



## Trailblazers Cycles

## High Level Analysis



Country	Gender	Customer Type	Price Range	Category	Subcategory	Year
All	All	All	All	All	All	All

Total Sales  
YOY  
**\$29M**  
180%

Total Quantity  
YOY  
**60K**  
1455%

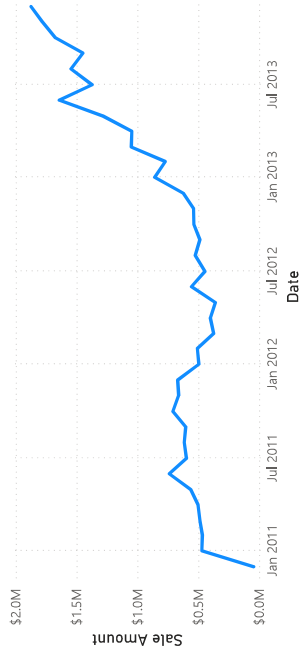
Total Orders  
YOY  
**28K**  
551%

Total Customers  
YOY  
**18K**  
435%

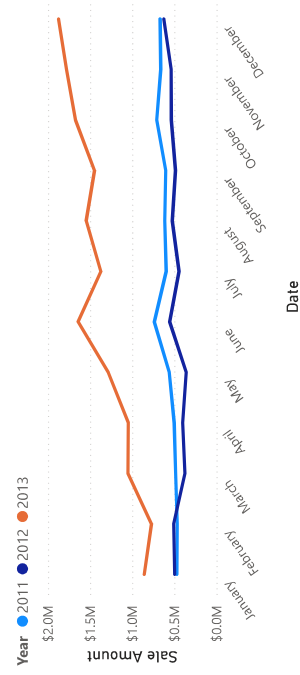
Total Products  
YOY  
**130**  
28%

Average Order Val  
YOY  
**\$486**  
-82%

Sales Over Time



Sales Over Time By Year





# Trailblazers Cycles

## Sales Trends Analysis



Country

All

Gender

All

Customer Type

All

Price Range

All

Category

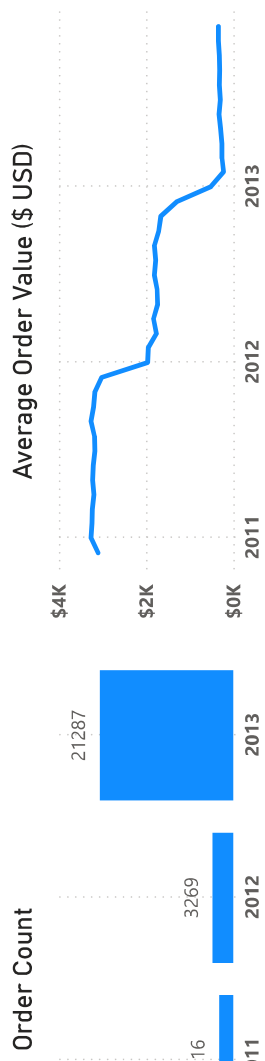
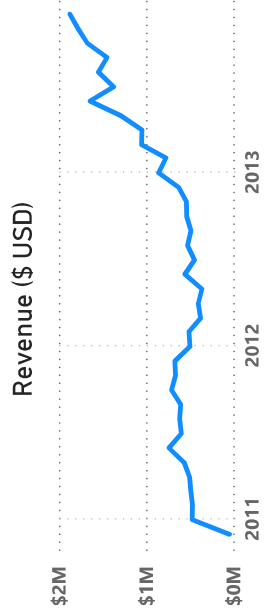
All

