

\$21.34M

Total Sales

\$10.63M

Profit

49.83%

Profit Margin

\$1,107

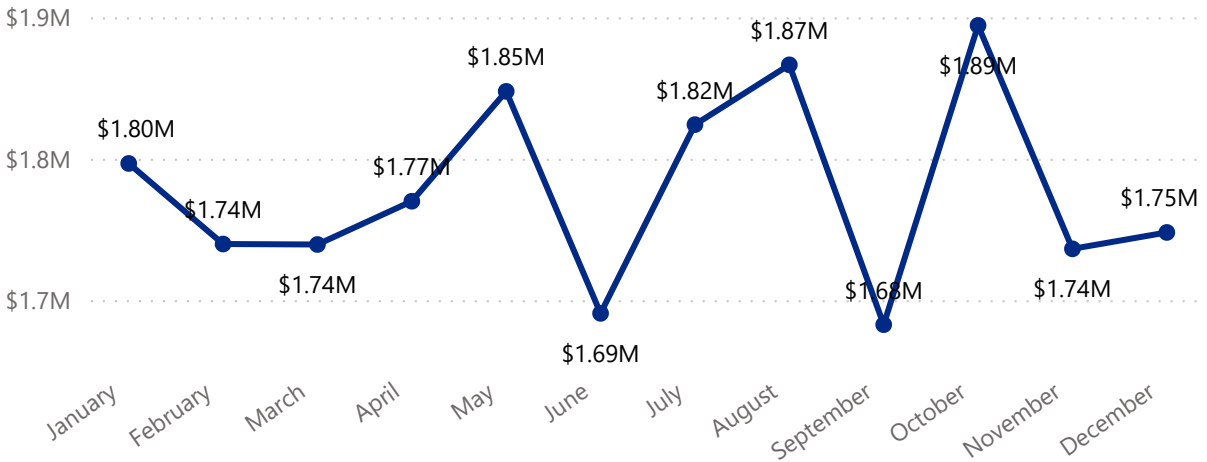
Average Order Value

19K

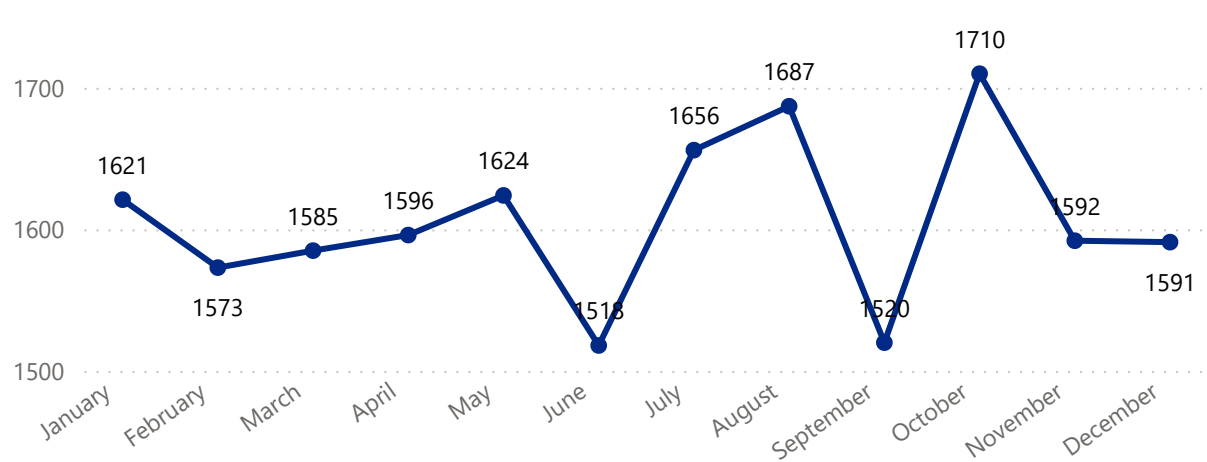
Orders

Hover on visuals for more information

Sales by Month

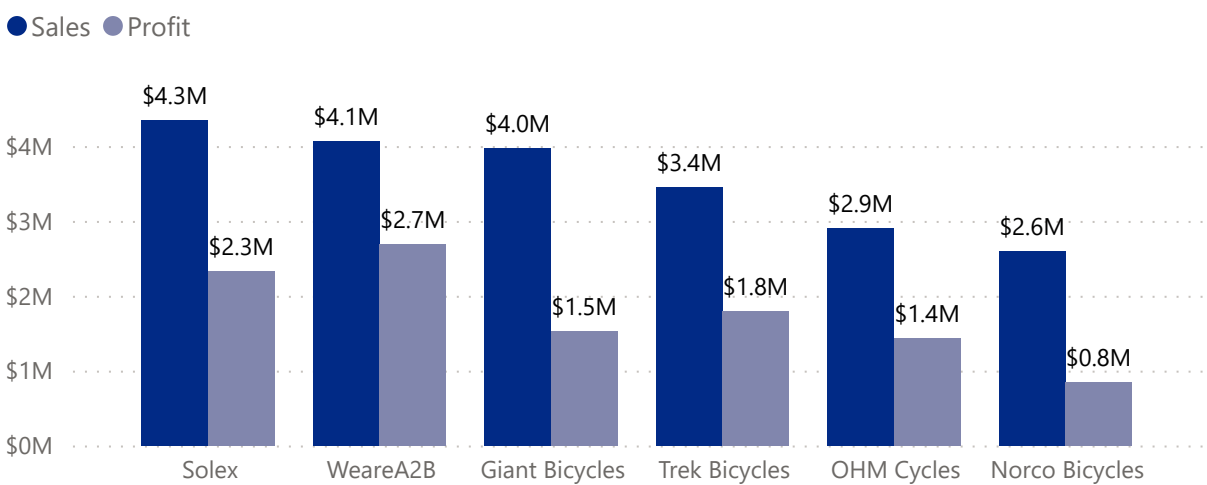


Order by Month



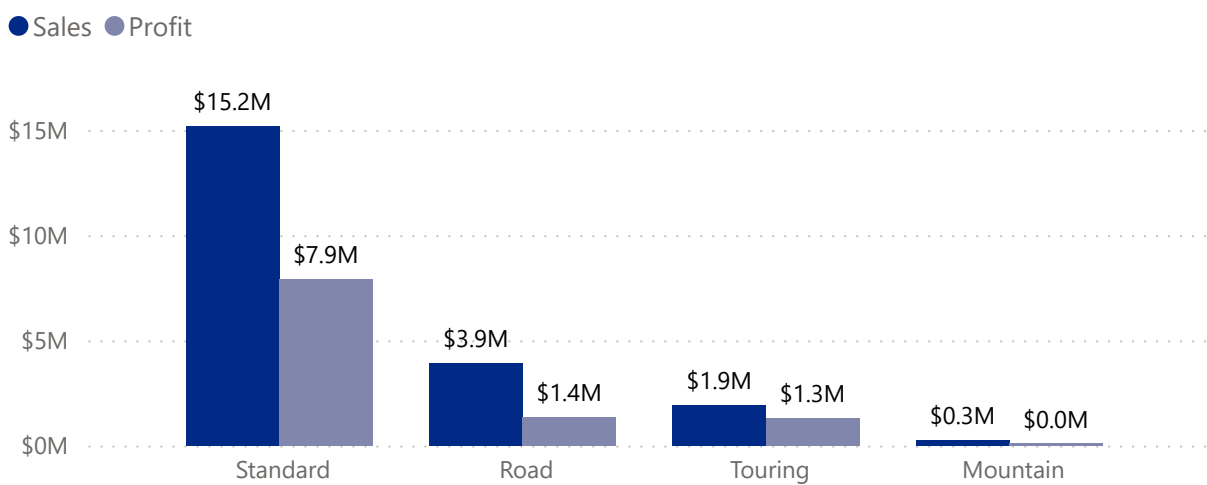
Sales and orders initially decline from **January** but consistently increase from **February** to **May**. At the start of **winter (June)** there was a decline resulting in poor sales performance. Another decrease in **September** but followed by the best-performing month; **October**, likely due to the increased viability of bicycle-related purchases at the beginning of **spring**. Focus should be on capturing potential demand for bicycle-related purchases in spring such as exploring partnerships. collaborations, or limited-time offers.

