



Eslam Shaban

Overview Dashboard

Sales Performance

Customer Analytics

RFM Segmentation

Product Performance

Inventory Management

Profitability Analysis

Geographic Analysis

HR Dashboard

Purchasing & Vendor

Advanced Analytics

Q&A Visual

Executive Overview Dashboard

Filters & Slicers

Total Revenue

\$123.22M

Total Orders

31.465K

Gross Profit

\$9.37M

Gross Margin %

7.61%

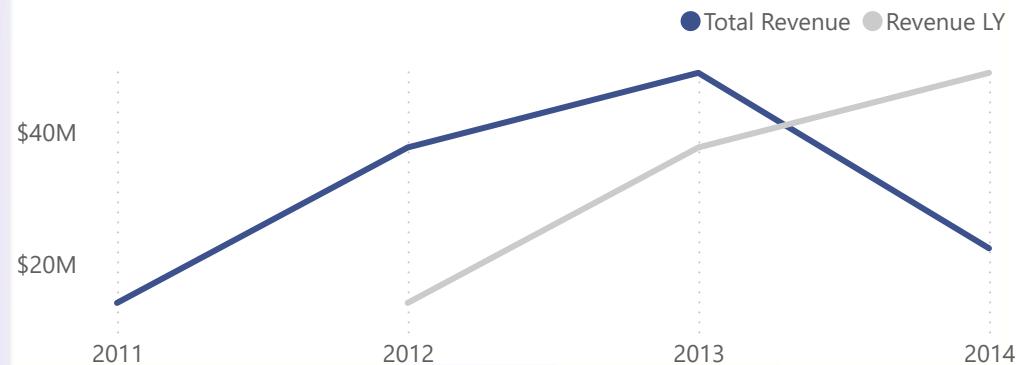
Active Customers

19.1K

Products Sold

266

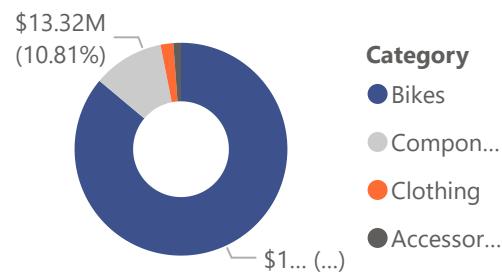
Revenue Trend



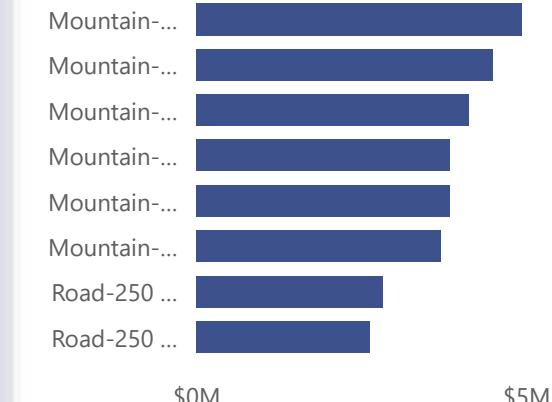
Revenue by Region



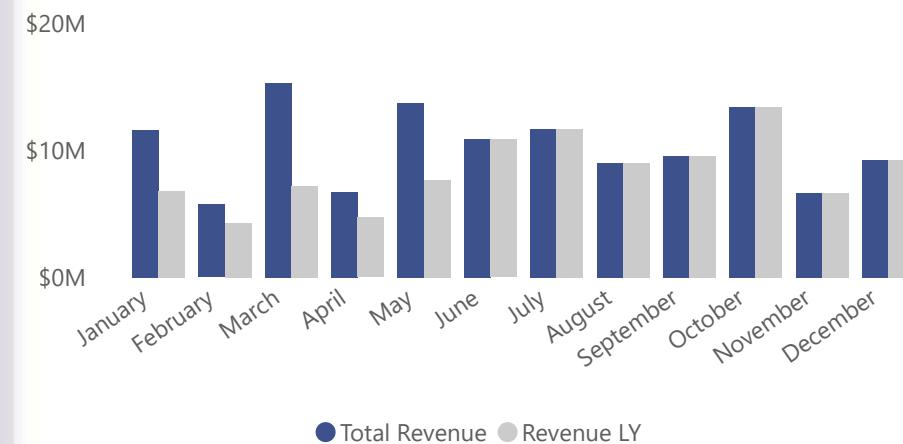
Revenue by Category



Top 10 Products by Revenue



Monthly Performance





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Customer Analytics

RFM Segmentation

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Profitability Analysis

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Q&A Visual

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Total Revenue
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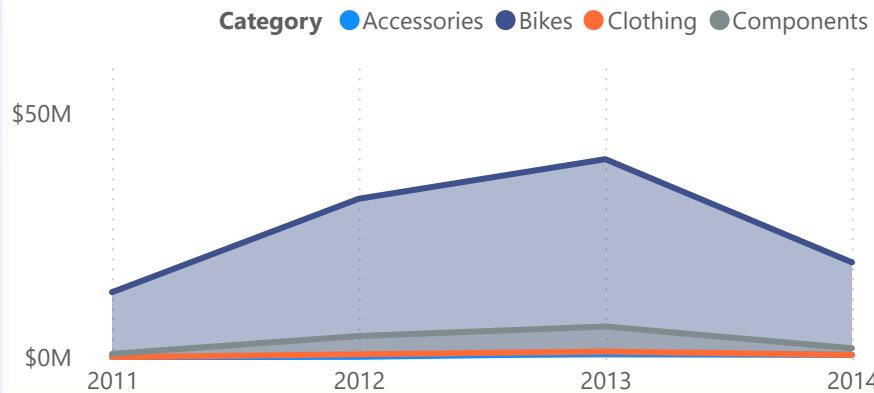
Revenue YoY %
22.24%

