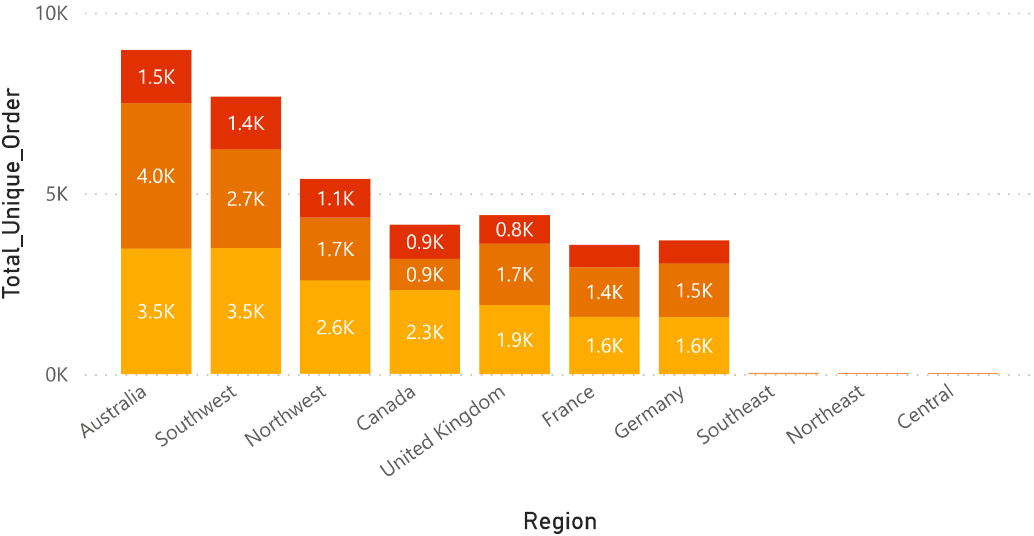
- CategoryName
- Accessories
 - Bikes
 - Clothing
 - Components

Total_Unique_Order by AnnualIncome (bins)



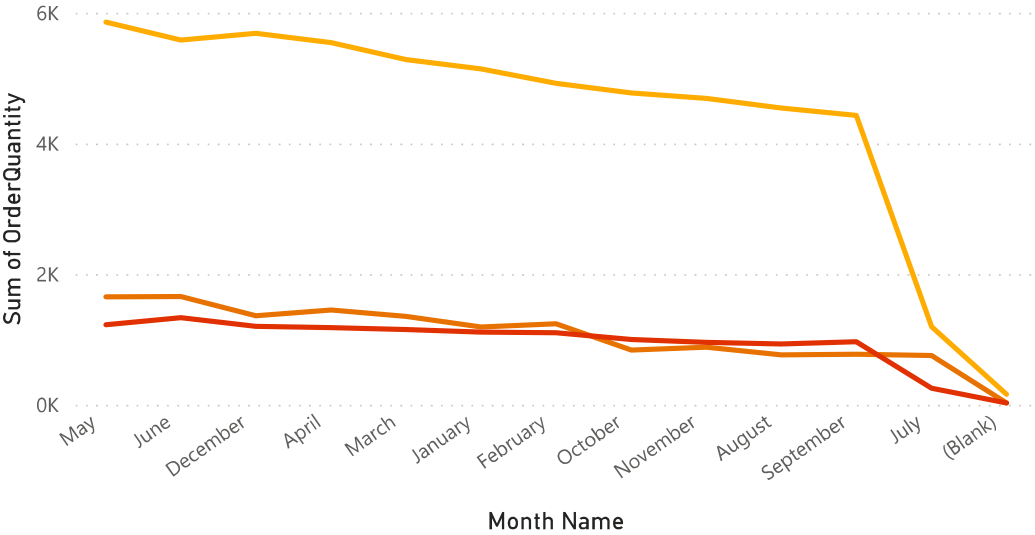
Total_Unique_Order by Region and CategoryName

