Sales Overview

Year

All

Country

All

Subcategory

All

Product

All

Salesperson

All

Total Sales

$109.85M

Number of Customers

31.5K

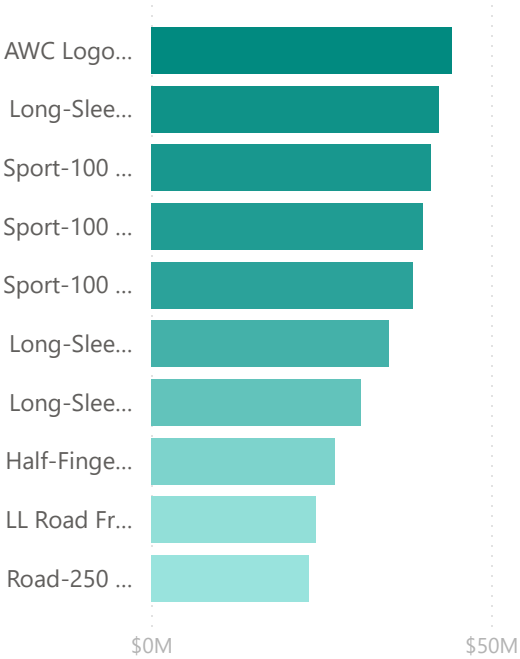Number of Orders

31.5K

AOV

$3,491

Total Sales by Category

- Accessories 18.71%
- Bikes 34.6%
- Components 23.21%
- Clothing 23.49%
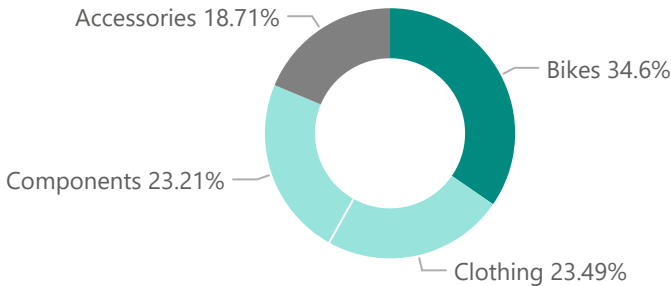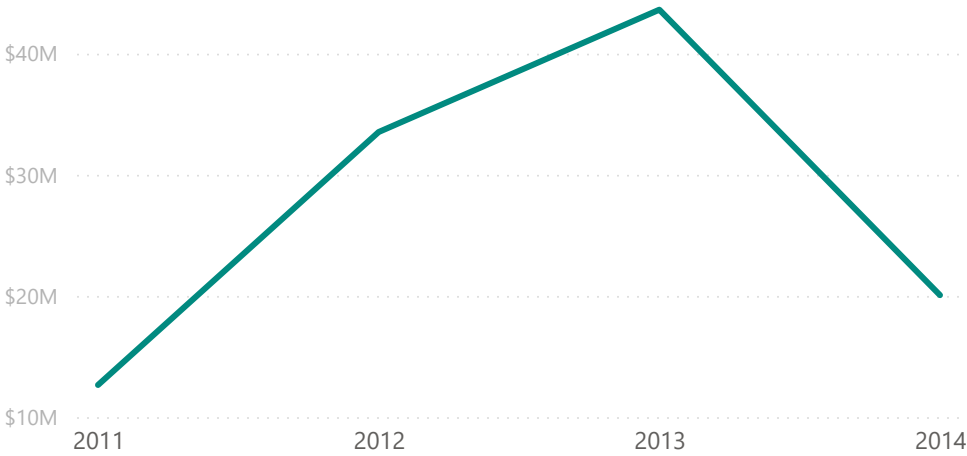
Sales by Top 10 Customers

Roger Harui
Andrew Di...
Reuben D'...
Robert Ve...
Ryan Calaf...
Joseph Ca...
Kirk DeGr...
Lindsey C...
Robin Mc...
Stacey Cer...

$0M $1M $1M

Sales by Top 10 Products

AWC Logo...
Long-Slee...
Sport-100 ...
Sport-100 ...
Sport-100 ...
Long-Slee...
Long-Slee...
Half-Finge...
LL Road Fr...
Road-250 ...

