Sales Analysis Over Time

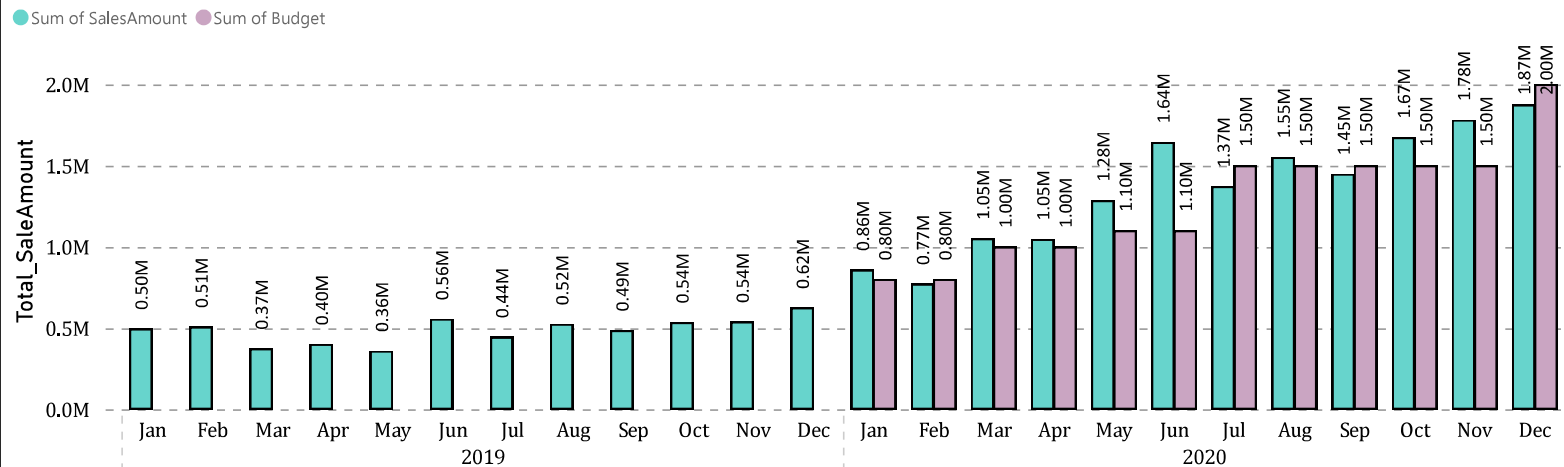| Total_SaleAmount	Total_Transactions	Budget
22.2M	**24.56K**	**15.30M**

SaleAmount & Budget Distribution Over Time

● Sum of SalesAmount ● Sum of Budget

Total Transactions Distribution Over Time
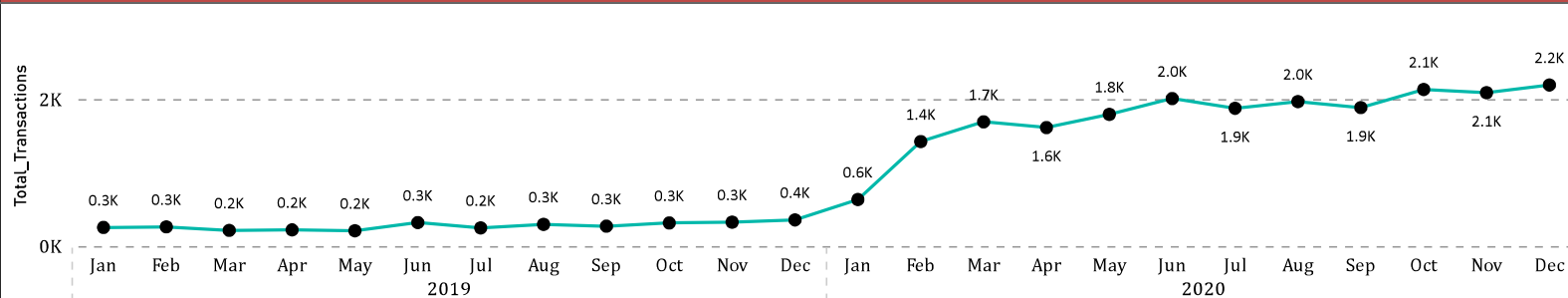
YOY Change Total_SaleAmount

