

Sales Performance

Year

2011201220132014

Month

JanFebMarAprMayJunJulAugSepOctNovDec

KPI Overview

TOTAL YTD CUSTOMER

10.35K ▲ 45.98%

TOTAL YTD ORDERS

37.34K ▲ 44.46%

TOTAL YTD ITEMS

61.66K ▲ 28.91%

TOTAL YTD SALE

20.06M ▲ 22.34%

TOTAL YTD PROFIT

3.44M ▲ 58.06%

Region

All

Continent

All

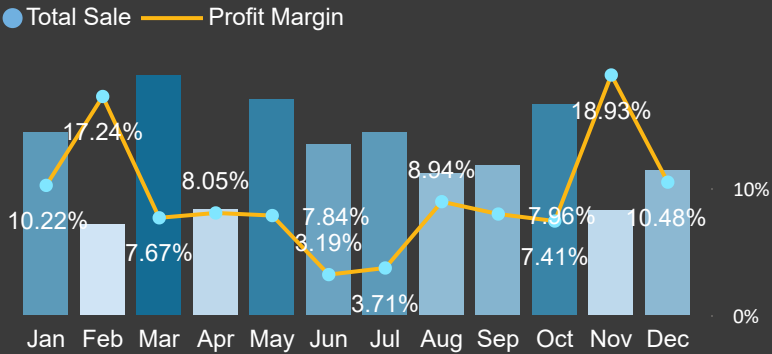
SubCategory

All

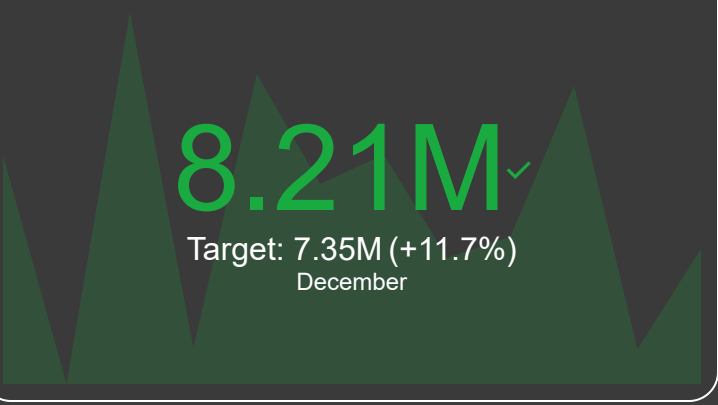
Category

All

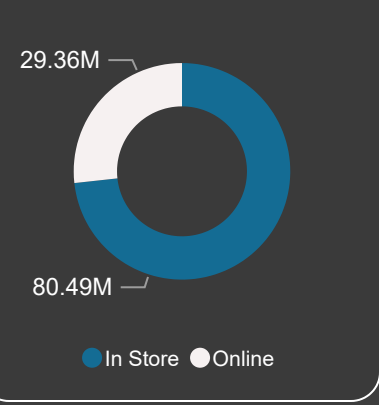
Total Sale and Profit Margin by Month



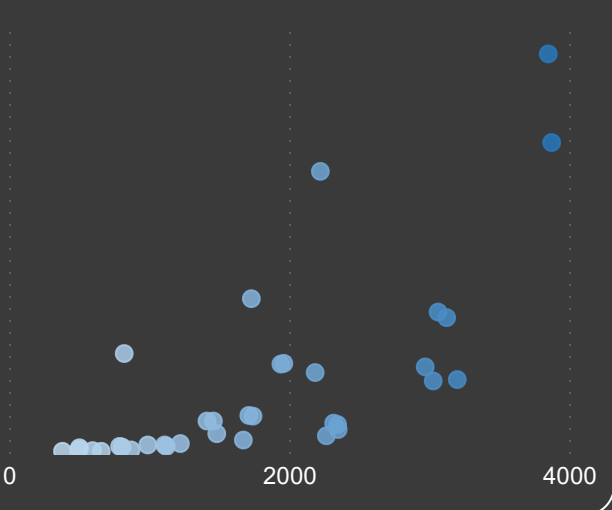
Sales Target By Month



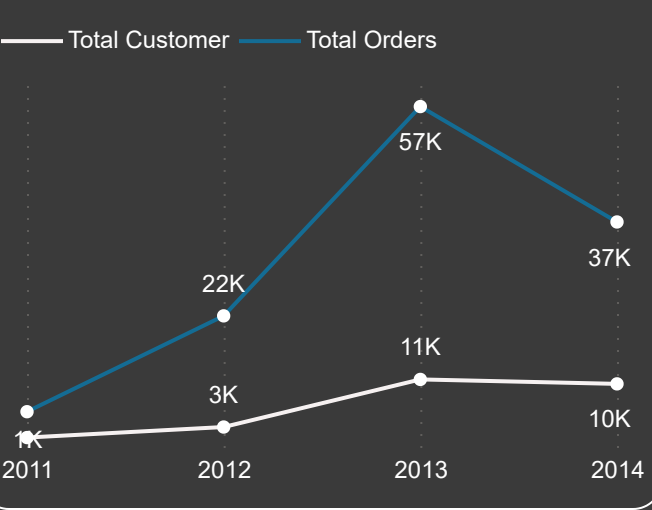
Sales by Method



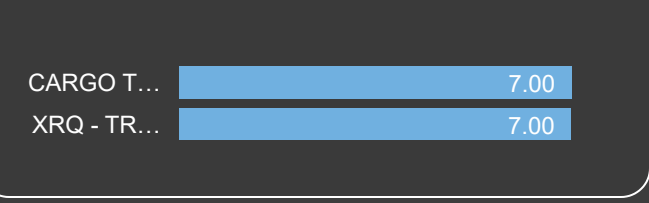
Order and Discount Correlation



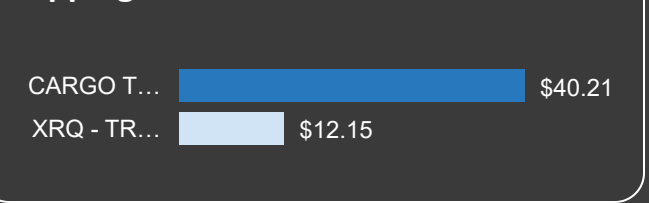
Total Customer and Total Orders by Year



Avg Shipping time



Shipping Cost



Product Details

Year

2011

2012

2013

2014

Month

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Region

All

Continent

