



Gross Revenue
24.91M
Sales Comparison
vs prev: 9.4M / ▲ 166.2%

Total Orders
25K
Orders Comparison
vs prev: 4336.0K / ▲ 480.4%

Total Units Sold
84K
Sold Units Comparison
vs prev: 4336.0K / ▲ 1841.3%

Gross Profit
10.46M
Profit Comparison
vs prev: 3.9M / ▲ 171.4%

Total Units Returns
1828
Return Comparison
vs prev: 133.0K / ▲ 1274.4%

Return Rate (%)
0.02
Return Rate Comparison
vs prev: 0.0K / ▼ -29.2%



Overview

Sales Performance

Customer Analytics

Product Profitability

Regional Insights

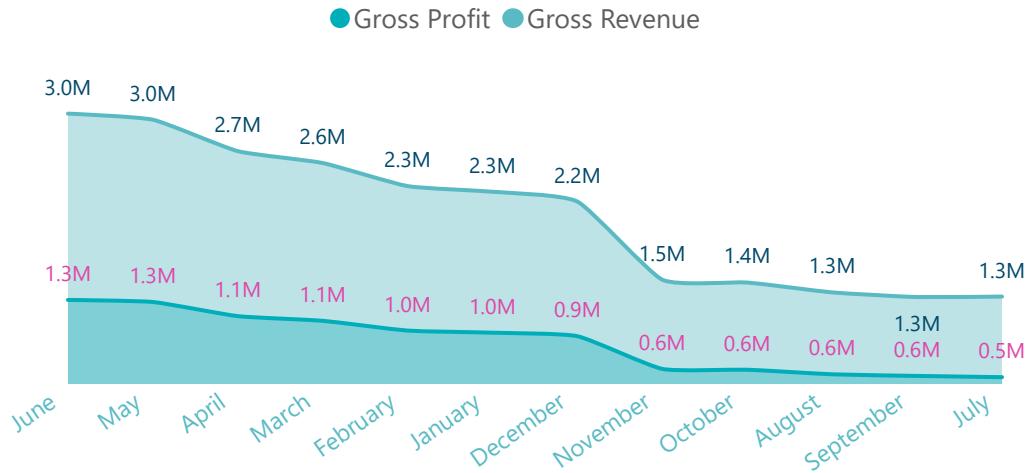
Returns Analysis

Time Intelligence

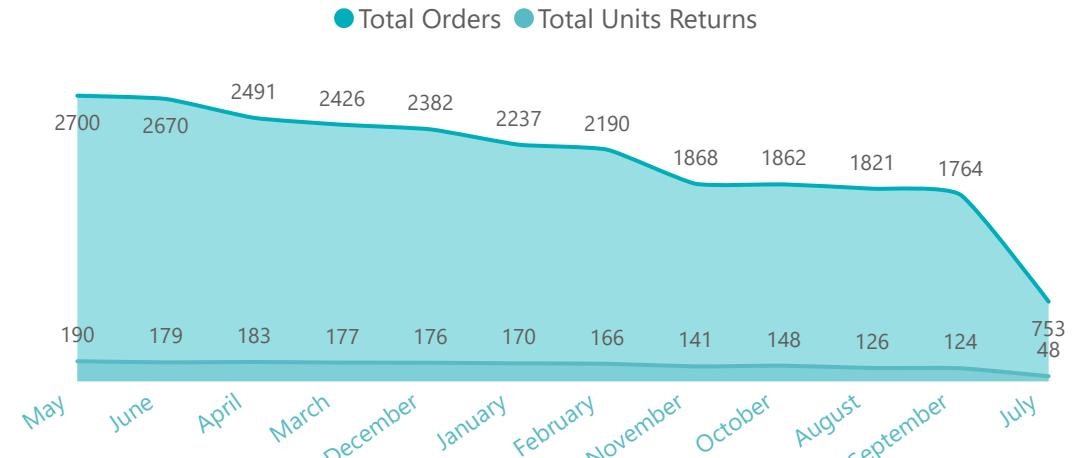
Customer Segmentation

Product Profile

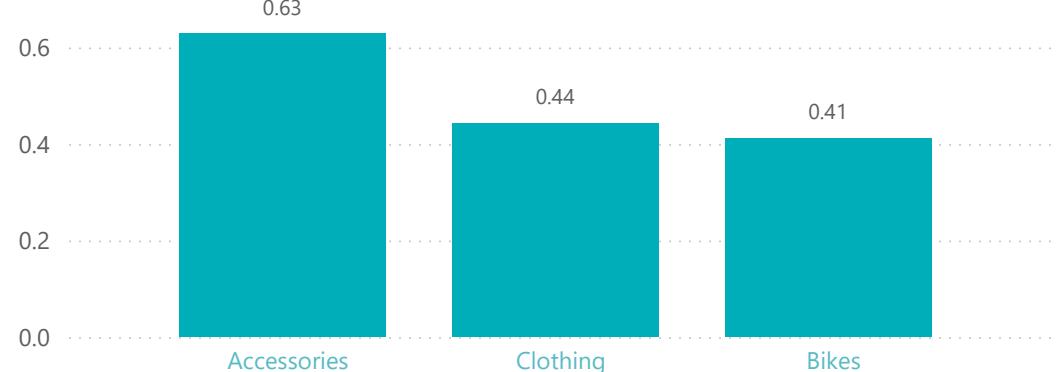
Sales & Profit Trend



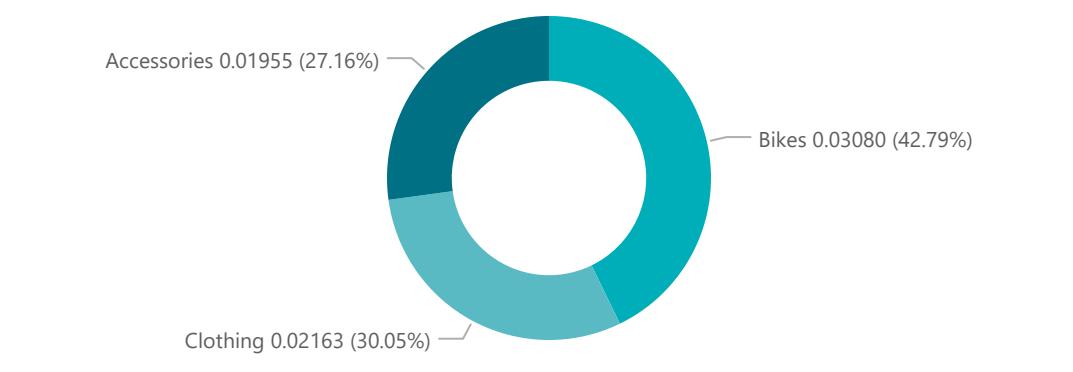
Orders vs Returns



Profit Margin by Product Category



Return Rate by Category





Sales Performance Dashboard



Overview

