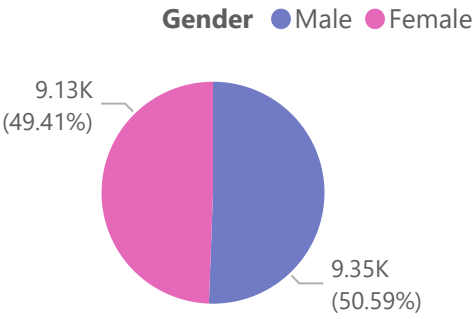
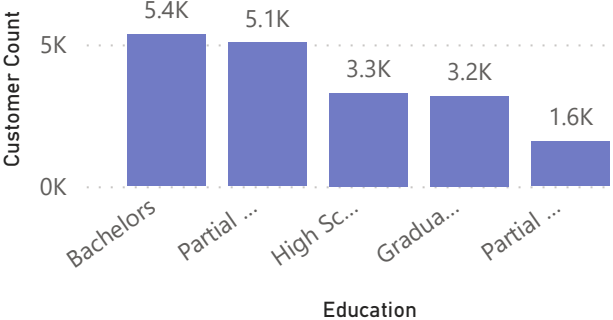


Customer Analysis

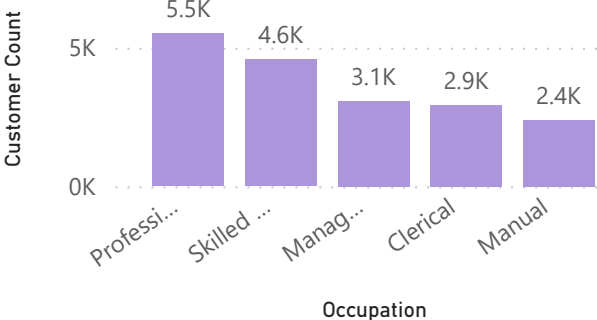
Customer Distribution by Gender



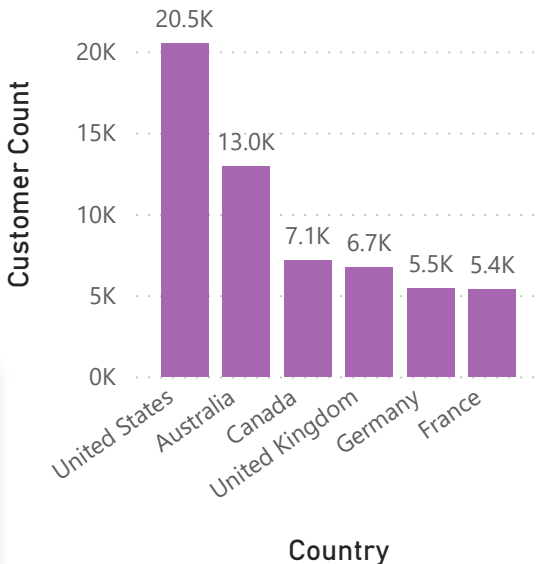
Customer Distribution by Education



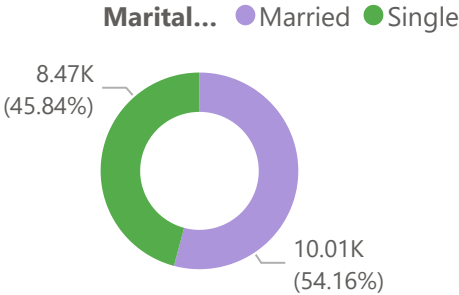
Customer Distribution by Occupation



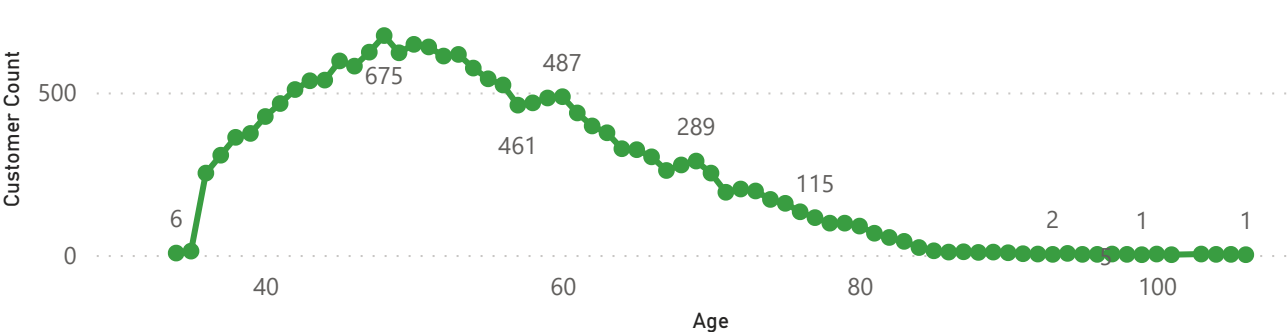
Customer Distribution by Country



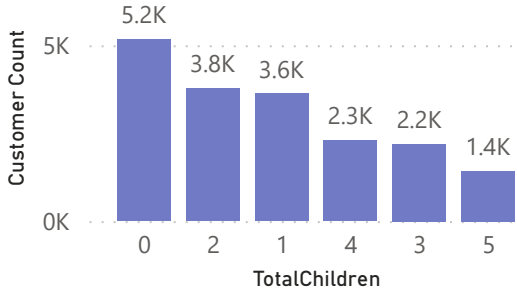
Customer Distribution by MaritalStatus



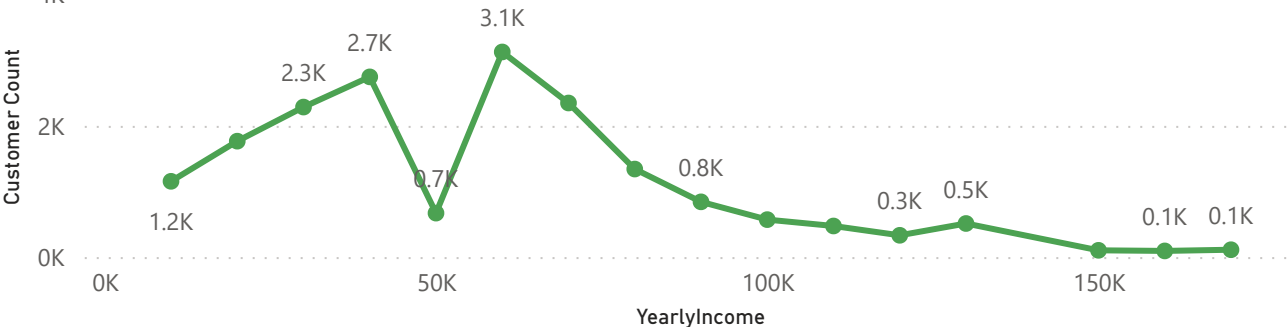
Customers Vs Age



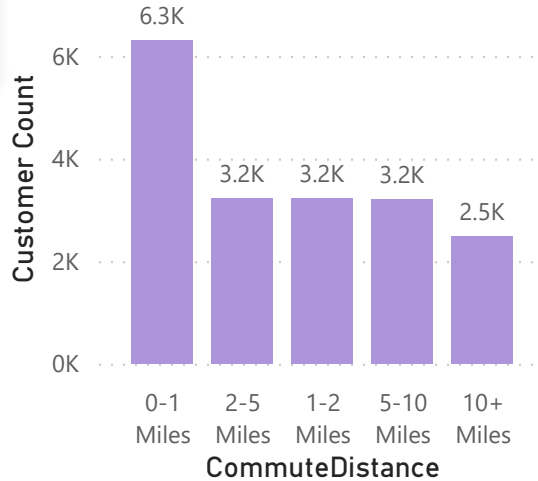
