

Internet Sales Product View by: Total Sales

Pick a Measure:

Avg Discounts

Avg Product Costs

Avg Sales

Avg Unit Price

Avg Units Sold

Gross Margins

Total Sales

Total Units Sold

Select Products:

∨

 Accessories

∧

 Bikes

∨

 Mountain Bikes

∨

 Road Bikes

∨

 Touring Bikes

∨

 Clothing

∨

 Components

Total Sales

9.39M

Distinct Customers

7,819

Selected Measure by ProductCategory

10M

9.0M

5M

0M

Bikes

Accessories

Clothing

ProductCategory

0.3M

0.1M

Bikes

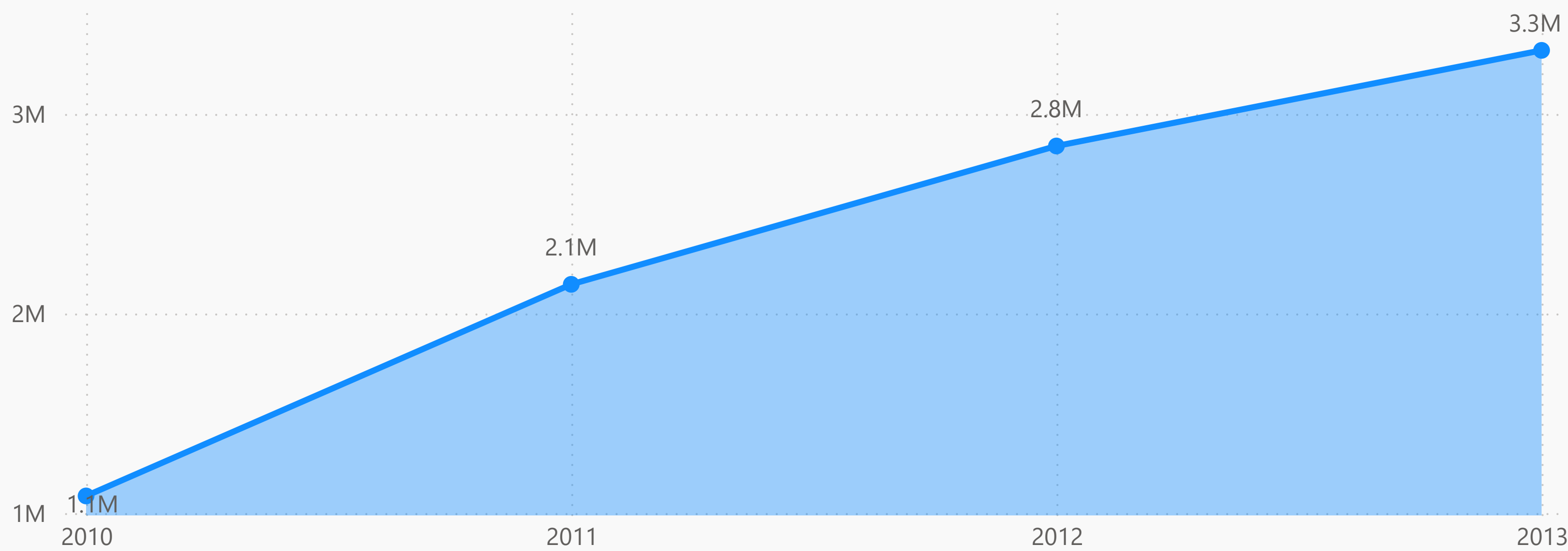
Accessories

Clothing

0.26M (2.73%)

9M (95.85%)

