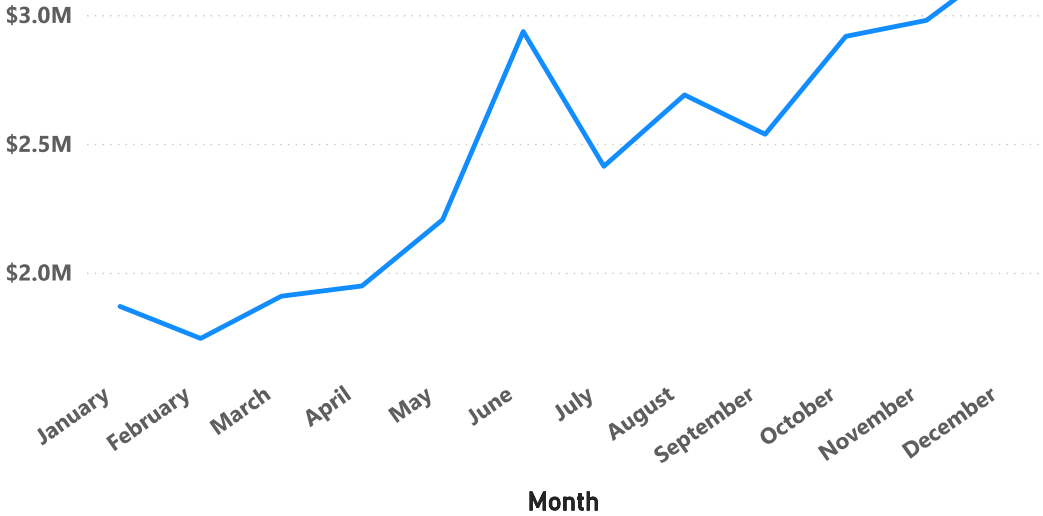


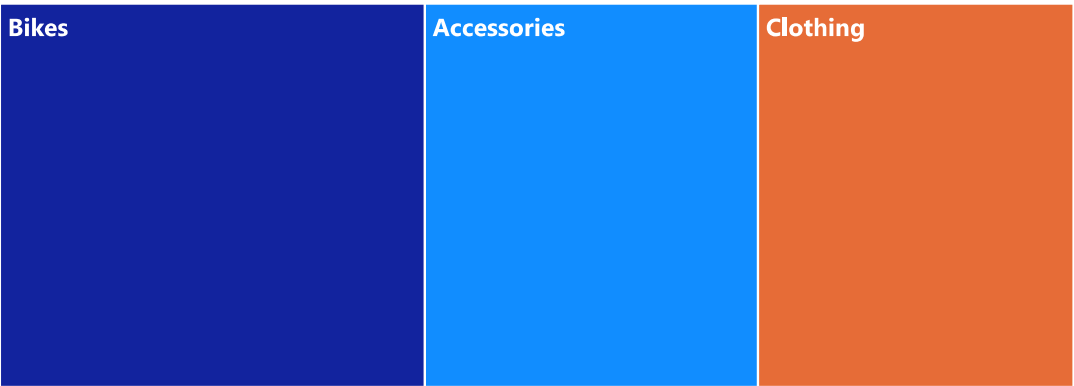


Total Sales by Month

Total Sales



LogSales and Sales by EnglishProductCategoryName



\$29.36M  
Total Sales

Calendar Year

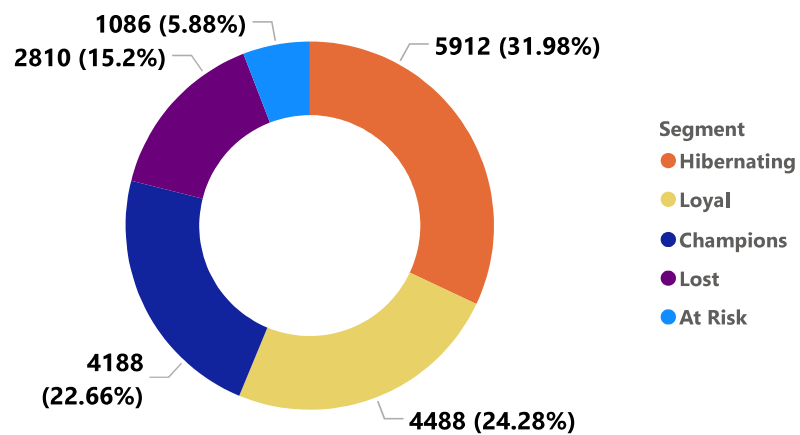
- ☐ 2010
- ☐ 2011
- ☐ 2012
- ☐ 2013
- ☐ 2014



