

	product_key	product_name	category	subcategory	cost	last_sale_date	recency_in_months	product_segment	lifespan	total_orders	total_sales	total_quantity	total_customers	avg_selling_price	avg_order_revenue
1	3	Mountain-100 Black- 38	Bikes	Mountain Bikes	1898	2011-12-27	166	High-Performer	11	49	165375	49	49	3375	3375
2	4	Mountain-100 Black- 42	Bikes	Mountain Bikes	1898	2011-12-27	166	High-Performer	11	45	151875	45	45	3375	3375
3	5	Mountain-100 Black- 44	Bikes	Mountain Bikes	1898	2011-12-21	166	High-Performer	11	60	202500	60	60	3375	3375
4	6	Mountain-100 Black- 48	Bikes	Mountain Bikes	1898	2011-12-26	166	High-Performer	12	57	192375	57	57	3375	3375
5	7	Mountain-100 Silver- 38	Bikes	Mountain Bikes	1912	2011-12-22	166	High-Performer	12	58	197200	58	58	3400	3400
6	8	Mountain-100 Silver- 42	Bikes	Mountain Bikes	1912	2011-12-28	166	High-Performer	11	42	142800	42	42	3400	3400
7	9	Mountain-100 Silver- 44	Bikes	Mountain Bikes	1912	2011-12-12	166	High-Performer	12	49	166600	49	49	3400	3400
8	10	Mountain-100 Silver- 48	Bikes	Mountain Bikes	1912	2011-12-23	166	High-Performer	11	36	122400	36	36	3400	3400
9	16	Road-150 Red- 44	Bikes	Road Bikes	2171	2011-12-28	166	High-Performer	12	281	1005418	281	281	3578	3578
10	17	Road-150 Red- 48	Bikes	Road Bikes	2171	2011-12-28	166	High-Performer	12	337	1205786	337	337	3578	3578
11	18	Road-150 Red- 52	Bikes	Road Bikes	2171	2011-12-27	166	High-Performer	12	302	1080556	302	302	3578	3578
12	19	Road-150 Red- 56	Bikes	Road Bikes	2171	2011-12-27	166	High-Performer	12	295	1055510	295	295	3578	3578
13	20	Road-150 Red- 62	Bikes	Road Bikes	2171	2011-12-28	166	High-Performer	12	336	1202208	336	336	3578	3578
14	36	Road-650 Black- 44	Bikes	Road Bikes	487	2012-12-26	154	Mid-Range	23	63	47565	63	63	755	755
15	37	Road-650 Black- 48	Bikes	Road Bikes	487	2012-12-25	154	Mid-Range	21	60	45552	60	60	759.2	759
16	38	Road-650 Black- 52	Bikes	Road Bikes	487	2012-12-19	154	High-Performer	23	89	66915	89	89	751.9	751
17	39	Road-650 Black- 58	Bikes	Road Bikes	487	2012-12-18	154	High-Performer	23	76	57996	76	76	763.1	763
18	40	Road-650 Black- 60	Bikes	Road Bikes	487	2012-12-12	154	High-Performer	22	76	57156	76	76	752.1	752
19	41	Road-650 Black- 62	Bikes	Road Bikes	487	2012-12-18	154	Mid-Range	24	65	49047	65	65	754.6	754
20	42	Road-650 Red- 44	Bikes	Road Bikes	487	2012-12-25	154	High-Performer	23	72	54528	72	72	757.3	757
21	43	Road-650 Red- 48	Bikes	Road Bikes	487	2012-12-27	154	High-Performer	23	88	66720	88	88	758.2	758
22	44	Road-650 Red- 52	Bikes	Road Bikes	487	2012-12-21	154	Mid-Range	24	61	46083	61	61	755.5	755
23	45	Road-650 Red- 58	Bikes	Road Bikes	487	2012-12-18	154	High-Performer	22	74	56346	74	74	761.4	761
24	46	Road-650 Red- 60	Bikes	Road Bikes	487	2012-12-23	154	Mid-Range	23	53	40071	53	53	756.1	756
25	47	Road-650 Red- 62	Bikes	Road Bikes	487	2012-12-05	154	High-Performer	23	75	57381	75	75	765.1	765
26	48	Road-250 Red- 44	Bikes	Road Bikes	1519	2012-12-25	154	High-Performer	12	144	351792	144	144	2443	2443
