

Dataline Bike Company Dashboard

Contents

Data Analysis

Sales

Details(drillthrough)

\$28.92M

Total revenue

\$11.81M

Total Profit

31.48K

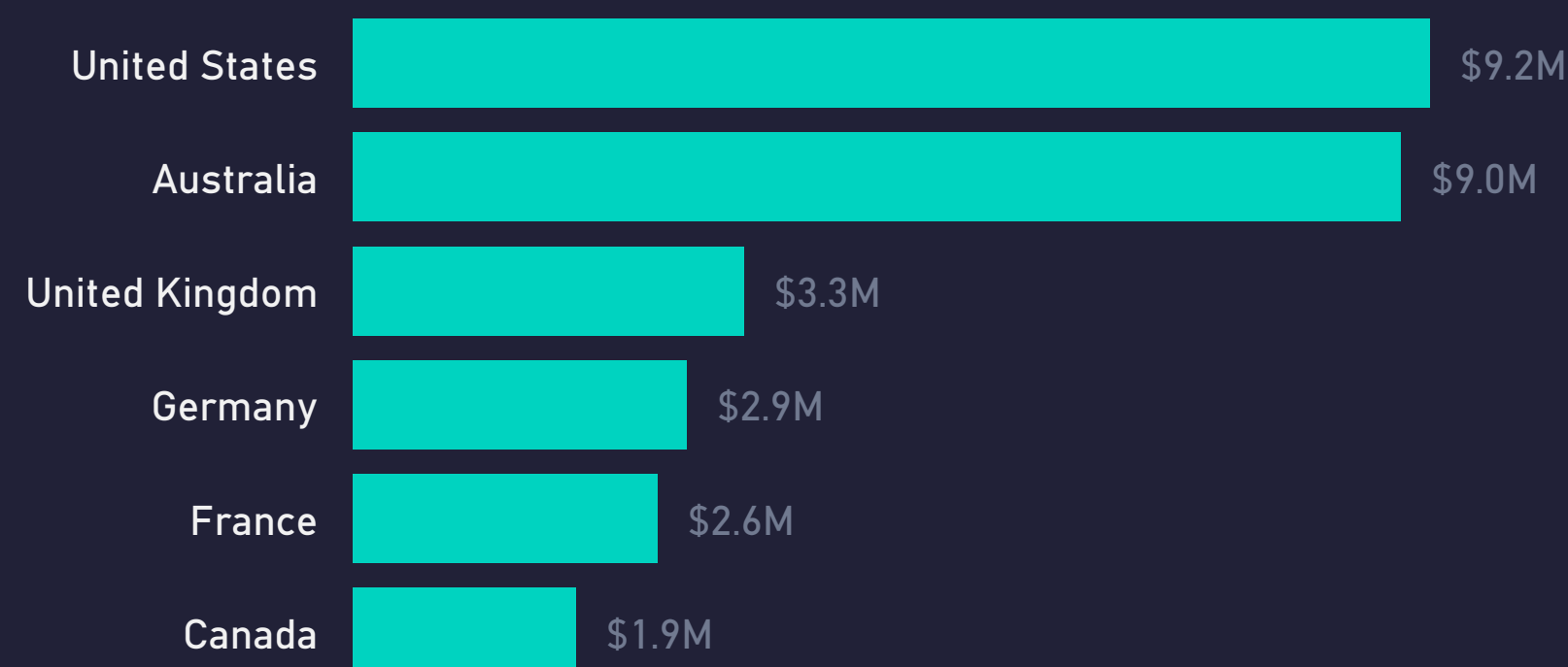
No. Of Orders

\$639

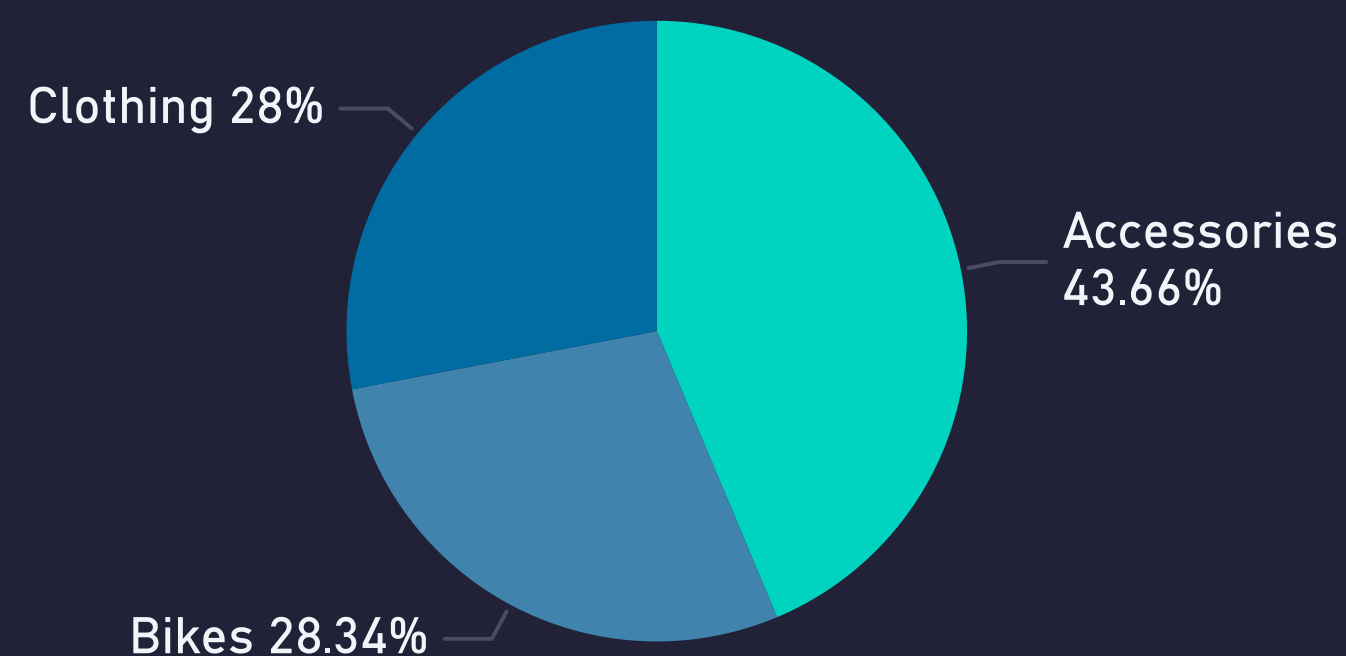
Average Profit per Customer



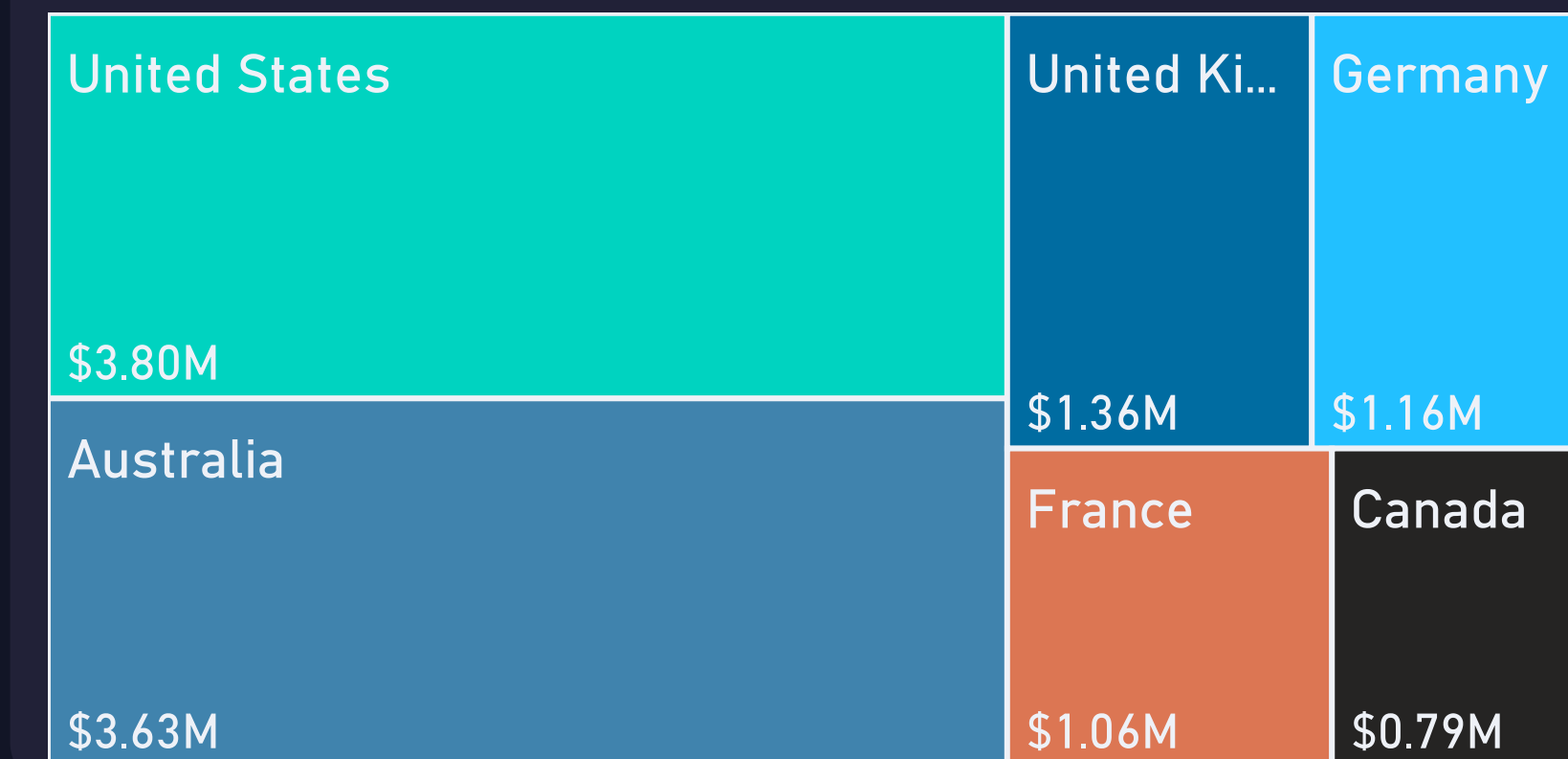
Revenue Generated By Country



