



Date

20/01/2020

30/06/2020



## Revenue

£8.14M✓

Goal: £7.56M (+7.68%)

## PROFIT

£4.07M✓

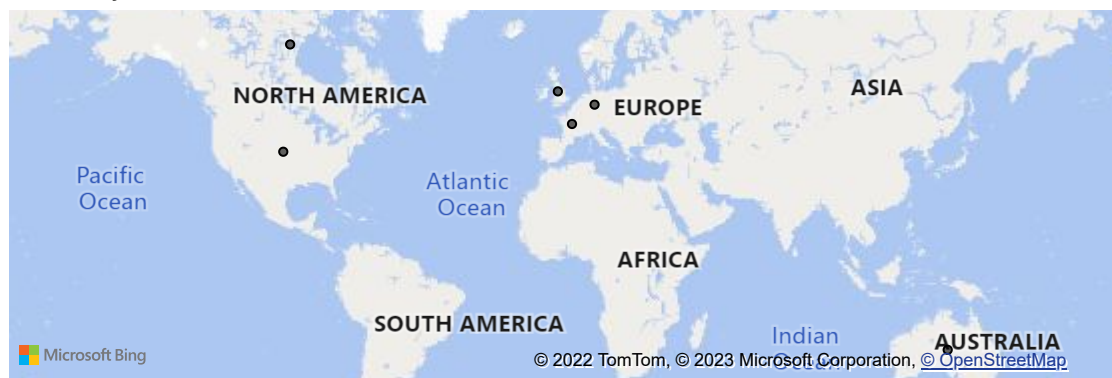
Goal: £3.83M (+6.23%)

## PROFIT MARGIN

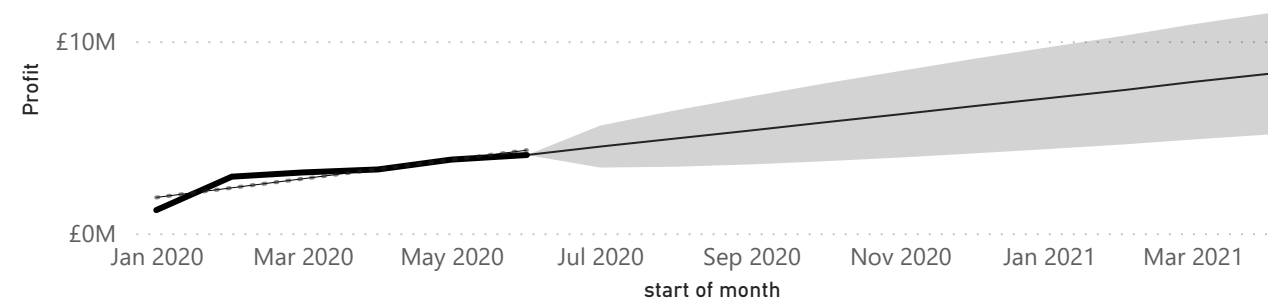
50.03%!

Goal: 0.51 (-1.34%)