27	49	Road-250 Red- 48	Bikes	Road Bikes	1519	2012-12-24	154	High-Performer	12	162	395766	162	162	2443	2443
28	50	Road-250 Red- 52	Bikes	Road Bikes	1519	2012-12-25	154	High-Performer	12	133	324919	133	133	2443	2443
29	104	Mountain Bottle Cage	Accessori...	Bottles and Cages	4	2014-01-28	141	Mid-Range	13	2025	20340	2034	2004	10	10
30	105	Road Bottle Cage	Accessori...	Bottles and Cages	3	2014-01-25	141	Mid-Range	13	1711	15399	1711	1699	9	9
31	106	Mountain-500 Black- 40	Bikes	Mountain Bikes	295	2013-12-13	142	Mid-Range	12	48	25920	48	48	540	540
32	107	Mountain-500 Black- 42	Bikes	Mountain Bikes	295	2013-12-25	142	Mid-Range	11	49	26460	49	49	540	540
33	108	Mountain-500 Black- 44	Bikes	Mountain Bikes	295	2013-12-25	142	Mid-Range	11	58	31320	58	58	540	540
34	109	Mountain-500 Black- 48	Bikes	Mountain Bikes	295	2013-12-26	142	Mid-Range	11	56	30240	56	56	540	540
35	110	Mountain-500 Black- 52	Bikes	Mountain Bikes	295	2013-12-24	142	Mid-Range	11	41	22140	41	41	540	540
36	111	Mountain-500 Silver- 40	Bikes	Mountain Bikes	308	2013-12-26	142	Mid-Range	11	45	25425	45	45	565	565
37	112	Mountain-500 Silver- 42	Bikes	Mountain Bikes	308	2013-12-27	142	Mid-Range	11	45	25425	45	45	565	565
38	113	Mountain-500 Silver- 44	Bikes	Mountain Bikes	308	2013-12-25	142	Mid-Range	12	39	22035	39	39	565	565
39	114	Mountain-500 Silver- 48	Bikes	Mountain Bikes	308	2013-12-27	142	Mid-Range	11	50	28250	50	50	565	565
40	115	Mountain-500 Silver- 52	Bikes	Mountain Bikes	308	2013-12-25	142	Mid-Range	11	48	27120	48	48	565	565
41	116	Mountain-400-W Silver- 38	Bikes	Mountain Bikes	420	2013-12-27	142	High-Performer	11	148	113812	148	148	769	769
42	117	Mountain-400-W Silver- 40	Bikes	Mountain Bikes	420	2013-12-24	142	High-Performer	12	128	98432	128	128	769	769
43	118	Mountain-400-W Silver- 42	Bikes	Mountain Bikes	420	2013-12-27	142	High-Performer	11	129	99201	129	129	769	769
44	119	Mountain-400-W Silver- 46	Bikes	Mountain Bikes	420	2013-12-24	142	High-Performer	11	138	106122	138	138	769	769
45	120	Mountain-200 Black- 38	Bikes	Mountain Bikes	1252	2013-12-28	142	High-Performer	24	581	1292559	581	564	2224.7	2224
46	121	Mountain-200 Black- 42	Bikes	Mountain Bikes	1252	2013-12-28	142	High-Performer	23	614	1363128	614	604	2220.1	2220
47	122	Mountain-200 Black- 46	Bikes	Mountain Bikes	1252	2013-12-27	142	High-Performer	24	620	1373454	620	600	2215.2	2215

avg_monthly_revenue

15034
13806
18409
16031
16433
12981
13883
11127
83784
100482
90046
87959
100184
2068
2169
2909
2521
2598
2043
2370
2900
1920
2561
1742
2494
29316
32980
27076
1564
1184
2160
2405
2847
2749
2012
2311
2311
1836
2568
2465
10346
8202
9018
9647
53856
59266
57227

48	123	Mountain-200 Silver- 38	Bikes	Mountain Bikes	1266	2013-12-28	142	High-Performer	23	596	1339394	596	583	2247.3	2247
49	124	Mountain-200 Silver- 42	Bikes	Mountain Bikes	1266	2013-12-28	142	High-Performer	24	560	1257368	560	547	2245.3	2245
50	125	Mountain-200 Silver- 46	Bikes	Mountain Bikes	1266	2013-12-28	142	High-Performer	23	579	1298709	579	566	2243	2243