Sales Performance

Customer Analytics

Product Profitability

Regional Insights

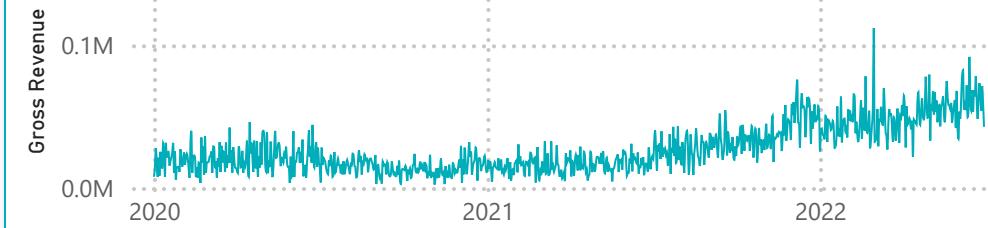
Returns Analysis

Time Intelligence

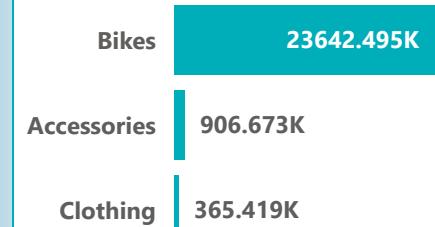
Customer Segmentation

Product Profile

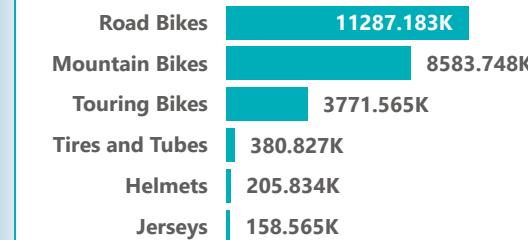
Sales Over Time



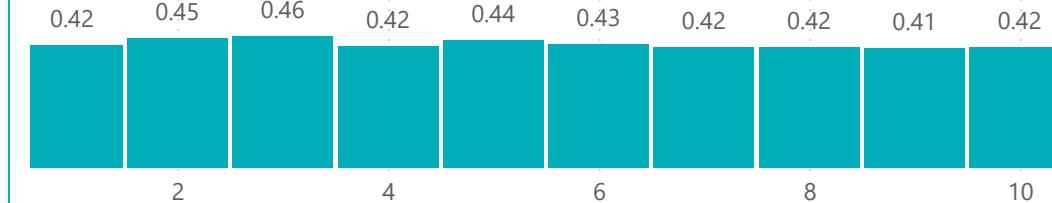
Sales by Product Category



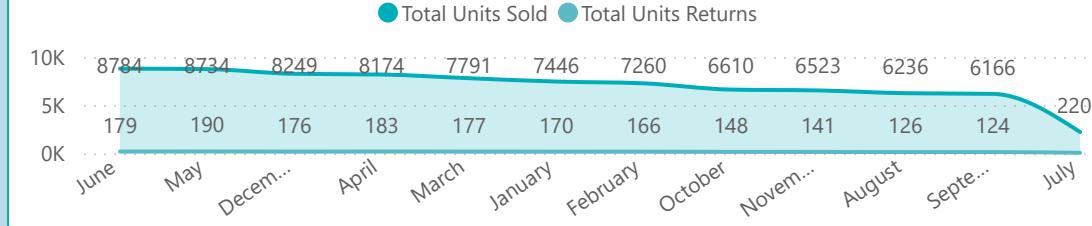
Sales by Product Subcategory



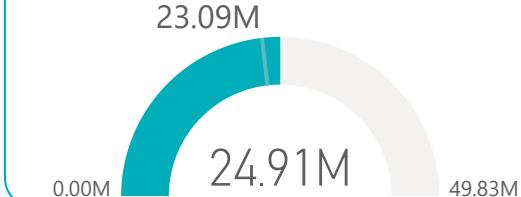
Profit margin by territory



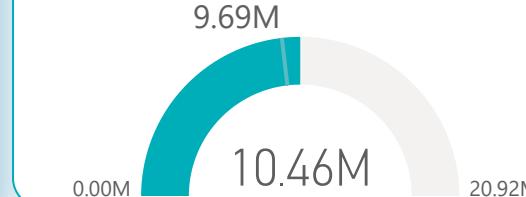
Sold Units vs Returned Units



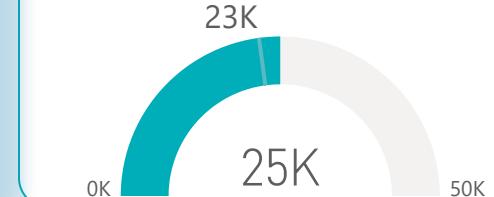
Target vs Revenue



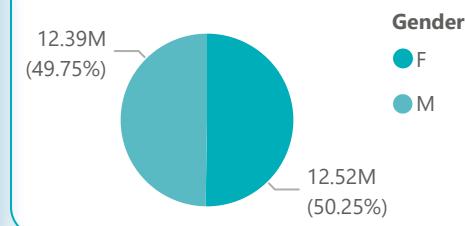
Target vs Profit



Target vs Orders



Sales by Gender





Customer Analytics Dashboard

Total Customers
17416

Active Customers (L-180d)
10502

New Customers
17414

Lost Customers (L-180d)
7645

Avg Order Value
990.09