Profit Margin by Category



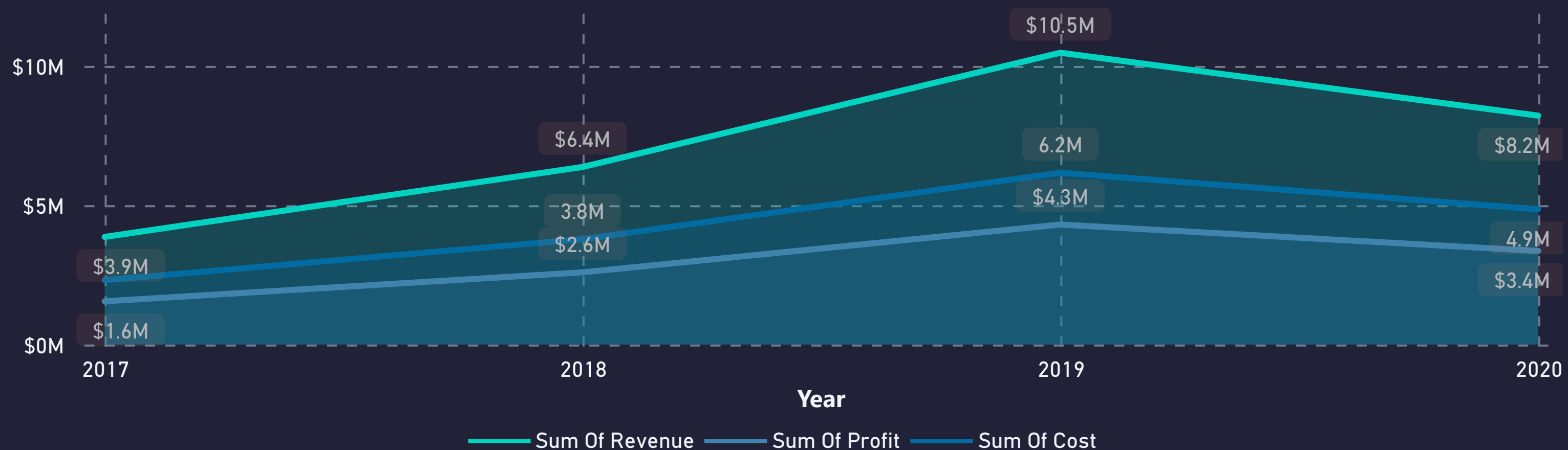
Profit Generated By Country



Profit Generated By Category

Category	Subcategory	Profit	Total revenue
Accessories	Helmets	\$141,059.83	\$225,335.60
	Hydration Packs	\$25,232.57	\$40,307.67
	Total	\$166,292.40	\$265,643.27
Bikes	Mountain Bikes	\$4,513,624.11	\$9,952,759.56
	Road Bikes	\$5,537,299.70	\$14,520,584.04
	Touring Bikes	\$1,454,872.70	\$3,844,801.05
	Total	\$11,505,796.50	\$28,318,144.65
Clothing	Caps	\$4,528.26	\$19,688.10
	Gloves	\$21,922.90	\$35,020.70
	Jerseys	\$39,778.66	\$172,950.68
	Shorts	\$44,646.16	\$71,319.81

Trend Of Revenue, Profit and Cost By Year





Years

2017

2018

2019

2020

111.08%

YoY Profit Percentage Change

Sales Amount Year To Date

OrderDateKey	Total Sales Amount	YTD cost
8/30/2017	\$699.10	1,417,740.19
5/31/2020	\$1,118.79	8,188,525.66
6/5/2020	\$1,186.69	8,196,841.55
6/6/2020	\$1,278.17	8,198,119.72
6/2/2020	\$1,476.66	8,191,890.82
6/10/2020	\$1,505.59	8,205,559.77
6/3/2020	\$1,661.12	8,193,551.94
6/7/2020	\$1,796.53	8,199,916.25
Total	\$28,923,560.53	8,215,399.90

