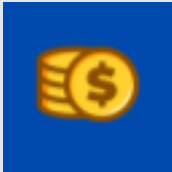


Bike Sales Analysis Dashboard



Sales



Stores



Customers

SALES SUMMARY

2016

2017

2018

Index

Sales

Stores

Customers

Revenue

\$2M

Last Year: \$3,447K

YOY Change: -47.36%

Orders

292

Last year: 688

YOY Change: -57.56%

Units Sold

1316

Last Year: 3099

YOY Change: -57.53%

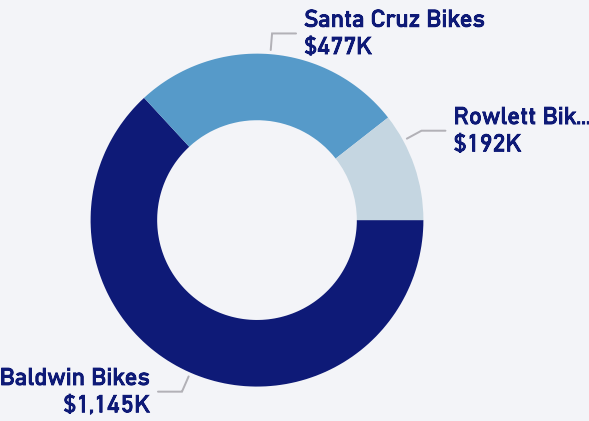
Avg Order Value

\$6,214

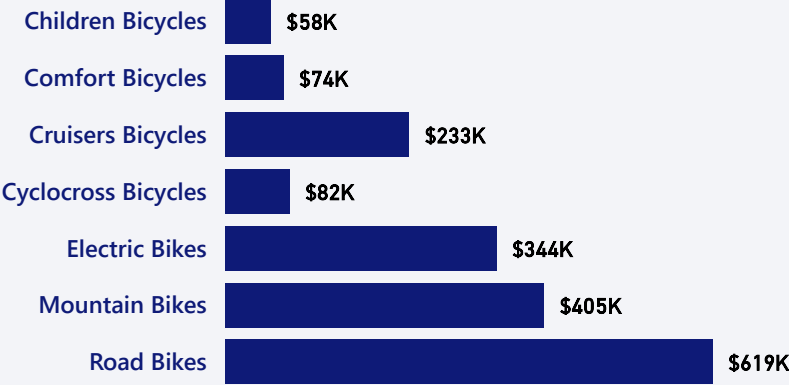
Last Year: \$5,010

YOY Change: 24.02%

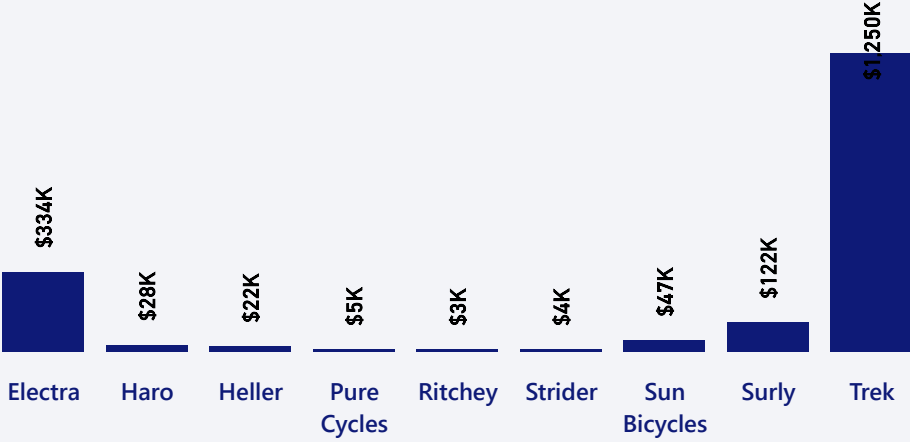
Revenue by Stores



Categories by Revenue



Brands by Revenue



Sales Trend by Month



Top 10 Products by Revenue

Product Name	Revenue	Units Sold
Trek Domane SLR 9 Disc - 2018	\$54,360	5
Trek Super Commuter+ 8S - 2018	\$37,300	8
Trek Powerfly 7 FS - 2018	\$36,500	8
Electra Townie Commute Go! Ladies' - 2018	\$35,250	13
Trek Fuel EX 9.8 27.5 Plus - 2017	\$33,867	7
Trek Powerfly 8 FS Plus - 2017	\$32,950	7
Electra Townie Commute Go! Ladies' - 2018	\$32,400	12
Total	\$351,770	85

STORE ANALYSIS

Index

Sales

Stores

Customers

Revenue

\$7,689,117

Last Year: \$5,875K

YOY Change: 30.89%

Orders

1615

Last year: 1323

YOY Change: 22.07%

Units Sold

7078

Last Year: 5762

YOY Change: 22.84%

Avg Order Value

\$4,761

Last Year: \$4,440

YOY Change: 7.22%

Store

- ☐ Baldwin Bikes
- ☐ Rowlett Bikes
- ☐ Santa Cruz Bikes

Brands

- ☐ Electra
- ☐ Haro
- ☐ Heller
- ☐ Pure Cycles
- ☐ Ritchey
- ☐ Strider
- ☐ Sun Bicycles
- ☐ Surly
- ☐ Trek

