

SALES PERFORMANCE 2015-2017.

Total Revenue

\$24.91M

Total Profit

\$10.46M

Total Quantity sold

84K

Total Quantity Returned

1828

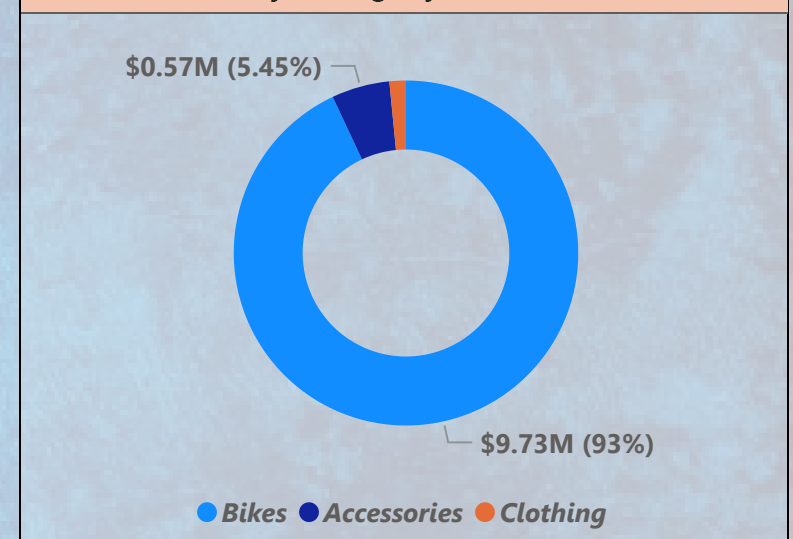
Sum of OrderQuantity by Occupation



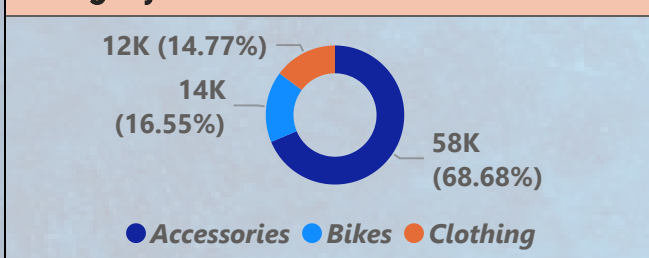
Sum of Revenue by Region



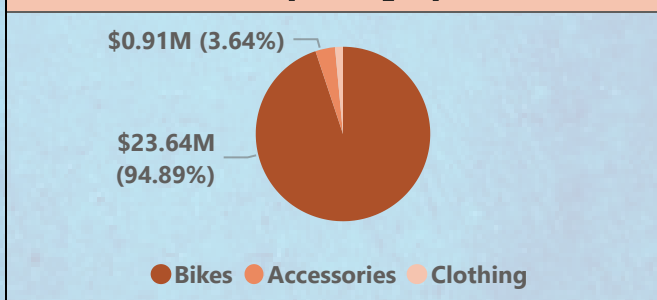
Sum of Profit by CategoryName



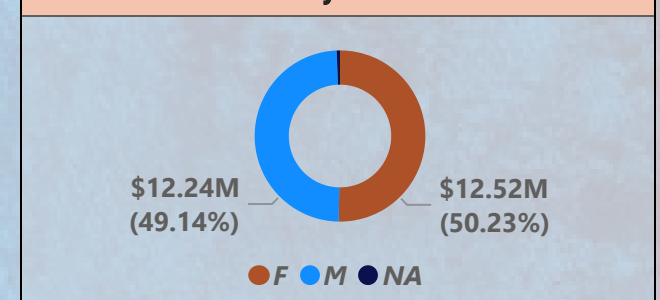
