

CUSTOMER ANALYSIS - DASHBOARD



Select all

Australia

Canada

France

Germany

United Kingdom

United States

Avg. Income

57K

Total Sales

25M

Total Qty

84K

Total Orders

25K

Gender

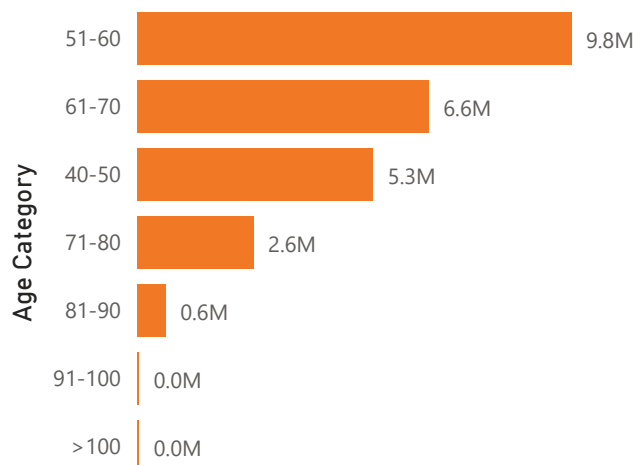
- ☐ F
☐ M
☐ NA

Occupation

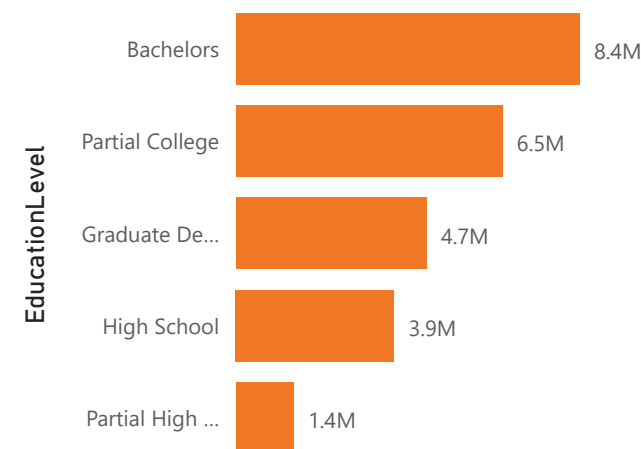
- ☐ Clerical
☐ Management
☐ Manual
☐ Professional
☐ Skilled Manual

CustomerKey	Profit	Sales
11433	5,074.76	12,407.95
11439	4,971.55	12,015.39
11241	4,780.92	11,330.45
11417	4,650.95	11,085.75
11420	4,611.75	11,022.39
11242	4,505.96	10,852.04
13263	4,246.10	10,436.50
12655	4,222.82	10,394.98
11425	4,403.15	10,391.43
12631	4,200.70	10,331.73