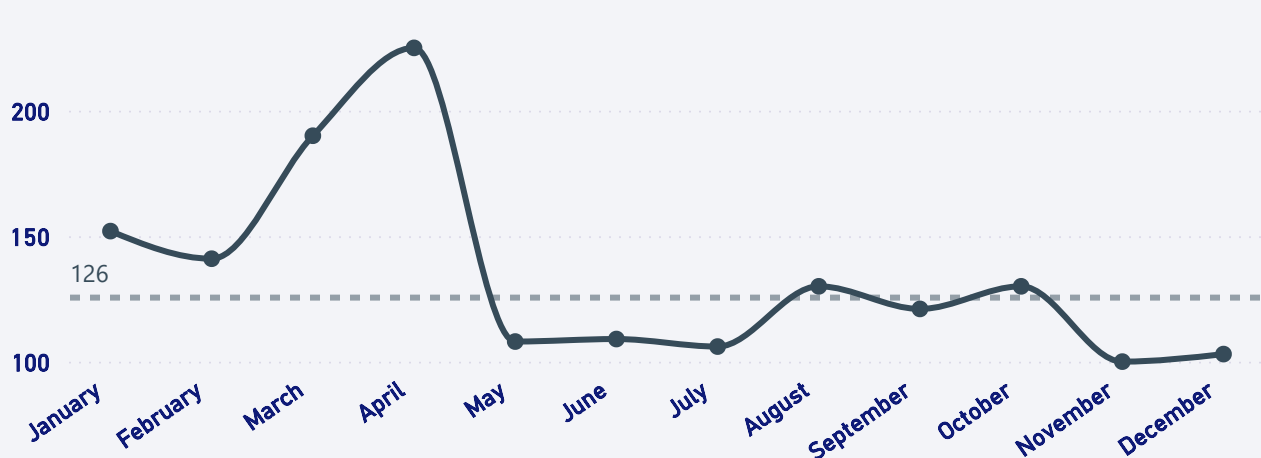
Categories

All

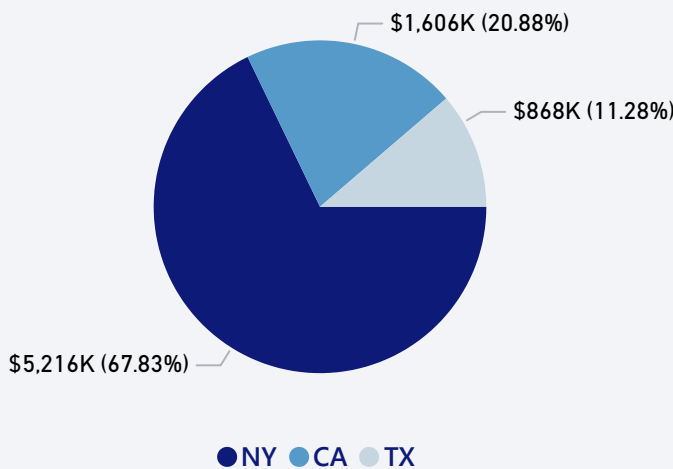
Year

All

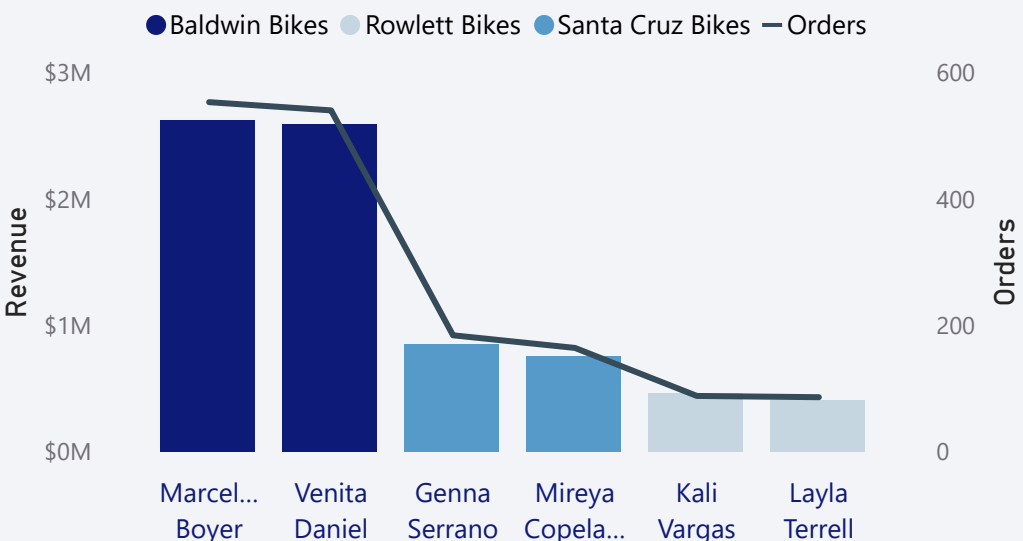
Orders Trend by Month



Revenue by State



Staffs Performance



Supply Chain Efficiency

product...	Product Name	Stock in Hand
1	Trek 820 - 2016	55
2	Ritchey Timberwolf Frameset - 2016	45
3	Surly Wednesday Frameset - 2016	34
4	Trek Fuel EX 8 29 - 2016	36
5	Heller Shagamaw Frame - 2016	26
6	Surly Ice Cream Truck Frameset - 2016	38
7	Trek Slash 8 27.5 - 2016	28
