

SALES ANALYSIS REPORT

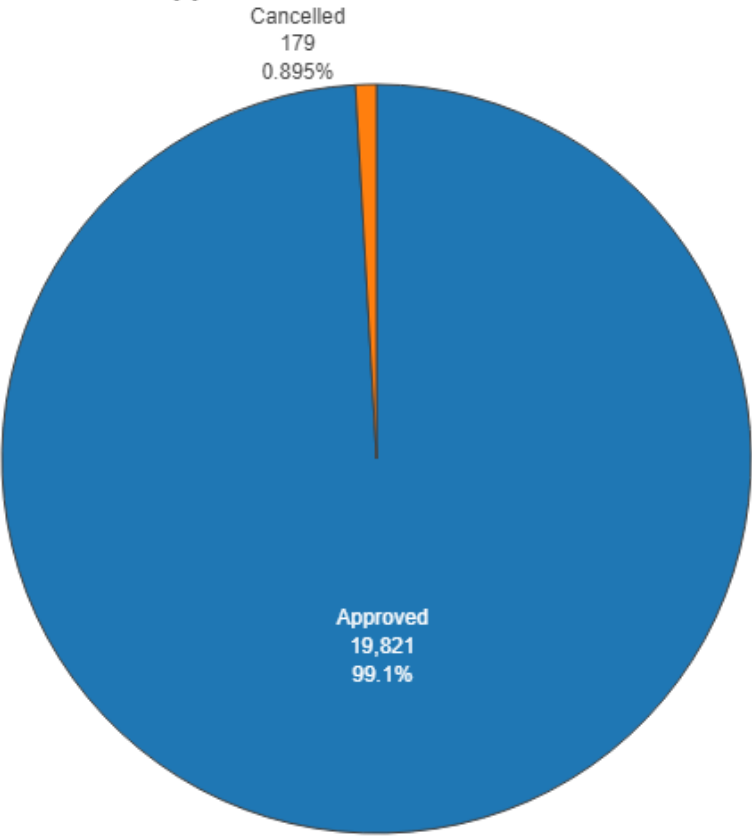
List of Unique Brands

Brand
Giant Bicycles
Nio Cycles
Norco Bicycles
OHM Cycles
Solex
Trek Bicycles
WeareA2B