Selected Measure by FiscalYear

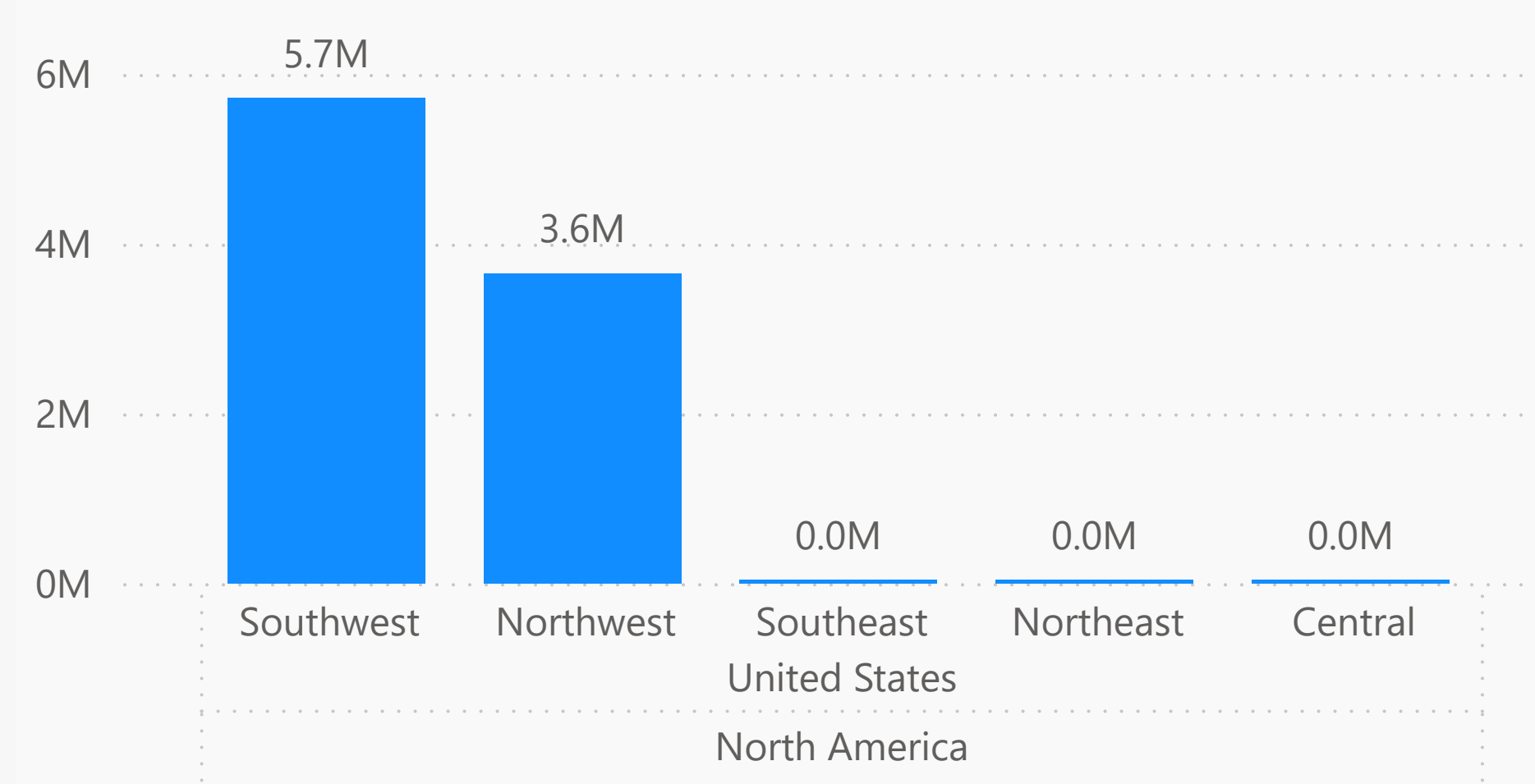


Top N Products with description

Alluminum-alloy frame provides a light, stiff ride, whether you are ra...	
718,170.37	310
Selected Measure	Distinct Customers
Cross-train, race, or just socialize on a sleek, aerodynamic bike desig...	
511,997.99	301
Selected Measure	Distinct Customers
Entry level adult bike; offers a comfortable ride cross-country or do...	
276,474.88	512
Selected Measure	Distinct Customers
Same technology as all of our Road series bikes, but the frame is siz...	
493,175.67	453
Selected Measure	Distinct Customers

Product Category	Product Subcateg...	2010	2011	2012	2013	Total
Bikes	Road Bikes	956,915.93	1,691,527.13	850,299.36	791,183.47	4,289,925.90
	Mountain Bikes	128,799.62	454,641.15	1,378,054.40	1,455,962.57	3,417,457.74
	Touring Bikes			449,085.09	843,390.81	1,292,475.90
	Total	1,085,715.55	2,146,168.28	2,677,438.85	3,090,536.85	8,999,859.53
Accessories				108,792.90	147,629.17	256,422.07
Clothing				53,156.32	80,351.59	133,507.91
Total		1,085,715.55	2,146,168.28	2,839,388.07	3,318,517.61	9,389,789.51

Selected Measure by SalesTerritoryGroup, SalesTerritoryCountry and SalesTerritoryRegion



What are Gross Margins by Customer Segment ?

