



BMC Switzerland Sales BI Report

01/2020 to 12/2022



Year

2022

11833

Total Orders

960

Total Return

9.19M

Total Revenue

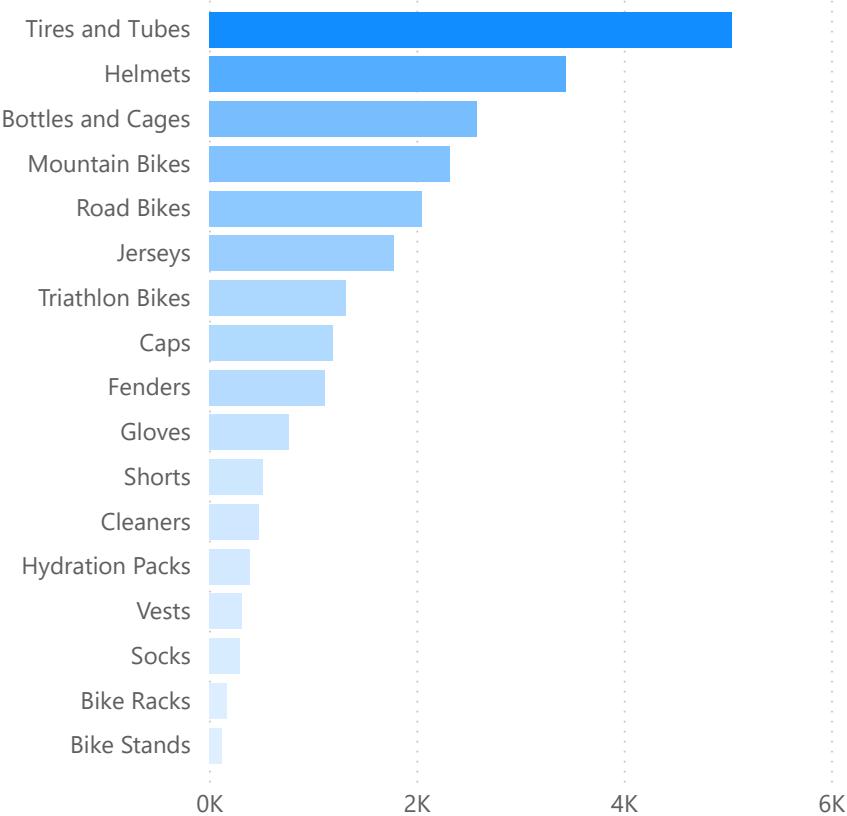
3.89M

Total Profit

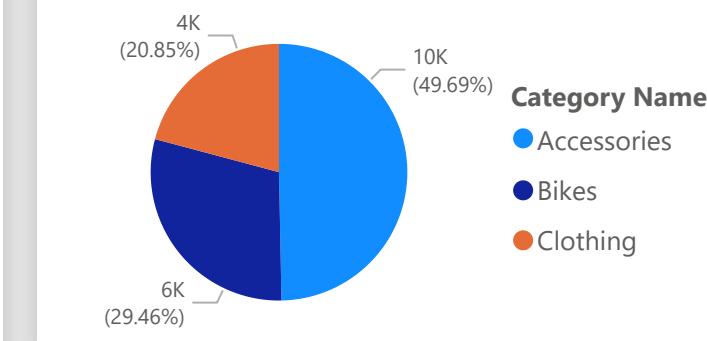
5.30M

Total Cost

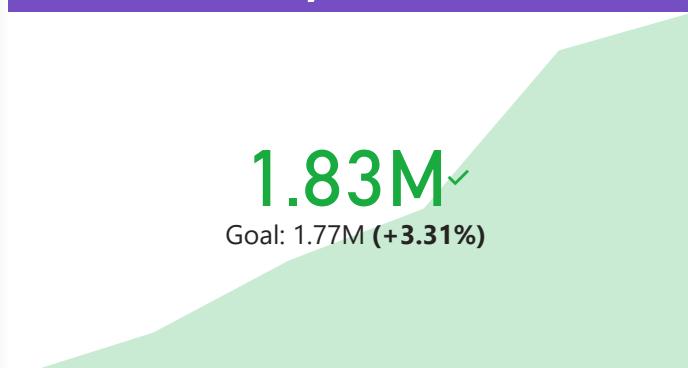
Total Orders by Subcategory Name



Total Orders by Category Name



