

European Bikes Product Analysis

Year, Month
2014 (Year) + Jan (Month)

- Age_Group
- ☐ Adults (35-64)
 - ☐ Seniors (64+)
 - ☐ Young Adults (25-34)
 - ☐ Youth (<25)



Sales by Sub_Category



Units Sold

624

-40.5%

Change to previous period



T.Sales

\$1.2M

-39.9%

Change to previous period



Accessories

Bikes

Clothing

European Bikes Insights Analysis

Year, Month

All

Customer_Gender

☐ Female

☐ Male

Total Sales

\$47.1M



Total Profit

16M



Total Revenue

42.4M

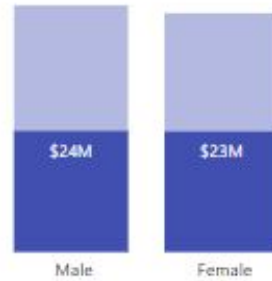


Total Orders

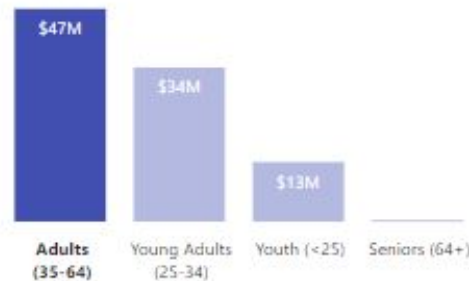
667K



Sales by Gender



Sales by Age Group



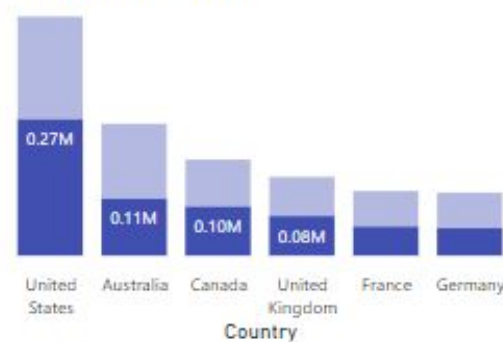
Sales by Country



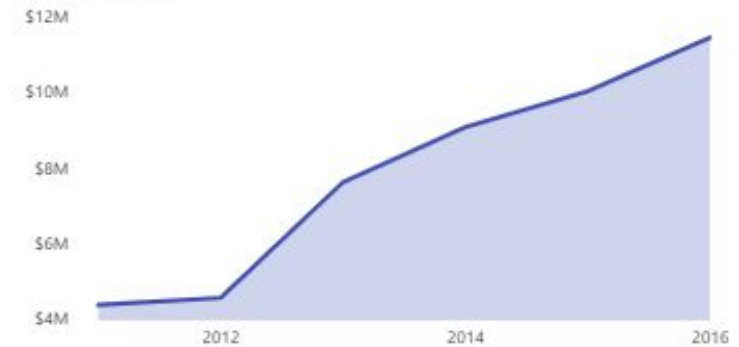
Sales by Product Category



Order Quantity by Country



Sales by Year



Europe Bike Sales, Insights

Data updated on 4/19/24, 11:06 AM

Filters



European Bikes Trends Analysis

Month

Jun

Country

- ☐ Australia
- ☐ Canada
- ☐ France

Total Sales
\$10.0M



Total Profit
3M



Total Revenue
9.0M

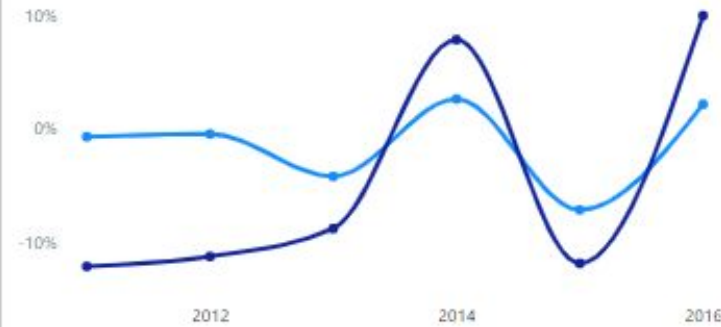


Total Orders
127K

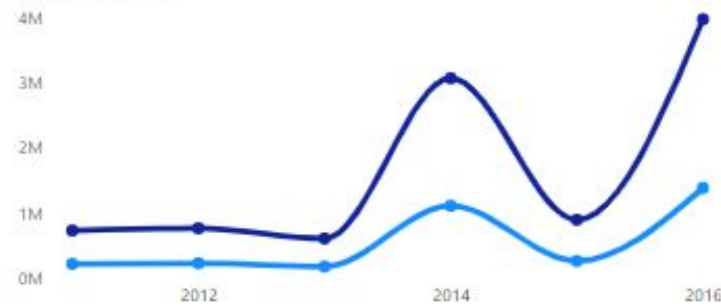


State	Sales	SalesYOY
Alberta	\$11,269.0	37.73%
Bayern	\$184,501.0	109.02%
Brandenburg	\$33,632.0	66.40%
British Columbia	\$740,079.0	72.37%
California	\$1,928,935.0	57.83%
Charente-Maritime	\$5,635.0	56.79%
England	\$1,230,546.0	90.30%
Essonne	\$64,401.0	55.51%
Garonne (Haute)	\$12,235.0	60.88%
Hamburg	\$121,254.0	59.63%
Hauts de Seine	\$132,502.0	67.56%
Hessen	\$224,894.0	64.03%
Loir et Cher	\$22,548.0	67.21%
Loiret	\$53,729.0	41.45%
Minnesota	\$208.0	96.23%
Moselle	\$39,782.0	48.70%
New South Wales	\$1,134,676.0	60.07%
New York	\$1,839.0	97.53%
Total	\$10,016,051.0	65.68%

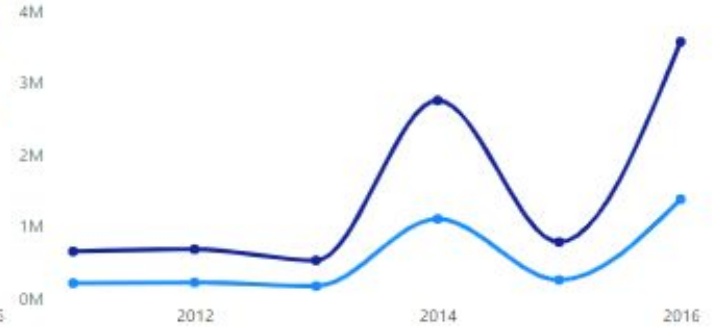
OrdersMOM SalesMOM



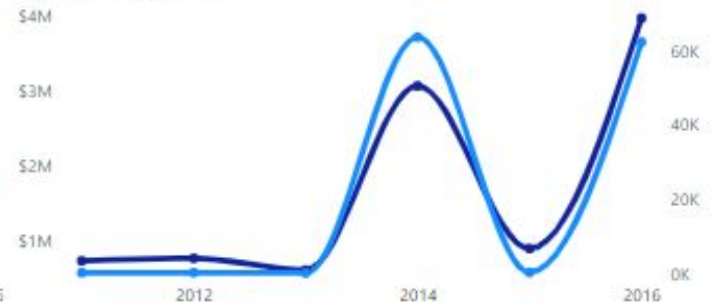
T.Profit T.Sales



T.Profit T.Rev



T.Sales T.OrderQty



THE END