



BMC Switzerland Sales BI Report

01/2020 to 12/2022



Year
2022

11833

Total Orders

960

Total Return

9.19M

Total Revenue

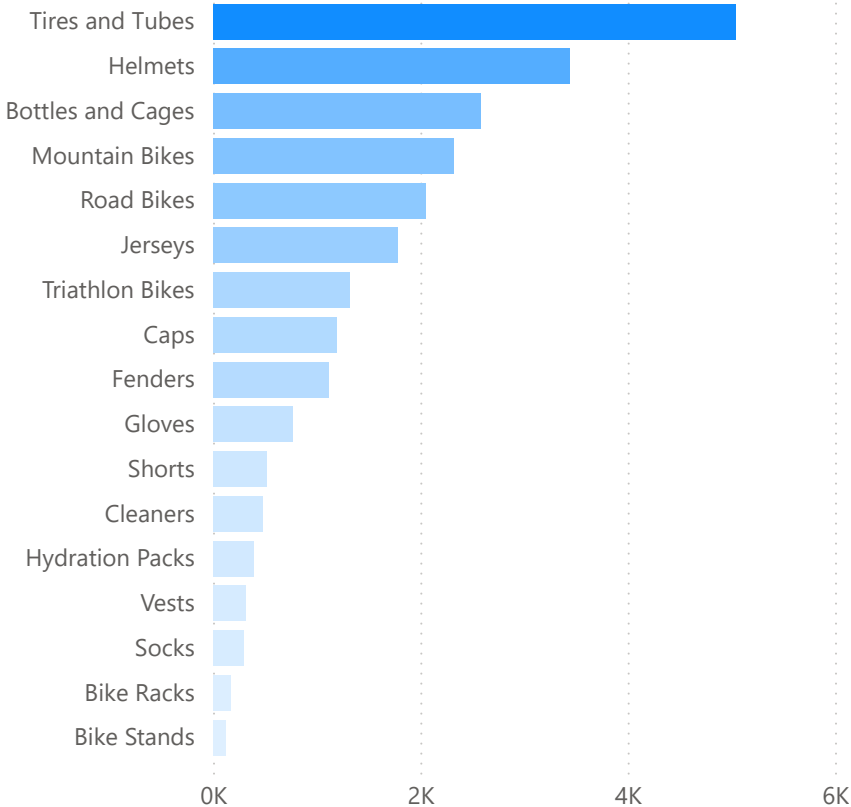
3.89M

Total Profit

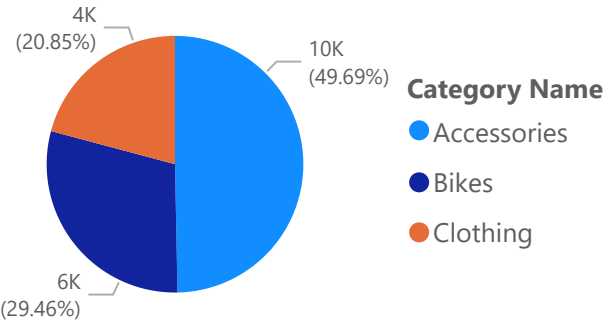
5.30M

Total Cost

Total Orders by Subcategory Name



Total Orders by Category Name



Total Revenue and Previous Month Revenue by Month

1.83M ✓
Goal: 1.77M (+3.31%)

Return Rate by Product Name

| ProductName | Return Rate | Total Orders |
|----------------------------|-------------|--------------|
| All-Purpose Bike Stand | 2.59% | 116 |
| AWC Logo Cap | 2.18% | 1192 |
| Bike Wash - Dissolver | 3.16% | 474 |
| Classic Vest, L | 3.48% | 115 |
| Classic Vest, M | 5.41% | 111 |
| Classic Vest, S | 5.49% | 91 |
| Fender Set - Mountain | 3.24% | 1110 |
| Half-Finger Gloves, L | 4.00% | 250 |
| Half-Finger Gloves, M | 2.20% | 273 |
| Half-Finger Gloves, S | 4.05% | 247 |
| Hitch Rack - 4-Bike | 2.99% | 167 |
| HL Mountain Tire | 3.94% | 736 |
| HL Road Tire | 2.46% | 406 |
| Hydration Pack - 70 oz. | 3.81% | 394 |
| LL Mountain Tire | 4.43% | 429 |
| LL Road Tire | 4.67% | 535 |
| Long-Sleeve Logo Jersey, L | 2.94% | 238 |
| Long-Sleeve Logo Jersey, M | 3.29% | 243 |
| Total | 8.11% | 11833 |