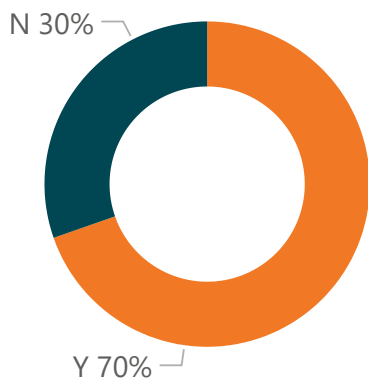
Sales by Age Category



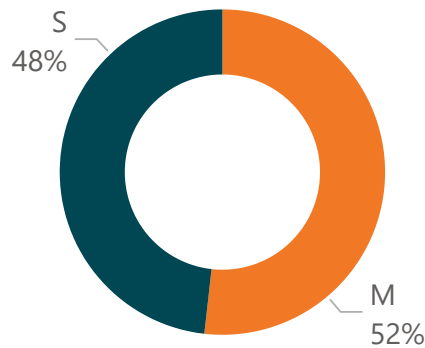
Sales by EducationLevel



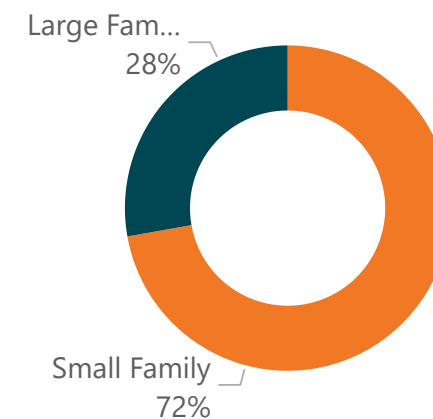
Sales by HomeOwner



Sales by MaritalStatus



Sales by Family Size



PRODUCT ANALYSIS - DASHBOARD



Date

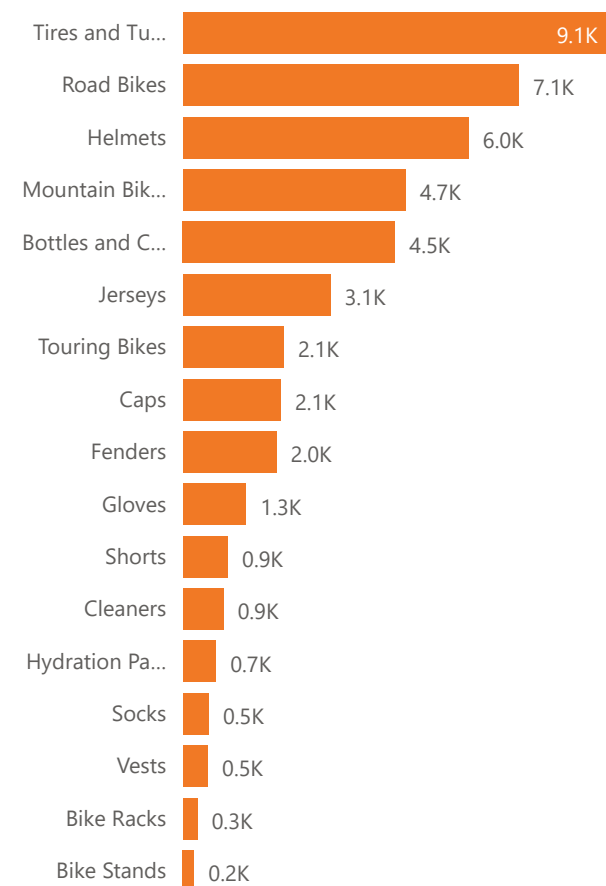
01-01-2015

30-06-2017

Total Orders by Category



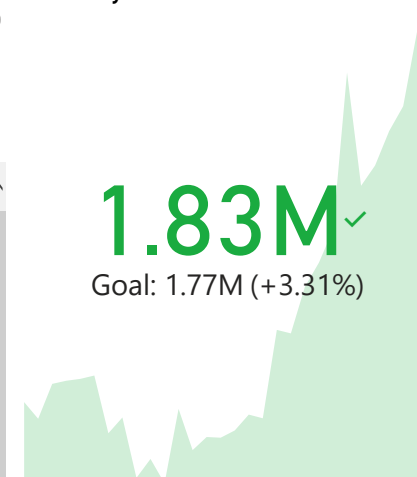
Total Orders by Subcategory



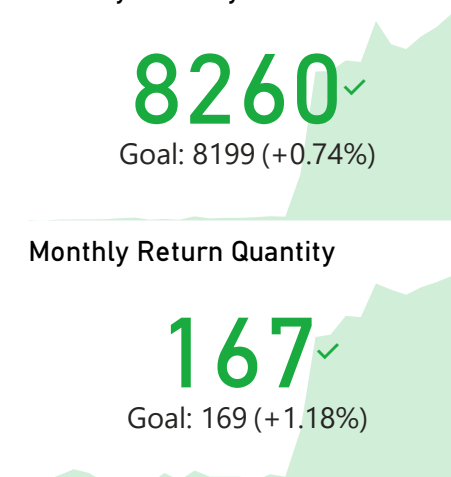
Total Orders

ProductName	Total Orders	% Return	Quantity
Water Bottle - 30 oz.	3983	1.95%	
Patch Kit/8 Patches	2952	1.61%	
Mountain Tire Tube	2846	1.64%	
Road Tire Tube	2173	1.55%	
Sport-100 Helmet, Red	2099	3.33%	
AWC Logo Cap	2062	1.11%	
Sport-100 Helmet, Blue	1995	3.31%	
Fender Set - Mountain	1975	1.36%	
Sport-100 Helmet, Black	1940	2.68%	
Mountain Bottle Cage	1896	2.02%	
Road Bottle Cage	1668	1.68%	
Touring Tire Tube	1364	1.64%	
HL Mountain Tire	1305	3.75%	
ML Mountain Tire	1059	1.32%	
