

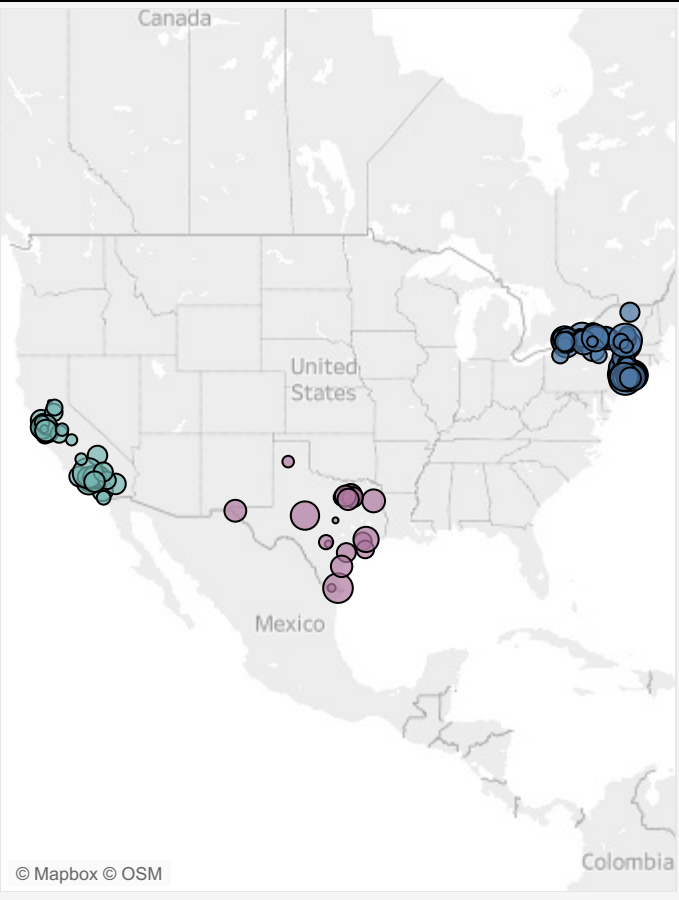
Key Business Metrics
of the Bicycle Store Chain

Main indicators at the store and staff levels, as well as the impact of discounts and timely delivery on the business.

