

7,69M

total revenue

46,09

average unique customers per month

1615

total orders

1,72

minimum delivery time

219,69K

average revenue per month

4,68K

average order value per month

2016

2017

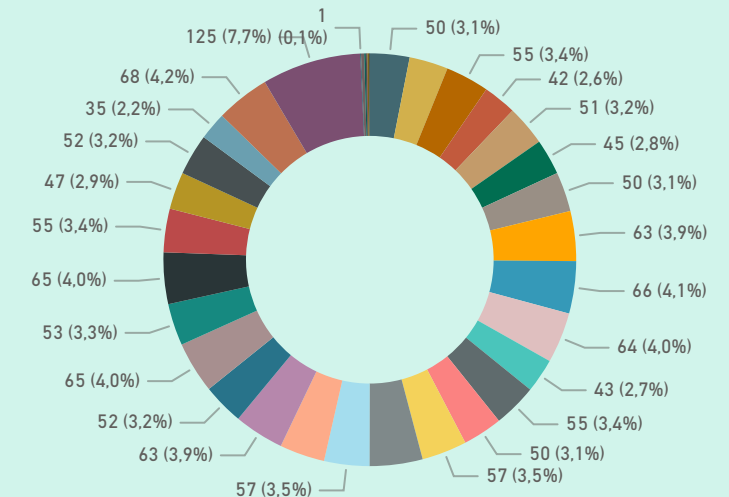
