

Sales Overview

Sales Overview

Customers Insights

Product Insights

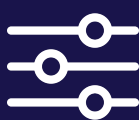
Insights and
Recommendations

Year

All

Month

All



Product Name

All

Category

All

Sub_Category

All

city

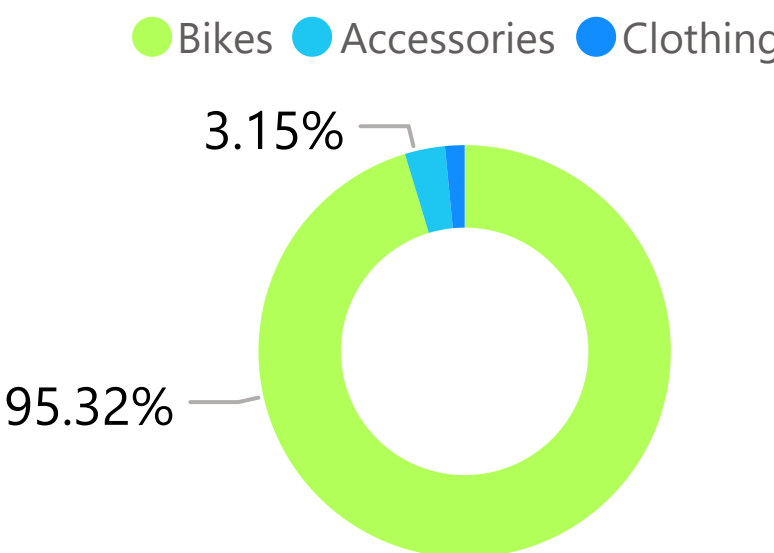
All

Sales vs Budget

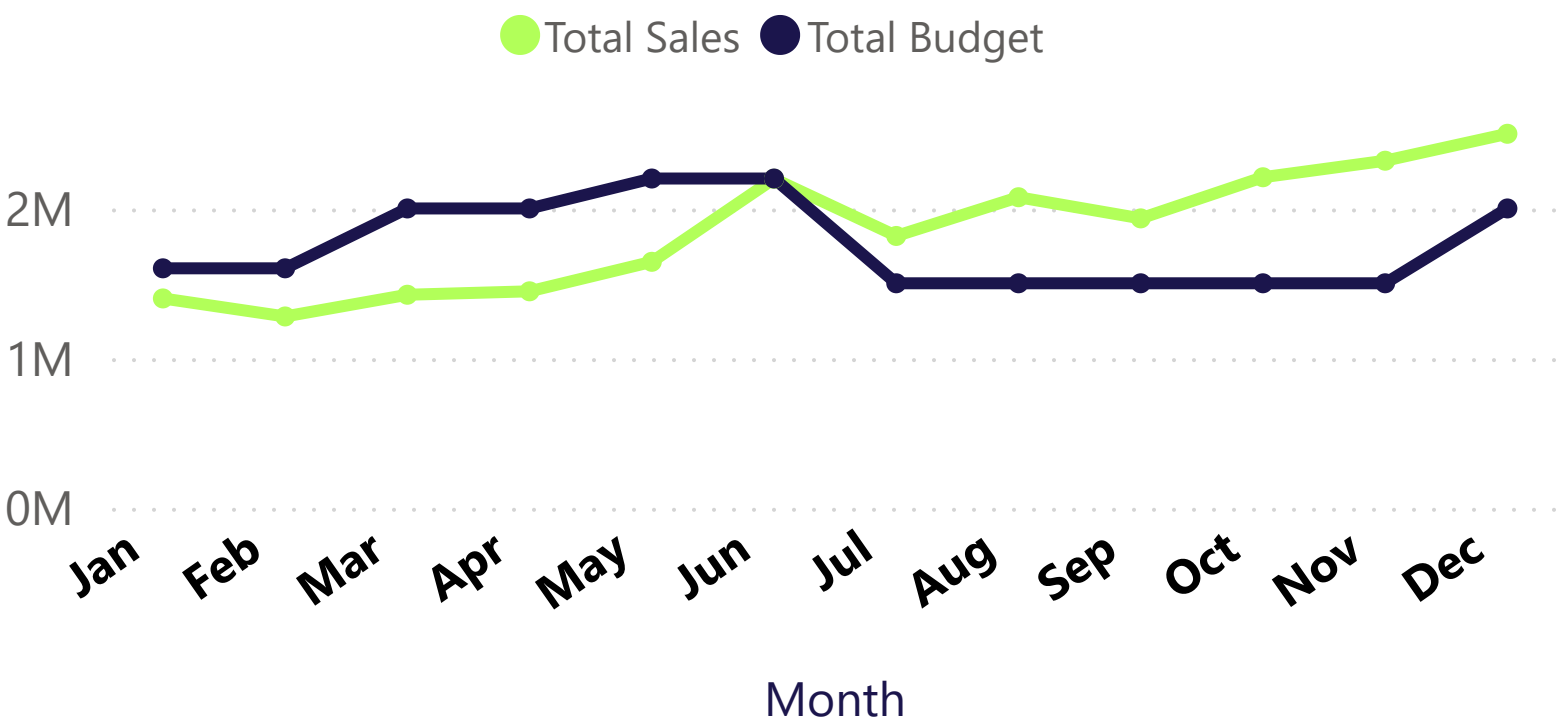
22,239,730

