



Global Analysis



By Region



By Product



By Customers

Year

2011

2012

2013

2014

Month

January

February

March

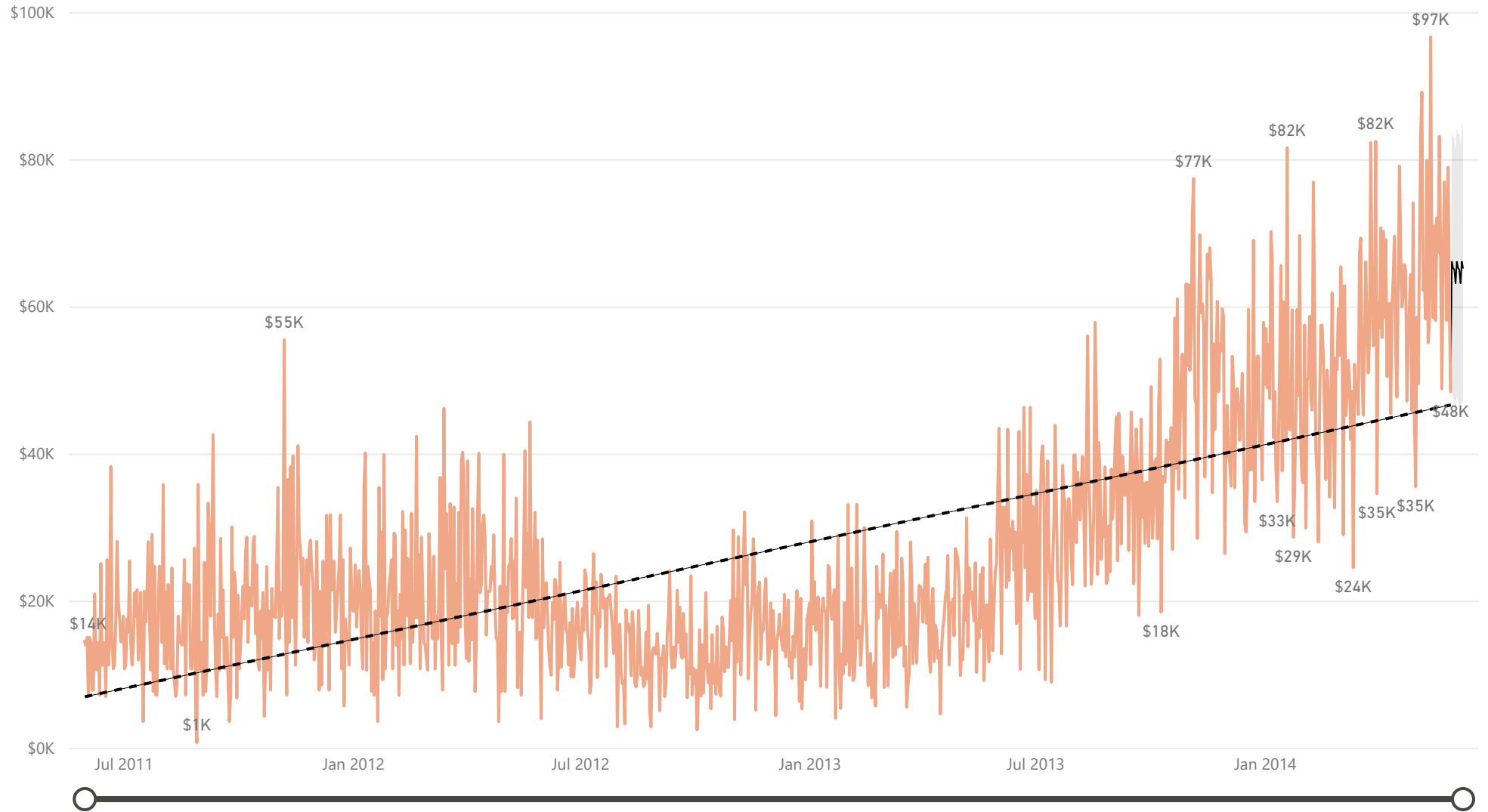
April

May

June



## Total Sales Amount by Date





✓ Global Analysis

📖 By Region

🛒 By Product

👤 By Customers

Year

2012

2013

2014

Month

January

February

March