51	126	Road-750 Black- 44	Bikes	Road Bikes	344	2013-12-28	142	High-Performer	12	360	194400	360	360	540	540
52	127	Road-750 Black- 48	Bikes	Road Bikes	344	2013-12-28	142	High-Performer	12	363	196020	363	363	540	540
53	128	Road-750 Black- 52	Bikes	Road Bikes	344	2013-12-28	142	High-Performer	12	386	208440	386	386	540	540
54	129	Road-750 Black- 58	Bikes	Road Bikes	344	2013-12-28	142	High-Performer	12	334	180360	334	334	540	540
55	130	Road-550-W Yellow- 38	Bikes	Road Bikes	713	2013-12-26	142	High-Performer	24	270	293760	270	267	1088	1088
56	131	Road-550-W Yellow- 40	Bikes	Road Bikes	713	2013-12-28	142	High-Performer	23	266	289880	266	264	1089.8	1089
57	132	Road-550-W Yellow- 42	Bikes	Road Bikes	713	2013-12-26	142	High-Performer	24	306	334440	306	303	1092.9	1092
58	133	Road-550-W Yellow- 44	Bikes	Road Bikes	713	2013-12-27	142	High-Performer	23	287	312200	287	286	1087.8	1087
59	134	Road-550-W Yellow- 48	Bikes	Road Bikes	713	2013-12-27	142	High-Performer	22	261	283680	261	258	1086.9	1086
60	135	Road-350-W Yellow- 40	Bikes	Road Bikes	1083	2013-12-27	142	High-Performer	12	246	418446	246	246	1701	1701
61	136	Road-350-W Yellow- 42	Bikes	Road Bikes	1083	2013-12-27	142	High-Performer	12	235	399735	235	235	1701	1701
62	137	Road-350-W Yellow- 44	Bikes	Road Bikes	1083	2013-12-27	142	High-Performer	11	216	367416	216	216	1701	1701
63	138	Road-350-W Yellow- 48	Bikes	Road Bikes	1083	2013-12-25	142	High-Performer	12	232	394632	232	232	1701	1701
64	139	Road-250 Black- 44	Bikes	Road Bikes	1555	2013-12-27	142	High-Performer	24	271	628384	271	266	2318.8	2318
65	140	Road-250 Black- 48	Bikes	Road Bikes	1555	2013-12-28	142	High-Performer	23	298	691213	298	289	2319.5	2319
66	141	Road-250 Black- 52	Bikes	Road Bikes	1555	2013-12-25	142	High-Performer	24	319	734425	319	312	2302.3	2302
67	142	Road-250 Black- 58	Bikes	Road Bikes	1555	2013-12-26	142	High-Performer	24	270	622026	270	265	2303.8	2303
68	143	Road-250 Red- 58	Bikes	Road Bikes	1555	2013-12-27	142	High-Performer	24	306	702666	306	301	2296.3	2296
69	144	Touring-3000 Blue- 44	Bikes	Touring Bikes	461	2013-12-28	142	Mid-Range	11	53	39326	53	53	742	742
70	145	Touring-3000 Blue- 50	Bikes	Touring Bikes	461	2013-12-23	142	Mid-Range	11	48	35616	48	48	742	742
71	146	Touring-3000 Blue- 54	Bikes	Touring Bikes	461	2013-12-17	142	Mid-Range	12	55	40810	55	55	742	742
72	147	Touring-3000 Blue- 58	Bikes	Touring Bikes	461	2013-12-27	142	Mid-Range	11	57	42294	57	57	742	742
73	148	Touring-3000 Blue- 62	Bikes	Touring Bikes	461	2013-12-23	142	Mid-Range	11	64	47488	64	64	742	742
74	149	Touring-3000 Yellow- 44	Bikes	Touring Bikes	461	2013-12-28	142	Mid-Range	11	59	43778	59	59	742	742
75	150	Touring-3000 Yellow- 50	Bikes	Touring Bikes	461	2013-12-27	142	Mid-Range	11	59	43778	59	59	742	742
76	151	Touring-3000 Yellow- 54	Bikes	Touring Bikes	461	2013-12-09	142	Mid-Range	11	48	35616	48	48	742	742
77	152	Touring-3000 Yellow- 58	Bikes	Touring Bikes	461	2013-12-27	142	Mid-Range	12	47	34874	47	47	742	742
78	153	Touring-3000 Yellow- 62	Bikes	Touring Bikes	461	2013-12-26	142	Mid-Range	11	50	37100	50	50	742	742
