

Sales Performance Dashboard

Quick measure

Total Sales

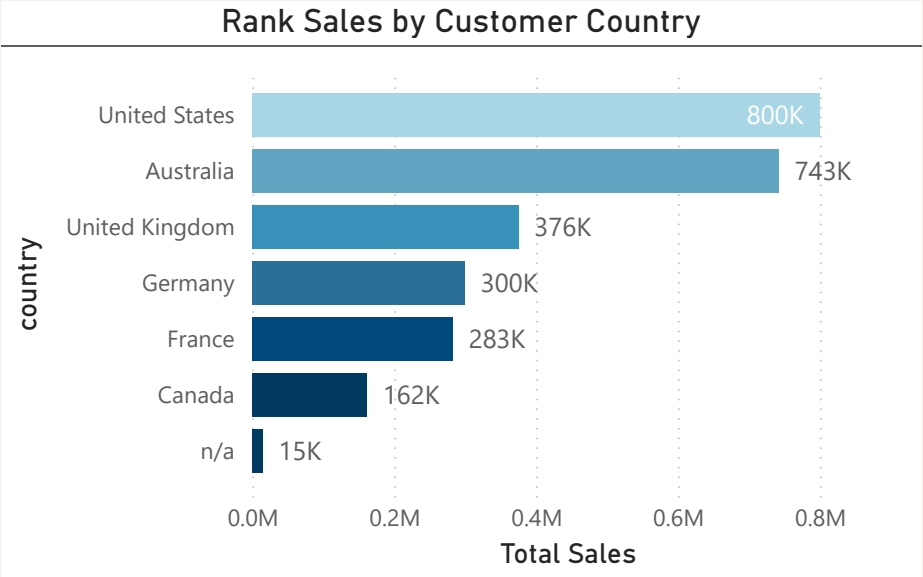
\$3M

Total Item Sold

9,218

Order Total

3,743



Year

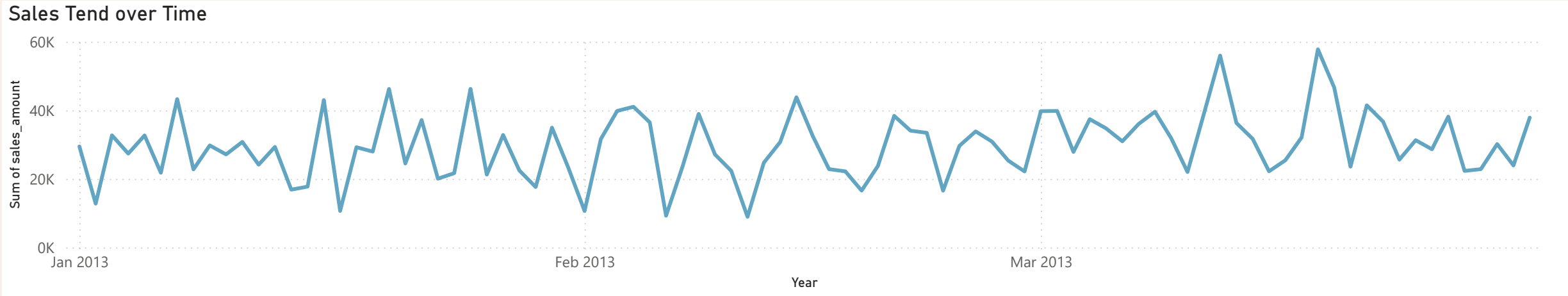
2013

Quarter

Qtr 1

Rank Sales by Category

category	Sum of sales_amount
Bikes	2,488K
Accessories	120K
Clothing	56K



Customer Analytics : Demographic & Market Trends

