

# BIKE STORE SALES DASHBOARD

Sales Overview

Product Analysis

State

All

Year

All

Total Customers

1445

Total Revenue

7.7M

AVG discount %

11.57%

YoY Growth

30.9%

Total Products

321

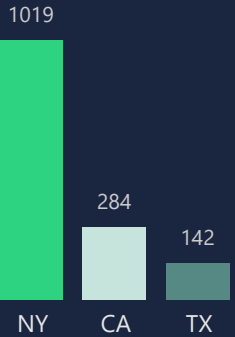
Products in Stock

13.5K

Products Sold

7078

Total Customers by States



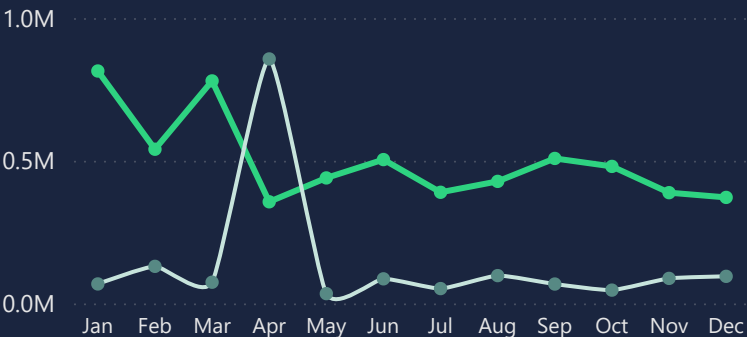
Revenue by Year

● one-time buyer ● repeat buyer



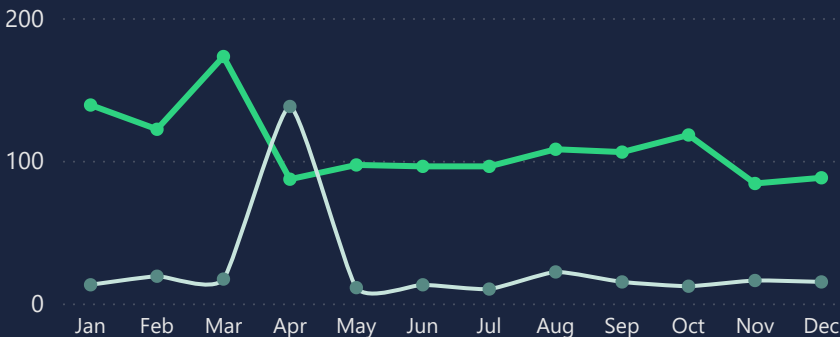
Monthly Sales Trend

● one-time buyer ● repeat buyer



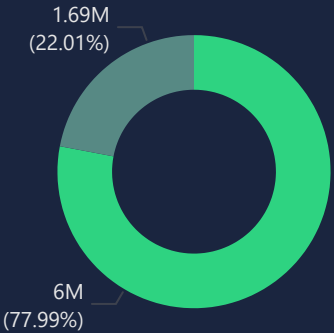
Order by Month

● one-time buyer ● repeat buyer



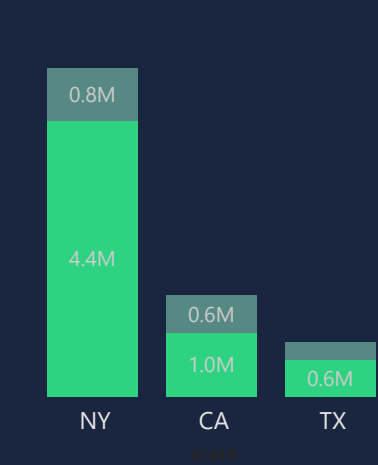
Revenue by customer segmentation

● one-time buyer ● repeat buyer



Revenue Across States

● one-time buyer ● repeat buyer

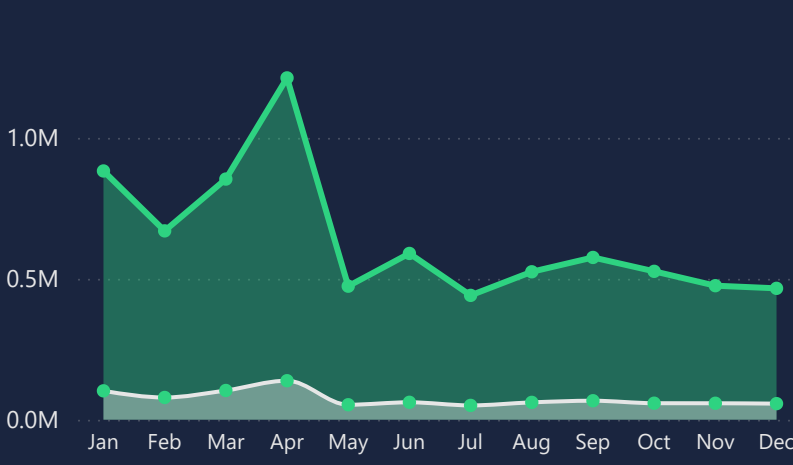