Total Revenue and Previous Month Revenue by Month



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



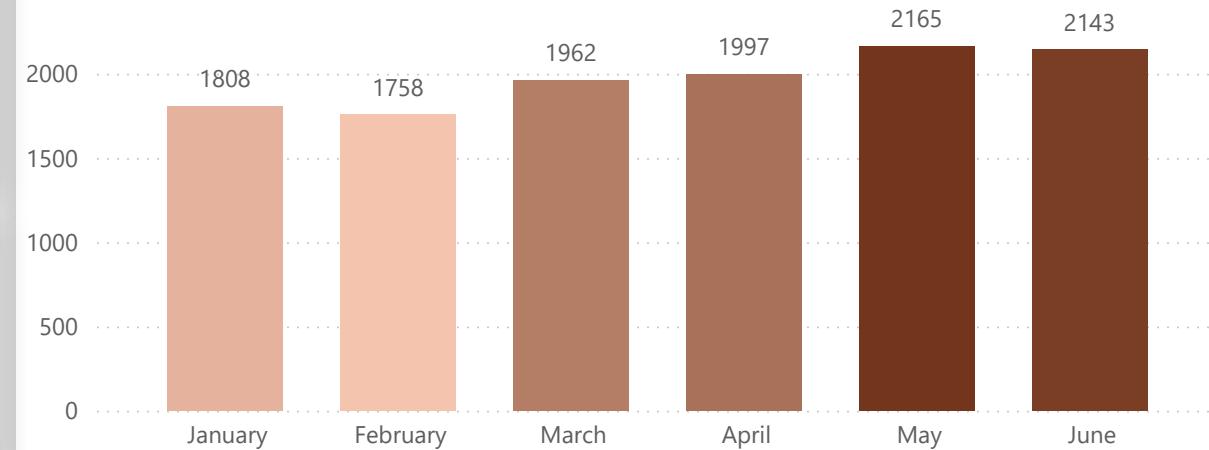
Executive Summary

2022 

Top Product by Order

Water Bottle - 30 oz.

Total Orders by Month



Top Product by Profit

Mountain-200 Black, 38

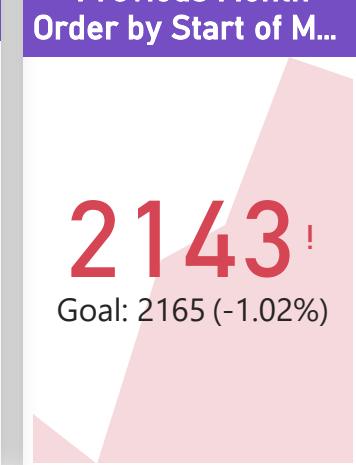
Total Return and Previous Month Return by Start of Month