Customer Distribution by TotalChildren



Customer Distribution by YearlyIncome

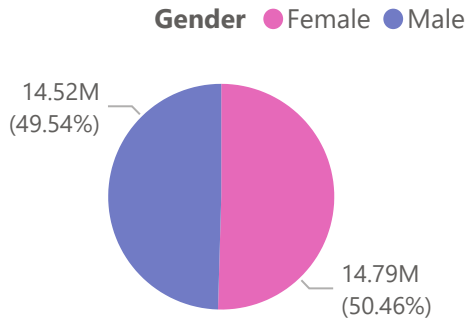


Customer Distribution by CommuteDistance

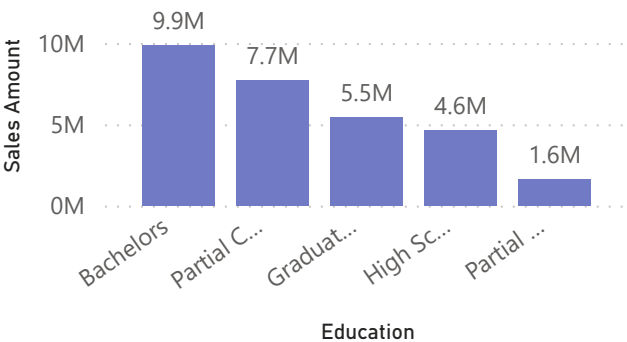


Customer Sales Analysis

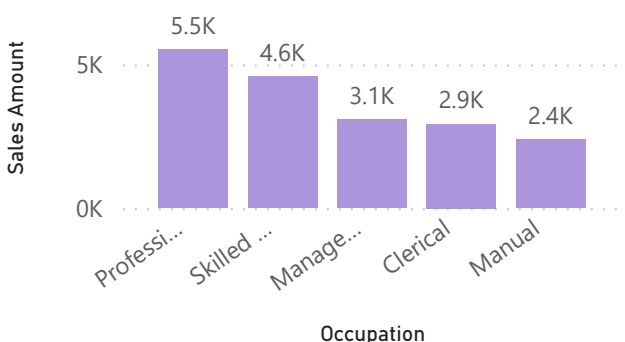
Sales Distribution by Gender



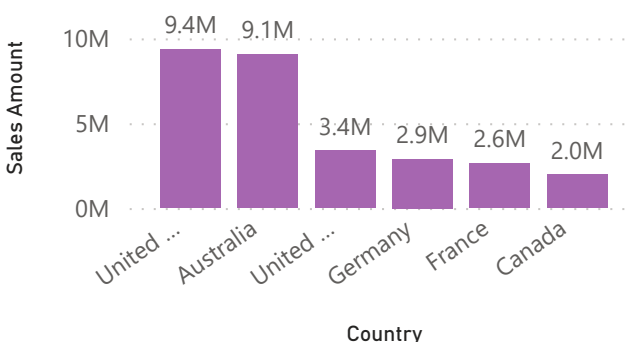
Sales Distribution by Education



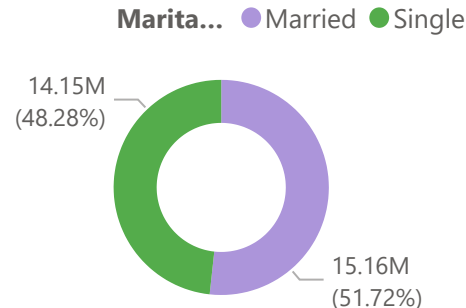
Sales Distribution by Occupation



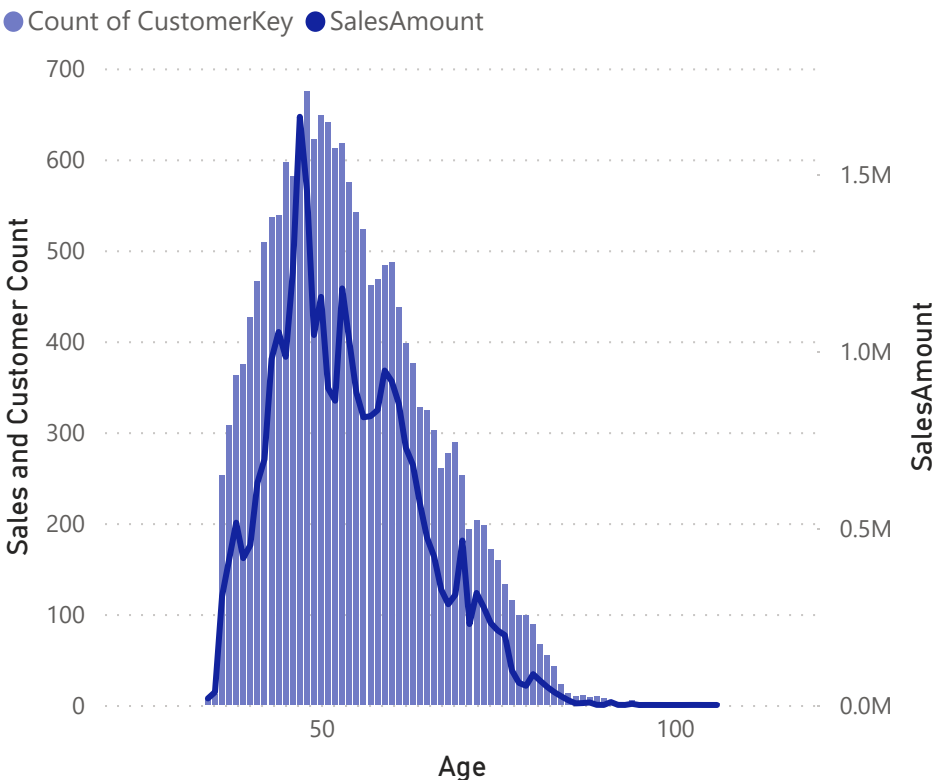
Sales Distribution by Country



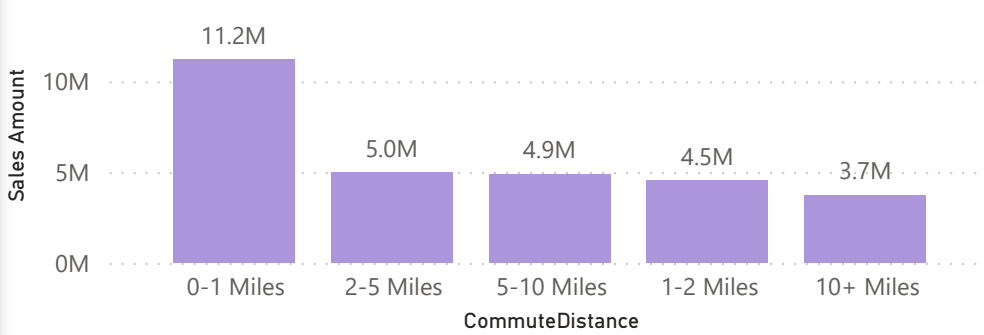