## Country



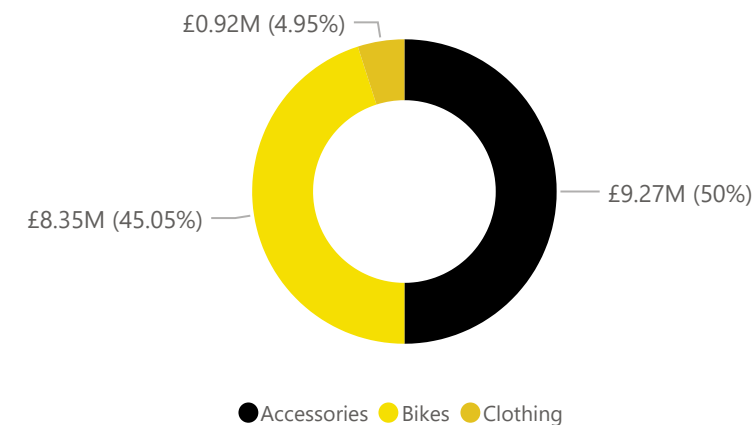
## PROFIT BY PERIOD



## PRODUCT DETAIL

Product_New	Total Orders	Total Revenue	Profit Margin
S-Works TT Helmet, Anniversary Edition	1,025	£3,749,895	68.09%
S-Works TT Helmet	990	£3,392,100	66.67%
Hydration Pack, 2.95L	2,719	£2,829,860	61.53%
GT MTB-200 Black, 38	198	£1,176,692	45.97%
GT MTB-200 Green, 38	197	£1,150,906	45.96%
GT MTB-200 Black, 46	190	£1,117,022	45.97%
GT MTB-200 Green, 42	180	£1,109,888	45.96%
Specialized Helmet	897	£1,002,747	49.99%
<b>Total</b>	<b>24,802</b>	<b>£36,447,450</b>	<b>50.85%</b>

## PROFIT BY CATEGORY



start of month	Total Revenue	last Month Revenue
01/01/2015	£1,162,292	
01/02/2015	£1,094,932	£1,162,292
01/03/2015	£1,260,114	£1,094,932
01/04/2015	£1,240,558	£1,260,114
01/05/2015	£1,307,296	£1,240,558
01/06/2015	£1,157,889	£1,307,296
01/07/2015	£1,520,602	£1,157,889
01/08/2015	£1,565,062	£1,520,602
01/09/2015	£1,217,076	£1,565,062
01/10/2015	£1,253,398	£1,217,076
01/11/2015	£1,029,381	£1,253,398
01/12/2015	£1,022,226	£1,029,381
<b>Total</b>	<b>£251,511,798</b>	<b>£250,142,717</b>



