



Maven Cycles Sales Analysis | Overview



2M

Total Quantity_Sold

163K

Total Orders

\$126M

Total Cost

\$252M

Total Sales

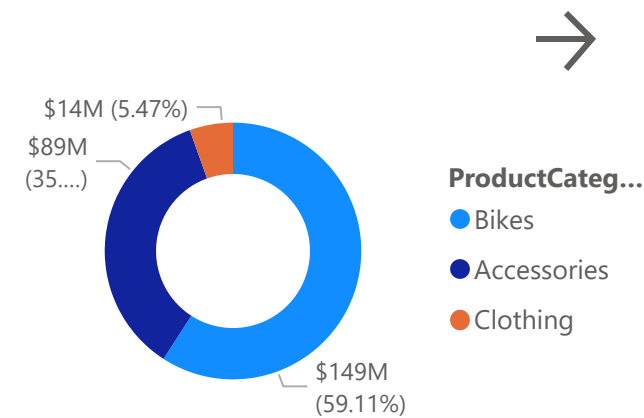
\$125M

Total Profit

Total Sales by Country



Total Sales by ProductCategory



AgeGroup

- ☐ Adults (35-64)
- ☐ Seniors (64+)
- ☐ Young Adults (25-34)
- ☐ Youth (<25)

Date

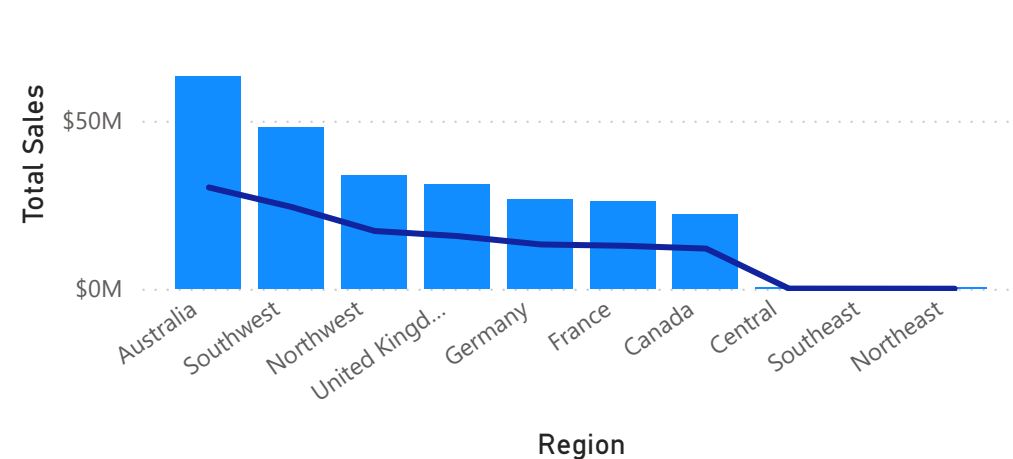
1/1/2015

7/31/2020



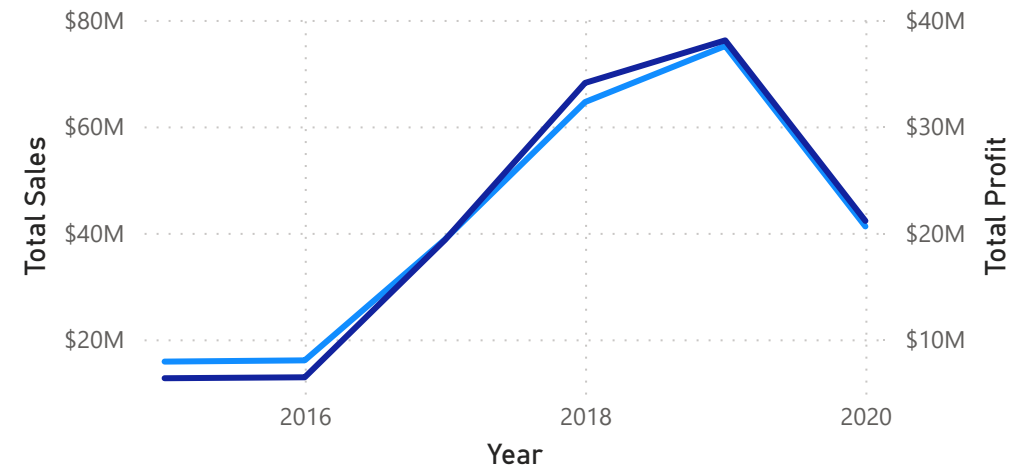
Total Sales and Total Profit by Region

● Total Sales ● Total Profit



Total Sales and Total Profit by Year

● Total Sales ● Total Profit



Region

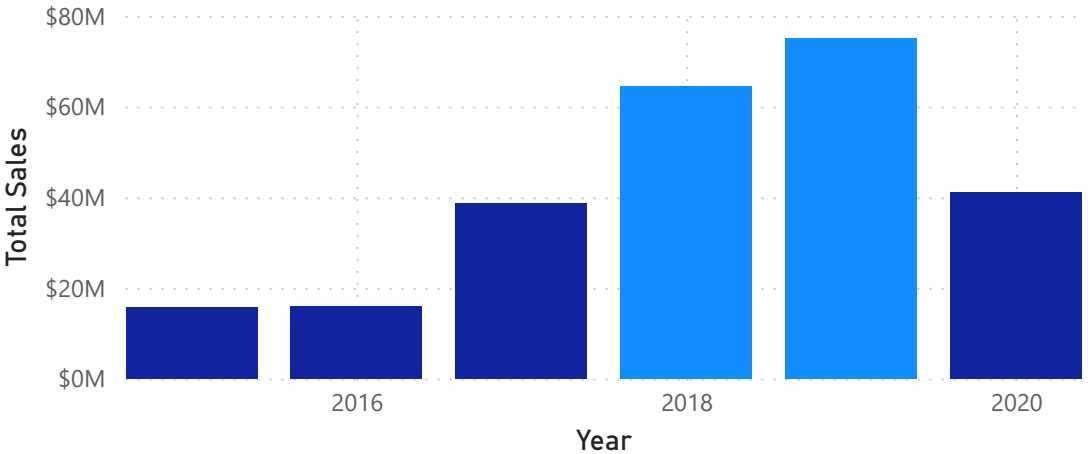
All

ProductCategory

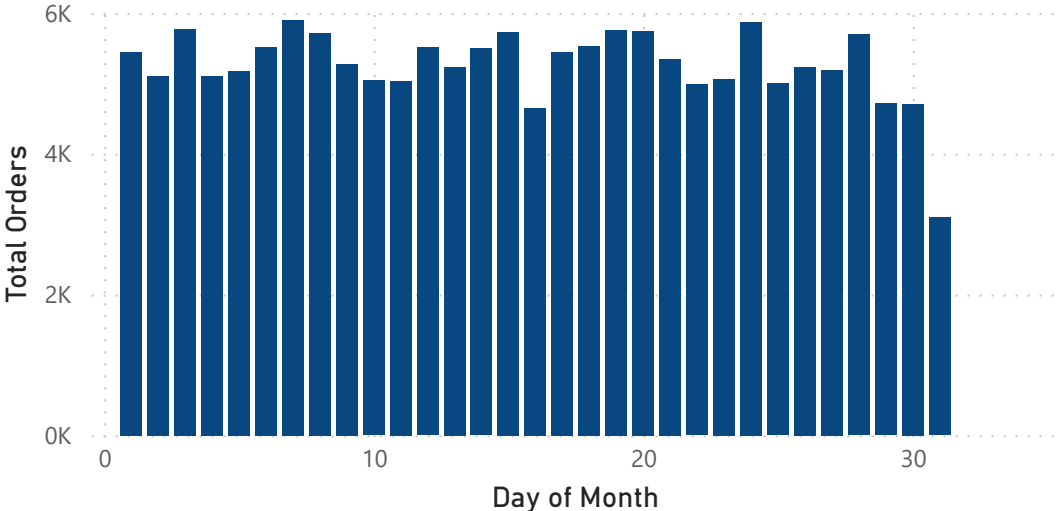
- ☐ Accessories
- ☐ Bikes
- ☐ Clothing

Total Sales by Year and Year (groups)