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 

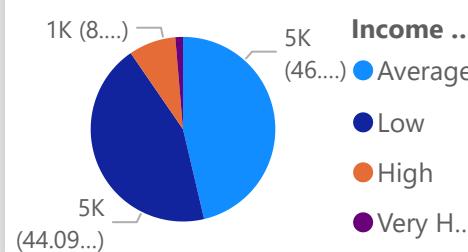
Top 1 Customer by Order

**MR.
FRANKLIN XU**

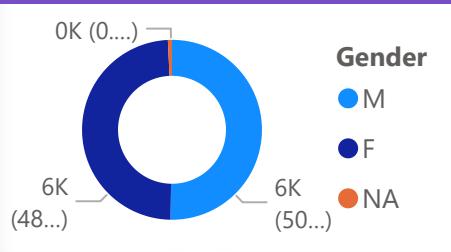
Top 1 Customer by Revenue

**MRS. ASHLEY
HENDERSON**

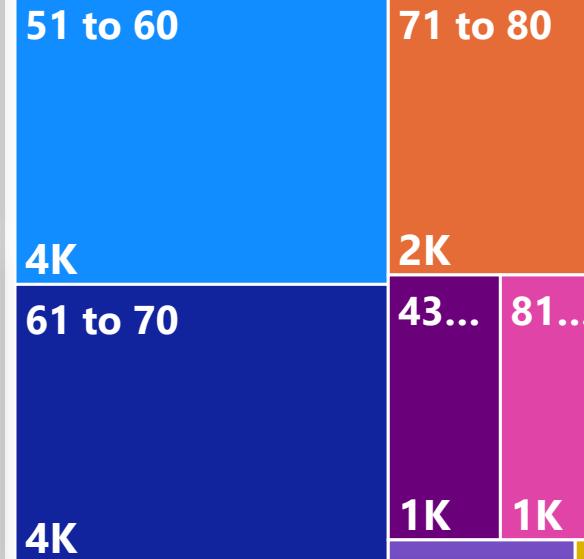
Total Orders by Income Level



Total Orders by Gender



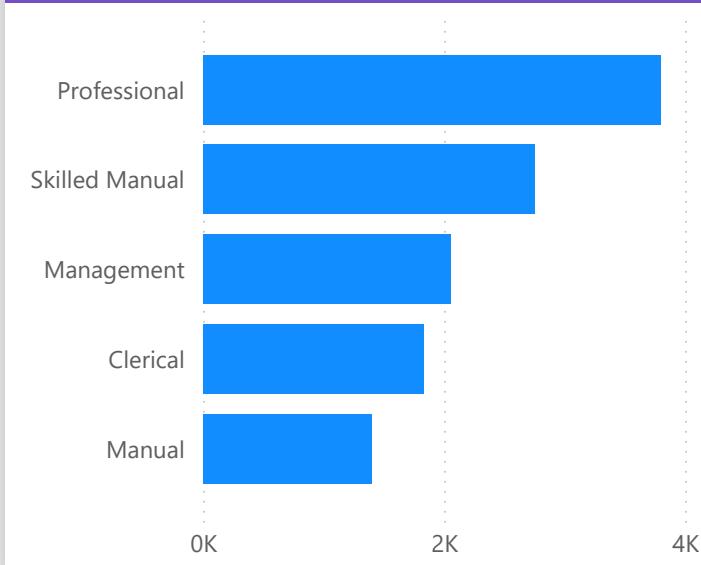
Total Orders by Age Group



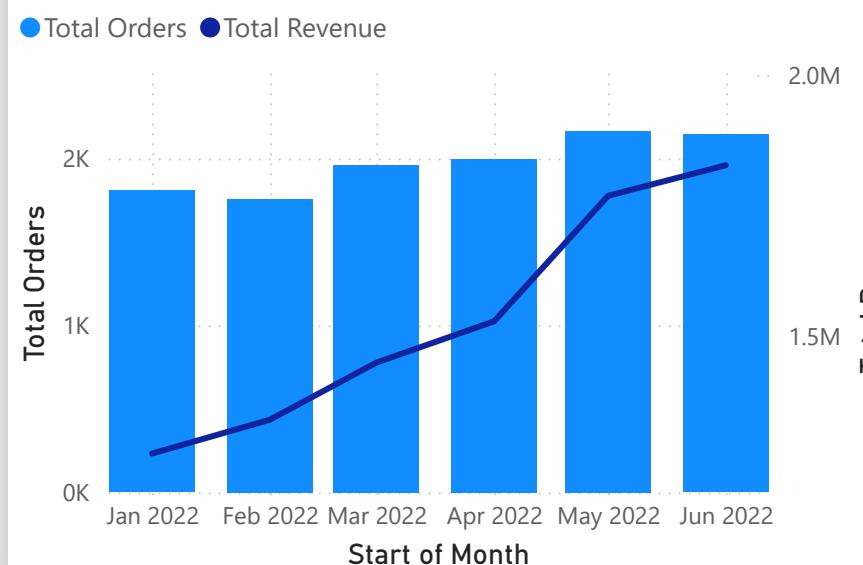
Customer Name with respect to total order & Total Revenue

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 VAZOUI IF7	1	91.60
Total	11832	91,85,363.50