AOV
\$3.9K

Total Orders
31.465K

Revenue YTD
\$22.4M

Revenue Breakdown



Revenue YoY %

22.24%

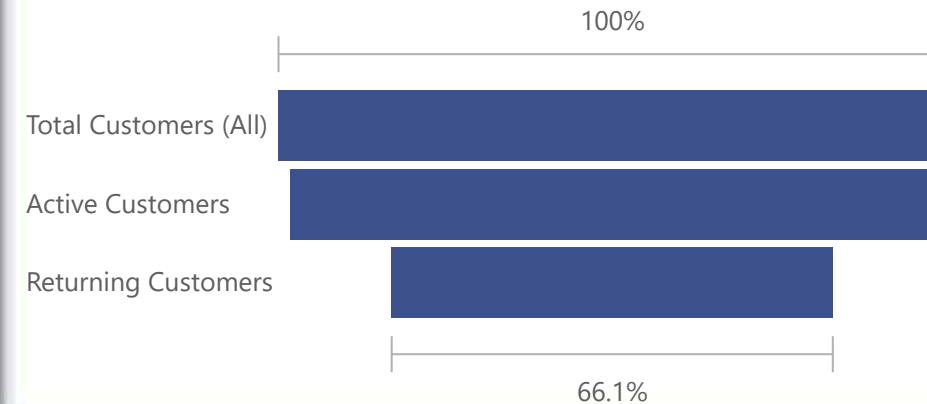
Revenue QoQ %

4.11E-15

MoM %

4.11E-15

Sales Funnel



Order Trends



Revenue by Territory

Territory	Total Revenue	Territory Revenue %	Territory Revenue Rank
Southwest	\$27,150,594.90	22.03%	1
Canada	\$18,398,929.38	14.93%	2
Northwest	\$18,061,660.61	14.66%	3
Australia	\$11,814,376.42	9.59%	4
Central	\$8,913,299.25	7.23%	5
Southeast	\$8,884,099.36	7.21%	6
United Kingdom	\$8,574,048.91	6.96%	7
France	\$8,119,749.50	6.59%	8
Northeast	\$7,920,200.62	6.25%	9



Eslam Shaban

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Customer Analytics Dashboard

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Total Customers (All)

19.8K

Active Customers

19.1K

Customer Activation Rate

96.46%

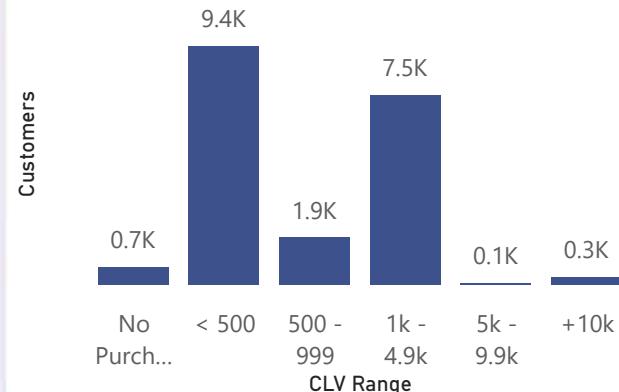
New Customers

6.0K

Returning Customers

13.1K

Customer Lifetime Value Distribution



Customer Segmentation



Geographic Distribution



New vs Returning Customers



Top 20 Customers

Customer	Region	Territory	First Purchase Date	Last Purchase Date	Total Orders	Total Revenue
Roger Harui	North America	Northwest	2011-07-01	2014-03-31	12.000	\$989,184.08
Andrew Dixon	North America	Southeast	2011-08-01	2014-05-01	12.000	\$961,675.86
Reuben D'sa	North America	Canada	2011-08-01	2014-05-01	12.000	\$954,021.92
Robert Vessa	North America	Southwest	2011-07-01	2014-03-31	12.000	\$919,801.82
Ryan Calafato	North America	Canada	2011-05-31	2014-03-01	12.000	\$901,346.86
Joseph Castelluccio	North America	Canada	2011-08-01	2014-05-01	12.000	\$887,090.41
Kirk DeGrasse	North America	Northeast	2012-07-31	2014-05-01	8.000	\$841,866.55
Lindsey Camacho	North America	Northwest	2011-07-01	2014-03-31	12.000	\$834,475.93