Year (groups) ● 2018 & 2019 ● Other



Total Orders by Day of Month



MeasureSelect... ▾

□ Total Profit

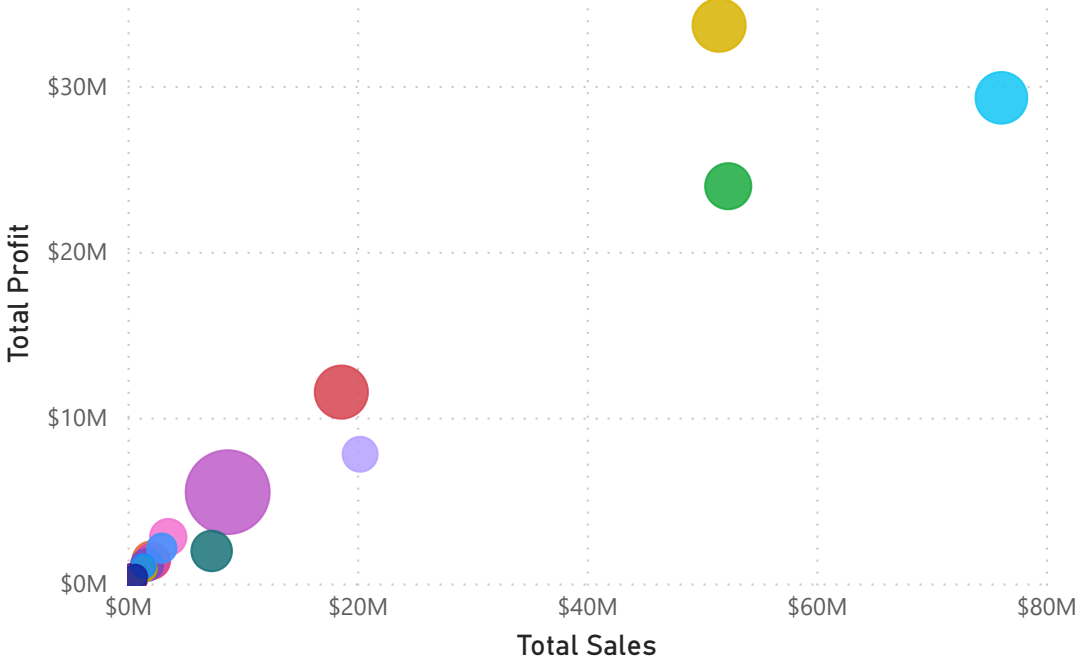
□ Total Orders

■ Total Cost

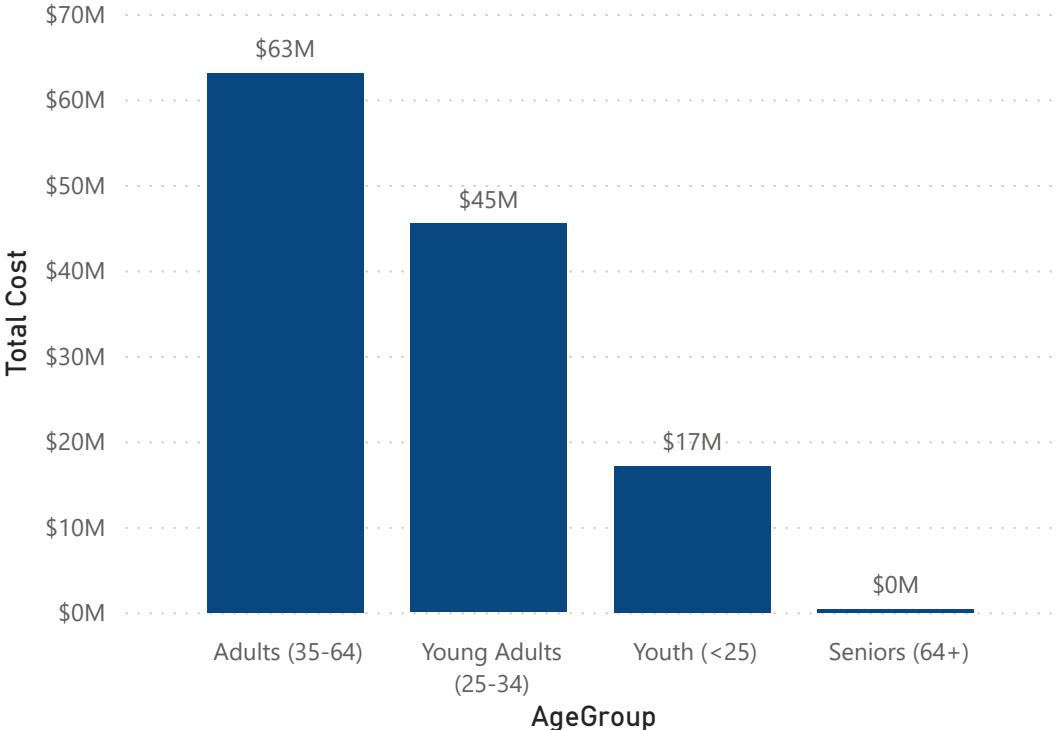
□ Total Sales

Total Sales, Total Profit and Total Orders by SubCategory

SubCategory ● Bike Racks ● Bike Sta... ● Bottle C... ● Cleaners ● Fenders ● Gloves ▶



Total Cost by AgeGroup



DimensionSel... ▾

□ Month Name

□ CustomerGen...

■ AgeGroup

□ ProductCateg...

