

\$973bn

Total_Revenue

99,91%

YoY% Revenue

31K

Total_Orders

19K

Total_Customer

250

Total_Product_Sales

YEAR

All

CONTINENT

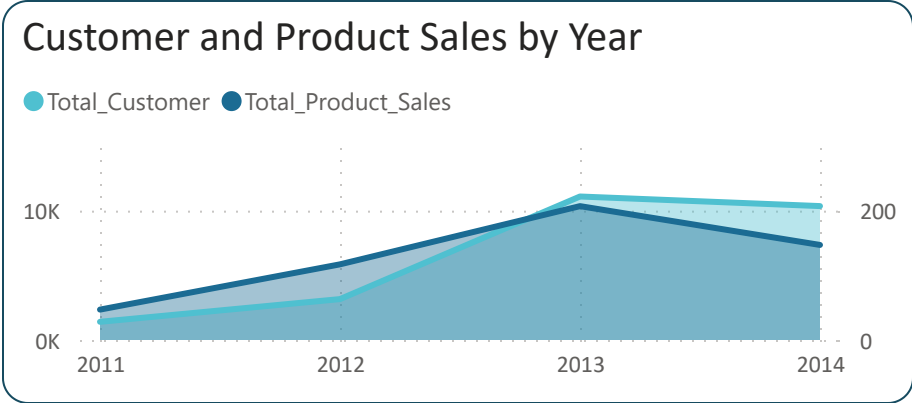
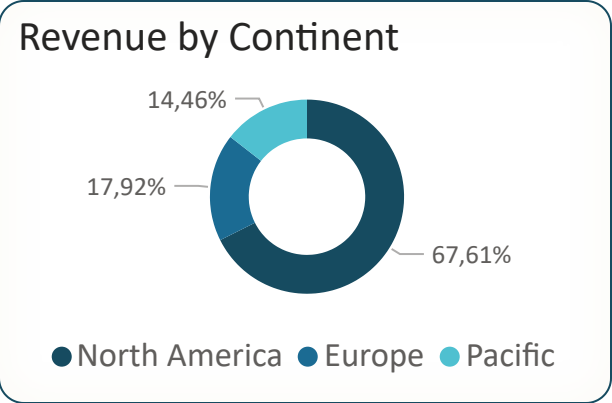
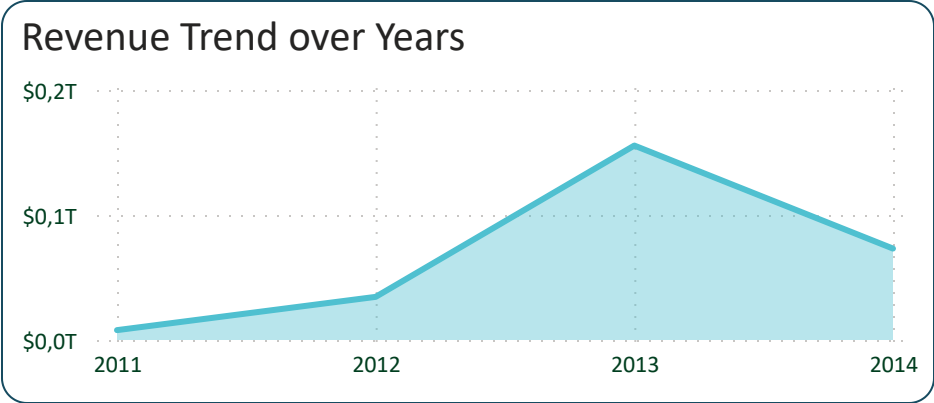
All

