

Year

2017

Category Name

All

Brand Name

All

Product Name

All

State

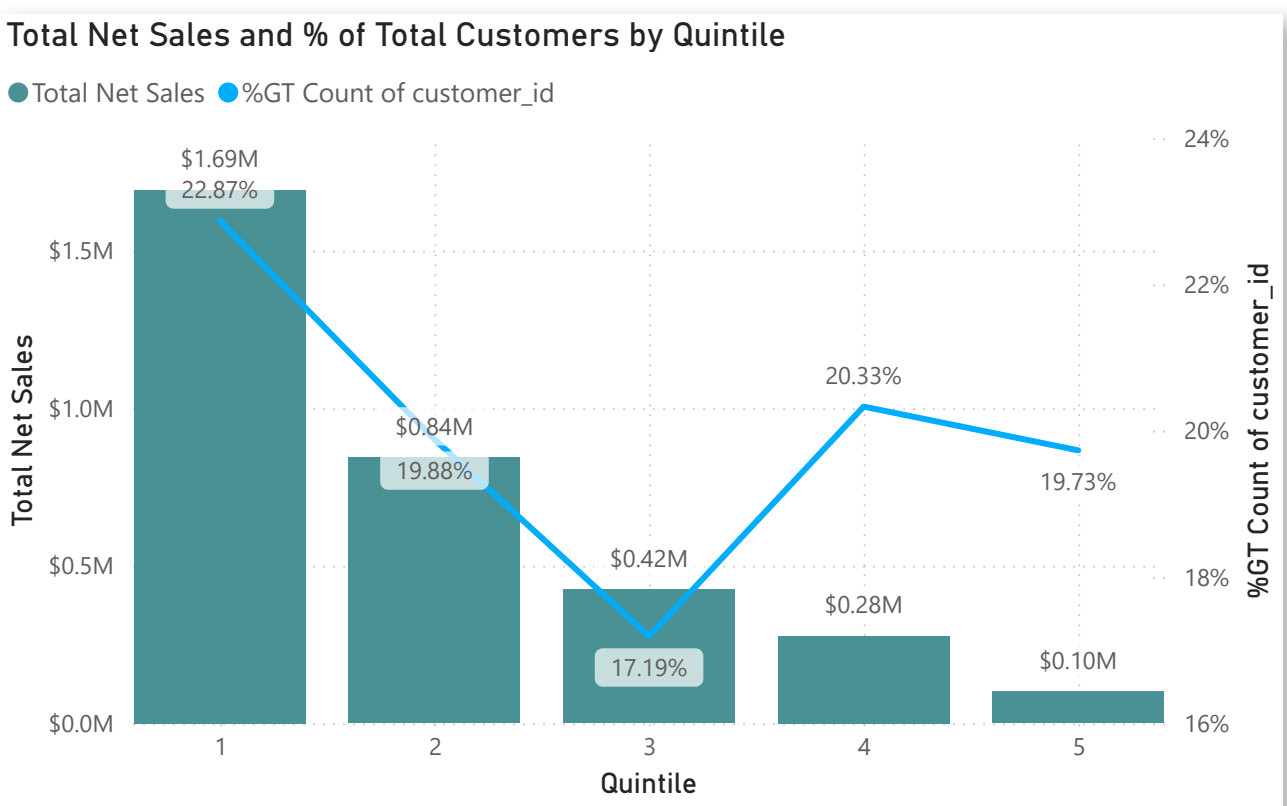
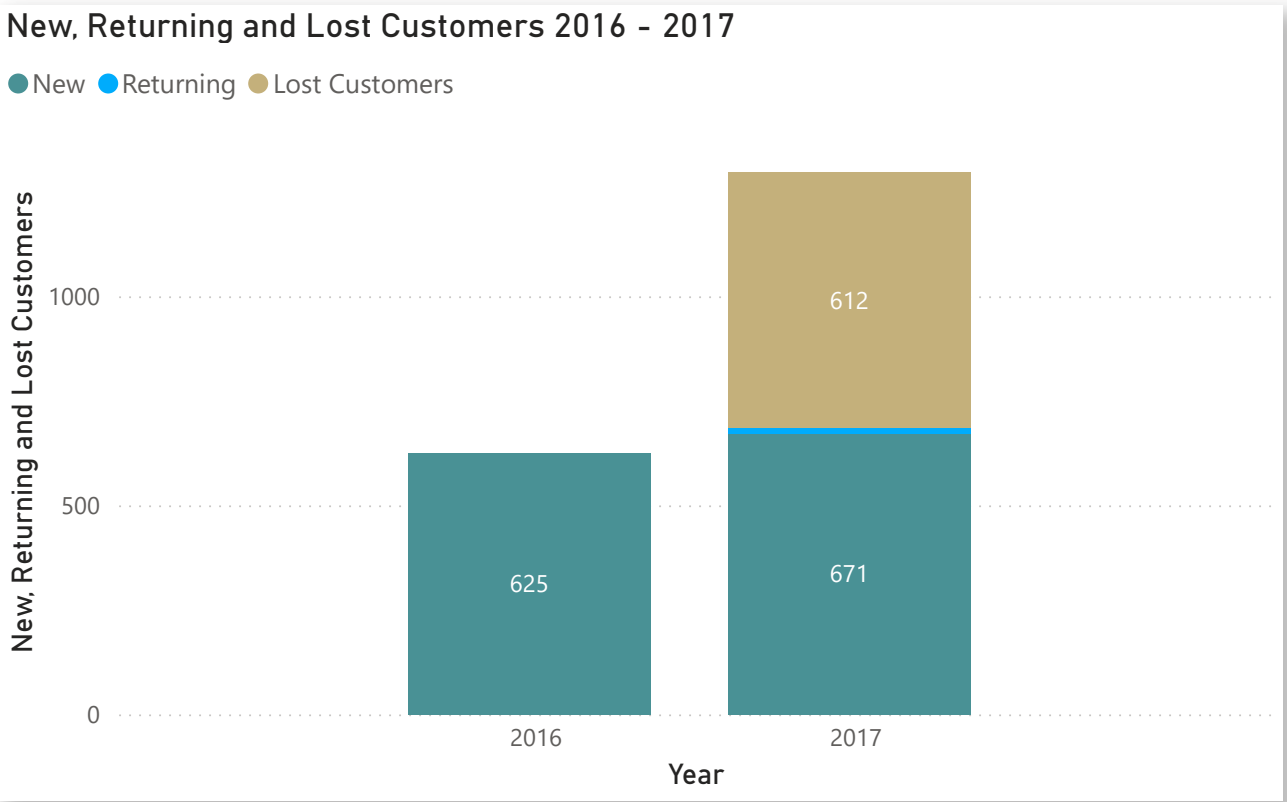