CategoryName Accessories Bikes Clothing

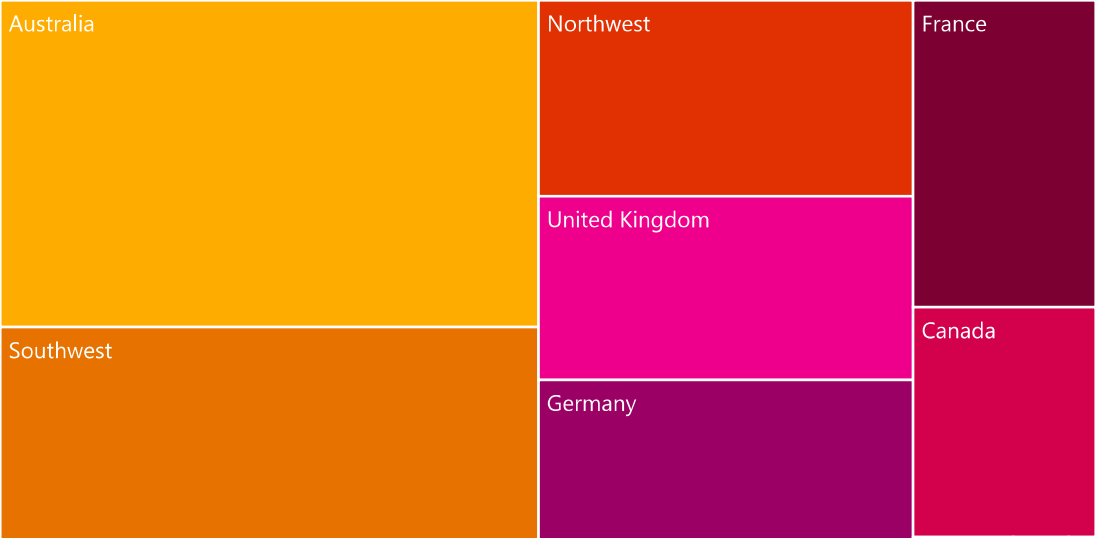


Sum of OrderQuantity by Month Name and CategoryName

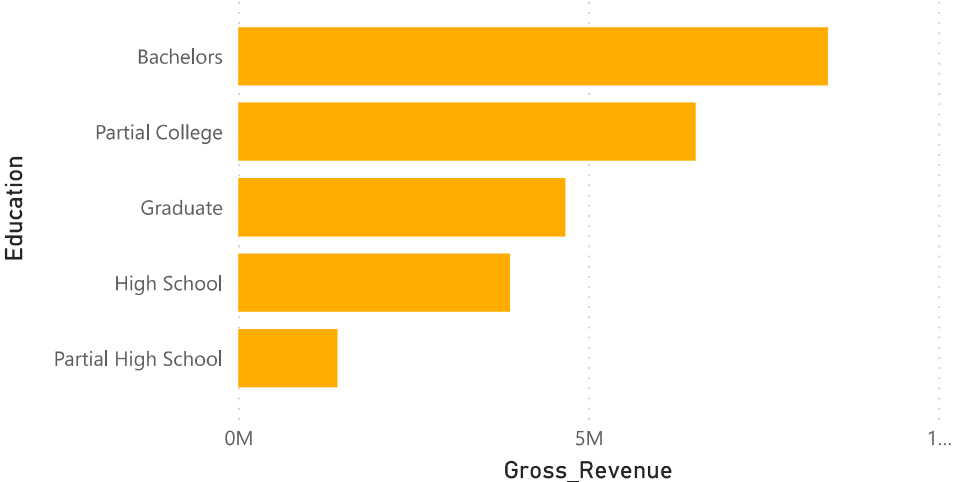
CategoryName Accessories Bikes Clothing



Gross_Revenue by Region

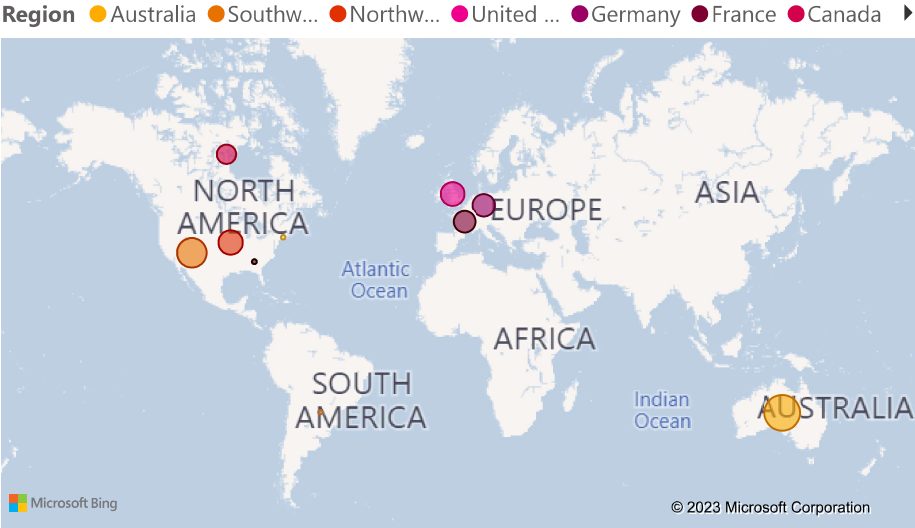


Gross_Revenue by Education

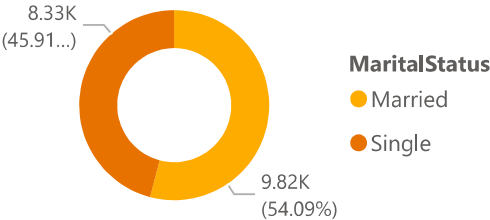


Product_Name	Net_Profit
Mountain-200 Black, 46	571,632.65
Mountain-200 Black, 42	567,859.50
Mountain-200 Silver, 38	558,788.33
Mountain-200 Silver, 46	544,484.87
Mountain-200 Black, 38	536,730.99