2018



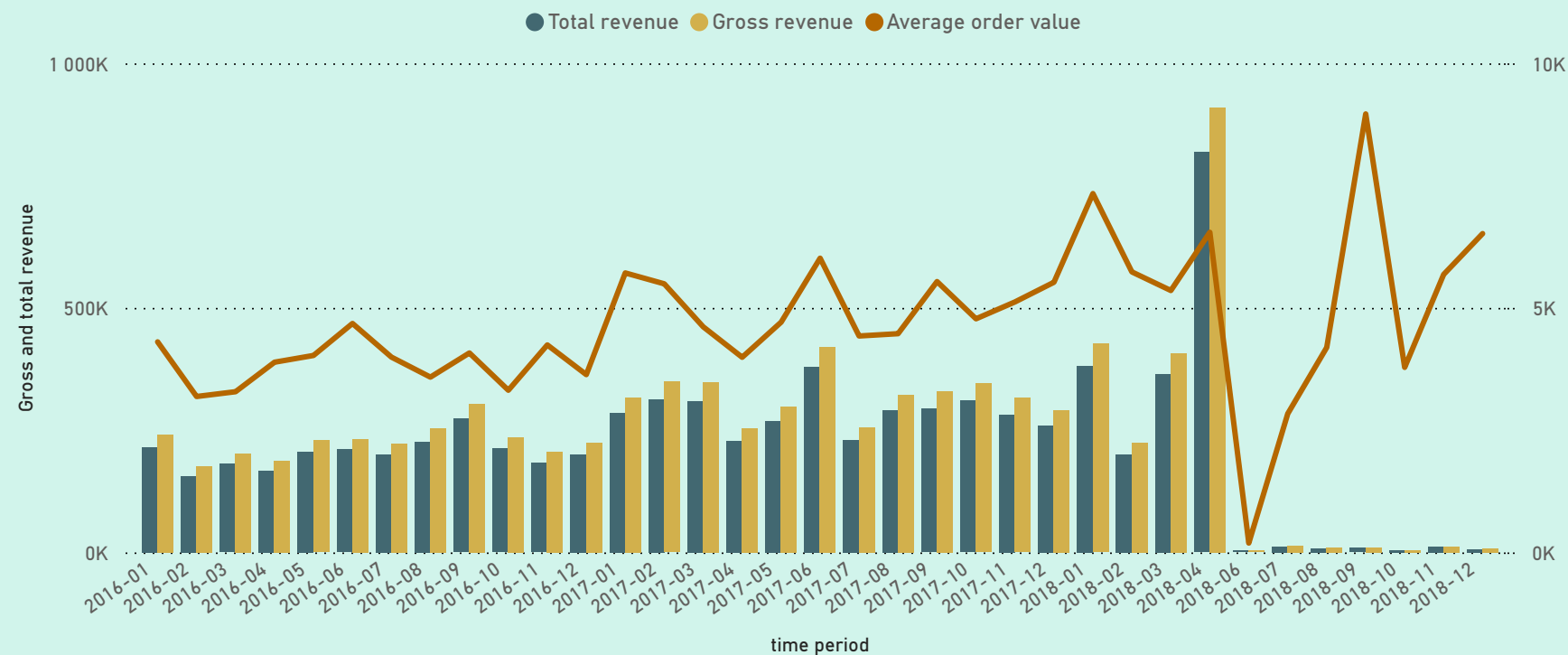
Time period

All

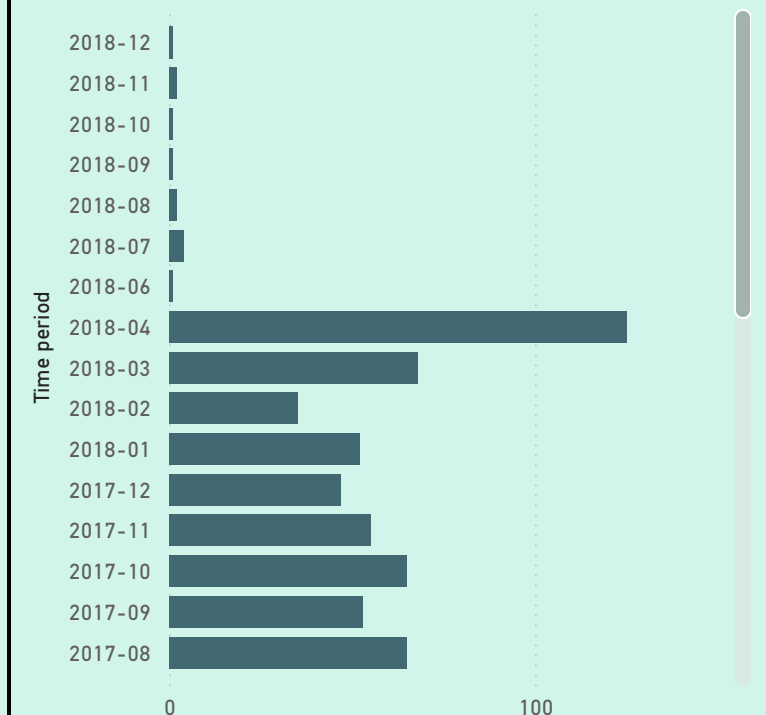
Unique customers by month



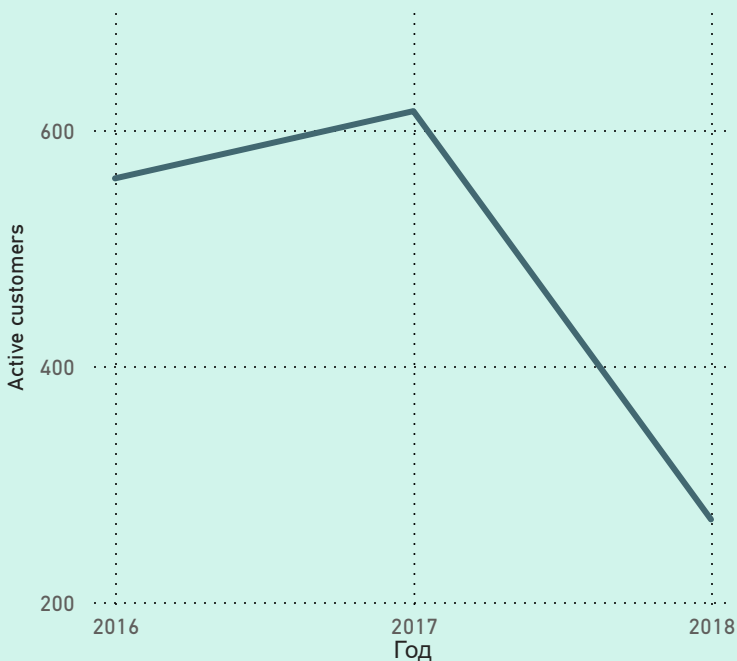
Total revenue and Gross revenue by month