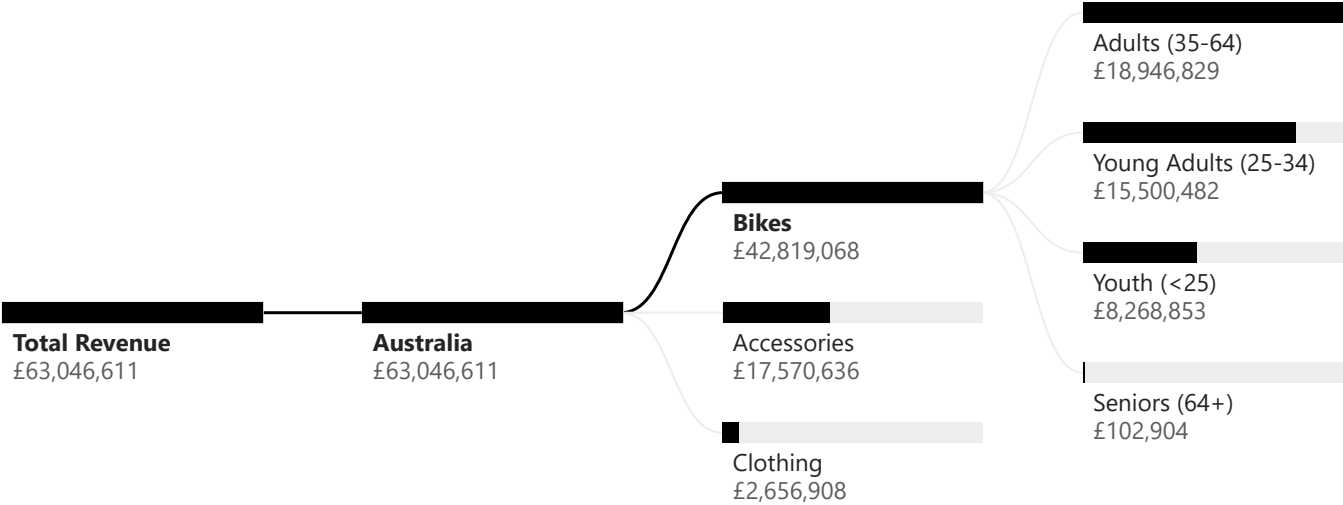
NEW bUTTON



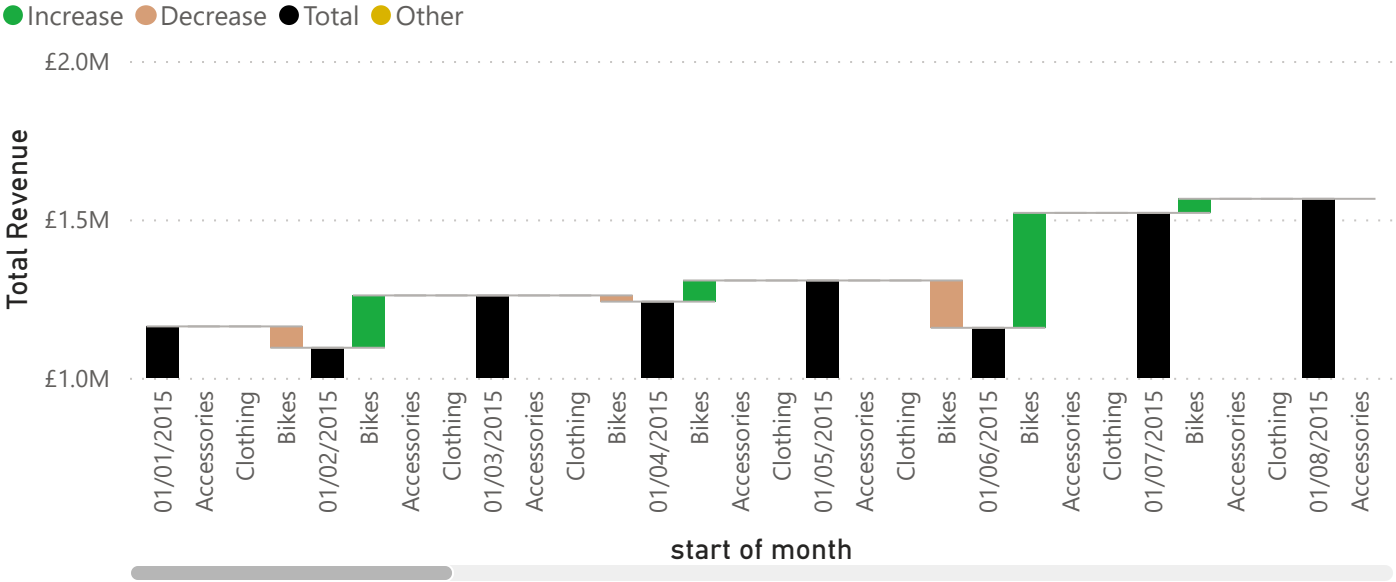
Country ×  
Australia

Product Category ×  
Bikes

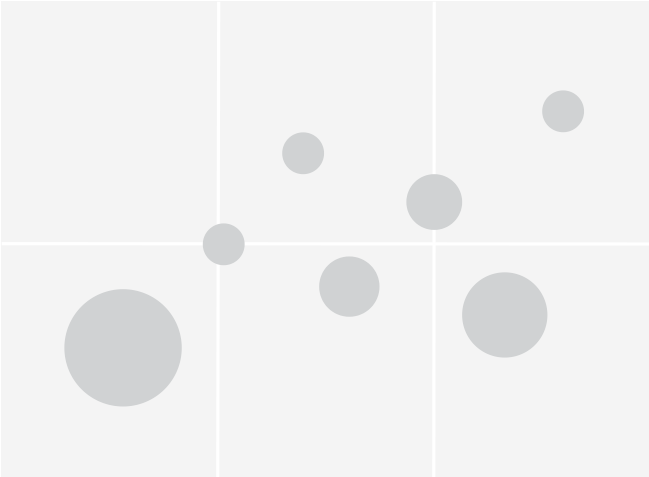
Age Group ×