Sales Distribution by MaritalStatus



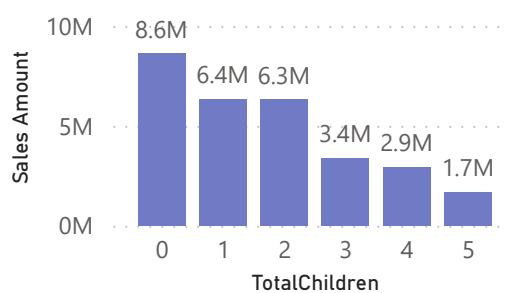
Sales and Customer Distribution by Age



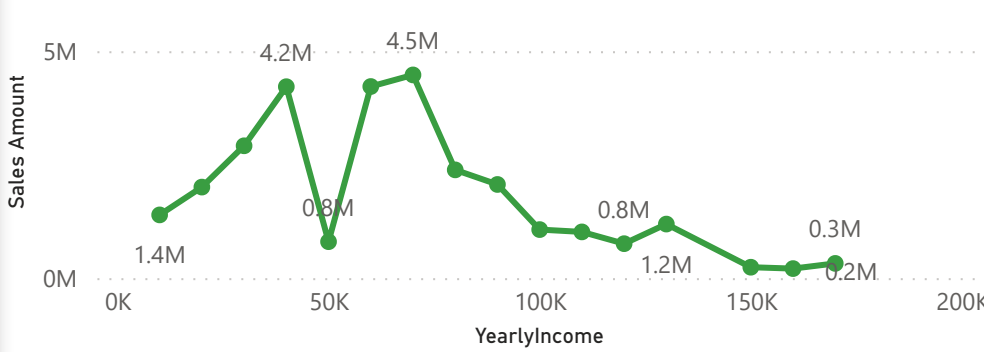
Sales Distribution by CommuteDistance



Sales Distribution by TotalChildren

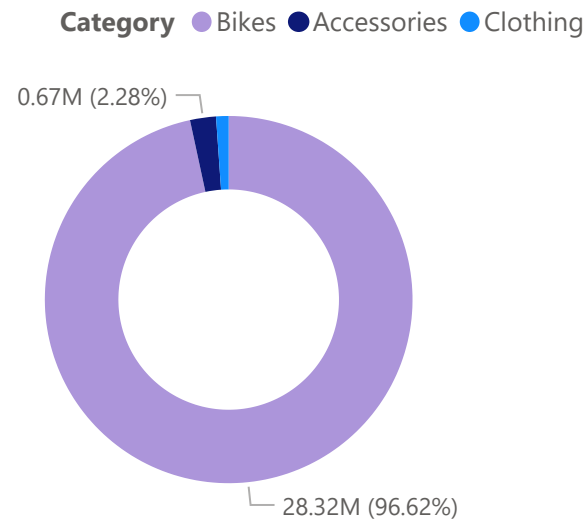


Sales Distribution by YearlyIncome

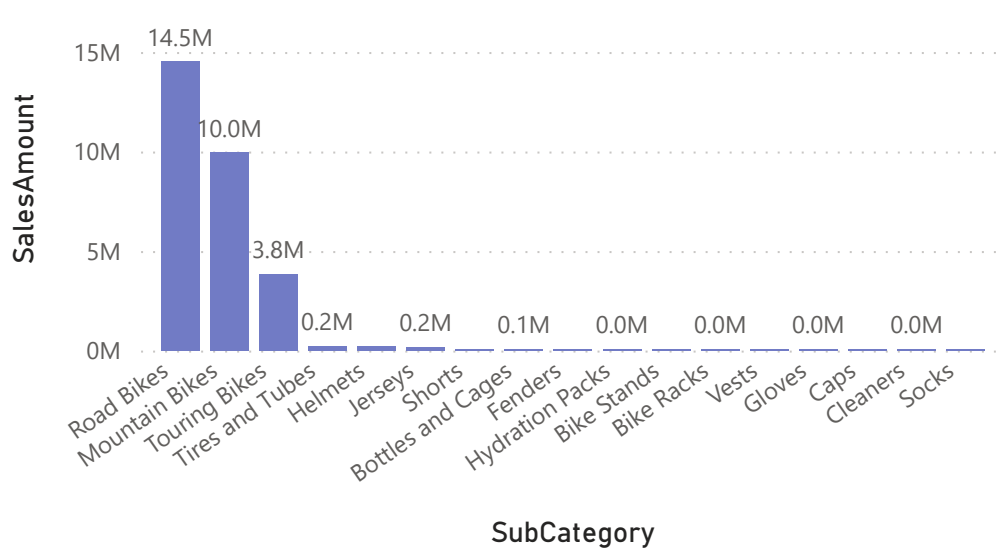


Product Sales Analysis

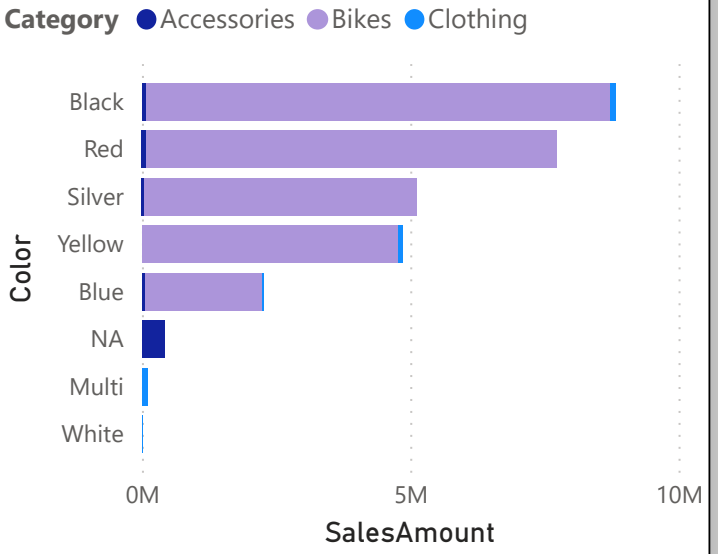
Sales Based on Category



Sales Based On SubCategory



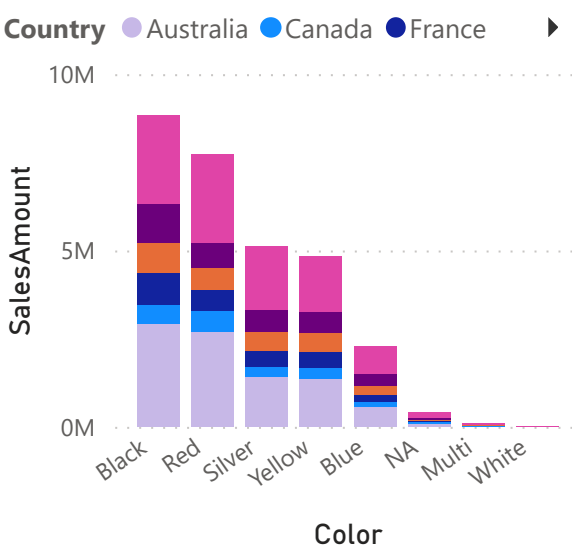
Sales Distribution by Category and Color