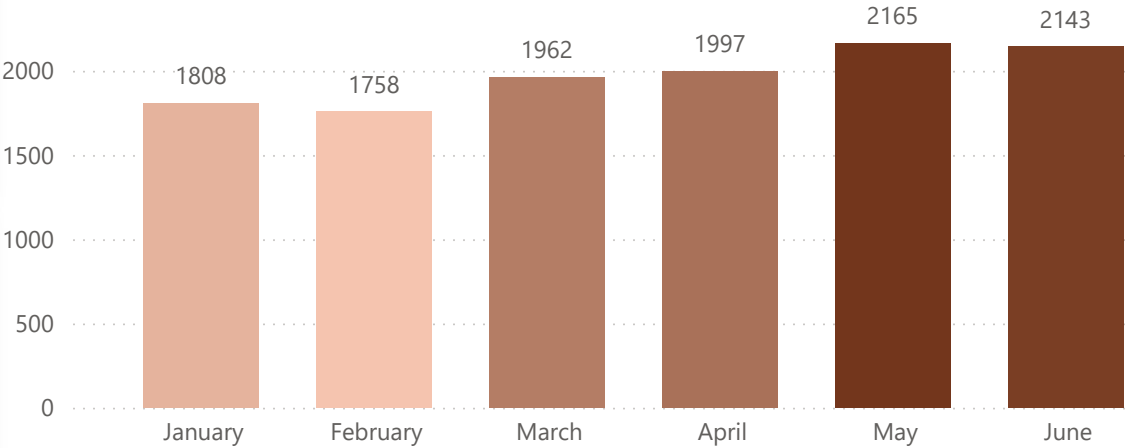
Top Product by Order

Water Bottle - 30 oz.

Top Product by Profit

Mountain-200 Black, 38

Total Orders by Month



Total Return and Previous Month Return by Start of Month

166!
Goal: 169 (-1.78%)

Total Orders and Previous Month Order by Start of M...

2143!
Goal: 2165 (-1.02%)



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Customers Summary

2022

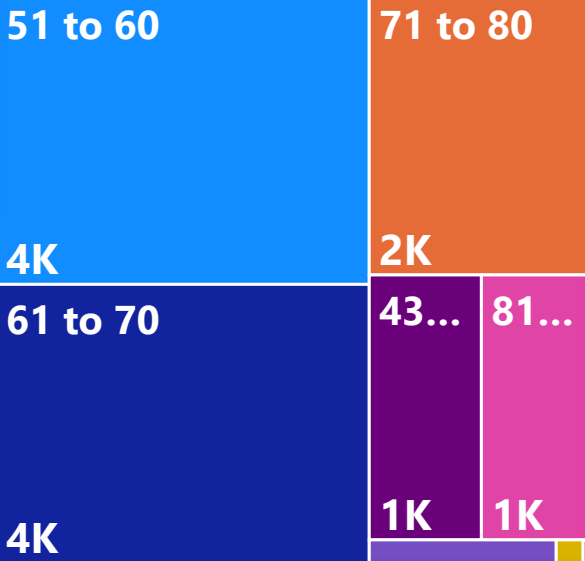
Top 1 Customer by Order

MR.
FRANKLIN XU

Top 1 Customer by Revenue

MRS. ASHLEY
HENDERSON

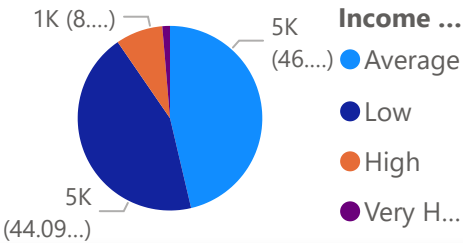
Total Orders by Age Group



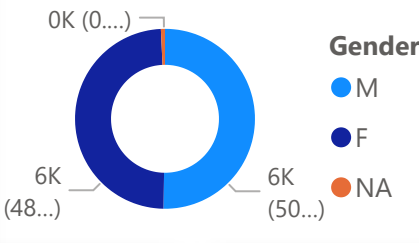
Customer Name with respect to total order & Total Revenue

