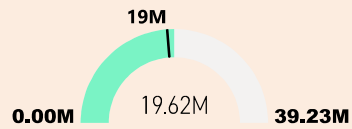
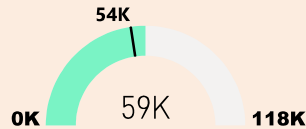




Revenue Vs. Target



Order Qty. Vs. Target



01-01-2015 27-03-2017

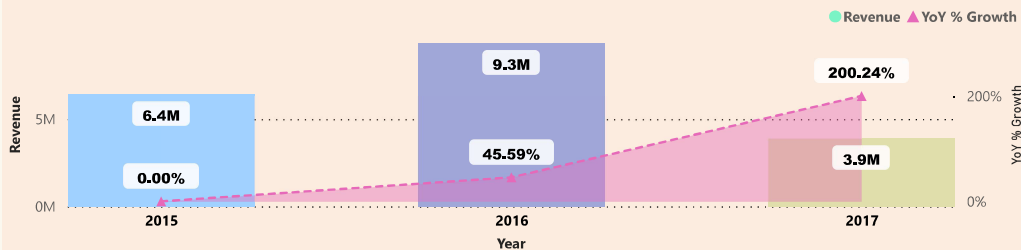
Continent

Select all

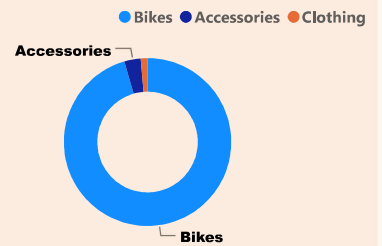
Europe

Click to see Report during Europes Worldcup

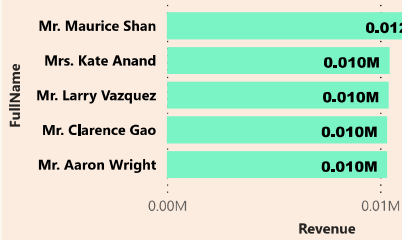
YoY Revenue Growth



Revenue by Category



Top 5 Customers by Revenue



Revenue by Country



| ProductName | ReturnQty | ReturnRate |
|------------------------|-----------|------------|
| All-Purpose Bike Stand | 6 | 3.61% |
| AWC Logo Cap | 31 | 1.08% |
| Bike Wash - Dissolver | 18 | 1.53% |
| Classic Vest, L | 3 | 2.44% |
| Classic Vest, M | 5 | 3.94% |
| Classic Vest, S | 5 | 4.85% |
| Fender Set - Mountain | 38 | 1.39% |
| Half-Finger Gloves, L | 11 | 2.04% |
| Half-Finger Gloves, M | 12 | 1.94% |
| Half-Finger Gloves, S | 0 | 1.47% |
| Total | 1302 | 2.20% |

Mountain-200 Black, 46 967,128.



AWC Logo Cap

Revenue Vs. Target

4.20K ✓
Goal: 3.64K (+15.62%)

Order Qty. Vs. Target

467 ✓
Goal: 403.92 (+15.62%)

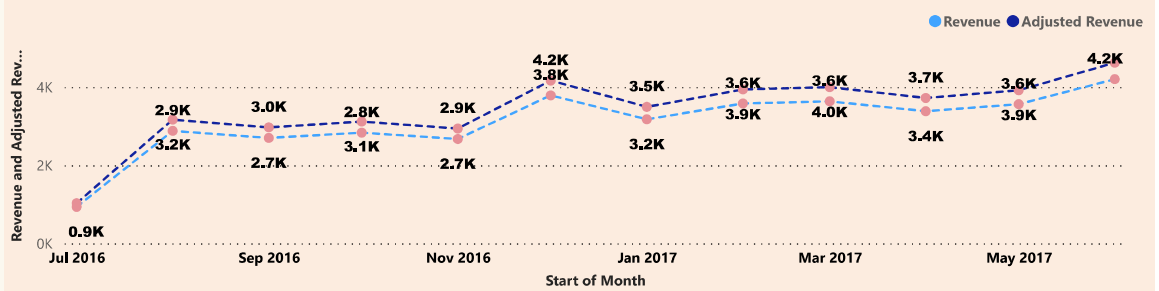
Return Qty. Vs. Target

6 ✓
Goal: 5 (+20%)