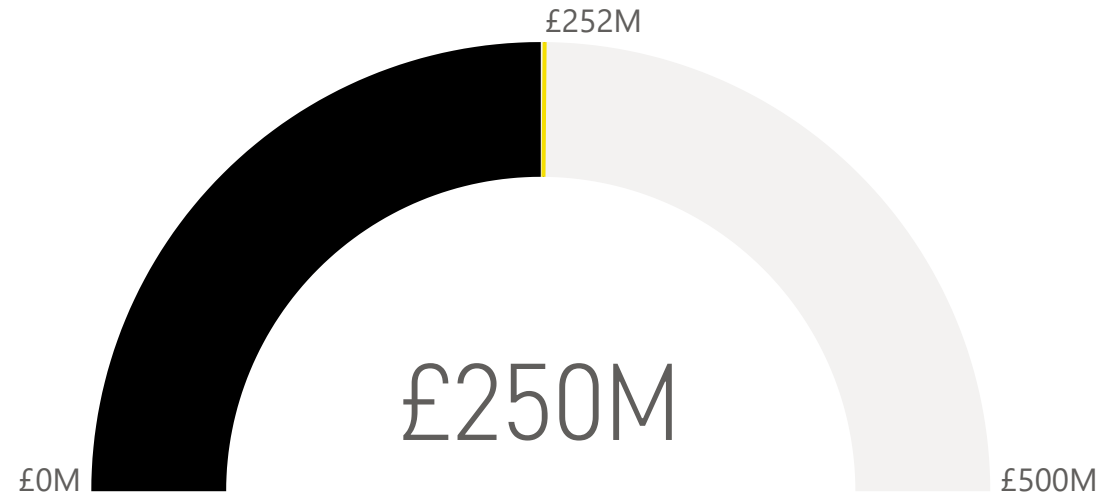
Total Revenue by start of month and Product Category



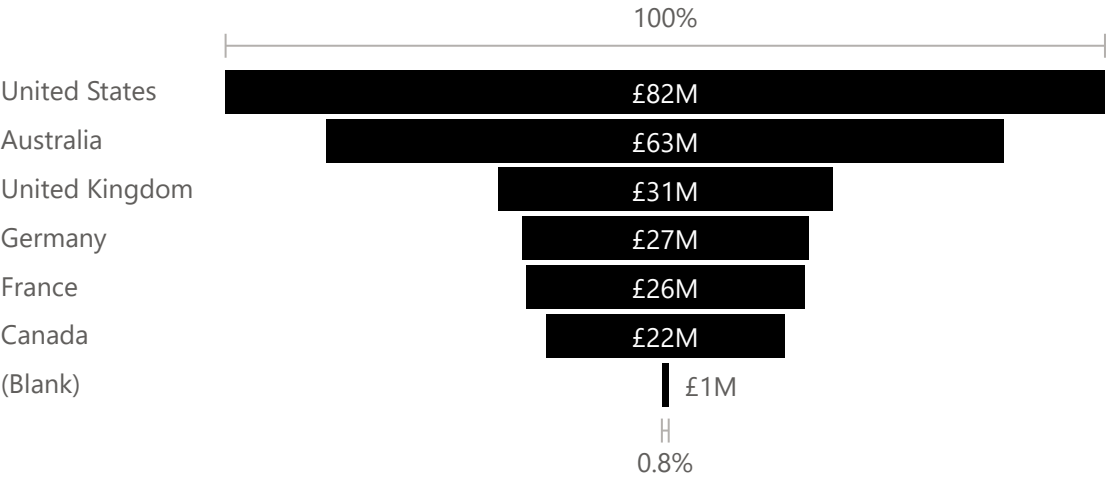
ⓘ Select or drag fields to populate this visual



