



Trailblazers Cycles

High Level Analysis



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

Total Sales

\$29M YOY 180%

Total Quantity

60K YOY 1455%

Total Orders

28K YOY 551%

Total Customers

18K YOY 435%

Total Products

130 YOY 28%

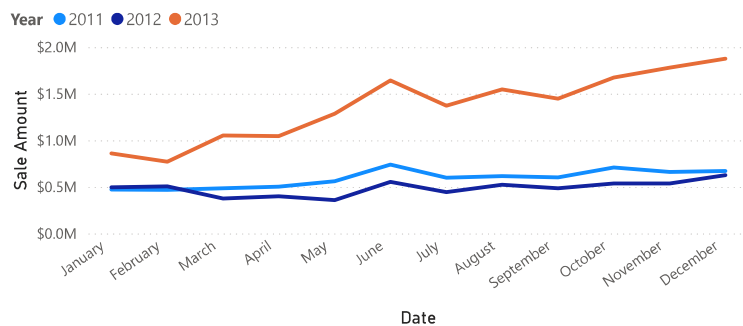
Average Order Val

\$486 YOY -82%

Sales Over Time



Sales Over Time By Year





Trailblazers Cycles

Sales Trends Analysis



Country

Gender

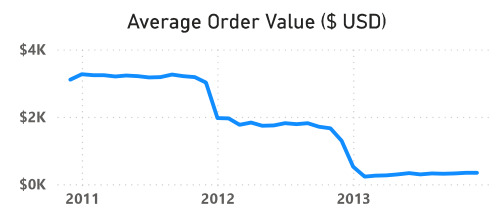
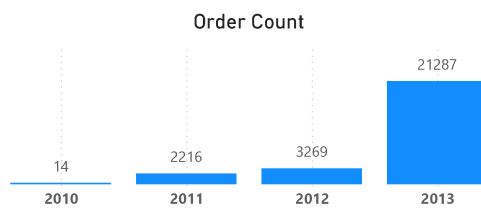
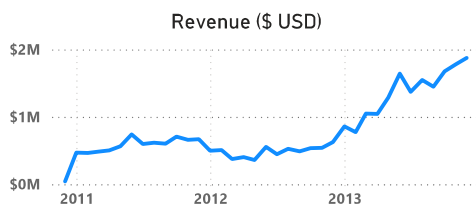
Customer Type

Price Range

Category

Subcategory

Year



Revenue Increases As Average Order Value Decreases

Year	2012						2013					
Month	Order Count	Order Count YOY	Revenue	Revenue YOY	Average Order Value	Avg Order Value YOY	Order Count	Order Count YOY	Revenue	Revenue YOY	Average Order Value	Avg Order Value YOY
January	252	↑	\$495,363	↑	\$1,966	↓	1662	↑	\$857,758	↑	\$516	↓
February	260	↑	\$506,992	↑	\$1,950	↓	3453	↑	\$771,218	↑	\$223	↓
March	212	↑	\$373,478	↓	\$1,762	↓	4087	↑	\$1,049,732	↑	\$257	↓
April	219	↑	\$400,324	↓	\$1,828	↓	3979	↑	\$1,045,860	↑	\$263	↓
May	207	↑	\$358,866	↓	\$1,734	↓	4399	↑	\$1,284,456	↑	\$292	↓
June	318	↑	\$555,142	↓	\$1,746	↓	5025	↑	\$1,642,948	↑	\$327	↓
July	246	↑	\$444,533	↓	\$1,807	↓	4671	↑	\$1,371,595	↑	\$294	↓
August	294	↑	\$523,887	↓	\$1,782	↓	4848	↑	\$1,545,910	↑	\$319	↓
September	269	↑	\$486,149	↓	\$1,807	↓	4616	↑	\$1,447,324	↑	\$314	↓
October	313	↑	\$535,125	↓	\$1,710	↓	5298	↑	\$1,673,261	↑	\$316	↓
November	324	↑	\$537,918	↓	\$1,660	↓	5224	↑	\$1,780,688	↑	\$341	↓
December	483	↑	\$624,454	↓	\$1,293	↓	5520	↑	\$1,874,128	↑	\$340	↓



Trailblazers Cycles

Product Analysis



Country

▼

All

▼

Gender

▼

All

▼

Customer Type

▼

All

▼

Price Range

▼

All

▼

Category

▼

All

▼

Subcategory

▼

All

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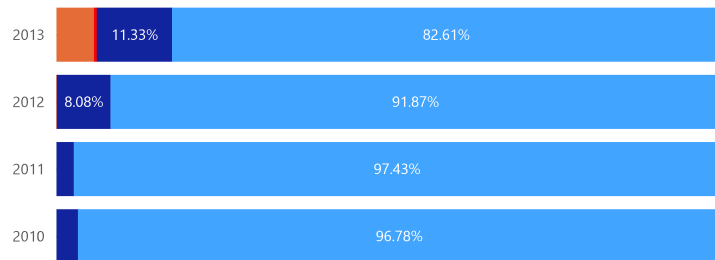
Year