Total		13511

CUSTOMER ANALYSIS

Index

Sales

Stores

Customers

Total Customers

1445

Single order Customer

1314

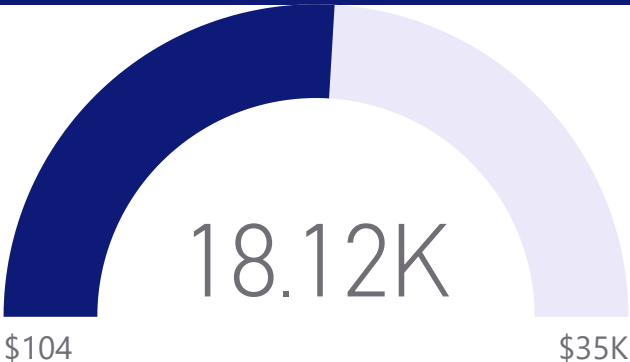
Repeat Customers

131

Customer Name

- ☐ Aaron Knapp
- ☐ Abbey Pugh
- ☐ Abby Gamble
- ☐ Abram Copeland
- ☐ Adam Henderson
- ☐ Adam Thornton
- ☐ Addie Hahn
- ☐ Adelaida Hancock
- ☐ Adelle Larsen
- ☐ Adena Blake
- ☐ Adrien Hunter
- ☐ Adriene Rivera
- ☐ Adriene Rollins
- ☐ Afton Juarez
- ☐ Agatha Daniels
- ☐ Agatha Melton
- ☐ Agnes Sims
- ☐ Agustina Lawrence