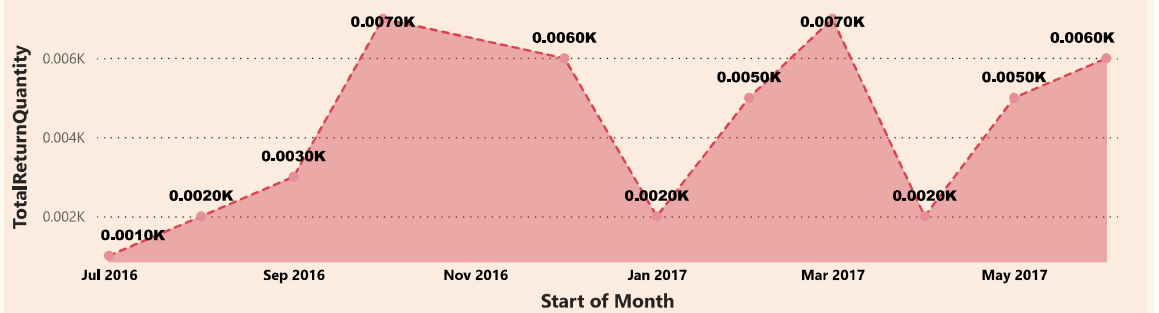
Price_Adjustment

0.10

Monthly Revenue



Monthly Return Quantity



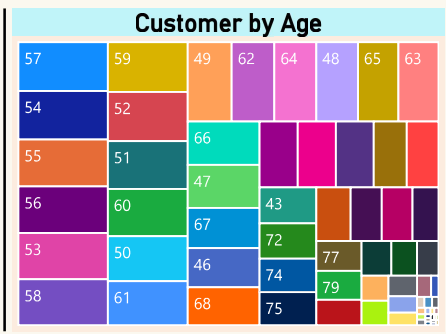
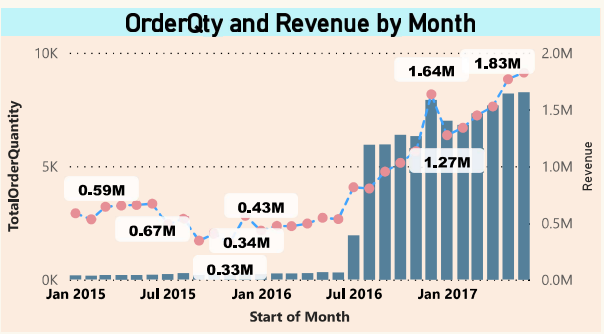
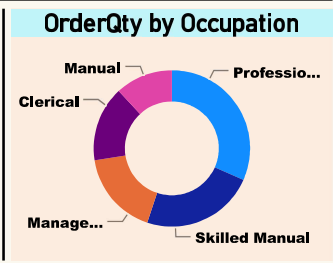
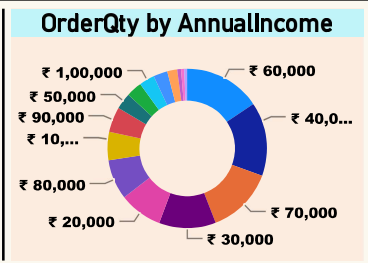
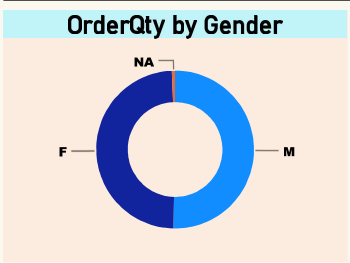
| FullName | OrderQty | Revenue |
|--------------------|--------------|-----------------------|
| Abby Rana | 6 | 74.00 |
| Adriana Gonzalez | 12 | 9,196.00 |
| Alejandro Beck | 6 | 2,975.00 |
| Alexa Cox | 6 | 88.00 |
| Alexa Watson | 2 | 18.00 |
| Alexander Jackson | 2 | 50.00 |
| Alexandra Evans | 2 | 69.00 |
| Alexandria Stewart | 1 | 1,701.00 |
| Alisha Liu | 6 | 2,215.00 |
| Alisha Shan | 7 | 4,184.00 |
| Amanda Perry | 4 | 28.00 |
| Andrea Wright | 8 | 142.00 |
| Angela Butler | 8 | 2,897.00 |
| Angela Perry | 6 | 5,706.00 |
| Anna Griffin | 6 | 81.00 |
| Anna Murphy | 9 | 128.00 |
| Arthur Rodriguez | 9 | 3,809.00 |
| Barbara Ma | 7 | 628.00 |
| Barry Perez | 1 | 70.00 |
| Benjamin Jackson | 7 | 2,145.00 |
| Brandon Kumar | 5 | 50.00 |
| Brett Gonzalez | 1 | 33.00 |
| Brianna Wood | 4 | 60.00 |
| Candice Chow | 6 | 122.00 |
| Casey Anand | 5 | 650.00 |
| Catherine Ward | 3 | 66.00 |
| Cedric Chen | 2 | 839.00 |
| Cesar Subram | 4 | 68.00 |
| Christian Harris | 6 | 2,252.00 |
| Christopher Davis | 4 | 59.00 |
| Christy Deng | 5 | 92.00 |
| Craig Vazquez | 5 | 590.00 |
| Cvnthia Sanchez | 3 | 3,918.00 |
| Total | 84174 | 2,49,15,322.00 |