Store Metrics

Staff Metrics

Discount & Delivery

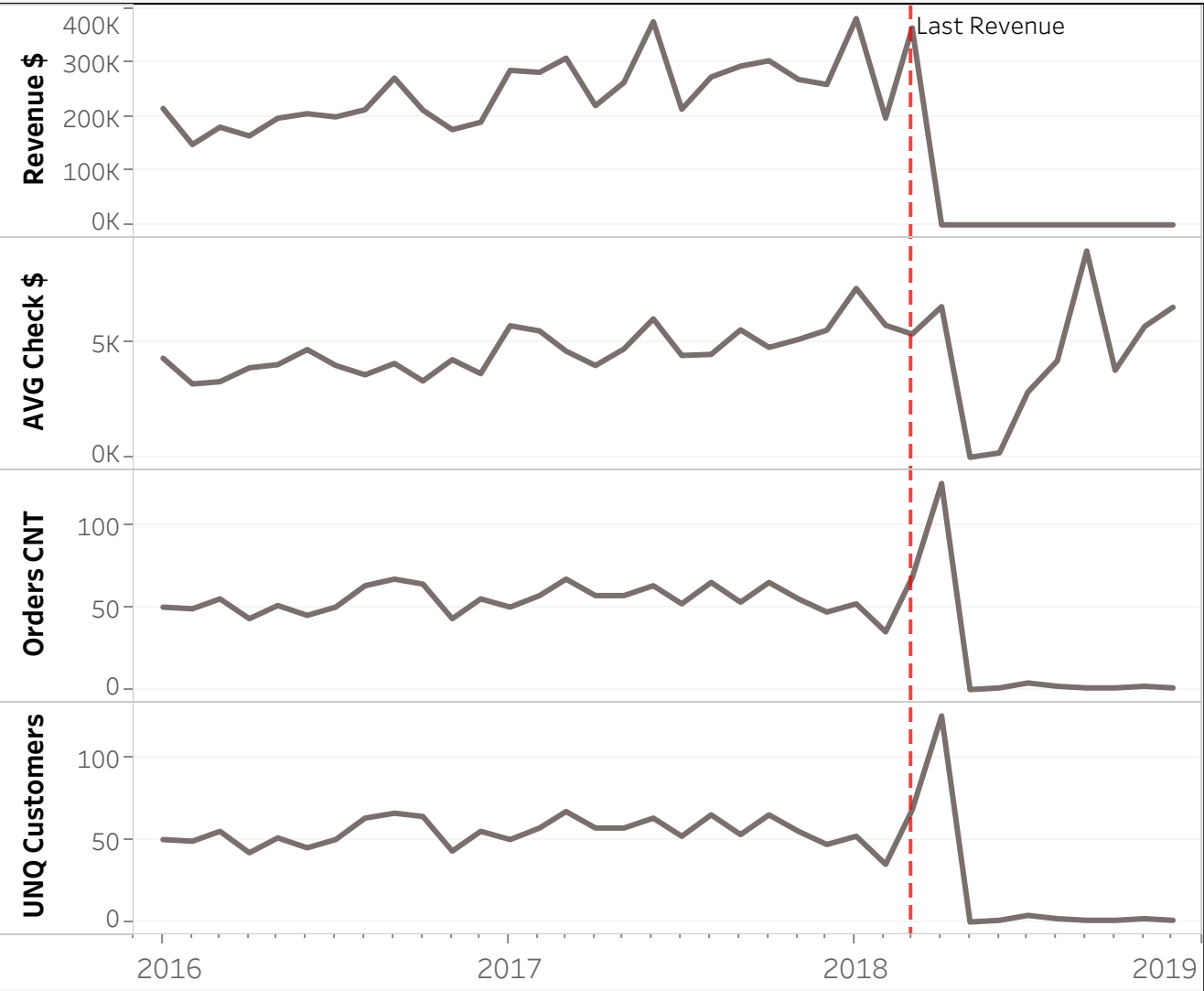
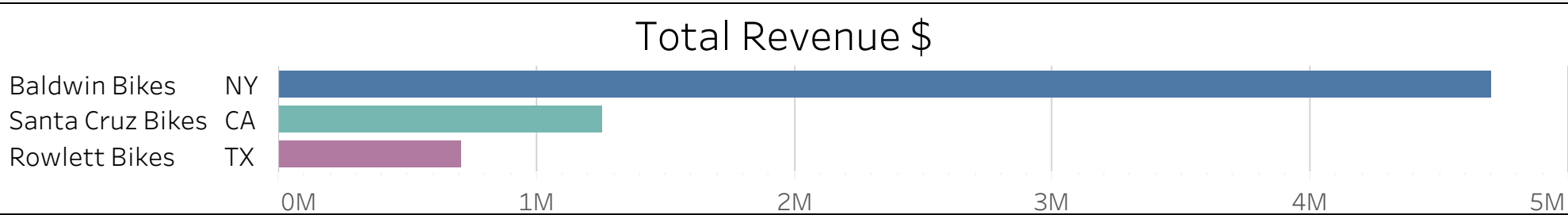


All Stores

Santa Cruz Bikes

Baldwin Bikes

Rowlett Bikes



Capital Efficiency %		
Category	Brand	
Children Bicycles	Electra	37
	Haro	43
	Strider	14
	Sun Bicycles	33
	Trek	17
Comfort Bicycles	Electra	30
	Sun Bicycles	41
Cruisers Bicycles	Electra	26
	Pure Cycles	78
	Sun Bicycles	41
Cyclocross Bicycles	Surly	62
	Trek	29
Electric Bikes	Electra	7
	Sun Bicycles	55
	Trek	23
Mountain Bikes	Haro	42
	Heller	43
	Ritchey	72
	Sun Bicycles	34
	Surly	37
	Trek	42
Road Bikes	Surly	17
	Trek	21

