



Crux Cycles Sales Analysis



\$13M

Sales



5K

Sales Orders



115

Products



18.48K

customer



7

Country

Calendar Year

2011

2012



Category, Subcategory

All



Sales Territory Group

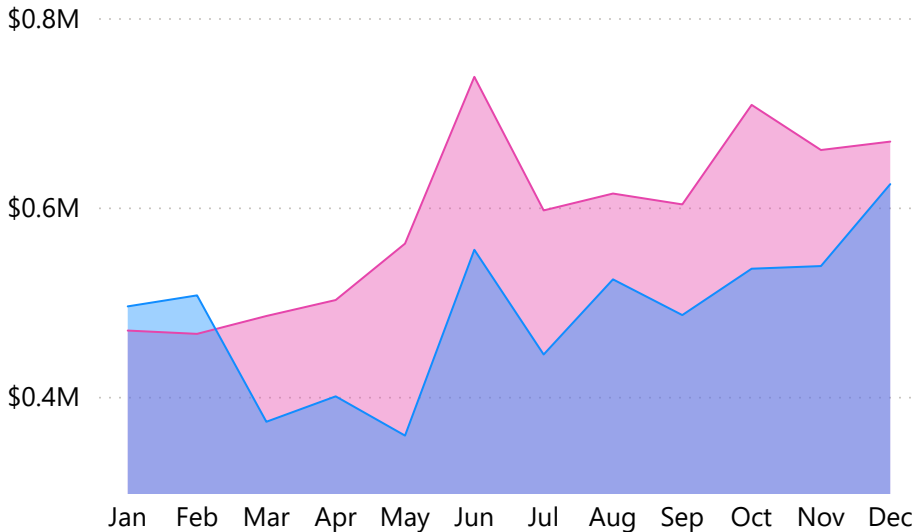
All



Clear all slicers

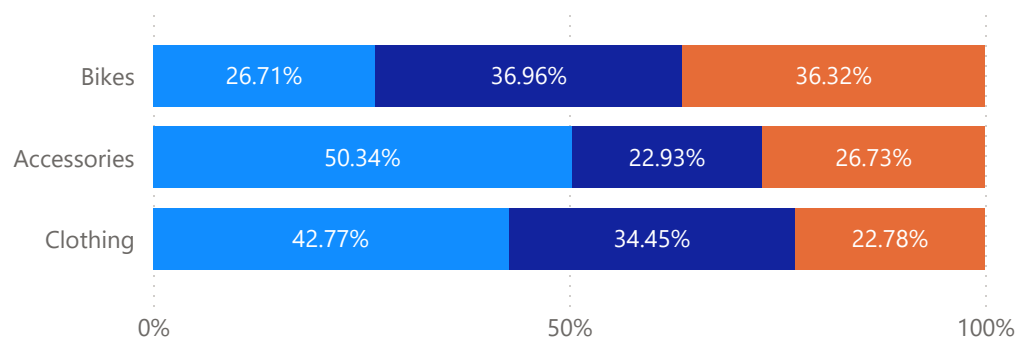
Year-over-Year Sales Performance

2011 2012



Sales Contribution by Category and Region

