

Customer Insights

Date Range

2010-12-29

2014-01-28

Customer insights

Product insight

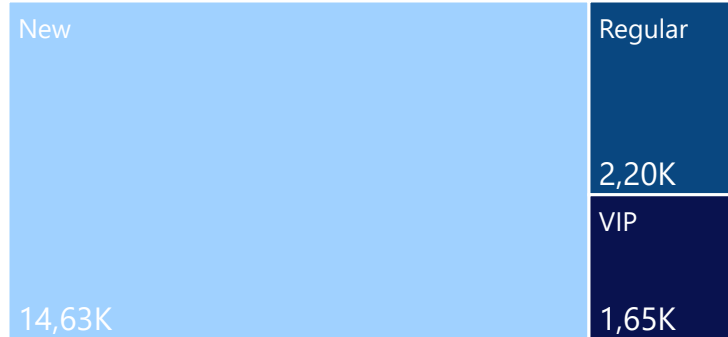
\$1,59K

Avg Revenue Per Customer

1,06K

Avg Order Value

Customers count within each level



57

Average age

18K

Customers

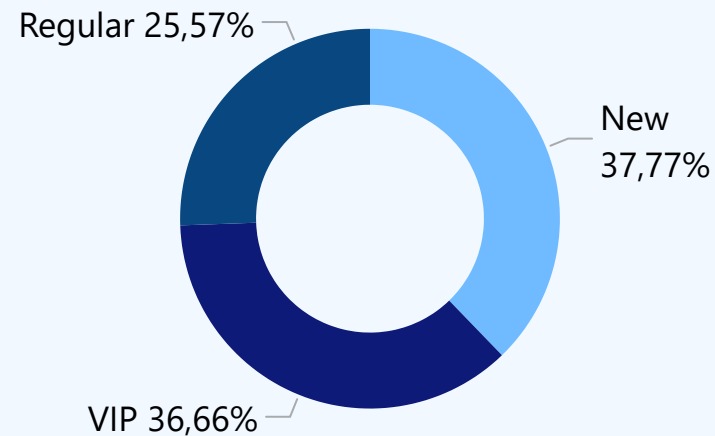
28K

Total Orders

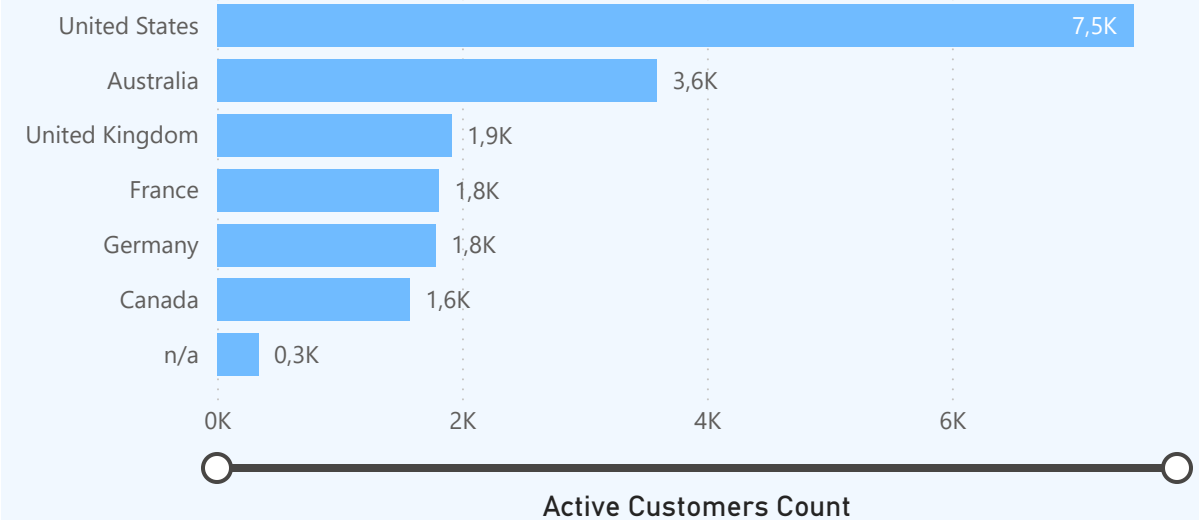
\$29M

Total Revenue

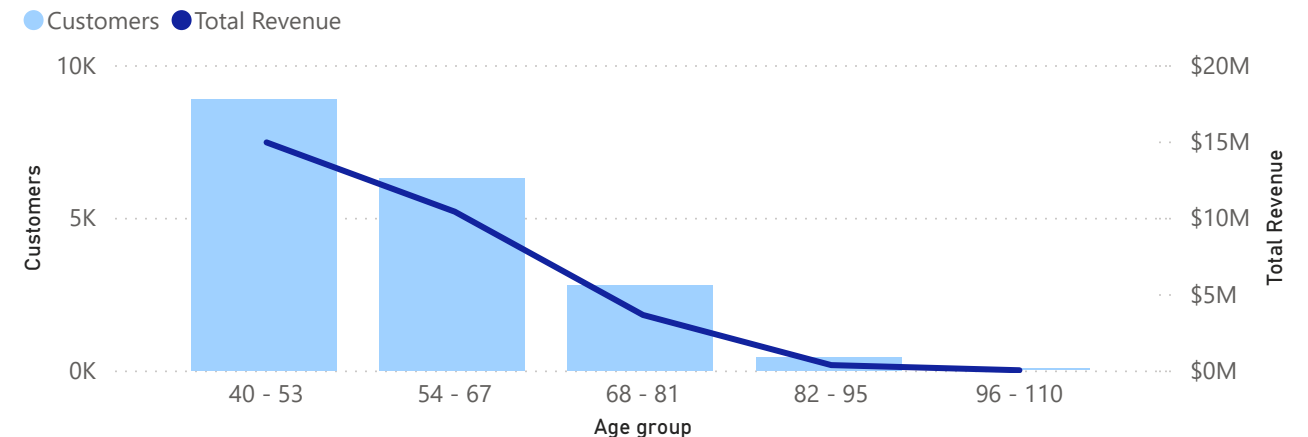
Total revenue by customer level



Count of customers by country



Customers and their spendings within age groups



Product Insights

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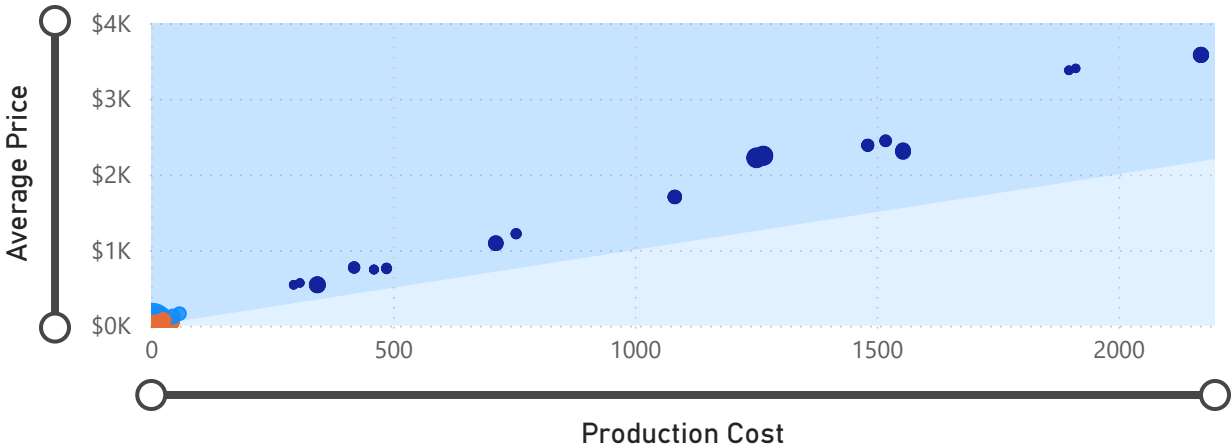
