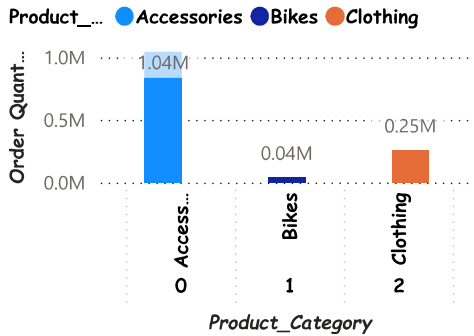


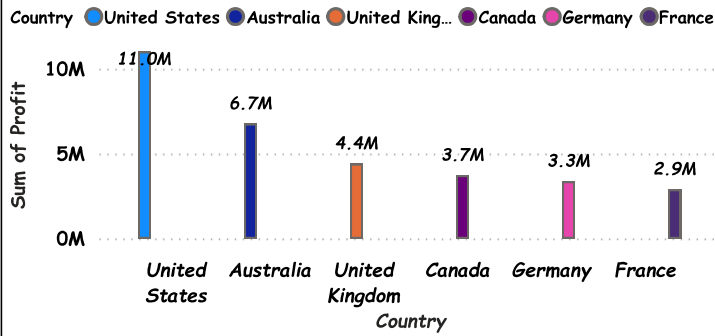
# BikeCo Sales & Performance Dashboard

Data Source: Bike Sales in Europe \\  
Report by Qudus Olawale Salami

## TOP SELLING PRODUCT CATEGORIES



## TOTAL PROFIT ACROSS COUNTRIES



## TOTAL UNITS SOLD

1.3M

## TOTAL REVENUE

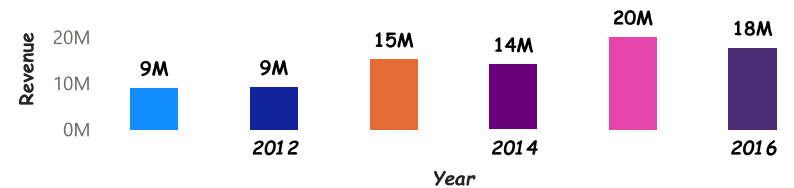
84.8M

## TOTAL PROFIT

32M

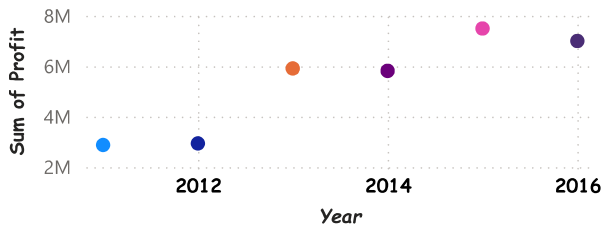
## ANNUAL REVENUE GROWTH

Year ● 2011 ● 2012 ● 2013 ● 2014 ● 2015 ● 2016

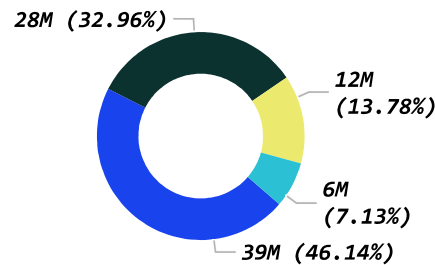


## YEARLY PROFIT TRENDS

Year ● 2011 ● 2012 ● 2013 ● 2014 ● 2015 ● 2016

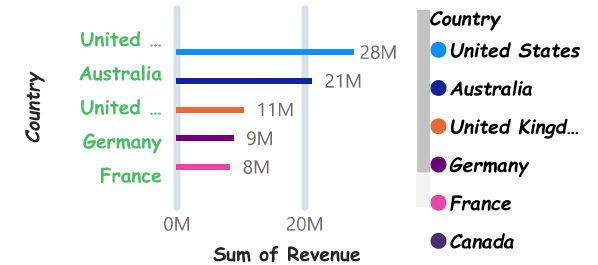


## REVENUE BREAKDOWN BY AGE GROUP

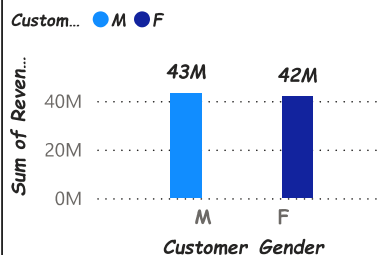


Age\_group  
● Adults (35-64)  
● Youth Adults (25-34)  
● Youth (<25)  
● Senior (65+)

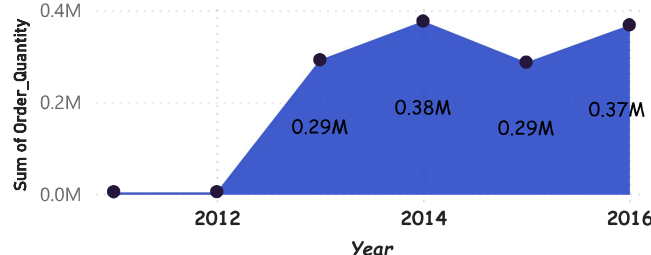
## REVENUE BY COUNTRY



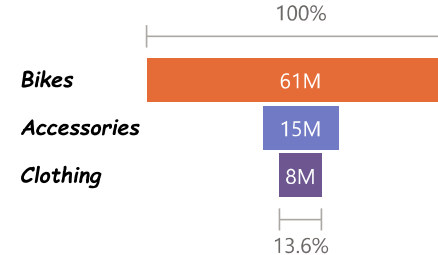
## REVENUE BY CUSTOMER GENDER



## UNITS SOLD OVER THE YEARS



## REVENUE BY PRODUCT LINE



## PROFIT BY PRODUCT CATEGORIES