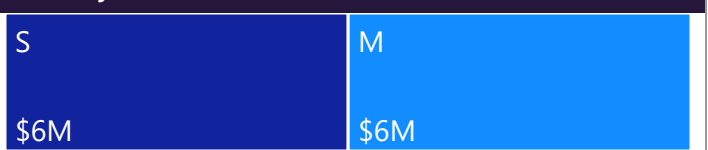
Europe North America Pacific



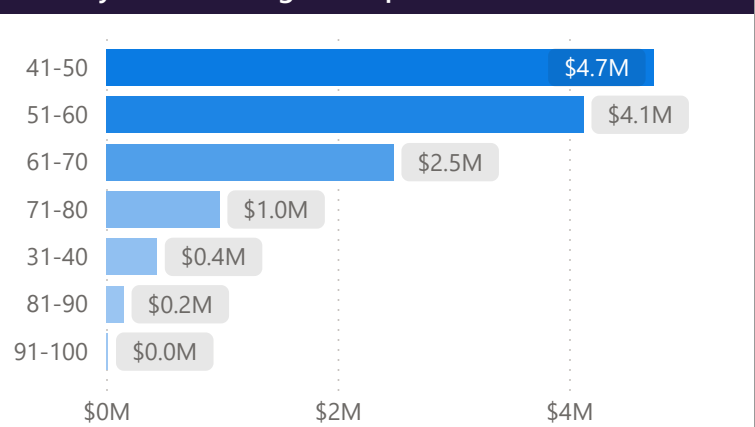
Sales by Gender



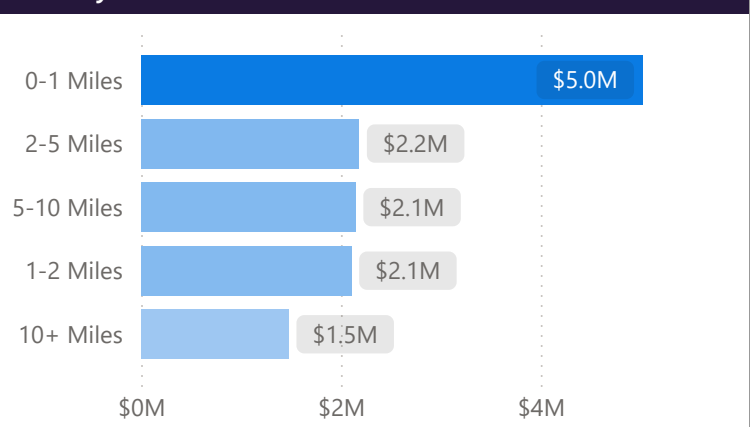
Sales by Marital Status



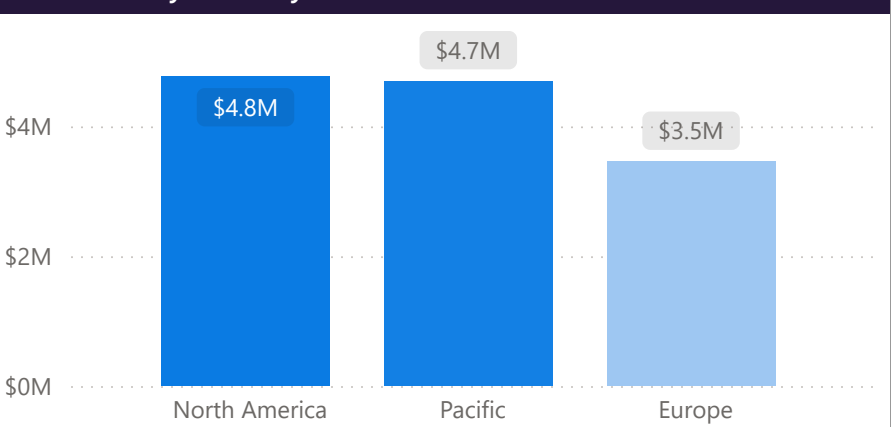
Sales by Customer Age Group



Sales by Commute Distance



Total Sales by Territory

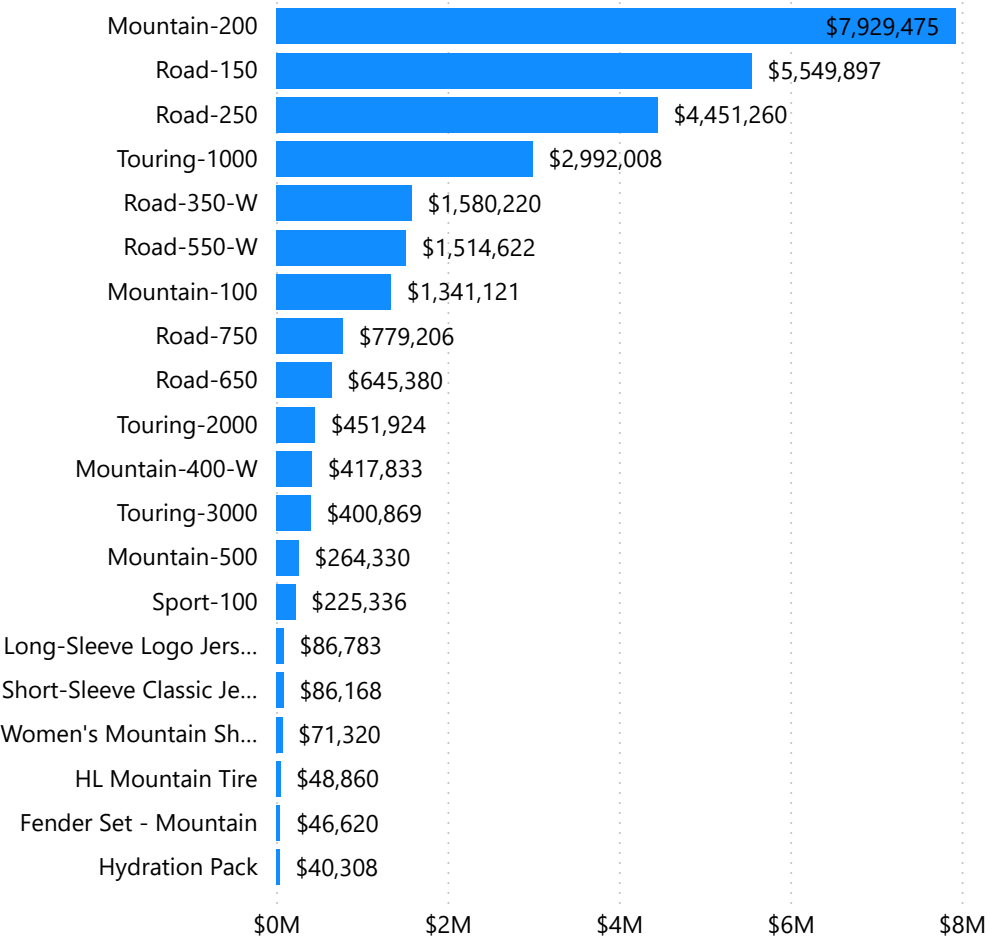