79	154	Touring-2000 Blue- 46	Bikes	Touring Bikes	755	2013-12-27	142	High-Performer	12	97	117855	97	97	1215	1215
80	155	Touring-2000 Blue- 50	Bikes	Touring Bikes	755	2013-12-27	142	High-Performer	12	106	128790	106	106	1215	1215
81	156	Touring-2000 Blue- 54	Bikes	Touring Bikes	755	2013-12-28	142	High-Performer	11	88	106920	88	88	1215	1215
82	157	Touring-2000 Blue- 60	Bikes	Touring Bikes	755	2013-12-28	142	High-Performer	12	81	98415	81	81	1215	1215
83	158	Touring-1000 Blue- 46	Bikes	Touring Bikes	1482	2013-12-23	142	High-Performer	12	177	421968	177	177	2384	2384
84	159	Touring-1000 Blue- 50	Bikes	Touring Bikes	1482	2013-12-28	142	High-Performer	12	150	357600	150	150	2384	2384
85	160	Touring-1000 Blue- 54	Bikes	Touring Bikes	1482	2013-12-27	142	High-Performer	11	160	381440	160	160	2384	2384
86	161	Touring-1000 Blue- 60	Bikes	Touring Bikes	1482	2013-12-27	142	High-Performer	12	147	350448	147	147	2384	2384
87	162	Touring-1000 Yellow- 46	Bikes	Touring Bikes	1482	2013-12-28	142	High-Performer	11	172	410048	172	170	2384	2384
88	163	Touring-1000 Yellow- 50	Bikes	Touring Bikes	1482	2013-12-23	142	High-Performer	12	151	359984	151	150	2384	2384
89	164	Touring-1000 Yellow- 54	Bikes	Touring Bikes	1482	2013-12-27	142	High-Performer	11	158	376672	158	158	2384	2384
90	165	Touring-1000 Yellow- 60	Bikes	Touring Bikes	1482	2013-12-23	142	High-Performer	11	140	333760	140	140	2384	2384
91	166	AWC Logo Cap	Clothing	Caps	7	2014-01-28	141	Mid-Range	13	2190	19710	2190	2132	9	9
92	168	Bike Wash - Dissolver	Accessori...	Cleaners	3	2014-01-28	141	Low-Performer	12	908	7272	909	875	8	8
93	174	Fender Set - Mountain	Accessori...	Fenders	8	2014-01-28	141	Mid-Range	13	2121	46662	2121	2110	22	22
94	233	Half-Finger Gloves- L	Clothing	Gloves	9	2014-01-28	141	Mid-Range	13	443	10632	443	437	24	24
95	234	Half-Finger Gloves- M	Clothing	Gloves	9	2014-01-28	141	Mid-Range	13	499	11976	499	488	24	24

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96	235	Half-Finger Gloves- S	Clothing	Gloves	9	2014-01-25	141	Mid-Range	13	487	11688	487	478	24	24
97	244	Sport-100 Helmet- Black	Accessori...	Helmets	13	2014-01-28	141	High-Performer	13	2085	72975	2085	2024	35	35
98	245	Sport-100 Helmet- Blue	Accessori...	Helmets	13	2014-01-28	141	High-Performer	13	2124	74375	2125	2049	35	35
99	246	Sport-100 Helmet- Red	Accessori...	Helmets	13	2014-01-28	141	High-Performer	13	2230	78050	2230	2147	35	35
100	247	Hydration Pack - 70 oz.	Accessori...	Hydration Packs	21	2014-01-28	141	Mid-Range	13	733	40315	733	719	55	55
101	248	Long-Sleeve Logo Jersey- L	Clothing	Jerseys	38	2014-01-28	141	Mid-Range	13	452	22650	453	449	50	50
102	249	Long-Sleeve Logo Jersey- M	Clothing	Jerseys	38	2014-01-28	141	Mid-Range	13	442	22100	442	436	50	50
103	250	Long-Sleeve Logo Jersey- S	Clothing	Jerseys	38	2014-01-28	141	Mid-Range	12	429	21450	429	426	50	50
104	251	Long-Sleeve Logo Jersey- XL	Clothing	Jerseys	38	2014-01-28	141	Mid-Range	12	413	20700	414	409	50	50