last Month Revenue and Total Revenue



Total Revenue and Profit Margin by Country



Showing results for Maven cycles sales sorted by maven cycles sale quantity sold



Transaction_Date	Quantity Sold	Total Orders	Quantity_Sold YTD	Total Cost	Total Revenue	Profit	Profit Margin	Australian orders	Quantity sold(stock date)	ALL Profit
⊕ 01 March 2018	3,977	288		£182,636.87	£372,565	£189,928.9	50.98%	66	3977	£125,404,251.94
⊕ 01 March 2019	3,962	297		£186,086.82	£375,087	£189,000.19	50.39%	70	3962	£125,404,251.94
⊕ 01 March 2020	3,859	288	3859	£207,954.48	£412,376	£204,421.3	49.57%	66	3859	£125,404,251.94
⊕ 07 December 2017	3,334	241		£165,009.87	£340,103	£175,092.67	51.48%	56	3334	£125,404,251.94
⊕ 07 December 2019	3,254	241		£186,926.53	£374,444	£187,517.02	50.08%	56	3254	£125,404,251.94
⊕ 07 December 2018	3,195	241		£142,752.69	£304,249	£161,496.42	53.08%	56	3195	£125,404,251.94
⊕ 14 June 2018	3,119	236		£167,786.86	£351,224	£183,437.42	52.23%	48	3119	£125,404,251.94
⊕ 14 June 2020	3,080	236	3080	£187,556.62	£382,385	£194,828.4	50.95%	48	3080	£125,404,251.94
⊕ 03 April 2018	3,041	218		£97,900.33	£207,774	£109,873.61	52.88%	57	3041	£125,404,251.94
⊕ 03 April 2020	3,007	218	3007	£107,538.01	£223,250	£115,711.63	51.83%	57	3007	£125,404,251.94
⊕ 11 June 2018	3,006	217		£145,843.13	£300,074	£154,230.41	51.40%	53	3006	£125,404,251.94
⊕ 20 February 2018	3,002	221		£136,968.85	£284,758	£147,788.87	51.90%	45	3002	£125,404,251.94
⊕ 14 June 2019	2,970	247		£178,026.06	£366,444	£188,418.01	51.42%	52	2970	£125,404,251.94
⊕ 28 June 2018	2,951	201		£134,832.54	£284,355	£149,522.02	52.58%	35	2951	£125,404,251.94
⊕ 11 June 2020	2,950	217	2950	£174,497.76	£349,808	£175,310.05	50.12%	53	2950	£125,404,251.94
⊕ 20 February 2020	2,948	221	2948	£156,602.95	£317,936	£161,333.43	50.74%	45	2948	£125,404,251.94
⊕ 03 April 2019	2,936	223		£99,318.53	£208,931	£109,612.27	52.46%	59	2936	£125,404,251.94
⊕ 31 December 2017	2,935	200		£127,930.3	£266,909	£138,978.72	52.07%	48	2935	£125,404,251.94
⊕ 20 February 2019	2,907	231		£145,751.15	£297,213	£151,462.24	50.96%	51	2907	£125,404,251.94
⊕ 28 June 2020	2,895	201	2895	£152,231.43	£312,389	£160,157.39	51.27%	35	2895	£125,404,251.94
⊕ 11 June 2019	2,890	227		£148,176.59	£302,090	£153,913.87	50.95%	58	2890	£125,404,251.94
⊕ 24 June 2018	2,875	190		£127,489.38	£262,696	£135,206.58	51.47%	56	2875	£125,404,251.94
⊕ 31 December 2019	2,864	200		£150,824.56	£303,108	£152,283.4	50.24%	48	2864	£125,404,251.94
⊕ 28 June 2019	2,857	214		£137,968.65	£287,794	£149,825.73	52.06%	40	2857	£125,404,251.94
⊕ 24 June 2019	2,849	201		£142,252.66	£287,959	£145,705.85	50.60%	59	2849	£125,404,251.94
⊕ 31 December 2018	2,847	200		£111,946.71	£239,285	£127,338.3	53.22%	48	2847	£125,404,251.94
⊕ 21 June 2019	2,840	217		£179,627.55	£360,690	£181,062.15	50.20%	46	2840	£125,404,251.94
<b>Total</b>	<b>2,126,065</b>	<b>163,067</b>	<b>400211</b>	<b>£126,107,546.42</b>	<b>£251,511,798</b>	<b>£125,404,251.94</b>	<b>49.86%</b>	<b>33,930</b>	<b>2126065</b>	<b>£125,404,251.94</b>

Key influencers    Top segments



What influences Quantity\_Sold to Increase ?

When...