Avg. Sales per Customer
1,430.56



Overview



Sales Performance



Customer Analytics



Product Profitability



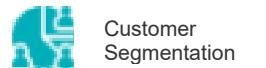
Regional Insights



Returns Analysis



Time Intelligence



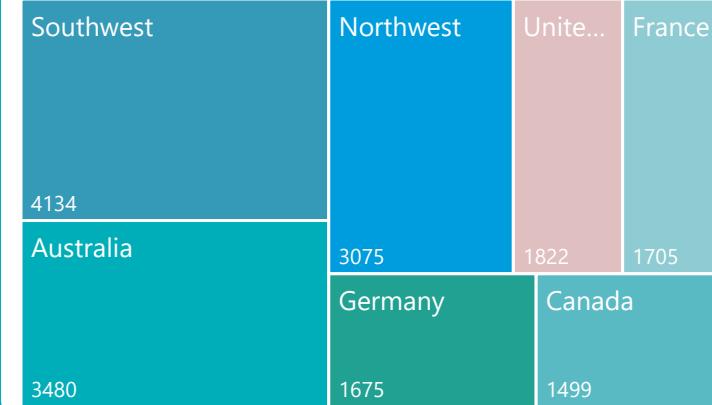
Customer Segmentation



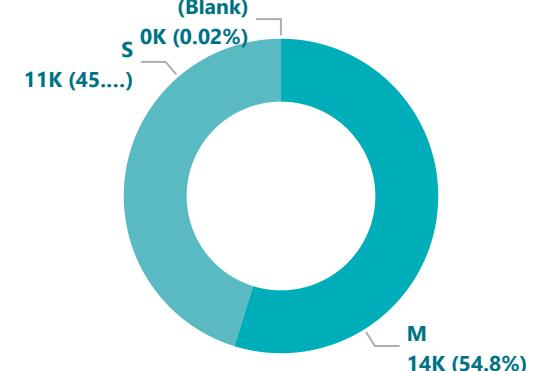
Product Profile



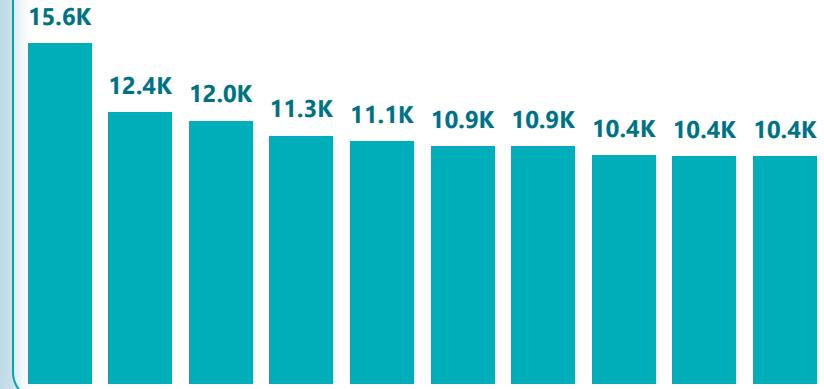
Customer Segmentation by Region



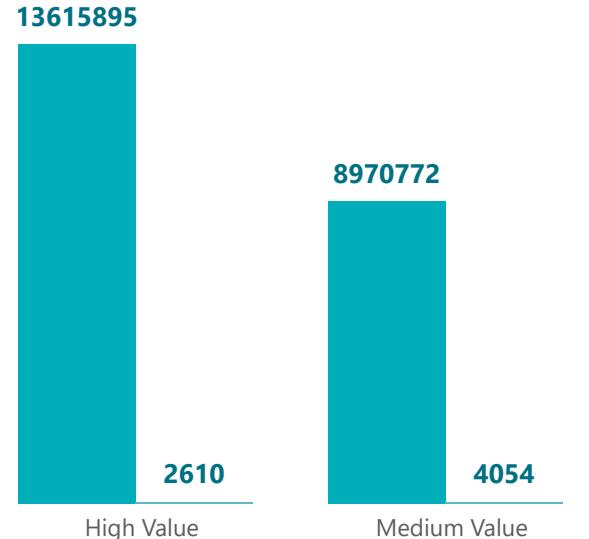
Total Orders by Marital Status



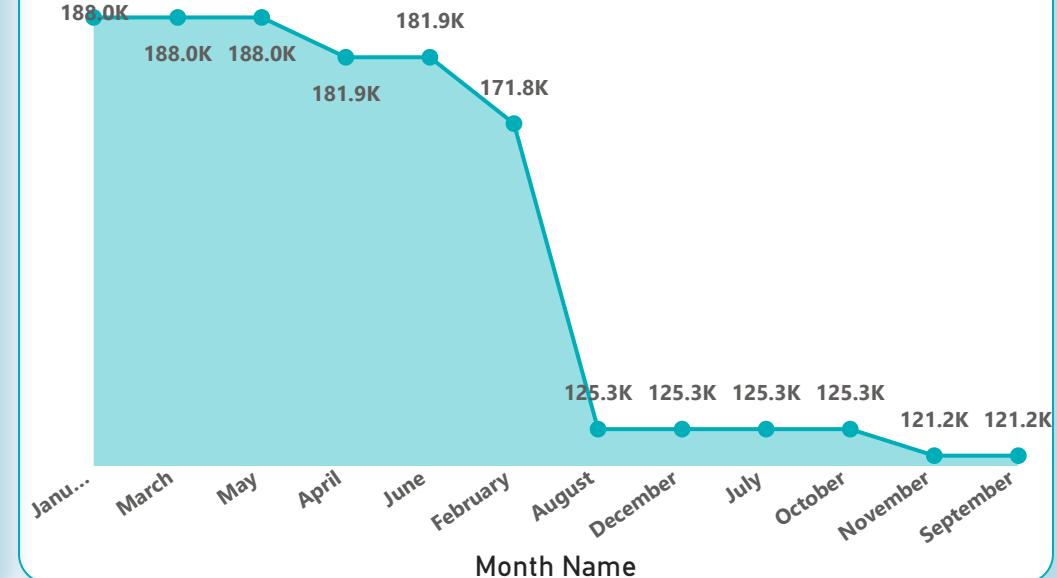
Top 10 Customers by Sales



Customer Category



Customer Retention Trend





Product Profitability Dashboard

Gross Revenue
24.915M

Total Units Sold
84K

Total Cost
14.46M

Gross Profit
10.458M

Profit Margin (%)
0.42

Profit Per Unit
124.24



Overview

Sales Performance

Customer Analytics

Product Profitability

Regional Insights

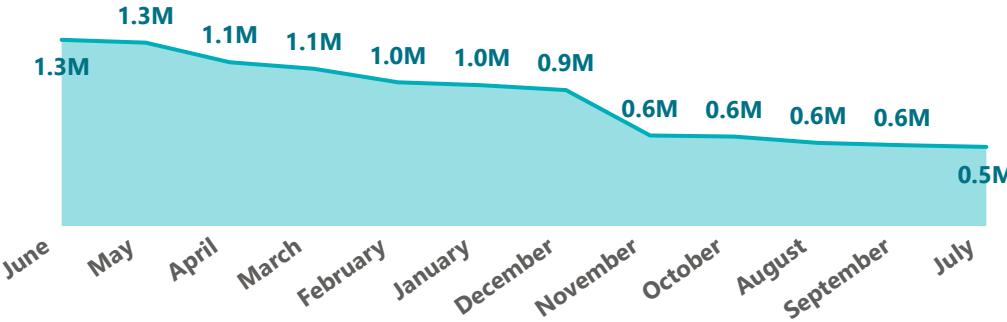