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RFM Segmentation Dashboard

RFM Segment

All

Year

All

Champions

--

Loyal Customers

12.5K

Potential Loyalists

6.0K

Needs Attention

194

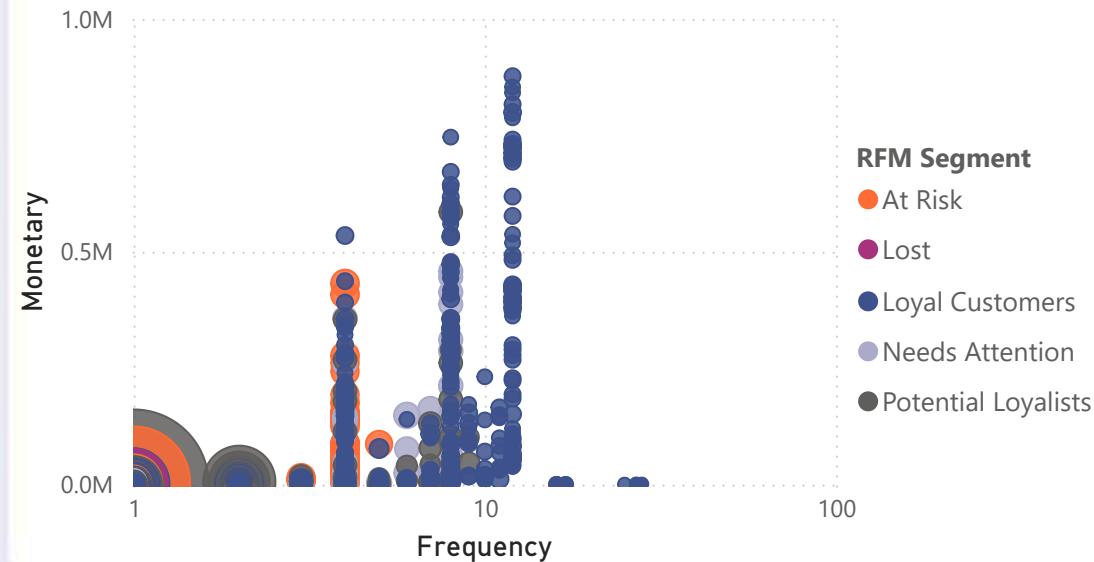
At Risk

156

Lost

225

RFM Segmentation Grid: Frequency vs Monetary



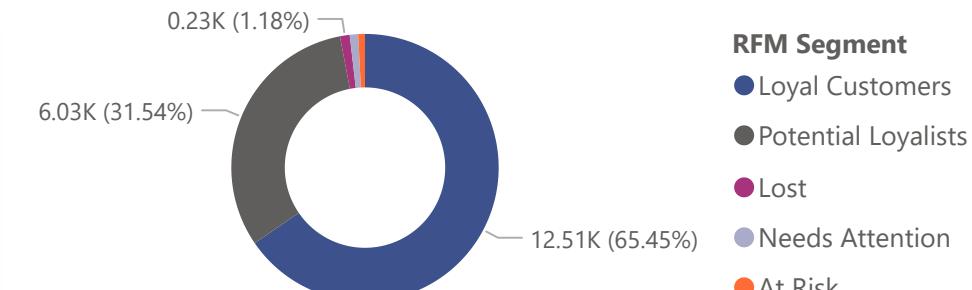
Customer-Level RFM Scores

CustomerID	Recency	Monetary	Frequency	RFM Score	RFM Segment
11000	270	8,248.99	3	411	Potential Loyalists
11001	49	6,383.88	3	511	Loyal Customers
11002	339	8,114.04	3	411	Potential Loyalists
11003	263	8,139.29	3	411	Potential Loyalists
11004	272	8,196.01	3	411	Potential Loyalists
11005	271	8,121.33	3	411	Potential Loyalists
11006	259	8,119.03	3	411	Potential Loyalists
11007	315	8,211.00	3	411	Potential Loyalists
11008	332	8,106.31	3	411	Potential Loyalists
11009	264	8,091.33	3	411	Potential Loyalists
11010	250	8,088.04	3	411	Potential Loyalists
11011	315	8,133.04	3	411	Potential Loyalists
11012	105	81.26	2	511	Loyal Customers

Customer Lifecycle Metrics by Month

Year	QuarterName	MonthName	New Customers	Returning Customers	Customer Retention Rate
2011	Q1	January			0.00
2011	Q1	February			0.00
2011	Q1	March			0.00
2011	Q2	April			0.00
2011	Q2	May	43.0	0.0	0.00
2011	Q2	June	141.0	0.0	0.00

RFM Segment Proportion





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Customer Analytics

RFM Segmentation

Product Performance

Inventory Management

Profitability Analysis

Geographic Analysis

HR Dashboard

Purchasing & Vendor

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Q&A Visual

Product Performance Dashboard

Filters & Slicers

Total Products (All)

