



## REVENUE AND GROWTH

Year

All

Categor...

All

Region

All

Sales\_C...

All

Custom...

All

Clear all slicers

Revenue

Product

Customer

Region

Seasonality

Total Revenue

\$24.91M

YOY Growth %

166.24%

MOM Growth %

7.91%

Total Orders

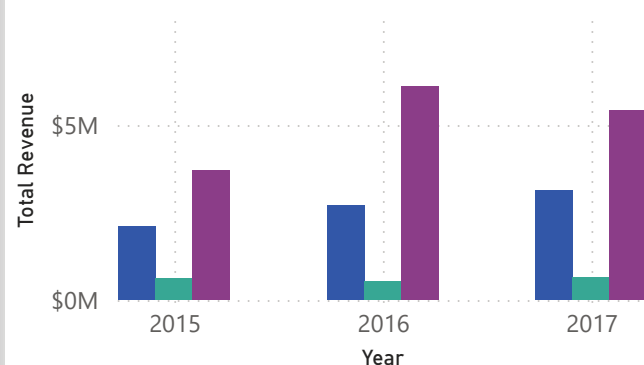
25K

Average Order Value

\$990.09

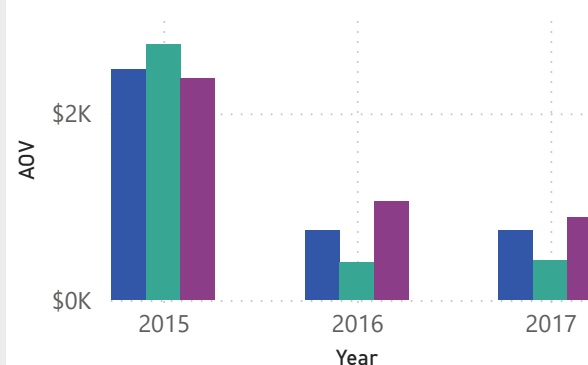
### Total Revenue by Year and Sales\_Channel

Sales\_Chan... ● Online ● Reseller ● Store

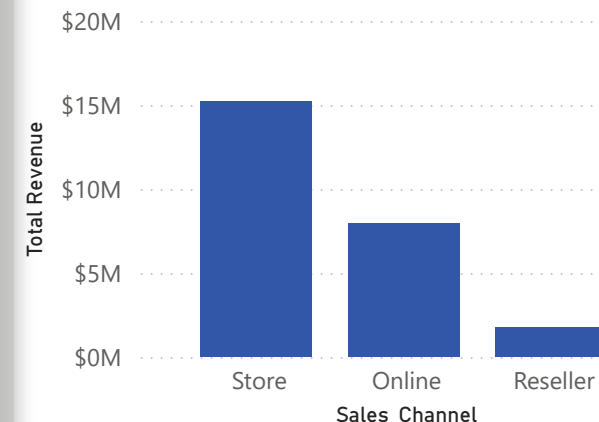


### AOV by Year and Sales\_Channel

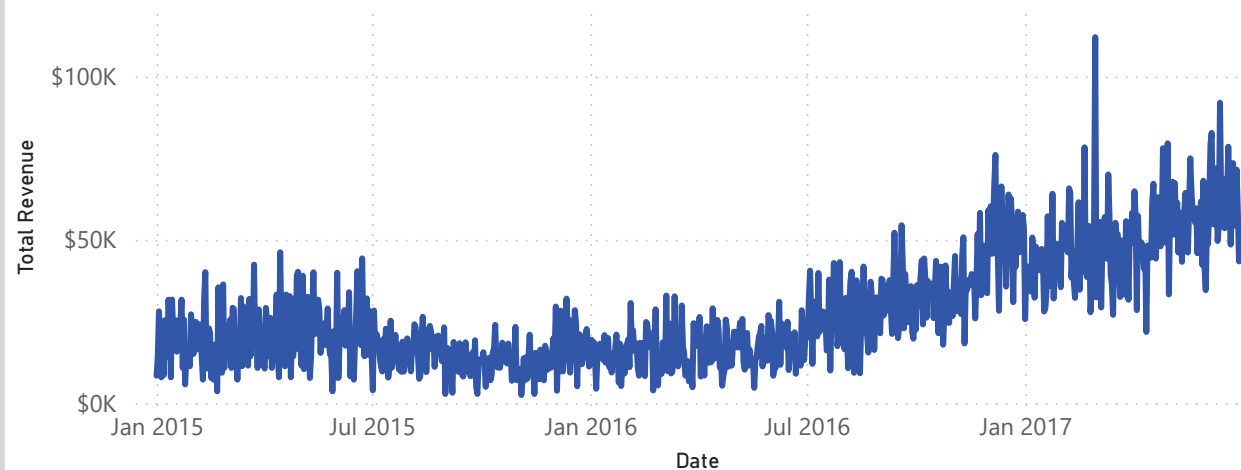
Sales\_Cha... ● Online ● Reseller ● Store



