

Internet Sales Analysis

Visualized by David

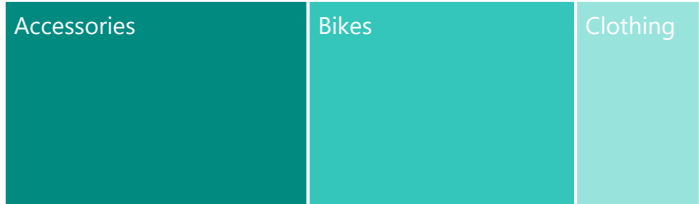
Title
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Executive Summary
Product Summary
Customer Summary
Sales Overview
Customer Details
Product Details
Internet Sales- over Time
Internet Sales - By Customer
Internet Sales - By Product
Internet Sales - By Promotion
Internet Sales - Decomposition Tree



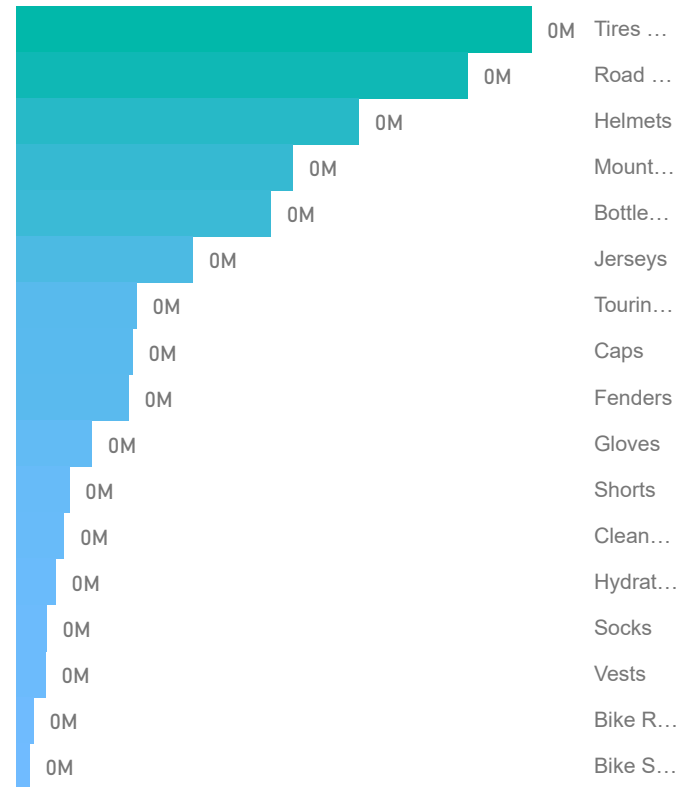
Executive Summary



Total Orders by Category



Total Orders by Subcategory



0K 5K

Monthly Revenue

\$2.89M!

Goal: \$3.28M (-11.8%)

Monthly Orders

2318!

Goal: 2619 (-11.49%)

Monthly Returns

184✓

Goal: 182 (+1.1%)

Top Poduct (Order)

Water Bottle - 30 oz.

Top Product (Profit)

Mountain-200 Black, 46

Europe North America Pacific



EnglishProductName

Total Orders

Return Rate

Water Bottle - 30 oz.	4016	45.52%
Patch Kit/8 Patches	2961	61.74%
Mountain Tire Tube	2862	63.87%
Road Tire Tube	2178	83.93%
Sport-100 Helmet, Red	2113	86.51%
AWC Logo Cap	2058	88.82%
Sport-100 Helmet, Blue	1992	91.77%
Fender Set - Mountain	1985	92.09%
Sport-100 Helmet, Black	1963	93.12%
Mountain Bottle Cage	1908	95.81%
Road Bottle Cage	1669	109.53%
Touring Tire Tube	1376	132.85%
HL Mountain Tire	1304	140.18%
ML Mountain Tire	1066	171.48%
LL Road Tire	969	188.65%
Touring Tire	868	210.60%
ML Road Tire	866	211.09%
Bike Wash - Dissolver	849	215.31%
HL Road Tire	794	230.23%
LL Mountain Tire	787	232.27%
Hydration Pack - 70 oz.	698	261.89%
Mountain-200 Black, 46	613	298.21%
Mountain-200 Black, 42	607	301.15%
Mountain-200 Silver, 38	586	311.95%
Mountain-200 Black, 38	577	316.81%
Mountain-200 Silver, 46	574	318.47%
Mountain-200 Silver, 42	545	335.41%
Half-Finger Gloves, M	467	391.43%
Half-Finger Gloves, S	454	402.64%
Long-Sleeve Logo Jersey, L	427	428.10%
Half-Finger Gloves, L	420	435.24%
Long-Sleeve Logo Jersey, M	410	445.85%
Long-Sleeve Logo Jersey, S	396	461.62%
Short-Sleeve Classic Jersey, S	389	469.92%
Short-Sleeve Classic Jersey, XL	385	474.81%
Long-Sleeve Logo Jersey, XL	383	477.28%
Road-750 Black, 52	380	481.05%



Product Summary



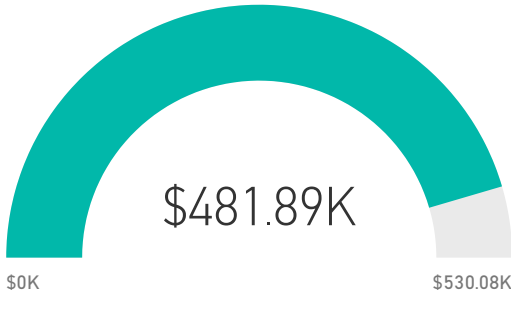
Product Name

Mountain Tire T...

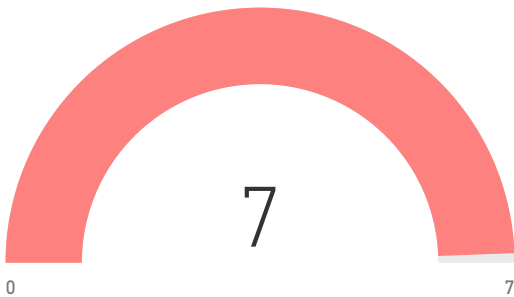
Current Month Order vs Target



Current Month Revenue vs Target



Current Month Returns vs Previous Month

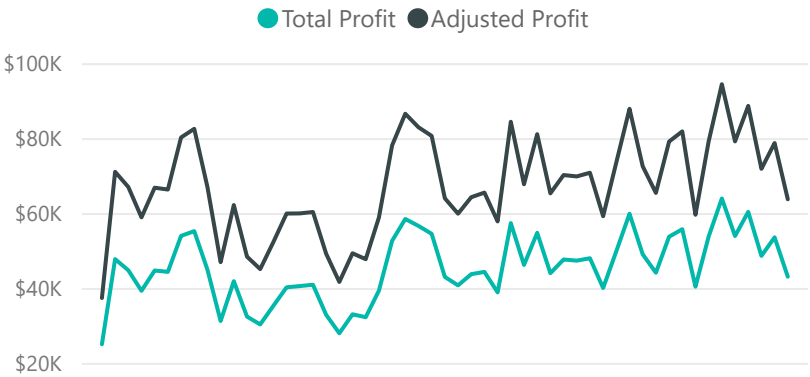


Price Adjustment (%)