□ Region



Maven Cycles Sales Analysis

| Key Dimensions



1M

Total Quantity_Sold

88K

Total Orders

\$69M

Total Cost

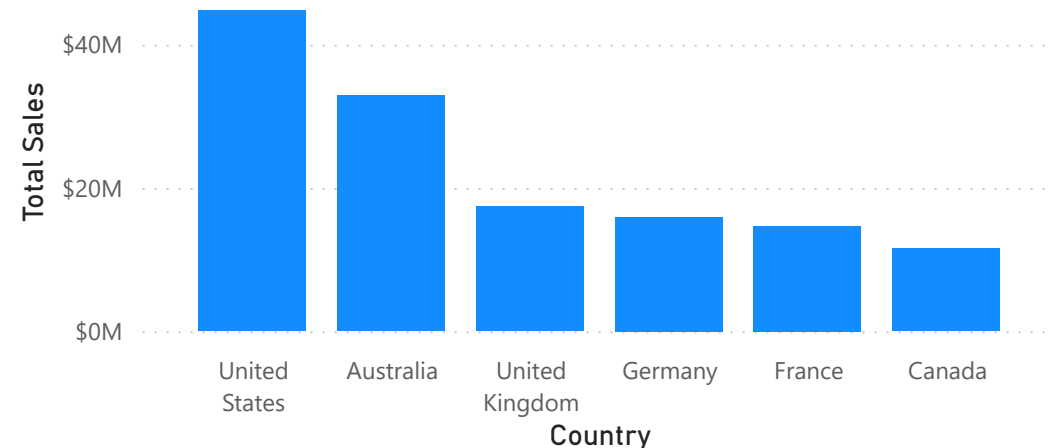
\$137M

Total Sales

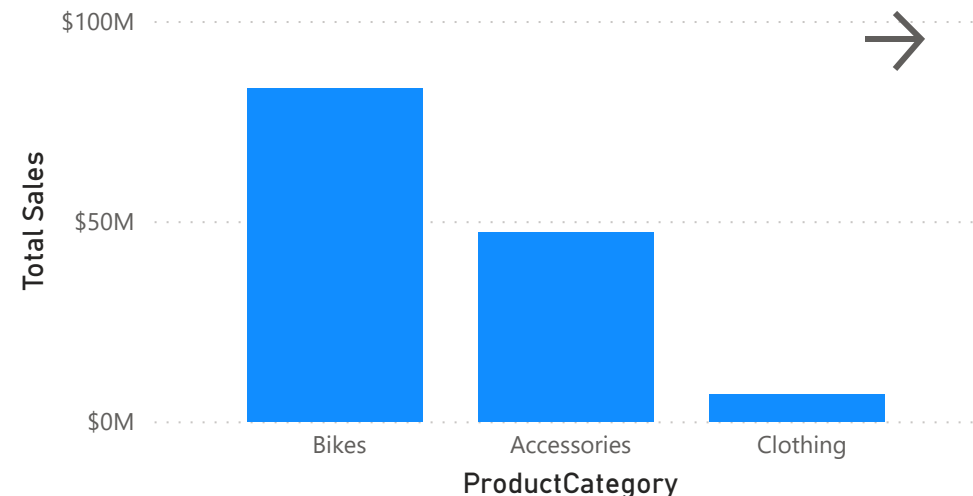
\$68M

Total Profit

Total Sales by Country



Total Sales by ProductCategory



MeasureSelection

- ☐ Total Profit
- ☐ Total Orders
- ☐ Total Cost
- ☒ Total Sales

AgeGroup

- ☐ Adults (35-64)
- ☐ Seniors (64+)
- ☐ Young Adults (25-34)
- ☐ Youth (<25)