Sum of OrderQuantity by CategoryName



Sum of Revenue by CategoryName



Sum of Revenue by Gender

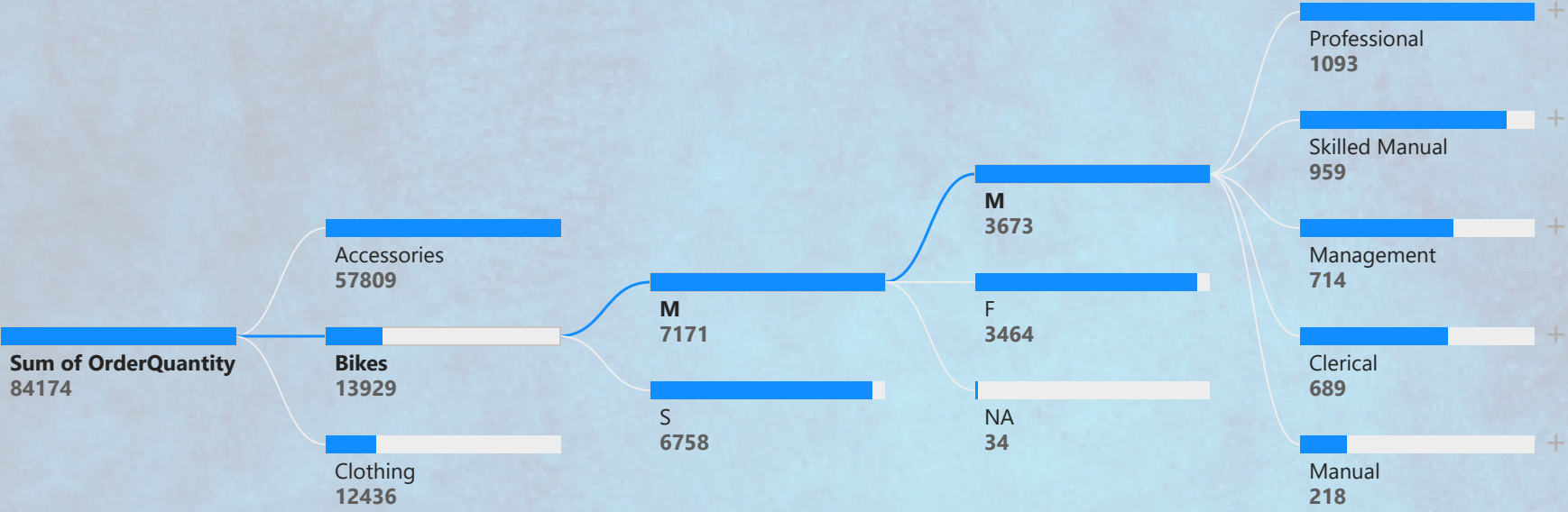


CategoryName ✕
Bikes

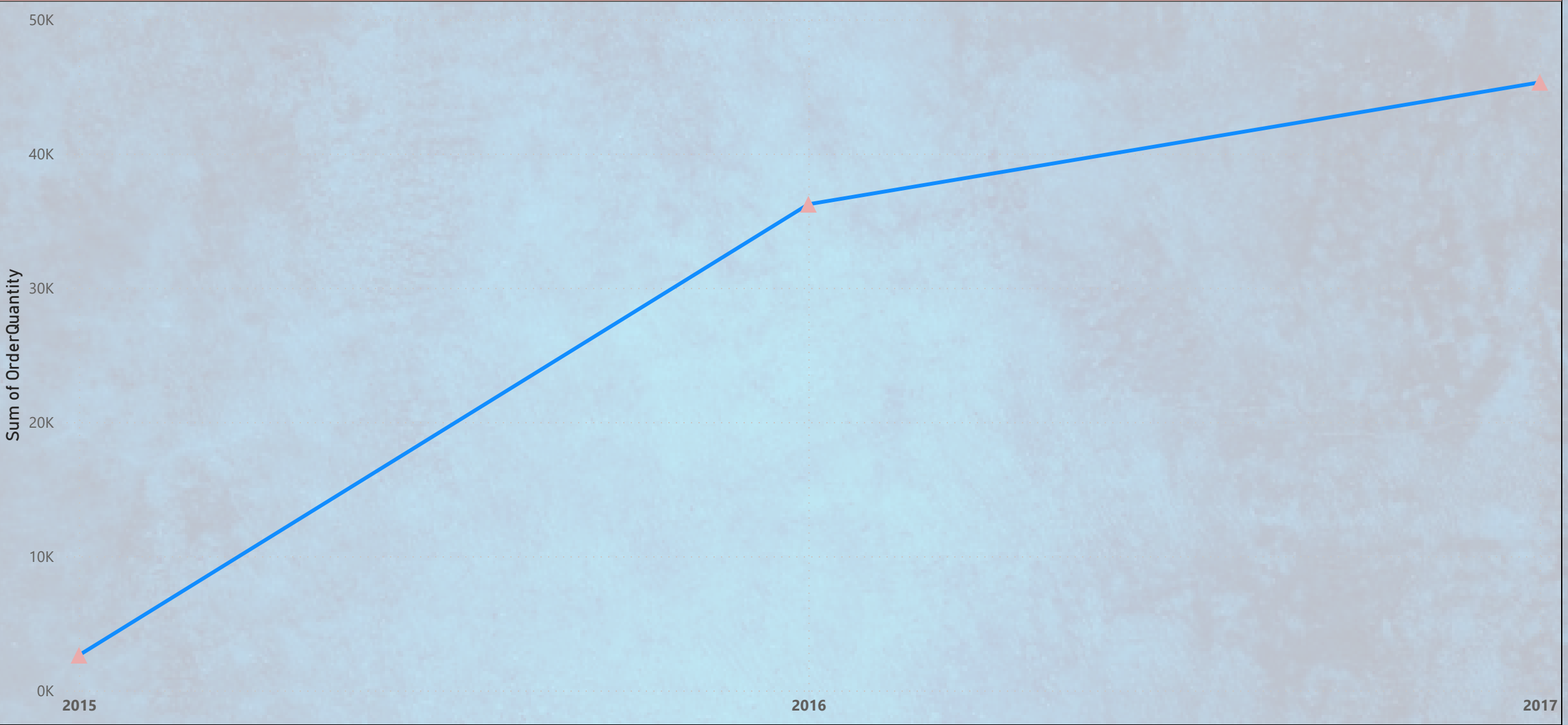
MaritalStatus ✕
M

Gender ✕
M

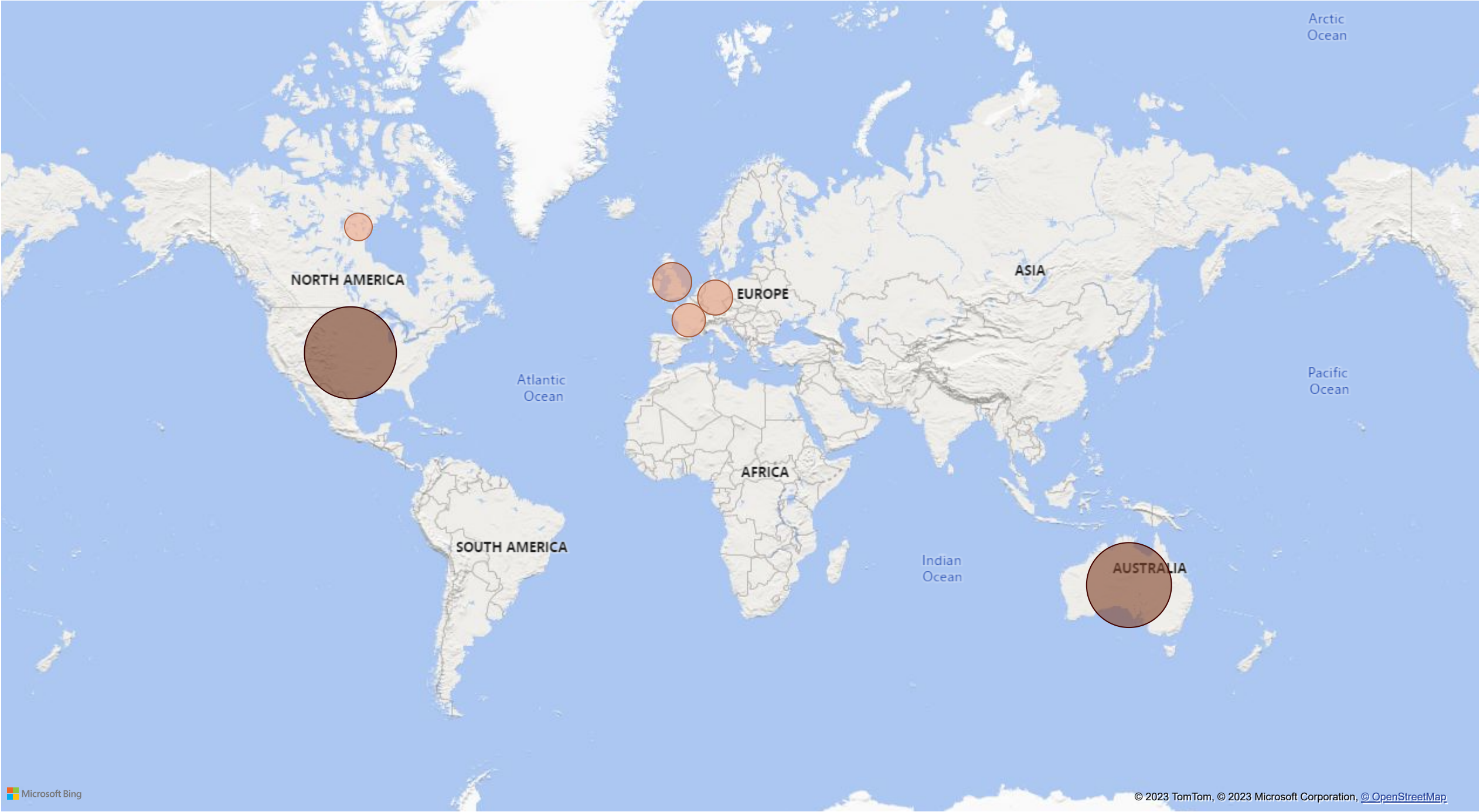
Occupation ✕



Sales Trend



Sum of Profit by Country



COMMENT AND RECOMMENDATION

Accessories had the highest Sum of Order Quantity at 57809, followed by Bikes at 13929 and Clothing at 12436.

Accessories accounted for 68.68% of Sum of Order Quantity. But despite these, Bikes had the highest Sum of Revenue at \$23,642,495.0952, accounting for 94.89% of the total Revenue, and generated upto **93.00%** of the total Profit made. Therefore, more effort should be put into the sales of Bikes.