COUNTRY

All

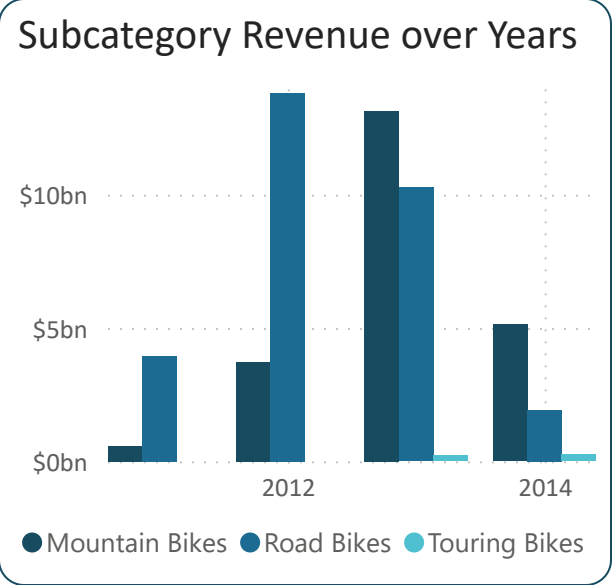
CATEGORY

All



Revenue by Country

Country	Continent	Total_Revenue
Australia	Pacific	\$53.115.050.153
Southwest	North America	\$36.724.998.302
Northwest	North America	\$18.882.339.255
Canada	North America	\$11.963.832.829
United Kingdom	Europe	\$9.514.957.276
France	Europe	\$6.487.473.365
Total		\$972.503.177.350

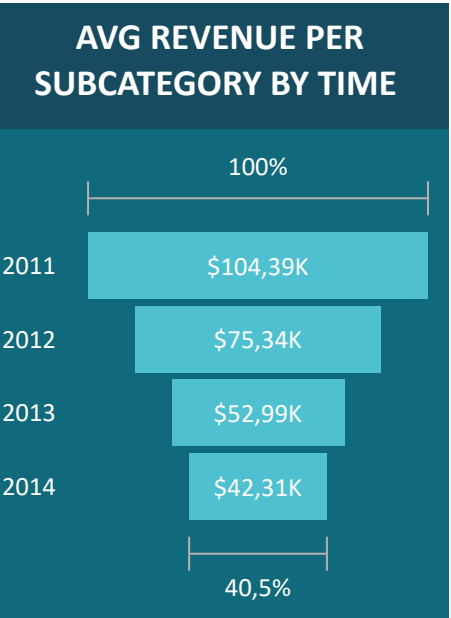
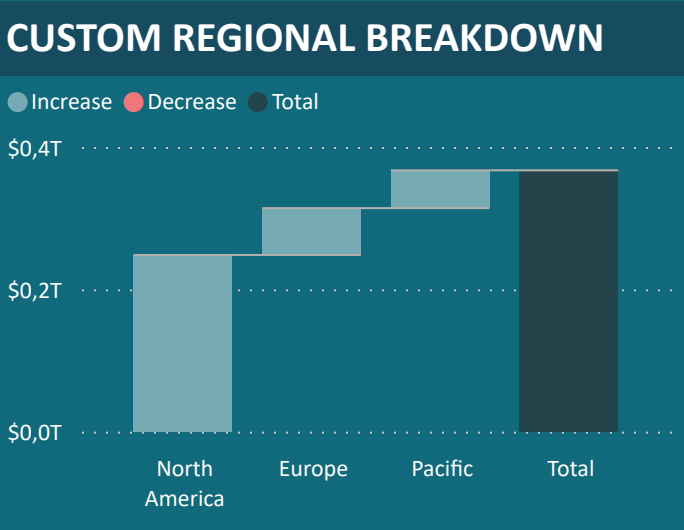
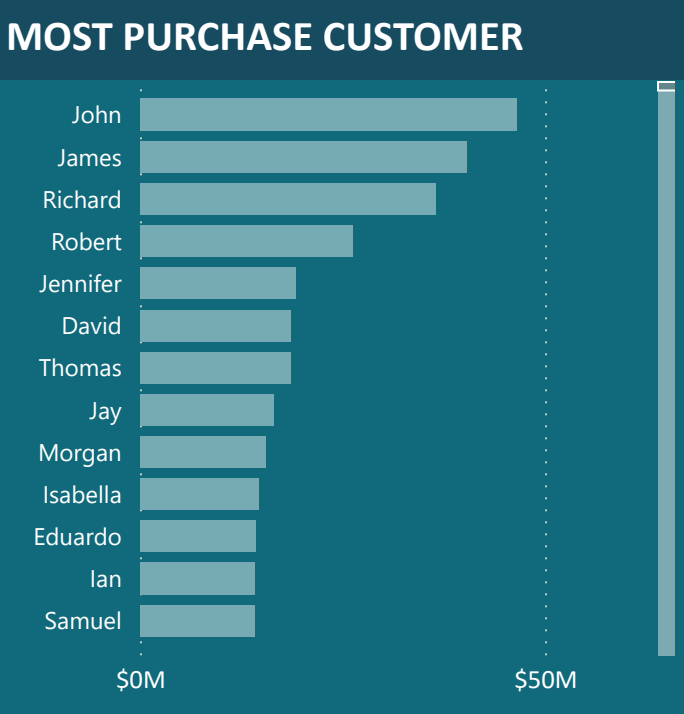
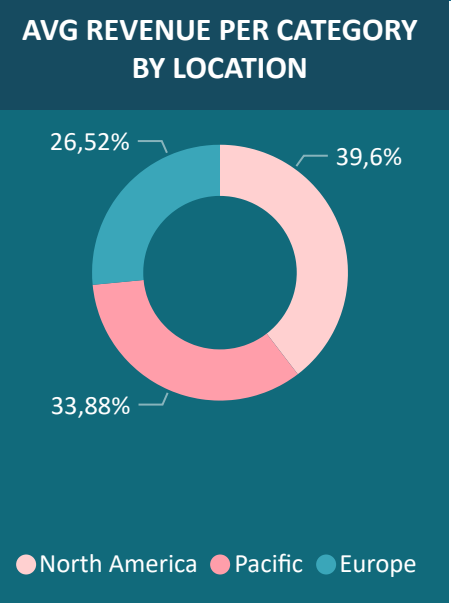