504

Products Sold

266

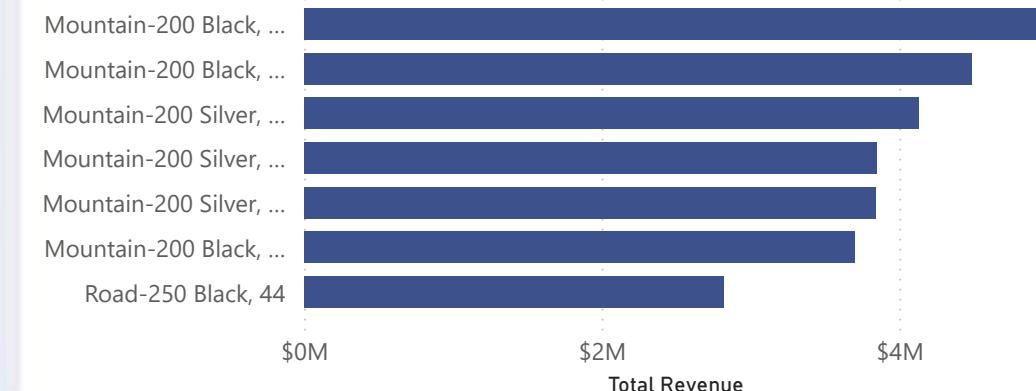
Average Unit Price

\$399.57

Gross Margin %

7.61%

Top 10 Products by Revenue



Category Performance



Revenue by Subcategory



Product Ranking Table

Product	Category	Subcategory	Total Revenue	Product Revenue %	Product Revenue Rank
Mountain-200 Black, 38	Bikes	Mountain Bikes	\$4,929,221.86	4.000%	1
Mountain-200 Black, 42	Bikes	Mountain Bikes	\$4,487,893.92	3.642%	2
Mountain-200 Silver, 38	Bikes	Mountain Bikes	\$4,132,733.25	3.354%	3
Mountain-200 Silver, 42	Bikes	Mountain Bikes	\$3,846,924.19	3.122%	4
Mountain-200 Silver, 44	Bikes	Mountain Bikes	\$3,841,232.95	3.117%	5



Eslam Shaban

Overview Dashboard

Sales Performance

Customer Analytics

RFM Segmentation

Product Performance

Inventory Management

Profitability Analysis

Geographic Analysis

HR Dashboard

Purchasing & Vendor

Advanced Analytics

Q&A Visual

Inventory Management Dashboard

Category

All

StockStatus

All

Total Inventory Value

\$20.09M

Total Stock

336K

Low Stock Items Count

13

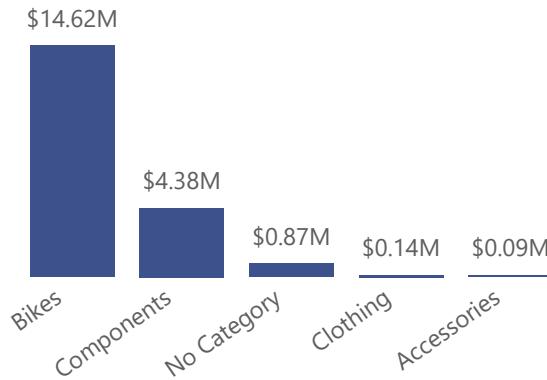
Out of Stock Items

76

Overstocked Items

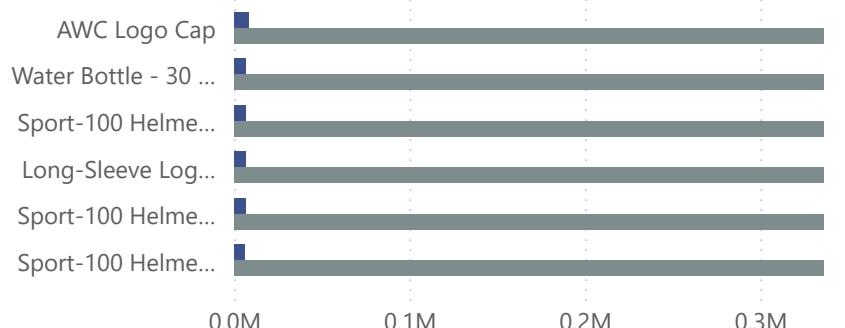
264

Inventory Value by Category



Top 20 Sales Product - Supply vs Demand

● Units Sold (Demand) ● Stock on Hand (Supply)



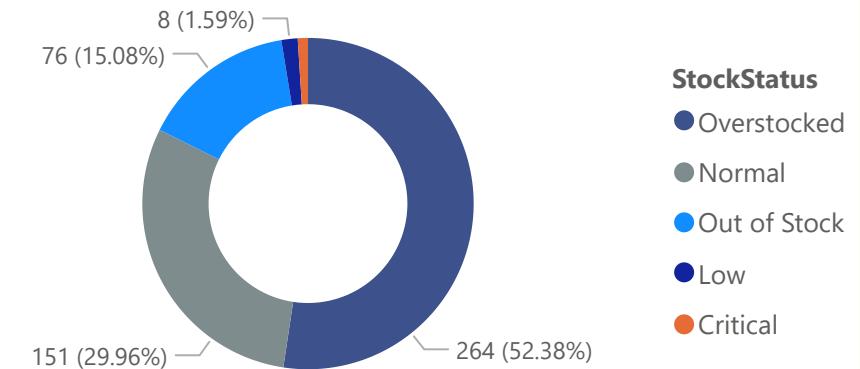
Inventory Turnover



Low Stock Alert

ProductID	Product	Category	Total Stock	Stock Status	Days of Supply Status	Needs Reorder
496	Paint - Yellow	No Category	99	Low	Infinite	No
493	Paint - Red	No Category	93	Low	Infinite	No
956	Touring-1000 Yellow, 54	Bikes	75	Low	Under 1 Month	Yes
861	Full-Finger Gloves, S	Clothing	72	Low	Under 1 Week	Yes
855	Mountain Bike	Clothing	70	Low	Under 1 Week	Yes