Quick measure

Total customers

18.5K

VIP customer

1.7K

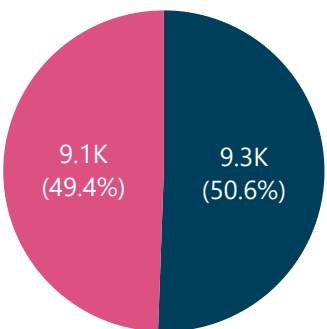
Regular Customer

2.2K

New Customer

14.6K

Customer Demographic by Gender

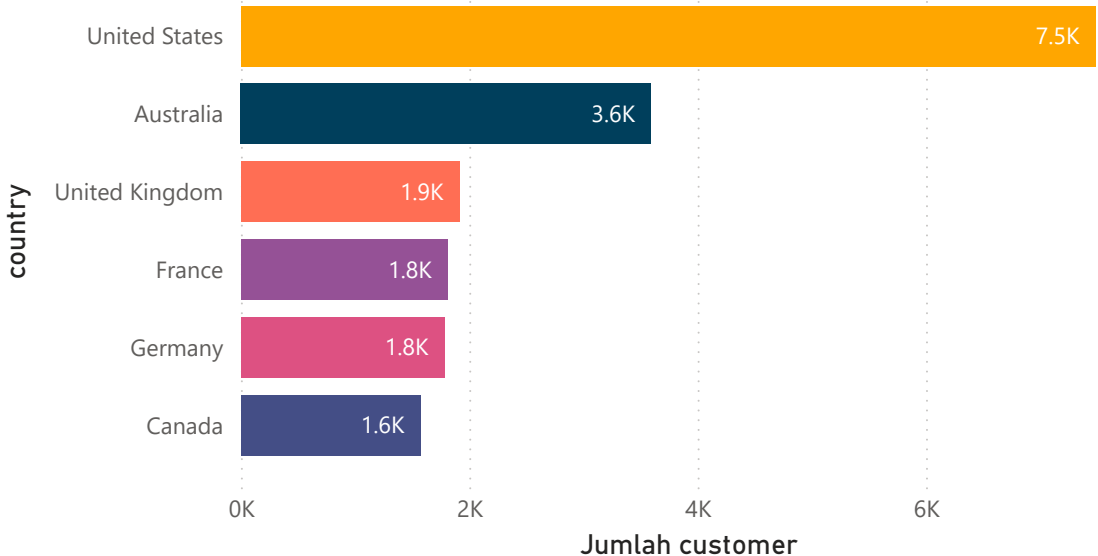


gender

Male

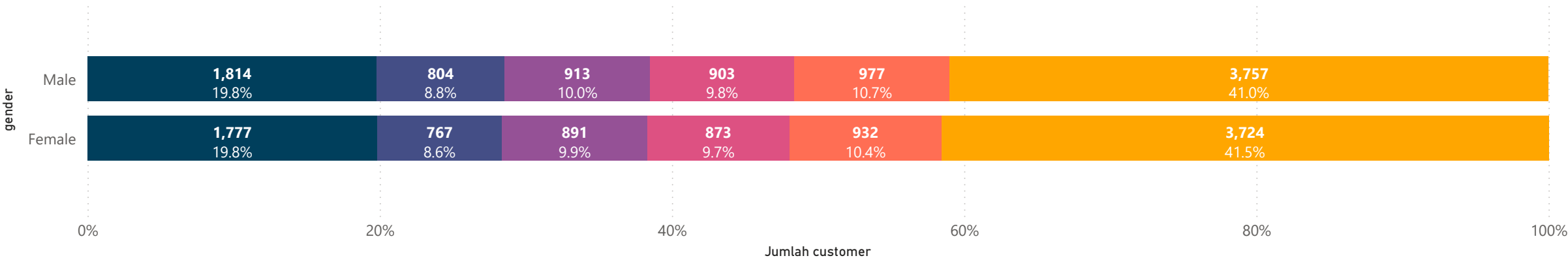
Female

Total Customer by Country



Gender Distribution of Customers by Country (%)