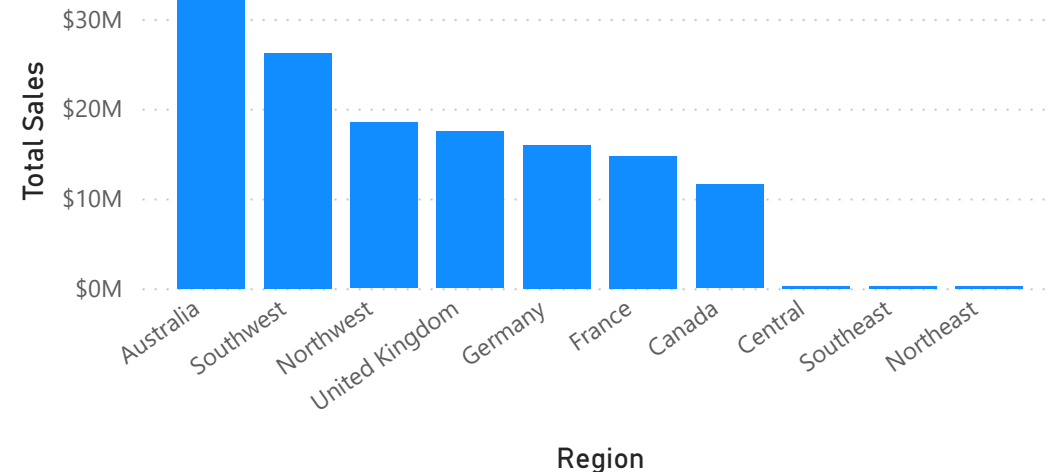
CustomerGender

- ☐ F
- ☐ M

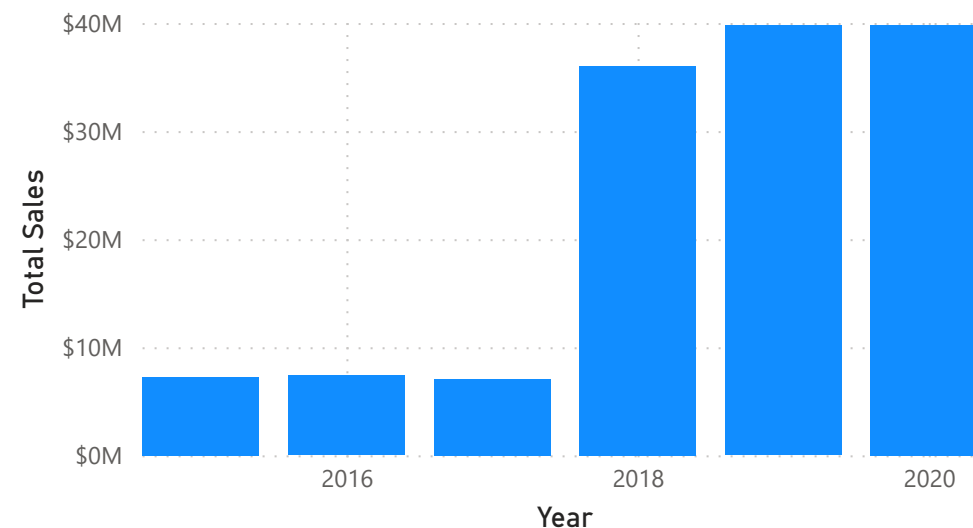
Quarter

Total Sales by Region

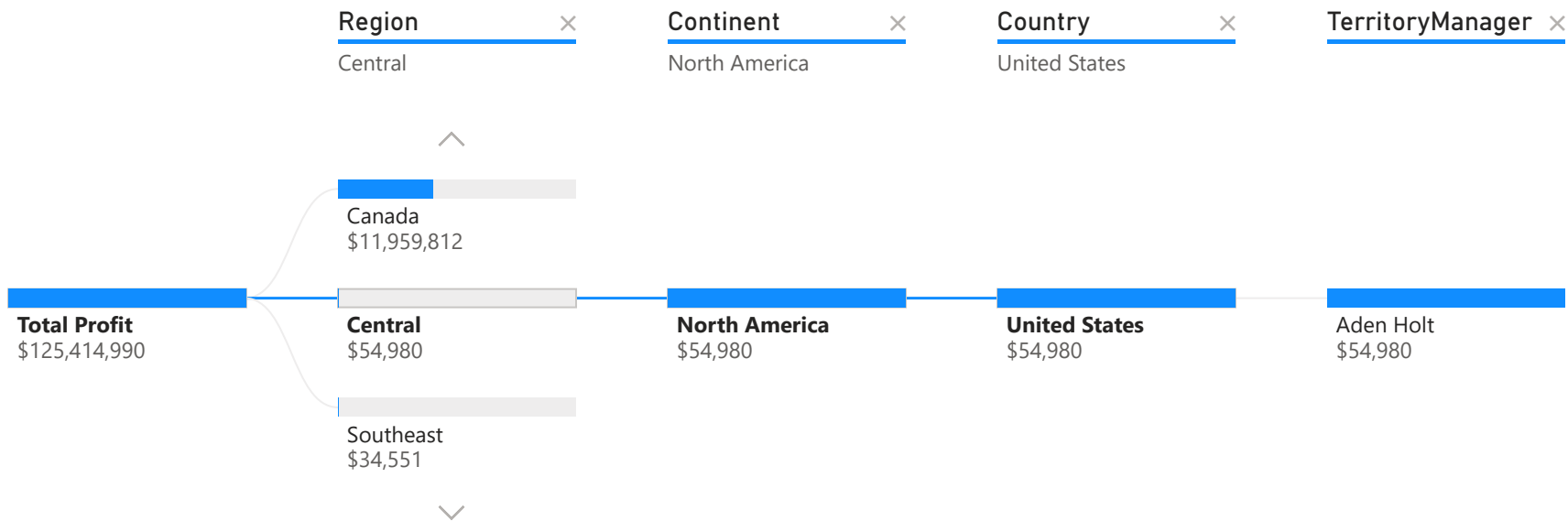


Total Sales by Year





Demographic Breakdown Analysis



MeasureSelection ▼

☒ Total Profit

☐ Total Orders

☐ Total Cost

☐ Total Sales

AgeGroup ▼