Subcategory

All

Year

All



### Revenue Increases As Average Order Value Decreases

2012				2013			
Year	Month	Order Count	Revenue	Revenue YOY	Avg Order Value	Revenue YOY	Avg Order Value
2012	January	252	\$495,363	↑	\$1,966	↓	\$857,758
	February	260	\$506,992	↑	\$1,950	↓	\$771,218
	March	212	\$373,478	↓	\$1,762	↓	\$1,049,732
	April	219	\$400,324	↓	\$1,828	↓	\$1,045,860
	May	207	\$358,866	↓	\$1,734	↓	\$1,284,456
	June	318	\$555,142	↓	\$1,746	↓	\$1,642,948
	July	246	\$444,533	↓	\$1,807	↓	\$1,371,595
	August	294	\$523,887	↓	\$1,782	↓	\$1,545,910
	September	269	\$486,149	↓	\$1,807	↓	\$1,447,324
	October	313	\$535,125	↓	\$1,710	↓	\$1,673,261
	November	324	\$537,918	↓	\$1,660	↓	\$1,780,688
	December	483	\$624,454	↓	\$1,293	↓	\$1,874,128
2013	January	252	\$495,363	↑	\$1,966	↑	\$516
	February	260	\$506,992	↑	\$1,950	↑	\$223
	March	212	\$373,478	↑	\$1,762	↑	\$257
	April	219	\$400,324	↑	\$1,828	↑	\$263
	May	207	\$358,866	↑	\$1,734	↑	\$292
	June	318	\$555,142	↑	\$1,746	↑	\$327
	July	246	\$444,533	↑	\$1,807	↑	\$294
	August	294	\$523,887	↑	\$1,782	↑	\$319
	September	269	\$486,149	↑	\$1,807	↑	\$314
	October	313	\$535,125	↑	\$1,710	↑	\$316
	November	324	\$537,918	↑	\$1,660	↑	\$341
	December	483	\$624,454	↑	\$1,293	↑	\$340



# Trailblazers Cycles

# Product Analysis



Country

All

Gender

All

Customer Type

All

Price Range

All

Category

All

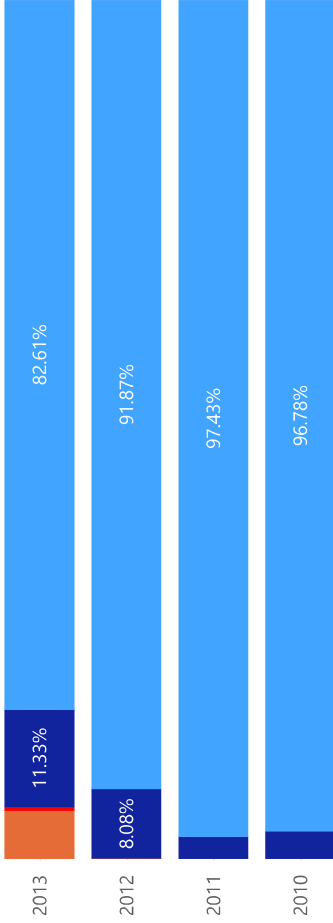
Subcategory

All

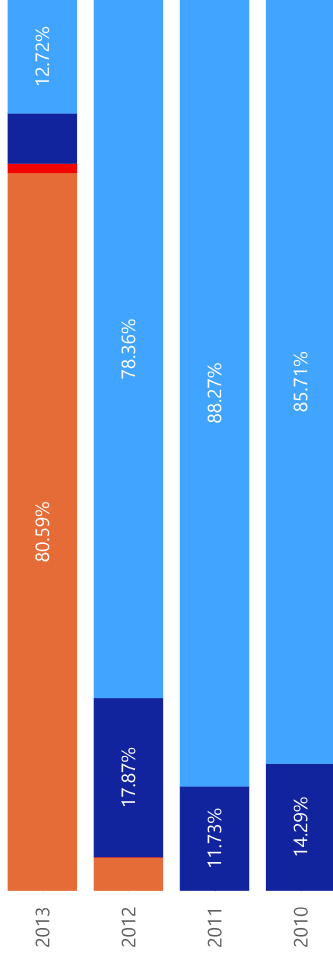
Year

All

Product Group   Below \$100   Between \$100-500   Between \$501-1000   Over \$1000



