

country	total customer	Count of category
Australia	72433505	130
Canada	31911745	129
France	36854380	128
Germany	36015748	130
n/a	7126928	53
United Kingdom	38610125	130
United States	151191455	130
Total	374143886	288

category	Average of cost	Average of sales_amount	Total products
	28.57		3815
Accessories	13.17	19.40	13488
Bikes	949.44	1862.30	44031
Clothing	24.80	37.33	14714
Components	264.72		53848
Total	431.07	486.05	129896

customer_id	total revenue
11000	8249
11001	6384
11002	8114
11003	8139
11004	8196
11005	8121
11006	8119
11007	8211
11008	8106
11009	8091
Total	29356250

●



Top 5 product based on revenue

product_name	Sum of revenue
Mountain-200 Black- 46	1373454
Mountain-200 Black- 42	1363128
Mountain-200 Silver- 38	1339394
Mountain-200 Silver- 46	1301029
Mountain-200 Black- 38	1294854
Total	6671859

Top 5 Worst-performing product based on revenue

product_name	Sum of revenue
Racing Socks- L	2430
Racing Socks- M	2682
Patch Kit/8 Patches	6382
Bike Wash - Dissolver	7272
Touring Tire Tube	7440
Total	26206

Top 10 customer based on revenue

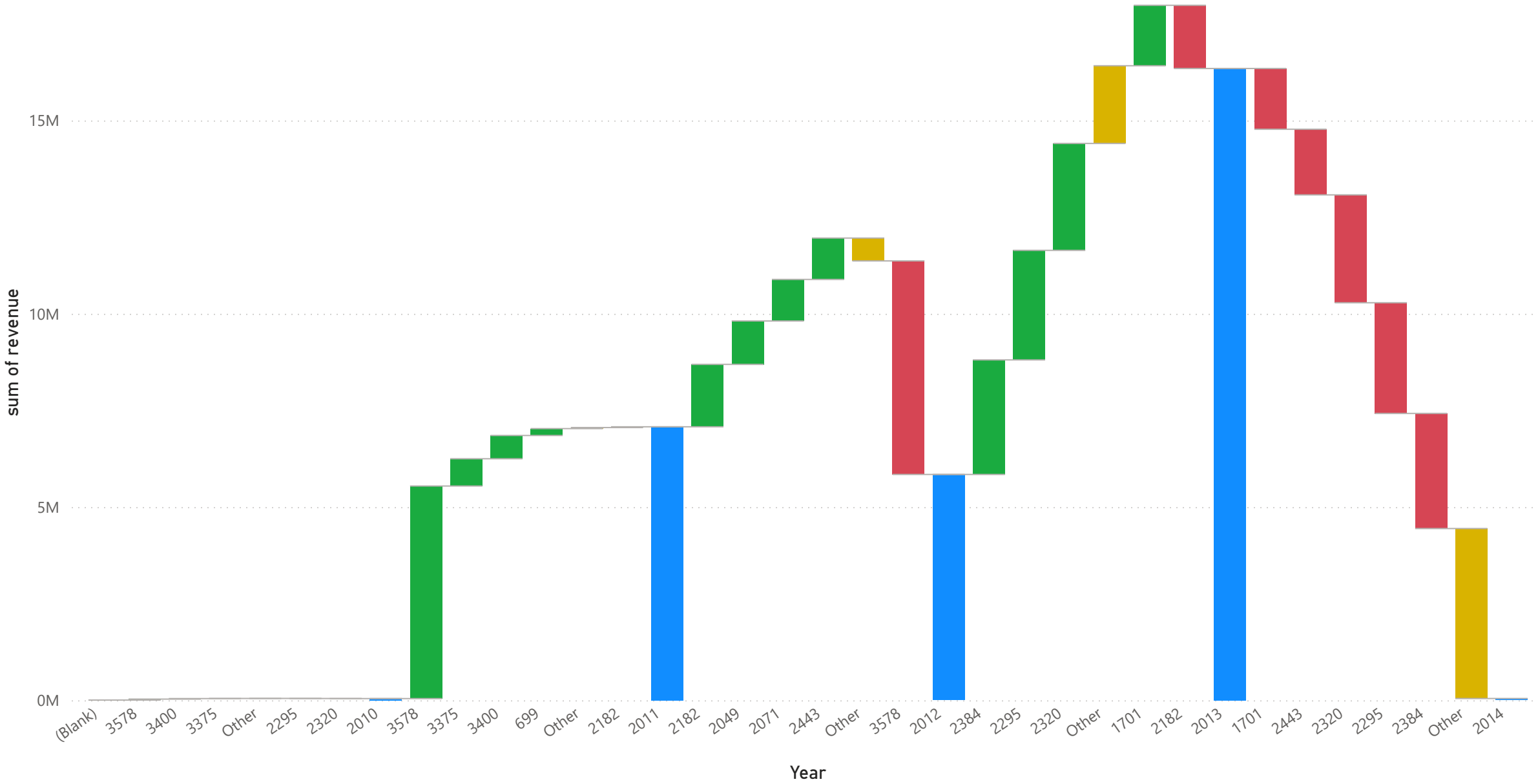
first_name	last_name	Sum of Revenue
Kaitlyn	Henderson	13294
Morgan	Bennett	8377
Isabella	Ward	8346
Jennifer	Roberts	8078
Eduardo	Robinson	7243
Ian	Richardson	7191
Seth	Rodriguez	7082
Eduardo	White	7029
Ian	Torres	6980
Seth	Sanchez	6918
Total		80538