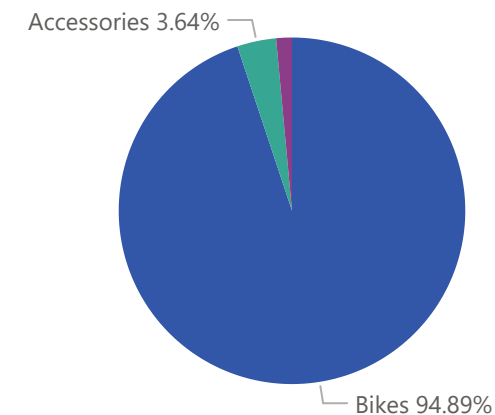
### Total Revenue by Sales\_Channel



### Total Revenue by Date



### Total Revenue by CategoryName





## PRODUCT CATEGORY AND INSIGHTS

Year

All

Categor...

All

Region

All

Sales\_C...

All

Custom...

All

Clear all slicers

Revenue

Product

Customer

Region

Seasonality

Total Revenue

\$24.91M

Total Cost

\$14.46M

Profit Margin %

41.97%

Quantity Sold

84K

Return Rate %

2.17%

### Top SubCategories by Revenue

#### Road Bikes

\$1,12,87,182.69

Total Revenue

#### Mountain Bikes

\$85,83,747.75

Total Revenue

#### Touring Bikes

\$37,71,564.66

Total Revenue

#### Tires and Tubes

\$3,80,826.68

Total Revenue

#### Helmets

\$2,05,833.94

Total Revenue

#### Jerseys

### Top SubCategories by Return Rate %

#### Shorts

4.24%

Return Rate %

#### Vests

3.65%

Return Rate %

#### Hydration Packs

3.60%

Return Rate %

#### Bike Stands

3.42%

Return Rate %

#### Touring Bikes

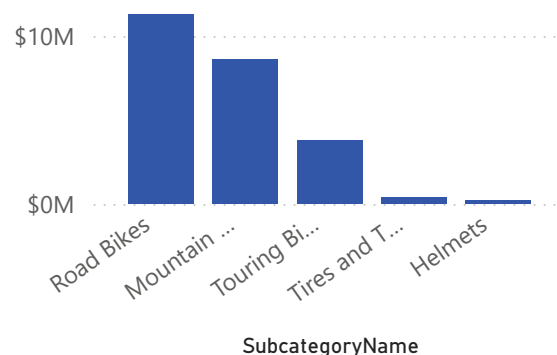
3.30%

Return Rate %

#### Road Bikes

### Total Revenue by SubcategoryName

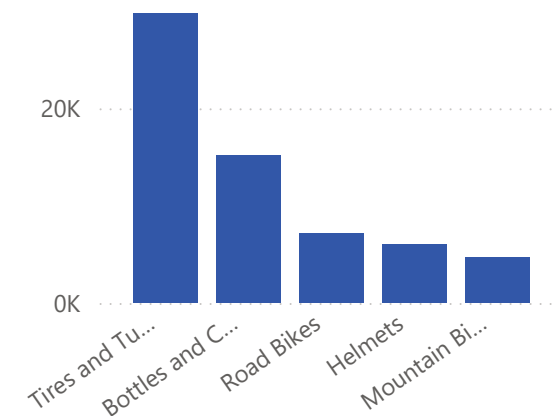
Total Revenue



SubcategoryName

### Quantity Sold by SubcategoryName

Quantity Sold



SubcategoryName

### Return Rate % by SubcategoryName

#### Shorts

4.24%

#### Vests

3.65%

#### Hydration Packs

3.60%

#### Bike Stands

3.42%

#### Touring Bikes

3.30%

### Margin % by CategoryName

Bikes 27.75%

Accessories 42.39%

Clothing 29.86%



## CUSTOMER ANALYSIS

Year

All

Categor...

