

Sales Performance by Region

2011

2012

2013

2014

KPI Overview

TOTAL YTD SALE

\$20.06M ▲ 22.34%

TOTAL YTD PROFIT

\$11.06M ▲ 20.69%

TOTAL YTD ITEMS

61.66K ▲ 28.91%

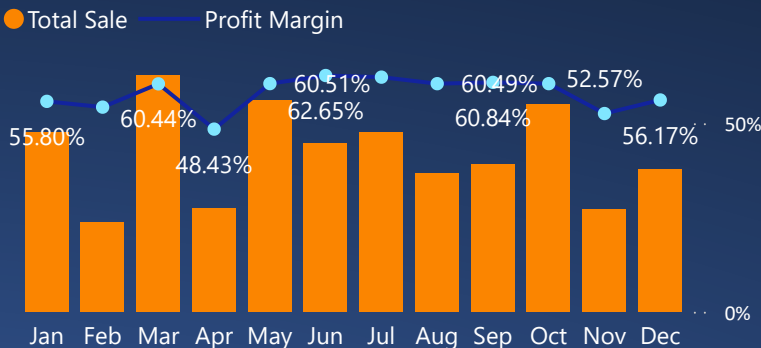
TOTAL YTD ORDERS

37.34K ▲ 44.46%

TOTAL YTD CUSTOMER

45.98% ▲ 45.98%

Total Sale and Profit Margin by Month



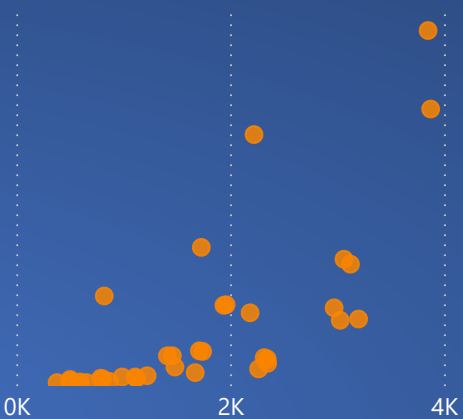
Country Performance

Country	Total Orders	Total Cost	Total Sale	Profit Margin
CA	19064.00	6,140,638.63	16,355,770.45	62.46%
US	60153.00	24,012,435.92	62,997,590.71	61.88%
FR	9088.00	2,936,579.32	7,251,555.65	59.50%
GB	10426.00	3,451,375.57	7,670,721.04	55.01%
DE	7528.00	2,468,723.54	4,915,407.60	49.78%
Total	121317.00	45,334,478.69	109,846,381.40	58.73%