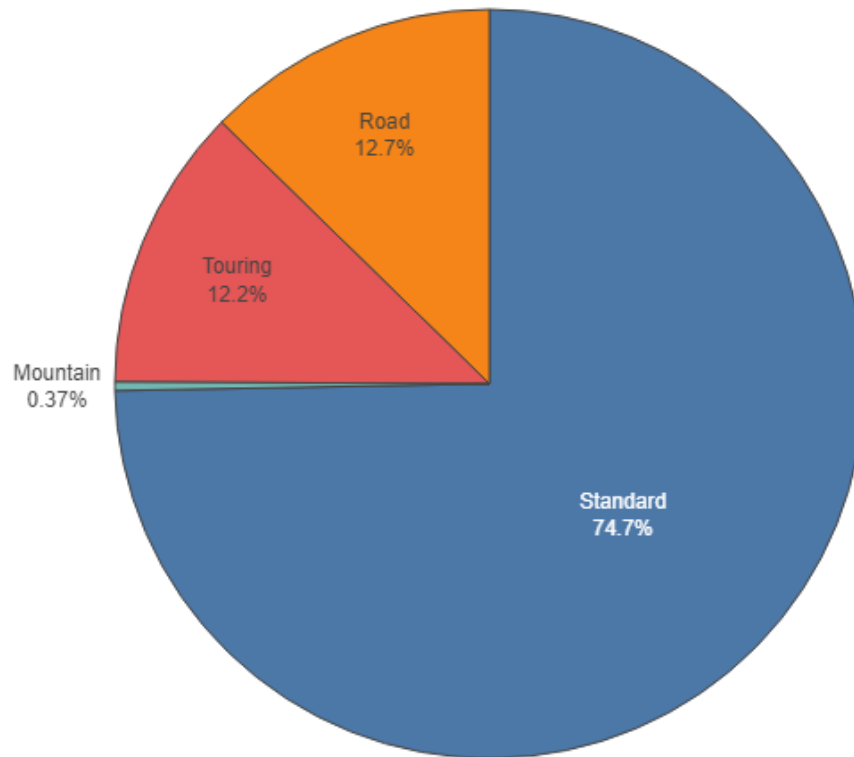
Top 5 Profitable Product Details

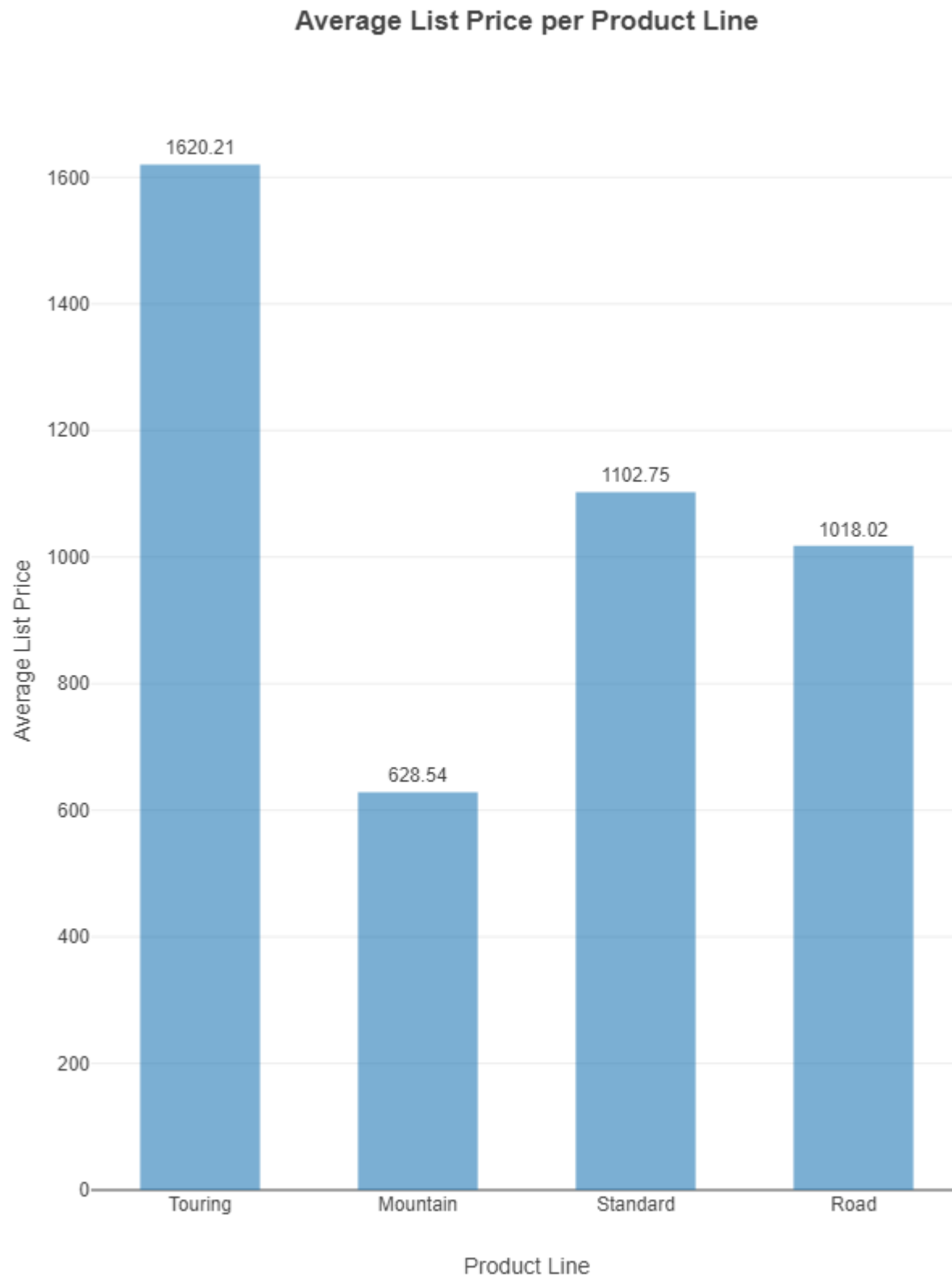
| Product ID | Brand | Product Line | Total profit(in \$) |
|------------|---------------|--------------|---------------------|
| 3 | Trek Bicycles | Standard | 602,702.70 |
| 57 | WeareA2B | Touring | 282,033.25 |
| 54 | WeareA2B | Standard | 236,449.72 |
| 37 | OHM Cycles | Standard | 236,325.33 |
| 68 | OHM Cycles | Standard | 232,459.74 |