Returns Analysis

Time Intelligence

Customer Segmentation

Product Profile

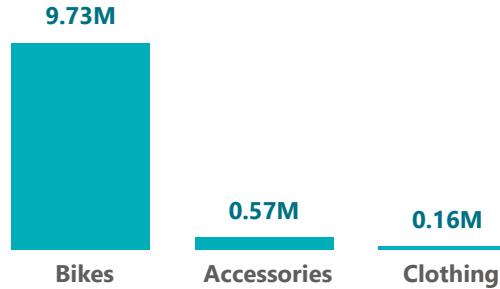
Profit Trend Over Time



No. of Product Sold by Geography



Profitability by Product Category



Most Profitable Product and Low Profit Product

ProductName	Sales	Sold Units	Cost	Profit	Profit Margin (%)	Return Units
Mountain-200 Black, 46	1,241,753.51	606	670,120.86	571,632.65	0.46	18
Mountain-200 Silver, 38	1,213,851.89	586	655,063.56	558,788.33	0.46	17
Mountain-200 Silver, 46	1,182,780.59	571	638,295.72	544,484.87	0.46	12
Mountain-200 Black, 38	1,165,936.88	569	629,205.89	536,730.99	0.46	15
Mountain-200 Silver, 42	1,133,066.52	547	611,467.18	521,599.34	0.46	15
Road-250 Black, 52	689,373.75	316	417,336.08	272,037.67	0.39	11

Monthly Profit

771.58K

Goal: 750.75K (+2.77%)

Monthly Profit

2146 !

Goal: 2165 (-0.88%)

Most Ordered Product

Water Bottle -
30 oz.