Bud.. 21,100,000.00 1,139,730.26 ↑

Total Sales by Product Category



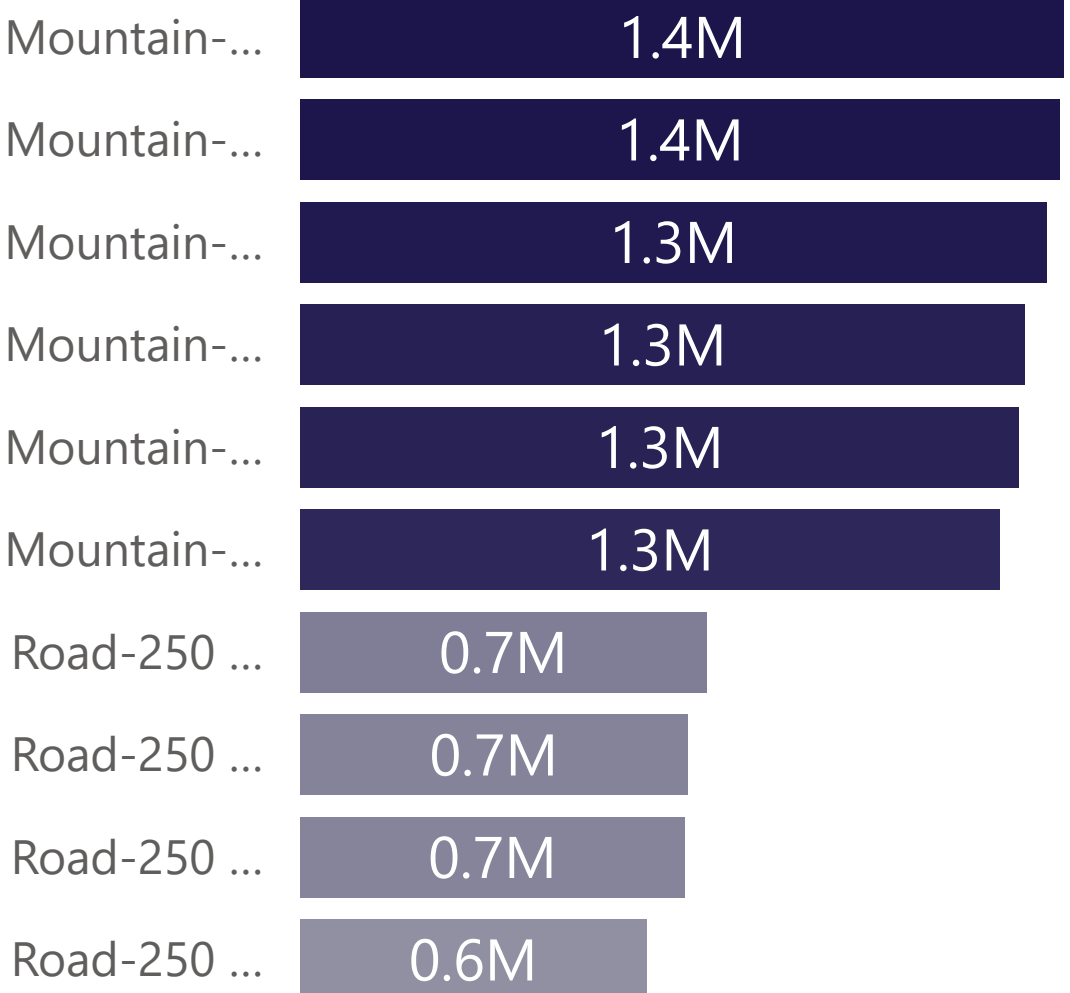
Sales and Budget by Month



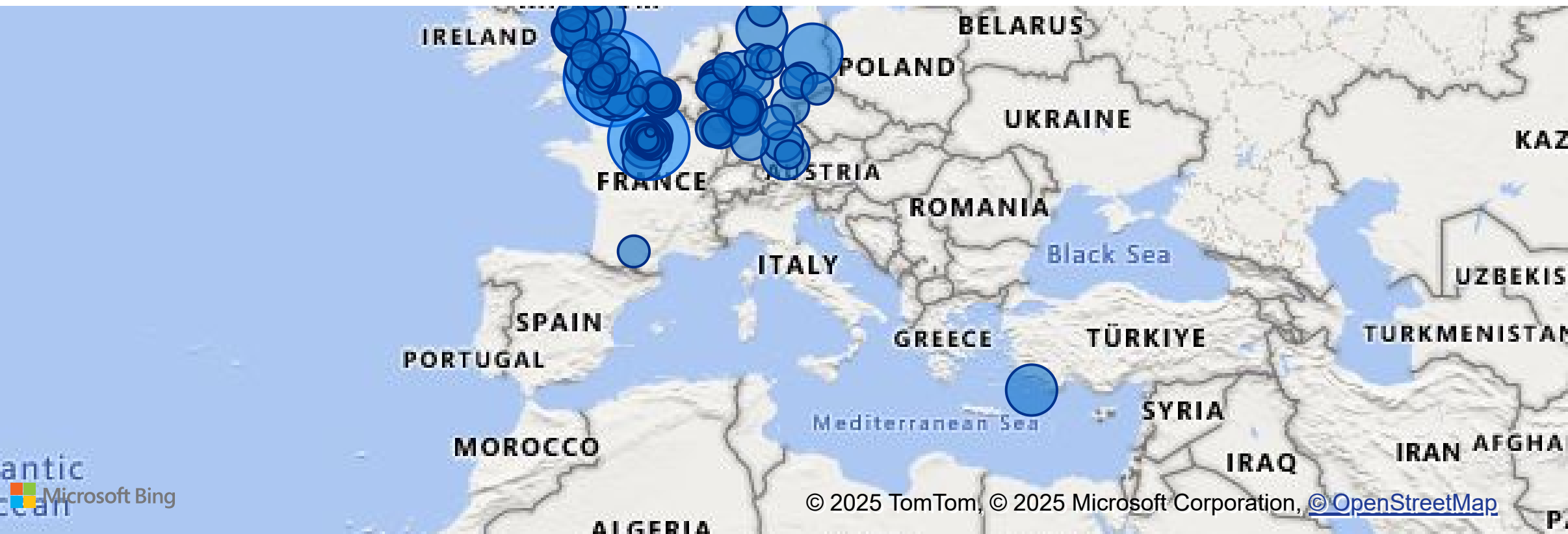
Sales by Top 10 Customers



Sales by Top 10 Product Name



Sales by Customer City



Customers Insights

Sales Overview

Customers Insights

Product Insights