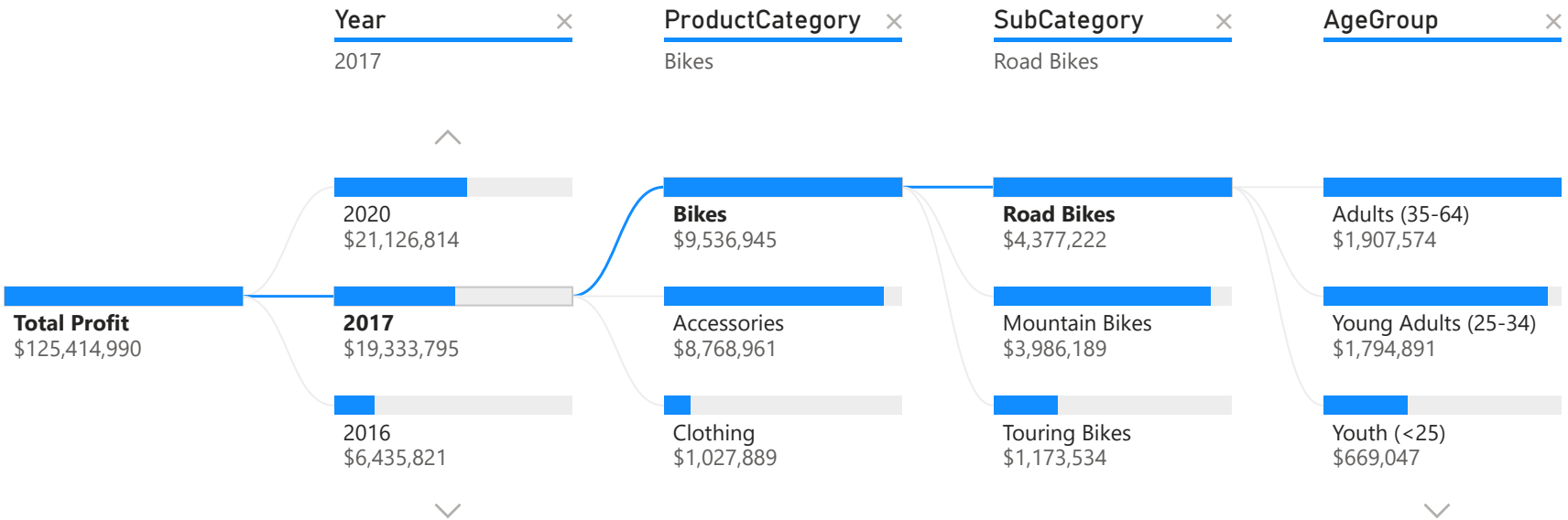
☐ Adults (35-64)

☐ Seniors (64+)

☐ Young Adults (20-34)

☐ Youth (<25)

Date and Product Usage Breakdown Analysis



CustomerGen... ▼

☐ F

☐ M

Quarter ▼

☐ 1

☐ 2

☐ 3

☐ 4



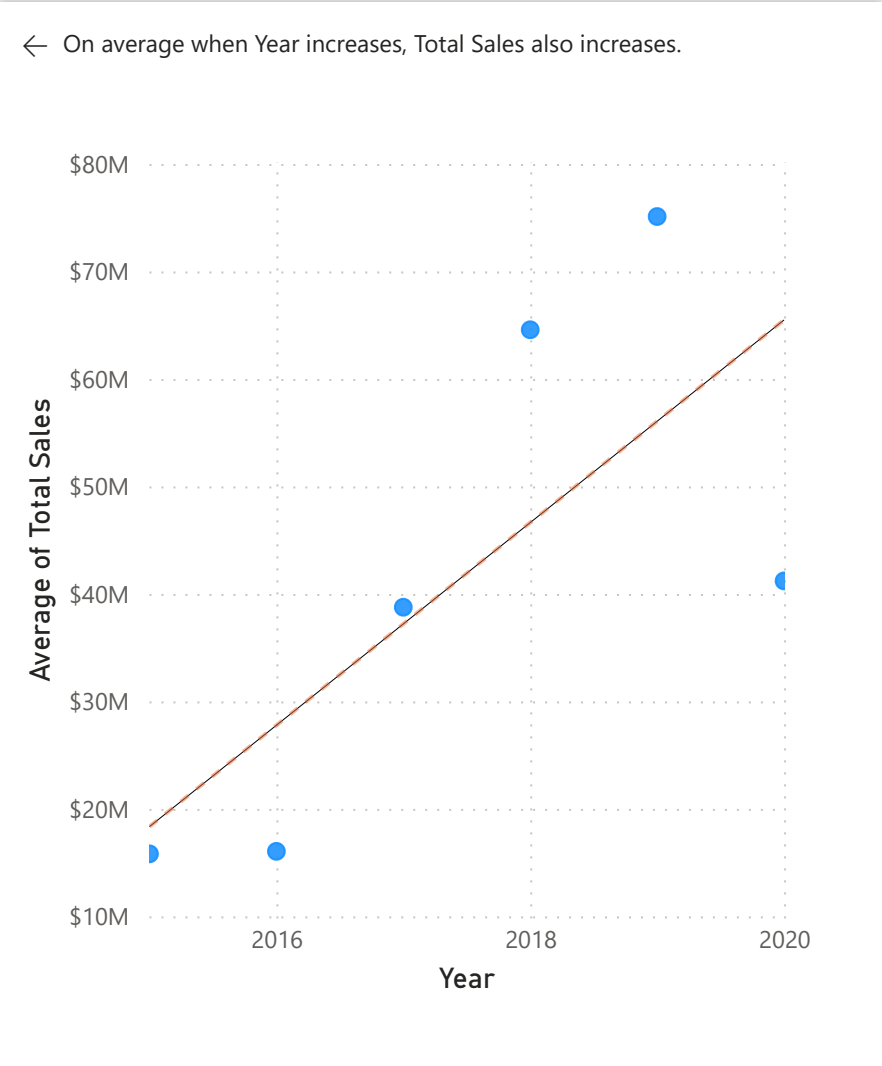
Key influencers Top segments



What influences Total Sales to Increase ?