Sales and Profit by Brand



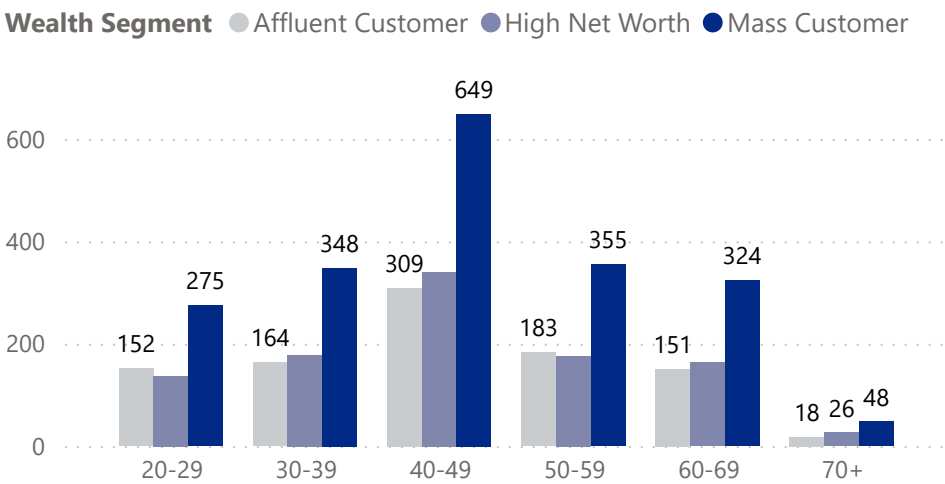
Solex had the highest sales at **\$4.3M**, while **WeareA2B** generated the highest profit at **\$2.7M** due to its impressive profit margin of **66.25%** compared to **Solex's 53.59%**. **Grant Bicycles** surpassed **Trek Bicycles** in sales with **\$4M** versus **\$3.4M**, but **Trek Bicycles** achieved a higher profit margin of **52%** compared to Grant's **38.47%**. **Norco Bicycles** performed poorly by both metrics.

Sales and Profit by Product Line



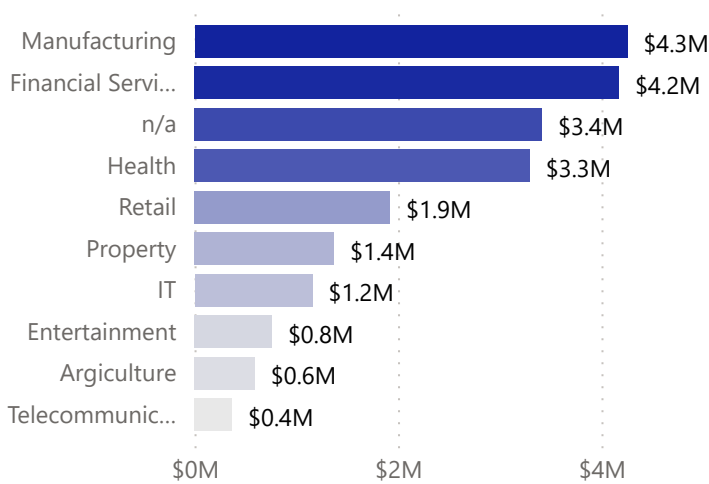
Standard bicycles led in both sales (**\$15.2M**) and profit (**\$7.9M**). However, **Touring** bicycles boasted the highest profit margin of **66.47%**, generating a profit of **\$1.3M** from **\$1.9M**. Sprocket should focus on promoting **touring** bicycles to boost sales.

Customers by Age



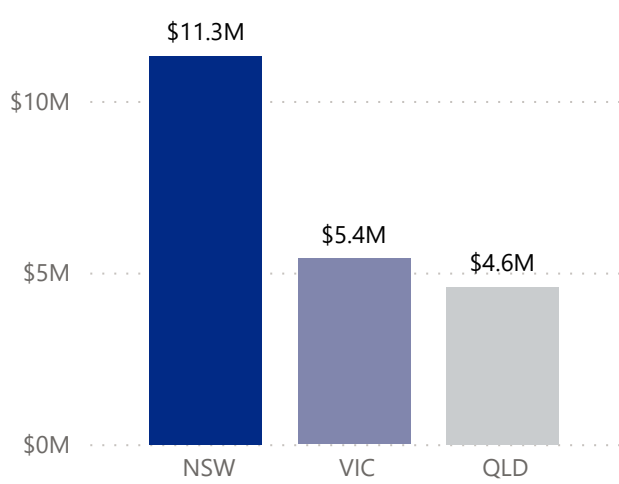
Most customers are aged between **40-49** followed by customers between **50-59**. Customers between **40-49** also has the most customers that are in the High Net Worth wealth segment.

