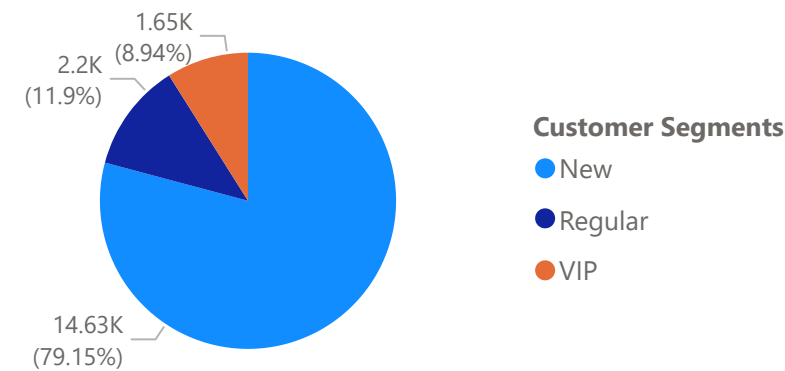


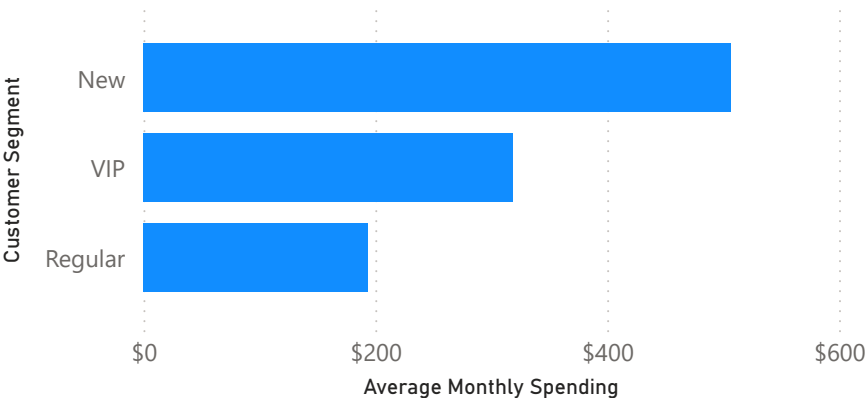
Customer Performance, Health & Segmentation