| Full Name | Total Orders | Total Revenue |
|--------------------|--------------|---------------|
| ABBY RANA | 1 | 73.92 |
| ADRIANA GONZALEZ | 1 | 2,485.67 |
| ALEJANDRO BECK | 1 | 796.34 |
| ALEXA WATSON | 1 | 17.29 |
| ALEXANDRA EVANS | 1 | 68.49 |
| ALEXANDRIA STEWART | 1 | 1,700.99 |
| ALISHA SHAN | 1 | 2,112.70 |
| AMANDA PERRY | 1 | 27.27 |
| ANDREA WRIGHT | 1 | 141.28 |
| ANGELA BUTLER | 1 | 812.42 |
| ANNA GRIFFIN | 1 | 39.58 |
| ARTHUR RODRIGUEZ | 1 | 1,738.52 |
| BARBARA MA | 1 | 628.58 |
| BARRY PEREZ | 1 | 69.99 |
| BENJAMIN JACKSON | 1 | 2,145.01 |
| BRANDON KUMAR | 1 | 50.83 |
| BRIANNA WOOD | 1 | 59.96 |
| CANDICE CHOW | 1 | 77.96 |
| CASEY ANAND | 1 | 650.46 |
| CHRISTIAN HARRIS | 1 | 2,252.67 |
| CHRISTY DENG | 1 | 90.72 |
| CYNTHIA SANCHEZ | 1 | 1,735.98 |
| DAISY GUTIERREZ | 1 | 179.96 |
| DARREN PRASAD | 1 | 4.58 |
| DEVIN MITCHELL | 1 | 111.88 |
| DOUGLAS PATEL | 1 | 1,030.01 |
| FRONY VA7OI IF7 | 1 | 91.60 |
| Total | 11832 | 91,85,363.50 |