Year ▲	Total_SaleAmount	YOY_Change
2019	58,42,485	
2020	1,63,51,550	179.87%

MOM Change Total_SaleAmount

Year ▲	Total_SaleAmount	MOM_Change
2019		
Jan	4,95,364	
Feb	5,06,994	2.35%
Mar	3,73,483	-26.33%
Apr	4,00,336	7.19%
May	3,58,878	-10.36%
Jun	5,55,160	54.69%
Jul	4,44,558	-19.92%
Aug	5,23,917	17.85%
Sep	4,86,177	-7.20%

↩
Ctrl+ Click to clear all filters

Year_Filter

☐ 2019
☐ 2020

Customer Analysis

Total Customers

18.48K

Total Cities

269

Top 10 Customers

Full Name	Total_SaleAmount
Jordan Turner	15,999
Maurice Shan	12,910
Janet Munoz	12,489
Lisa Cai	11,469
Lacey Zheng	11,248
Larry Munoz	11,068
Franklin Xu	10,586
Ariana Gray	10,529
Marco Lopez	10,468
Willie Xu	9,912
Total	**1,16,678**

Top 10 Cities by Customer Presence

Customer City	Customer Count
London	420.00
Paris	386.00
Burien	212.00
Concord	212.00
Beaverton	210.00
Bellingham	210.00
Chula Vista	206.00
Berkeley	200.00
Berlin	198.00
Total	**2448.00**

Top 10 cities by SaleAmount

Goulburn 212K (7.14%)
Sydney 216K (7.26%)
Townsville 217K (7.31%)
Bellflower 220K (7.4%)
Warrnambool 225K (7.56%)
Berlin 231K (7.75%)
Bendigo 234K (7.86%)
London 694K (23.31%)
Paris 470K (15.81%)
Wollongong 256K (8.6%)

Top 10 cities by SaleAmount

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Customer Distribution

Gender
- Male
- Female

9.13K (49.41%)
9.35K (50.59%)
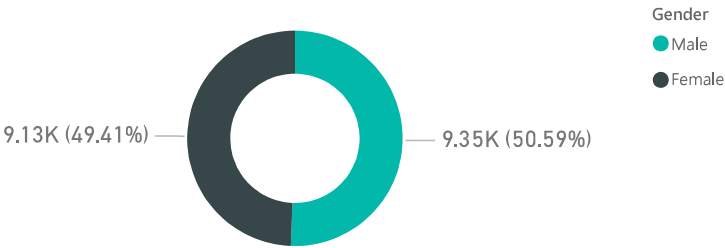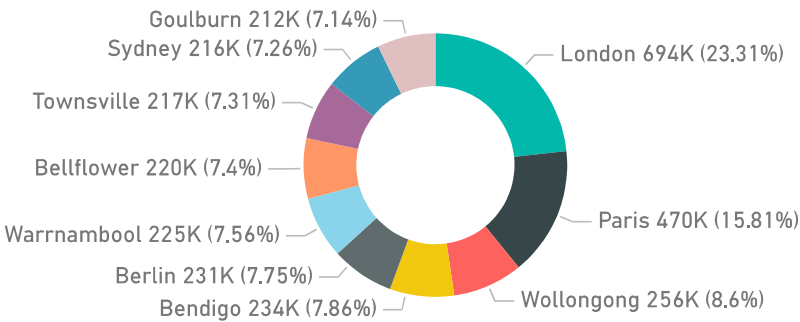
Product Analysis

Total Products

606

Products _Sold

133

Total_SaleAmount by Product Category

Product Category ● Bikes ● Accessories ● Clothing

0.70M (3.15%)

