

Start Here:

Executive Overview

Sales Team Performance

Product Insights

Customer Insights

Executive Overview - High-level overview of total Sales, Profit, and Orders across all channels and regions. Designed for senior leadership to monitor trends, compare online vs offline performance, and track strategic KPIs.

Sales Team Performance - Analyze sales performance by salesperson, region, and product. Track revenue, profit, orders, and customer reach, while identifying top performers and underperforming areas.

Product Insights- Analyze product performance across Units Sold, Profit, Revenue, and Orders. Track year-over-year changes, explore top-selling items, and dive into sales trends for selected products over time.

Customer Insights - Analyze customer behavior, value, and retention trends. Explore total profit and revenue by customer, identify top buyers, track new acquisition and retention over time, and segment your audience (e.g. Loyal, At Risk).

Dashboard navigation guide:



Brief guidance on how to use each page and interact with its charts, including any exceptions.



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Jump to Sales team Overview page



Reset all filters added while interacting with this page



Jump to Product Insights page



Brief insights and strategic commentary



Jump to Customer Insights Page



AW Executives Dashboard

Select Sales Chanel

All

Select Customer Type

All

Select Date

7/1/2001

6/30/2004

\$109.80M

Total Sales Revenue

\$9.34M

Total Profit

30.49K

Total Orders

18.55K

Total Unique Customers

Monthly Revenue

\$5.36M

Previous Month: 5.19M (+3.29%)

Monthly Profit

\$791.47K

Previous Month: 753.90K (+4.98%)

Previous Month Orders

2.37K

Previous Month: 2386 (-0.5%)

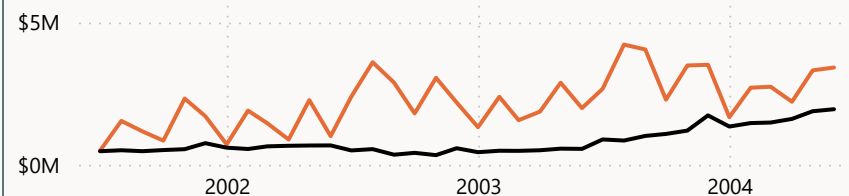
New Customers This Month

1147

Previous Month: 1190 (-3.61%)

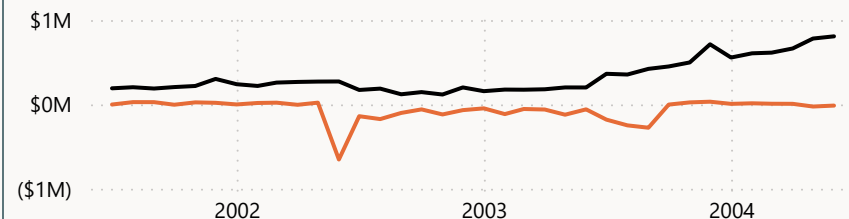
Sales Revenue by Sales Channel

Sales Channel: Offline Online



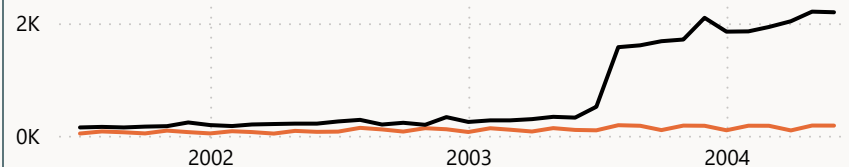
Profit by Sales Channel

Sales Channel: Offline Online



Orders by Sales Channel

Sales Channel: Offline Online



Product Category Trends by:

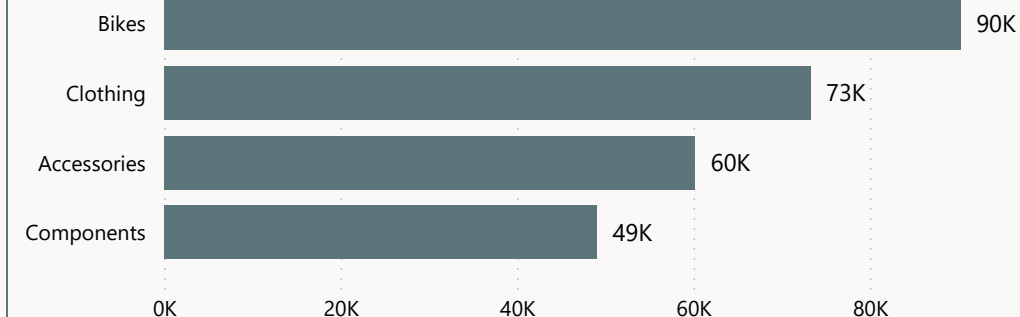
Units Sold

Total Orders

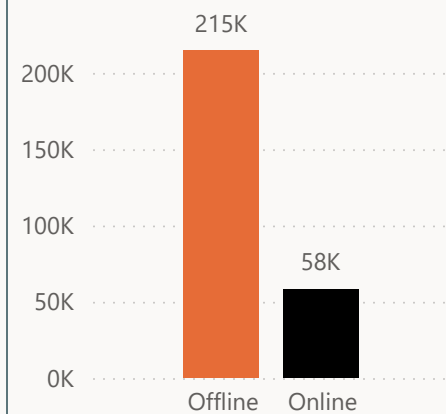
Profit

Sales Revenue

Units Sold



Total Units Sold by Sales Chanel



Trends By Country

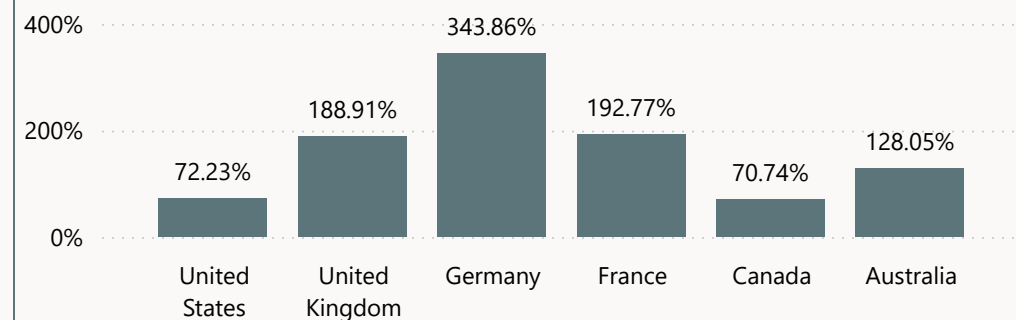
Total Sales Revenue

Total Profit

Total Orders

YoY Sales Growth %

YoY Sales Growth %





Select Country

All

Select Product Category

All

Select Customer Segment

All

Select Date

7/1/2001

6/30/2004



\$80.49M

Total Sales Revenue

(\$2.32M)

Total Profit

3.81K

Total Orders

635

Total Unique Customers

\$21.15K

Average Order Value

Monthly Profit

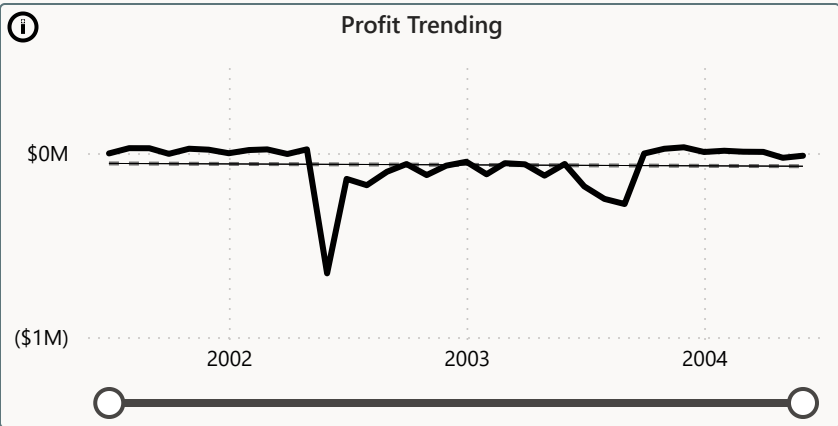
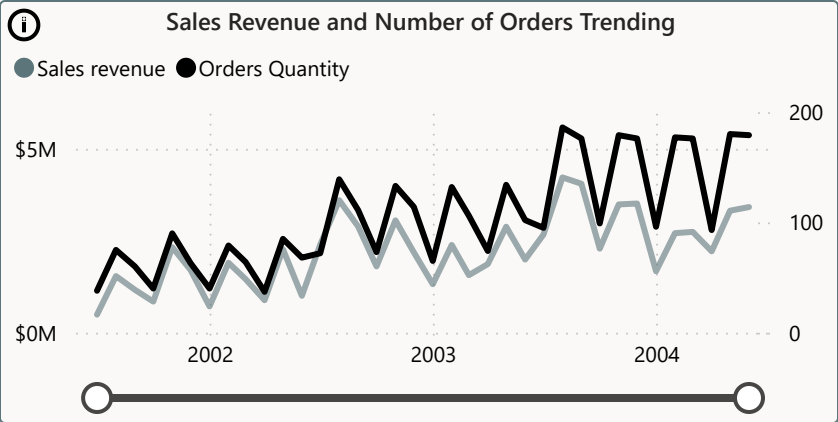
(\$14.83K)✓

