

Sales Dashboard

Select date range

Key Performance Indicators

Orders Count

31,465

Revenue

\$140,707,585

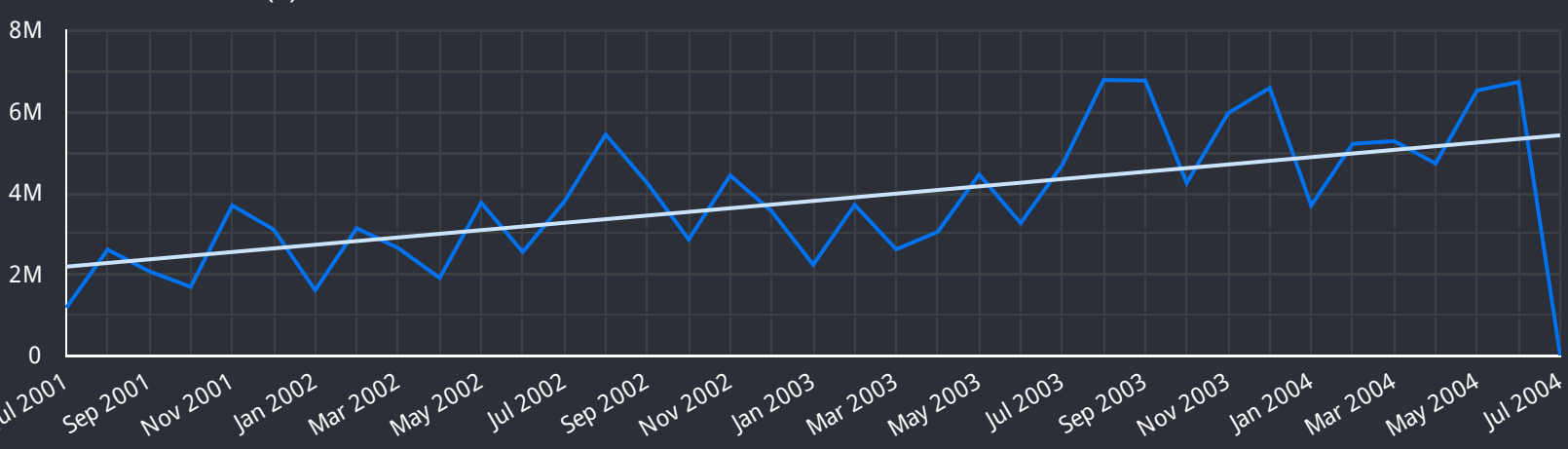
Average Order Value (AOV)