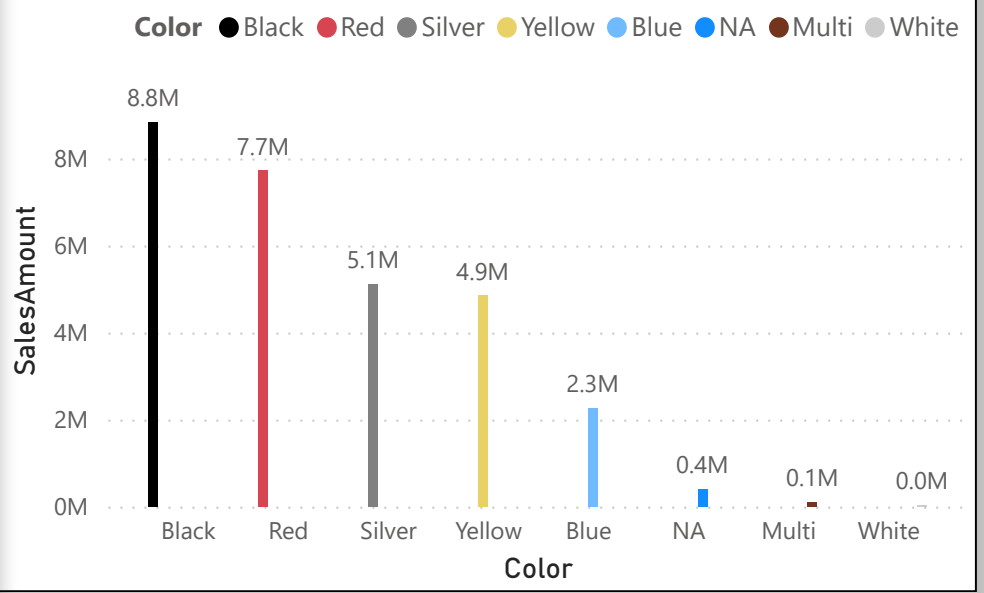
Sales Distribution by ListPrice



Sales Distribution by Country and Color



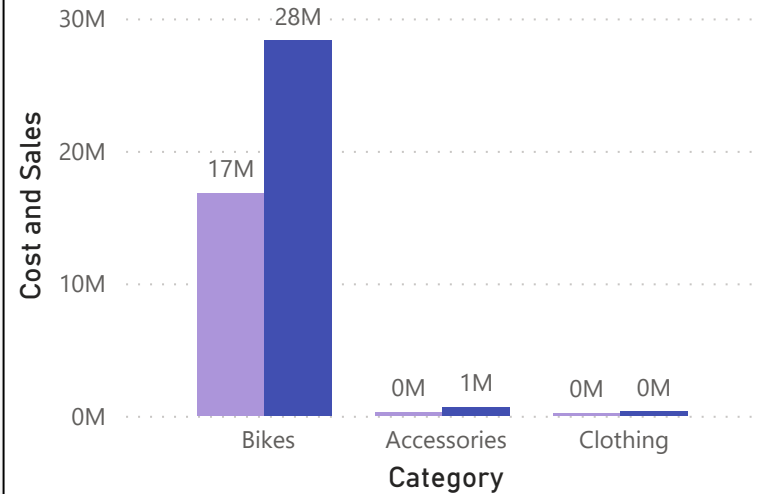
Sales Based on Color



Profit Analysis

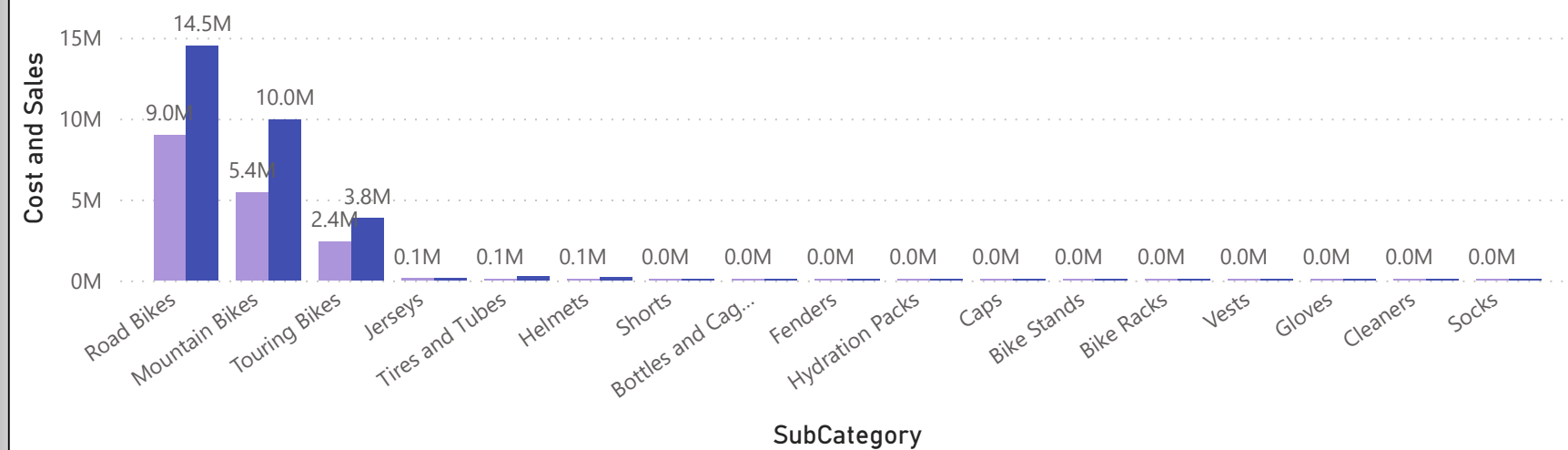
Cost and Sales by Category

● TotalProductCost ● SalesAmount



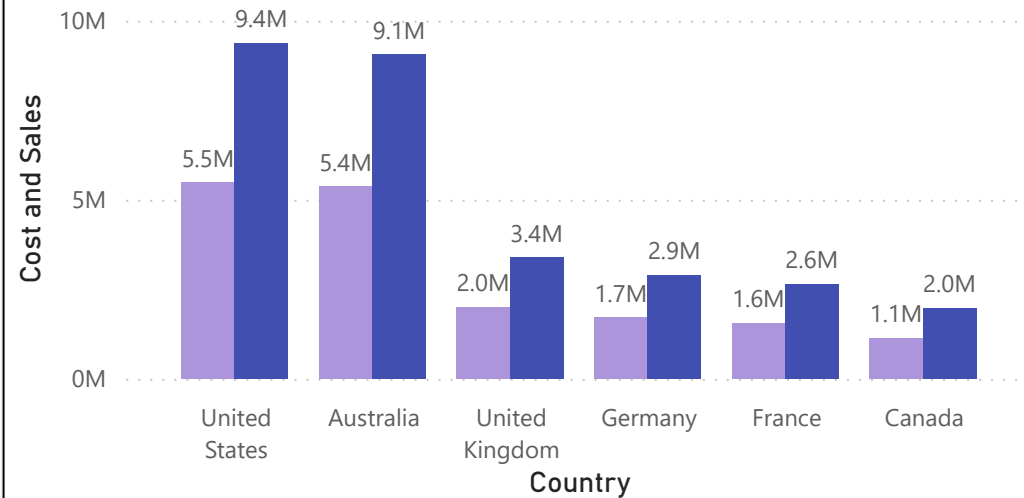
Cost and Sales by SubCategory

● TotalProductCost ● SalesAmount



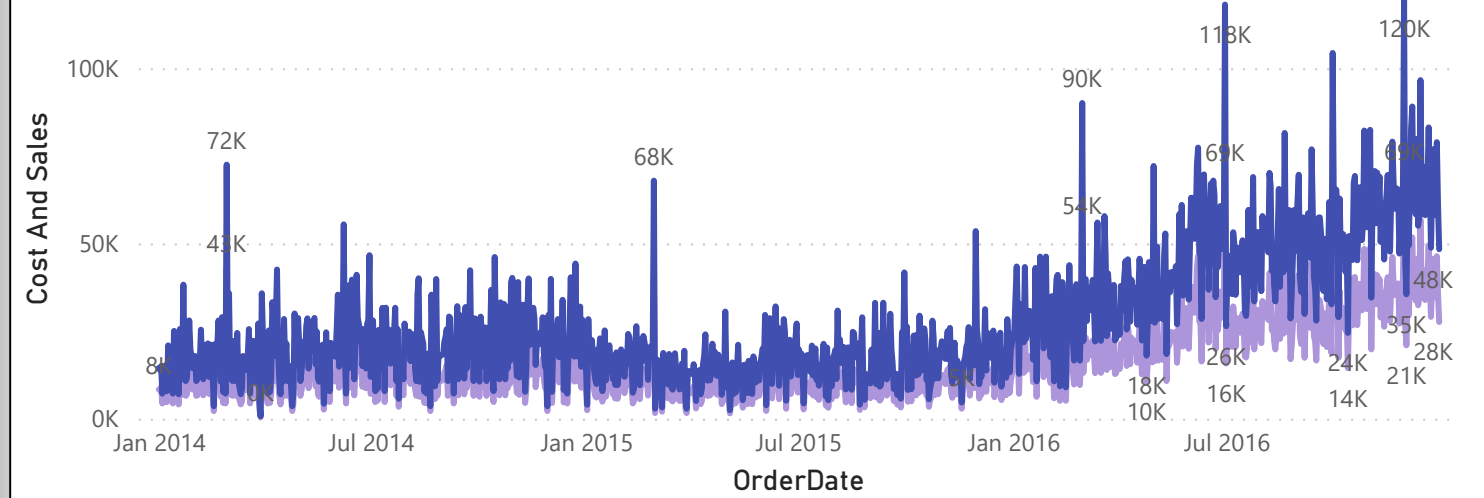
Cost and Sales by Country

● TotalProductCost ● SalesAmount