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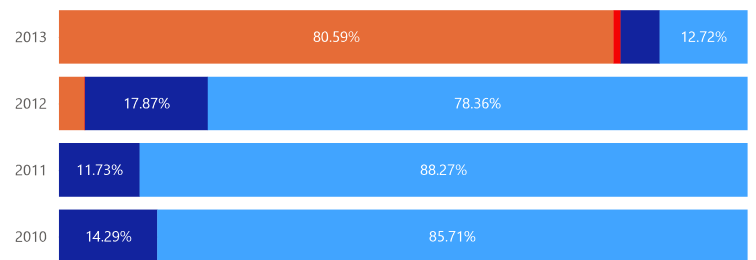
All

▼

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		Quantity	Sales
		Quantity	Sales	Quantity	Sales	Quantity	Sales	Quantity	Sales		
⊕	Bikes	14	\$43,419	2,216	\$7,075,088	3,269	\$5,839,443	9,704	\$15,353,707	15,203	\$28,311,657
⊕	Accessories					106	\$2,146	34,413	\$667,431	34,519	\$669,577
⊕	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

Gender

Customer Type

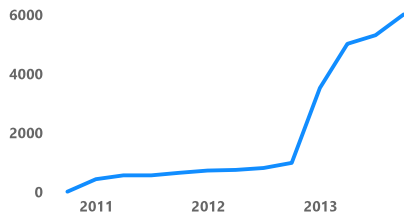
Price Range

Category

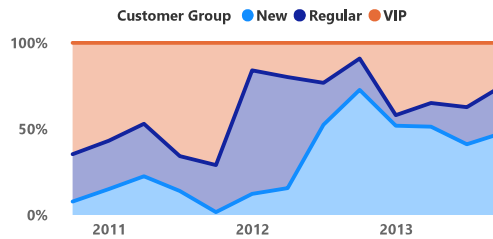
Subcategory

Year

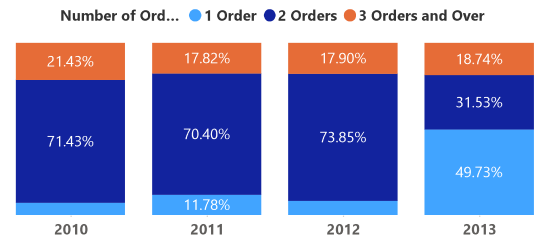
Customer Growth



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

Gender

All

Customer Type

All

Price Range

All

Category

All

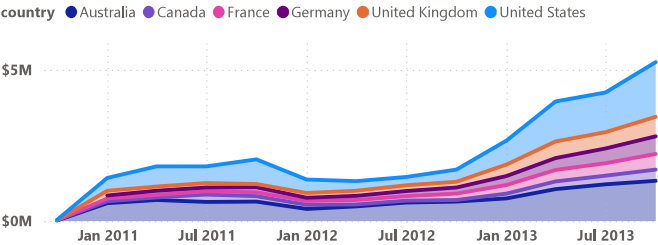
Subcategory

All

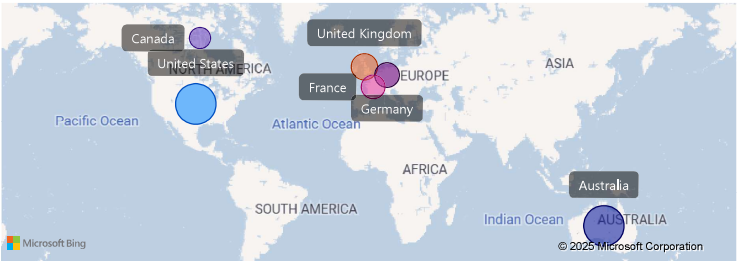
Year

All

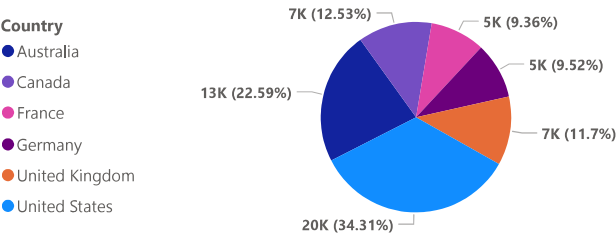
Sales Over Time by Country



Total Sales by Country



Total Order Quantity By Country



Country and Customer Type