$0M $50M

Total Sales by Year

$40M
$30M
$20M
$10M

2011 2012 2013 2014
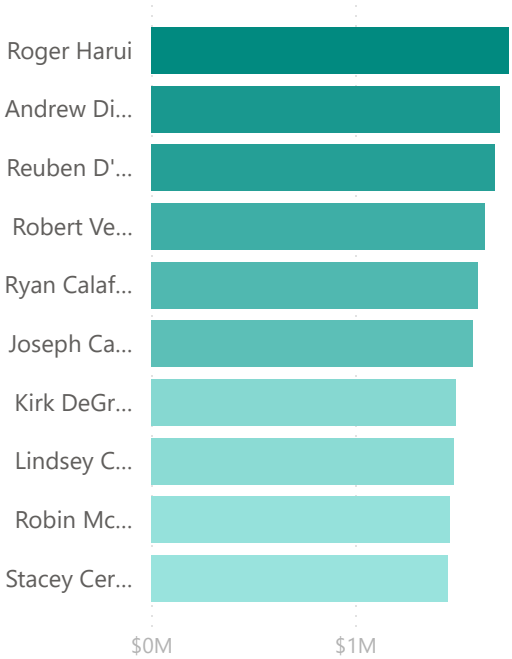
Total Sales by Country and Country

NORTH AMERICA
EUROPE
ASIA
Pacific Ocean
Atlantic Ocean
AFRICA
SOUTH AMERICA
Indian Ocean
AUSTRALIA

Microsoft Bing

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Product Performance

Year
All

Country
All

Subcategory
All

Product
All

Salesperson
All

Select a **KPI**   Unit Sold

275K

Unit Sold by Year

Sales by Product and Location

Continent   Category   Subcategory

Total Sales
$109,846,381

North America
$79,353,361

Europe
$19,837,684

Pacific
$10,655,336

Bikes
$78,638,085

Components
$61,201,101

Clothing
$60,351,787

Road Bikes
$36,115,154

Mountain Bikes
$33,645,522

Touring Bikes
$8,877,408
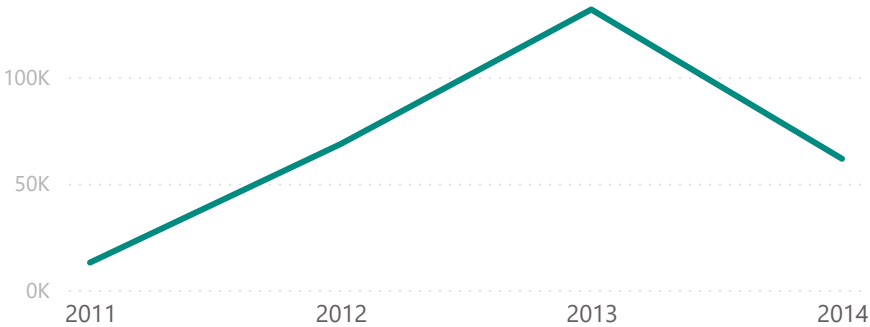
Sales by Product and Month of the year

Category	Apr	Aug	Dec	Feb	Jan	Jul	Jun	Mar	May	Nov	Oct	Sep
⊞ Accessories	4,190	4,761	4,144	3,412	4,382	5,853	5,776	7,178	7,505	4,176	5,563	4,992
⊞ Bikes	4,762	6,553	7,139	3,903	8,461	8,402	8,076	11,305	10,175	4,740	9,542	7,210
⊞ Clothing	3,324	5,616	4,174	2,683	4,462	8,424	8,946	9,489	9,796	3,354	6,956	6,446
⊞ Components	1,891	3,089	2,037	1,382	2,279	7,261	7,379	6,044	7,216	1,233	4,854	4,379

Customer Purchase

Year
All

Country
All

Subcategory
All

Product
All

Salesperson
All

Select a **KPI**   Average Sales per Customer

$3.49K

Average Sales per Customer by Year

$10K

$5K

$0K
2011 2012 2013 2014
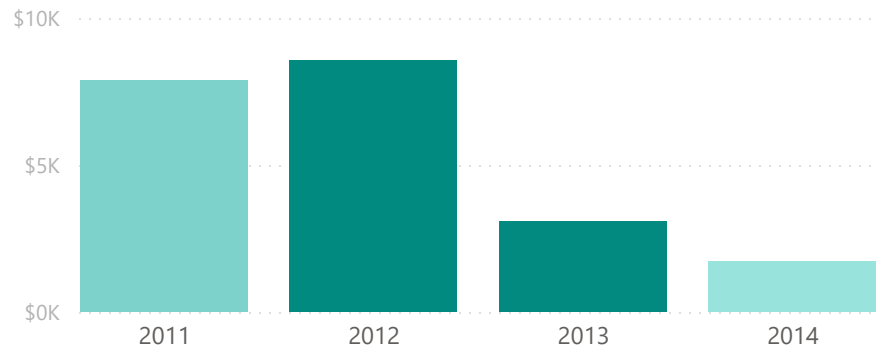
Total Sales by Year and Category