\$4,472

Sales Over Time

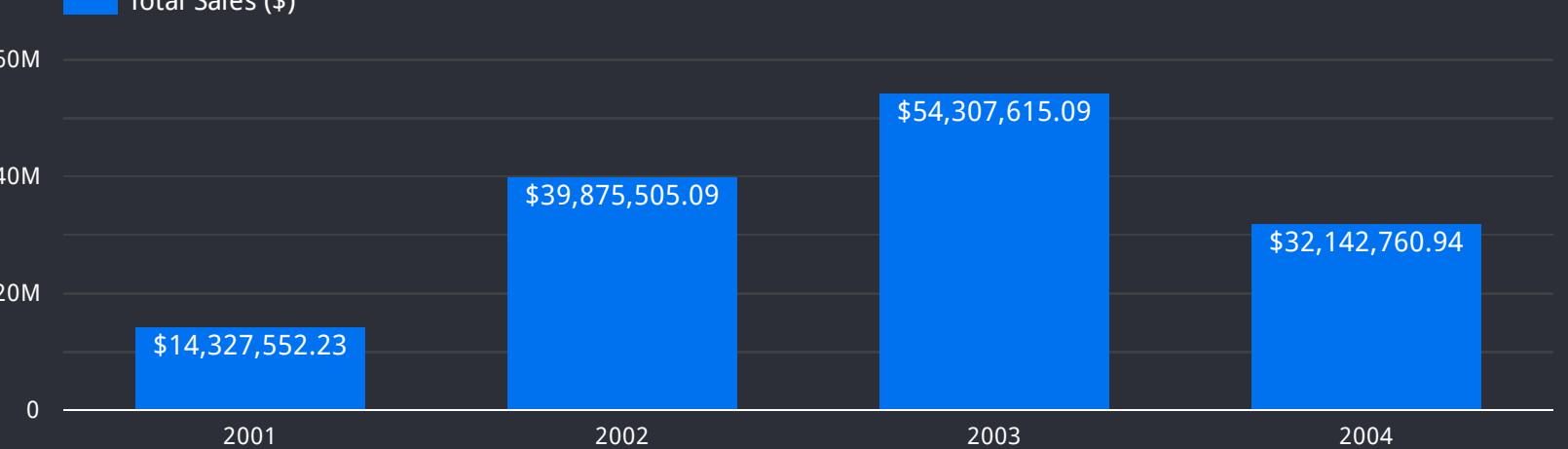
Monthly Revenue

Total Sales (\$)



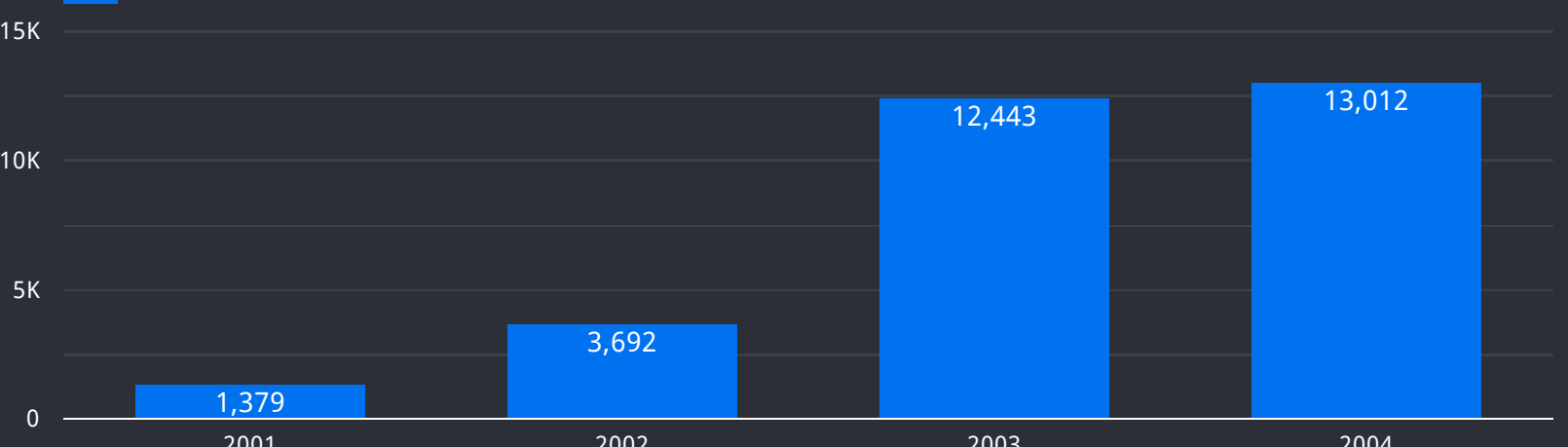
Annual Revenue

Total Sales (\$)