LL Road Tire	957	2.26%	
ML Road Tire	868	1.51%	
Touring Tire	863	1.22%	
Bike Wash - Dissolver	850	1.47%	
HL Road Tire	795	3.52%	
LL Mountain Tire	788	2.50%	
Hydration Pack - 70 oz.	695	3.60%	
Mountain-200 Black, 46	606	2.97%	
Mountain-200 Black, 42	602	3.49%	
Mountain-200 Silver, 38	586	2.90%	
Mountain-200 Silver, 46	571	2.10%	
Mountain-200 Black, 38	569	2.64%	
Mountain-200 Silver, 42	547	2.74%	
Half-Finger Gloves, M	465	1.74%	
Half-Finger Gloves, S	453	1.69%	
Long-Sleeve Logo Jersey, L	424	3.54%	
Half-Finger Gloves, L	414	2.14%	
Long-Sleeve Logo Jersey, M	408	3.68%	
Long-Sleeve Logo Jersey, S	392	3.06%	
Short-Sleeve Classic Jersey, S	388	3.35%	
Road-750 Black, 52	383	2.87%	
Short-Sleeve Classic Jersey, XL	383	1.31%	
Long-Sleeve Logo Jersey, XL	381	2.62%	

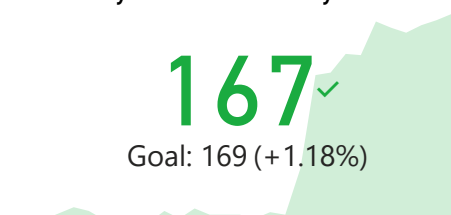
Monthly Revenue



Monthly Quantity



Monthly Return Quantity



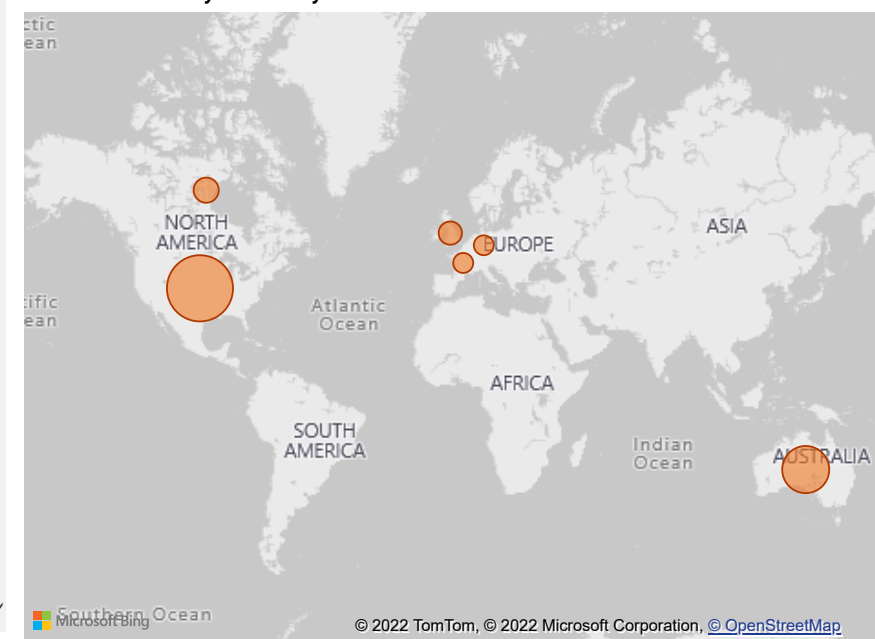
Top Product (Order)

Water Bottle - 30 oz.