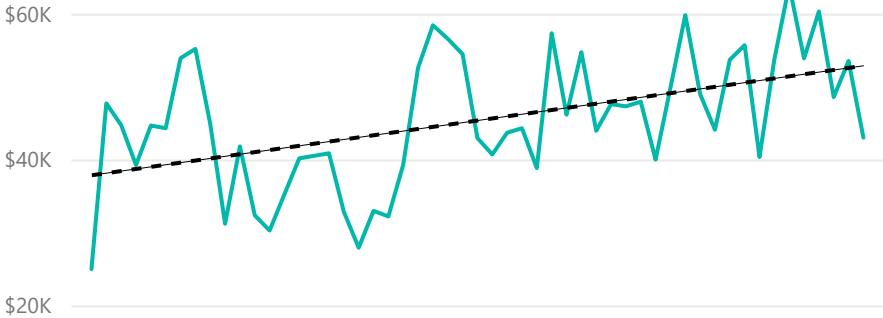
0.20



weekly Profit



weekly Profit



Weekly Returns Volume





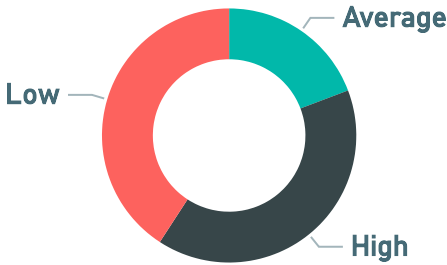
Customer Summary

Customer	Total Orders	Total Revenue
Mr. Aaron Adams	1	\$117.96
Mr. Aaron Alexander	1	\$69.99
Mr. Aaron Allen	1	\$3,399.99
Mr. Aaron Baker	1	\$1,750.98
Mr. Aaron Bryant	2	\$133.96
Mr. Aaron Butler	1	\$14.98
Mr. Aaron Campbell	1	\$1,155.48
Mr. Aaron Carter	1	\$39.98
Mr. Aaron Chen	1	\$39.98
Mr. Aaron Coleman	1	\$61.96
Mr. Aaron Collins	2	\$6,047.32
Mr. Aaron Diaz	2	\$6,029.57
Mr. Aaron Edwards	1	\$94.48
Mr. Aaron Evans	1	\$2,433.04
Mr. Aaron Flores	2	\$1,538.5582
Mr. Aaron Foster	2	\$4,912.47
Mr. Aaron Gonzales	1	\$1,810.46
Mr. Aaron Gonzalez	1	\$132.97
Mr. Aaron Green	1	\$27.28
Mr. Aaron Griffin	1	\$71.58
Mr. Aaron Hall	1	\$28.99
Mr. Aaron Hayes	2	\$3,112.97
Mr. Aaron Henderson	1	\$27.28
Mr. Aaron Hernandez	1	\$94.48
Mr. Aaron Hill	1	\$35.96
Mr. Aaron Hughes	2	\$4,456.1382
Mr. Aaron Jai	1	\$574.98
Total	27659	\$29,358,677.2207