Orders Received Annually

Orders Received



Date Range - July of 2001 to July of 2004

Wide sales volume variation

Limited Data for 2001 and 2004

Sharp and steady increase in gross revenue

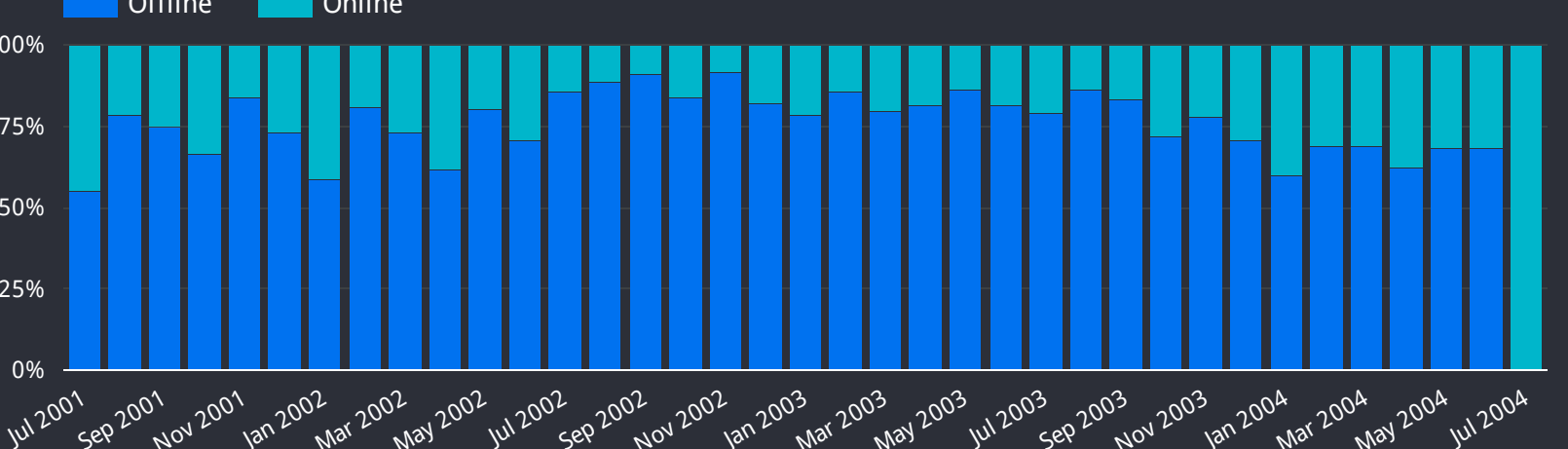
Sharp and steady increase in orders received

Revenue and order count differences between 2003 and 2004

Our store sells different types of products, therefore orders received and revenue generated varies greatly.

Offline and Online Sales Comparison

Offline Online



Most sales made were Offline

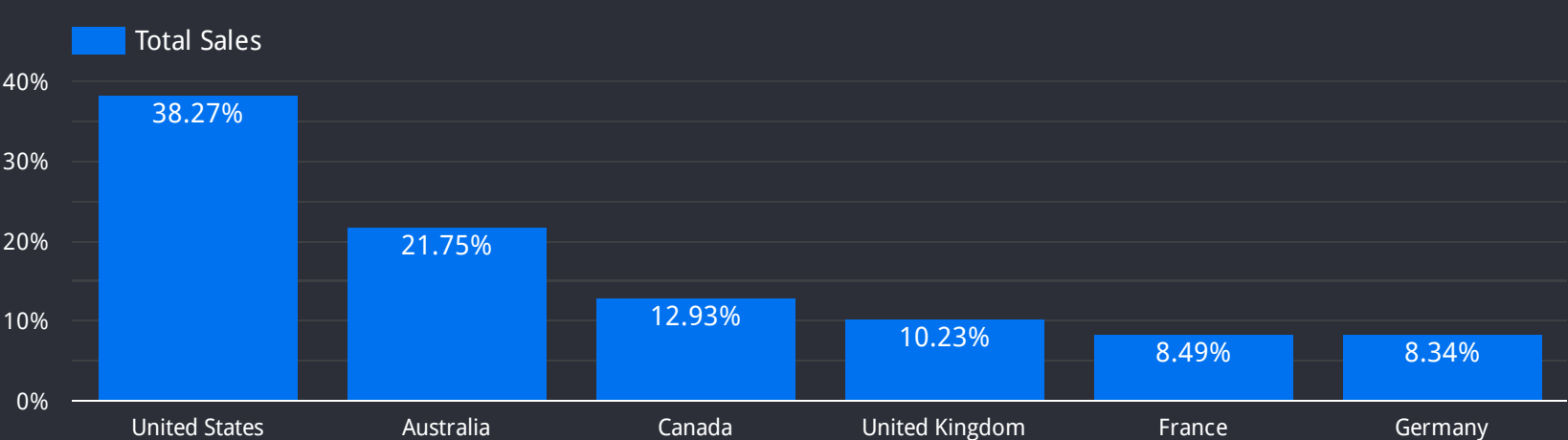
Offline sales range anywhere from 55% all the way up to almost 91%, depending on the month

July of 2004 has very limited data, therefore no conclusive assessments can be made