Sales by Job Industry



Customers in the **Manufacturing** industry generate the most sales followed by **Financial services**. It is also noticed that **Financial services** generate the most sales for customers between **20-39**.

Sales by State



NSW generates the most sales. This is as a result of most customers residing in **NSW (2140)** compared to **VIC (1021)** and **QLD (838)**.



64.07

Average Recency

5.53

Average Frequency

\$3,059

Average Monetary Value

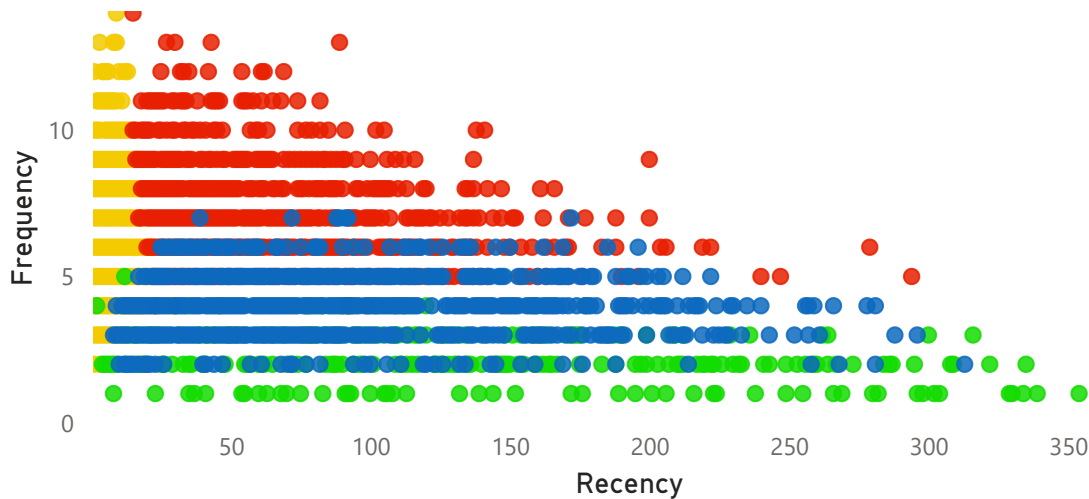
3,062

Number of Customers

Hover on visuals for more information

Recency vs Frequency by Segment

Customer Title Champion Lost Loyal Need Attention

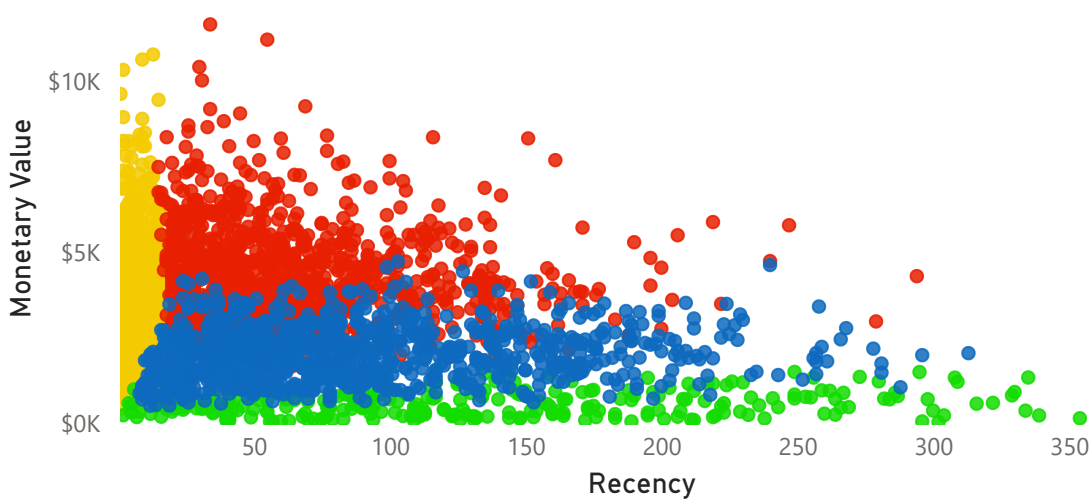


Customers that purchase recently are also your most frequent customers indicating that there is a **negative relationship** between **recency** and **frequency**.