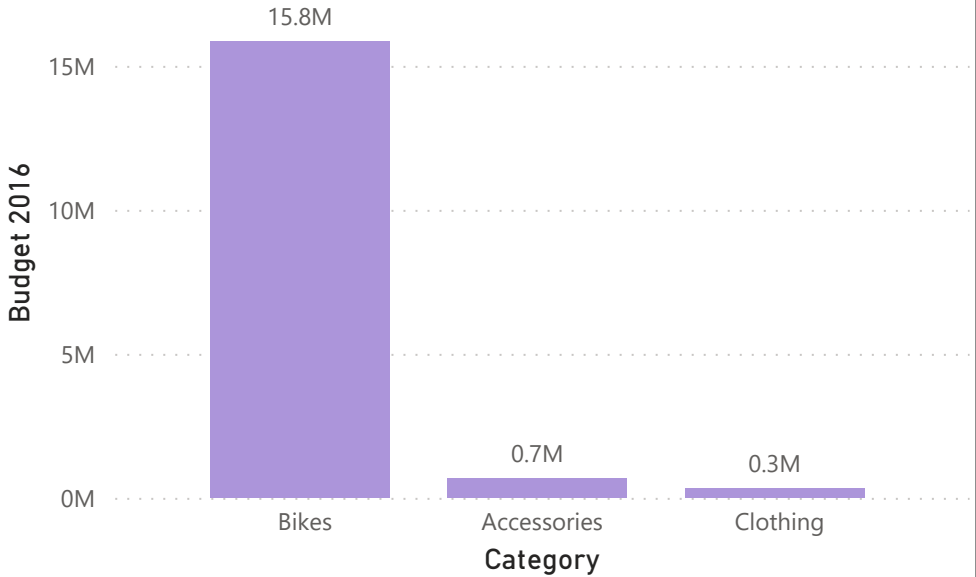
Cost and Sales by OrderDate

● TotalProductCost ● SalesAmount

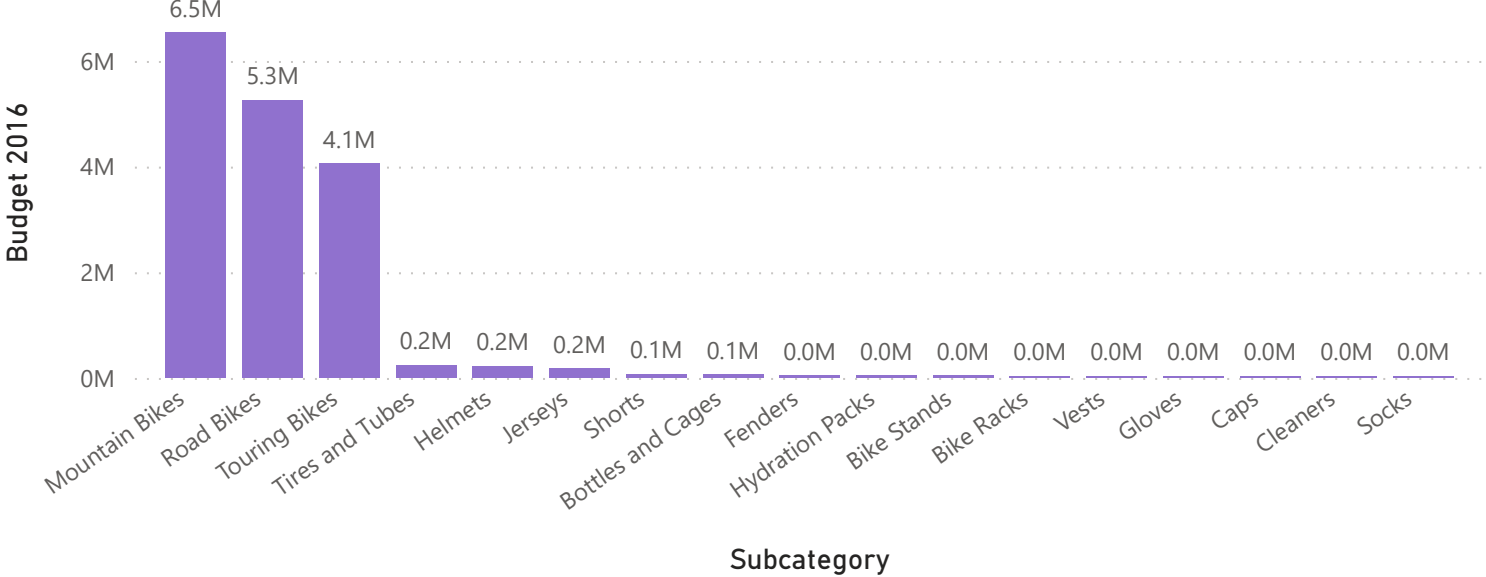


Budget Analysis

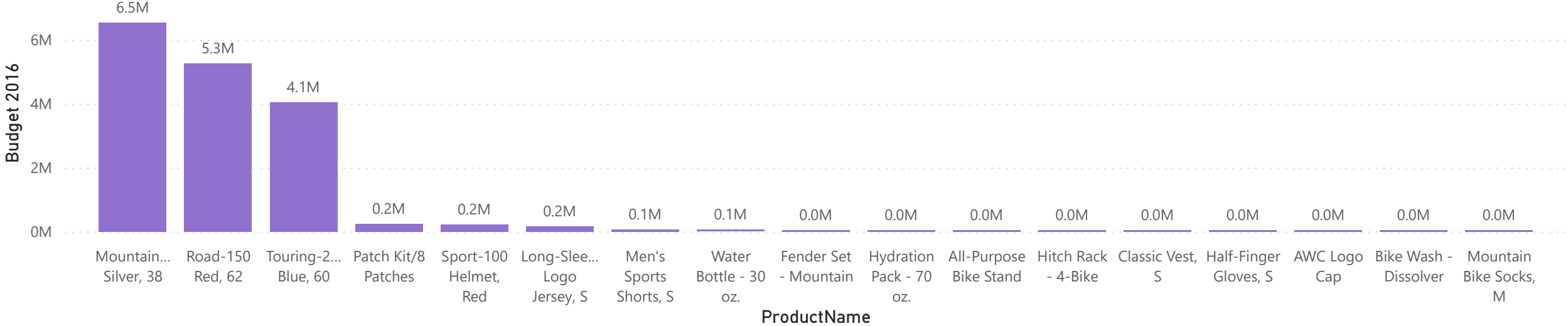
Budget Distribution by Category



Budget Distribution by SubCategory

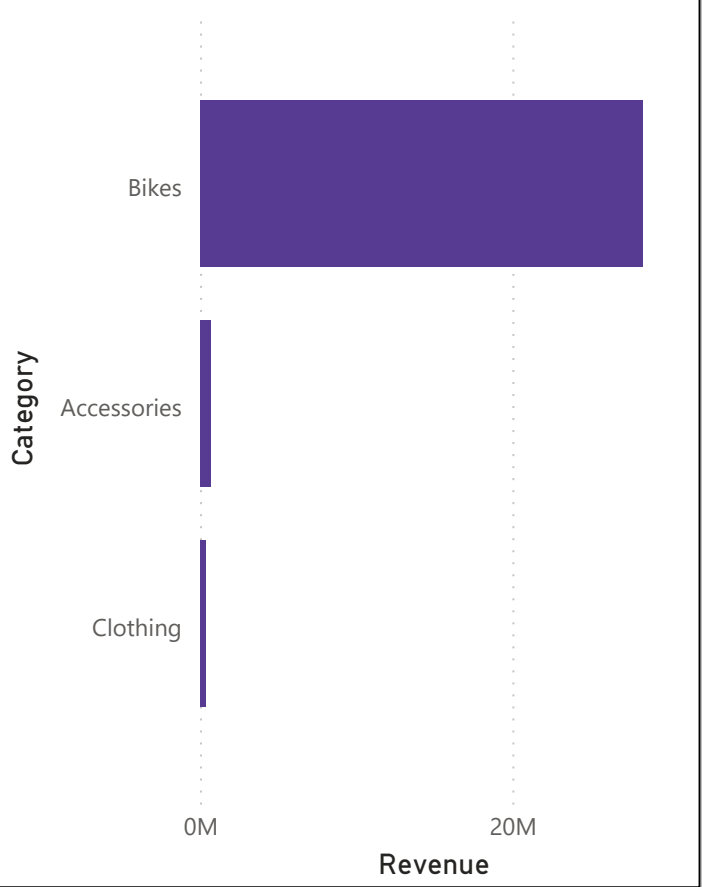


Budget by Product Name

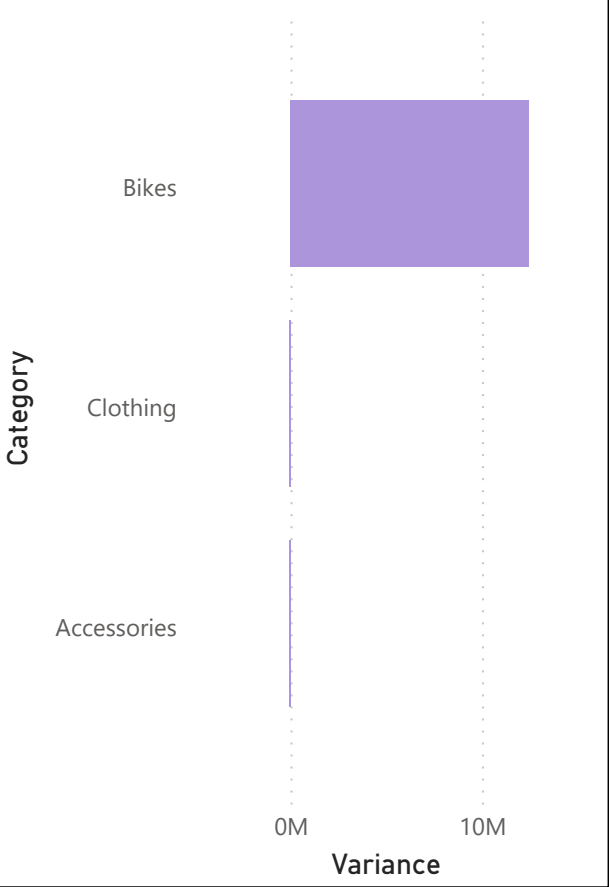


Variance Analysis

Sales by Category



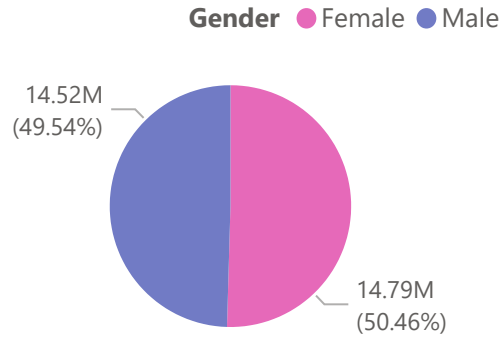
Variance to Target



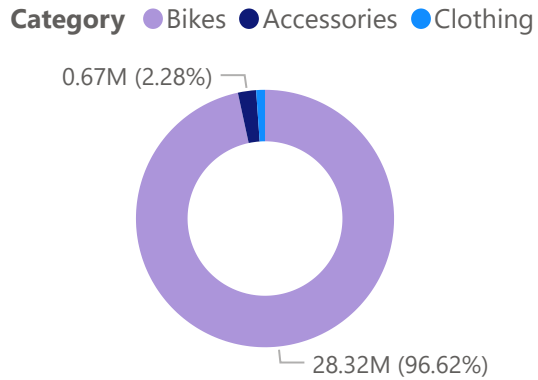