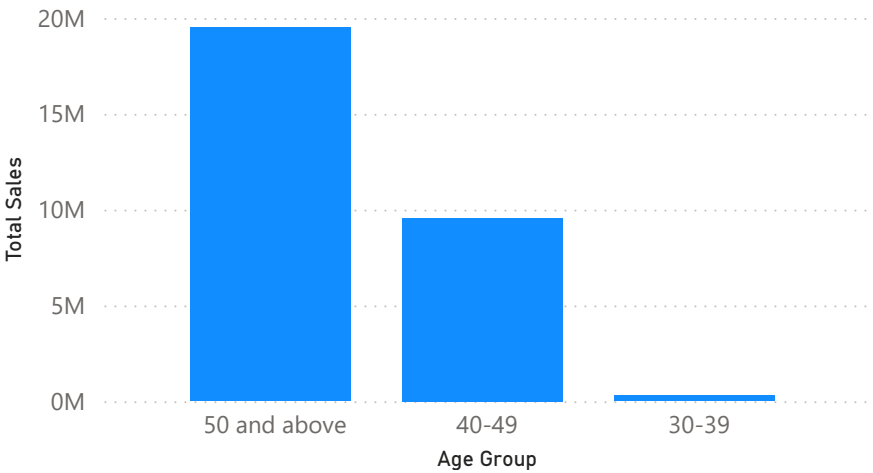
Customer Segment Distribution



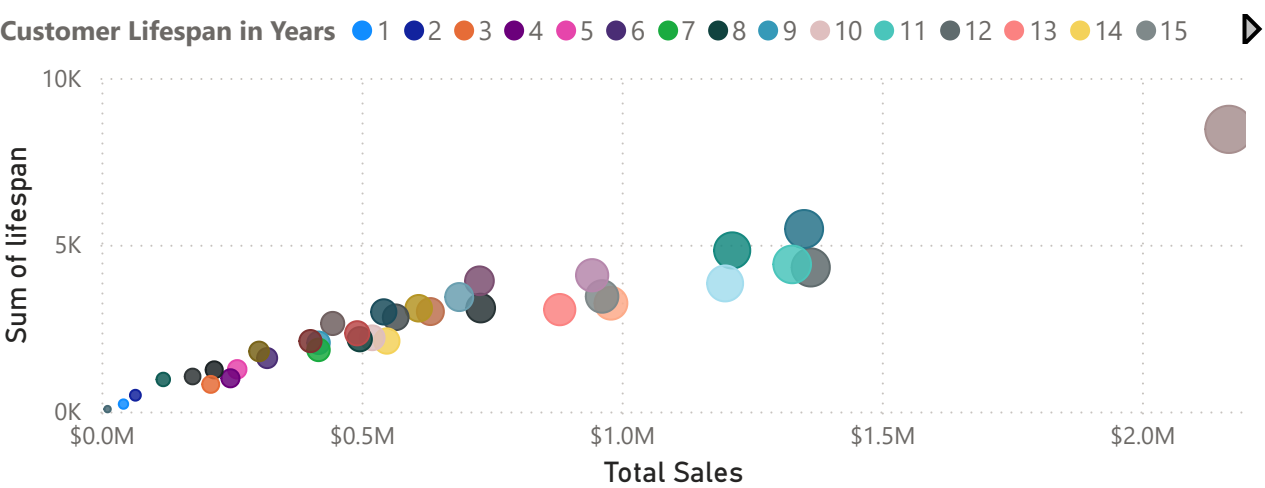
Average Monthly Spending by Customer Segment