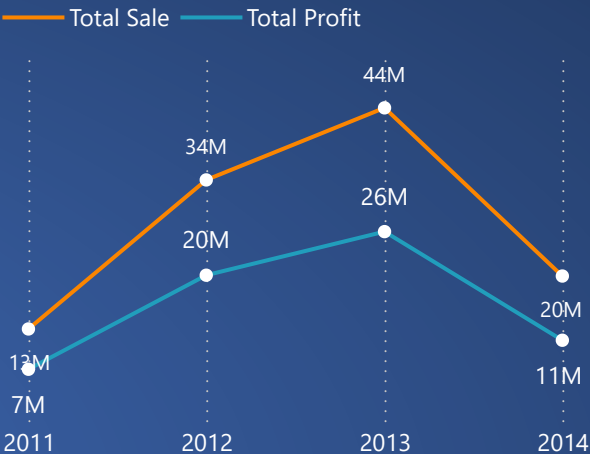
Sales Target



Order and Discount Correlation



Total Sale and Total Profit by Year



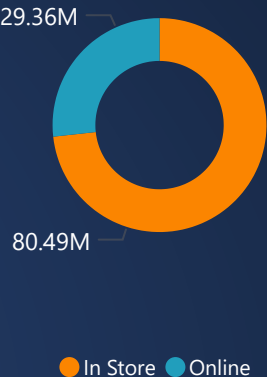
Avg Shipping time



Shipping cost



Total Sale by Method



Product Sales Performance

2011

2012

2013

2014

AU

CA

DE

FR

GB

US

Market

Category

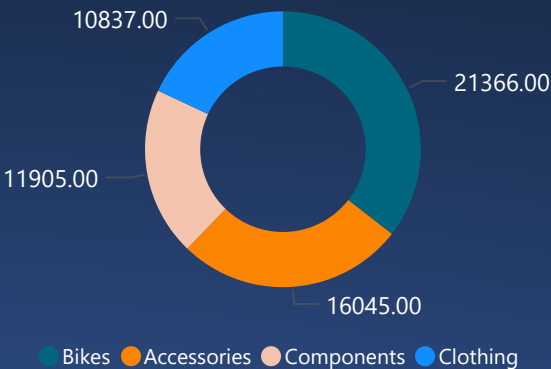
Accessories

Bikes

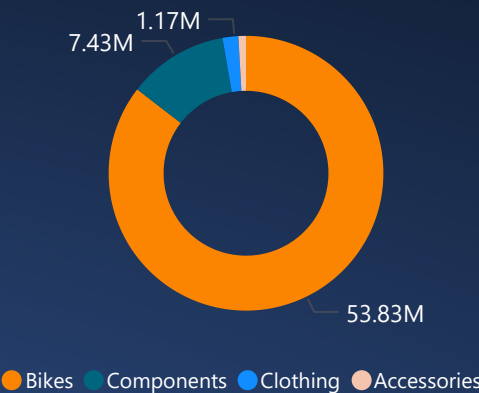
Clothing

Components

Order by Category



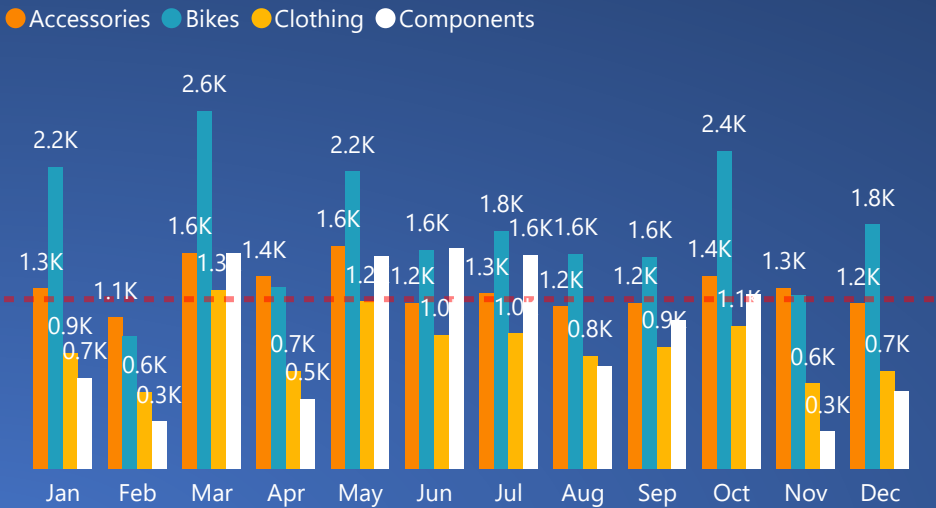
Sale by Category



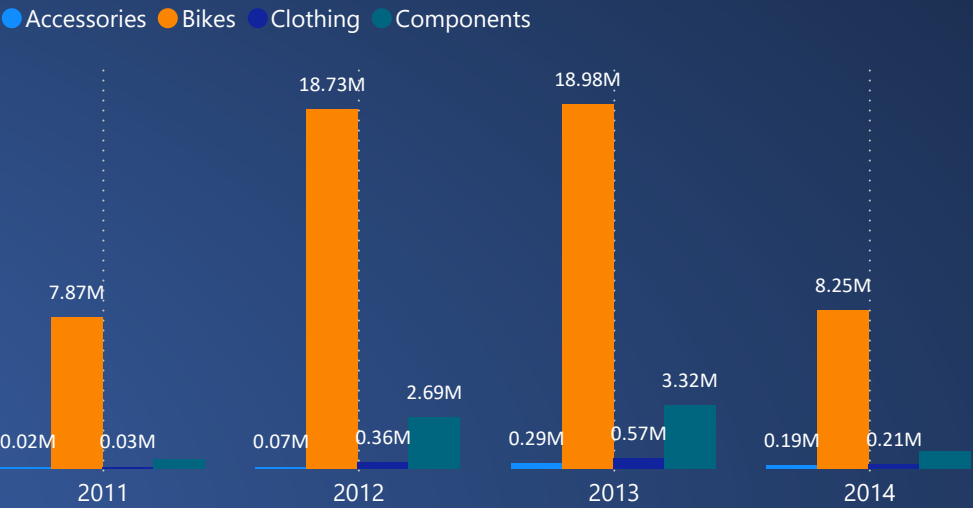
Total 5 Products



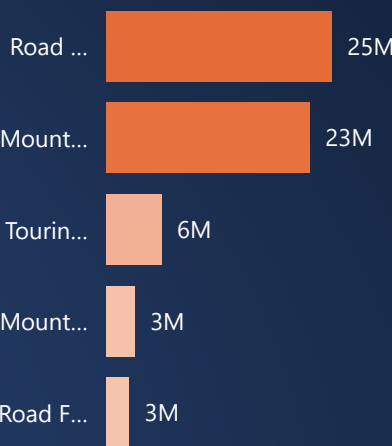
Total order by Market and Category



Total Sale by Year and Category



Total 5 Subcategory



Customer Analysis

2011

2012

2013

2014

AU

CA

DE

FR

GB

US

Market

Category

Accessories

Bikes

Clothing

Components

\$5.75K

Average Sales Per Cust...

19.12K

Total Customer

6022

New Customers