Most Returned Product

Mountain-100
Silver, 48



Regional Insights Dashboard

Gross Revenue
24.915M

Total Orders
25164

Gross Profit
10.458M

Profit Margin (%)
0.42

Total Units Sold
84174

Return Rate (%)
0.02



Overview

Sales Performance

Customer Analytics

Product Profitability

Regional Insights

Returns Analysis

Time Intelligence

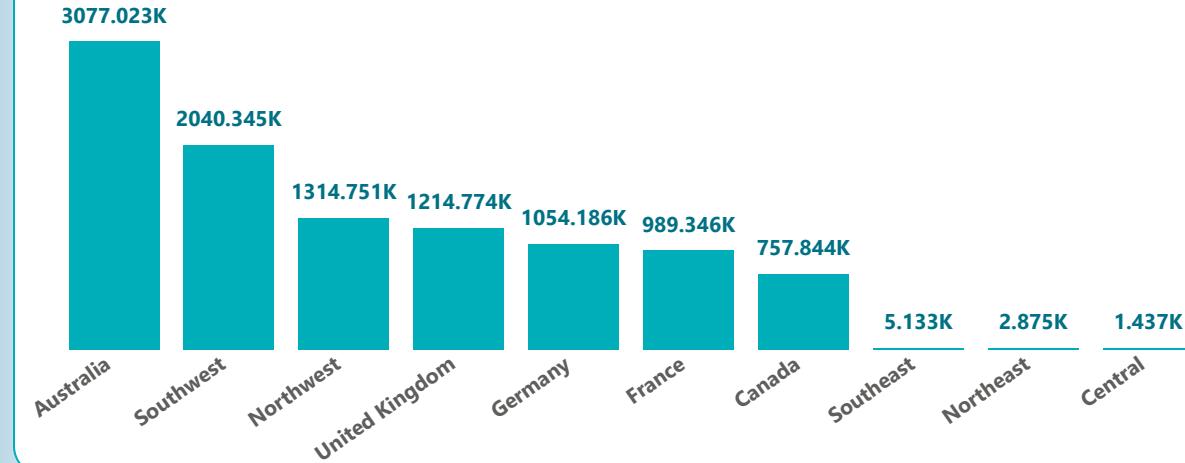
Customer Segmentation

Product Profile

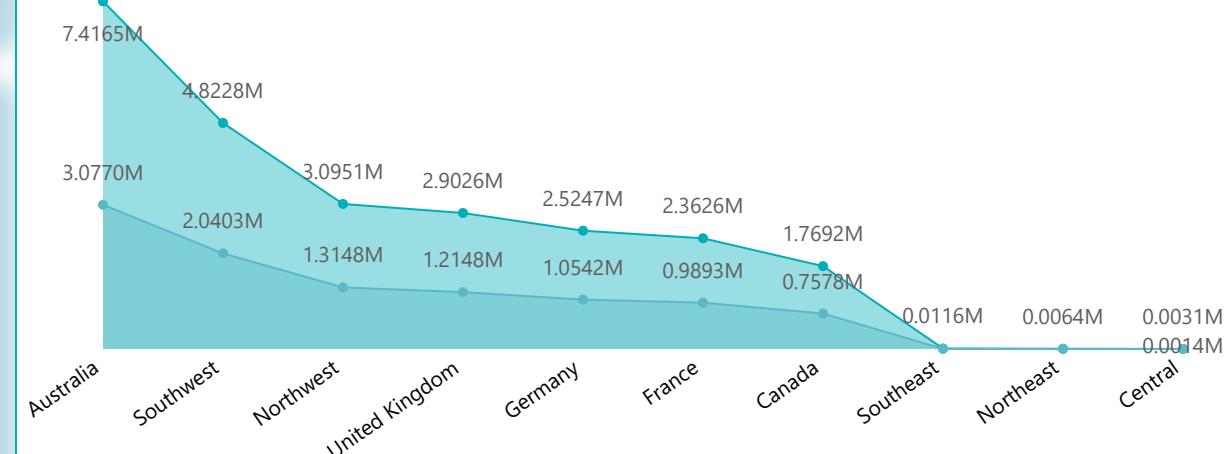
Gross Revenue by Country and Region



Profitability by Region



Sales & Profit Trend by Region



Top N Countries by Sales / Profit

Country	Sales	Profit	Sold Units	P. Margin (%)
United States	7,938,999.42	3,364,541.75	29823	0.42
Australia	7,416,456.20	3,077,022.81	17951	0.41
United Kingdom	2,902,562.09	1,214,774.42	9694	0.42
Germany	2,524,679.97	1,054,186.21	7950	0.42
France	2,362,643.32	989,346.06	7862	0.42
Canada	1,769,245.81	757,844.20	10894	0.43