Pick a Measure:

- ☐ Avg Discounts
- ☐ Avg Product Costs
- ☐ Avg Sales
- ☐ Avg Unit Price
- ☐ Avg Units Sold
- ☒ Gross Margins
- ☐ Total Sales
- ☐ Total Units Sold

Pick a Segment:

- ☐ AllSegments
- ☐ AgeSegment
- ☐ CommuteSegment
- ☐ EducationSegment
- ☐ IncomeSegment
- ☐ OccupationSegment
- ☐ TotalCarsSegment
- ☐ TotalChildrenSeament

Gross Margins

0.41

Distinct Customers

18K

Bottom 20

0.42

Selected Measure

101.46%

% of Total

Top 80

0.41

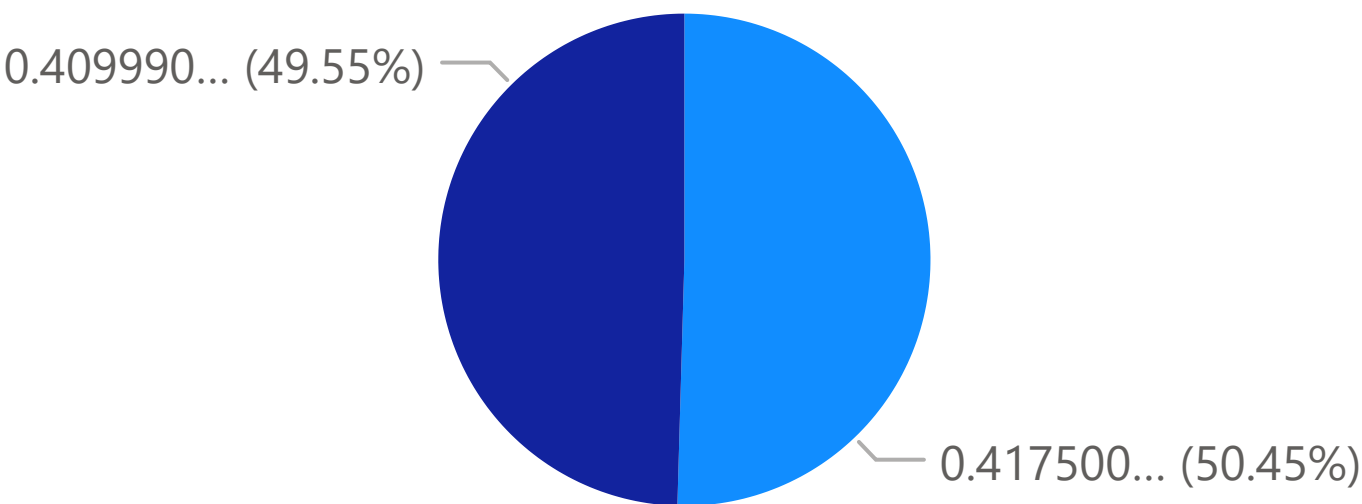
Selected Measure

99.63%

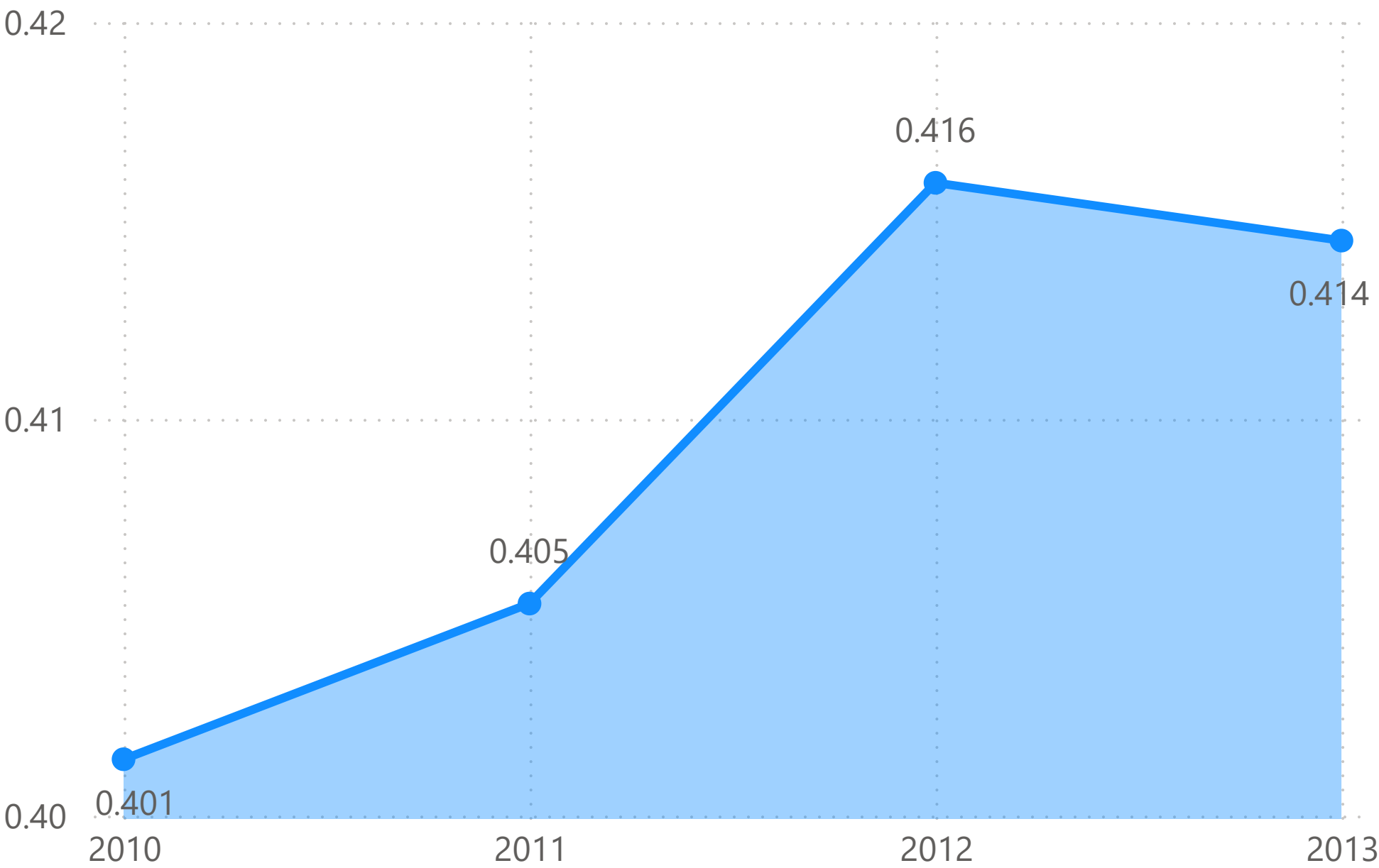
% of Total

Gross Margins

Customer Seg... ● Bottom 20 ● Top 80

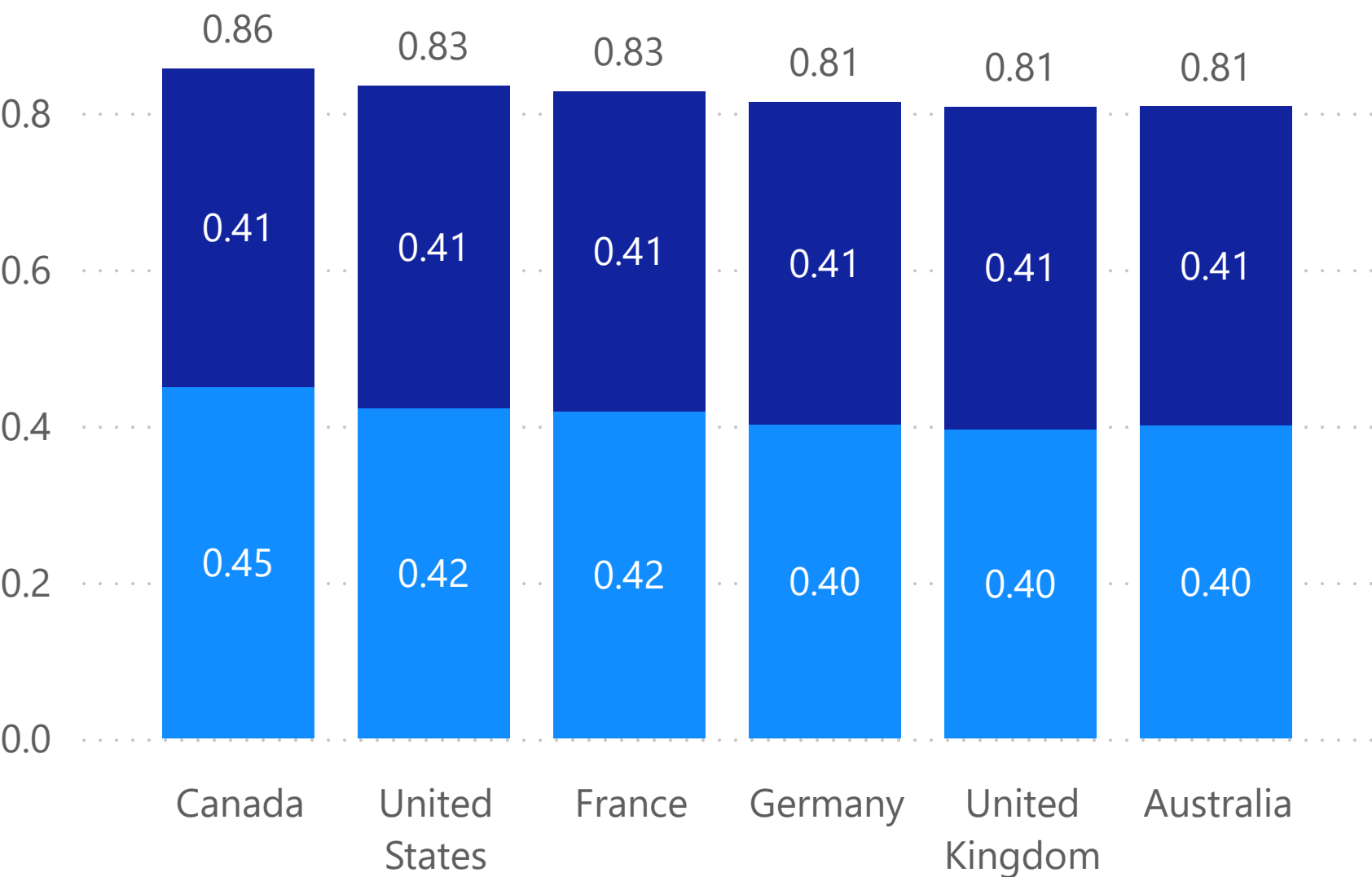


Gross Margins



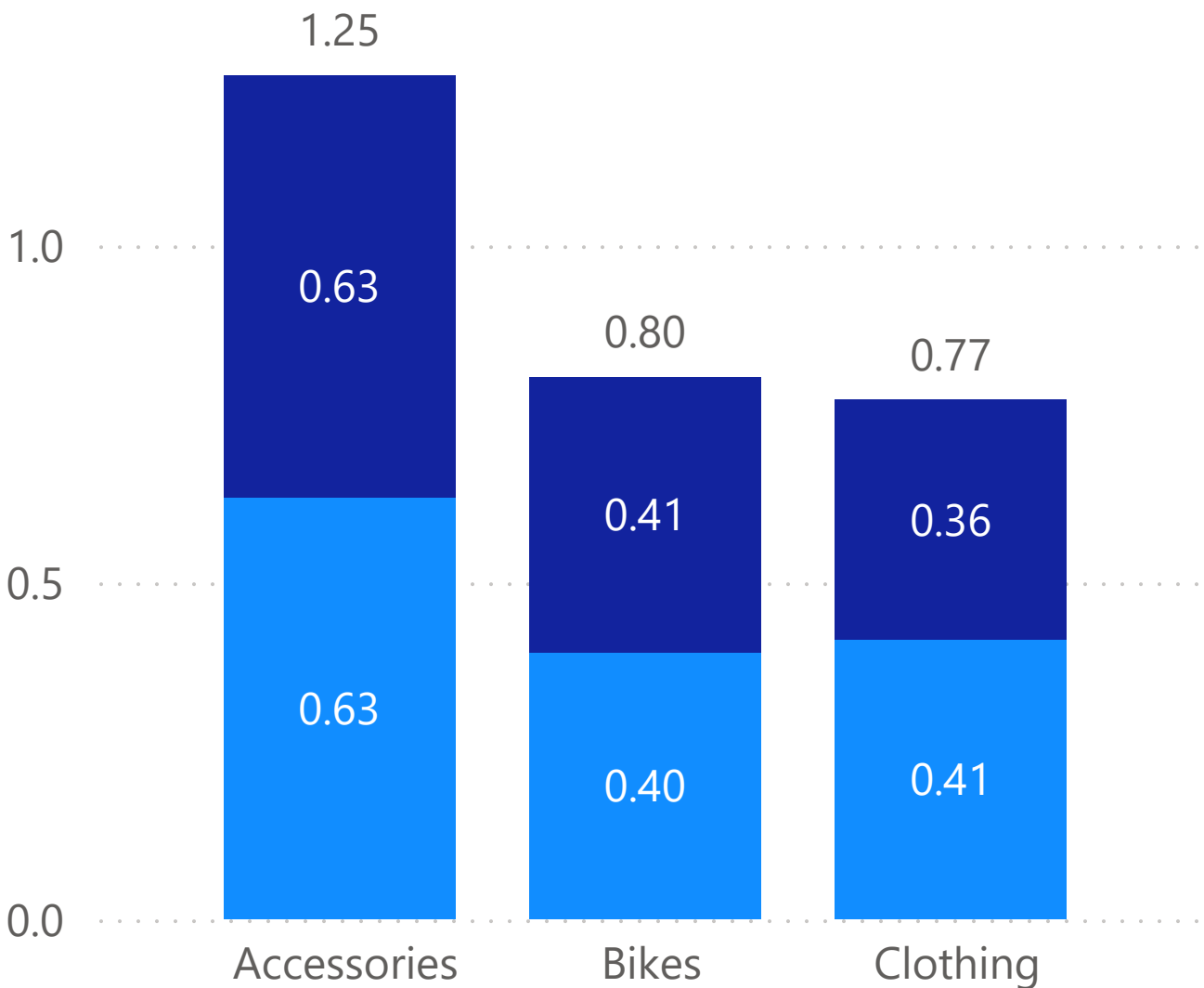
Gross Margins

Customer Segme... ● Bottom 20 ● Top 80



Gross Margins

Customer S... ● Bottom 20 ● Top 80



Full Name	Age	CommuteDi...	Education	Occupation	Gender	HouseOwner	CarsOwned	TotalChildren	YearlyIncome	Selected Measure	Distinct Customers