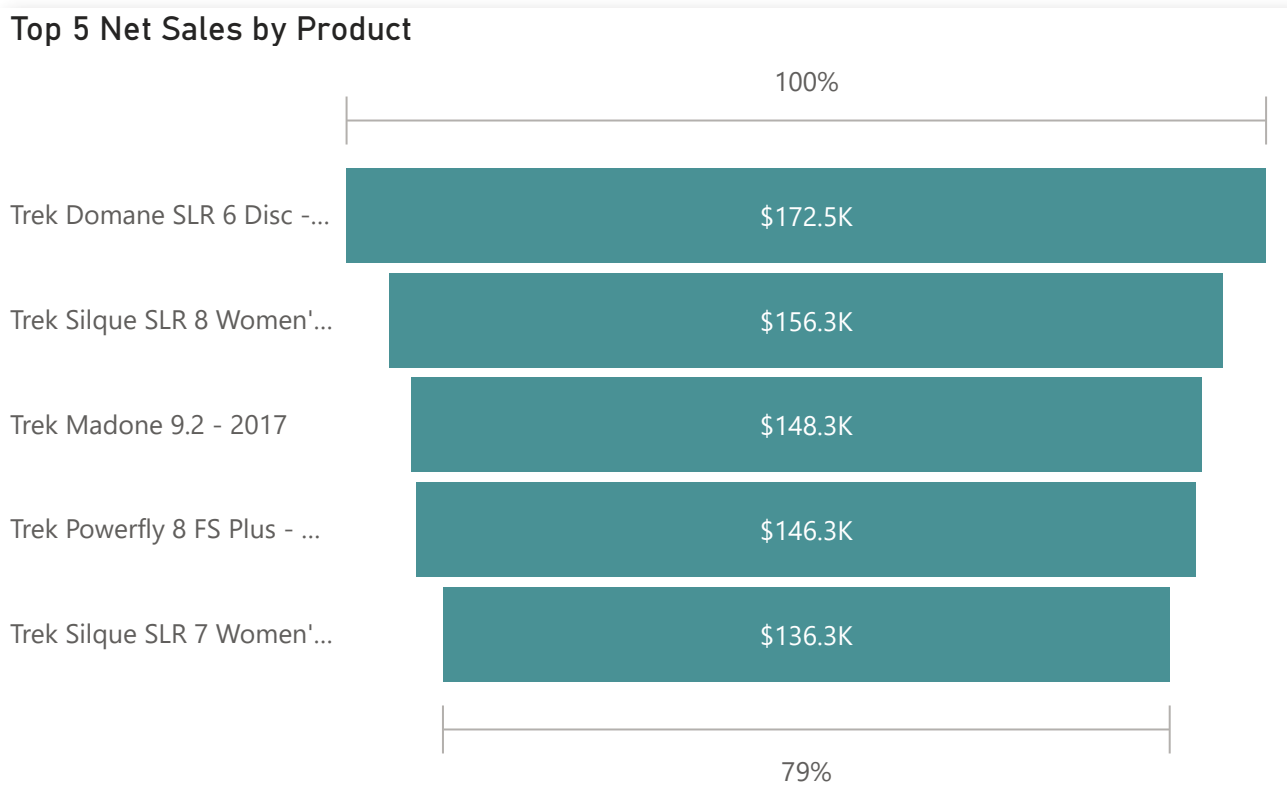
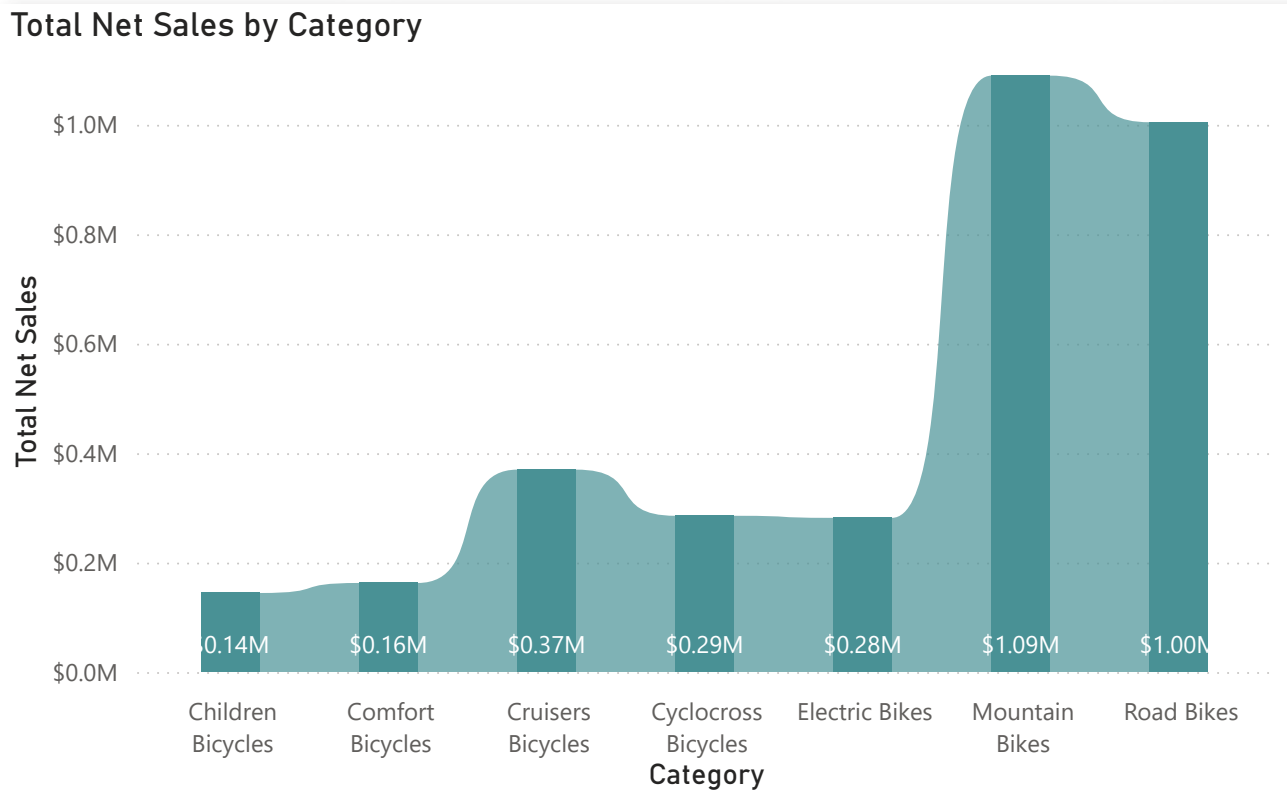
All