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Store Metrics

Staff Metrics

Discount & Delivery

Supervisor:
Mireya Copeland

Store:
 Santa Cruz Bikes,
CA

Genna Serrano

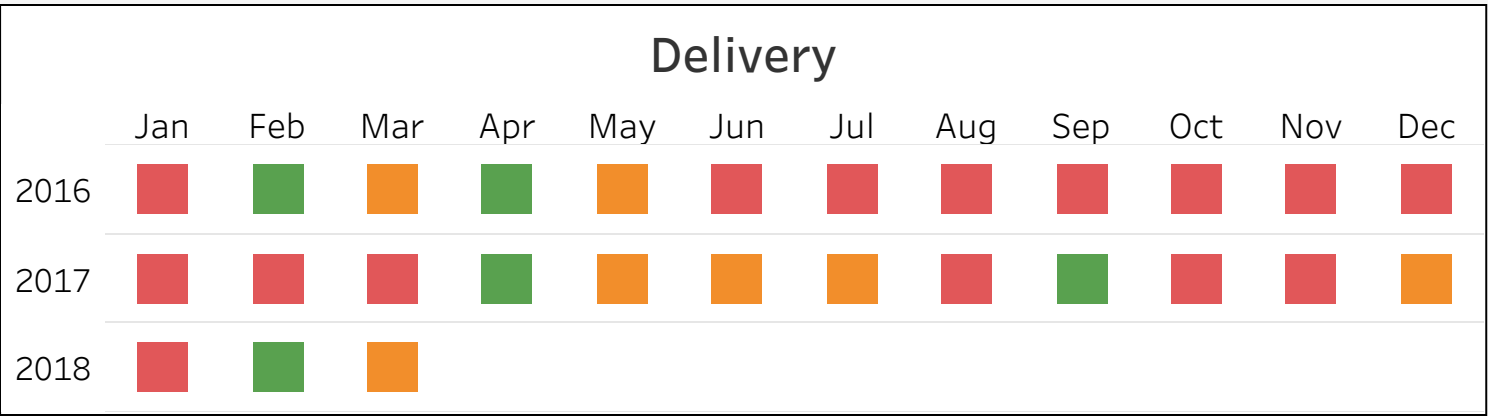
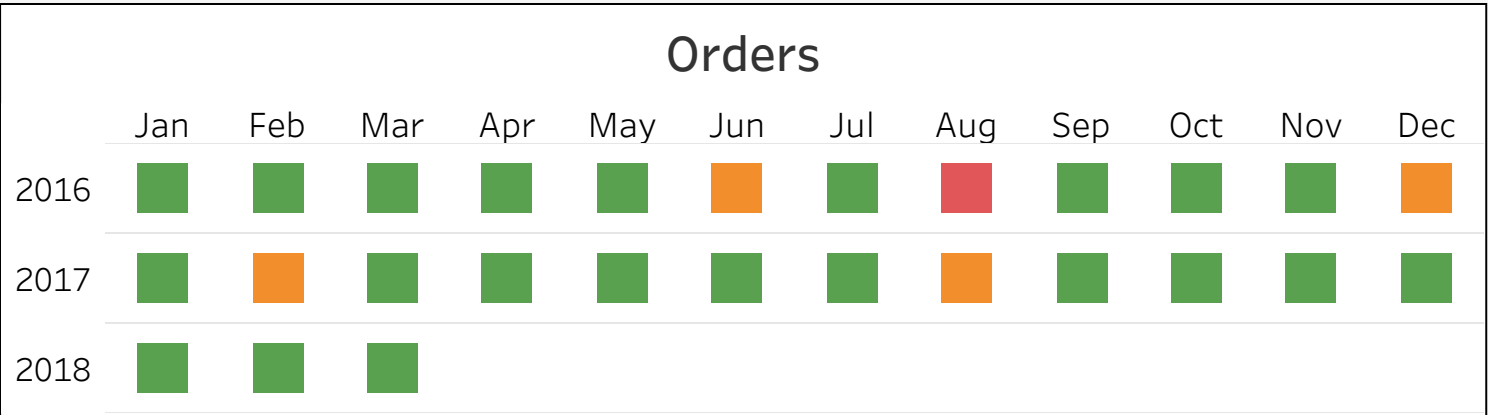
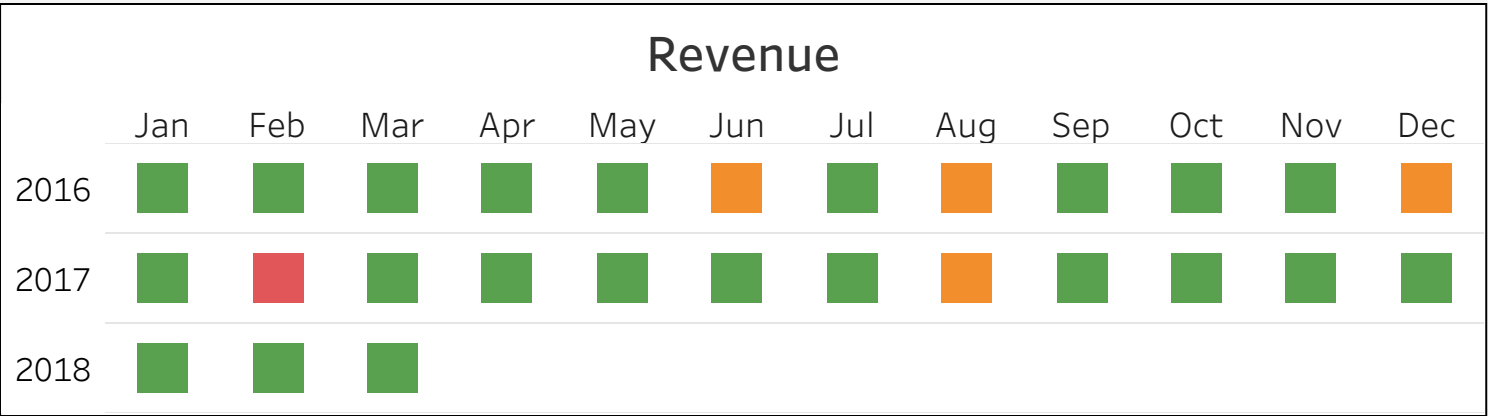
Mireya Copeland