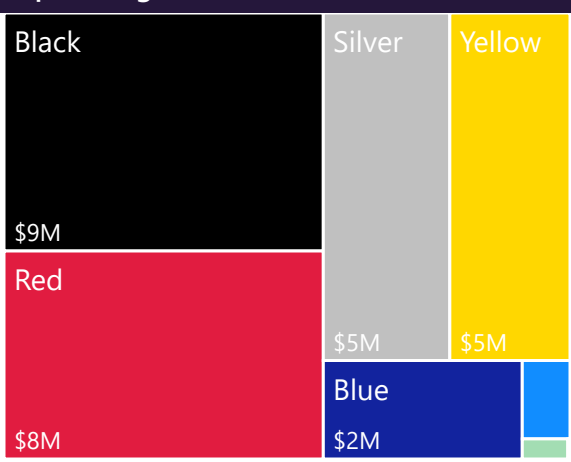
Comparing Category Performance Across Regions

SalesTerritoryGroup	Accessories	Bikes	Clothing	Total
⊕ Europe	\$202,269	\$8,644,933	\$82,840	\$8,930,042
⊕ North America	\$359,800	\$10,821,162	\$186,673	\$11,367,634
⊕ Pacific	\$138,691	\$8,852,050	\$70,260	\$9,061,001
Total	\$700,760	\$28,318,145	\$339,773	\$29,358,677