Stock Status Distribution



StockStatus

- Overstocked
- Normal
- Out of Stock
- Low
- Critical



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Sales Performance

Customer Analytics

RFM Segmentation

Product Performance

Inventory Management

Profitability Analysis

Geographic Analysis

HR Dashboard

Purchasing & Vendor

Advanced Analytics

Q&A Visual

Profitability Analysis Dashboard

Year

All

MonthName

All

Total Revenue

\$123.22M

Net Revenue

\$109.85M

Total COGS

\$100.47M

Gross Profit

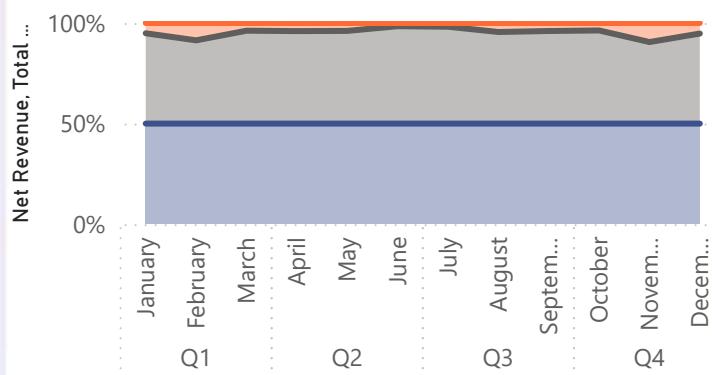
\$9.37M

Gross Margin %

7.61%

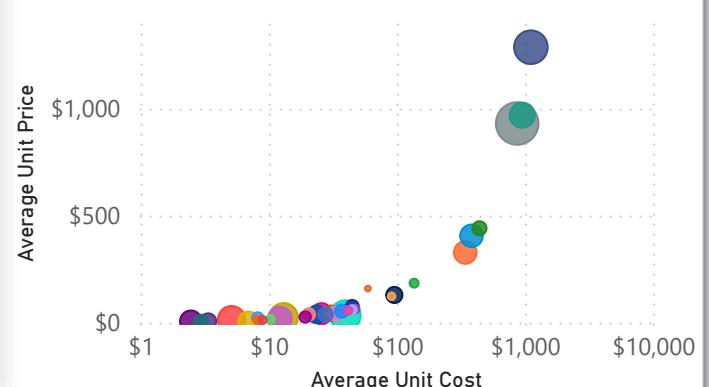
Profitability Trend

Net Revenue ● Total COGS ● Gross Profit



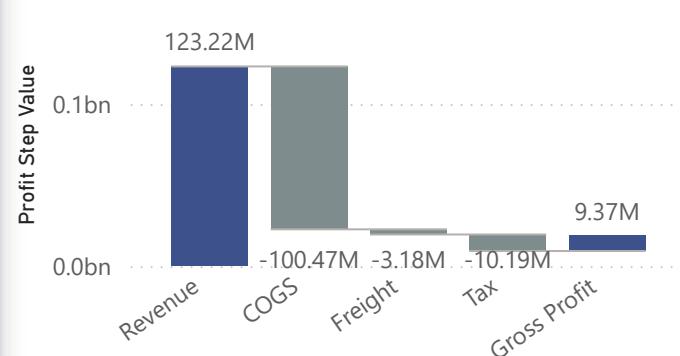
Price vs Cost Analysis

Subcategory ● Bib-Shorts ● Bike Racks ● Bike Stands



Profit Contribution

● Increase ● Decrease



Margin by Category

Gross Margin % 3.68% 44.87%

Accessories 44.87%

Clothing 12.97%

Bikes 7.48%

Components 3.68%

Top/Bottom Performers

Top Bottom Group	Product	Net Profit	Total COGS	Gross Profit	Gross Margin %
▲ Top 10 Products	Road-150 Red, 48	\$1,540,803.06	\$1,070,448.04	\$470,355.02	27.51%
▲ Top 10 Products	Road-150 Red, 52	\$1,415,563.61	\$994,452.74	\$421,110.87	26.80%
▲ Top 10 Products	Road-150 Red, 62	\$1,769,096.69	\$1,302,776.52	\$466,320.17	23.71%
▲ Top 10 Products	Road-150 Red, 56	\$1,847,818.63	\$1,441,739.35	\$406,079.28	19.73%
▲ Top 10 Products	Mountain-200 Black, 46	\$3,309,673.22	\$2,642,932.52	\$666,740.69	18.02%
▲ Top 10 Products	Mountain-200 Silver, 46	\$3,434,256.94	\$2,804,612.81	\$629,644.13	16.39%
▲ Top 10 Products	Mountain-200	\$3,693,678.03	\$3,029,893.08	\$663,784.94	16.06%