Store Name

All

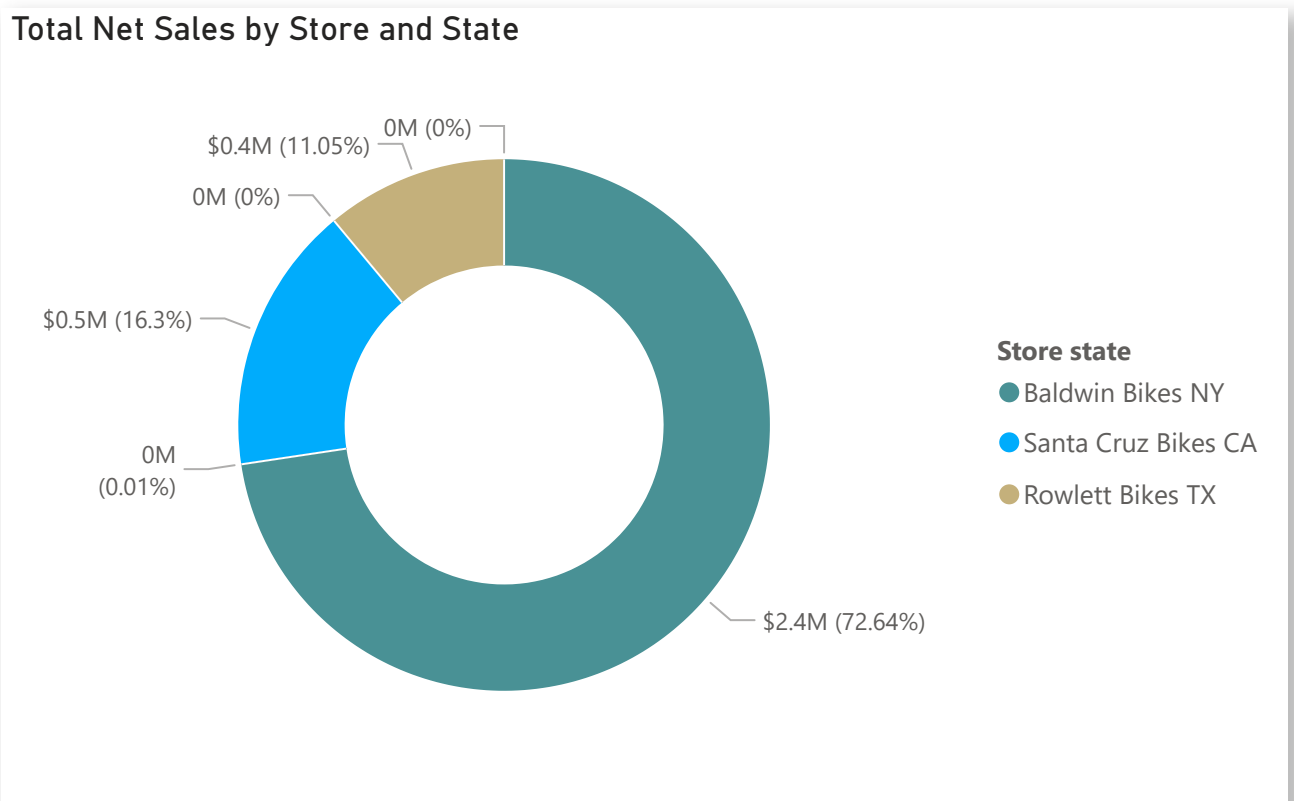
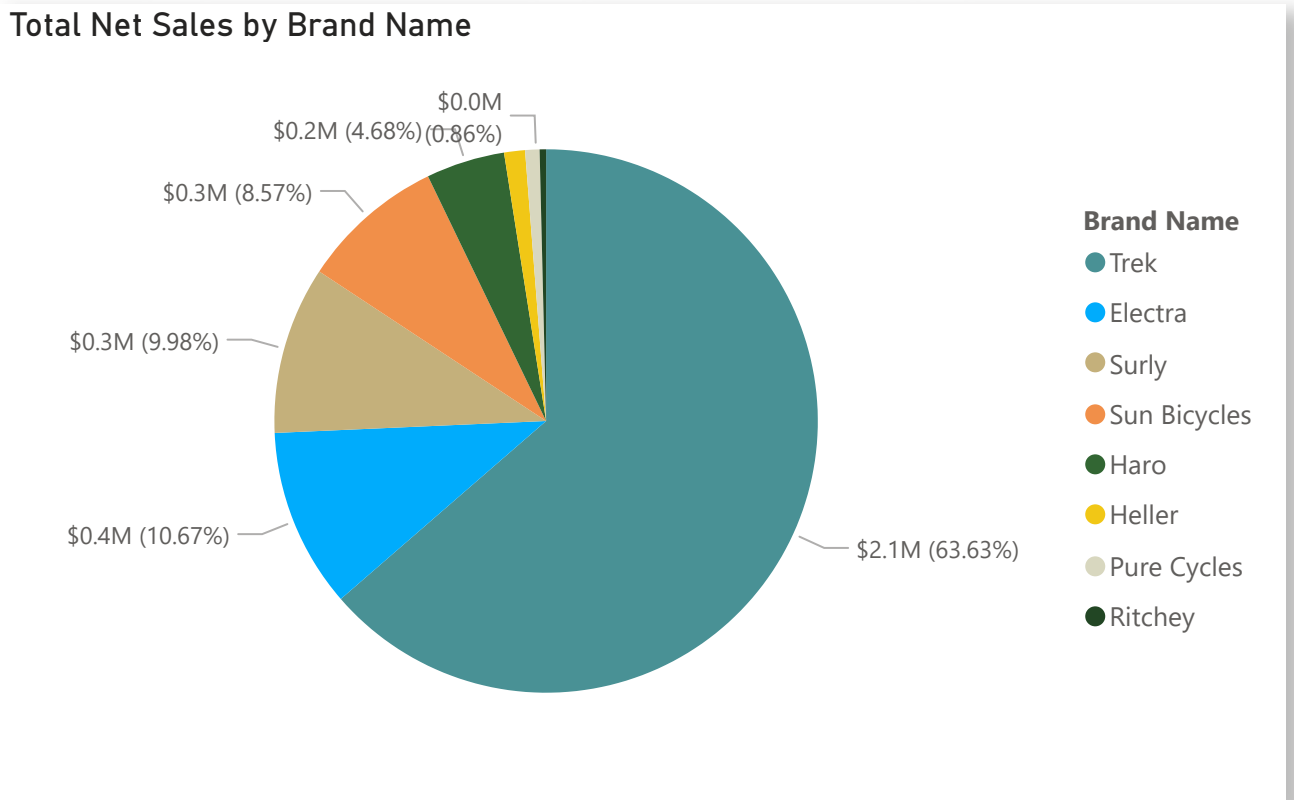
Discount Categ...