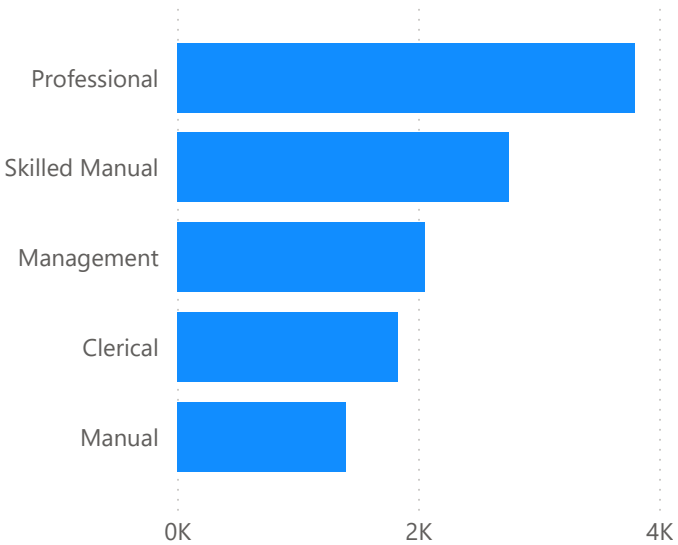
Total Orders by Income Level



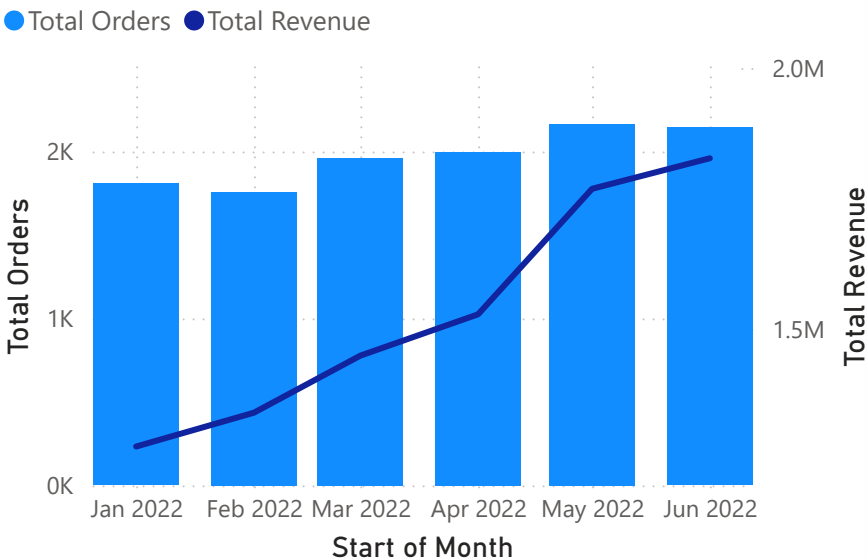
Total Orders by Gender



Total Orders by Occupation



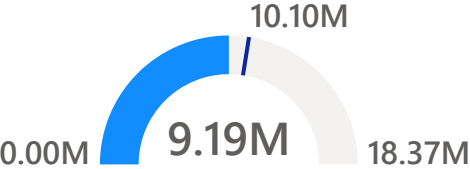
Total Orders and Total Revenue by Month



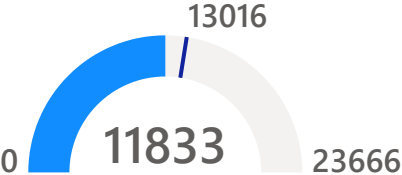
Products Summary

2022

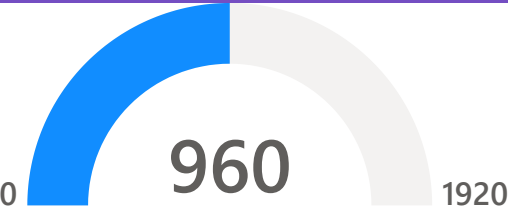
Total Revenue and Target Revenue



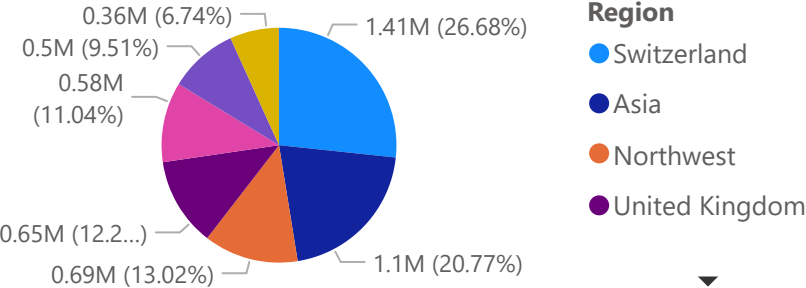
Total Orders and Target Order



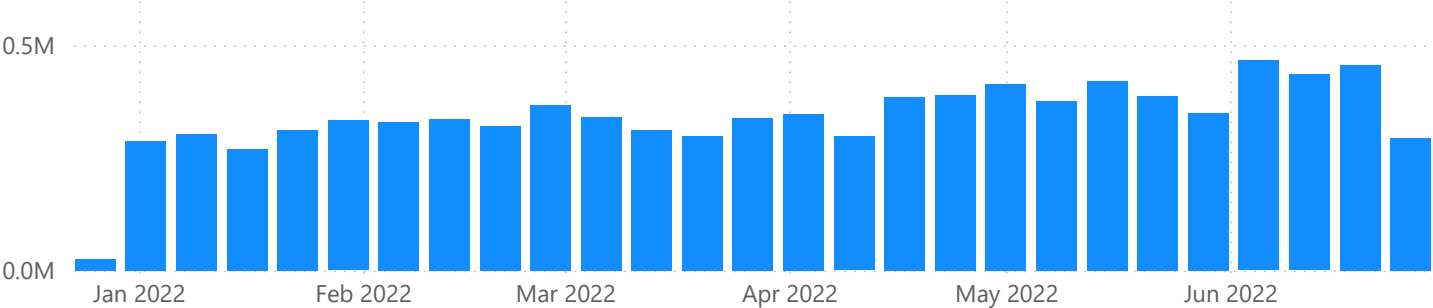
Total Return and Target Return



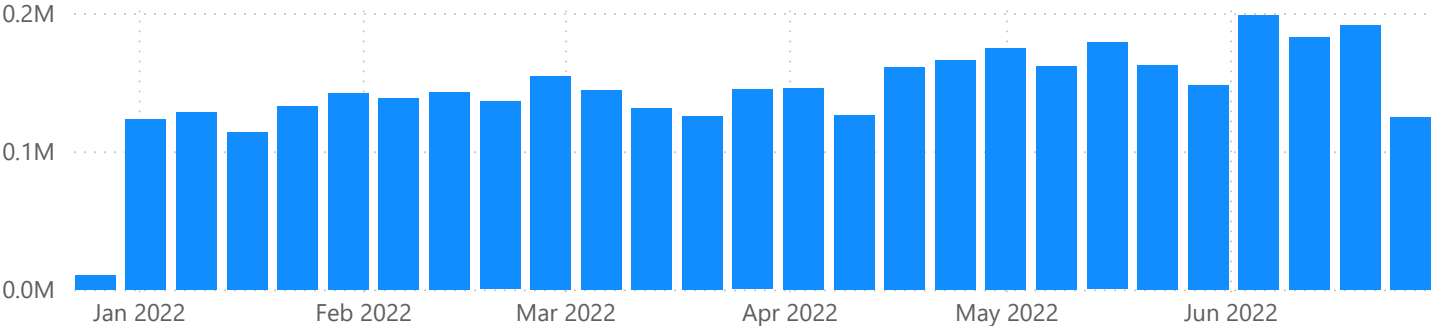
Total Cost by Region



Total Revenue by Start of Week



Total Profit by Start of Week



Total Return by Start of Week