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Sales Performance

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RFM Segmentation

Product Performance

Inventory Management

Profitability Analysis

Geographic Analysis

HR Dashboard

Purchasing & Vendor

Advanced Analytics

Q&A Visual

Geographic Analysis Dashboard

Region

All

TerritoryName

All

Region Revenue

\$123.22M

Territory Rank

1

Regional Market Share %

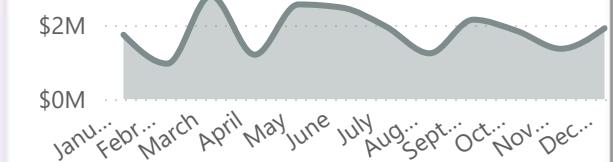
100.00%

Regional Growth %

22.24%

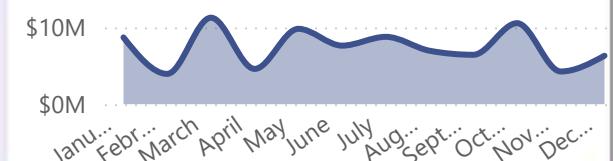
Europe Trends

Region ● Europe



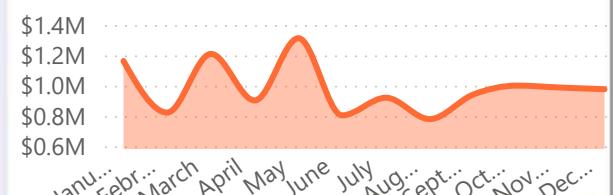
North America Trends

Region ● North America



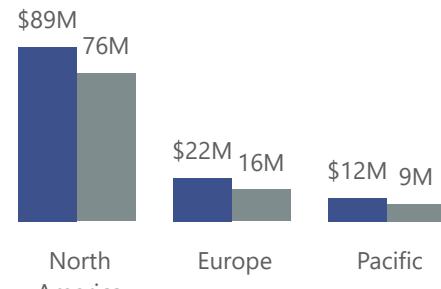
Pacific Trends

Region ● Pacific



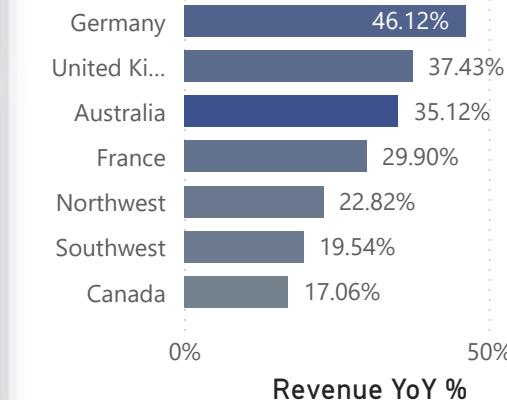
Regional Comparison

● Total Revenue ● Revenue LY



Territory Growth

Gross Margin -3.45% 29.07%



Regional KPIs

Region ● Europe ● North America ● Pacific



Regional Performance Table

Region	Revenue	Orders	AOV	Customers
North America	\$89,228,793.1	16,108.000	\$5,539.4	10428
US	\$70,829,863.7	12,041.000	\$5,882.4	8637
CA	\$18,398,929.3	4,067.000	\$4,524.0	1791
Europe Total	\$22,173,618.1	8,514.000	\$2,604.4	5727
	\$123,216,787.	31,465.000	\$3,916.0	19820
	70			



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Sales Performance

Customer Analytics

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Product Performance

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Profitability Analysis

Geographic Analysis

HR Dashboard

Purchasing & Vendor

Advanced Analytics

Q&A Visual

HR Analysis Dashboard

Filters & Slicers

Total Employees

290

Avg Tenure Years

5.57

Avg Employee Age

36.49

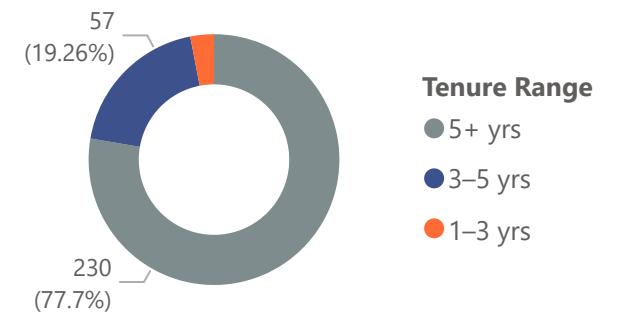
Turnover Rate %

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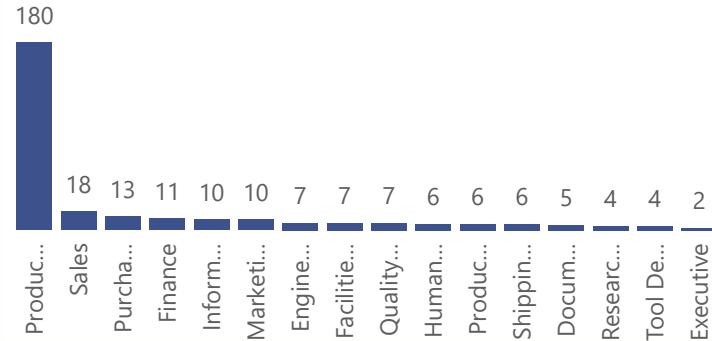
Gender Ratio Male to Female