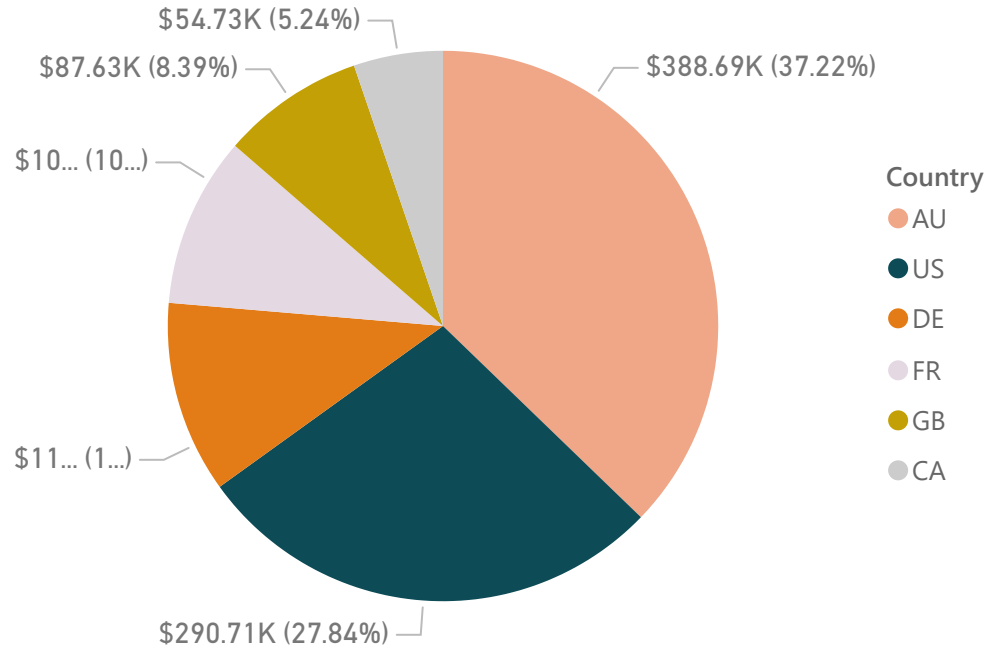
April

May

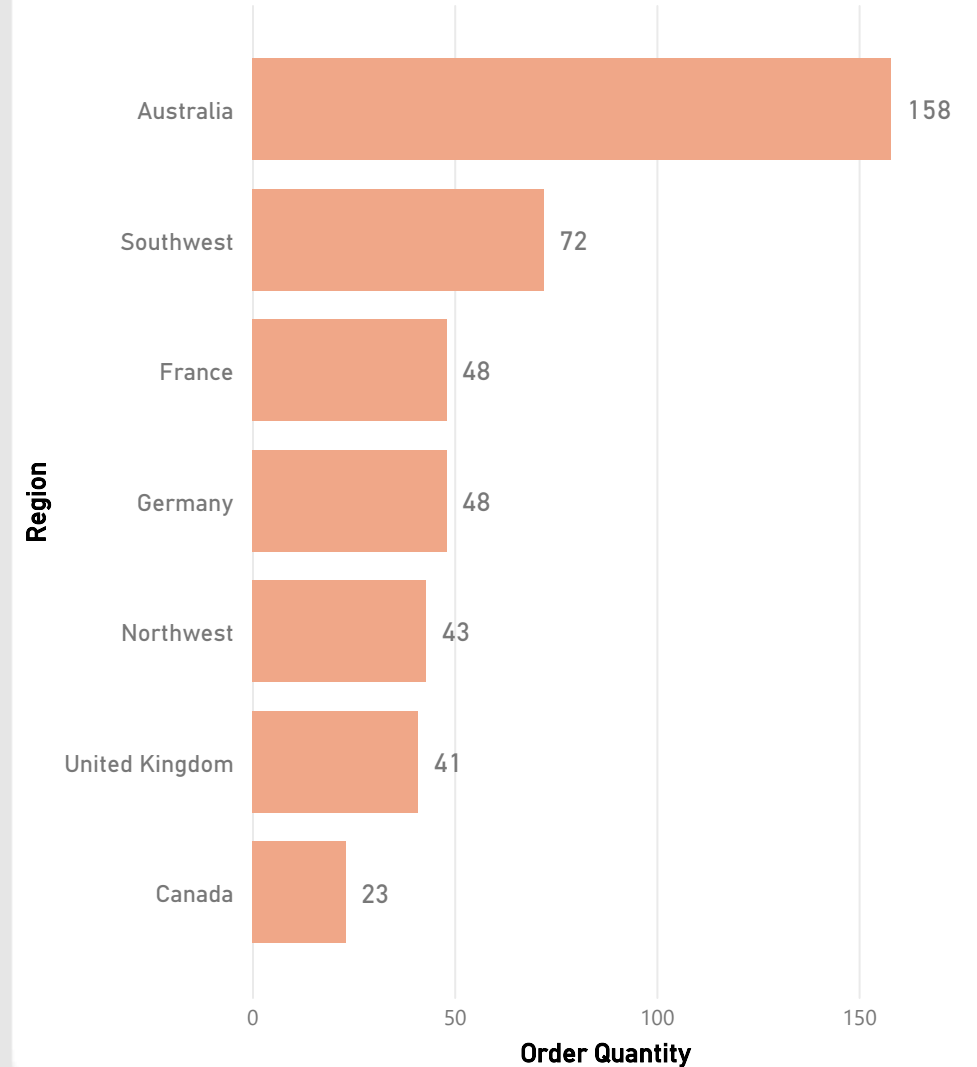
June



Total Sales by Country



Order Quantity by Region



Growth Rate Between the first and last selected year

Net Revenue Growth

**-23.78%**

Order Quantity Growth

**37.91%**

Default rate is between 2011 and 2014



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Product Category