Returns Analysis Dashboard

Total Units Returns
1828

Return Rate (%)
0.02

Net Profit Loss
318.86K

Net Profit
10.14M

Total Value of Returns
765.28K

Return Cost Impact
446.42K



Overview

Sales Performance

Customer Analytics

Product Profitability

Regional Insights

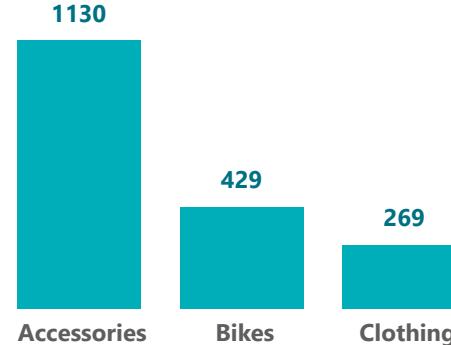
Returns Analysis

Time Intelligence

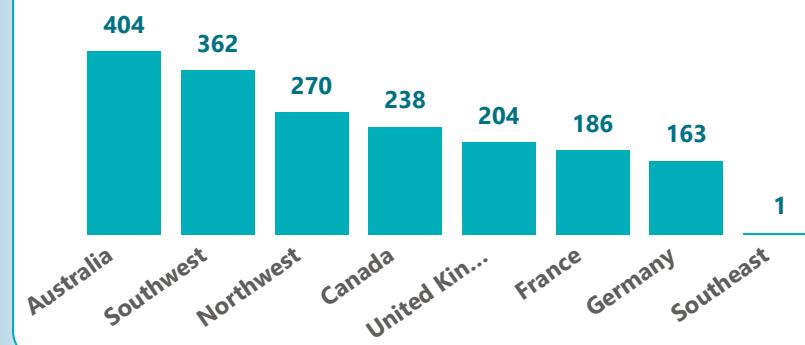
Customer Segmentation

Product Profile

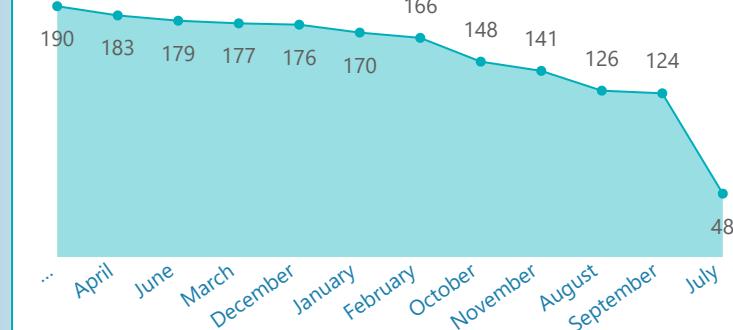
Returns by Product Category



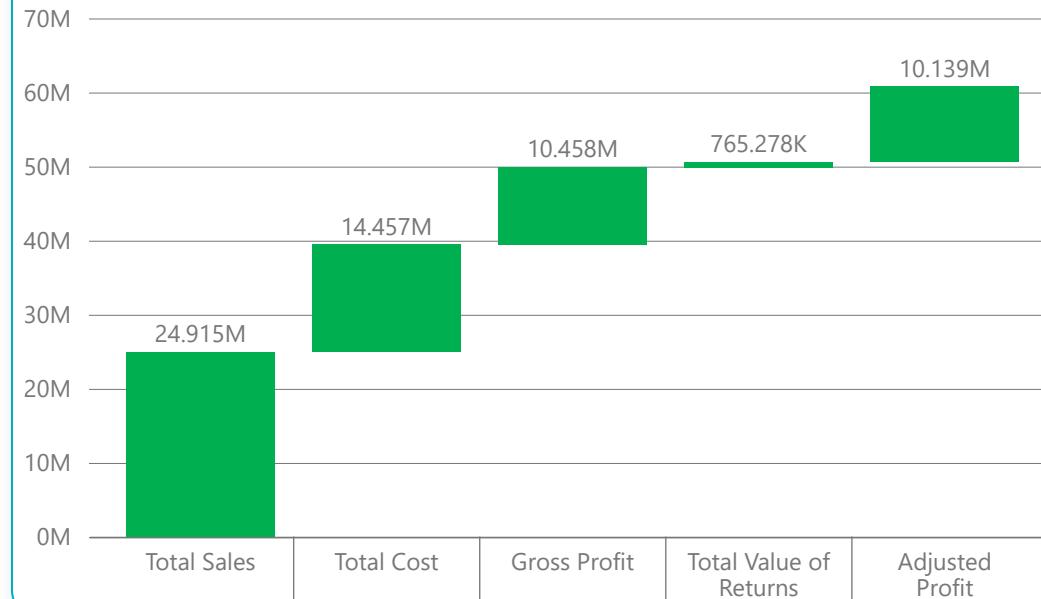
Returns by Region



Return Trend Over Time



Profitability Impact



Top N High-Risk Products / Regions

ProductName	Region	Sales	Returns Units	R. Rate (%)	Profit Impact (Loss)
Mountain-200 Silver, 38	Australia	339,713	7	0.04	6,675
Mountain-200 Silver, 42	Australia	323,141	6	0.04	5,721
Mountain-200 Black, 42	Australia	342,199	6	0.04	5,660
Mountain-200 Black, 46	Australia	305,316	6	0.04	5,660
Road-150 Red, 44	Australia	139,553	4	0.10	5,628
Road-250 Black, 48	Australia	277,058	6	0.05	5,165
Mountain-200 Silver, 42	Northwest	165,714	5	0.06	4,768
Road-150 Red, 48	Australia	182,492	3	0.06	4,221
Mountain-200 Silver, 46	Northwest	171,928	4	0.05	3,814
Mountain-200 Silver, 46	Southwest	252,713	4	0.03	3,814
Mountain-200 Black, 38	Australia	307,365	4	0.03	3,773
Mountain-200 Black, 38	United Kingdom	153,682	4	0.05	3,773
Mountain-200 Black, 42	Southwest	241,794	4	0.03	3,773
Mountain-200 Black, 46	France	127,044	4	0.06	3,773
Touring-1000 Yellow, 50	Australia	95,363	4	0.10	3,609



Time Intelligence Dashboard

Gross Revenue
24.91M

Gross Profit
10.46M

Profit Margin (%)
0.42

YoY Growth %:
1.66

MoM Growth %
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YTD Sales:
9.19M