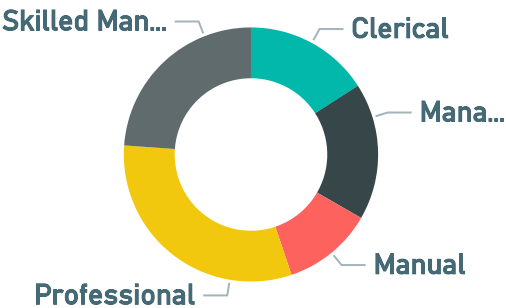
Orders by Gender



Orders by Income Level



Orders by Occupation



Full Name

Mr. Willie Xu

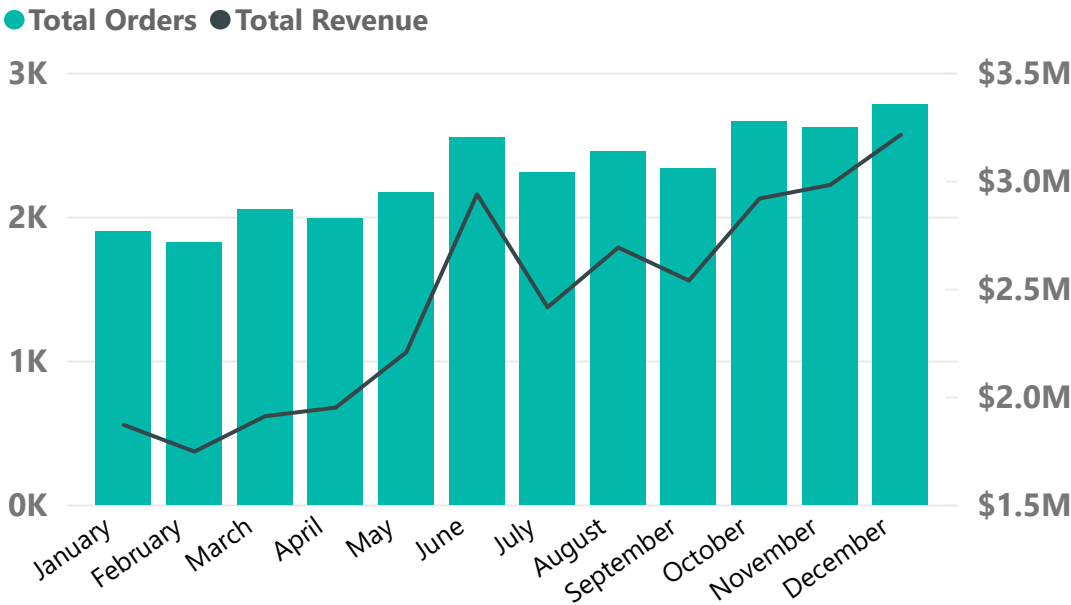
OrderQuantity

9

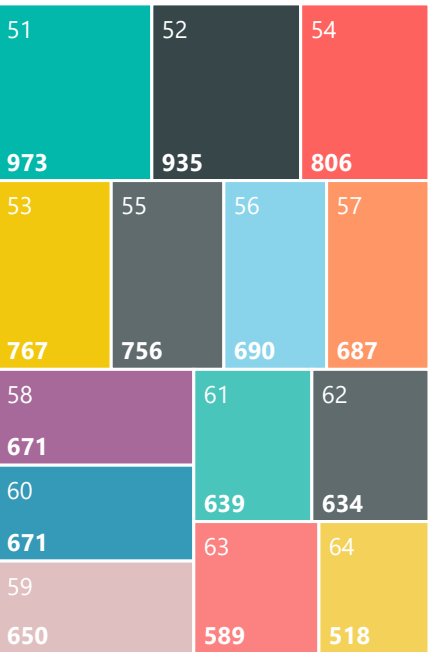
Revenue

\$13,490.0596

Total Orders and Total Revenue by Month



Total Orders by age



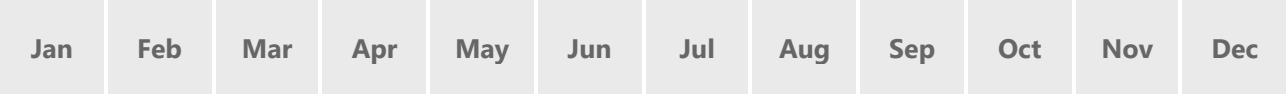


Sales Overview

Year



Month Short



Customer City

All

Sub Cateory

All

Category

All

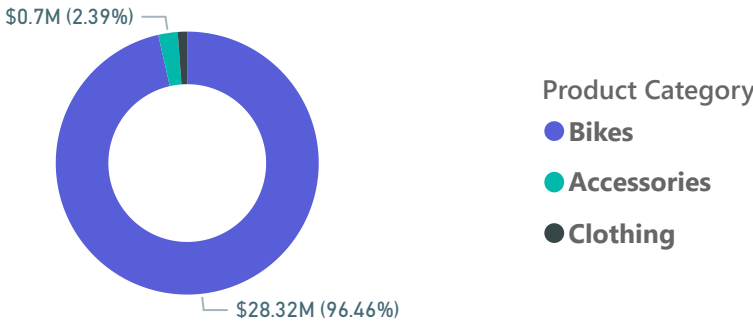
Product Name

All

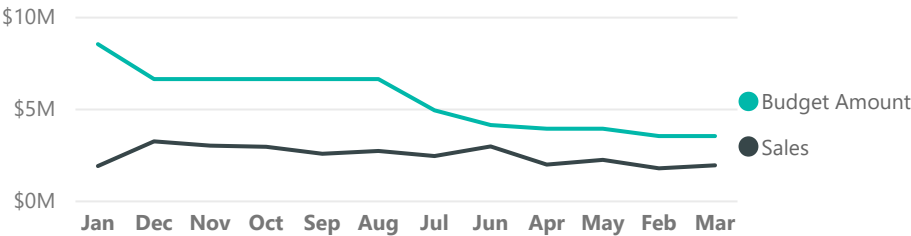
Salest and Budget Amount Ratio



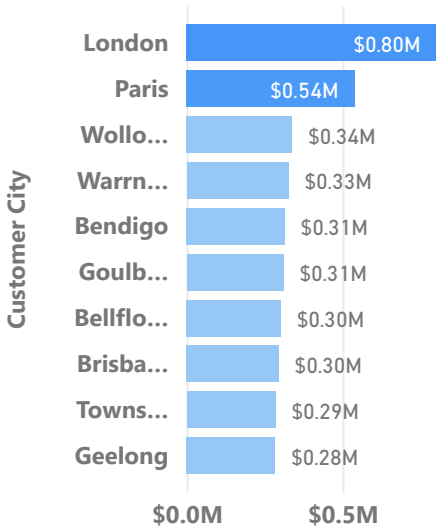
Sales by Product Category



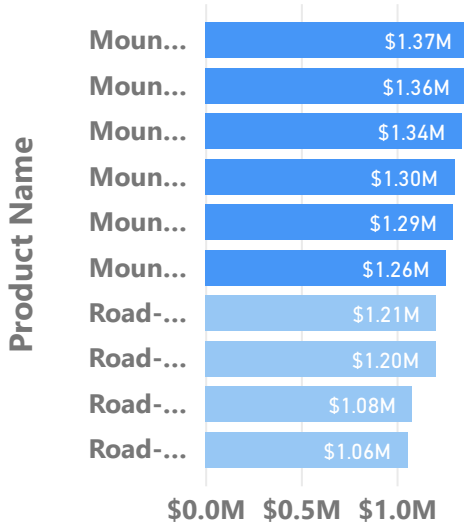
Budget Amount and Sales by month



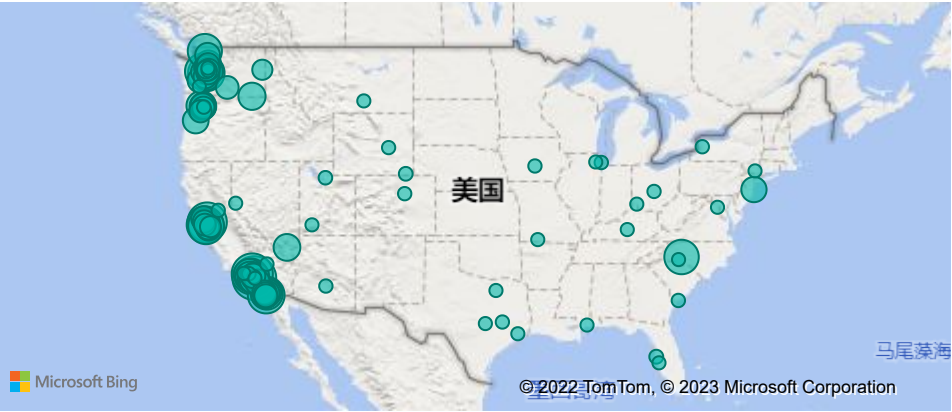
Sales by Top 10 Customer City



Sales by Top 10 Product Name



Sales by Customer City



Customer Details

Customer City

All

Sub Cateory

All

Category

All

Product Name

All

Year

201920202021

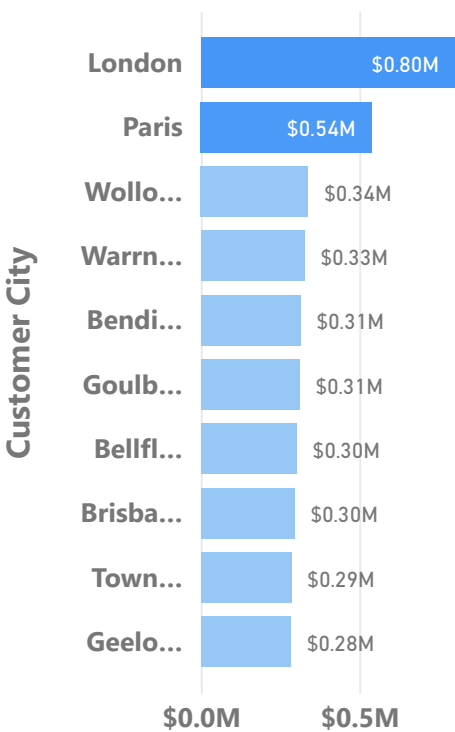
Month Short