CUSTOMER PURCHASING INSIGHTS

SET A TIME FRAME FOR ANALYSIS

2011201220132014

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CUSTOMER HIGHLIGHT

\$973bn

250

19K

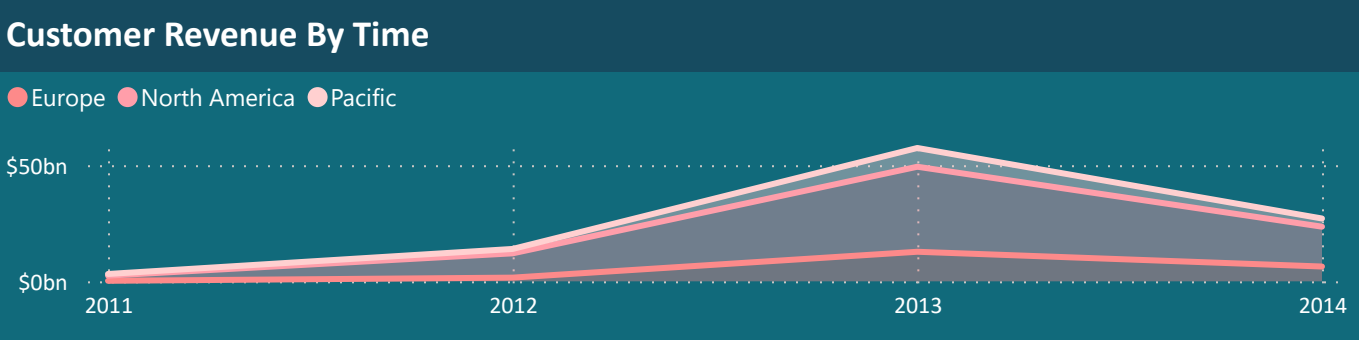
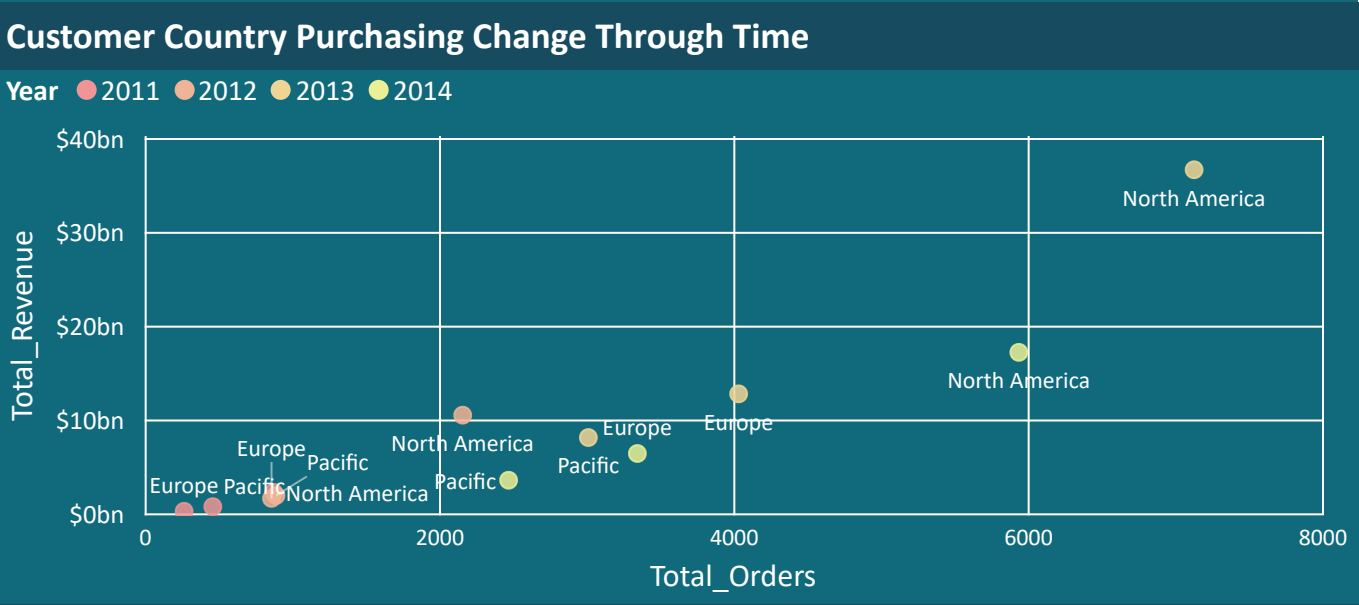
31K