Previous Month: -26.07K (+43.13%)

Monthly Revenue

\$3.42M✓

Previous Month: 3.32M (+3.01%)



Country Name	Profit (YTD)	Profit Previous Year YTD
Canada	\$32,232.24	(\$90,045.06)
France	(\$4,950.59)	(\$16,416.69)
United Kingdom	(\$6,217.42)	(\$16,218.14)
United States	(\$10,111.91)	(\$340,361.96)
Germany	(\$10,219.81)	
Australia	(\$11,017.82)	
Total	(\$10,285.31)	(\$463,041.86)

Top 5 Saleperson By Revenue



Product Analysis

Product Name	Sales Revenue	Profit	Units Sold	Orders Included
Mountain-200 Black, 38	\$3,105,727.02	\$107,231.81	2,395	670.00
Mountain-200 Black, 42	\$2,646,353.16	\$79,791.50	2,050	563.00
Mountain-200 Silver, 38	\$2,354,215.25	\$78,631.39	1,798	498.00
Mountain-200 Silver, 42	\$2,181,044.21	\$62,397.17	1,674	480.00
Mountain-200 Silver, 46	\$2,133,156.80	\$62,603.30	1,636	474.00
Mountain-200 Black, 46	\$1,936,203.94	\$69,499.82	1,491	439.00
Road-250 Black, 44	\$1,888,480.40	(\$243,353.17)	1,371	434.00
Road-250 Black, 48	\$1,656,450.08	(\$200,487.40)	1,200	411.00
Total	\$80,487,707.18	(\$2,316,036.25)	214,516	3,806.00

Top Salesperson by Revenue:

Linda C Mitchell

Top Salesperson by Profit:

Pamela O Ansman-Wolfe



AW Products Dashboard

Select Sales Chanel

All

Selling Status

All

Sell Start Date

All

Select Product Category

All

Select Date

7/1/2001

6/30/2004

\$109.80M

Total Sales Revenue

\$9.34M

Total Profit

273K

Total Units Sold

Monthly Units Sold

15,805

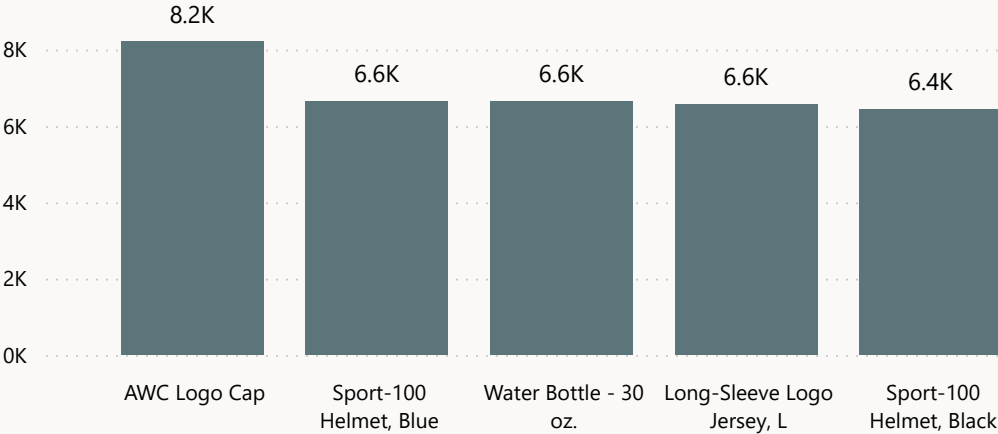
Previous Month: 15656 (+0.95%)