JanFebMarAprMayJunJulAugSepOctNovDec

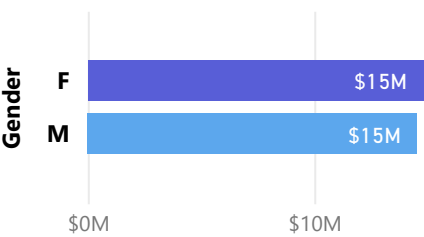
Sales and Budget Amount Ratio



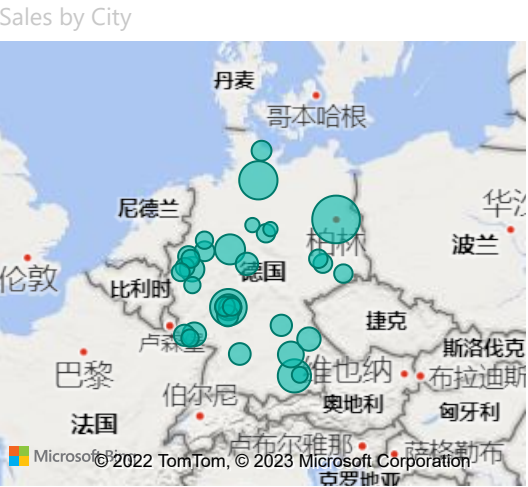
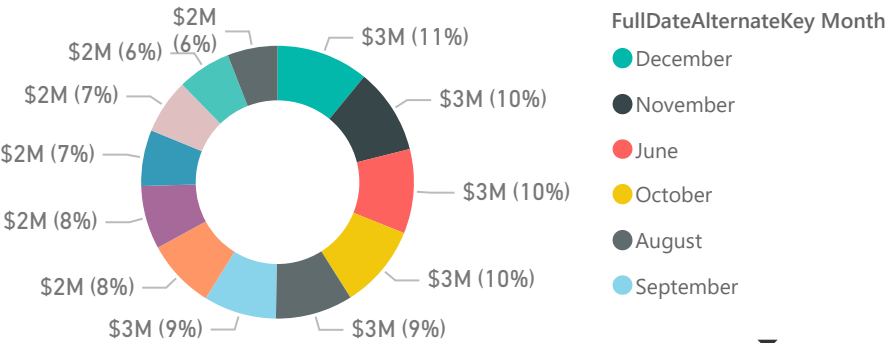
Sales by Top 10 Customer City



Sales by Gender



Sales by Month



Customer	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Mr. Willie Xu			\$777	\$3,578		\$2,071	\$2,375			\$2,295	\$2,393		\$13,490
Ms. Nichole Nara	\$2,482			\$2,494	\$5,901						\$2,419		\$13,295
Ms. Kaitlyn Henderson	\$3,578	\$2,508		\$2,295						\$2,398		\$2,515	\$13,294
Ms. Margaret He	\$2,500			\$2,423	\$2,340	\$3,578					\$2,428		\$13,269
Mr. Randall Dominguez	\$4,864	\$3,578		\$2,355						\$2,469			\$13,266
Ms. Adriana Gonzalez	\$2,498		\$2,393		\$5,898					\$2,453			\$13,243
Ms. Rosa Hu			\$2,492		\$4,747	\$3,578					\$2,398		\$13,216
Ms. Brandi Gill	\$6,030		\$2,340							\$2,398		\$2,428	\$13,196
Total	\$1,868,573	\$1,744,678	\$1,908,589	\$1,948,432	\$2,205,152	\$2,936,178	\$2,412,981	\$2,689,541	\$2,536,757	\$2,916,661	\$2,979,421	\$3,211,715	\$29,358,677