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Customer insights

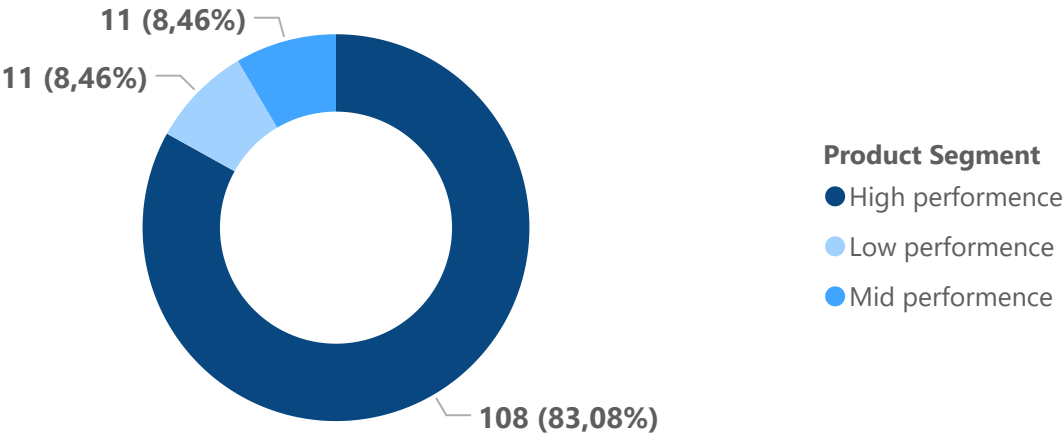
Product insight

Production Cost vs. Average Price

Category Accessories Bikes Clothing



Number of products by Product Segment



Product	Copies sold	Total Revenue
Mountain-200 Black- 46	620	\$1 373 454
Mountain-200 Black- 42	614	\$1 363 128
Mountain-200 Silver- 38	596	\$1 339 394
Mountain-200 Silver- 46	579	\$1 298 709
Mountain-200 Black- 38	581	\$1 292 559
Mountain-200 Silver- 42	560	\$1 257 368
Road-150 Red- 48	337	\$1 205 786
Road-150 Red- 62	336	\$1 202 208
Road-150 Red- 52	302	\$1 080 556
Road-150 Red- 56	295	\$1 055 510