All

Region

All

Sales\_C...

All

Custom...

All

Clear all slicers

Revenue

Product

Customer

Region

Seasonality

Total Revenue

\$24.91M

Total Cost

\$14.46M

Total Profit

\$10.46M

Repeat Purchase %

33.63%

Avg Spend per Customer

\$1.43K

Count of CustomerSegmentation. by CustomerSegmentation.

Mid\_Salaried

8.20K

Low\_Salaried

7.80K

High\_Sal...

2.14K

Total Revenue by CustomerSegmentation.

Total Revenue

Mid\_Salaried

Low\_Salaried

High\_Salari...

CustomerSegmentation.

Revenue by New Customer and Repeat Customer by Year

● New Customer ● Repeat Customer

New Customer and Repea...

\$5M

\$0M

2015

2016

2017

Year

Repeat Purchase Rate % by SubcategoryName

Repeat Purchase Rate %

20%

0%

Road Bikes

Mountain ...

Tires and ...

Helmets

Bottles an...

SubcategoryName

Average Spend per Customer by SubcategoryName

Touring Bikes

28.87%

Mountain Bikes

34.93%

Road Bikes 31.67%



REGIONAL PERFORMANCE

Year

All

Categor...

All

Region

All

Sales\_C...

All

Custom...

All

Clear all slicers

Revenue

Product

Customer

Region

Seasonality

Total Profit

\$10.46M

Total Cost

\$14.46M

Profit Margin %

41.97%