Product Details

Customer City

All

Sub Category

All

Category

All

Product Name

All

Year

201920202021

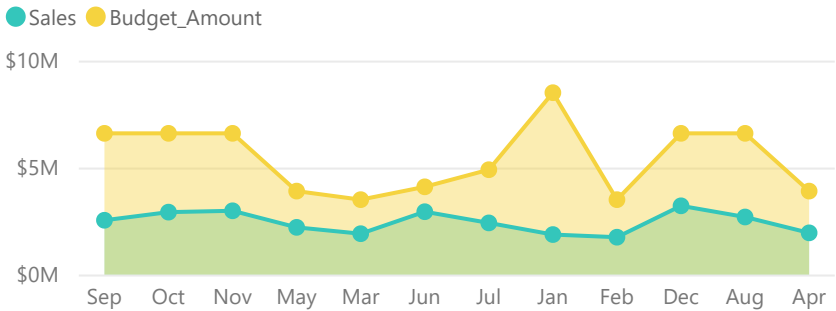
Month Short

JanFebMarAprMayJunJulAugSepOctNovDec

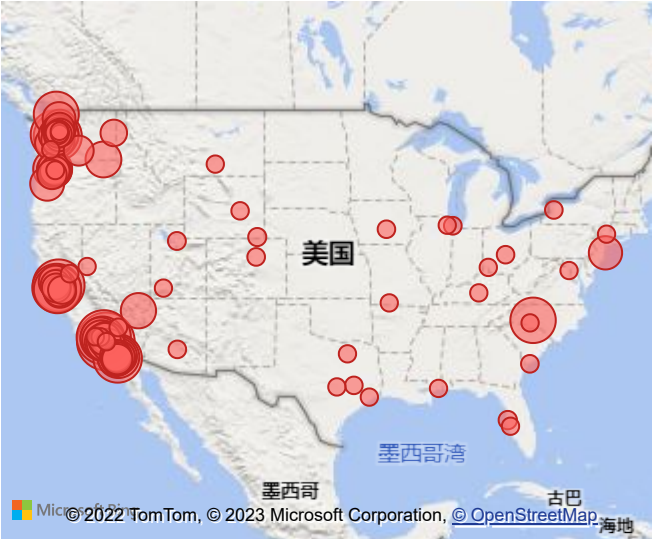
\$29.36M65.30M

Total SalesBudget_Amount

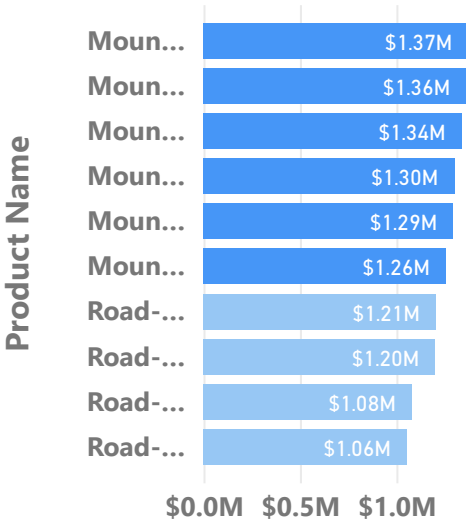
Sales and Budget by Month



Sales by Customer City



Sales by Top 10 Productr Name



EnglishProductCategoryName	Apr	Aug	Dec	Feb	Jan	Jul	Jun	Mar	May	Nov	Oct	Sep	Total
<div><div></div>Bikes</div>	\$1,871,314	\$2,599,969	\$3,108,337	\$1,677,126	\$1,795,099	\$2,325,492	\$2,844,225	\$1,826,455	\$2,120,713	\$2,881,999	\$2,816,810	\$2,450,606	\$28,318,145
Mountain-200 Black, 46	\$82,947	\$125,159	\$149,338	\$90,652	\$90,652	\$125,651	\$149,912	\$78,112	\$91,882	\$153,191	\$119,258	\$116,717	\$1,373,470
Mountain-200 Black, 42	\$79,669	\$126,880	\$170,239	\$74,587	\$65,899	\$96,554	\$143,765	\$78,603	\$112,045	\$156,305	\$126,880	\$131,716	\$1,363,142
Mountain-200 Silver, 38	\$89,817	\$118,734	\$194,299	\$58,331	\$88,988	\$109,205	\$110,531	\$78,465	\$90,811	\$140,111	\$144,005	\$116,165	\$1,339,463
Mountain-200 Silver, 46	\$80,785	\$141,188	\$158,008	\$52,945	\$47,228	\$126,688	\$109,371	\$68,108	\$88,491	\$167,205	\$132,488	\$128,594	\$1,301,100
Mountain-200 Black, 38	\$67,948	\$146,060	\$154,994	\$46,719	\$74,259	\$118,684	\$126,880	\$76,554	\$70,407	\$170,567	\$133,519	\$108,274	\$1,294,866
Mountain-200 Silver, 42	\$83,105	\$116,662	\$169,028	\$53,443	\$71,754	\$96,528	\$123,374	\$93,131	\$78,714	\$143,259	\$129,091	\$99,345	\$1,257,435
Road-150 Red, 48	\$82,300	\$125,239	\$96,613	\$60,831	\$96,613	\$93,035	\$143,131	\$103,770	\$53,674	\$93,035	\$143,131	\$114,505	\$1,205,877
Road-150 Red, 62	\$96,613	\$125,239	\$107,348	\$107,348	\$78,722	\$110,926	\$125,239	\$85,878	\$93,035	\$75,144	\$128,818	\$67,987	\$1,202,299
Road-150 Red, 52	\$64,409	\$132,396	\$110,926	\$60,831	\$53,674	\$82,300	\$89,457	\$89,457	\$110,926	\$110,926	\$100,192	\$75,144	\$1,080,638
Road-150 Red, 56	\$82,300	\$64,409	\$93,035	\$71,565	\$60,831	\$110,926	\$110,926	\$60,831	\$96,613	\$114,505	\$85,878	\$103,770	\$1,055,590
Road-150 Red, 44	\$75,144	\$78,722	\$75,144	\$53,674	\$78,722	\$60,831	\$121,661	\$85,878	\$82,300	\$93,035	\$96,613	\$103,770	\$1,005,494
Road-150 Black, 52	\$67,409	\$15,007	\$11,330	\$61,350	\$70,631	\$51,650	\$67,731	\$60,371	\$60,635	\$13,006	\$63,703	\$11,101	\$731,101
Total	\$1,948,432	\$2,689,541	\$3,211,715	\$1,744,678	\$1,868,573	\$2,412,981	\$2,936,178	\$1,908,589	\$2,205,152	\$2,979,421	\$2,916,661	\$2,536,757	\$29,358,677

Internet Sales- over Time

\$29.27M

Internet Sales

180%

Sales Growth(YOY)