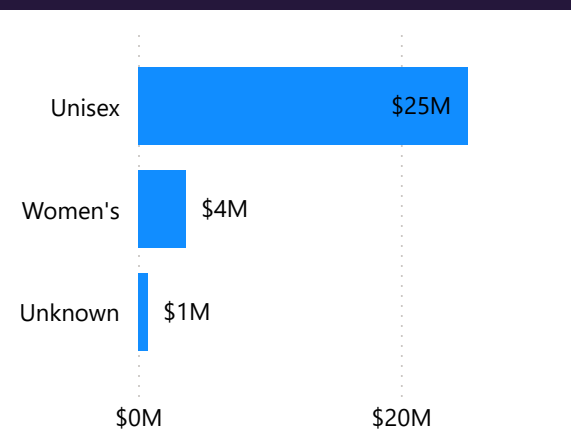
Top-Selling Products by Revenue



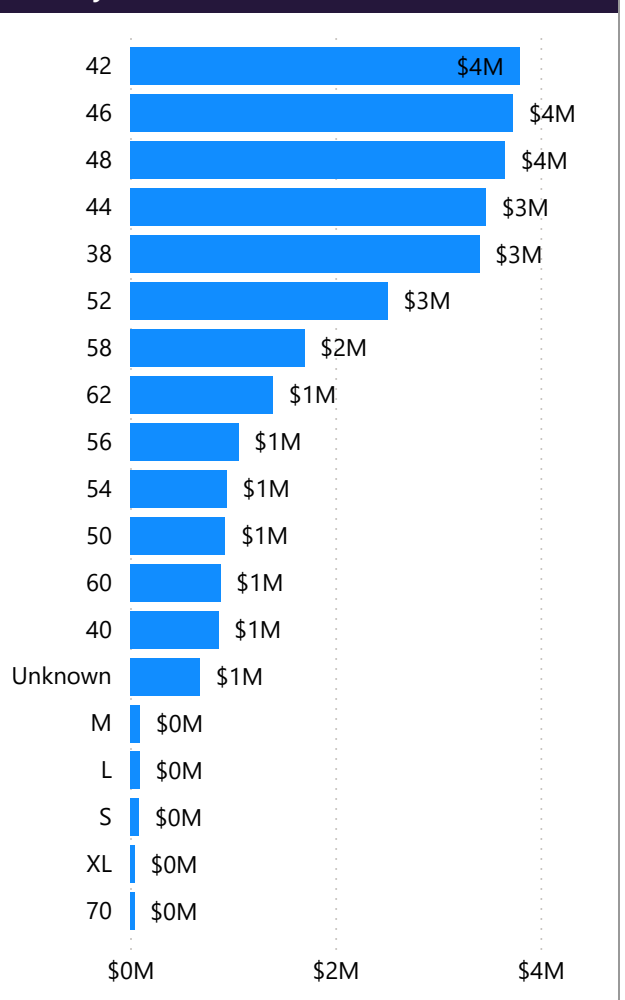
Top-Selling Product Colors



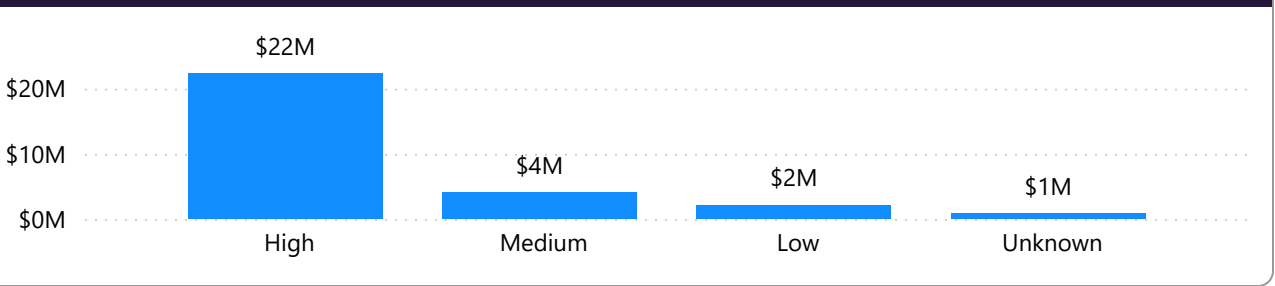
Sales by Style



Sales by Product Size



Sales by Product Class



\$

\$22M

Sales

Shopping cart icon

25K

Sales Orders

Barcode icon

115

Products

Person icon

18.48K

customer

Globe icon

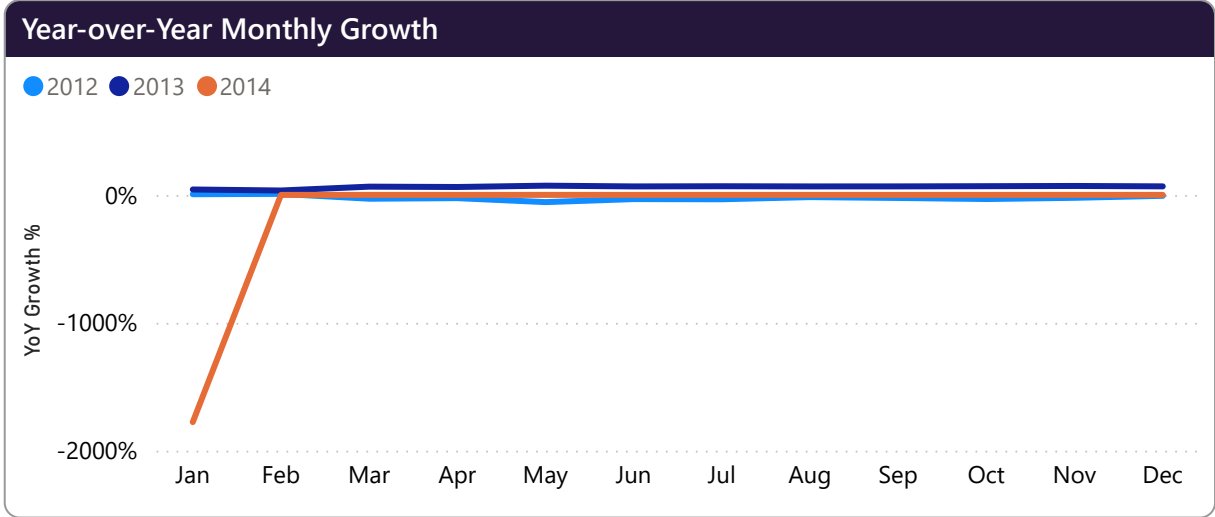
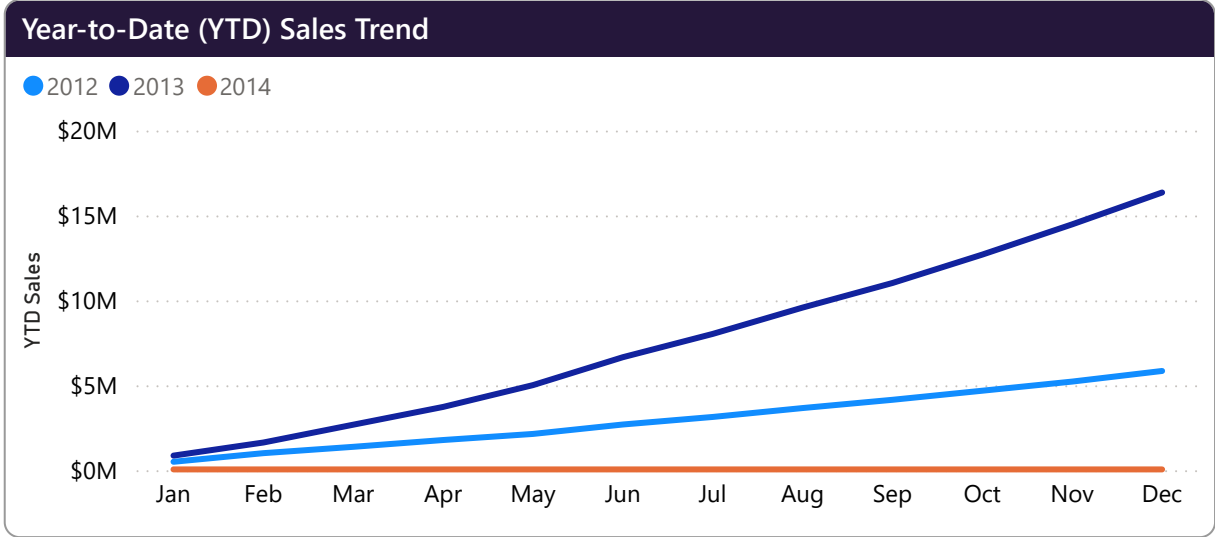
7

Country

Calendar Year

2012

2014



Category

Accessories

Bikes

Clothing

Detailed Sales Data

CalendarYear	Short Month Name	SalesAmount	Sales (PY)	YoY Growth %	Sales YTD
2012	Jan	\$495,364	\$469,824	5.2%	\$495,364
2012	Feb	\$506,994	\$466,335	8.0%	\$1,002,358
2012	Mar	\$373,483	\$485,199	-29.9%	\$1,375,841