Product Group   Below \$100   Between \$100-500   Between \$501-1000   Over \$1000



Explore Sales and Order Quantity by Category > Subcategory > Product Name

Year	Category	2010		2011		2012		2013		Sales	Quantity	Sales	Quantity	Sales	Quantity	Sales	Quantity
		Quantity	Sales	Quantity	Sales	Quantity	Sales	Quantity	Sales								
<input type="checkbox"/>	Bikes	14	\$43,419	2,216	\$7,075,088	3,269	\$5,839,443	9,704	\$15,353,707	15,203	\$28,311,657						
<input type="checkbox"/>	Accessories					106	\$2,146	34,413	\$667,431	34,519	\$669,577						
<input type="checkbox"/>	Clothing					22	\$642	8,690	\$323,740	8,712	\$324,382						
	Total	14	\$43,419	2,216	\$7,075,088	3,397	\$5,842,231	52,807	\$16,344,878	58,434	\$29,305,616						



# Trailblazers Cycles

# Customer Analysis



Country

All

Gender

All

Customer Type

All

Price Range

All

Category

All

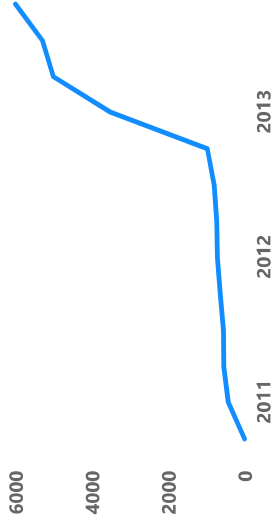
Subcategory

All

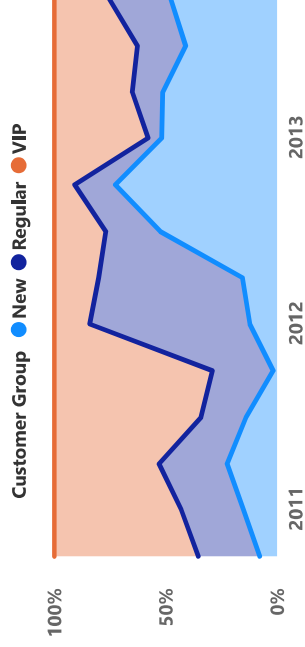
Year

All

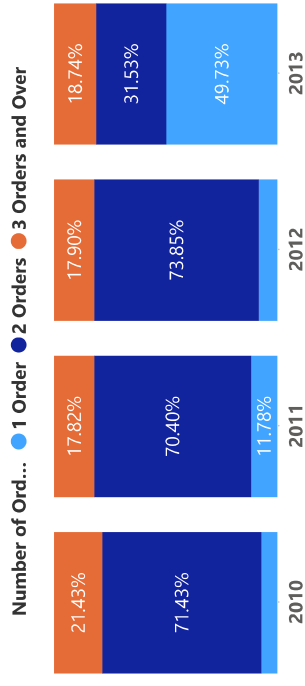
Customer Growth



Revenue Share by Customer Type



Customers by Number of Orders Paced



Top 10 Customers

Customer Name	Total Spent	Orders	Quantity	AOV	First Order Date	Months
Jordan Turner	\$15,998	9	20	\$800	February 2012	27
Willie Xu	\$13,489	6	9	\$1,499	April 2011	47
Kaitlyn Henderson	\$13,294	5	14	\$950	January 2011	33
Nichole Nara	\$13,294	5	13	\$1,023	May 2011	30
Margaret He	\$13,268	5	14	\$948	June 2011	29
Randall Dominguez	\$13,265	5	11	\$1,206	February 2011	32
Adriana Gonzalez	\$13,242	5	10	\$1,324	May 2011	29
Rosa Hu	\$13,215	5	15	\$881	June 2011	29
Brandi Gill	\$13,195	5	12	\$1,100	January 2011	33
Brad She	\$13,172	5	11	\$1,197	May 2011	30