When... the average of Total Sales increases by

Year goes up 1.71 \$17.61M

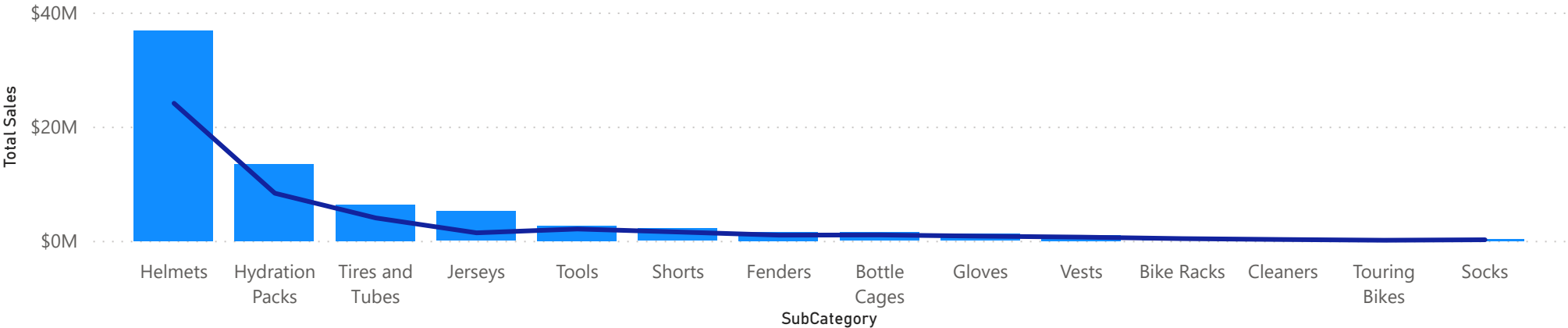




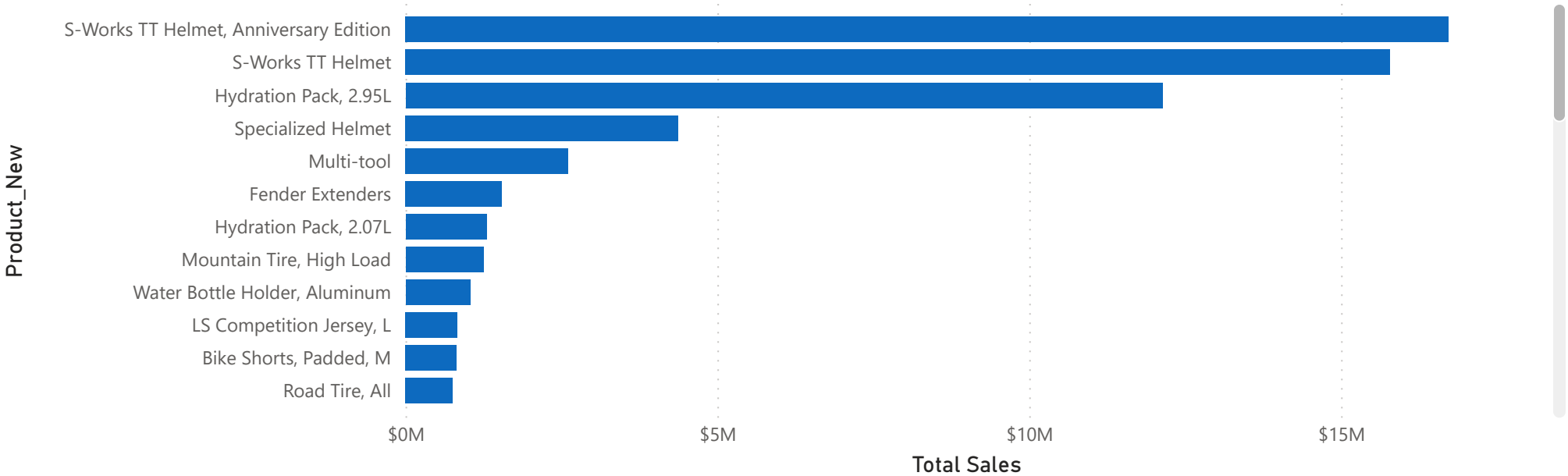
Product Sales in Detail Analysis

Total Sales and Total Profit by SubCategory

Total Sales Total Profit



Total Sales and Total Profit by Product_New



1M

Total Quantity_Sold

63K

Total Orders

\$27M

Total Cost

\$73M

Total Sales

\$46M

Total Profit

SubCategory

All

Unit_Cost

0.97 2,236.13

Unit_Price

1.99 3,721.12

Quantity_Sold

16 38

AgeGroup

Adults (35-64)

Seniors (64+)

Young Adults (25-34)

Youth (<25)