Abby C Mehta	60	1-2 Miles	Partial High School	Clerical	F	0	2	3	40,000	0.63	1
Alexis Gonzales	69	10+ Miles	Bachelors	Professional	F	1	3	5	60,000	0.63	1
Amanda Russell	83	0-1 Miles	High School	Skilled Manual	F	0	2	0	40,000	0.63	1
Angela Sanders	48	5-10 Miles	Bachelors	Management	F	1	2	4	90,000	0.63	1
Anna E Morgan	75	2-5 Miles	Bachelors	Skilled Manual	F	1	1	1	50,000	0.63	1
Anthony Harris	49	10+ Miles	Bachelors	Management	M	1	2	5	70,000	0.63	1
Antonio L Russell	40	5-10 Miles	Graduate Degree	Management	M	1	1	4	90,000	0.63	1
Arthur M Alonso	60	0-1 Miles	High School	Professional	M	0	4	3	150,000	0.63	1
Total										0.41	18,484

Saarland	München
StateProvinceNa...	City
0.63	152.13%
Selected Measure	% of Total
Kentucky	Campbellsville
StateProvinceNa...	City
0.63	152.13%
Selected Measure	% of Total
Missouri	Branson
StateProvinceNa...	City
0.63	152.13%
Selected Measure	% of Total