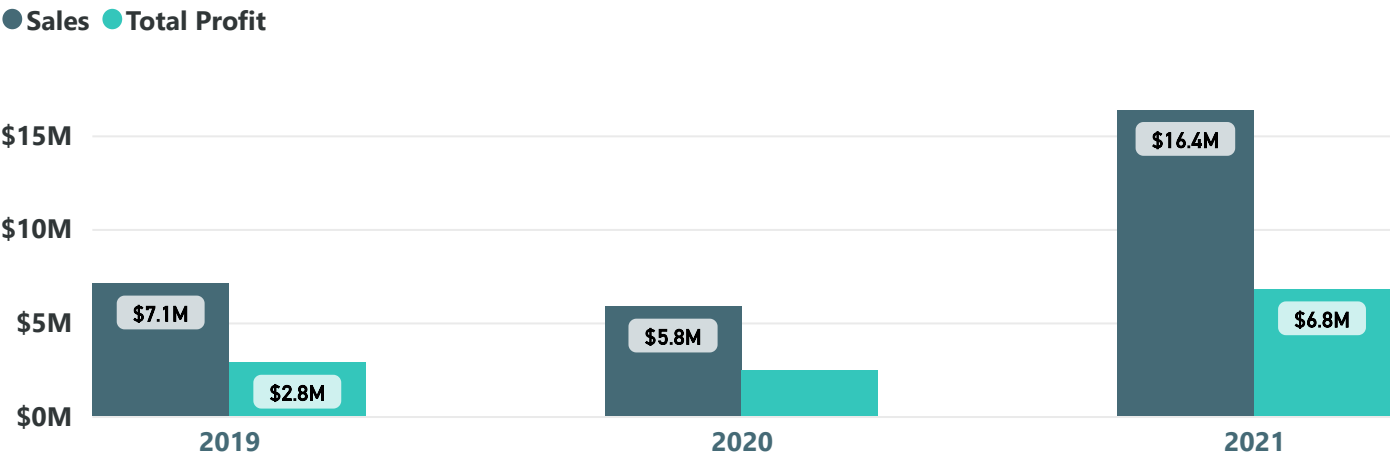
31.07K

Gross Profit Margin

40.8%

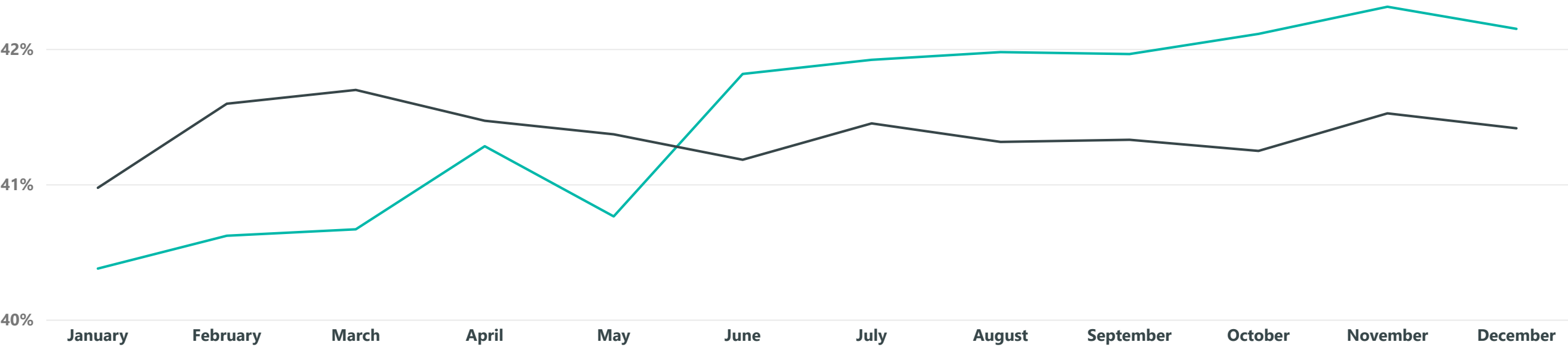
Gross Profit Margin %

Internet Sales and Contribution Margin over Time



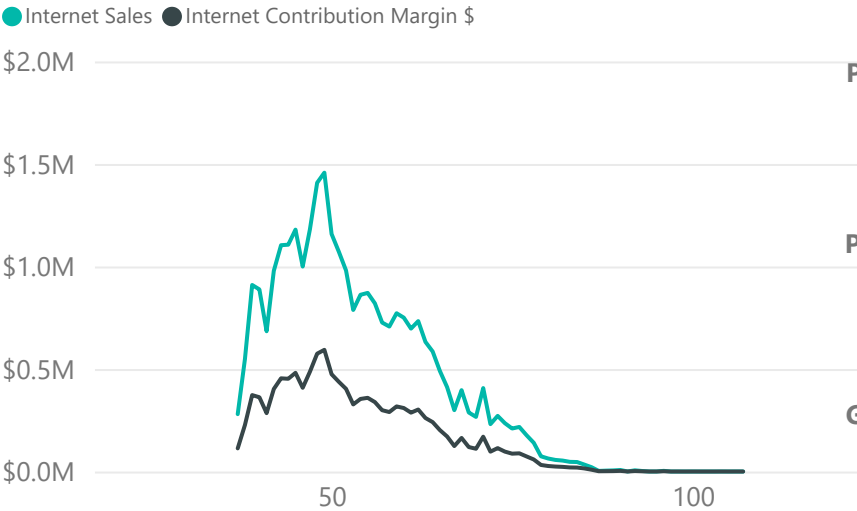
Internet Contribution Margin %CY & PY

● 2020 ● 2021

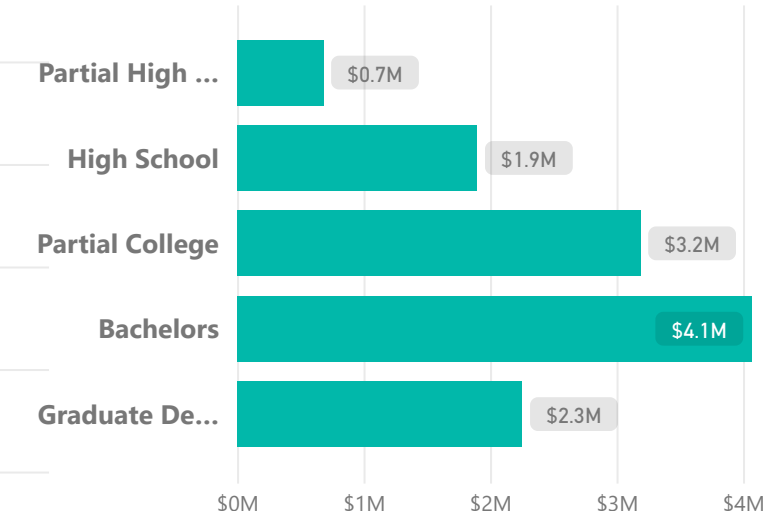


Internet Sales - By Customer

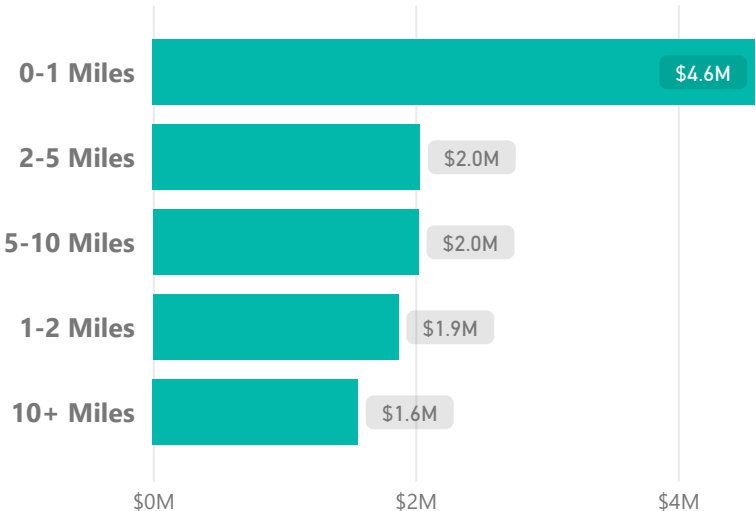
Internet Sales & Contribution Margin \$ by Age



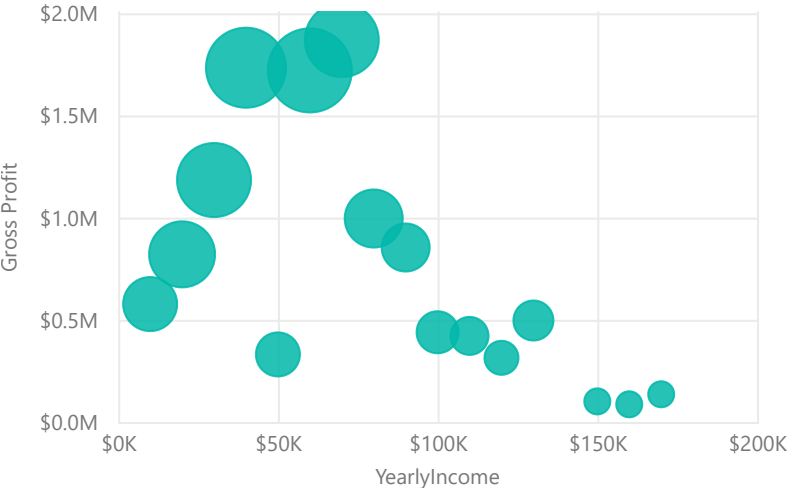
Internet Contribution Margin \$ by Education Level