Continent

Europe

North America

Pacific

Region

Australia

Canada

Central

France

Country

Australia

Canada

France

Germany

United Kingdom

ProductCategory

Accessories

Bikes

Clothing

AgeGroup

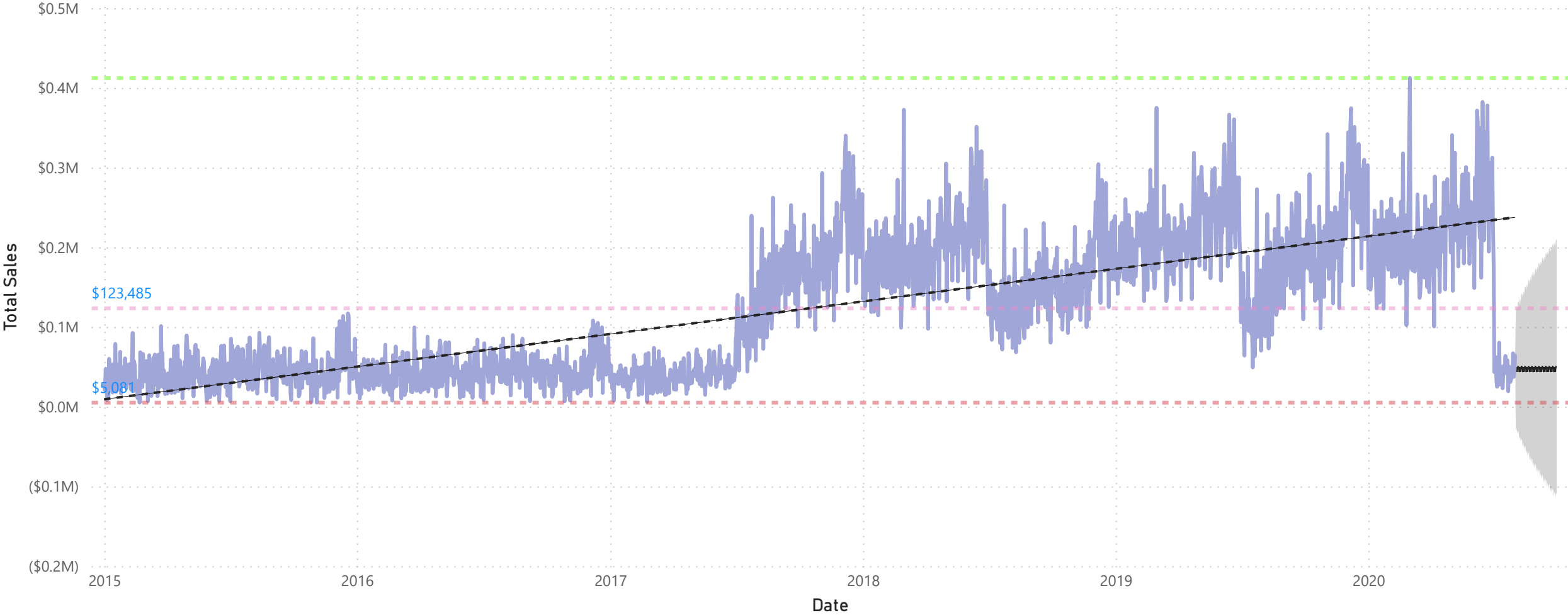
Adults (35-64)

Seniors (64+)

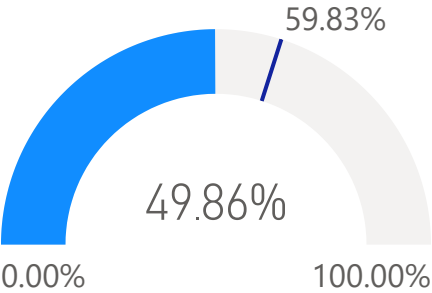
Young Adults (25-34)

Youth (<25)

Total Sales by Date



Profit Margin and Target Profit Margin



Total Sales LY and Total Sales by Year



Total Profit LY and Total Profit by Year



Total Quantity_Sold and Target Qty Sold by Year



Total Sales YTD and Target Sales YTD by Year



ProductCategory

- ☐ Accessories
- ☐ Bikes
- ☐ Clothing

2M

Total Quantity_Sold

163K

Total Orders

\$126M

Total Cost

\$252M

Total Sales

\$125M

Total Profit

Transaction_Date

1/1/2015

7/31/2020

Date

1/1/2015

7/31/2020

Month Total Quantity_Sold Total Orders Total Sales

| | | | |
|-------|---------|--------|----------------|
| 1 | 177428 | 13494 | ▲ \$20,128,176 |
| 2 | 168089 | 13090 | ▲ \$20,171,252 |
| 3 | 178502 | 14040 | ▲ \$21,675,474 |
| 4 | 190329 | 14772 | ▲ \$22,504,355 |
| 5 | 202393 | 16143 | ● \$26,099,506 |
| 6 | 206919 | 16316 | ● \$26,764,299 |
| 7 | 111982 | 8873 | ◆ \$14,971,110 |
| 8 | 165052 | 12019 | ◆ \$16,870,066 |
| 9 | 164644 | 12051 | ◆ \$17,826,982 |
| 10 | 173338 | 12896 | ◆ \$18,165,984 |
| Total | 2126078 | 163072 | \$251,538,599 |

125.41... 33.72M

Total Profit AllSelect Northwest Region Revenue

125.41...

Total Profit AllExcept

| Transaction_Date | Total Profit | Total Profit All | Total Profit AllExcept | Total Profit AllSelect | Total Profit AllExcept |
|------------------|---------------|------------------|------------------------|------------------------|------------------------|
| 1/1/2015 | \$10,738 | 125,414,989.89 | 10,737.95 | 125,414,989.89 | 10,737.95 |
| 1/2/2015 | \$7,630 | 125,414,989.89 | 7,629.97 | 125,414,989.89 | 7,629.97 |
| 1/3/2015 | \$20,073 | 125,414,989.89 | 20,072.77 | 125,414,989.89 | 20,072.77 |
| 1/4/2015 | \$14,043 | 125,414,989.89 | 14,043.27 | 125,414,989.89 | 14,043.27 |
| 1/5/2015 | \$3,183 | 125,414,989.89 | 3,183.36 | 125,414,989.89 | 3,183.36 |
| 1/6/2015 | \$11,838 | 125,414,989.89 | 11,838.16 | 125,414,989.89 | 11,838.16 |
| 1/7/2015 | \$4,543 | 125,414,989.89 | 4,543.13 | 125,414,989.89 | 4,543.13 |
| 1/8/2015 | \$24,100 | 125,414,989.89 | 24,099.54 | 125,414,989.89 | 24,099.54 |
| 1/9/2015 | \$16,372 | 125,414,989.89 | 16,372.26 | 125,414,989.89 | 16,372.26 |
| Total | \$125,414,990 | 125,414,989.89 | 125,414,989.89 | 125,414,989.89 | 125,414,989.89 |