Approved v/s Cancelled Orders



Product Line wise Revenue Contribution





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The Number of Unique customers in this dataset is 3,494

Cohort Analysis | Customer Retention Rate

| Month Year | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
|------------|-----|----|----|----|----|----|----|----|----|----|----|----|
| 17-01 | 100 | 36 | 37 | 37 | 37 | 35 | 38 | 39 | 36 | 39 | 37 | 38 |
| 17-02 | 100 | 40 | 37 | 39 | 35 | 37 | 38 | 35 | 41 | 38 | 37 | |
| 17-03 | 100 | 35 | 36 | 34 | 37 | 38 | 36 | 43 | 38 | 37 | | |
| 17-04 | 100 | 33 | 36 | 45 | 42 | 35 | 43 | 37 | 38 | | | |
| 17-05 | 100 | 40 | 39 | 41 | 34 | 34 | 35 | 39 | | | | |
| 17-06 | 100 | 37 | 36 | 38 | 37 | 37 | 44 | | | | | |
| 17-07 | 100 | 34 | 34 | 42 | 48 | 31 | | | | | | |
| 17-08 | 100 | 35 | 43 | 35 | 25 | | | | | | | |
| 17-09 | 100 | 33 | 29 | 38 | | | | | | | | |
| 17-10 | 100 | 30 | 40 | | | | | | | | | |
| 17-11 | 100 | 38 | | | | | | | | | | |
| 17-12 | 100 | | | | | | | | | | | |

Cohort Analysis | Average customer spending

| Month Year | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
|------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 17-01 | 1,371 | 1,441 | 1,390 | 1,375 | 1,449 | 1,405 | 1,460 | 1,340 | 1,365 | 1,379 | 1,343 | 1,276 |
| 17-02 | 1,372 | 1,368 | 1,443 | 1,428 | 1,367 | 1,354 | 1,510 | 1,321 | 1,359 | 1,402 | 1,383 | |
| 17-03 | 1,368 | 1,510 | 1,484 | 1,396 | 1,303 | 1,386 | 1,504 | 1,439 | 1,416 | 1,418 | | |
| 17-04 | 1,349 | 1,450 | 1,372 | 1,396 | 1,409 | 1,349 | 1,357 | 1,429 | 1,512 | | | |
| 17-05 | 1,502 | 1,383 | 1,438 | 1,393 | 1,360 | 1,427 | 1,291 | 1,546 | | | | |
| 17-06 | 1,368 | 1,489 | 1,576 | 1,506 | 1,411 | 1,426 | 1,359 | | | | | |
| 17-07 | 1,234 | 1,393 | 1,413 | 1,421 | 1,291 | 1,599 | | | | | | |
| 17-08 | 1,393 | 1,247 | 1,571 | 1,668 | 1,168 | | | | | | | |
| 17-09 | 1,723 | 1,256 | 921 | 1,033 | | | | | | | | |
| 17-10 | 1,234 | 1,542 | 1,265 | | | | | | | | | |
| 17-11 | 1,260 | 851 | | | | | | | | | | |
| 17-12 | 1,266 | | | | | | | | | | | |

This Report uses Dummy dataset and is not related to any organization