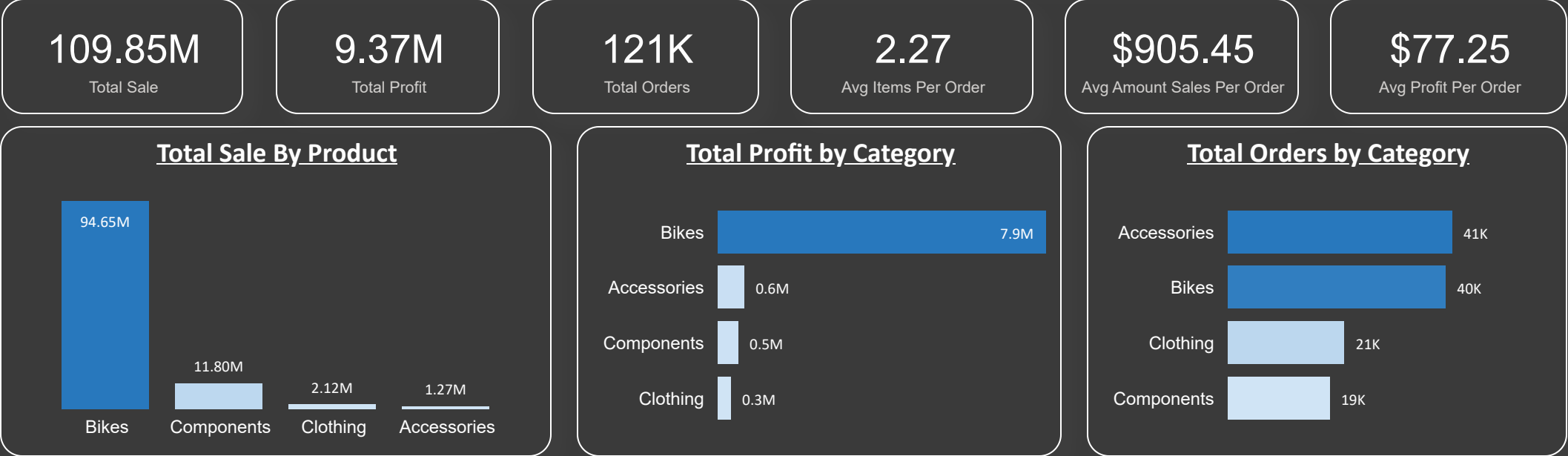
All

SubCategory

All

Category

All



Sales By Continent

Continent	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Europe	1,559,910.20	865,451.31	2,493,997.76	1,081,376.63	2,285,656.92	2,193,076.60	1,748,076.23	1,111,484.46	1,914,857.47	1,646,354.62	1,225,442.12	1,711,999.97	19,837,684.28
France	396,351.05	278,349.11	1,120,177.59	343,648.91	601,206.93	1,146,176.21	505,686.79	304,194.11	958,743.83	426,092.04	372,699.60	798,229.49	7,251,555.65
Accessories	7,419.97	6,298.19	15,692.29	6,156.74	11,893.75	13,452.07	8,435.71	7,374.92	11,356.99	6,610.29	8,257.81	8,489.78	111,438.51
All-Purpose Bike Stand	318.00	159.00	636.00	318.00	159.00		318.00	159.00	318.00	159.00	318.00	159.00	3,021.00
Bike Wash - Dissolver	82.68	7.95	237.83	15.90	236.76	271.25	128.79	68.37	150.71	70.13	65.19	124.02	1,459.58
Cable Lock		120.00	120.00		135.00	255.00		60.00	150.00		75.00	135.00	1,050.00