top 3% customer with fewer order

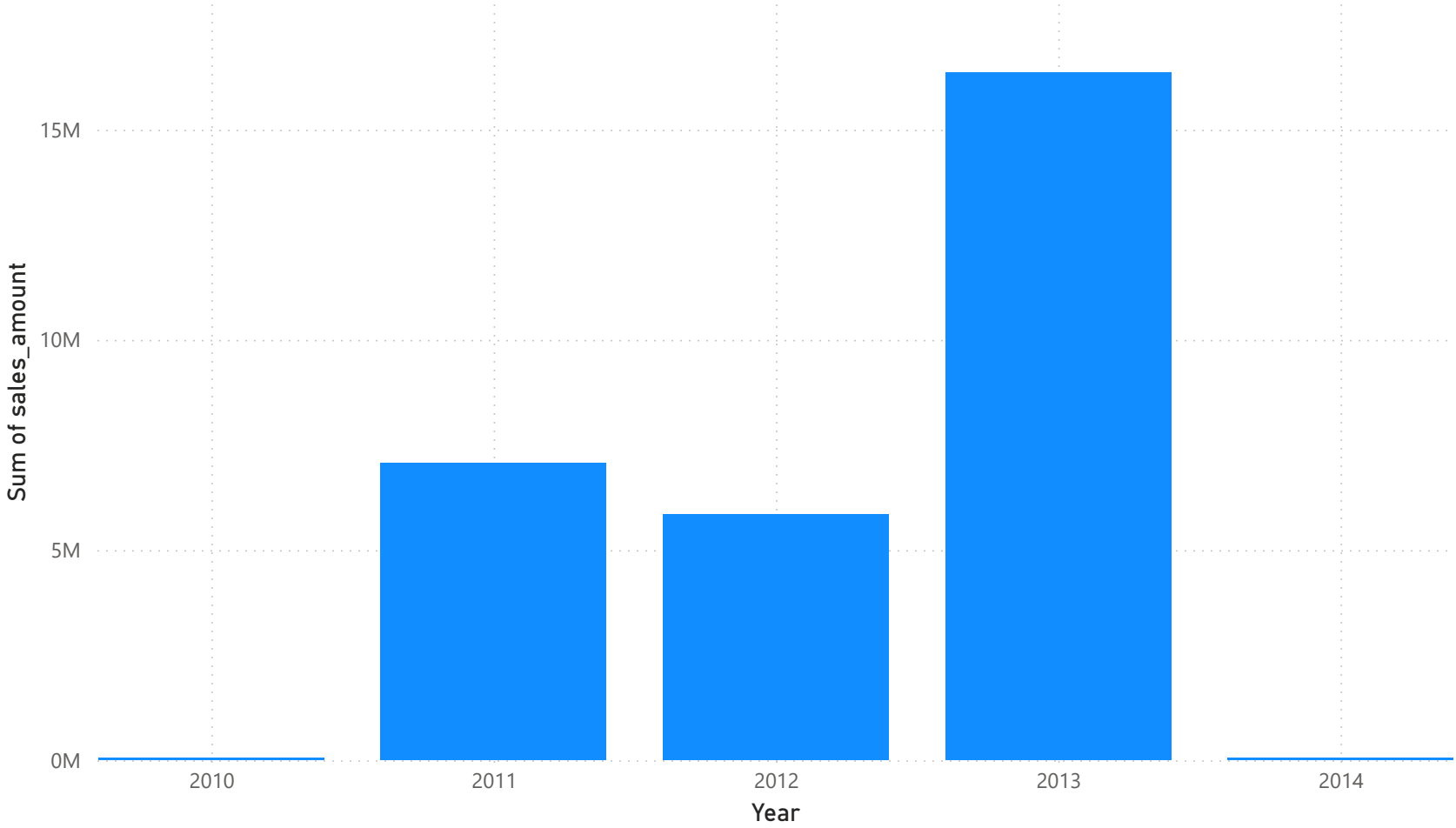
first_name	last_name	number of order placed
Dalton	Alexander	1
Dalton	Baker	1
Dalton	Barnes	1
Dalton	Carter	1
Dalton	Cook	1
Dalton	Cooper	1
Dalton	Flores	1
Dalton	Henderson	1
Dalton	Hughes	1
Dalton	Jackson	1
Dalton	Lewis	1
Dalton	Morris	1
Dalton	Murphy	1
Dalton	Roberts	1
Dalton	Walker	1
Total		979

sales performance overtime

● Increase ● Decrease ● Total ● Other



Sum of sales\_amount by Year



Sum of sales\_amount by category