Overview

Sales Performance

Customer Analytics

Product Profitability

Regional Insights

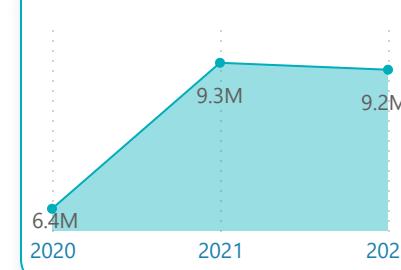
Returns Analysis

Time Intelligence

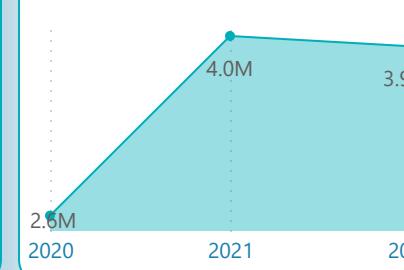
Customer Segmentation

Product Profile

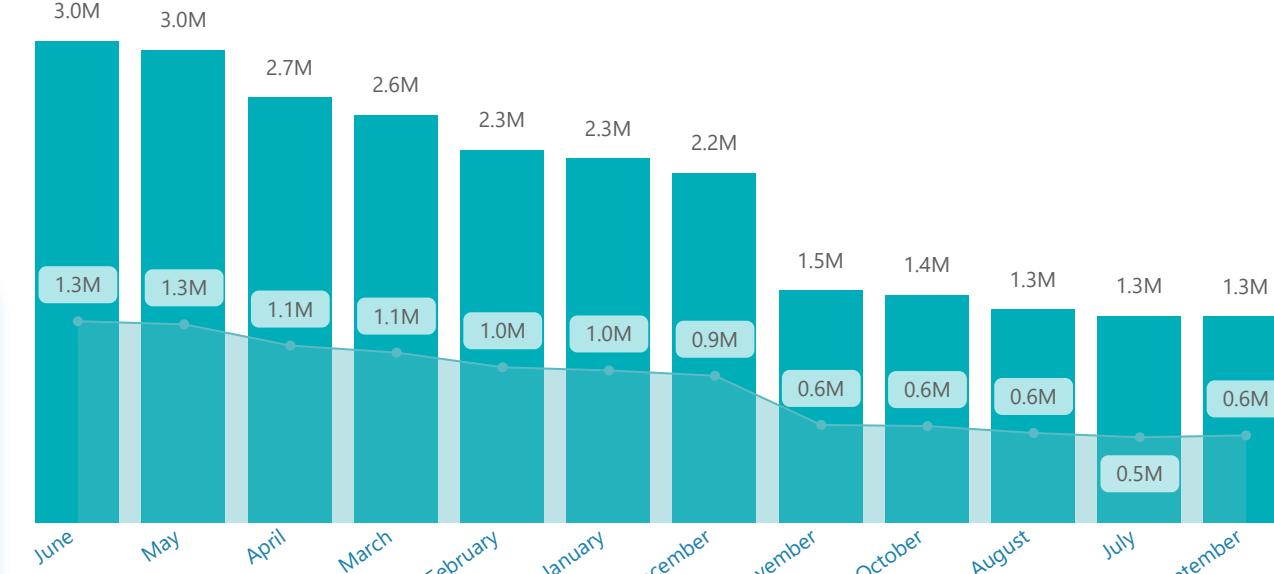
Sales Trend Over Time



Profit Trend Over Time



Seasonality Check by Sales Vs Profit



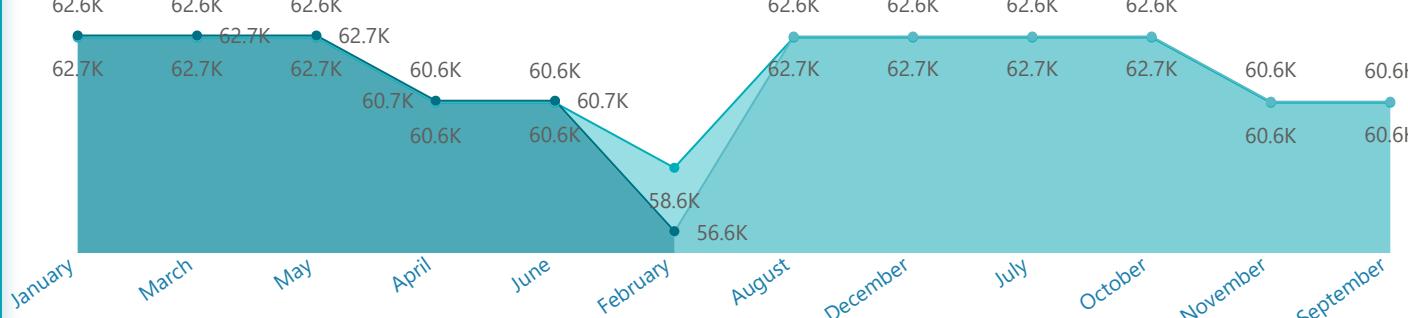
Top 10 Days

Date	Sales
Tuesday, March 01, 2022	111,979
Tuesday, June 14, 2022	91,920
Tuesday, June 07, 2022	82,675
Sunday, May 01, 2022	79,491
Monday, June 06, 2022	79,021
Tuesday, June 21, 2022	78,446
Wednesday, June 22, 2022	78,272
Thursday, June 23, 2022	78,272
Friday, June 24, 2022	78,272
Saturday, June 25, 2022	78,272

YoY Growth Matrix

	2021	2022
April	-0.24	2.09
August	0.50	-
December	1.90	-
February	-0.11	1.82
January	-0.26	1.95
July	0.68	-
June	-0.20	2.42
March	-0.27	2.07
May	-0.17	2.24