Top 10 valuable customers



Total Discount vs. Net Revenue Trend

● Net\_revenue ● Discount



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Product Analysis

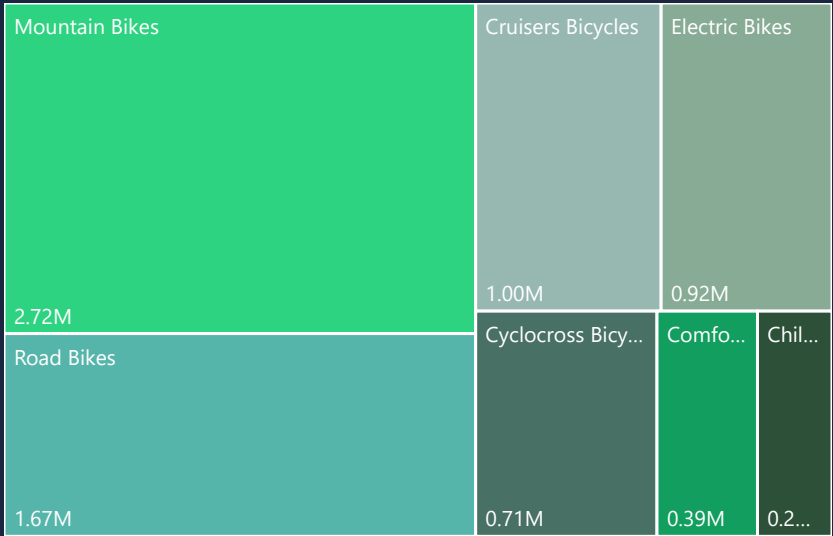
Store

All

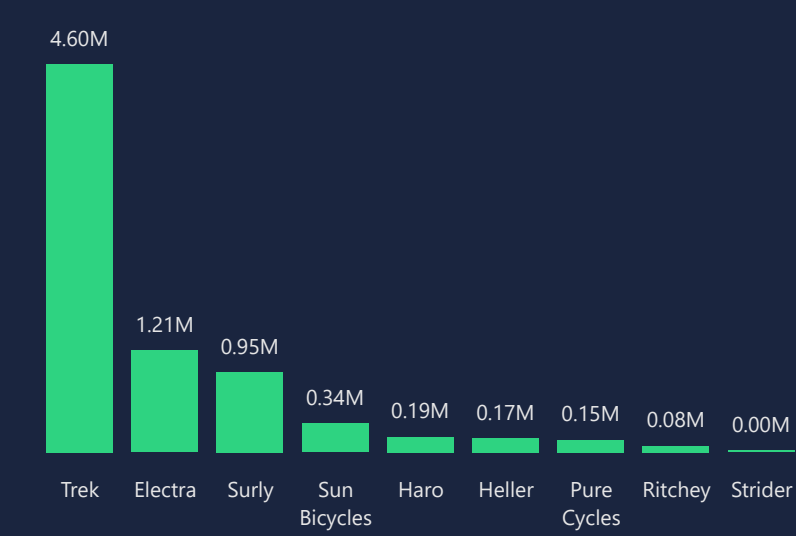
Year

All

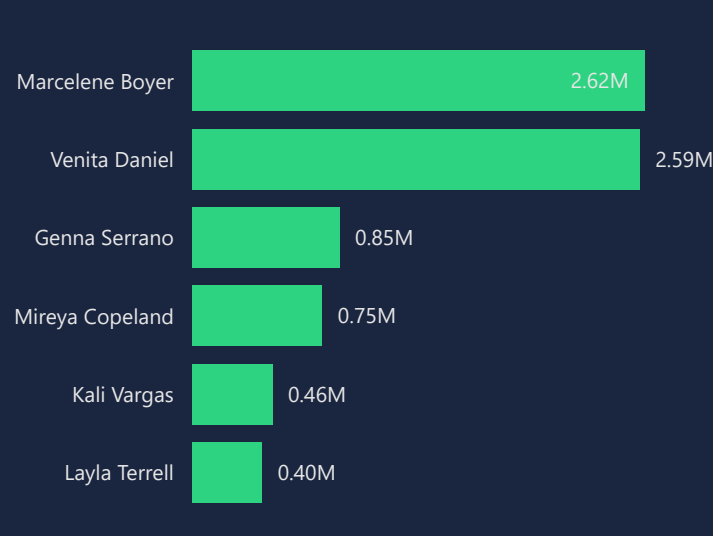
## Revenue by Product Category



## Revenue by Brand Name



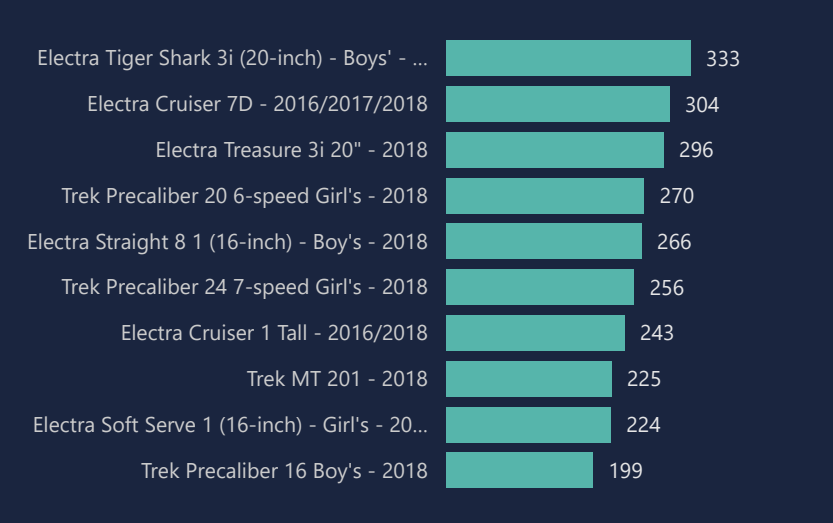
## Revenue by Sales Rep



Top 10

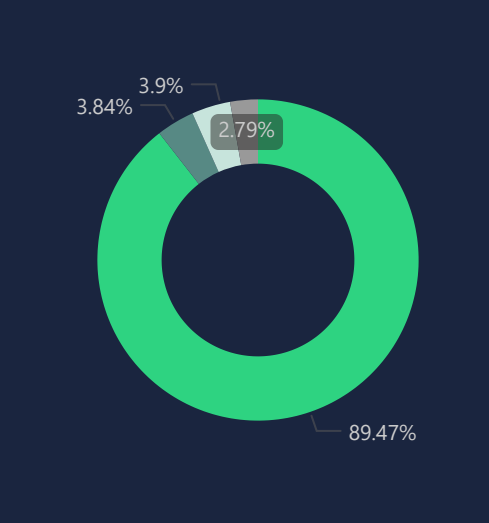
Bottom 10

## Bottom 10 Products by Revenue



## Order status

Completed Pending Processing Rejected



## Product Summary

Product name	Gross revenue	Net revenue	Units sold	Discount
Trek Slash 8 27.5 - 2016	615,998.46	555,558.61	154	60,439.85
Trek Conduit+ - 2016	434,998.55	389,248.70	145	45,749.85
Trek Fuel EX 8 29 - 2016	414,698.57	368,472.73	143	46,225.84
Surly Straggler 650b - 2016	253,829.49	226,765.55	151	27,063.94
Trek Domane SLR 6 Disc - 2017	236,499.57	211,584.62	43	24,914.95
Surly Straggler - 2016	227,703.00	203,507.62	147	24,195.38
Trek Remedy 29 Carbon Frameset - 2016	224,998.75	203,380.87	125	21,617.88
Trek Powerfly 8 FS Plus - 2017	204,999.59	188,249.62	41	16,749.97
Trek Madone 9.2 - 2017	194,999.61	175,899.65	39	19,099.96
Trek Silque SLR 8 Women's - 2017	188,499.71	174,524.73	29	13,974.98
Trek Silque SLR 7 Women's - 2017	179,999.70	163,079.73	30	16,919.97
Trek Fuel EX 9.8 27.5 Plus - 2017	174,899.67	159,052.70	33	15,846.97
Electra Townie Original 7D EQ - 2016	173,997.10	155,169.41	290	18,827.69
Total	8,578,988.88	7,689,116.56	7078	889,872.32