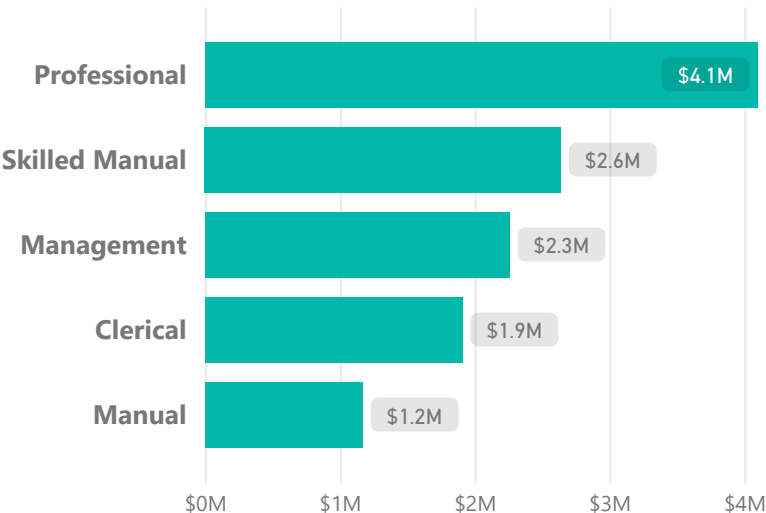
Internet Contribution Margin \$ by Commute Distance



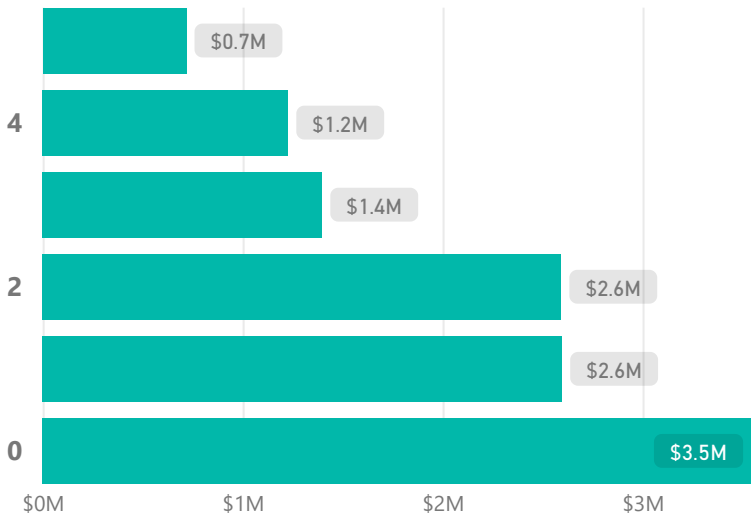
Internet Contribution Margin \$ & Count of Customers (Bubble Size) by Yearly income



Internet Contribution Margin \$ by Occupation

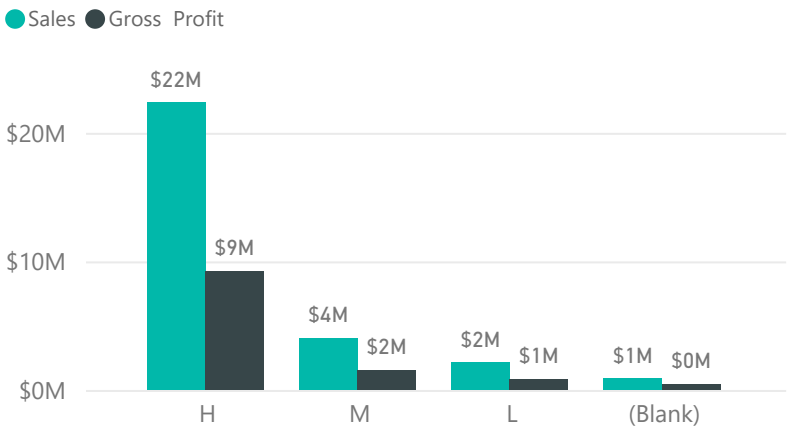


Internet Contribution Margin \$ by Number of Children

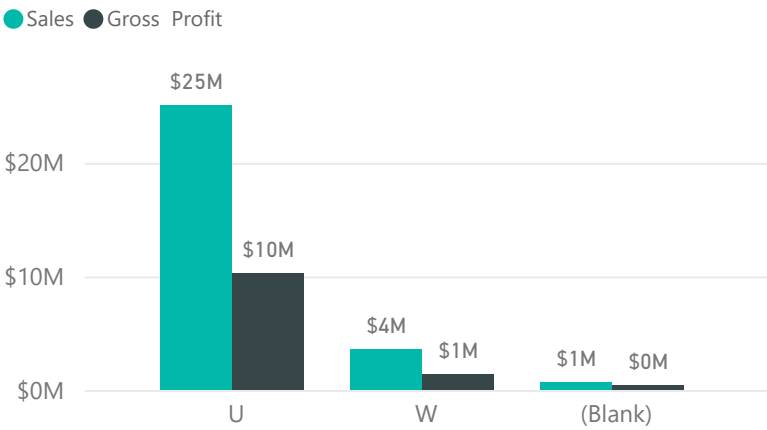


Internet Sales - By Product

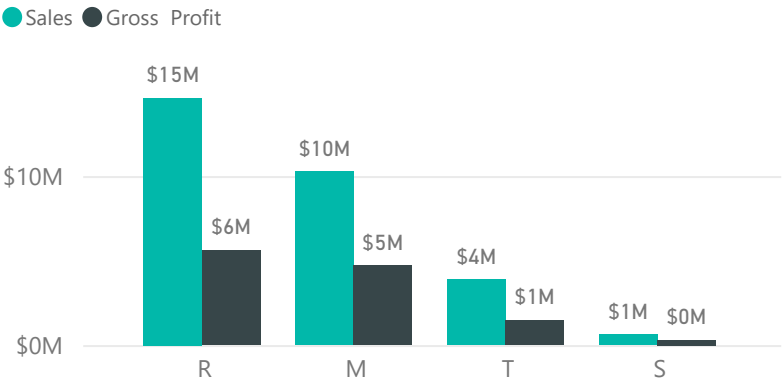
Internet Sales & Contribution Margin \$ by Class