All



Key Highlights:

- 1.) Total bicycles sold increased by +16.1% while net sales increased by +\$0.97M or +40.7% versus last year.
- 2.) Trek brand net sales increased from +\$1.1M to +\$2.1M resulting in YoY growth of +\$0.99M or 87%.
- 3.) Total customers increased by 59 YoY. However, the total number of customers retained was only 13 and lost was 612 customers while gaining 671 new customers.
- 4.) Total discounts increased \$110K YoY while profit margin remained unchanged sitting at 90% YoY.



First and Last Purchases by Customer 2016 - 2017

customer_id	First Order Date	Last Order Date	Total Orders
173	2/13/2017	2/13/2017	1
174	7/19/2017	7/19/2017	1
177	4/22/2017	4/22/2017	1
178	11/24/2016	11/24/2016	1
179	5/22/2017	5/22/2017	1
182	8/15/2017	8/15/2017	1
183	4/22/2016	4/22/2016	1
184	2/27/2017	2/27/2017	1
185	8/7/2017	8/7/2017	1
186	10/17/2017	10/17/2017	1
189	8/11/2017	8/11/2017	1
190	1/11/2017	1/11/2017	1
193	10/10/2016	10/10/2016	1
196	5/9/2017	5/9/2017	1
197	9/25/2016	9/25/2016	1
198	8/16/2017	8/16/2017	1
Total			1,177



Recommendations:

- 1.) Trek brand sales have shown strong YoY growth - Consider leveraging promotional campaigns to continue to drive YoY growth.
- 2.) Profit margin remains unchanged YoY - Continue to monitor profit margin and net sales by discount category to ensure any new discount strategies are not dilutive.
- 3.) Significant high number of lost customers YoY - Reach out to customers to collect information on overall experience to gain insights and better understand why they left. After completing information collection analyze the information and develop a strategy to win back lost customers.