● Accessories ● Bikes ● Clothing ● Components

$40M

$20M

$0M
2011 2012 2013 2014
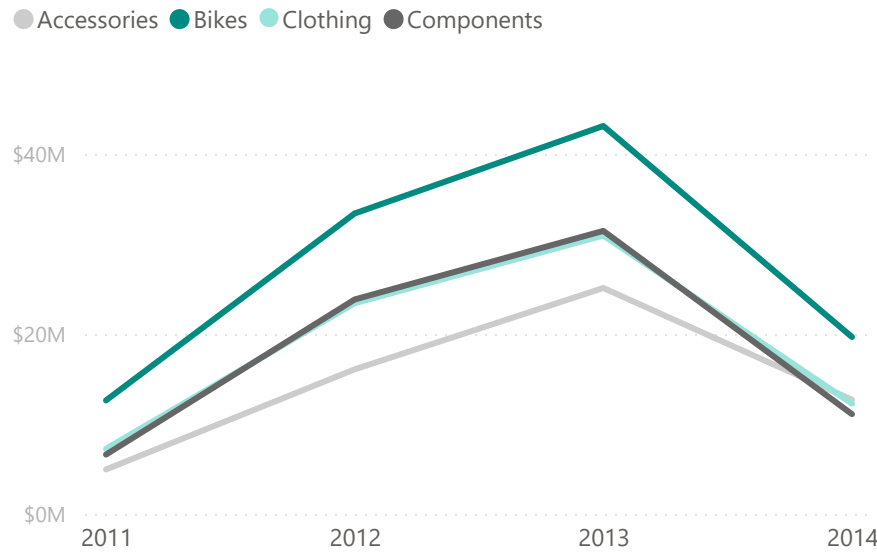
Average Sales per Customer by Country

Microsoft Bing

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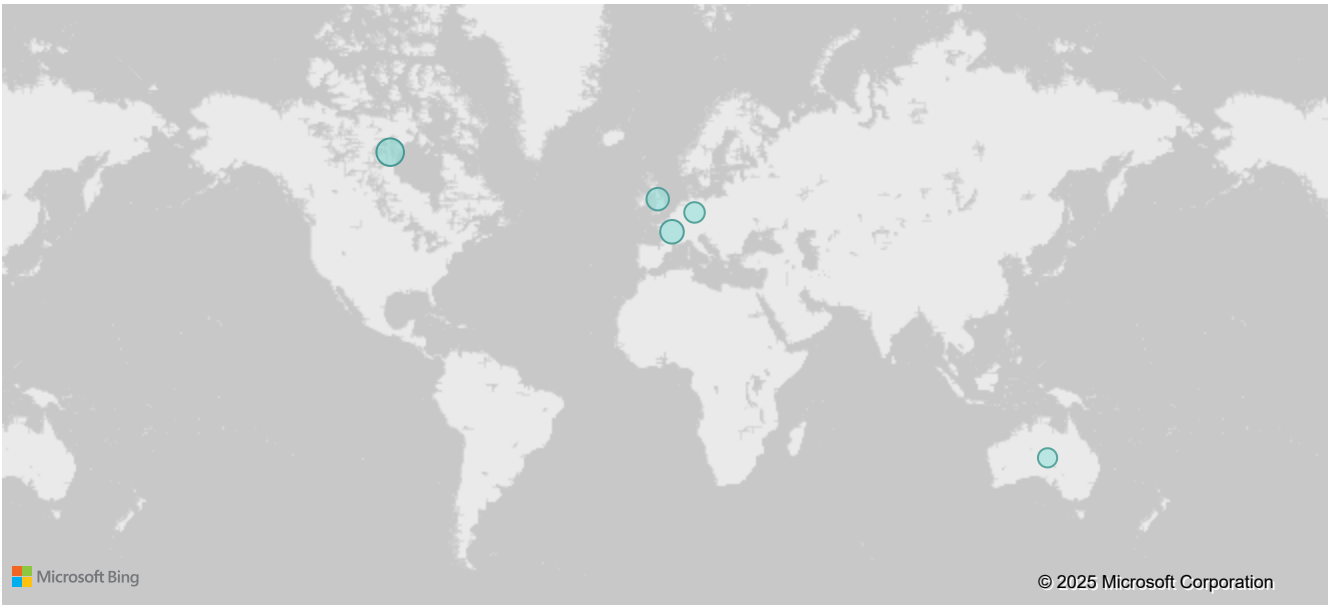
Customers vs Category Preference

Bikes

Accessories

Components

Clothing