21.20M (95.32%)
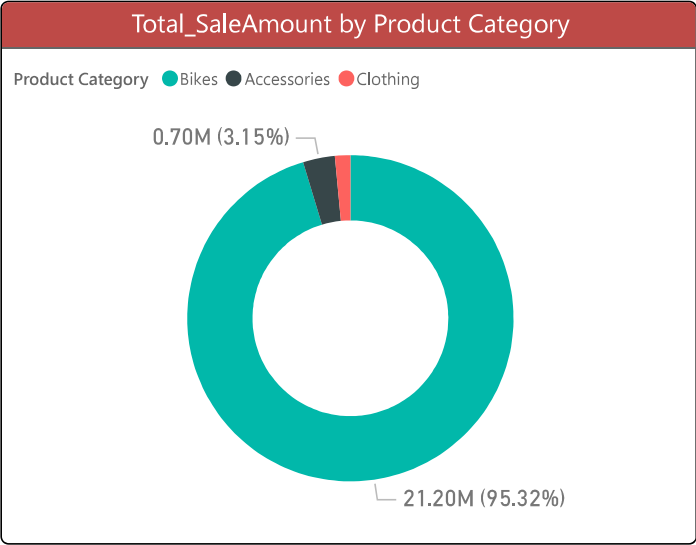
Top 10 Sub Categories

Product Category	Total_SaleAmount
Bikes	**2,11,99,198**
Road Bikes	87,50,977
Mountain Bikes	86,03,420
Touring Bikes	38,44,801
Accessories	**6,14,590**
Tires and Tubes	2,45,529
Helmets	2,25,336
Bottles and Cages	56,798
Fenders	46,620
Hydration Packs	40,308
Total	**2,20,58,059**

Ctrl+ Click to clear all filters

Top 10 Products by SaleAmount

Bikes Mountain-200 Black, 46 — 1.37M	Bikes Mountain-200 Silver, 38 — 1.34M	Bikes Mountain-200 Black, 38 — 1.29M	Bikes Road-250 Black, 52 — 0.73M
			Bikes Road-250 Red, 58 — 0.70M
Bikes Mountain-200 Black, 42 — 1.36M	Bikes Mountain-200 Silver, 46 — 1.30M	Bikes Mountain-200 Silver, 42 — 1.26M	Bikes Road-250 Black, 48 — 0.69M

Bikes ... 0.6...
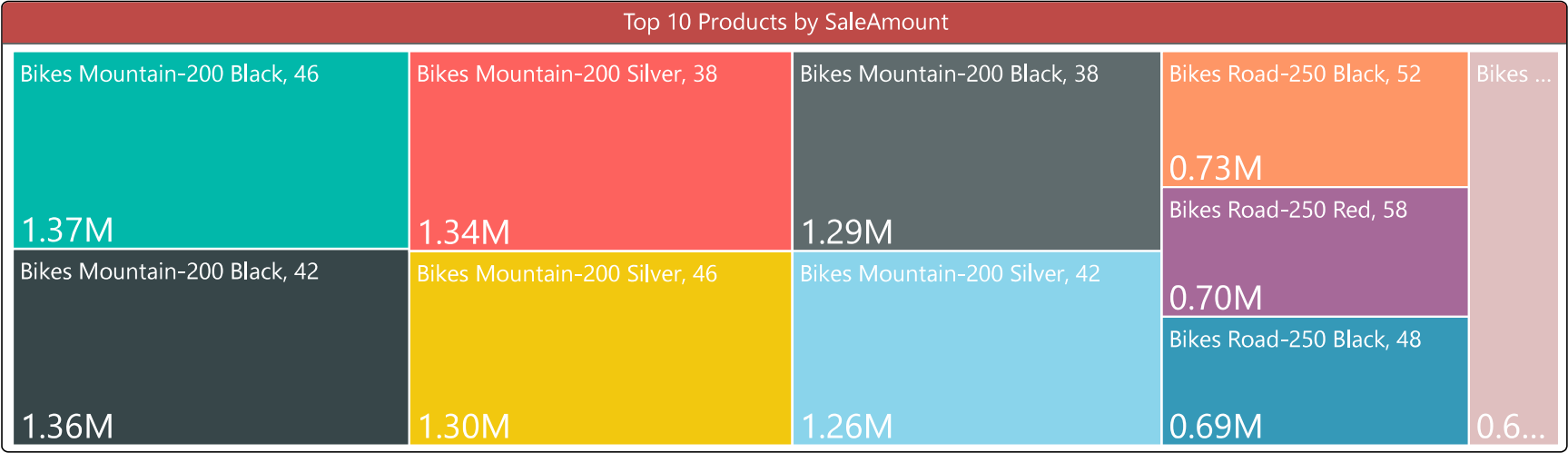
Instructions

- Use the Category filter to filter the Data.
- Ctrl+ Click the reset icon to reset all filters

Category Filter

☐ Accessories
☐ Bikes
☐ Clothing