| Date | Total Profit | Total Profit All | Total Profit AllExcept | Total Profit AllSelect | Total Profit AllExcept |
|----------|---------------|------------------|------------------------|------------------------|------------------------|
| 1/1/2015 | \$10,738 | 125,414,989.89 | 125,414,989.89 | 10,737.95 | 10,737.95 |
| 1/2/2015 | \$7,630 | 125,414,989.89 | 125,414,989.89 | 7,629.97 | 7,629.97 |
| 1/3/2015 | \$20,073 | 125,414,989.89 | 125,414,989.89 | 20,072.77 | 20,072.77 |
| 1/4/2015 | \$14,043 | 125,414,989.89 | 125,414,989.89 | 14,043.27 | 14,043.27 |
| 1/5/2015 | \$3,183 | 125,414,989.89 | 125,414,989.89 | 3,183.36 | 3,183.36 |
| 1/6/2015 | \$11,838 | 125,414,989.89 | 125,414,989.89 | 11,838.16 | 11,838.16 |
| 1/7/2015 | \$4,543 | 125,414,989.89 | 125,414,989.89 | 4,543.13 | 4,543.13 |
| 1/8/2015 | \$24,100 | 125,414,989.89 | 125,414,989.89 | 24,099.54 | 24,099.54 |
| 1/9/2015 | \$16,372 | 125,414,989.89 | 125,414,989.89 | 16,372.26 | 16,372.26 |
| Total | \$125,414,990 | 125,414,989.89 | 125,414,989.89 | 125,414,989.89 | 125,414,989.89 |

| Product_New | Total Sales | Product Sales Rank |
|--|----------------------|--------------------|
| S-Works TT Helmet, Anniversary Edition | \$23,391,900 | 1 |
| S-Works TT Helmet | \$21,980,700 | 1 |
| Hydration Pack, 2.95L | \$16,780,808 | 1 |
| Trek-150 Red, 62 | \$8,867,429 | 1 |
| GT MTB-200 Black, 38 | \$8,284,583 | 1 |
| GT MTB-200 Green, 38 | \$7,556,890 | 1 |
| Trek-150 Red, 52 | \$7,553,874 | 1 |
| Trek-150 Red, 56 | \$7,412,471 | 1 |
| GT MTB-200 Green, 42 | \$7,327,674 | 1 |
| Trek-150 Red, 48 | \$6,910,120 | 1 |
| Total | \$251,538,599 | 1 |

| Product_New | Sum of Unit_Price | Discounted Price | Actual Price after Discount |
|------------------------|-------------------|-------------------|-----------------------------|
| Bike Rack | 179.00 | 125.30 | 53.70 |
| Bike Shorts, Padded, L | 72.00 | 50.40 | 21.60 |
| Bike Shorts, Padded, M | 70.00 | 49.00 | 21.00 |
| Bike Shorts, Padded, S | 68.00 | 47.60 | 20.40 |
| Chain Lube | 9.99 | 6.99 | 3.00 |
| Fender Extenders | 21.99 | 15.39 | 6.60 |
| GT MTB-100 Black, 38 | 3,510.00 | 2,457.00 | 1,053.00 |
| GT MTB-100 Black, 42 | 3,510.00 | 2,457.00 | 1,053.00 |
| GT MTB-100 Black, 44 | 3,510.00 | 2,457.00 | 1,053.00 |
| GT MTB-100 Black, 48 | 3,510.00 | 2,457.00 | 1,053.00 |
| Total | 150,232.47 | 105,162.73 | 45,069.74 |

Parameter ▼

☐ AgeGroup

Discount ▼

0.70

70%

Discount Value

| Year | Total Sales | Total Sales LY | Total Sales Cumulative |
|--------------|----------------------|-----------------------|------------------------|
| 2015 | \$15,818,704 | | 15,818,703.68 |
| 2016 | \$16,051,885 | 15,818,703.68 | 31,870,588.88 |
| 2017 | \$38,764,142 | 16,051,885.20 | 70,634,730.90 |
| 2018 | \$64,578,202 | 38,764,142.02 | 135,212,932.41 |
| 2019 | \$75,112,580 | 64,578,201.51 | 210,325,511.96 |
| 2020 | \$41,213,087 | 43,407,407.44 | 251,538,599.16 |
| Total | \$251,538,599 | 178,620,339.85 | 251,538,599.16 |

| Year | Month | Total Sales | Total Sales YTD |
|--------------|-------|----------------------|----------------------|
| 2015 | 1 | \$1,189,092 | 1,189,092.32 |
| 2015 | 2 | \$1,094,932 | 2,284,024.08 |
| 2015 | 3 | \$1,260,114 | 3,544,138.00 |
| 2015 | 4 | \$1,240,558 | 4,784,695.76 |
| 2015 | 5 | \$1,307,296 | 6,091,991.36 |
| 2015 | 6 | \$1,157,889 | 7,249,880.56 |
| 2015 | 7 | \$1,520,602 | 8,770,482.24 |
| 2015 | 8 | \$1,565,062 | 10,335,543.92 |
| 2015 | 9 | \$1,217,076 | 11,552,619.52 |
| 2015 | 10 | \$1,352,300 | 12,904,919.52 |
| Total | | \$251,538,599 | 41,213,087.20 |

| Date | Total Sales | Total Sales LW |
|--------------|----------------------|-------------------|
| 1/1/2015 | \$26,801 | 26,800.80 |
| 1/2/2015 | \$20,646 | 47,446.88 |
| 1/3/2015 | \$47,575 | 95,021.68 |
| 1/4/2015 | \$34,090 | 129,111.84 |
| 1/5/2015 | \$8,424 | 137,535.84 |
| 1/6/2015 | \$29,711 | 167,246.56 |
| 1/7/2015 | \$12,298 | 179,544.56 |
| 1/8/2015 | \$60,053 | 212,796.48 |
| 1/9/2015 | \$41,927 | 224,076.96 |
| Total | \$251,538,599 | 319,778.52 |