Number of Male

9126

Number of Female

8892



Top Customer

Mr. Maurice Shan

Customer orders

13

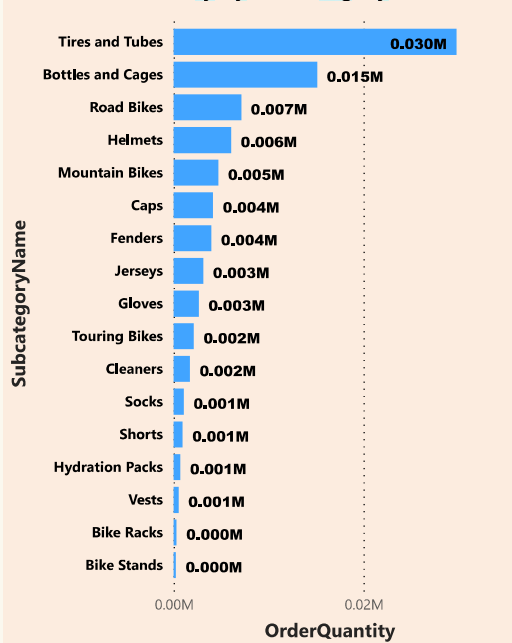
Customer Revenue

12.41K

Top Line Report

Sales Report using Q & A

OrderQuantity by SubcategoryName



| | | | |
|------------|--------|---------------|---|
| Select all | Europe | North America | > |
|------------|--------|---------------|---|

Top 5 Customer by Revenue

| FullName | Revenue |
|-------------------|-----------|
| Mr. Maurice Shan | 12,408.00 |
| Mrs. Janet Munoz | 12,016.00 |
| Mrs. Lisa Cai | 11,332.00 |
| Mrs. Lacey Zheng | 11,086.00 |
| Mr. Jordan Turner | 11,023.00 |
| Total | 57,865.00 |

Bottom 5 Customer by Revenue

| FullName | Revenue |
|-------------------|---------|
| Mr. Brad Kumar | 2.00 |
| Mr. Cody Sanders | 2.00 |
| Mr. Dalton Clark | 4.00 |
| Mr. Darren Suarez | 4.00 |
| Mr. Dylan Taylor | 4.00 |
| Mr. Hunter Miller | 4.00 |
| Mr. Marcus Morgan | 4.00 |
| Total | 96.00 |

Revenue by Continent



Key influencers Top segments



What influences OrderQuantity to Increase ?

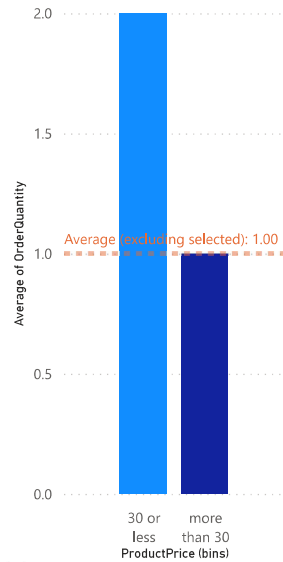
When...

...the average of
OrderQuantity increases by

ProductPrice is 30 or less

0.99

← OrderQuantity is more likely to increase
when ProductPrice is 30 or less than
otherwise (on average).



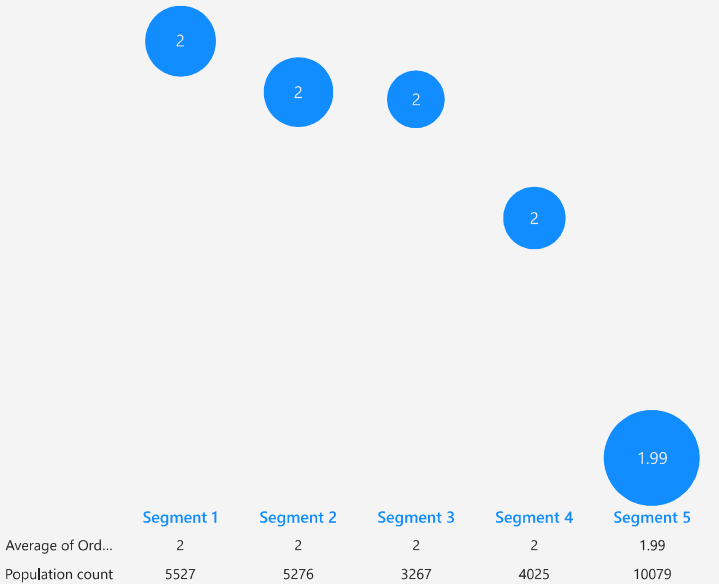
☐ Only show values that are influencers

Key influencers Top segments



When is OrderQuantity more likely to be High ?

We found 5 segments and ranked them by Average of OrderQuantity and populati...



CategoryName ×
Bikes

SubcategoryName ×
Road Bikes

ProductName ×

Revenue
2,49,15,322.00

Bikes
2,36,40,754.00

Accessories
9,06,290.00

Clothing
3,68,278.00

Road Bikes
1,12,86,803.00

Mountain Bikes
85,82,604.00

Touring Bikes
37,71,347.00

Road-250 Black, 52
6,89,512.00

Road-250 Red, 58
6,61,146.00

Road-250 Black, 48
6,41,508.00

Road-150 Red, 48
6,40,462.00

Road-150 Red, 62
6,04,682.00

Road-150 Red, 52
6,01,104.00

Road-250 Black, 58
5,84,776.00

Road-250 Black, 44
5,73,866.00

Road-150 Red, 56
5,61,746.00