2012	Apr	\$400,336	\$502,074	-25.4%	\$1,776,177
2012	May	\$358,878	\$561,681	-56.5%	\$2,135,055
2012	Jun	\$555,160	\$737,840	-32.9%	\$2,690,215
2012	Jul	\$444,558	\$596,747	-34.2%	\$3,134,773
2012	Aug	\$523,917	\$614,558	-17.3%	\$3,658,691
2012	Sep	\$486,177	\$603,083	-24.0%	\$4,144,868
2012	Oct	\$535,159	\$708,208	-32.3%	\$4,680,028
2012	Nov	\$537,956	\$660,546	-22.8%	\$5,217,983
2012	Dec	\$624,502	\$669,432	-7.2%	\$5,842,485
2013	Jan	\$857,690	\$495,364	42.2%	\$857,690
2013	Feb	\$771,349	\$506,994	34.3%	\$1,629,039
2013	Mar	\$1,049,907	\$373,483	64.4%	\$2,678,946
2013	Apr	\$1,046,023	\$400,336	61.7%	\$3,724,969
2013	May	\$1,284,593	\$358,878	72.1%	\$5,009,562
2013	Jun	\$1,643,178	\$555,160	66.2%	\$6,652,740
Total		\$22,239,730	\$29,269,561	-31.6%	\$45,695