Top Product (Profit)

Mountain-200 Black, 46

Total Orders by Country

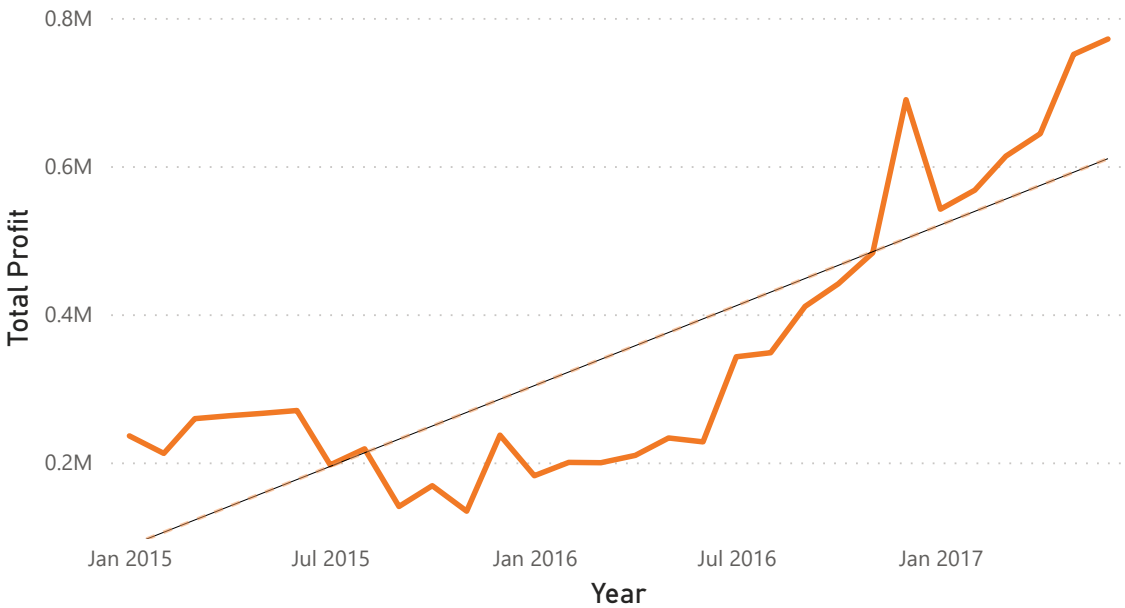


© 2022 TomTom, © 2022 Microsoft Corporation, © OpenStreetMap

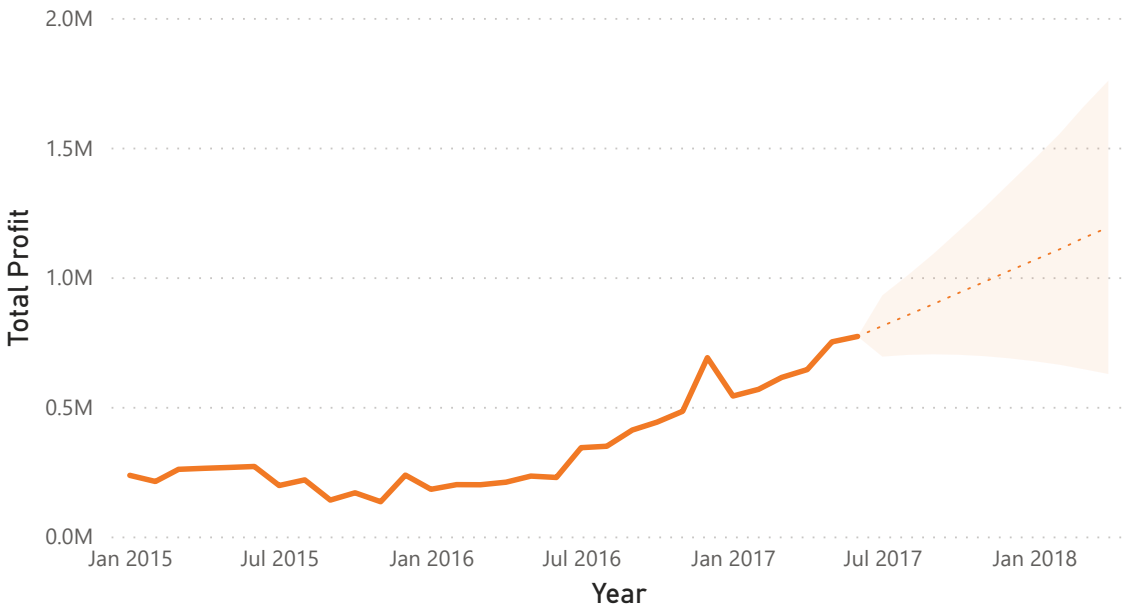
TREND ANALYSIS - DASHBOARD



Monthly Profit Trend



Monthly Profit Forecast



Monthly Return Trend

CategoryName Accessories Bikes Clothing