Total_Revenue

Total_Product_Sales

Total_Customer

Total_Orders



ASK A QUESTION

 Ask a question about your data



Try one of these to get started

- top titles by total orders
- top titles by total revenue
- top titles by total customer
- top titles by total product sales
- top reason types by total customer
- top purchase reasons by total orders

Show all suggestions

INSIGHT

In a comprehensive analysis of the business landscape:

During the years from 2011 to 2013, a remarkable trend emerged as revenue across all sectors experienced robust growth, with a staggering YoY Revenue Rate exceeding 90%. Nevertheless, the landscape shifted significantly at the beginning of 2014, as revenue took a nosedive, plummeting to less than half of its peak in 2013.

Customers have been a steadfastly growing asset year after year, with a noticeable surge commencing from 2012 onwards.

Product sales have exhibited remarkable stability, maintaining a relatively constant trajectory without significant fluctuations.

The North American customer cohort stands as the primary revenue generator for the company, constituting a dominant 67% share, followed by Europe at 17% and the Pacific region. It is worth noting, however, that revenue from this North American group has been dwindling, primarily due to a reduction in product sales and a lack of customer expansion.

Among the various continents, the Pacific and North America have emerged as the paramount revenue-driving markets. The distribution of revenue among distinct product categories remains fairly equitable, although Bikes command a substantial share of the market. Noteworthy products in these thriving markets include Road Bikes and Mountain Bikes.

On a national scale, Australia emerges as the top revenue contributor with a substantial \$53 million, surpassing the second-highest revenue-generating country by a significant margin, roughly 1.5 times.

Delving into customer demographics, a preponderance of clientele is concentrated in North America, signifying the potential for business growth in this region. Best Customers predominantly hail from North America, with their fervent interest centered around Mountain Bikes. However, it is worth mentioning that the common practice of purchasing directly from the manufacturer among Best Customers comes with a caveat: the preparation time for orders, approximately one week, may occasionally lead to customer discontent and order cancellations.

RECOMMENDATION

A detailed examination into the factors leading to a decline in revenue across various sectors since 2014 is vital for crafting tailored business strategies.

Sustaining the current business approach in the North American region, streamlining order processing times, and recognizing the potential in the Pacific region, where Australia stands as the primary revenue source, should be the focal points for expansion.

To amplify product promotion efforts, a concentrated push towards the latter part of 2013 and into 2014 is advisable. Prioritizing the company's strategic sector, Bikes, is paramount. Furthermore, it's worth considering the Accessories sector, given that it ranks second in revenue generation after Bikes.