Number of orders by month



Number of active customers



7,69M

Total revenue

1615

Total orders

1445

Total customers

4,36

Average customer order size

4,66K

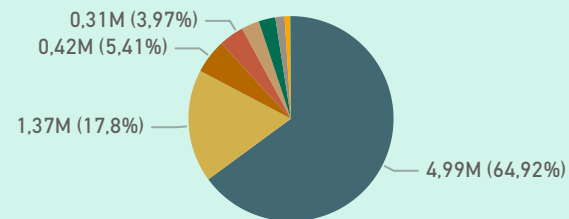
Average revenue per customer order

Brands

All



Customer favorite brands



Electra Trek Surly Sun Strider Heller Pure Haro Ritchey

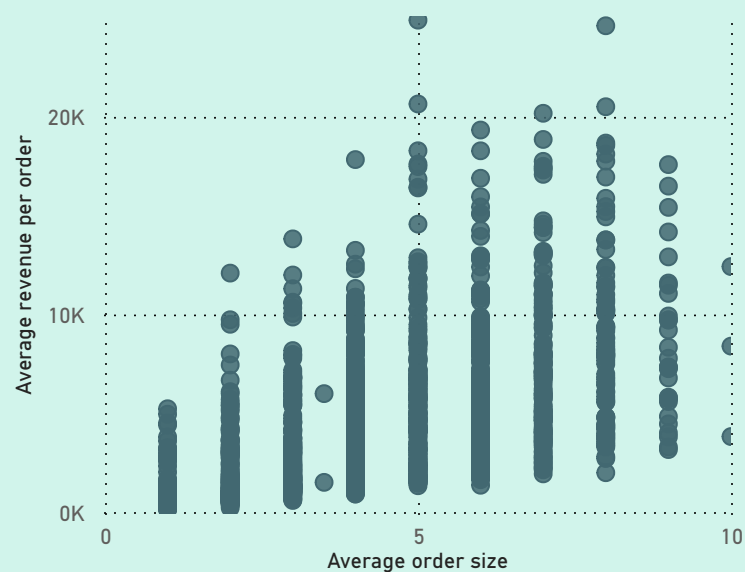
Top customer stores

Baldwin Bikes

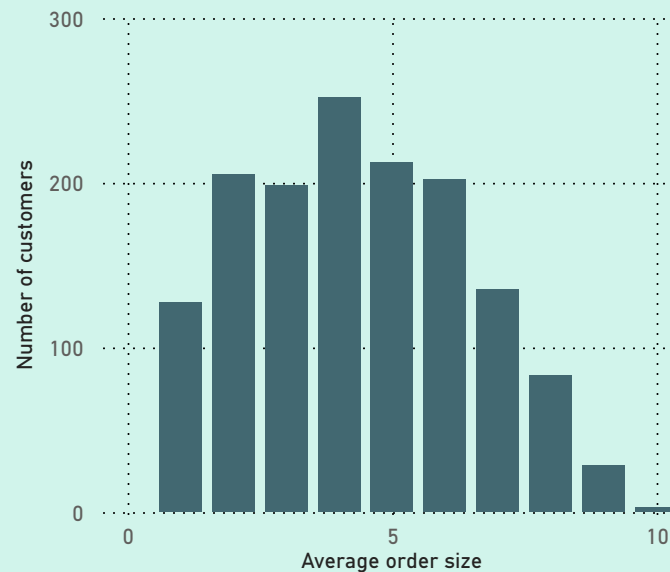
Santa Cruz Bikes

Rowlet...