Sales by Region

Total Orders by Countries

Total Sales



Sales orders data from 6 countries

#1 United States - 38.27%

#2 Australia - 21.75%

#3 Canada - 12.93%

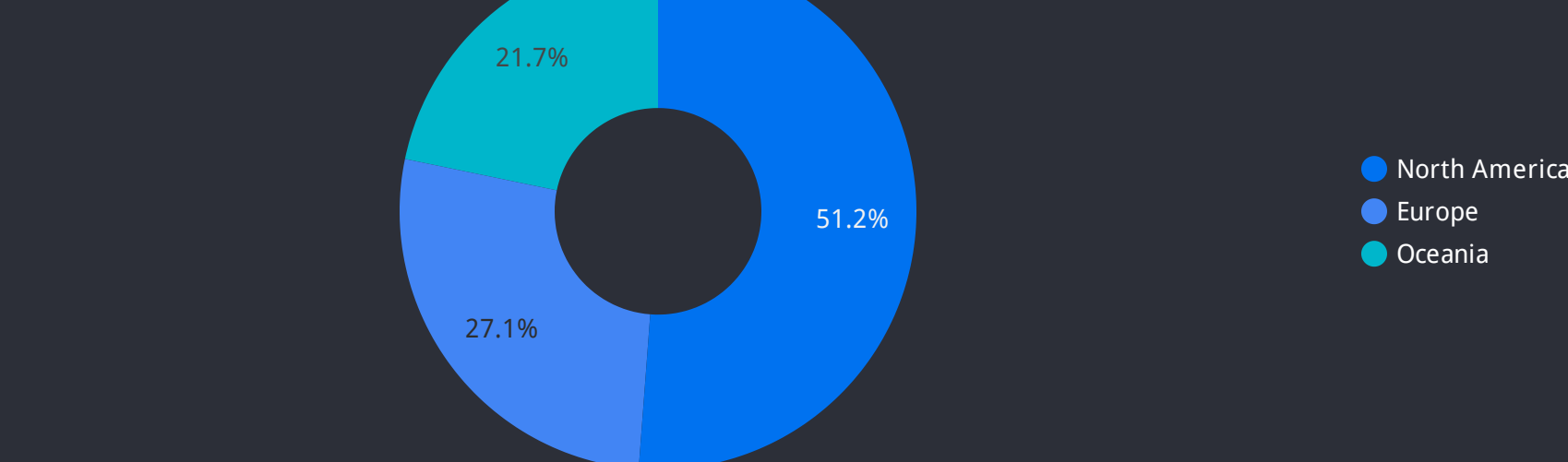
#4 United Kingdom - 10.23%

#5 France - 8.49%

#6 Germany - 8.34%

Total Orders by Continents

Total Sales



Three continents

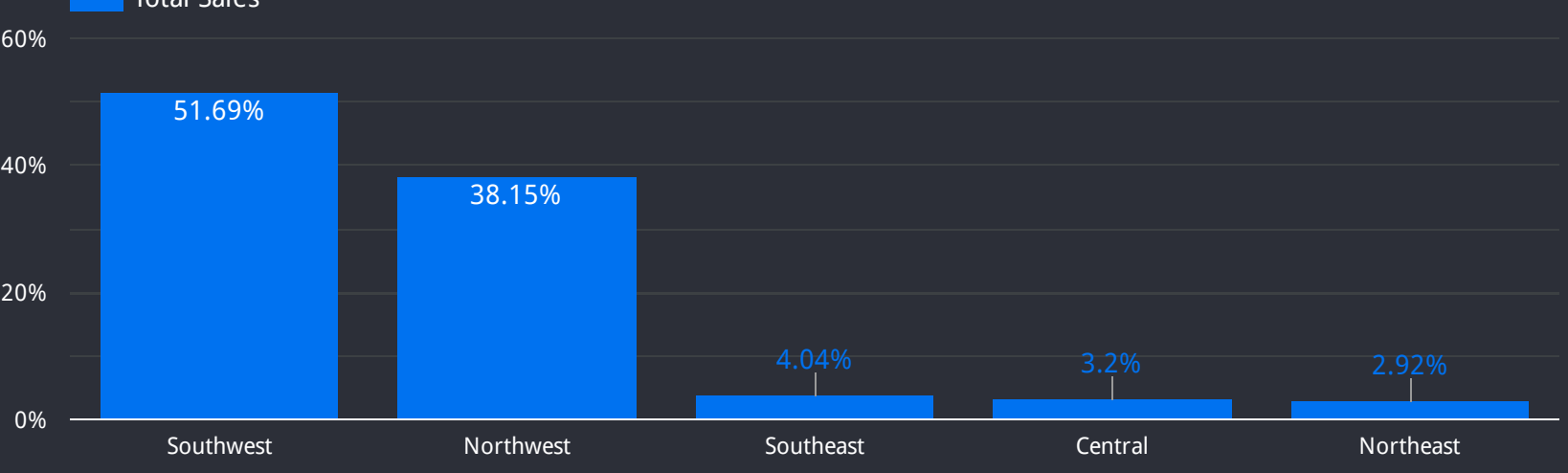
#1 North America - 51.2%

#2 Europe - 27.2%

#3 Oceania - 21.7%

Total Orders by United States Regions