2.45

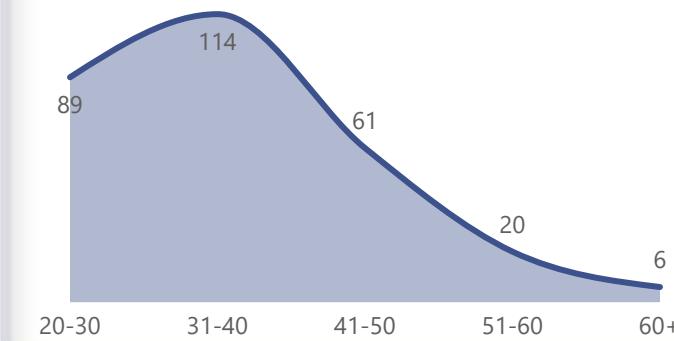
Tenure Distribution



Employee Count by DepartmentName

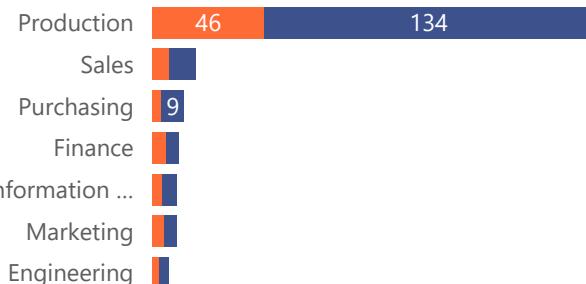


Age Distribution



Gender Distribution

Gender ● Female ● Male



Department Performance Table

Department	Total Employees	Male Emp	Female Emp	Gender Ratio	Avg Tenure Years	Avg Employee Age
Production	179	133	46	2.89	5.84	35.00
Sales	18	11	7	1.57	3.07	43.96
Purchasing	12	8	4	2.00	4.74	42.16
Finance	10	5	5	1.00	5.92	37.03
Information Services	10	6	4	1.50	5.95	34.17
Marketing	0	5	4	1.25	5.44	36.22
Total	290	206	84	2.45	5.57	36.49



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Overview Dashboard

Sales Performance

Customer Analytics

RFM Segmentation

Product Performance

Inventory Management

Profitability Analysis

Geographic Analysis

HR Dashboard

Purchasing & Vendor

Advanced Analytics

Q&A Visual

Purchasing & Vendors Dashboard

VendorName

All

PreferredVendorStatus

All

Total Purchases

\$70.48M

Total Purchase Orders

4K

Avg Purchase Order Value

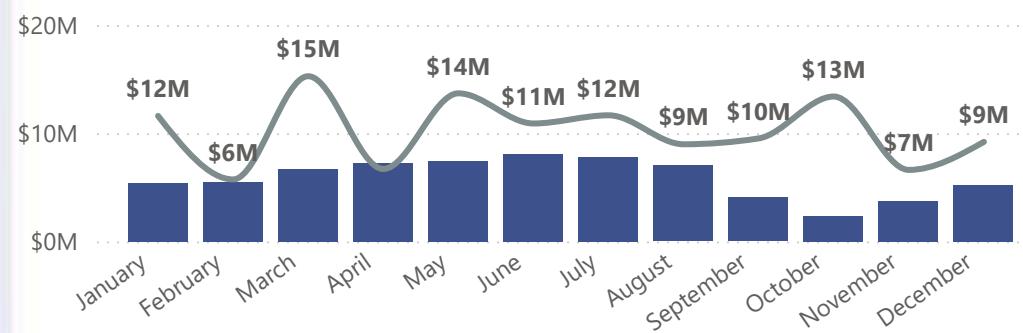
\$17.57K

Total Purchase Quantity

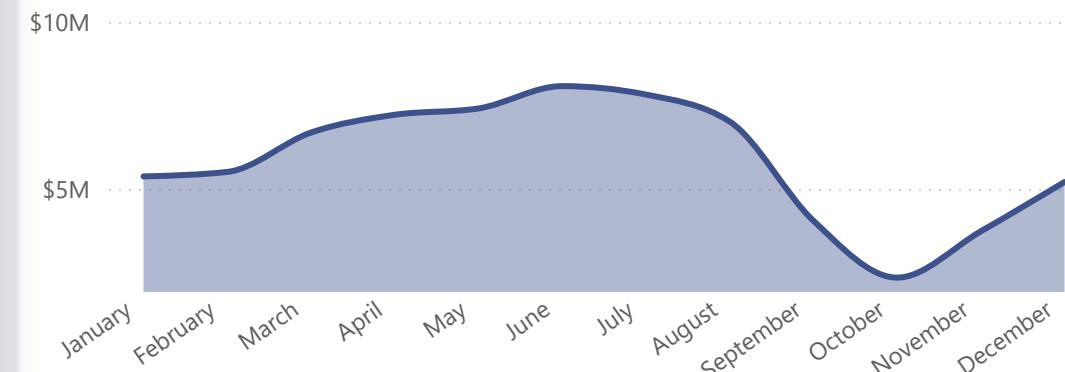
2.35M

Purchase vs Sales

● Total Purchases ● Total Revenue



Purchase Trends



Top 15 vendors



Vendor Performance Table

VendorName	Total Purchases	Total Purchase Orders	Avg Purchase Order Value
Superior Bicycles	\$5,034,266.74	50	\$100,685.33
Professional Athletic Consultants	\$3,379,946.32	50	\$67,598.93
Chicago City Saddles	\$3,347,165.20	51	\$65,630.69
Jackson Authority	\$2,821,333.52	51	\$55,320.27
Vision Cycles, Inc.	\$2,777,684.91	50	\$55,553.70
Sport Fan Co.	\$2,675,889.22	50	\$53,517.78
Proseware, Inc.	\$2,593,901.31	51	\$50,860.81
Crowley Sport	\$2,472,770.05	51	\$49,195.60
Total	\$70,479,332.64	4,012	\$17,567.13