....the average of  
Quantity\_Sold increases by

Product Category is Accessories

9.02

Product\_New is Multi-tool

3.86

Product\_New is Fender  
Extenders

3.74

Product\_New is Tube,  
Touring

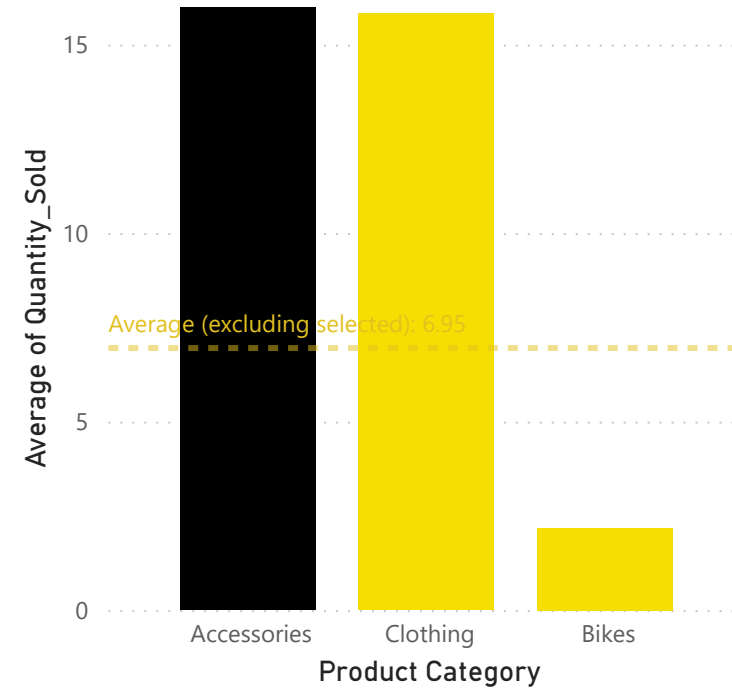
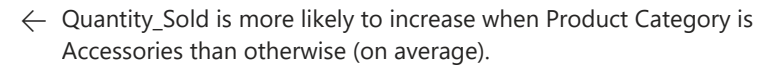
3.64