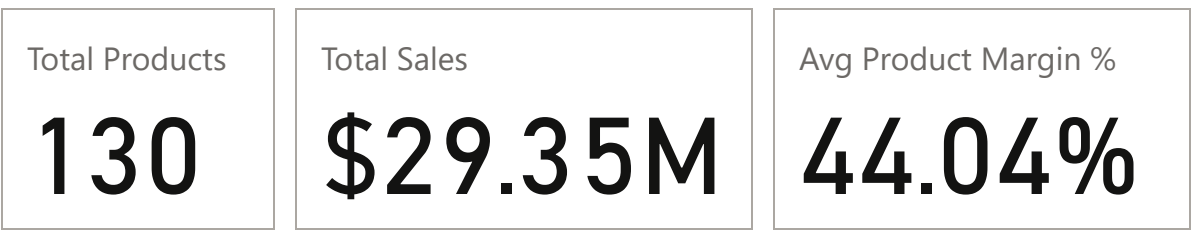
Total Sales by Age Group



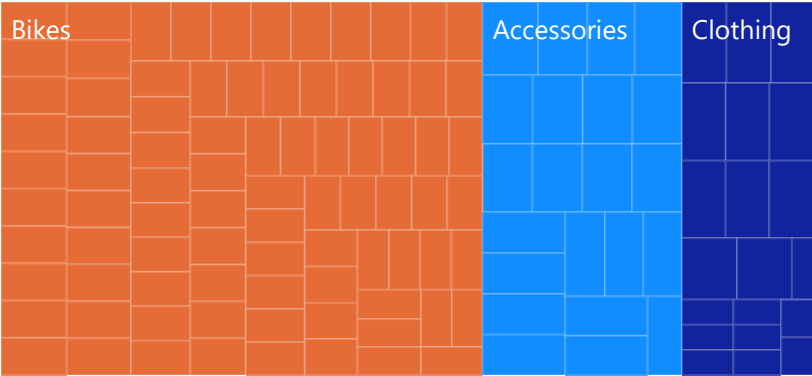
Customer Lifespan vs Total Sales



Product Performance & Profitability

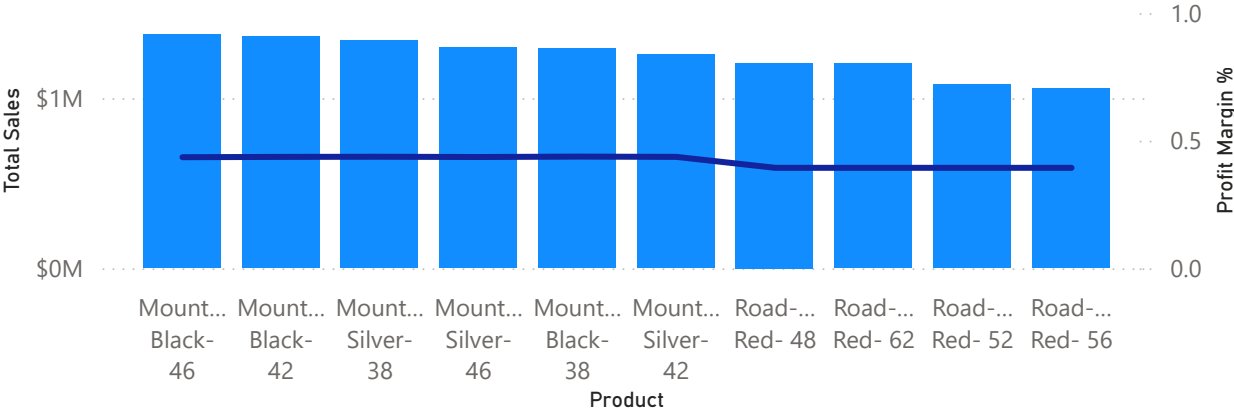


Profit Margin % and Product by Category and Total Sales

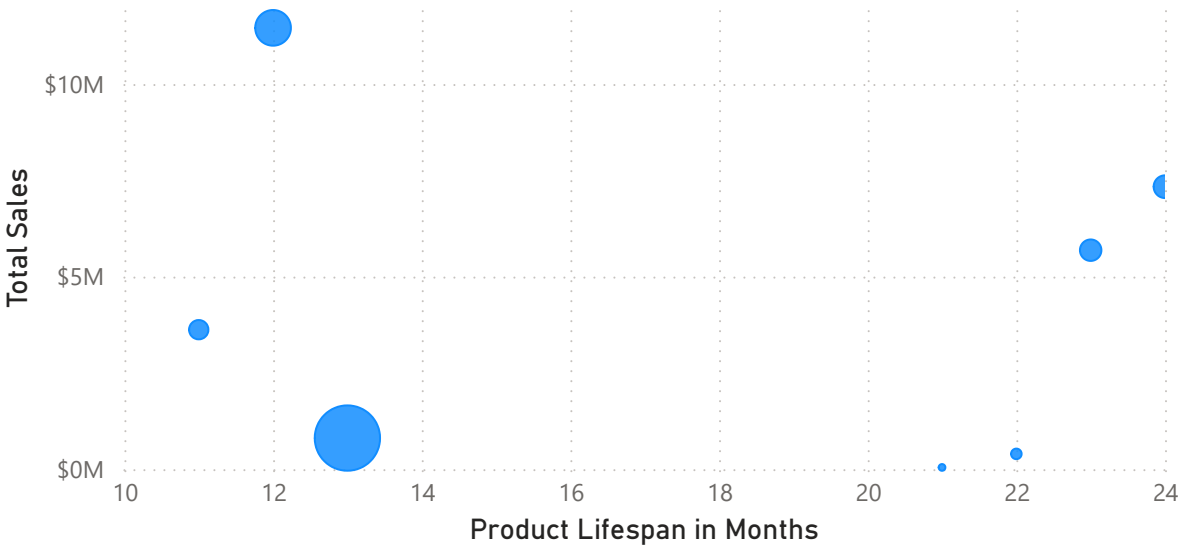


Top 10 Products

● Total Sales ● Profit Margin %



Product Lifecycle Analysis



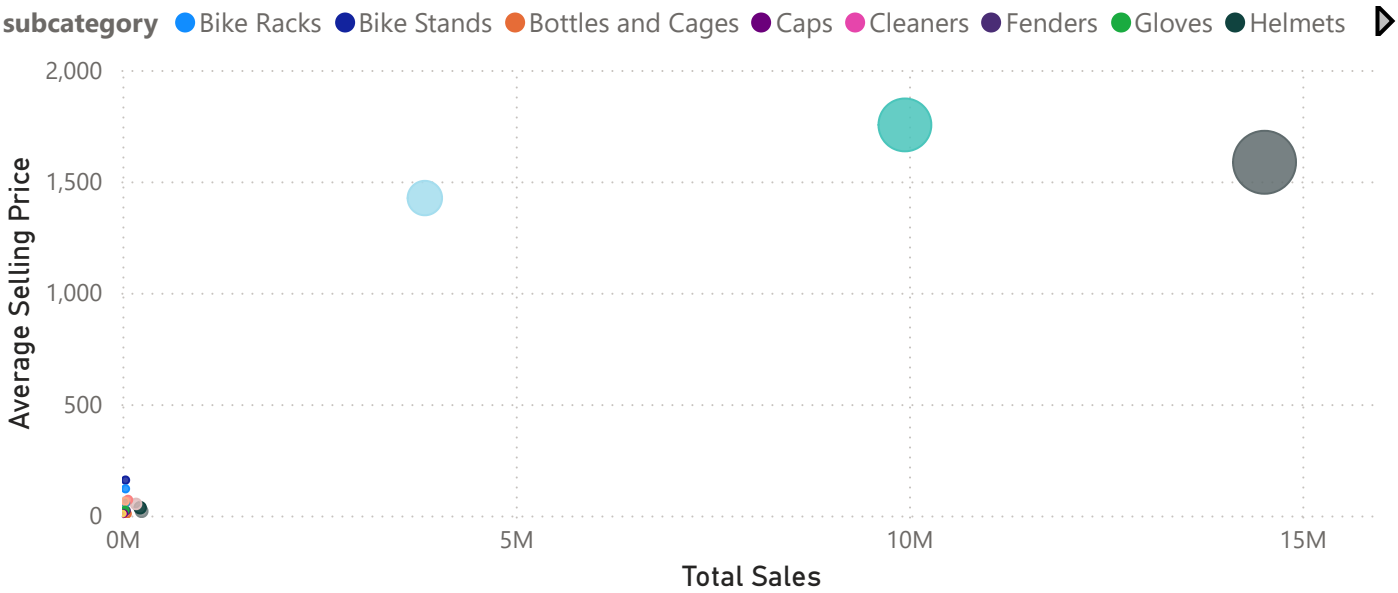
Subcategory	Sum of total_sales	Profit Margin %	Average Selling Price
Road Bikes	\$14,519,438	36.51%	\$1,585.75
Mountain Bikes	\$9,947,639	43.75%	\$1,753.45
Touring Bikes	\$3,844,580	37.84%	\$1,425.09
Tires and Tubes	\$244,445	62.92%	\$19.45
Helmets	\$225,400	62.86%	\$35.00
Jerseys	\$173,084	23.11%	\$52.00
Shorts	\$71,330	62.86%	\$70.00
Bottles and Cages	\$56,984	61.80%	\$8.00
Fenders	\$46,662	63.64%	\$22.00
Hydration Packs	\$40,315	61.82%	\$55.00
Bike Stands	\$39,591	62.89%	\$159.00
Bike Racks	\$39,240	62.50%	\$120.00
Total	\$29,351,258	39.81%	\$1,094.86

Business Health & Trends

Total Sales	Average Order Value	Orders per Customer	Products per Customer
\$29.35M	\$911.65	1.50	3.19

Age Group	30-39		40-49		50 and above		Total	
Customer Segment	Total Sales	Total Customers	Total Sales	Total Customers	Total Sales	Total Customers	Total Sales	Total Customers
New	\$88,861	147	\$3,528,853	4782	\$7,469,083	9700	\$11,086,797	14629
Regular	\$116,596	37	\$2,703,723	797	\$4,683,672	1366	\$7,503,991	2200
VIP	\$74,460	12	\$3,333,527	524	\$7,352,483	1117	\$10,760,470	1653
Total	\$279,917	196	\$9,566,103	6103	\$19,505,238	12183	\$29,351,258	18482

Distribution of Subcategory Performance Based on Sales



Total Sales by Customer Segment and Category