Mountain-200 Silver, 42	521,599.34
Road-250 Black, 52	272,037.67
Road-250 Red, 58	260,846.25
Road-250 Black, 48	253,098.34
Road-150 Red, 48	251,848.67
Road-150 Red, 62	237,778.91
Road-150 Red, 52	236,371.93
Road-250 Black, 58	230,715.49
Road-250 Black, 44	226,411.10
Road-150 Red, 56	220,805.30
Total	10,457,715.43

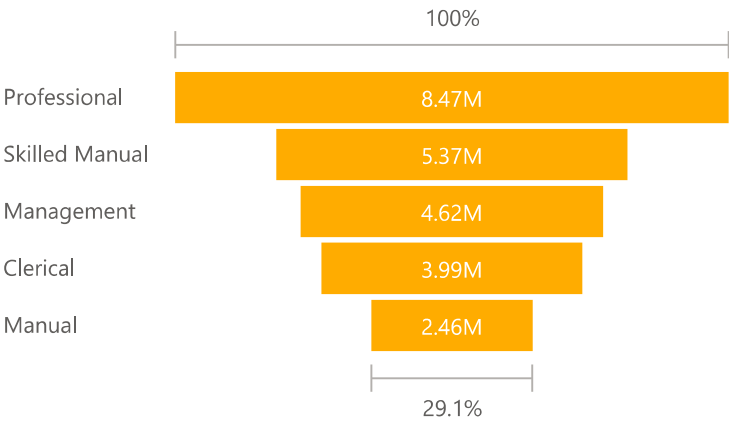
Gross_Revenue by Region



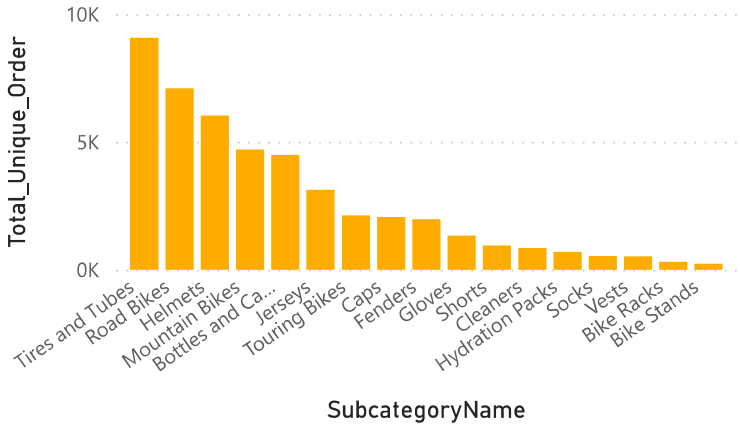
Count by MaritalStatus



Sum of Revenue by Occupation



Total_Unique_Order by SubcategoryName



Parenthood



☐ No

☐ Yes