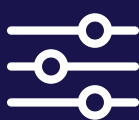
Insights and
Recommendations

Year

All

Month

All



Full Name

All

Gender

All

city

All

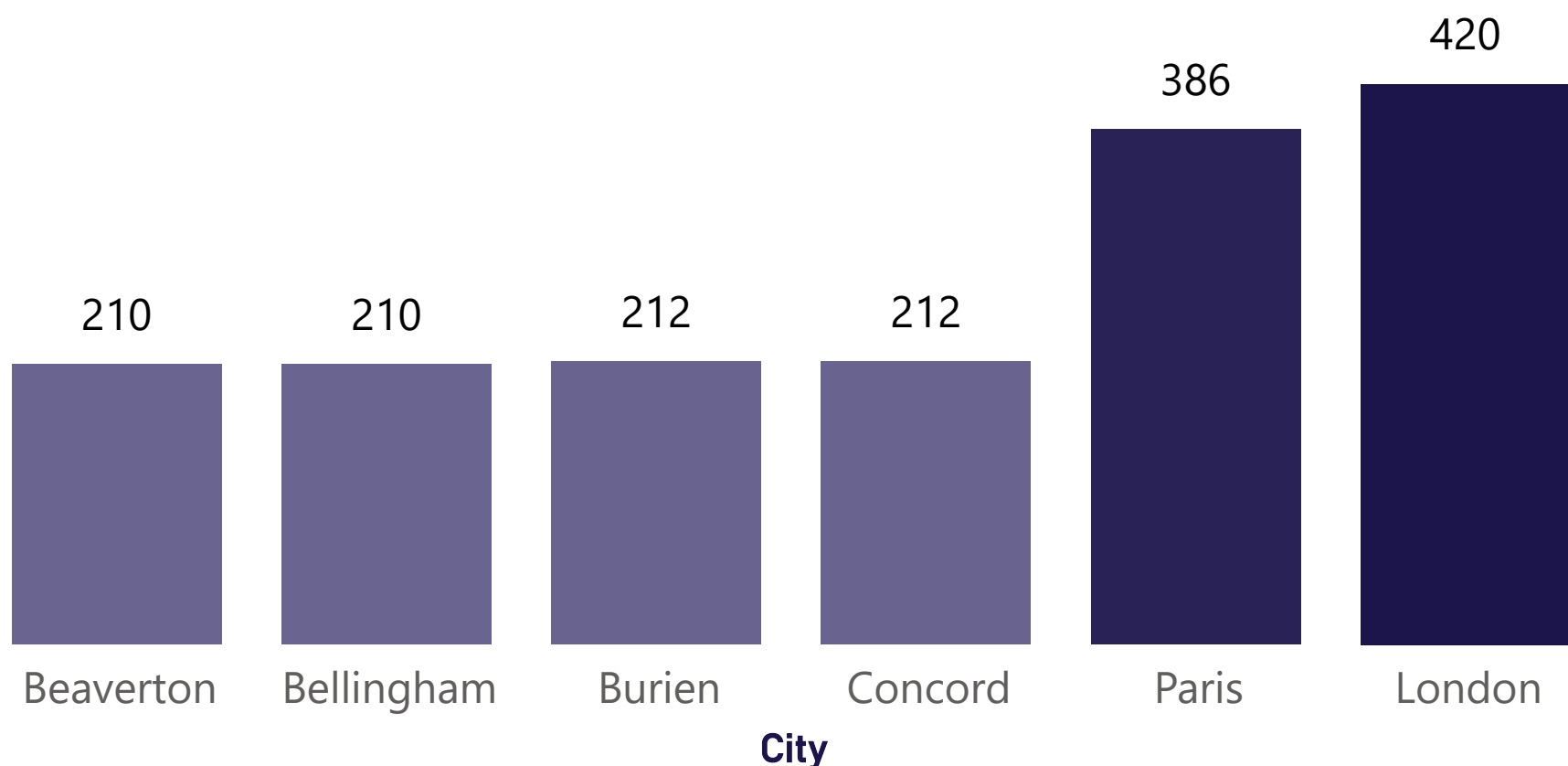
Sales

22M

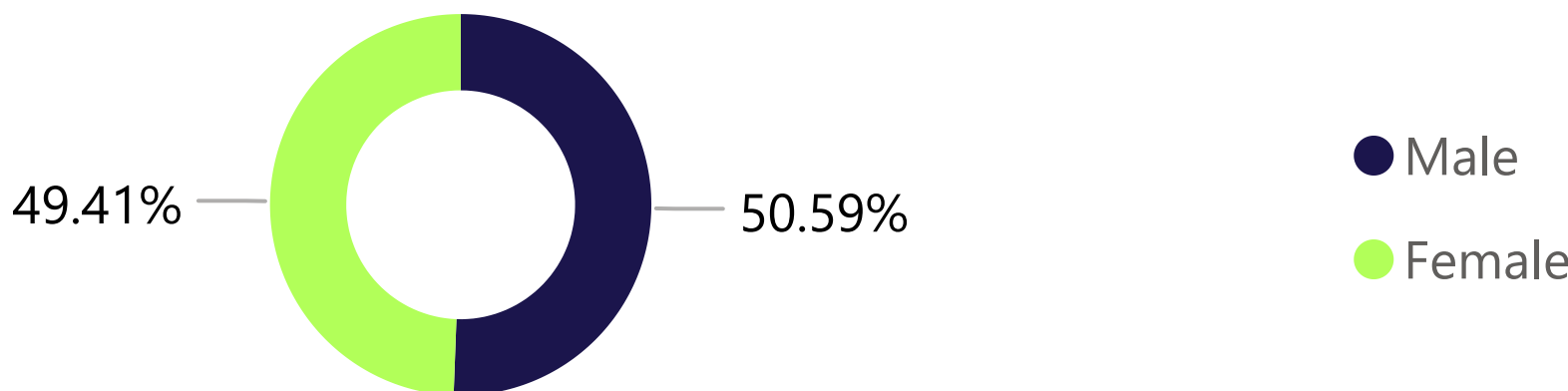
Customers

18K

Top 5 Cities with Customer Count



Customer Count by Gender



Monthly Sales by Customer

Full_Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Aaron Adams				118							
Aaron Alexander											
Aaron Baker									1,751		
Aaron Bryant				59			75				
Aaron Butler											
Aaron Campbell									1,155		
Aaron Carter											
Total	1,398,749	1,278,343	1,423,390	1,446,358	1,643,471	2,198,338	1,816,234	2,074,983	1,933,673	2,208,453	2,31