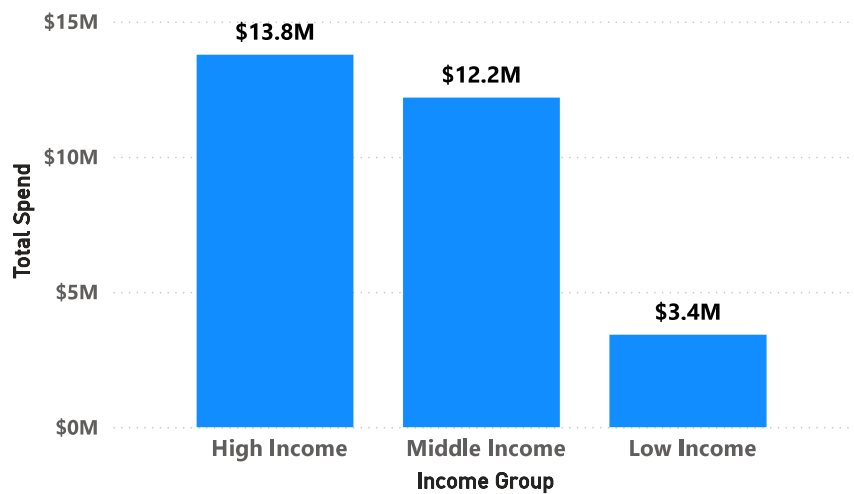
Quick measure

EnglishProductName	total_revenue	profit_margin	total_units
Mountain-200 Black, 38	\$1,294,866	45.60%	582
Mountain-200 Black, 42	\$1,363,142	45.61%	614
Mountain-200 Black, 46	\$1,373,470	45.62%	620
Mountain-200 Silver, 38	\$1,339,463	45.61%	596
Mountain-200 Silver, 42	\$1,257,435	45.61%	560
Mountain-200 Silver, 46	\$1,301,100	45.61%	580
Road-150 Red, 48	\$1,205,877	39.32%	337
Road-150 Red, 52	\$1,080,638	39.32%	302
Road-150 Red, 56	\$1,055,590	39.32%	295
Road-150 Red, 62	\$1,202,299	39.32%	336

### Distribution of Customer Segment



### Total Spend by Income Group

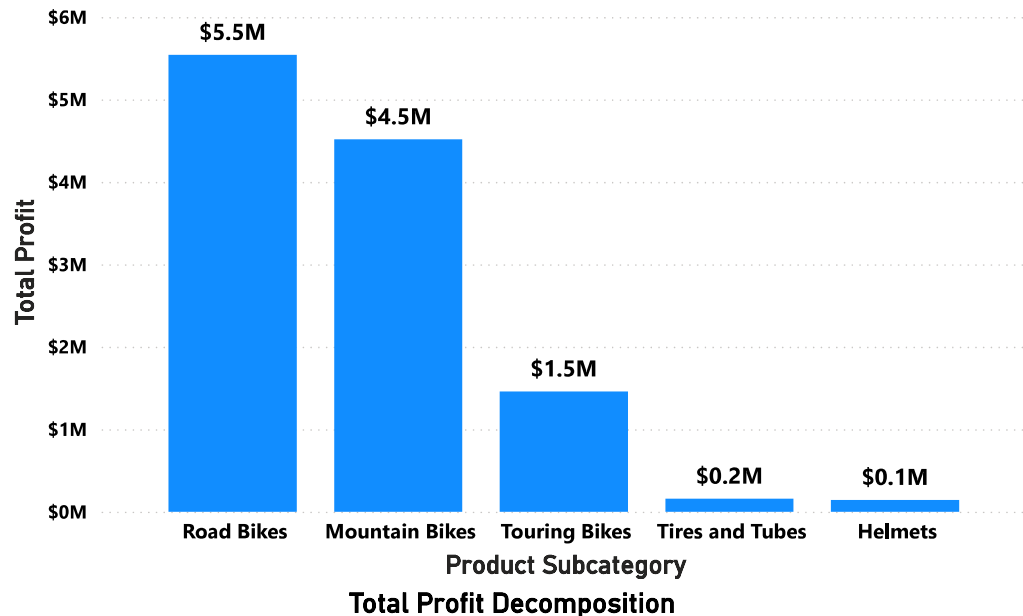


### Total Sales by Country

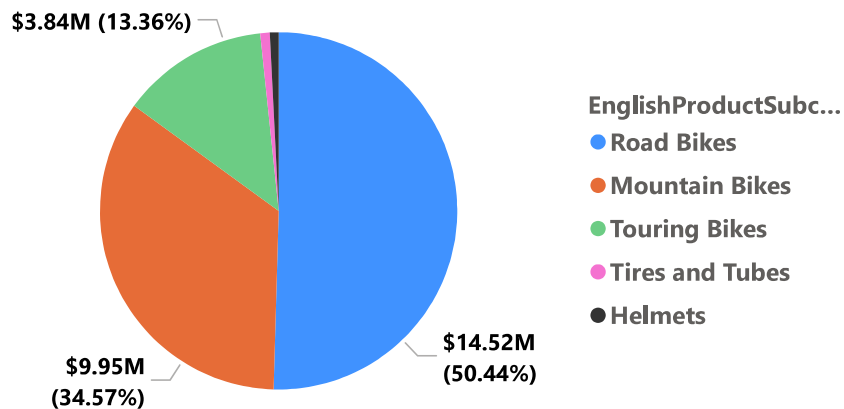
avg order value \$333 \$586 \$653 \$720 \$899 \$1,045 \$1,064 \$1,119 \$1,165 \$1,349



Top 5 Product Subcategories by Profit Generated



Top 5 Revenue Generating Product Subcategories



EnglishProductS... ×  
Road Bikes

EnglishProductN... ×