Avg Profit Margin %

63.42%

Avg Spend per Customer

\$1.43K

Profit Margin % by Region

Central  
45.73%  
Profit Margin %

Northeast  
44.90%  
Profit Margin %

Southeast  
44.31%  
Profit Margin %

Canada  
42.83%  
Profit Margin %

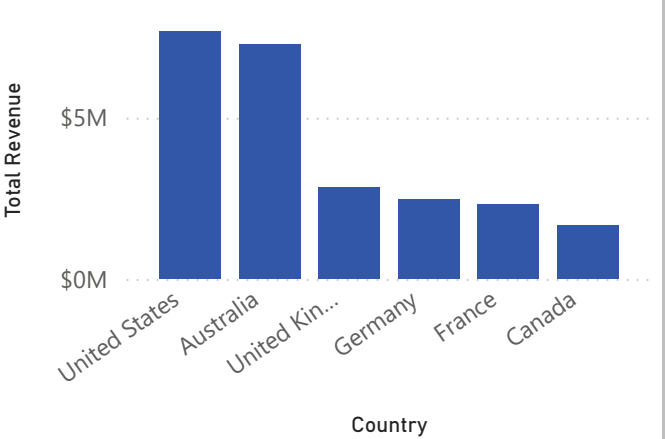
Northwest  
42.48%  
Profit Margin %

Southwest

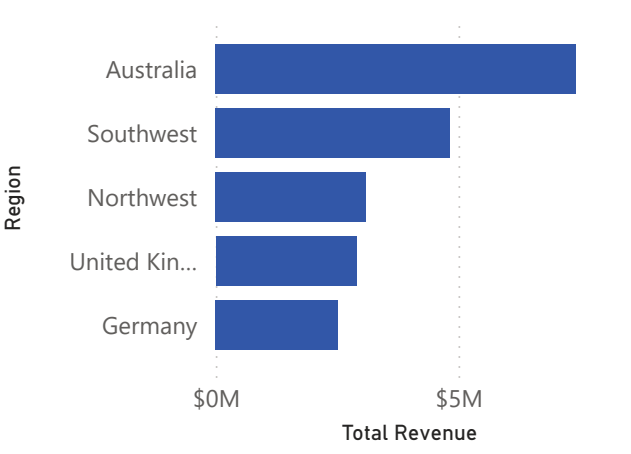
Total Revenue by Region



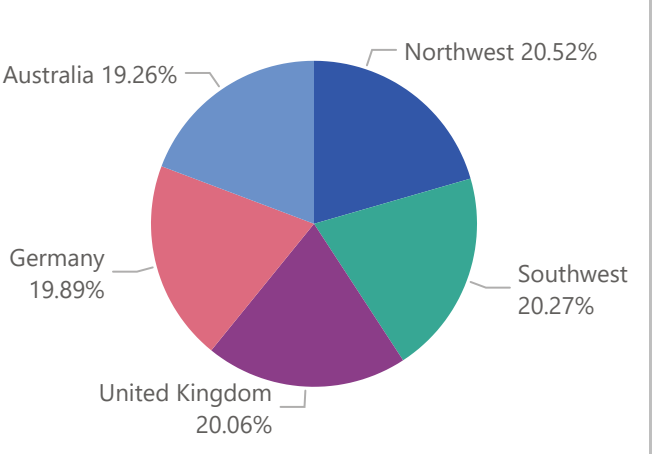
Total Revenue by Country



Total Revenue by Region



Average Profit Margin % by Region





SEASONALITY AND CHANNELS

Year

All

Categor...

All

Region

All

Sales\_C...

All

Custom...

All

Clear all slicers

Revenue

Product

Customer

Region

Seasonality

Total Revenue

\$24.91M

YOY Growth %

166.24%

MOM Growth %

7.91%

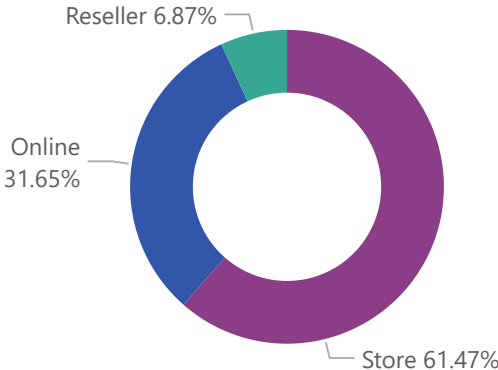
WOW Growth %

50.57

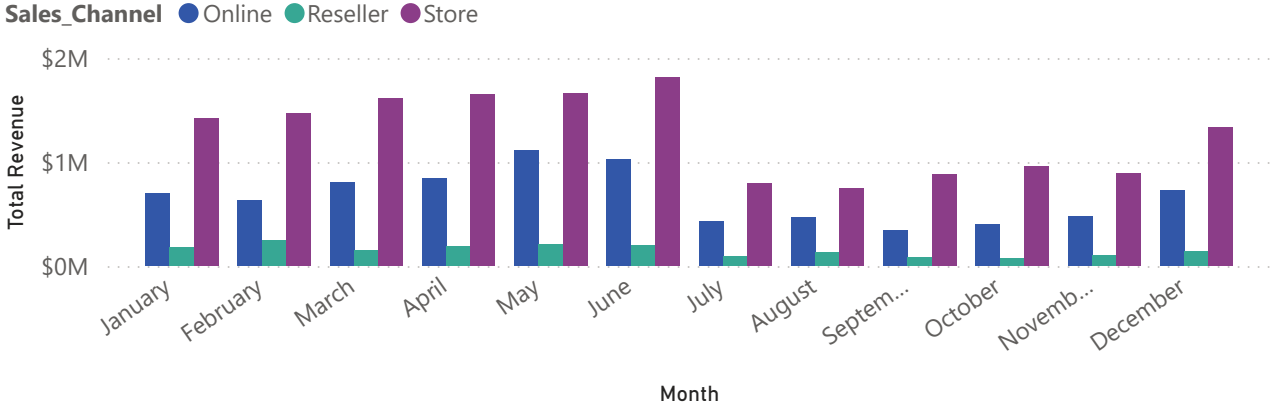
Profit Margin %

41.97%

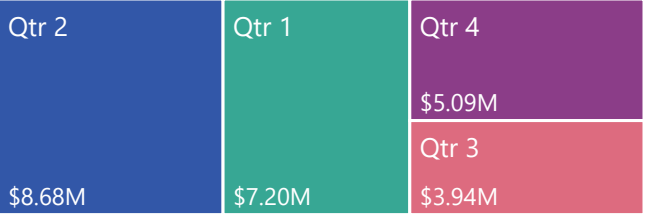
Total Revenue by Sales\_Channel



Total Revenue by Month and Sales\_Channel



Profit Margin % by Region



Peak Quarter

Qtr 2  
\$86,80,229.11  
Total Revenue

Peak Month

June  
\$30,30,800.79  
Total Revenue

Total Revenue by Region