Customer Purchase Behavior



Customer Name

Andreas Mayer

email: andreas.mayer@hotmail.com

Street: 8577 Galvin Circle

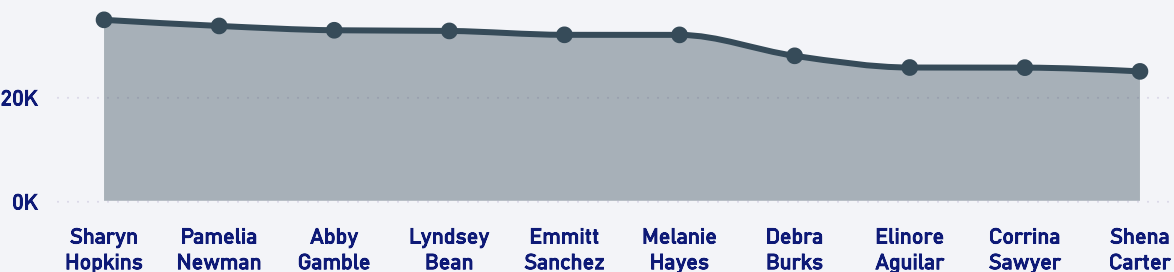
City: New Rochelle

State: NY

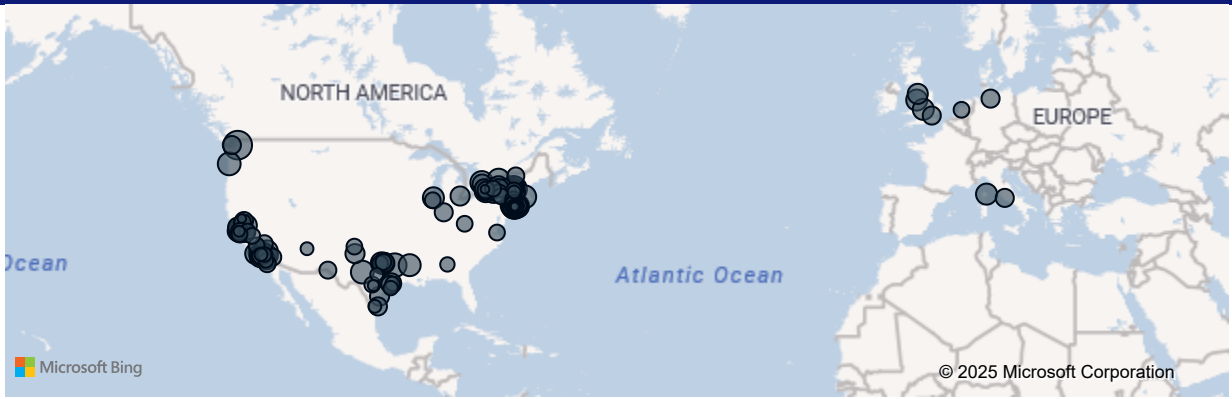
Customer since: 6/14/2017

Total Spend 18,115.00

Top 10 Customers



Customers Demographics



Transaction Details

custo...	category_name	product_name	Price
525	Children Bicycles	Electra Girl's Hawaii 1 (16-inch) - 2015/2016	\$432
525	Children Bicycles	Haro Downtown 16 - 2017	\$528
525	Cyclocross Bicycles	Trek Boone 7 - 2017	\$3,325
525	Mountain Bikes	Trek Slash 8 27.5 - 2016	\$3,600
525	Road Bikes	Trek Domane SLR 6 Disc - 2017	\$10,230
Total			\$18,115