Sales by Product and Variance to Target

Category	Sales	Target Sales	Variance	Variance %
Clothing	3,22,676.62	333741	-11,064.38	-0.03
Socks	4,881.57	5449	-567.43	-0.10
Caps	18,834.05	20371	-1,536.95	-0.08
Gloves	33,379.87	33965	-585.13	-0.02
Vests	33,464.50	34565	-1,100.50	-0.03
Shorts	67,050.42	68453	-1,402.58	-0.02
Jerseys	1,65,066.21	170938	-5,871.79	-0.03
Accessories	6,67,015.32	687607	-20,591.68	-0.03
Cleaners	6,868.80	6465	403.80	0.06
Bike Racks	36,960.00	36861	99.00	0.00
Bike Stands	37,842.00	38757	-915.00	-0.02
Hydration Packs	38,822.94	39803	-980.06	-0.02
Fenders	44,267.72	43670	597.72	0.01
Bottles and Cages	55,030.81	57369	-2,338.19	-0.04
Helmets	2,15,923.29	221905	-5,981.71	-0.03
Tires and Tubes	2,31,299.76	242777	-11,477.24	-0.05
Bikes	2,83,18,144.65	15848226	1,24,69,918.65	0.79
Touring Bikes	38,44,801.05	4055965	-2,11,163.95	-0.05
Mountain Bikes	99,52,759.56	6534364	34,18,395.56	0.52
Road Bikes	1,45,20,584.04	5257897	92,62,687.04	1.76
Total	2,93,07,836.59	16869574	1,24,38,262.59	0.74