Total Sales



We have data of 5 different United States regions

#1 Southwest - 51.69%

#2 Northwest - 38.15%

#3 Southeast - 4.04%

#4 Central USA - 3.2%

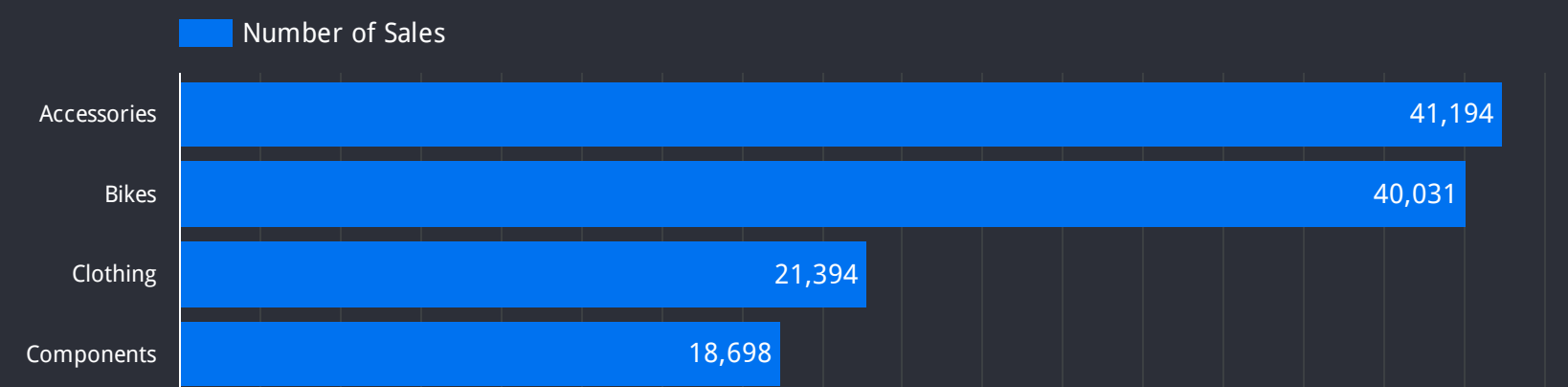
#5 Northeast - 2.92%

Vast majority of sales in the United States come from the western regions

Sales by Product Types

Total Orders by Product Category

Number of Sales



Main focus - bikes.

Accessories, clothing and components are also sold.

Number of sales:

#1 Accessories (41,194)

