

Sales Analysis Over Time

Total_SaleAmount

22.2M

Total_Transactions

24.56K

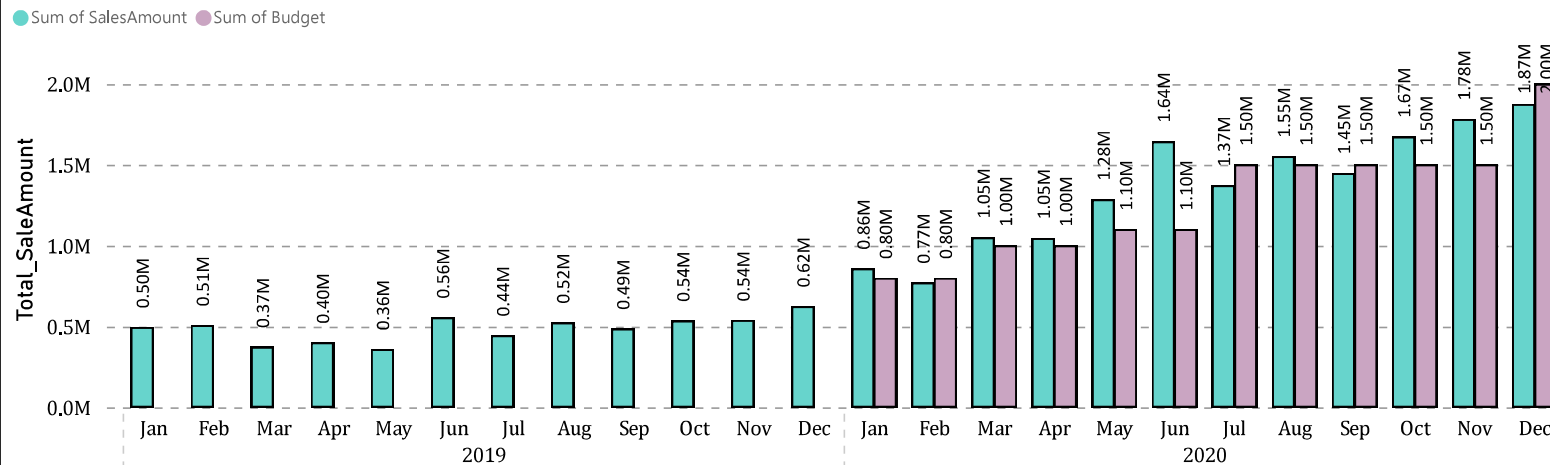
Budget

15.30M

YOY Change Total_SaleAmount

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

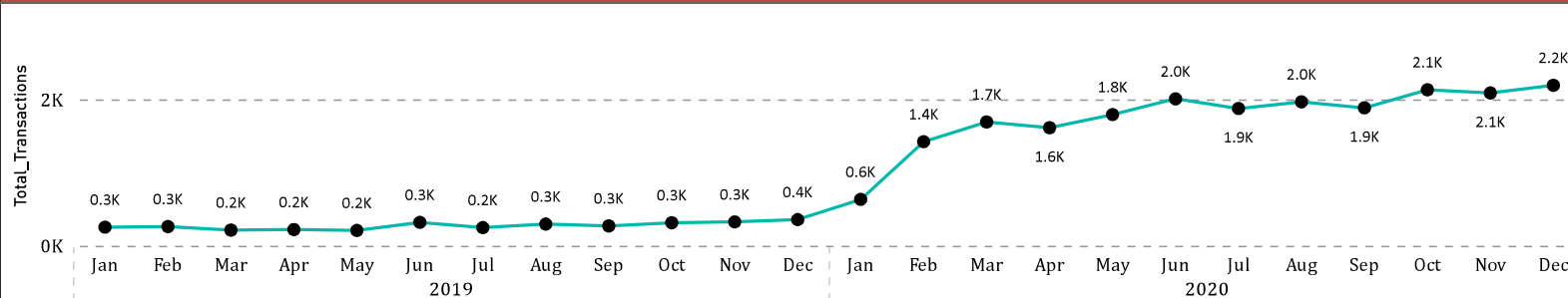
SaleAmount & Budget Distribution Over Time



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%

Total Transactions Distribution Over Time



Instructions

- Use the Year filter to filter the Data
- Filtered out 2021 form the data as the data for 2021 is not complete



Ctrl+ Click to clear all filters

Year_Filter

- ☐ 2019
- ☐ 2020

Customer Analysis

Total Customers

18.48K

Total Cities

269

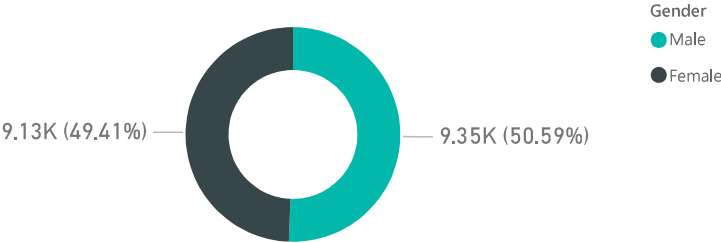
Top 10 Customers

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
WILLIAM	9,912
Total	1,16,678

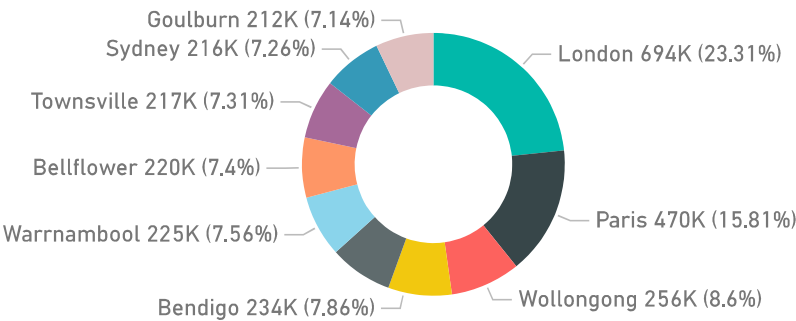
Top 10 Cities by Customer Presence

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
Warrnambool	199.00
Total	2448.00

Customer Distribution



Top 10 cities by SaleAmount



Top 10 cities by SaleAmount



Product Analysis

Total Products

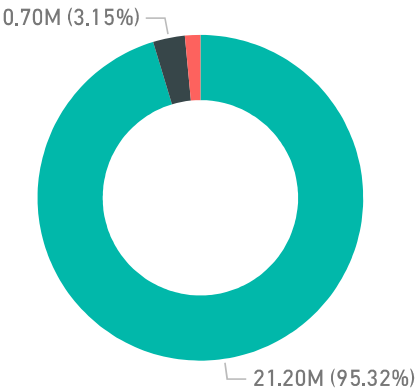
606

Products_Sold

133

Total_SaleAmount by Product Category

Product Category



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 Road-250 Black, 48

0.69M

Bikes ...

0.6...

Bikes Mountain-200 Black, 42

1.36M

Bikes Mountain-200 Silver, 46

1.30M

Bikes Mountain-200 Silver, 42

1.26M

Instructions

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

Category Filter

- ☐ Accessories
- ☐ Bikes
- ☐ Clothing