Bottom 10 Customers

Customer Name	Total Spent	Quantity	Orders	AOV	First Order Date	Months
Melanie Peterson	\$2	1	1	\$2	February 2013	0
Abigail Bennett	\$2	1	1	\$2	April 2013	0
Hunter Miller	\$2	1	1	\$2	May 2013	0
Natalie Bryant	\$2	1	1	\$2	June 2013	0
Abigail Morris	\$2	1	1	\$2	July 2013	0
Alex Collins	\$2	1	1	\$2	August 2013	0
Marcus Morgan	\$2	1	1	\$2	August 2013	0
Natalie Rivera	\$2	1	1	\$2	September 2013	0
Brad Kumar	\$2	1	1	\$2	September 2013	0
Cody Sanders	\$2	1	1	\$2	October 2013	0



## Trailblazers Cycles

## Region Analysis

Country

All

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Gender

All

>

Customer Type

All

>

Price Range

All

>

Category

All

>

Subcategory

All

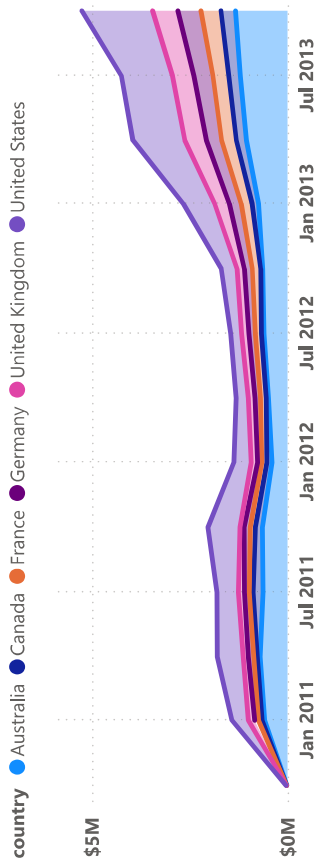
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Year

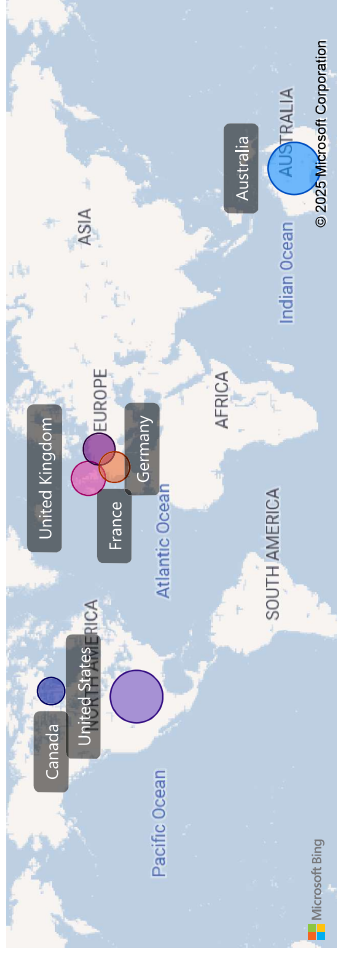
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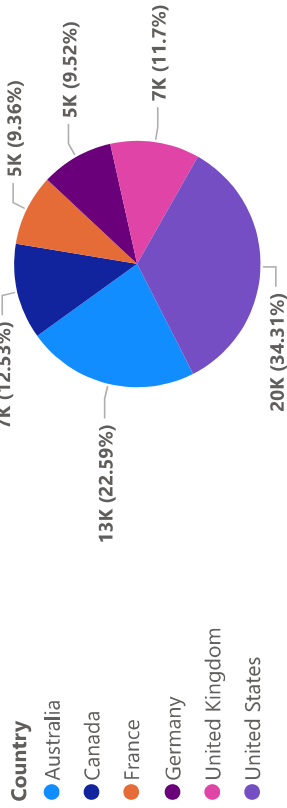
Sales Over Time by Country



Total Sales by Country



Total Order Quantity By Country



Country and Customer Type