105	259	Patch Kit/8 Patches	Accessori...	Tires and Tubes	1	2014-01-28	141	Low-Performer	13	3189	6378	3189	2948	2	2
106	260	Hitch Rack - 4-Bike	Accessori...	Bike Racks	45	2014-01-28	141	Mid-Range	12	327	39240	327	324	120	120
107	272	Women's Mountain Shorts- L	Clothing	Shorts	26	2014-01-28	141	Mid-Range	12	363	25410	363	363	70	70
108	273	Women's Mountain Shorts- M	Clothing	Shorts	26	2014-01-26	141	Mid-Range	12	352	24640	352	352	70	70
109	274	Women's Mountain Shorts- S	Clothing	Shorts	26	2014-01-28	141	Mid-Range	12	304	21280	304	304	70	70
110	275	Short-Sleeve Classic Jersey-...	Clothing	Jerseys	42	2014-01-26	141	Mid-Range	13	374	20196	374	372	54	54
111	276	Short-Sleeve Classic Jersey-...	Clothing	Jerseys	42	2014-01-27	141	Mid-Range	13	407	21978	407	404	54	54
112	277	Short-Sleeve Classic Jersey-...	Clothing	Jerseys	42	2014-01-28	141	Mid-Range	13	406	21924	406	402	54	54
113	278	Short-Sleeve Classic Jersey-...	Clothing	Jerseys	42	2014-01-28	141	Mid-Range	12	409	22086	409	405	54	54
114	279	Racing Socks- L	Clothing	Socks	3	2014-01-27	141	Low-Performer	13	270	2430	270	269	9	9
115	280	Racing Socks- M	Clothing	Socks	3	2014-01-28	141	Low-Performer	12	298	2682	298	295	9	9
116	281	All-Purpose Bike Stand	Accessori...	Bike Stands	59	2014-01-28	141	Mid-Range	13	249	39591	249	243	159	159
117	282	LL Mountain Tire	Accessori...	Tires and Tubes	9	2014-01-28	141	Mid-Range	12	860	21550	862	828	25	25
118	283	ML Mountain Tire	Accessori...	Tires and Tubes	11	2014-01-28	141	Mid-Range	13	1160	34800	1160	1160	30	30
119	284	HL Mountain Tire	Accessori...	Tires and Tubes	13	2014-01-28	141	Mid-Range	13	1395	48860	1396	1395	35	35
120	285	LL Road Tire	Accessori...	Tires and Tubes	8	2014-01-28	141	Mid-Range	13	1043	21903	1043	1029	21	21
121	286	ML Road Tire	Accessori...	Tires and Tubes	9	2014-01-28	141	Mid-Range	13	925	23125	925	890	25	25
122	287	HL Road Tire	Accessori...	Tires and Tubes	12	2014-01-28	141	Mid-Range	13	858	28314	858	820	33	33
123	288	Touring Tire	Accessori...	Tires and Tubes	11	2014-01-25	141	Mid-Range	13	935	27115	935	920	29	29
124	289	Mountain Tire Tube	Accessori...	Tires and Tubes	2	2014-01-28	141	Mid-Range	13	3092	15465	3093	2958	5	5
125	290	Road Tire Tube	Accessori...	Tires and Tubes	1	2014-01-28	141	Low-Performer	13	2375	9500	2375	2225	4	4
126	291	Touring Tire Tube	Accessori...	Tires and Tubes	2	2014-01-28	141	Low-Performer	13	1487	7435	1487	1410	5	5
127	292	Classic Vest- L	Clothing	Vests	24	2014-01-28	141	Mid-Range	12	195	12480	195	195	64	64
128	293	Classic Vest- M	Clothing	Vests	24	2014-01-27	141	Mid-Range	12	199	12736	199	199	64	64
129	294	Classic Vest- S	Clothing	Vests	24	2014-01-28	141	Mid-Range	13	168	10944	171	168	64	65
130	295	Water Bottle - 30 oz.	Accessori...	Bottles and Cages	2	2014-01-28	141	Mid-Range	13	4244	21245	4249	4073	5	5

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3045
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2676
3758
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2178
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1189
730
571
1040
1061
841
1634