Product\_New is Kit, Patch

3.63

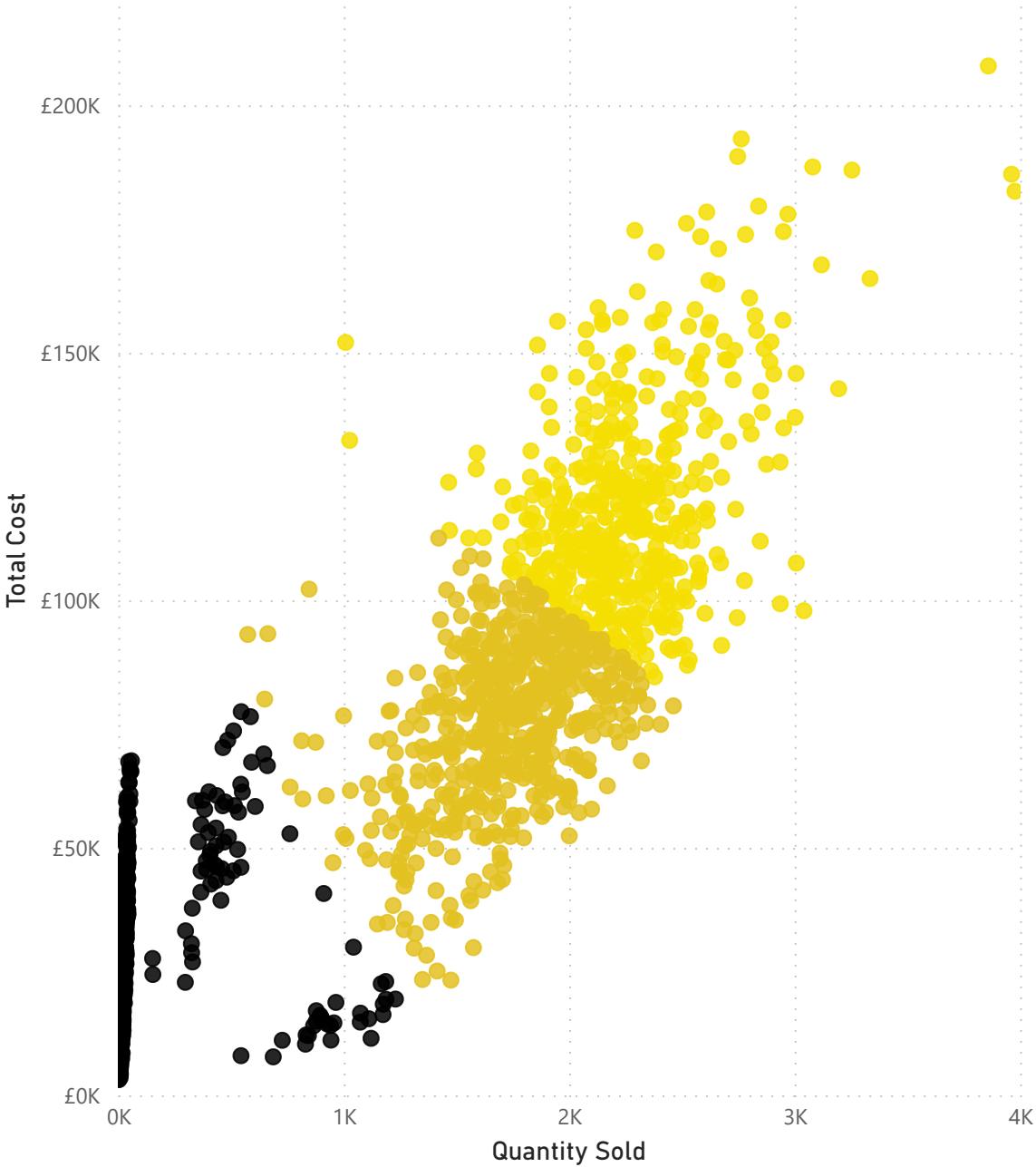
Product Category is Clothing

3.39

☐ Only show values that are influencers

Quantity Sold and Total Cost by Date and Date (clusters) 2

Date (clusters) 2    ● Cluster1    ● Cluster2    ● Cluster3



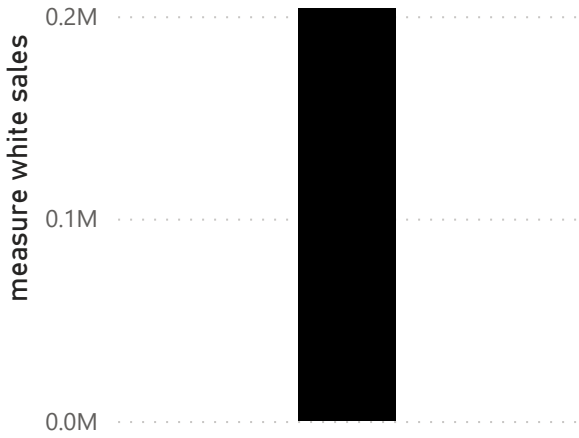
Date	Total Cost	Quantity Sold	Date (clusters) 2
11 July 2017	£71,327.74	875	Cluster3
20 July 2017	£59,888.89	818	Cluster3
29 July 2017	£80,050.02	649	Cluster3
01 August 2017	£54,987.97	1,581	Cluster3
02 August 2017	£52,015.48	1,623	Cluster3
03 August 2017	£78,675.42	1,823	Cluster3
04 August 2017	£64,770.64	1,412	Cluster3
05 August 2017	£35,402.92	1,495	Cluster3
06 August 2017	£59,068.17	1,548	Cluster3
07 August 2017	£89,794.33	1,983	Cluster3
09 August 2017	£79,232.55	1,946	Cluster3
10 August 2017	£32,678.54	1,317	Cluster3
11 August 2017	£63,650.14	1,392	Cluster3
12 August 2017	£92,406.24	1,995	Cluster3
13 August 2017	£63,148.95	1,946	Cluster3
14 August 2017	£68,280.97	1,990	Cluster3
15 August 2017	£38,399.54	1,471	Cluster3
16 August 2017	£72,714.25	2,103	Cluster3
17 August 2017	£70,015.11	1,880	Cluster3
18 August 2017	£88,673.7	1,886	Cluster3
19 August 2017	£88,524.08	2,235	Cluster3
20 August 2017	£55,220.29	1,286	Cluster3
21 August 2017	£47,772.12	1,694	Cluster3
22 August 2017	£47,002.14	952	Cluster3
23 August 2017	£54,688.01	1,317	Cluster3
25 August 2017	£73,406.72	2,278	Cluster3
26 August 2017	£78,275.58	1,674	Cluster3
27 August 2017	£48,942.05	1,693	Cluster3
28 August 2017	£75,731.27	1,953	Cluster3
30 August 2017	£77,000.89	1,953	Cluster3
31 August 2017	£68,831.59	1,660	Cluster3
Total	£126,107,546.42	2,126,065	

£125.4M

ALL Profit



measure white sales



Region	measure white sales	measure white sales kf
	203819	
Australia	203819	
Canada	203819	
Central	203819	
France	203819	203819
Germany	203819	
Northeast	203819	
Northwest	203819	
Southeast	203819	
Southwest	203819	
United Kingdom	203819	
Total	203819	203819