Accessories

Bikes

Clothing

Product Sub Category

Bib-Shorts

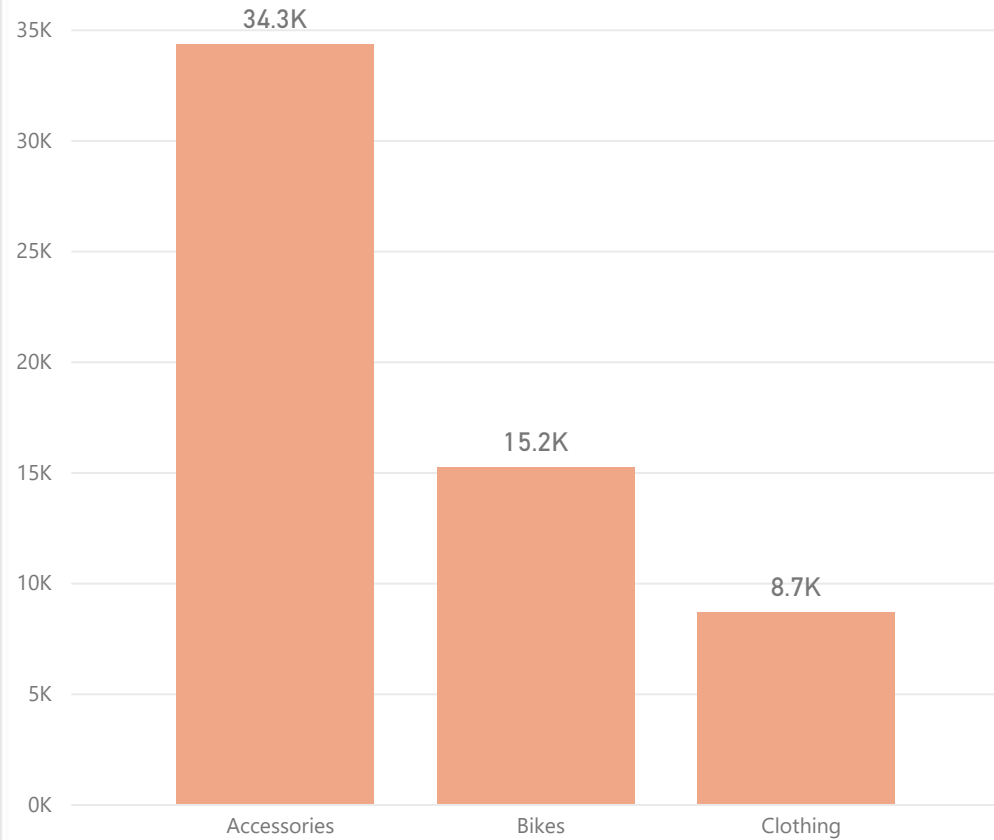
Bike Racks

Bike Stands

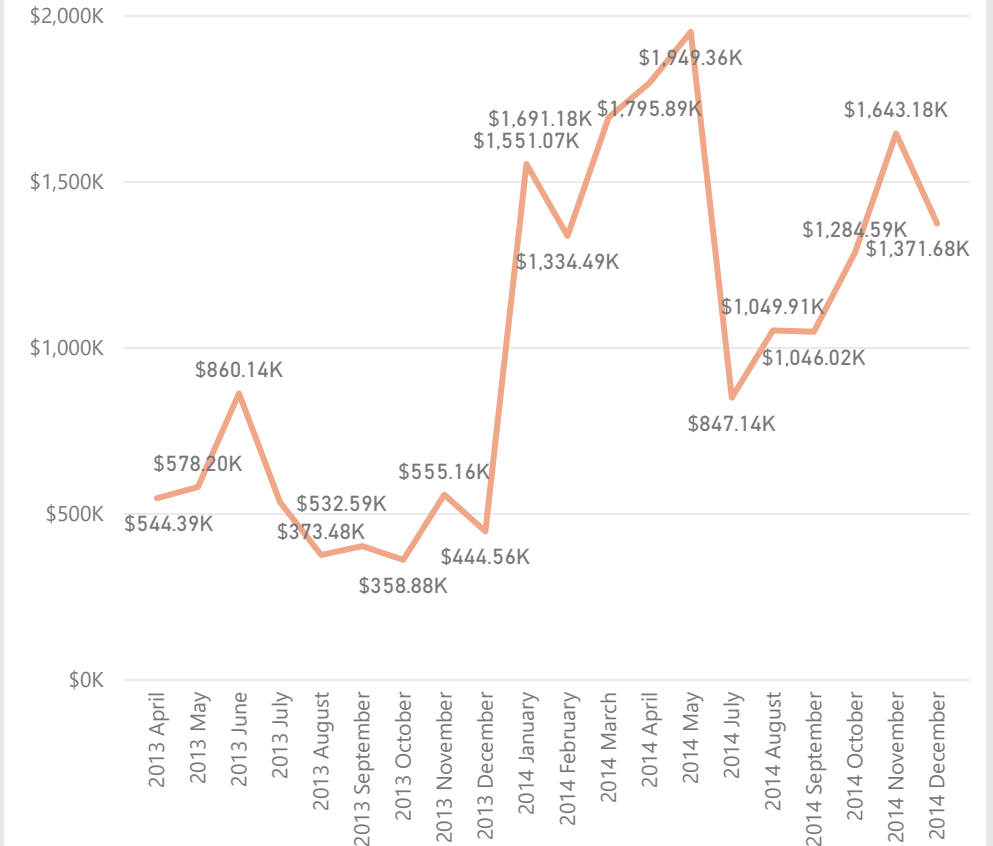
Bottles and  
Cages

Caps

Order Quantity by Product Category



Net Revenue by Month of the Year





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🗺 By Region