Actual Cumulative vs Target Cumulative





Customer Segmentation Dashboard

Total Customers
17K

Active Customers (L-30d)
2162

Lost Customers (L-30d)
15985

Avg. Sales per Customer
1.43K

Avg. Profit per Customer
600.47

CLV (Profit Based) :
10.46M



Overview

Sales Performance

Customer Analytics

Product Profitability

Regional Insights

Returns Analysis

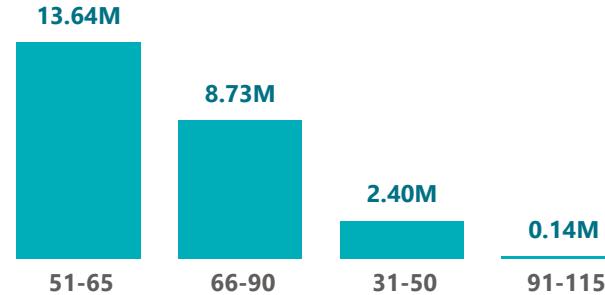
Time Intelligence

Customer Segmentation

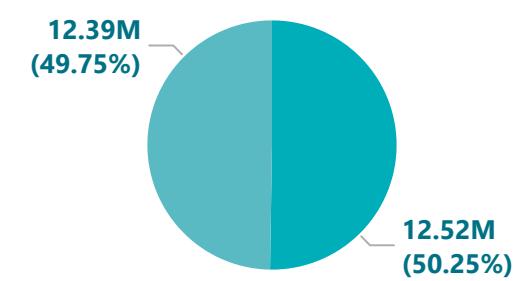
Product Profile



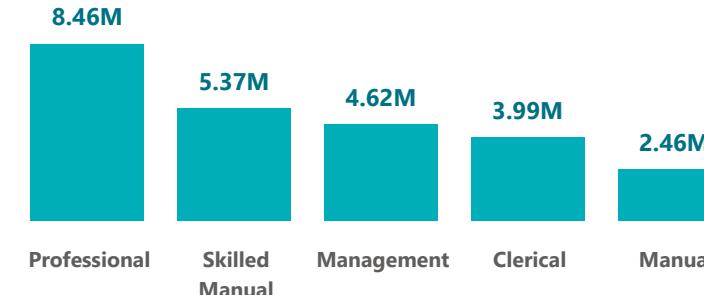
Sales by Age Group



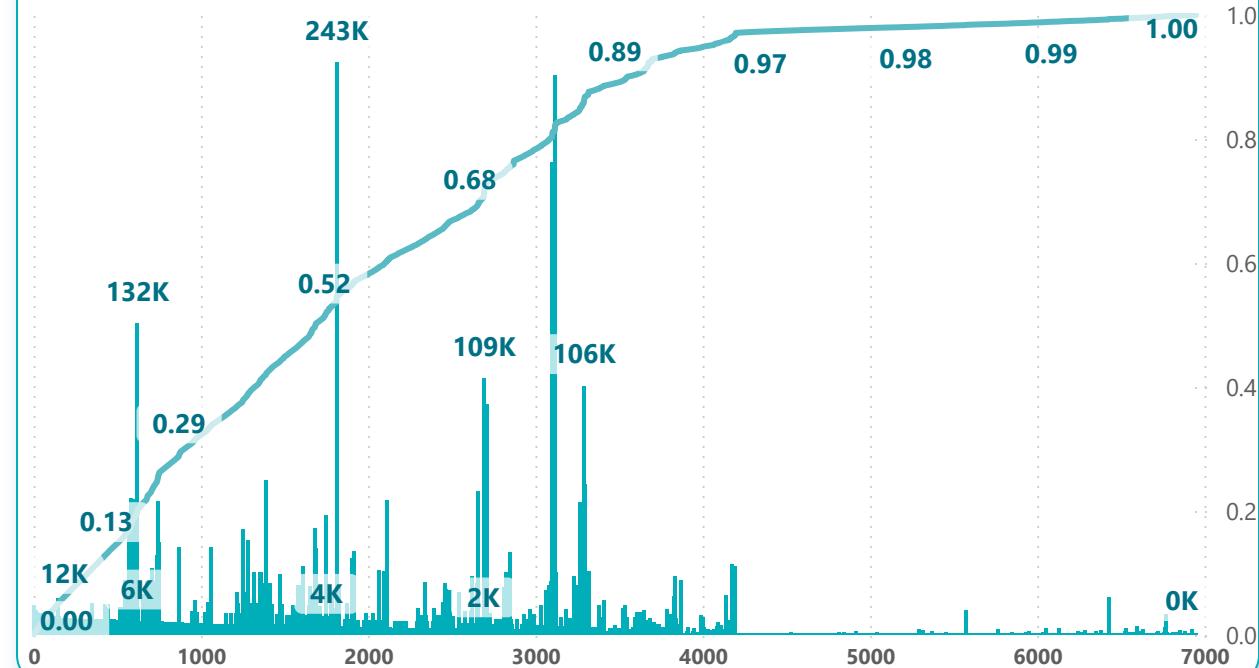
Sales by Gender



Sales by Occupation



Cumulative Sales % by Customer Rank



Customer 360° Table

FullName	Total Sales	Frequency	CLV	Segment
AARON BUTLER	40	911	39.95	Very Low
AARON CARTER	44	911	43.62	Very Low
AARON CHEN	45	911	44.97	Very Low
AARON GREEN	55	911	54.56	Very Low
AARON HALL	58	911	57.98	Very Low
AARON HENDERSON		911		Very Low
AARON PHILLIPS	44	911	43.62	Very Low
AARON POWELL	10	911	9.98	Very Low
AARON SHARMA	48	911	48.07	Very Low
AARON WASHINGTON	10	911	9.98	Very Low
AARON YANG	58	911	58.05	Very Low
ABBY CHANDRA	64	911	63.97	Very Low
ABBY FERNANDEZ	40	911	39.58	Very Low
ABBY LOPEZ	56	911	55.62	Very Low
ABBY MARTINEZ	58	911	58.05	Very Low
ABBY MEHTA	44	911	43.96	Very Low



Product Profile Dashboard

Product Info

Product Name

Mountain-200 Black, 38

Category Name

Accessories

Subcategory Name

Bib-Shorts

Sum of ProductPrice

2.05K

Total Cost

629.21K

Profit Margin (%)

0.46

Product Style

U

Product Color

Black

Product Size

38

Product SKU

BK-M68B-38

Gross Revenue

1.17M

Total Orders

569

Total Units Sold

569

Total Profit

536.73K

Profit Margin (%)

0.46

Total Units Returns

15

Return Rate (%)

0.03