Australia Canada France Germany United Kingdom United States



Product Health Dashboard: revenue, Segmentation & Dead Stock Analysis

Quick measure

Total Products in Inventory

295

Total Products cost

\$86.1K

Avg Revenue monthly

\$14.8K

Avg sales price

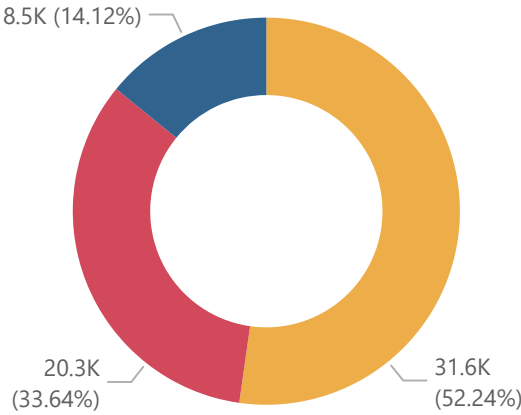
\$1K

Avg revenue per-order

\$1.4K

Product composition by performance

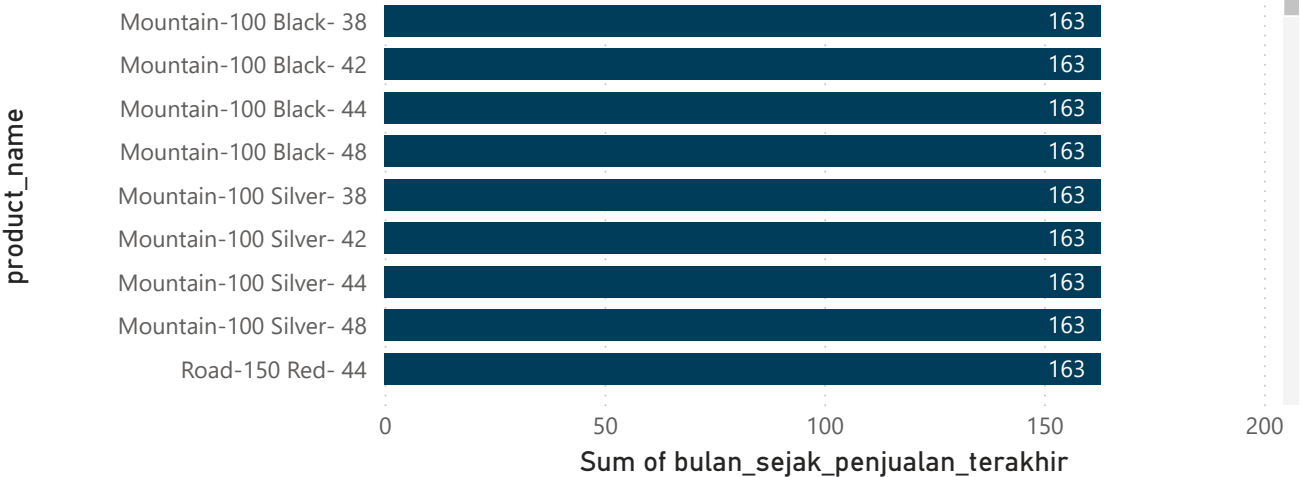
mid-performer High-performer low-performer



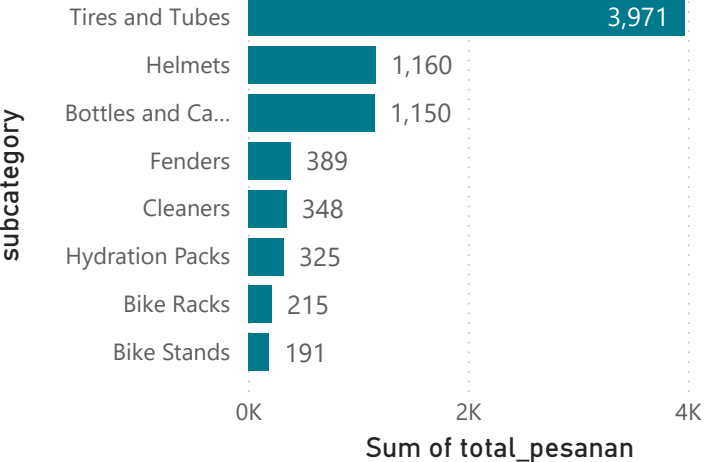
Dead stock

Products that are no longer sold in month

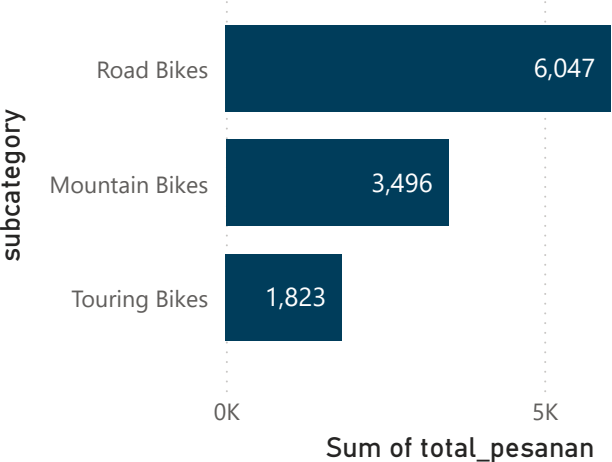
category Accessories Bikes Clothing



Rank Order of Accesoris



Rank Orders of Bikes



Rank Order of Clothing