Marcelene Boyer

Venita Daniel

Kali Vargas

Layla Terrell



Revenue:
\$643,628

Revenue Rate:
95%

Completed Orders:
147

Completion Rate:
96%

Timely Rate:
67%

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Discount & Delivery

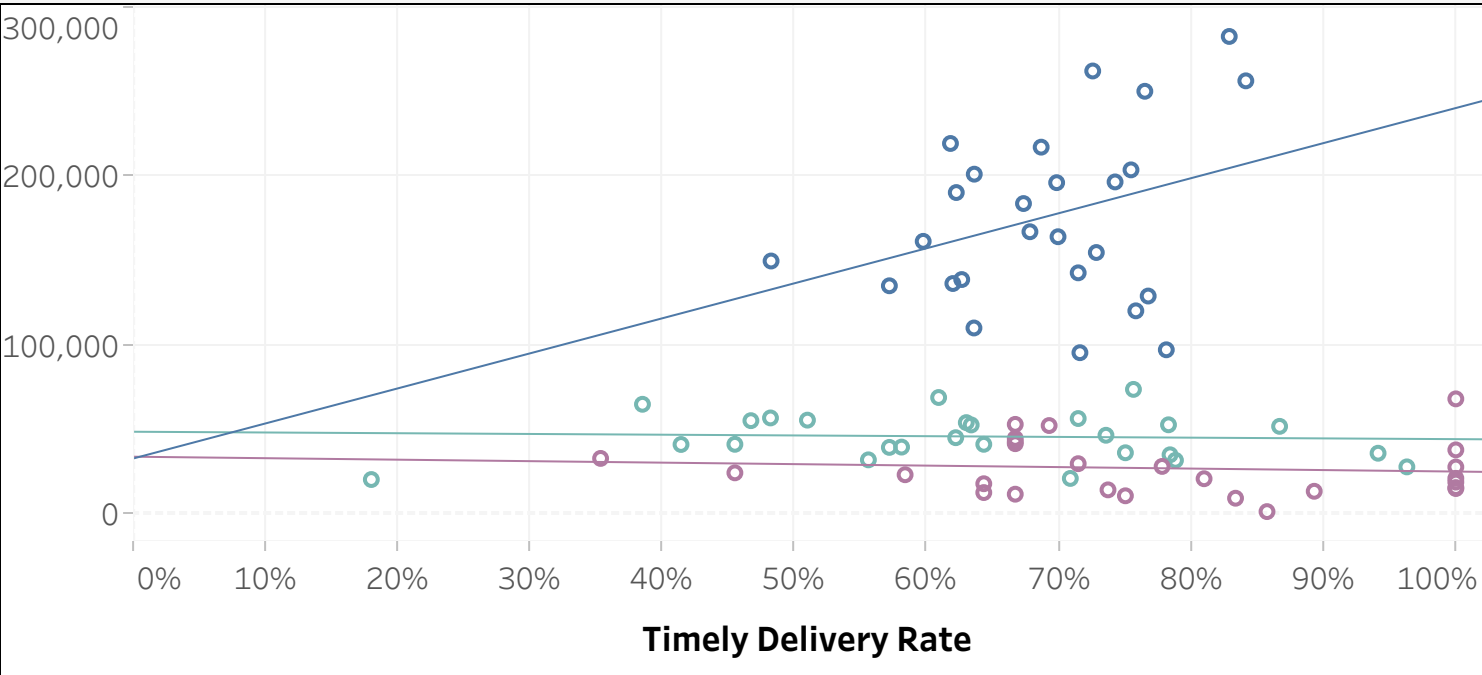
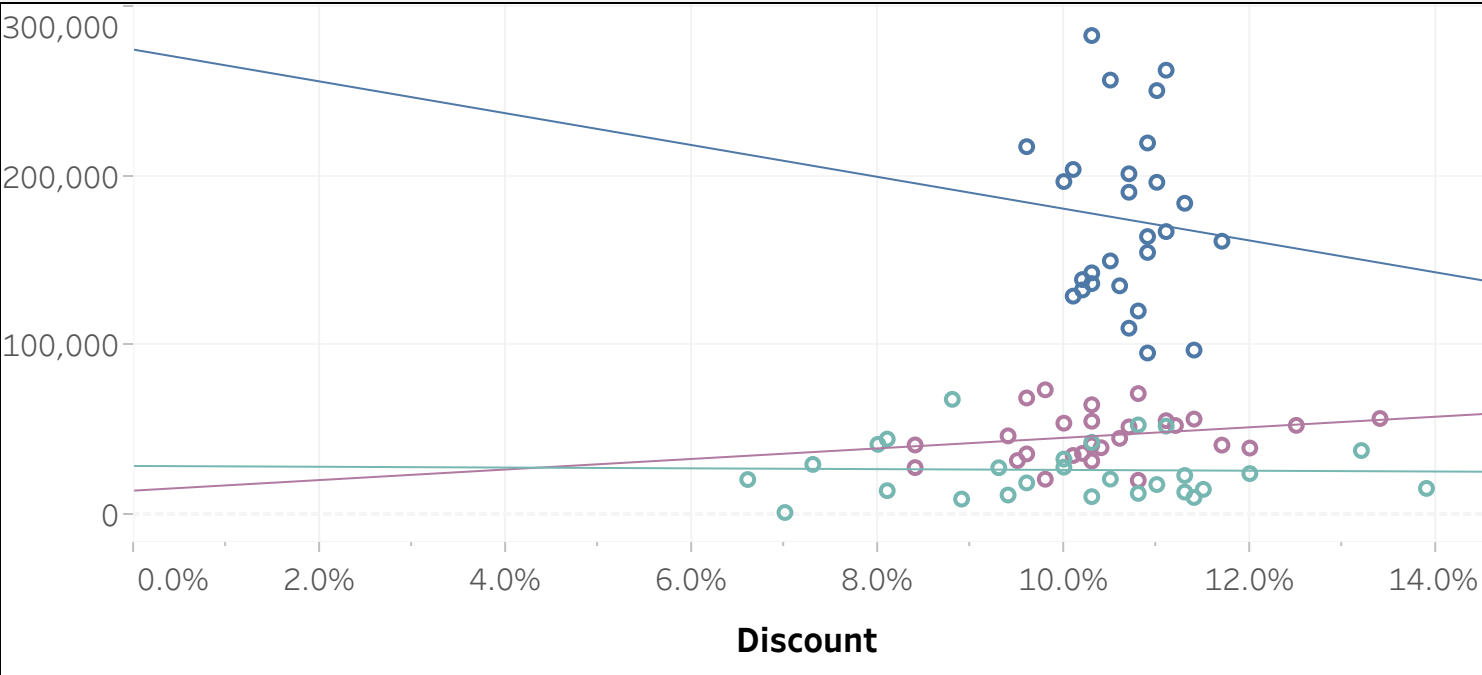
- Santa Cruz Bikes, CA
- Baldwin Bikes, NY
- Rowlett Bikes, TX

Revenue \$

Average Check \$

Order Count

Units per Order



Regression:

0%

1%

6%

0%

11%

1%