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Overview Dashboard

Sales Performance

Customer Analytics

RFM Segmentation

Product Performance

Inventory Management

Profitability Analysis

Geographic Analysis

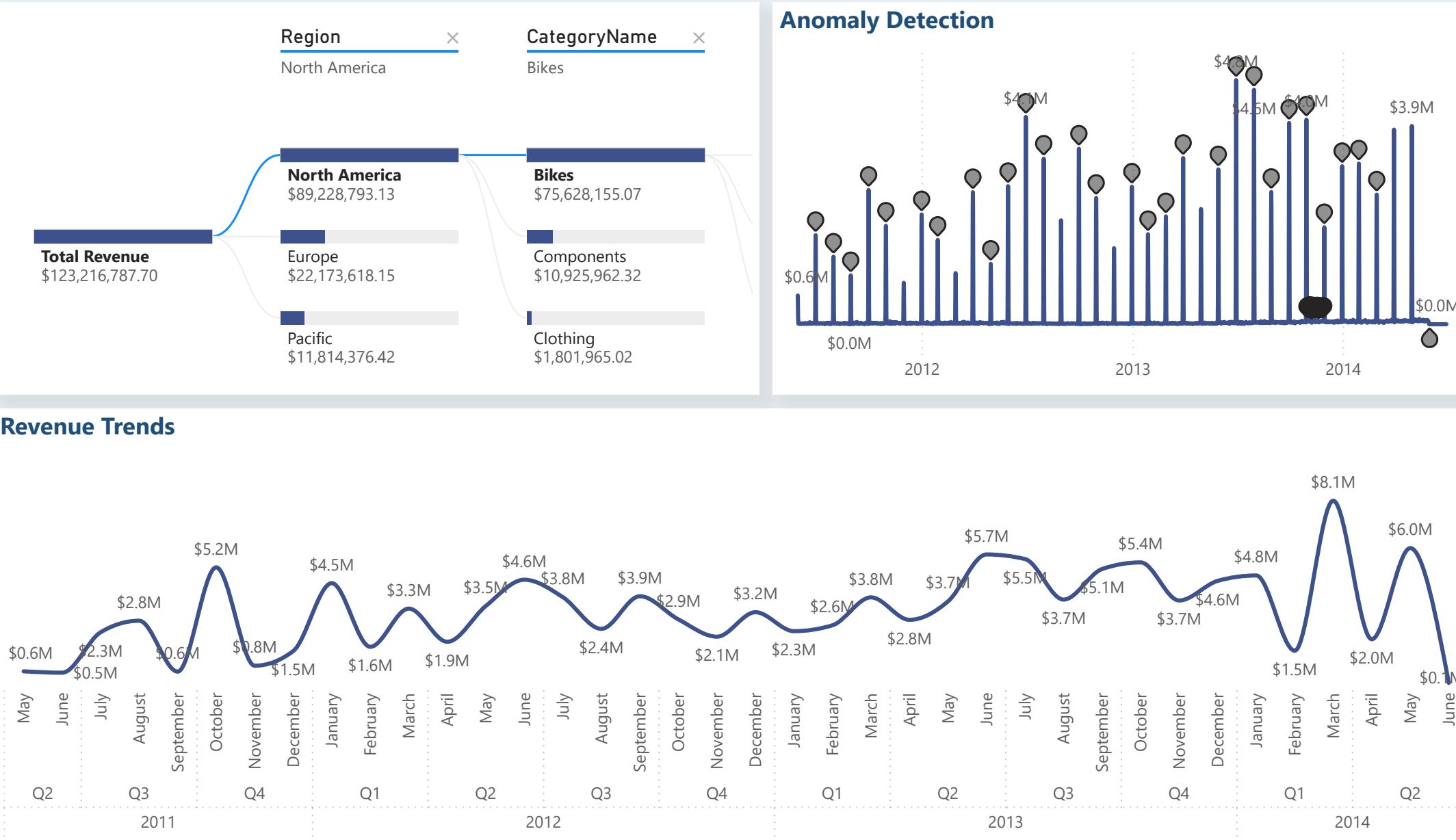
HR Dashboard

Purchasing & Vendor

Advanced Analytics

Q&A Visual

Advanced Analytics Dashboard





Eslam Shaban

Overview Dashboard

Sales Performance

Customer Analytics

RFM Segmentation

Product Performance

Inventory Management

Profitability Analysis

Geographic Analysis

HR Dashboard

Purchasing & Vendor

Advanced Analytics

Q&A Visual

Questions & Answers Dashboard

Key influencers Top segments

What influences Total Revenue to Increase ?



When...

....the average of Total Revenue increases by

Country is US

\$222.5K

CategoryName is Bikes

\$172.8K

SubcategoryName is Road Bikes

\$144.6K

Region is North America

\$131.8K



gross profit by region



i

Region

Pacific

Europe

North America

\$0M \$1M \$2M \$3M
Gross Profit