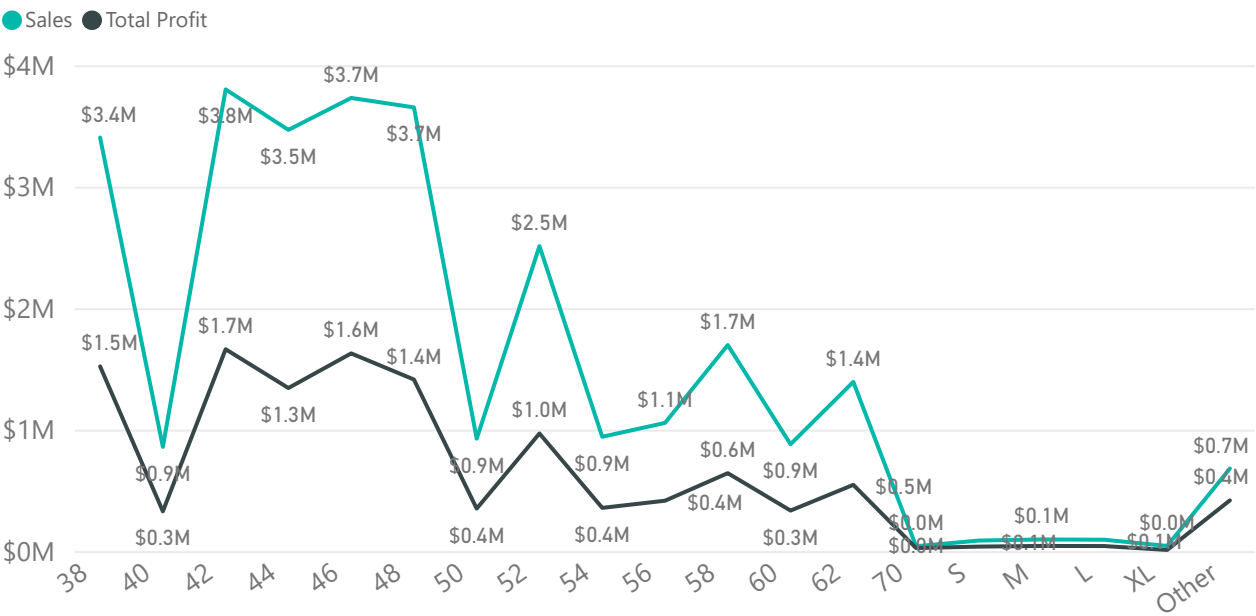
Internet Sales & Contribution Margin \$ by Style



Internet Sales & Contribution Margin \$ by Product Line



Internet Sales & Contribution Margin \$ by Size



Product Category	Internet Sales	Internet Contribution Margin \$	Internet Contribution Margin%
Bikes	\$28,318,144.6507	\$11,505,796.5006	40.63%
Road Bikes	\$14,520,584.0363	\$5,537,299.6986	38.13%
Road-150 Red, 48	\$1,205,876.99	\$474,150.8446	39.32%
Road-150 Red, 62	\$1,202,298.72	\$472,743.8688	39.32%
Road-150 Red, 52	\$1,080,637.54	\$424,906.6916	39.32%
Road-150 Red, 56	\$1,055,589.65	\$415,057.861	39.32%
Road-150 Red, 44	\$1,005,493.87	\$395,360.1998	39.32%
Road-250 Black, 52	\$734,401.2	\$278,666.2451	37.94%
Road-250 Red, 58	\$702,637.65	\$267,117.0178	38.02%
Road-250 Black, 48	\$691,206.2625	\$260,863.0264	37.74%
Road-250 Black, 44	\$628,377.2625	\$237,206.4505	37.75%
Road-250 Black, 58	\$622,007.1	\$235,905.1974	37.93%
Road-350-W Yellow, 40	\$418,443.54	\$152,146.08	36.36%
Road-250 Red, 48	\$395,822.7	\$149,779.3032	37.84%
Road-350-W Yellow, 42	\$399,732.65	\$145,342.8	36.36%
Road-350-W Yellow, 48	\$394,629.68	\$143,487.36	36.36%
Road-350-W Yellow, 44	\$367,413.84	\$133,591.68	36.36%
Road-250 Red, 44	\$351,842.4	\$133,137.1584	37.84%
Road-550-W Yellow, 42	\$334,586.3175	\$123,796.6101	37.00%
Total	\$29,358,677.2207	\$12,080,883.645	41.13%



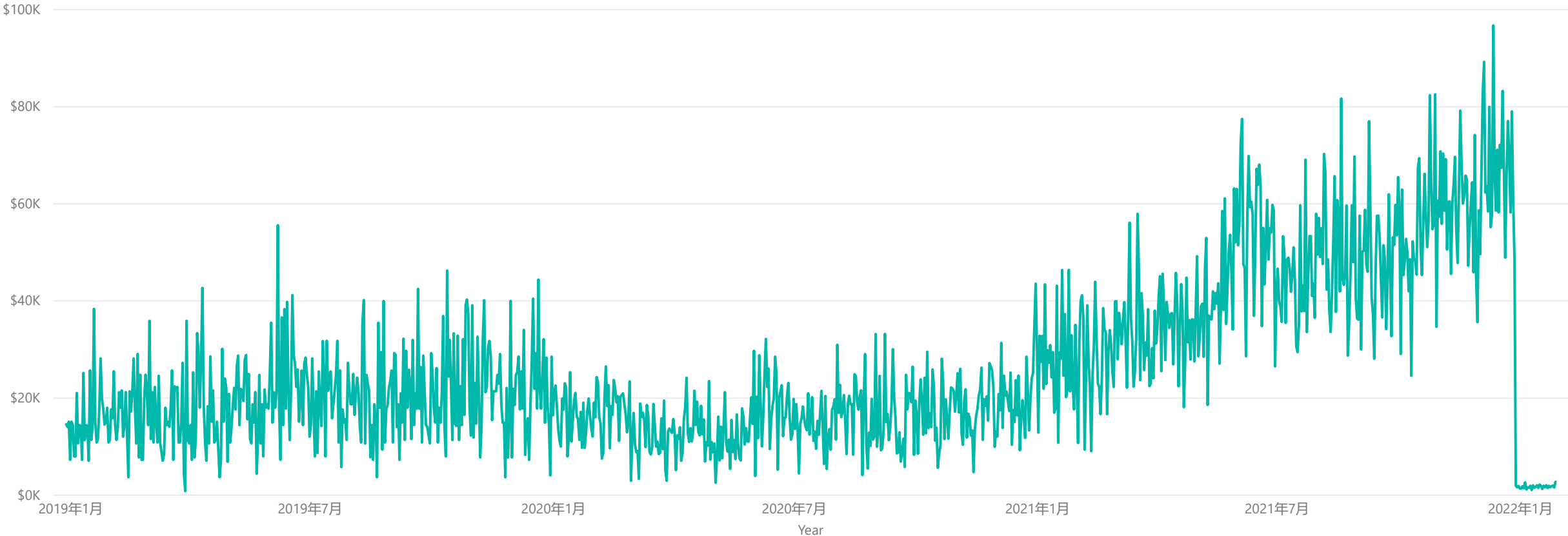
Internet Sales - By Promotion

Promotion Category, Promotion Type

- ☐ No Discount
- ☐ No Discount
- ☐ Reseller
- ☐ New Product
- ☐ Volume Discount

Promotion Name	Start Date	End Date	Internet Sales	Internet Contribution Margin \$	Internet Contribution Margin%
No Discount	11/29/2018	6/30/2022	\$27,307,607.0825	\$11,205,876.0276	41.01%
Volume Discount 11 to 14	12/29/2018	12/28/2021	\$2,005,230.2282	\$857,661.7961	42.77%
Touring-1000 Promotion	12/28/2020	3/29/2021	\$30,992.91	\$11,727.7173	37.84%
Touring-3000 Promotion	12/28/2020	3/29/2021	\$14,847	\$5,618.104	37.84%
Total			\$29,358,677.2207	\$12,080,883.645	41.13%

Internet Sales by Day



Internet Sales - Decomposition

