

E-COMMERCE SALES ANALYSIS

Sales & Profit

Customer
Demographic

Product Analysis

Order & Pricing
Insight

Profit Revenue
Breakdown

KPIs

Average Number of Order
Quantity by Product Price

Total Sales

Total Profit

Average Order Quantity

\$85M

\$32M

12

Total Profit per Year



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Price Category

■ Cheap

■ High

■ Moderate

Male

52%

Female

48%

Total Number of Orders by Age Group

Adults (35-64)

667098

Young Adults (25-34)

442977

Youth (<25)

213923

Seniors (64+)

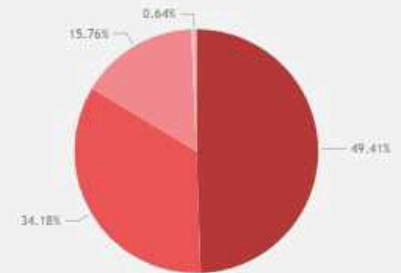
9707

Total Revenue by country



Total Customers By Age Group

● Adults (35-64) ● Young Adults (25-34) ● Youth (<25) ● Seniors (64+)



KPIs

Customer Gender: F (Female), M (Male)

Total Profit: \$0.0M, \$0.5M

Product Name: All Pro, AWC, Blue, Classi, Classi, Ferrid, High, High, High, High, HL Ma, HL Ro, Hydra, LL Ma, LL Ro, Long, Long, Long, Long, Long, M. N., M. Ro, Mount, Mount, Mount, Mount

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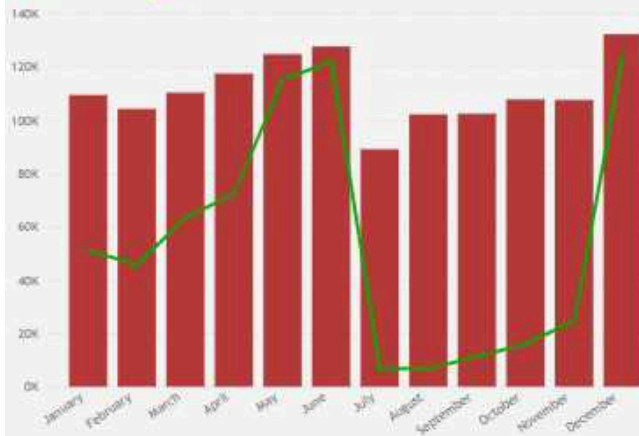
KPIs

12

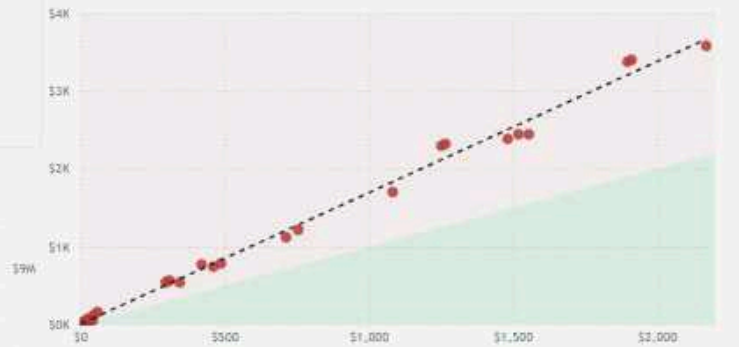
Average Order Quantity

Total Order Quantity and Revenue by Month

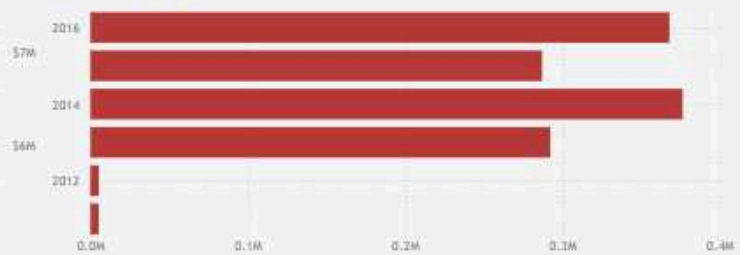
● Total Order Quantity ● Total Revenue



Product Cost vs. Product Price



Total Orders by year



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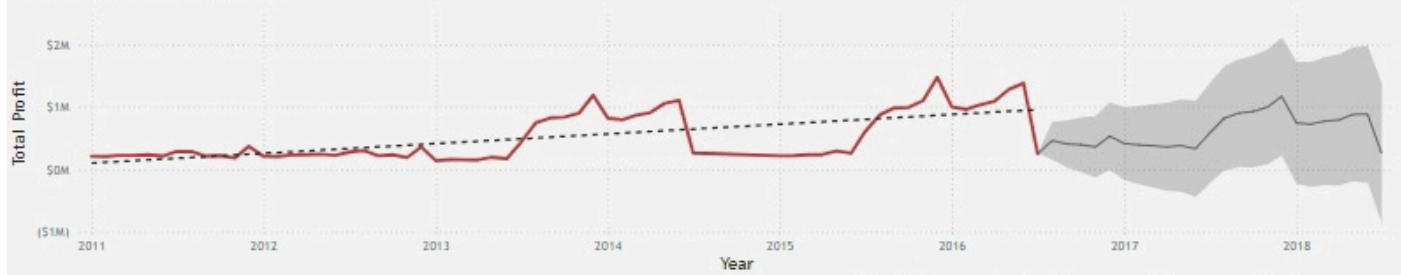
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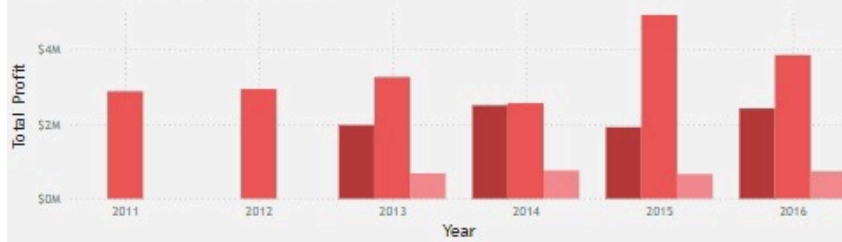
KPIs

Total Profit Trends Over Time



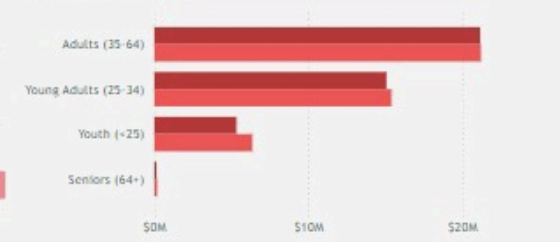
Total Profit by Year and Product Category

Product Category ● Accessories ● Bikes ● Clothing



Total Revenue by Age Group and Customer Gender

Customer Gender ● F ● M



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37.78%

Profit Margin

\$84.83M

Total Revenue

\$32M

Total Profit

\$454

Average Product Price

Total Revenue by Month