Fender Set - Mountain	197.82	153.86	241.78	219.80	241.78	153.86	263.76	131.88	131.88	109.90	197.82	197.82	2,241.96
Hitch Rack - 4-Bike	696.00	360.00	4,671.02	480.00	2,928.60	4,287.90	2,472.00	696.00	3,628.81	1,344.00	1,200.00	1,662.29	24,426.62
HL Mountain Tire	210.00	105.00	280.00	210.00	140.00	105.00	245.00	315.00	70.00	70.00	350.00	175.00	2,275.00
HL Road Tire	391.20	130.40	130.40	195.60	326.00	260.80	195.60	97.80	163.00	163.00	130.40	195.60	2,379.80
Hydration Pack - 70 oz.	560.90	329.94	1,355.64	219.96	728.75	1,449.40	615.89	791.86	1,212.07	450.92	373.93	739.75	8,829.00
LL Mountain Tire	149.94	149.94	24.99	49.98	149.94	49.98	99.96	149.94	74.97	149.94	224.91	99.96	1,374.45
LL Road Tire	322.35	300.86	386.82	279.37	429.80	214.90	150.43	236.39	300.86	257.88	171.92	193.41	3,244.99
Total	10,348,317.69	5,130,074.10	13,605,348.30	5,964,040.63	12,190,707.45	9,688,340.15	10,358,907.61	8,005,418.02	8,489,134.49	11,928,666.21	5,922,672.04	8,214,754.70	109,846,381.40