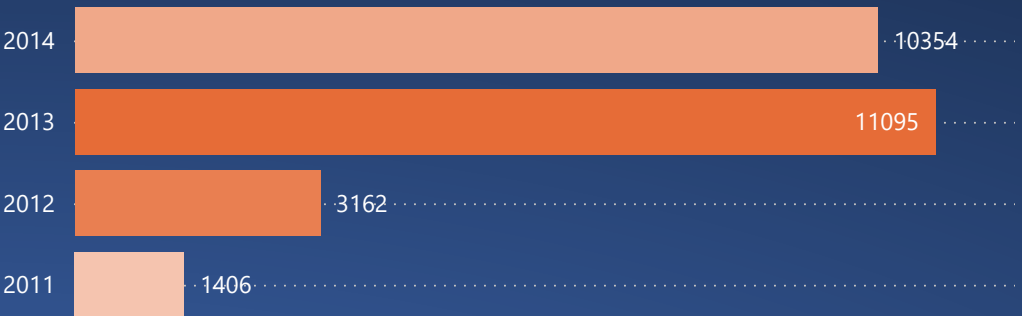
4332

Returning Customers

8765

Lost Customers

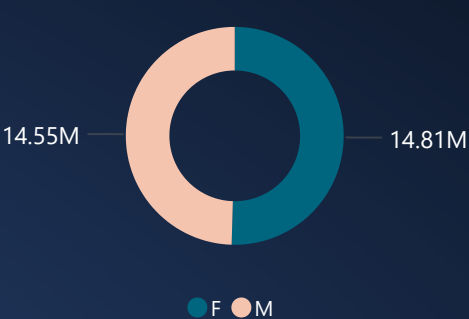
Customer Amount



Running Total Customer

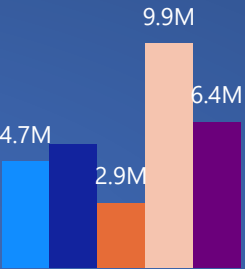


Total Sale by Gender



Total Sale by Occupation

● Clerical ● Management ● Manual ● Professional ● Skilled Manual



Customer Performance

Person.Name	Total Sale	Running Total Sales	Sales Last Period	Lost Customer	Customer Status
Roger N.Harui	877,303.48	877,303	587,140.07	No	Old
Andrew N.Dixon	853,849.18	853,849	577,119.75	No	Old
Reuben N.D'sa	841,908.77	841,909	586,158.25	No	Old
Robert R.Vessa	816,755.58	816,756	605,768.89	No	Old
Ryan N.Calafato	799,277.90	799,278	640,042.62	No	Old
Joseph N.Castellucio	787,773.04	787,773	537,167.36	No	Old
Total	109,846,381.40	109,846,381	64,841,795.92	No	New

Customer Retention Rate

Period

10

▼

Customer Retention

● New Customers ● Returning Customers ● Lost Customers

