

## sale performance over time

```

19 • SELECT
20     YEAR(order_date) AS order_year,
21     MONTH(order_date) AS order_month,
22     SUM(sales_amount) AS total_sales,
23     COUNT(DISTINCT customer_key) AS total_customers,
24     SUM(quantity) AS total_quantity
25 FROM Gsales

```

Result Grid    Filter Rows: <input type="text"/>   Export:    Wrap Cell Cont					
	order_year	order_month	total_sales	total_customers	total_quantity
▶	2013	3	487135	791	1938

## product report

	product_key	product_name	category	subcategory	cost	last_sale_date	recency_in_months	product_segment	lifespan	total
▶	104	Mountain Bottle Cage	Accessories	Bottles and Cages	4	2013-03-30	146	Low-Performer	0	56
	105	Road Bottle Cage	Accessories	Bottles and Cages	3	2013-03-31	146	Low-Performer	0	58
	106	Mountain-500 Black- 40	Bikes	Mountain Bikes	295	2013-03-29	146	Low-Performer	0	3
	107	Mountain-500 Black- 42	Bikes	Mountain Bikes	295	2013-03-27	146	Low-Performer	0	3
	108	Mountain-500 Black- 44	Bikes	Mountain Bikes	295	2013-03-30	146	Low-Performer	0	4
	109	Mountain-500 Black- 48	Bikes	Mountain Bikes	295	2013-03-23	146	Low-Performer	0	1
	112	Mountain-500 Silver- 42	Bikes	Mountain Bikes	308	2013-03-27	146	Low-Performer	0	2
	113	Mountain-500 Silver- 44	Bikes	Mountain Bikes	308	2013-03-25	146	Low-Performer	0	1
	114	Mountain-500 Silver- 48	Bikes	Mountain Bikes	308	2013-03-18	146	Low-Performer	0	1
	116	Mountain-400-W Silver- 38	Bikes	Mountain Bikes	420	2013-03-28	146	Low-Performer	0	5
	117	Mountain-400-W Silver- 40	Bikes	Mountain Bikes	420	2013-03-18	146	Low-Performer	0	4
	118	Mountain-400-W Silver- 42	Bikes	Mountain Bikes	420	2013-03-27	146	Low-Performer	0	4
	119	Mountain-400-W Silver- 46	Bikes	Mountain Bikes	420	2013-03-20	146	Low-Performer	0	1




## customer report

	customer_key	customer_number	customer_name	age	age_group	customer_segment	last_order_date	recency	total_orders	total_sales	total
▶	NULL	NULL	NULL	NULL	50 and above	New	2013-03-31	146	726	430539	1
	8	AW00011007	Marco Mehta	55	50 and above	New	2013-03-19	146	1	2419	2
	12	AW00011011	Curtis Lu	56	50 and above	New	2013-03-19	146	1	2438	2
	13	AW00011012	Lauren Walker	46	40-49	New	2013-03-16	146	1	75	3
	15	AW00011014	Sydney Bennett	51	50 and above	New	2013-03-23	146	1	39	2
	27	AW00011026	Harold Sai	73	50 and above	New	2013-03-27	146	1	2399	3
	51	AW00011050	Alan Zheng	68	50 and above	New	2013-03-16	146	1	855	3
	72	AW00011071	Linda Serrano	64	50 and above	New	2013-03-18	146	1	15	2
	74	AW00011073	Amy Ye	63	50 and above	New	2013-03-23	146	1	104	4
	75	AW00011074	Levi Arun	63	50 and above	New	2013-03-23	146	1	50	3
	92	AW00011091	Dalton Perez	62	50 and above	New	2013-03-22	146	1	74	2
	98	AW00011097	Edwin Nara	52	50 and above	New	2013-03-16	146	1	2305	2
	101	AW00011100	Latasha Navarro	59	50 and above	New	2013-03-23	146	1	2399	3




## data segmentation

	cost_range	total_products
▶	Below 100	110
	100-500	101
	500-1000	45
	Above 1000	39

## performance Analysis

Result Grid    Filter Rows: <input type="text"/>   Export:    Wrap Cell Content: 									
	order_year	product_name	current_sales	avg_sales	diff_avg	avg_change	py_sales	diff_py	py_change
▶	2013	All-Purpose Bike Stand	1113	1113.0000	0.0000	Avg	NULL	NULL	No Change
	2013	AWC Logo Cap	666	666.0000	0.0000	Avg	NULL	NULL	No Change
	2013	Bike Wash - Dissolver	272	272.0000	0.0000	Avg	NULL	NULL	No Change
	2013	Classic Vest- L	128	128.0000	0.0000	Avg	NULL	NULL	No Change
	2013	Classic Vest- M	192	192.0000	0.0000	Avg	NULL	NULL	No Change
	2013	Classic Vest- S	384	384.0000	0.0000	Avg	NULL	NULL	No Change
	2013	Fender Set - Mountain	1452	1452.0000	0.0000	Avg	NULL	NULL	No Change
	2013	Half-Finger Gloves- L	528	528.0000	0.0000	Avg	NULL	NULL	No Change
	2013	Half-Finger Gloves- M	408	408.0000	0.0000	Avg	NULL	NULL	No Change
	2013	Half-Finger Gloves- S	360	360.0000	0.0000	Avg	NULL	NULL	No Change
	2013	Hitch Rack - 4-Bike	1920	1920.0000	0.0000	Avg	NULL	NULL	No Change
	2013	HL Mountain Tire	1575	1575.0000	0.0000	Avg	NULL	NULL	No Change
	2013	HL Road Tire	1122	1122.0000	0.0000	Avg	NULL	NULL	No Change
	2013	Hydration Pack - 70 oz.	1760	1760.0000	0.0000	Avg	NULL	NULL	No Change

## cummulative analysis

Result Grid    Filter Rows: <input type="text"/>   Export:    Wrap Cell Content: 				
	order_date	total_sales	running_total_sales	moving_average_price
▶	2013	487135	487135	251.35960000