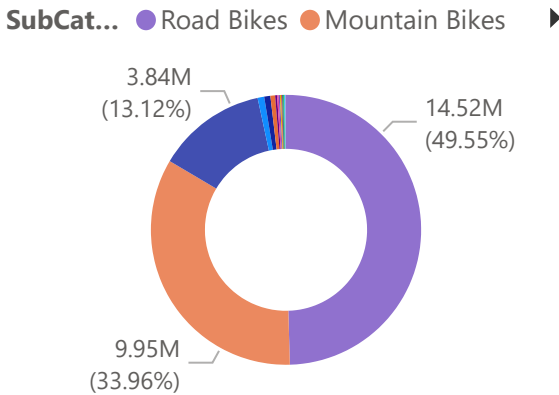
Sales Distribution by Gender



Sales Based on Category

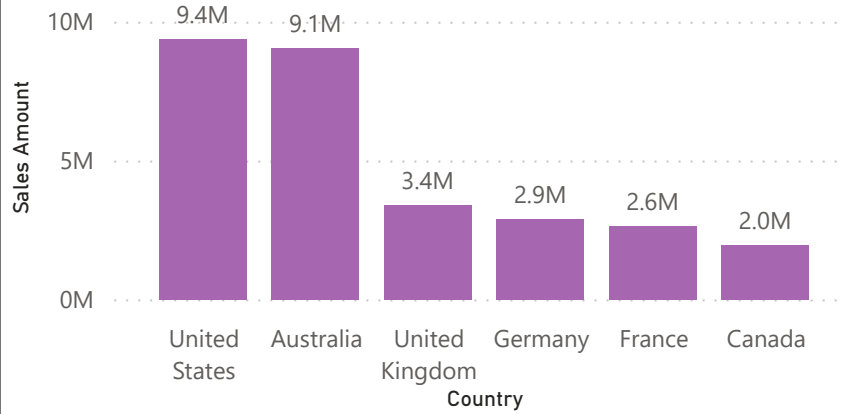


Sales Based on SubCategory

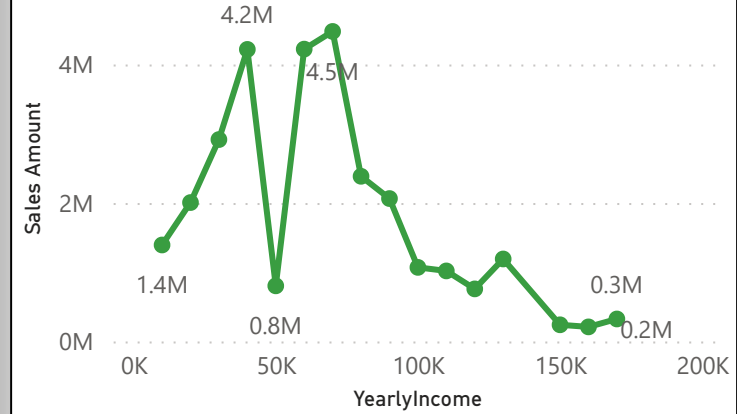


Budget Sales Analysis

Sales Distribution by Country



Sales Distribution by YearlyIncome



Country

All

Category

All

Gender

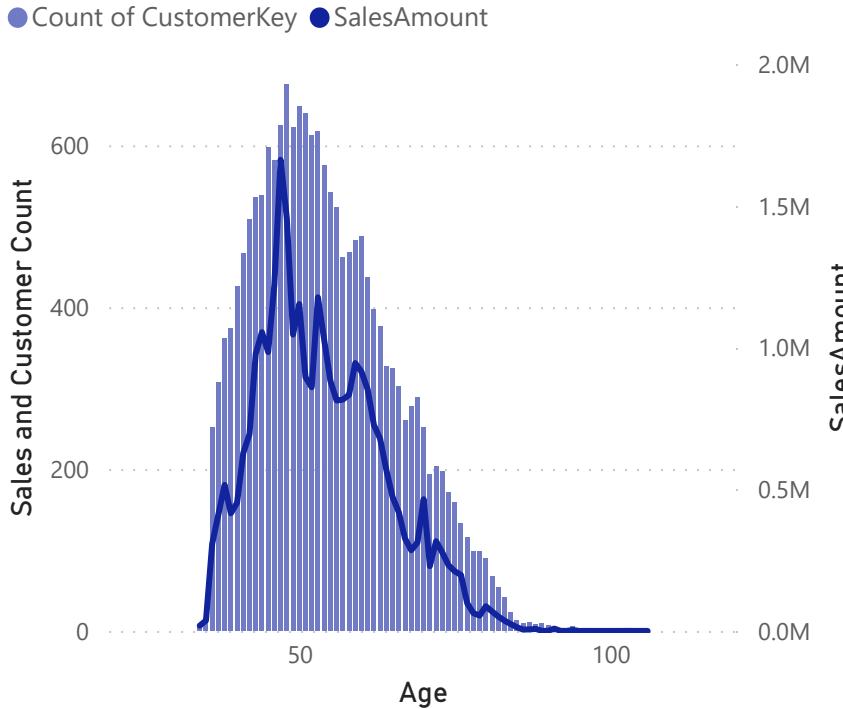
All

ShipDate

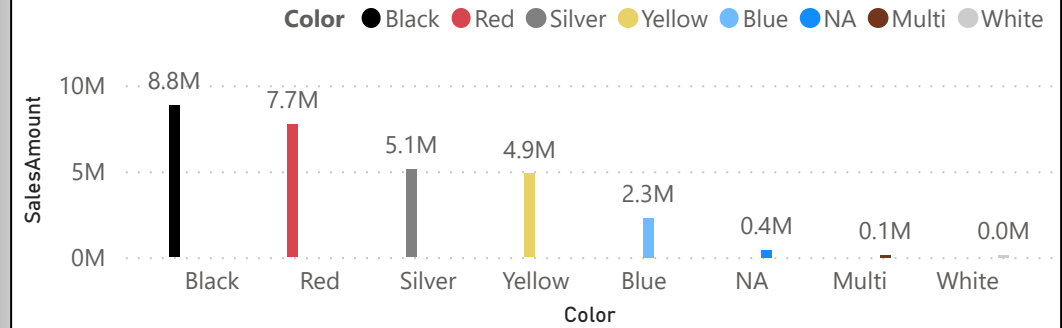
08-01-2014

07-01-2017

Sales and Customer Distribution by Age



Sales Based on Color



SalesAmount by Month