Profit Compared To Previous Year



6.21M

YoY Profit Difference

Country

All

Profit making Categories

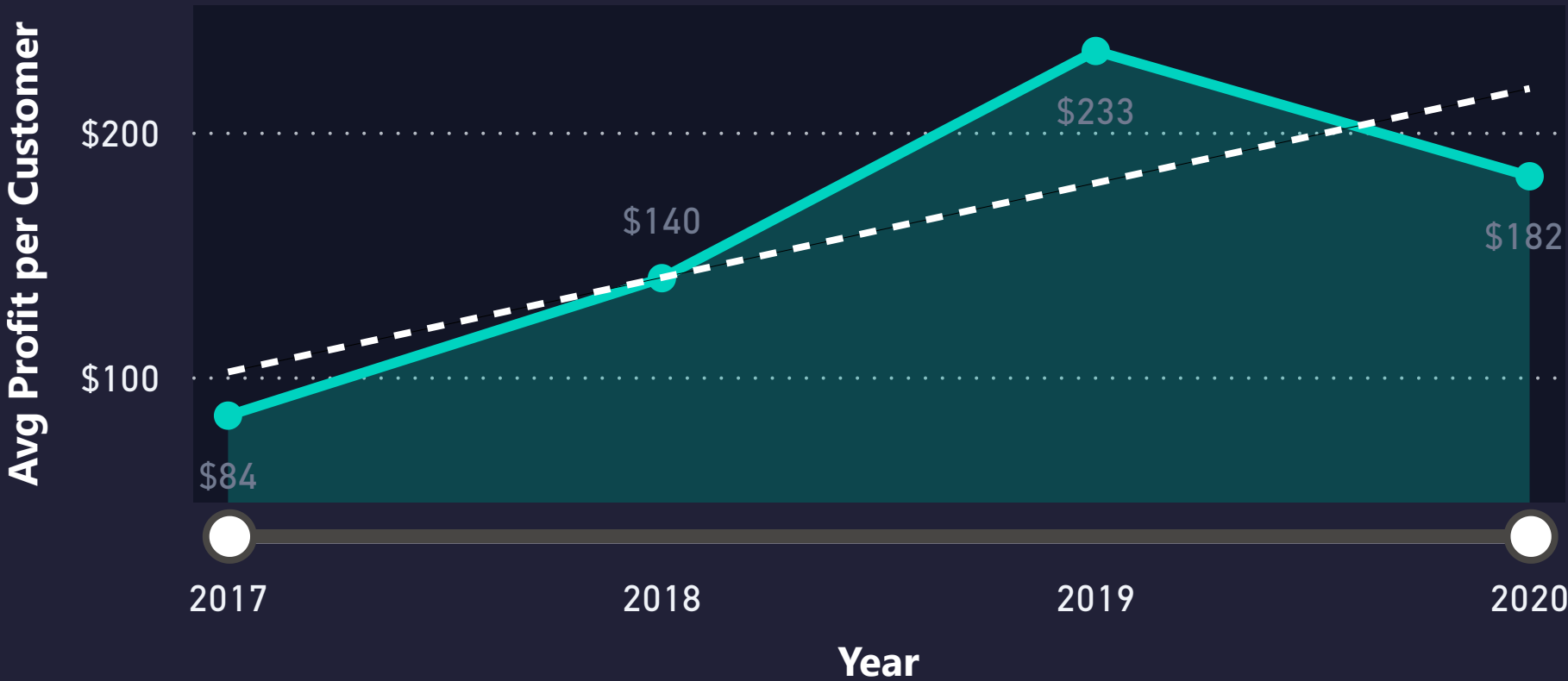
Accessories

63% Profit Margin

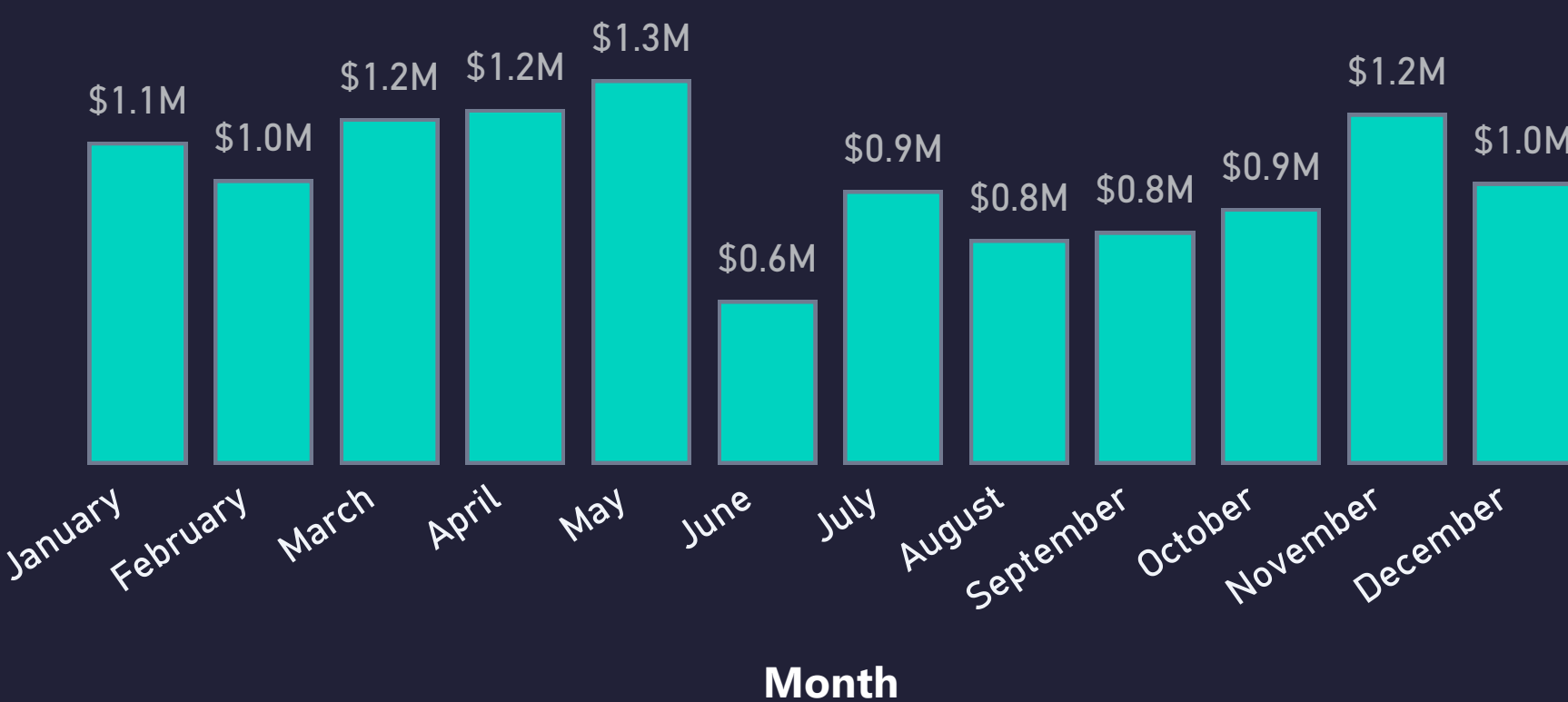
Bikes

41% Profit Margin

Average Profit per Customer



Profit by Month



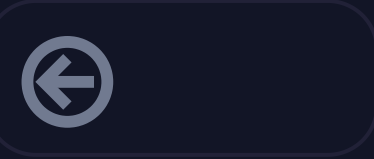
Profit making Subcategory

Vests

63% Profit Margin

Shorts

63% Profit Margin



Details

OrderDateKey	Category	Product	Country-Region	Sum of Order Quantity	Profit	Total revenue
7/1/2017	Bikes	Mountain100	Australia	3	\$4,452.57	\$10,174.97
7/1/2017	Bikes	Mountain100	France	1	\$1,487.84	\$3,399.99
7/1/2017	Bikes	Mountain100	United States	1	\$1,487.84	\$3,399.99
7/1/2017	Bikes	Road150	Australia	1	\$1,406.98	\$3,578.27
7/1/2017	Bikes	Road150	Canada	1	\$1,406.98	\$3,578.27
7/1/2017	Bikes	Road150	United States	1	\$1,406.98	\$3,578.27
7/1/2017	Bikes	Road650	United States	1	\$285.95	\$699.10
7/2/2017	Bikes	Road150	Australia	2	\$2,813.95	\$7,156.54