Product Insights

Sales Overview

Customers Insights

Product Insights

Insights and Recommendations

Year

All

Month

All



Product Name

All

Category

All

Sub_Category

All

city

All

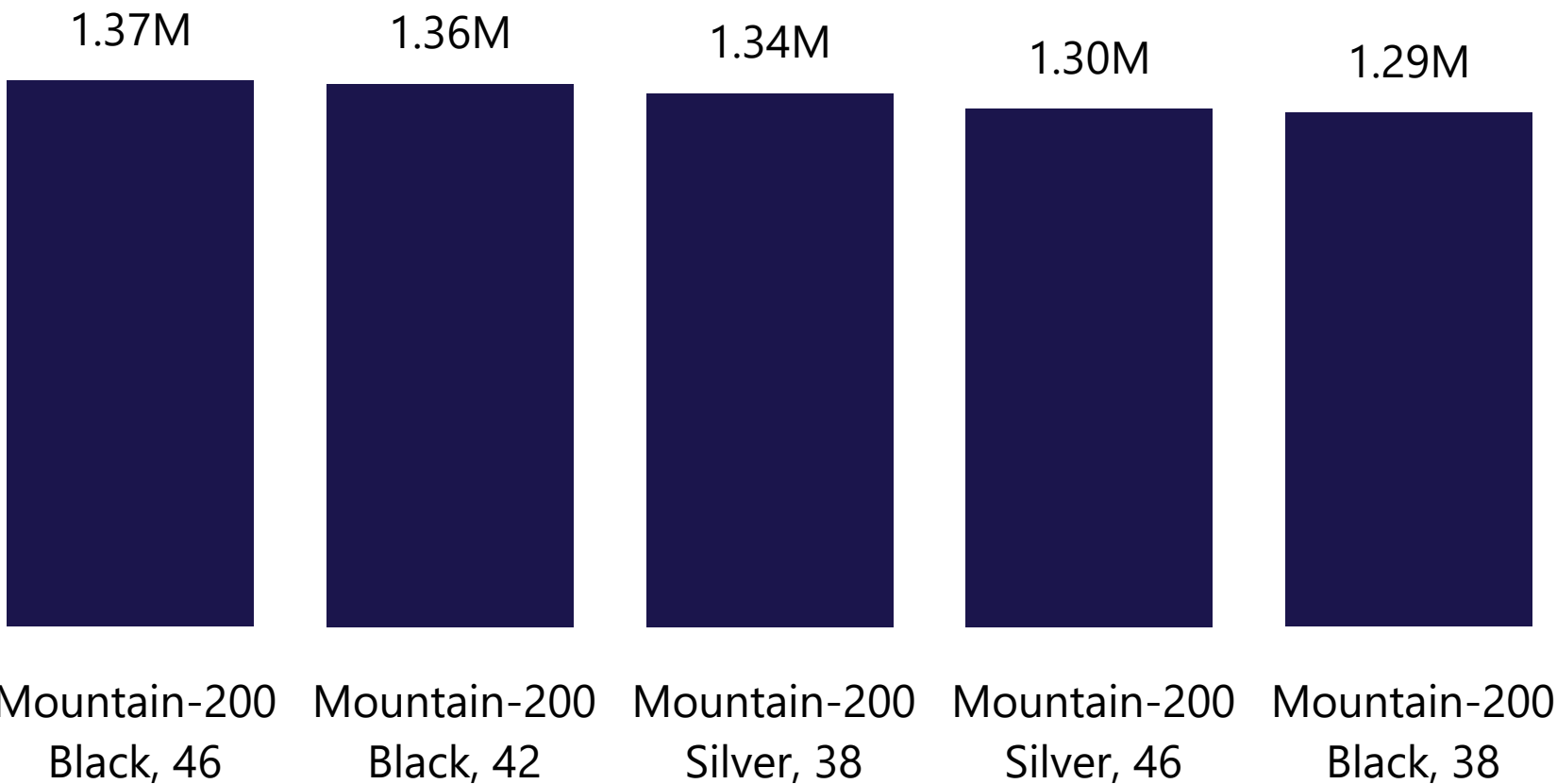
Sales

22M

Product Count

606

Top 5 Product by Sales



Sales by Category



Monthly Sales by Product

Product_Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Mountain-200 Black, 46	90,652	90,652	78,112	82,947	91,882	149,912	125,651	125,159	116,717	119,2
Mountain-200 Black, 42	65,899	74,587	78,603	79,669	112,045	143,765	96,554	126,880	131,716	126,8
Mountain-200 Silver, 38	88,988	58,331	78,465	89,817	90,811	110,531	109,205	118,734	116,165	144,0
Mountain-200 Silver, 46	47,228	52,945	68,108	80,785	88,491	109,371	126,688	141,188	128,594	132,4
Mountain-200 Black, 38	74,259	46,719	76,554	67,948	70,407	126,880	118,684	146,060	108,274	133,5
Mountain-200 Silver, 42	71,754	53,443	93,131	83,105	78,714	123,374	96,528	116,662	99,345	129,0
Road-250 Black, 52	78,624	61,258	69,374	67,192	69,635	97,734	51,659	45,987	41,101	63,7
Total	1,398,749	1,278,343	1,423,390	1,446,358	1,643,471	2,198,338	1,816,234	2,074,983	1,933,673	2,208,4

Key Insights

Top 5 Customers Drive Most of the Revenue

- Over 50% of internet sales come from a small customer group.
- Highlights a strong dependence on a small group of customers.

Bikes Category Exceeds 2025 Budget

- Bikes consistently outperform other categories.
- Surpassed monthly budget targets by a significant margin.

Accessories and Clothing Underperform

- Fell short of 2025 budget by over 25%.
- Shows weak traction across most customer segments

Sales Dip in Q2 Across Categories

- Q2 underperformed despite steady demand before and after.
- Affects year-to-date budget alignment

Recommendations

Strengthen Top Customer Relationships

- Personalize engagement strategies for key accounts.
- Prioritize retention, upselling, and exclusive offers

Invest in High-Performing Products (Bikes)

- Increase inventory, promotions, and marketing for Bikes.
- Track performance by region and rep for deeper insights.

Improve Strategy for Underperforming Categories

- Repackage Accessories and Clothing into bundles.
- Reassess pricing and visibility in marketing efforts

Investigate Q2 Performance Drop

- Review supply chain, seasonality, and sales activities.
- Adjust future Q2 strategies accordingly

Expand Presence in High-Growth Cities

- Launch city-specific campaigns for London and Paris.
- Consider increasing sales force or partnerships there.