Total Orders by Occupation



Total Orders and Total Revenue by Month



Products Summary

2022 ▾

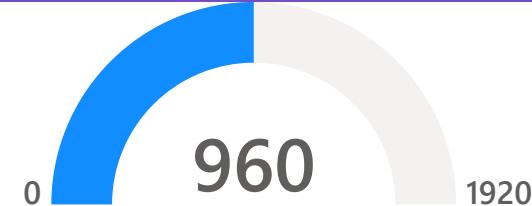
Total Revenue and Target Revenue



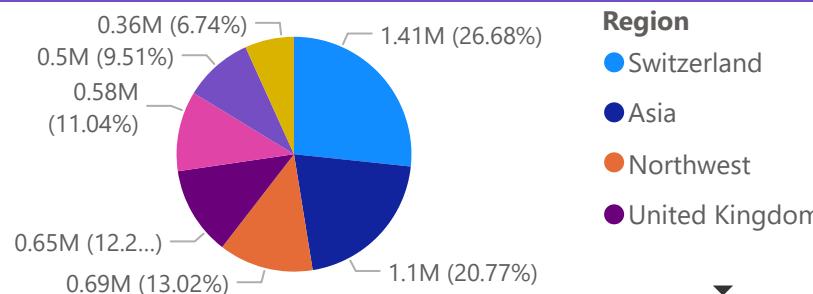
Total Orders and Target Order



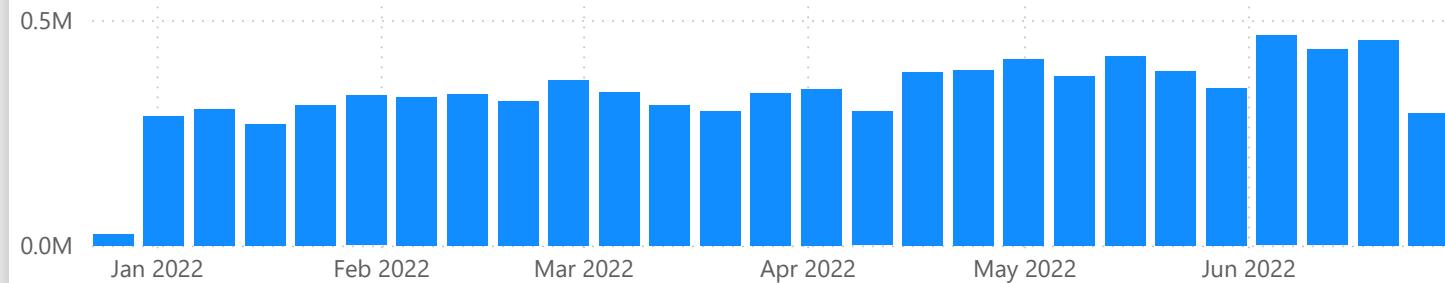
Total Return and Target Return



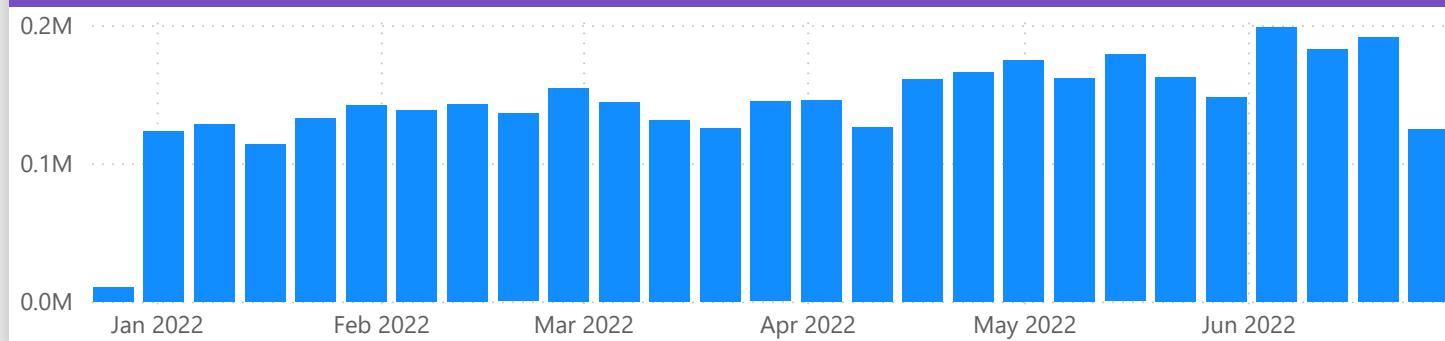
Total Cost by Region



Total Revenue by Start of Week



Total Profit by Start of Week



Total Return by Start of Week