7/2/2017	Bikes	Road150	Germany	1	\$1,406.98	\$3,578.27
7/2/2017	Bikes	Road150	United States	3	\$4,220.93	\$10,734.81
7/2/2017	Bikes	Road650	United Kingdom	1	\$285.95	\$699.10
7/3/2017	Bikes	Road150	Australia	2	\$2,813.95	\$7,156.54
7/3/2017	Bikes	Road150	Germany	1	\$1,406.98	\$3,578.27
7/3/2017	Bikes	Road150	United Kingdom	2	\$2,813.95	\$7,156.54
7/3/2017	Bikes	Road150	United States	3	\$4,220.93	\$10,734.81
7/3/2017	Bikes	Road650	Australia	1	\$285.95	\$699.10
7/4/2017	Bikes	Road150	Australia	2	\$2,813.95	\$7,156.54
7/4/2017	Bikes	Road150	Germany	1	\$1,406.98	\$3,578.27
7/4/2017	Bikes	Road150	United Kingdom	1	\$1,406.98	\$3,578.27
7/4/2017	Bikes	Road650	United States	2	\$571.90	\$1,398.20
7/5/2017	Bikes	Mountain100	Australia	2	\$2,964.73	\$6,774.98
7/5/2017	Bikes	Mountain100	United Kingdom	1	\$1,487.84	\$3,399.99
7/5/2017	Bikes	Mountain100	United States	1	\$1,487.84	\$3,399.99
Total				15205	\$11,505,796.50	\$28,318,144.65