Year-over-Year Product Sales Performance

Product Name	Total Units Sold (All-Time)	Units Sold This Year (YTD)	Units Sold Last Year (YTD)	Year-over-Year Change (Units)	Year-over-Year Change (%)
Water Bottle - 30 oz.	6,647	3351	0	3351	
Patch Kit/8 Patches	3,684	1870	0	1870	
Classic Vest, S	4,237	1824	0	1824	
Short-Sleeve Classic Jersey, XL	3,845	1635	0	1635	
Mountain Tire Tube	2,908	1595	0	1595	
Women's Mountain Shorts, S	3,281	1459	0	1459	
Bike Wash - Dissolver	3,275	1431	0	1431	
Sport-100 Helmet, Red	6,186	1973	552	1421	257.43%
Women's Mountain Shorts, L	3,219	1411	0	1411	
AWC Logo Cap	8,216	2281	916	1365	149.02%
Sport-100 Helmet, Blue	6,647	2037	682	1355	198.68%
Total	272,705	75240	33511	41729	124.52%

Top 5 Most Products Sold (All Time)



Product Name

Search

- ☐ Select all
- ☐ All-Purpose Bike Stand
- ☐ AWC Logo Cap
- ☐ Bike Wash - Dissolver
- ☐ Cable Lock
- ☐ Chain
- ☐ Classic Vest, L
- ☐ Classic Vest, M
- ☐ Classic Vest, S
- ☐ Fender Set - Mountain



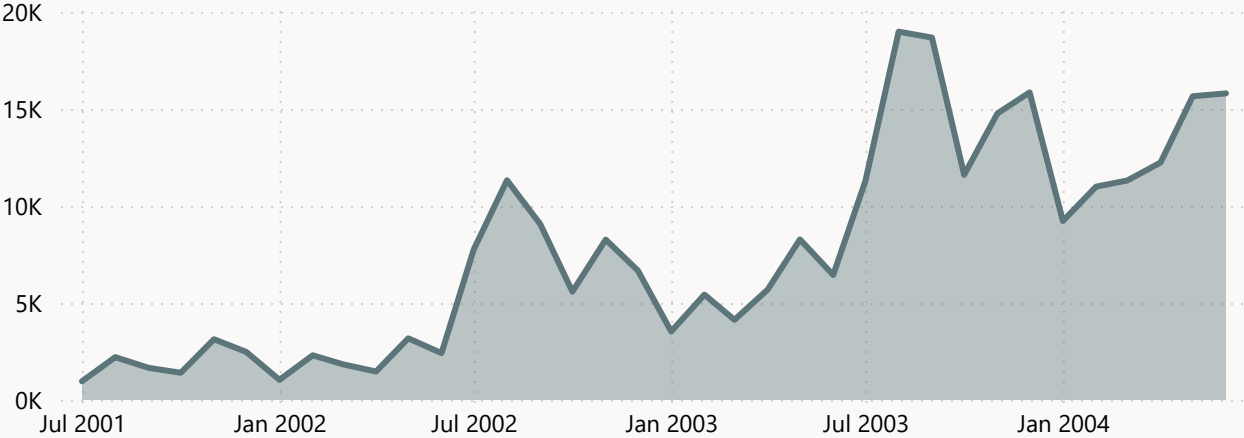
Selected Product

All Products

Product Metrics

- ☒ Units Sold
- ☐ Total Orders
- ☐ Profit
- ☐ Sales Revenue

Units Sold





AW Customers Dashboard

Select Sales Chanel

All

Select Country

All

Select Customer Type

All

Select Customer Segment

All

Select Date

7/1/2001

6/30/2004

\$109.80M

Total Sales Revenue

\$9.34M

Total Profit

\$5.92K

Average Revenue per...