Customer Details

Year

2011

2012

2013

2014

Month

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Region

All

Continent

All

SubCategory

All

Category

All

19K

Total Customer

\$5.75K

Avg Sales Per Customer

6.35

Avg Orders By Customer

14.38

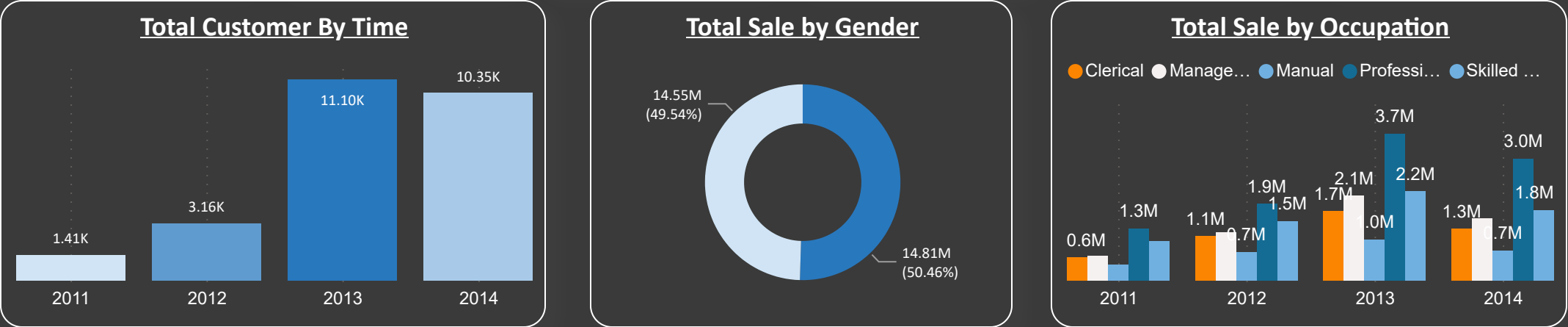
Avg Items Per Customer

6022

Total New Customers

8748

Customer Churn



Customer Sales Details

Customer Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Roger Harui	66,993.83		201,980.86			184,612.98	20,544.70		182,275.47	67,458.96		153,436.69	877,303.48
Andrew Dixon	207,186.98			144,129.00	80,450.38		194,154.61	25,686.52		202,241.70			853,849.18
Reuben D'sa	189,519.34			100,174.86	64,704.88		174,047.06	73,761.53		239,701.11			841,908.77
Robert R.Vessa	54,553.84		211,558.46			165,193.06	13,196.05		176,788.12	43,615.42		151,850.62	816,755.58
Ryan Calafato		157,208.15	58,676.12		268,012.54			189,099.69			86,733.54	39,547.85	799,277.90
Joseph N.Castellucio	206,433.47			145,589.18	50,937.38		160,729.23	20,644.23		203,439.55			787,773.04
Kirk DeGrasse	134,041.57			104,482.96	85,393.74		251,659.96			170,739.29			746,317.53
Lindsey R.Camacho	57,142.94		199,597.76			155,008.37	19,734.87		129,825.48	47,716.90		131,959.51	740,985.83
Robin M.McGuigan		132,029.57	57,193.11		246,986.91			185,952.86			80,914.12	27,722.16	730,798.71
Stacey M.Cereghino		129,249.02	52,815.31		241,693.50			204,096.43			71,326.96	28,091.42	727,272.65
Richard Bready		114,668.57	70,533.02		166,568.94			223,390.42			116,561.94	32,576.73	724,299.64
Valerie M.Hendricks		124,719.71	66,479.71		176,226.34			182,651.95			142,044.28	19,742.78	711,864.76
François Ferrier		89,967.26	91,335.49		194,683.43			142,810.51			128,973.91	53,033.19	700,803.79
Blaine Decker	61,206.48		100,821.15			142,178.47	16,544.55		124,249.44	57,804.07		100,604.74	603,504.92
Total	10,348,317.69	5,130,074.10	13,605,348.30	5,964,040.63	12,190,707.45	9,688,340.15	10,358,907.61	8,005,418.02	8,489,134.49	11,928,666.21	5,922,672.04	8,214,754.70	109,846,381.40