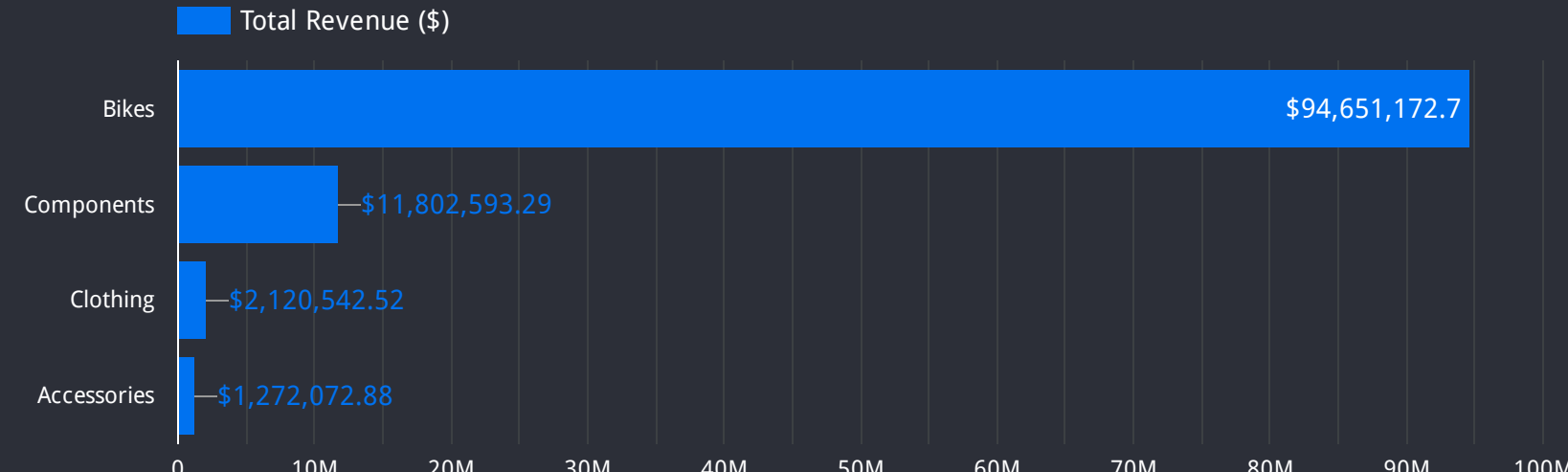
#2 Bikes (40,031)

#3 Clothing (21,394)

#4 Components (18,698)

Total Revenue by Product Category

Total Revenue (\$)



Products differing in their types cost different money

Revenue generated statistics differ from the orders received statistics

Revenue generated:

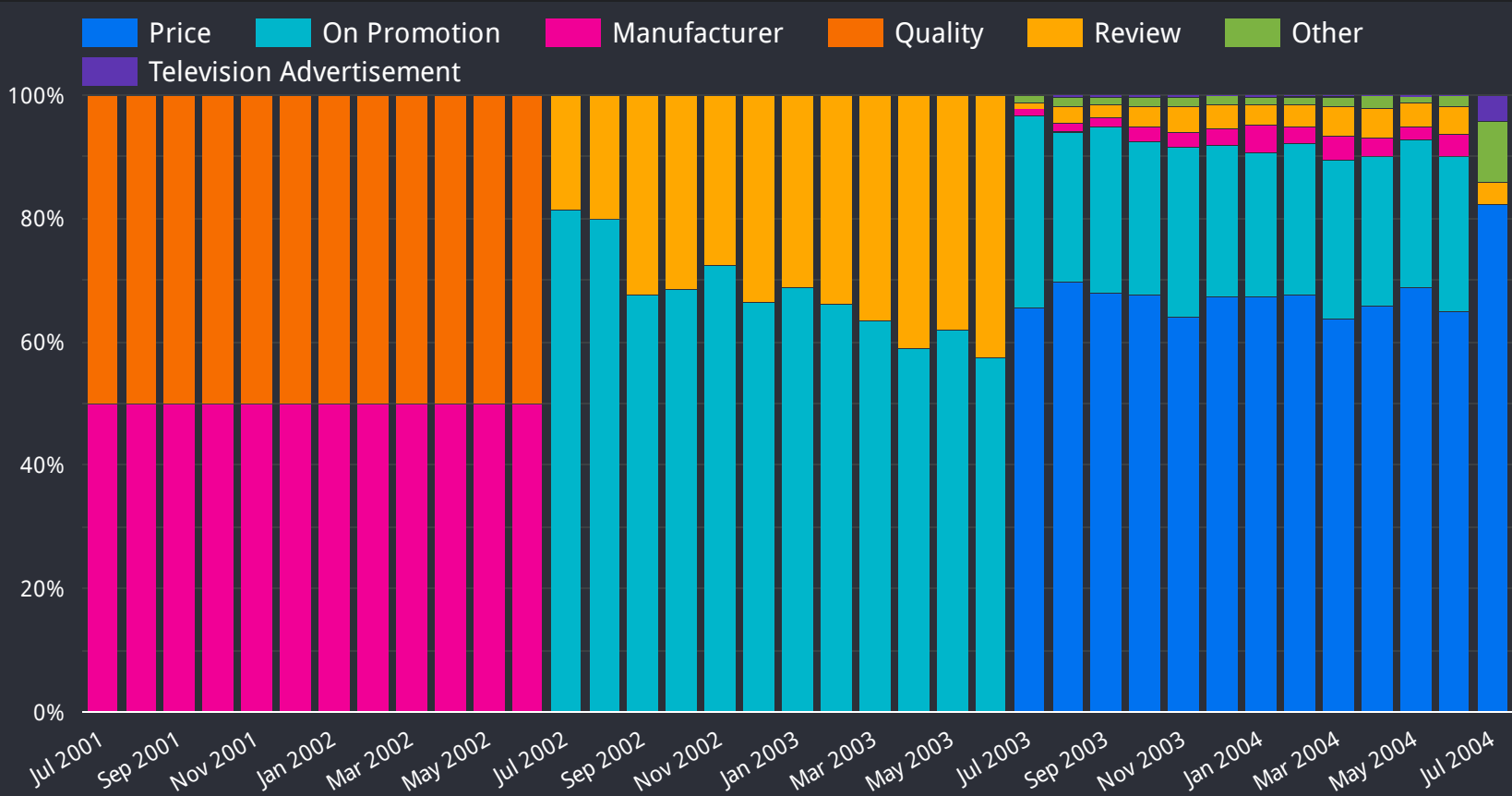
#1 Bikes (86.2%)