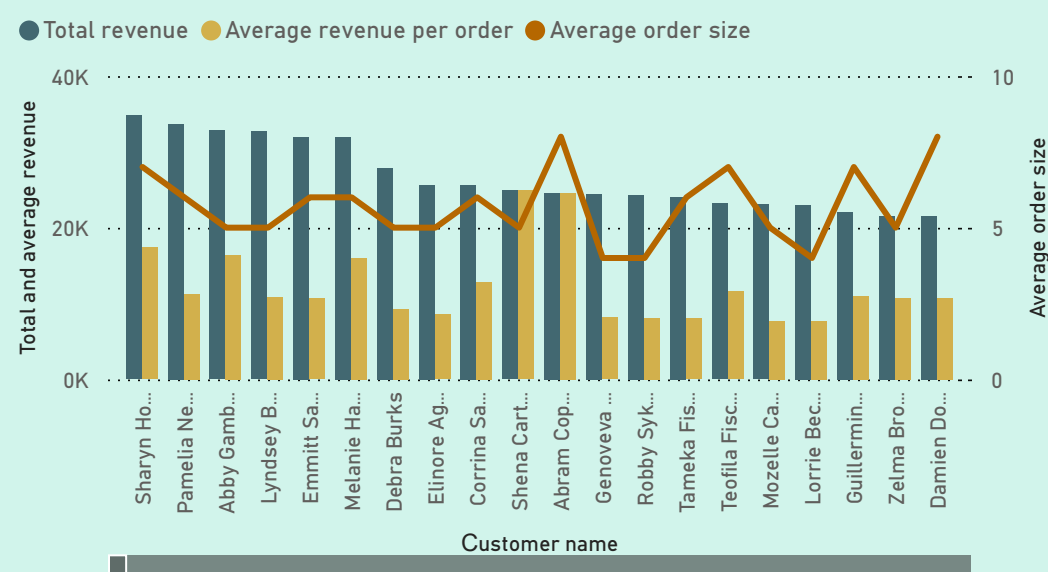
Dependence of the average order value on the number of items in the order



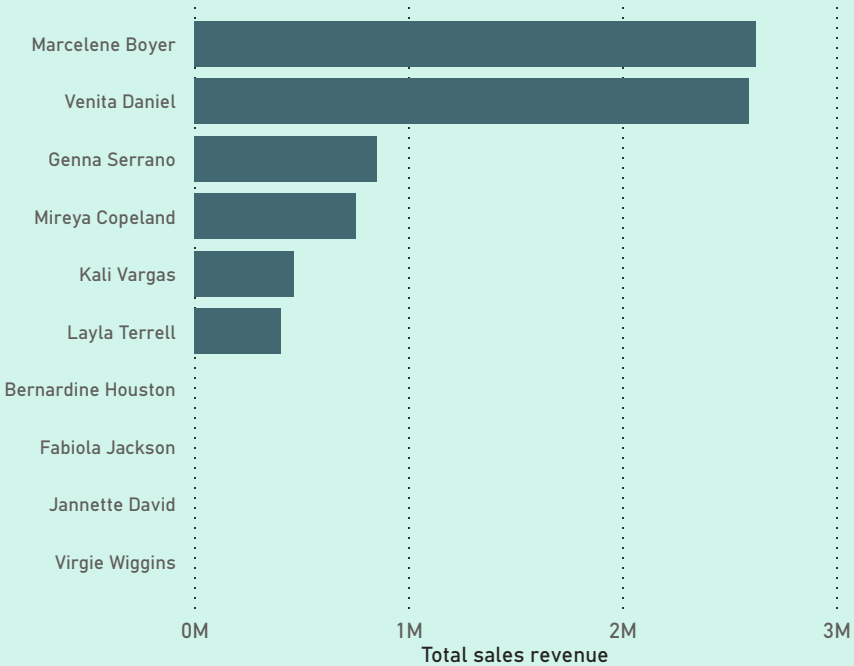
Dependence of the number of customers on the average order size