18.55K

Total Unique Customers

New Customers This Month

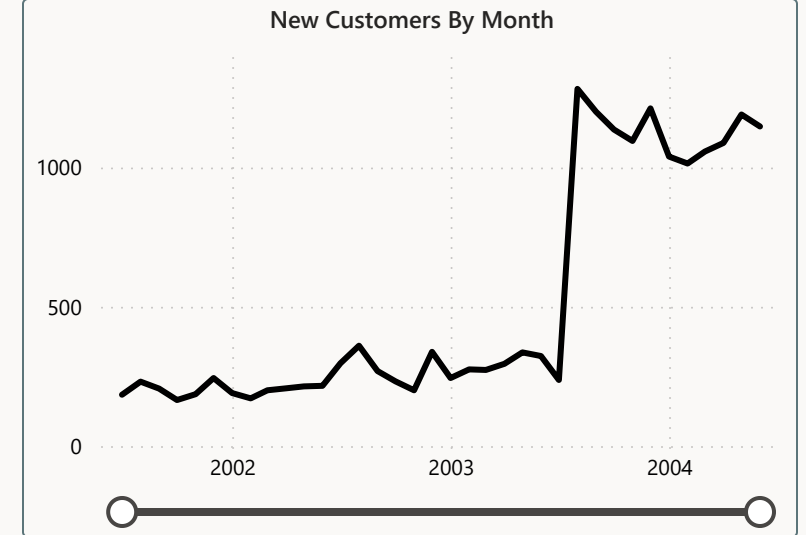
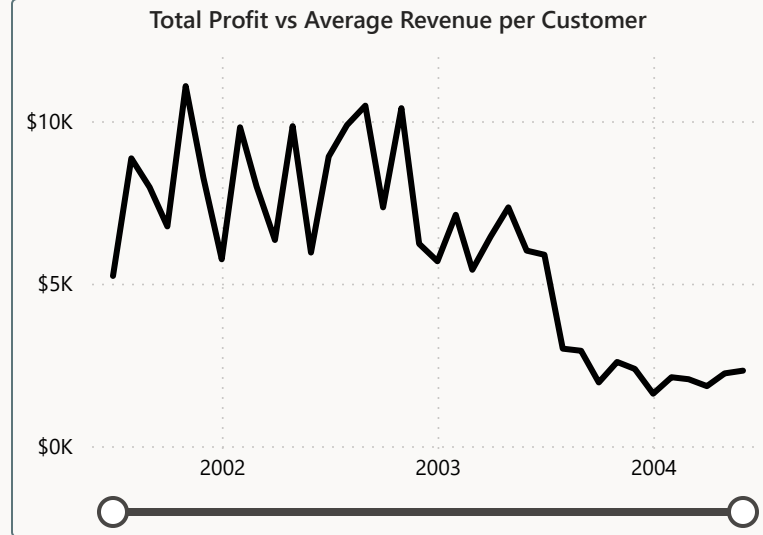
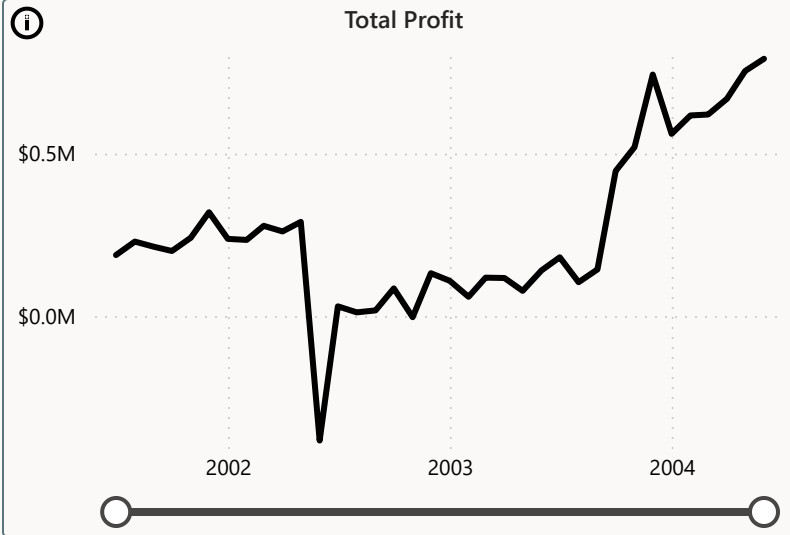
1147!

Previous Month: 1190 (-3.61%)

Previous Month Retention Rate

92.44%✓

Month Before: 92.07% (+0.4%)



Customer Name	Total Sales Revenue	Total Profit
Roger Harui	\$877,303.54	\$38,165.18
Andrew Dixon	\$853,849.25	(\$63,507.57)
Reuben D'sa	\$841,908.83	(\$29,577.69)
Robert R. Vessa	\$816,755.72	(\$60,114.60)
Ryan Calafato	\$799,277.87	(\$65,776.99)
Joseph N. Castellucio	\$787,773.15	(\$55,915.28)
Kirk DeGrasse	\$746,317.52	(\$67,828.50)
Lindsey R. Camacho	\$740,985.94	(\$49,161.67)
Robin M. McGuigan	\$730,798.70	(\$59,331.03)
Stacey M. Cereghino	\$727,272.69	(\$63,705.31)
Richard Broadly	\$721,299.72	(\$27,917.05)
Total	\$109,795,543.97	\$9,343,541.11

Customers by Country



Customers by Segment