#2 Components (10.7%)

#3 Clothing (1.9%)

#4 Accessories (1.2%)

Monthly Sales Reasons



Great annual shifts on the July of each year in terms of main reasons for sales made

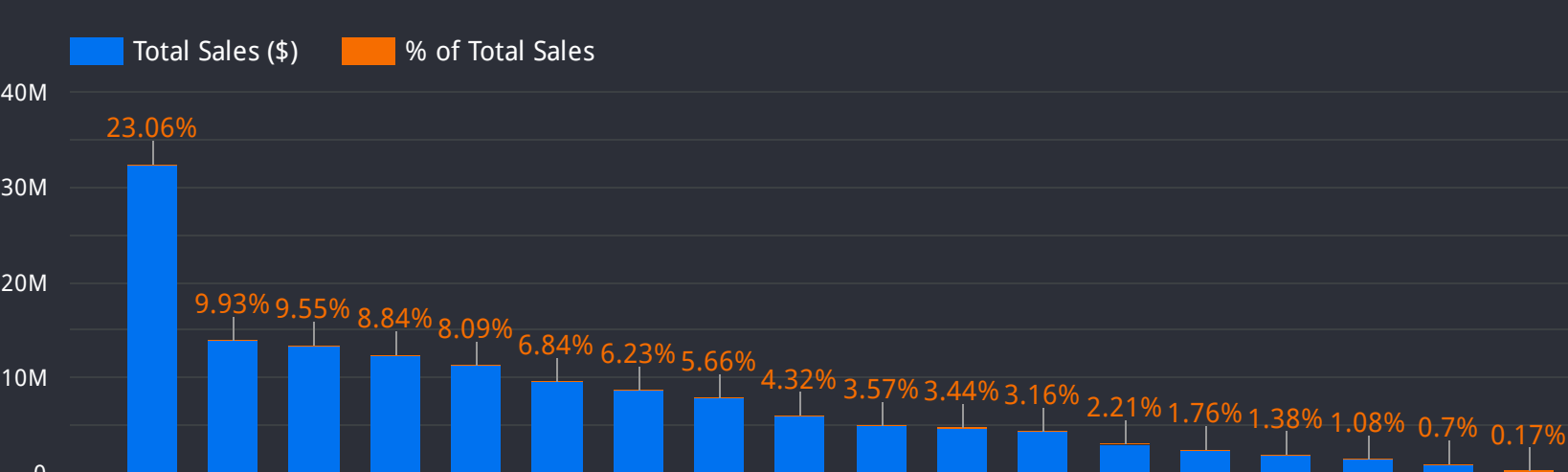
First year - Manufacturer and Quality take up half and half

Second year - On Promotion and Review

Third Year - Price and On Promotion, with Manufacturer, Quality and Other taking up small portions

July of 2004 doesn't have enough data, but does include TV advertisements

Overall Revenue Generated by Sales People



23.06% of the revenue generated is not attributed to the work of sales people

Almost 77% of revenue made is directly attributable to the sales people

Overall 17 sales people working for the company

Most successful one makes up almost 10% of the overall generated revenue

Least successful makes up only 0.17%

Different amount of time spent working for the company, depending on the sales person