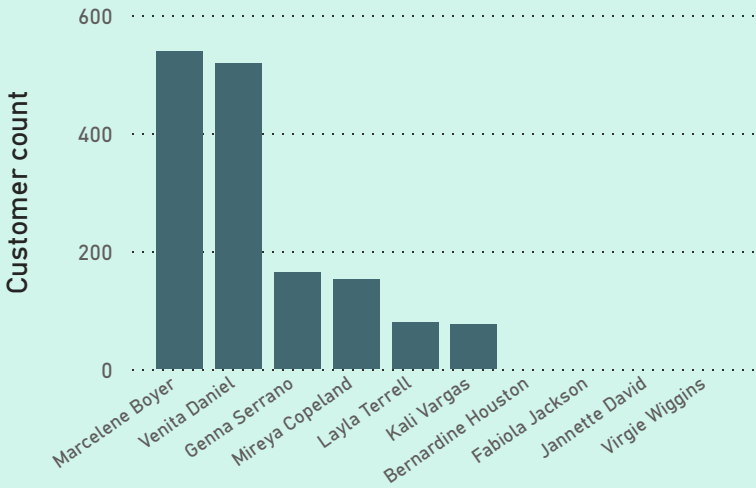
Customer ranking by total revenue, average revenue per order, average order size