🛒 By Product

👤 By Customers

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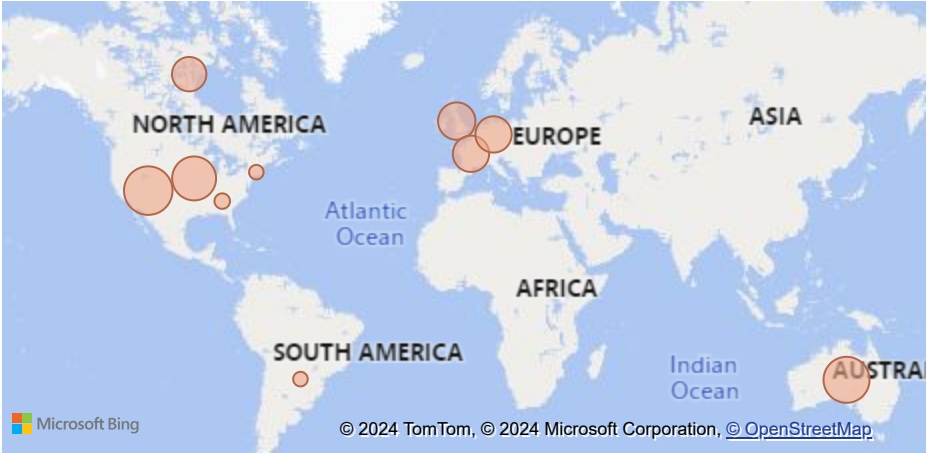
April

May

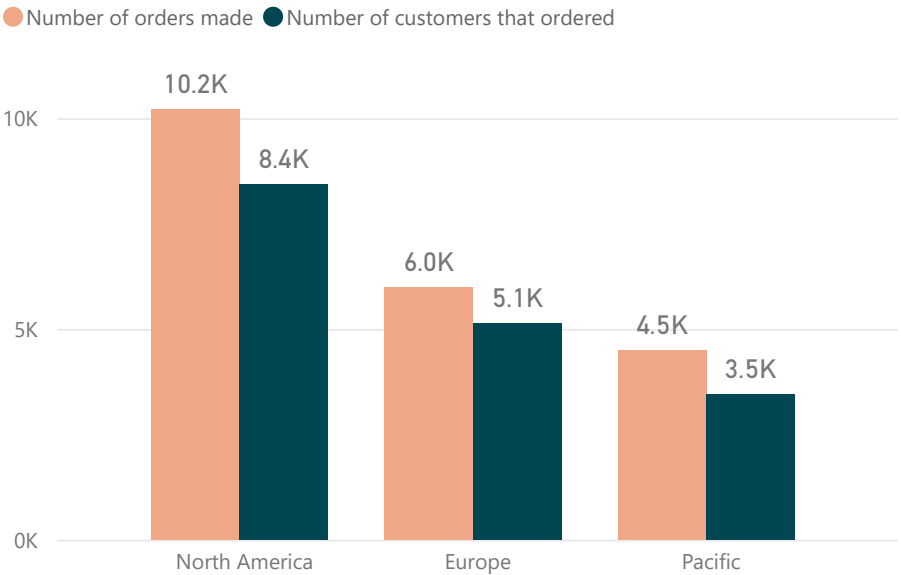
July



Customers by Territory Region



Customers that purchased vs orders number



Top 10 Customers by net Revenue

Kaitlyn	\$83,489.48
Dalton	\$81,012.43
Natalie	\$73,384.89
Eduardo	\$71,599.41
Marcus	\$71,456.51
Isabella	\$70,891.31
Ian	\$70,713.26
Katherine	\$69,642.34
Abigail	\$67,857.24
Seth	\$67,402.17

Customers with least net Revenue

Dave	\$3.99
Lanna	\$4.99
Stuart	\$4.99
Justine	\$7.28
Renée	\$7.28
Juha-Pekka	\$12.94
Mikael	\$13.98
Abhijit	\$27.28
Elena	\$34.98
Ralph	\$36.96

Total Number of Customers

17021