Champion and **loyal** customers are the most likely to purchase more items from the store.

Recency vs Monetary Value by Segment

Customer Title Champion Lost Loyal Need Attention



Customers that purchased recently generate the most profit indicating that there is a **negative relationship** between **recency** and **monetary value**.

Champions are your most recent purchasers.

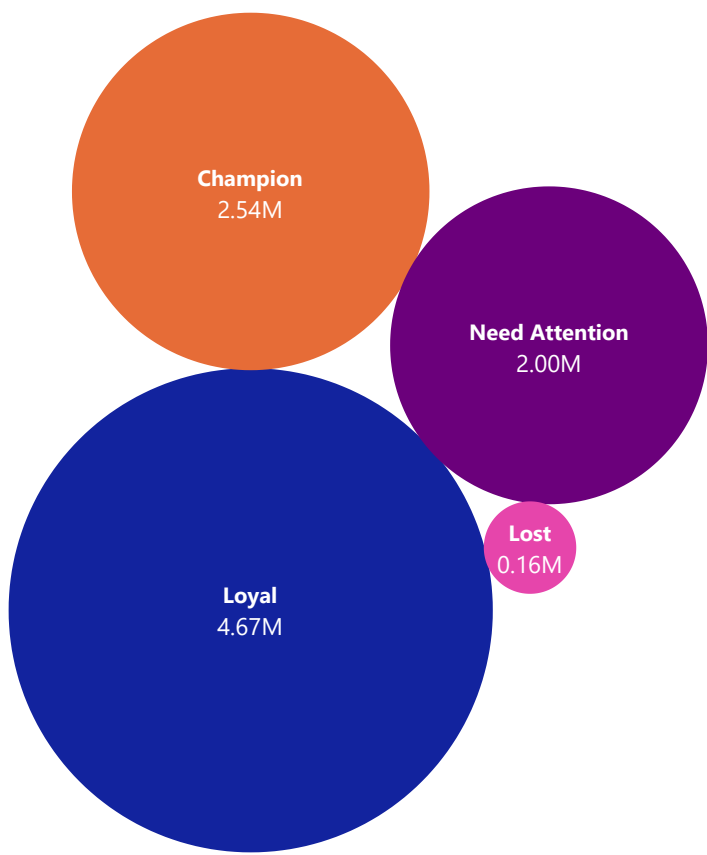
RFM Segment Breakdown

Segment	No. of Customers	Avg. Recency	Avg. Frequency	Avg. Monetary Value
Champion	693	9.29	6.53	\$3,658.54
Loyal	1099	62.81	7.11	\$4,245.93
Need Attention	994	84.85	4.01	\$2,013.09
Lost	276	131.75	2.22	\$591.35

Sprocket should focus its marketing efforts on its **champions** and **loyal** customers. These repeat buyers spend more and are more likely to recommend Sprocket to others.

Sprocket can send targeted emails and newsletters, offer discounts, host events and meetups, and personalize the customer experience to target these customers in order to increase profits and ensure business growth.

Total Monetary Value by Segment



Customer Segment and Description

Label	Description
Loyal	These customers have a moderate recency score (62.8) but a high frequency (7.1) and high monetary value (4245.9). They are often spending good money on your products and are responsive to promotions.
Champion	These customers have the best recency score (9.3), indicating recent purchases. They also have a high purchase frequency score (6.5) and a high monetary value (3658.5). They are frequent buyers who spend a significant amount on your products.
Lost	These customers have the poorest scores across all three metrics (recency, frequency, and monetary value). They are characterized by poor recency (131.7), low frequency (2.2), and low monetary value (591.4). They represent customers who were once active but have become disengaged.
Need Attention	These customers have the second-poorest recency score (84.9), indicating that their last purchase was long ago. They also have a relatively low purchase frequency score (4.0) and relatively low monetary value (2013.1). They are considered low-spenders with a low number of orders.