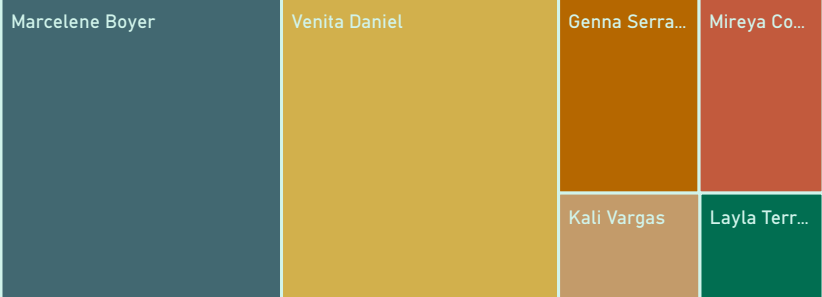
Total sales revenue by staff



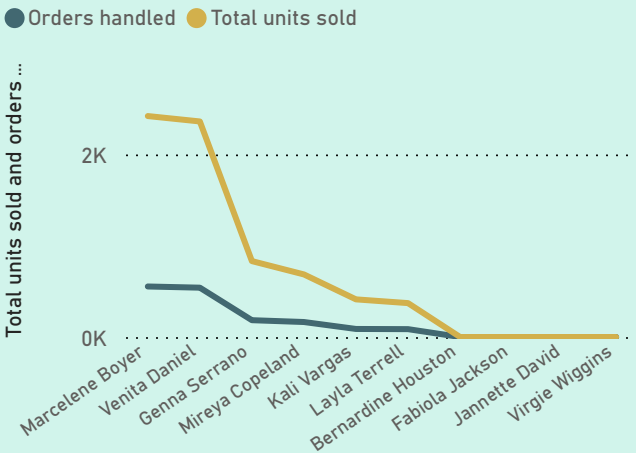
Number of customers handled by staff



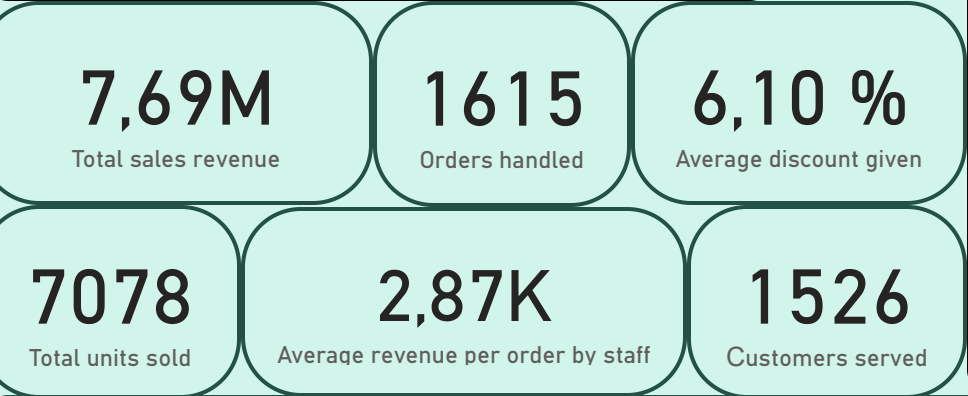
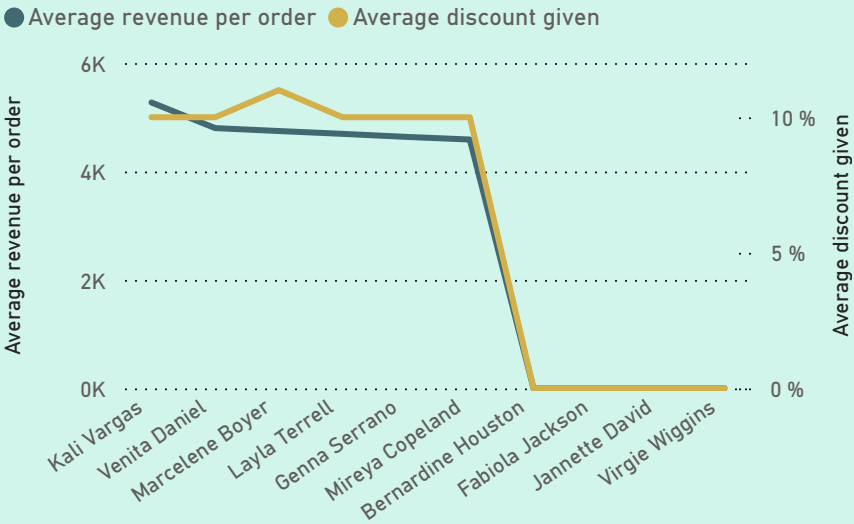
Top sales staff



Total units sold and orders handled by staff



Average revenue per order and average discount given by staff



Staff full name	Total sales revenue	Total units sold	Orders handled	Customer count	Average revenue per order	Average discount given
Marcelene Boyer	2 624 120,65	2419	553	538	4 745,25	11,00 %
Venita Daniel	2 591 630,62	2360	540	518	4 799,32	10,00 %
Genna Serrano	853 287,36	831	184	164	4 637,43	10,00 %
Mireya Copeland	752 535,68	685	164	152	4 588,63	10,00 %
Kali Vargas	463 918,30	412	88	75	5 271,80	10,00 %
Layla Terrell	403 623,94	371	86	79	4 693,30	10,00 %
Bernardine Houston	0,00	0	0	0	0,00	0,00 %
Fabiola Jackson	0,00	0	0	0	0,00	0,00 %
Jannette David	0,00	0	0	0	0,00	0,00 %
Virgie Wiggins	0,00	0	0	0	0,00	0,00 %
Total	7 689 116,55	7078	1615	1526	2 873,57	6,10 %

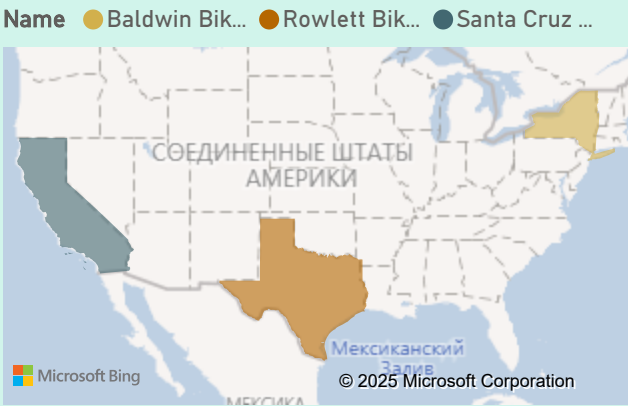
Analyzing sales by store, category and brand

Store name	Average price	Average revenue	Total quantity	Average discount	Unique sales	Total revenue
Baldwin Bikes	1 333,67	2 001,46	4779	0,11	3195	5 215 751,13
Santa Cruz Bikes	1 266,63	1 889,80	1516	0,11	1006	1 605 822,82
Rowlett Bikes	1 180,50	1 736,61	783	0,10	521	867 542,13
Total	1 275,22	1 901,83	7078	0,11	4722	7 689 116,08

Dependence of average discount on revenue



Store geographical location



City, category, brand, product

All

7,69M

Total revenue

1,90K

Average revenue per order



7078

Total units sold

0,11

Average discount

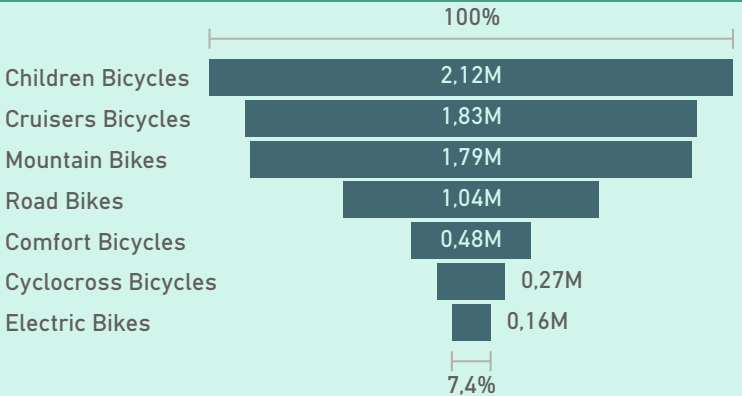
1,28K

Average price

1,23

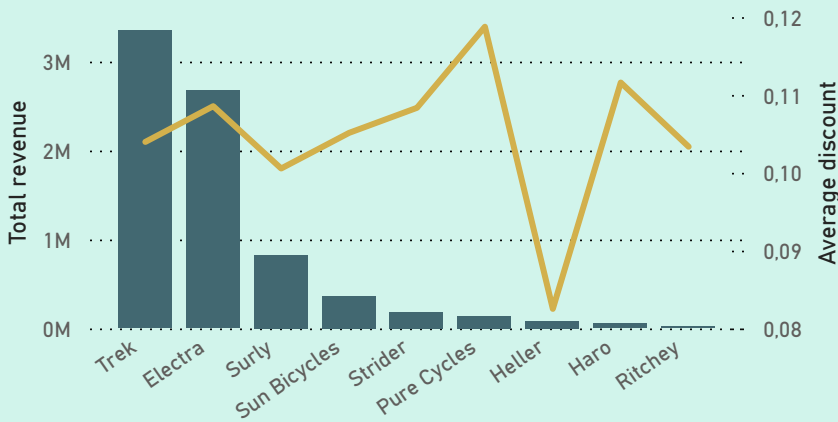
Average items per order

Total revenue by category



Total revenue and average discount by brand name

● Total revenue ● Average discount



Analyzing sales by product

Product name	Average price	Average items per order	Average discount	Total quantity	Total revenue
Trek Precaliber 24 (7-Speed) - Boys - 2018	10 830,46	1,00	0,10	154	555 558,61
Electra Townie Go! 8i Ladies' - 2018	10 409,54	1,40	0,12	153	398 583,78
Trek Fuel EX 7 29 - 2018	7 799,01	1,00	0,10	143	368 472,73
Trek Precaliber 16 Boy's - 2018	4 525,72	1,00	0,10	151	226 765,56
Surly Wednesday - 2017	14 849,97	1,00	0,10	43	211 584,61
Trek Kids' Neko - 2018	4 169,20	1,00	0,10	147	203 507,62
Trek Domane ALR 4 Disc Women's - 2018	4 912,79	1,00	0,09	125	203 380,87
Trek Checkpoint ALR Frameset - 2019	13 859,50	1,33	0,08	41	188 249,62
Electra Treasure 3i 20" - 2018	13 290,80	1,00	0,11	39	175 899,65
Surly Wednesday Frameset - 2017	17 007,67	1,22	0,08	20	176 524,72
Total	851 847,88	1,23	0,11	7078	7 689 116,08