

Customer & Product Performance Insights

Designed By:
Remi Folohunso

This dashboard provides a comprehensive view of customer behavior and product performance, enabling stakeholders to identify high-value customers and re-engage at-risk segments

Overviews

Customers Insight

Product Metrics

2010

2011

2012

2013

2014

Total Revenue

\$29.35M

PY Sales **\$2.52M**
YoY Growth **1066%**

Total Orders

27,616

AOV **\$912**
AMS **\$452.78**

Avg. Selling Price

\$1,095

AOR **\$1,095**
AMR **\$14,764**

Total Customer

18482

Avg. Age **56**
Avg. Lifespan **5** Months

Total Quantity

60,404

PM **39.5%**
Apc **\$662**

Total Product

28

ToU **130**
RU **\$485.9**

Sales Performance Overview

YoY Growth shows inconsistent trends, with a major sales surge in 2013 (\$27.76M) but a sharp decline in 2014

Year	Total Sales	PY Sales	YoY Growth
2010	\$3,400		
2011	\$908,499	\$3,400	↑
2012	\$585,934	\$908,499	↓
2013	\$27,759,121	\$585,934	↓
2014	\$94,304	\$1,018,540	↓

Category Breakdown

Bikes dominate total sales (\$28.31M), while Accessories and Clothing contribute significantly less



- **PY** - Period-over-Year
- **YOY** - Year-over-Year
- **AOR** - Average order revenue
- **AMR**- Average monthly revenue
- **RU** - Revenue per unit

- **AOD** - Average order value
- **AMS** - Average monthly spent
- **Apc** - Average product cost
- **TOU** - Total order per unit

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New

Regular

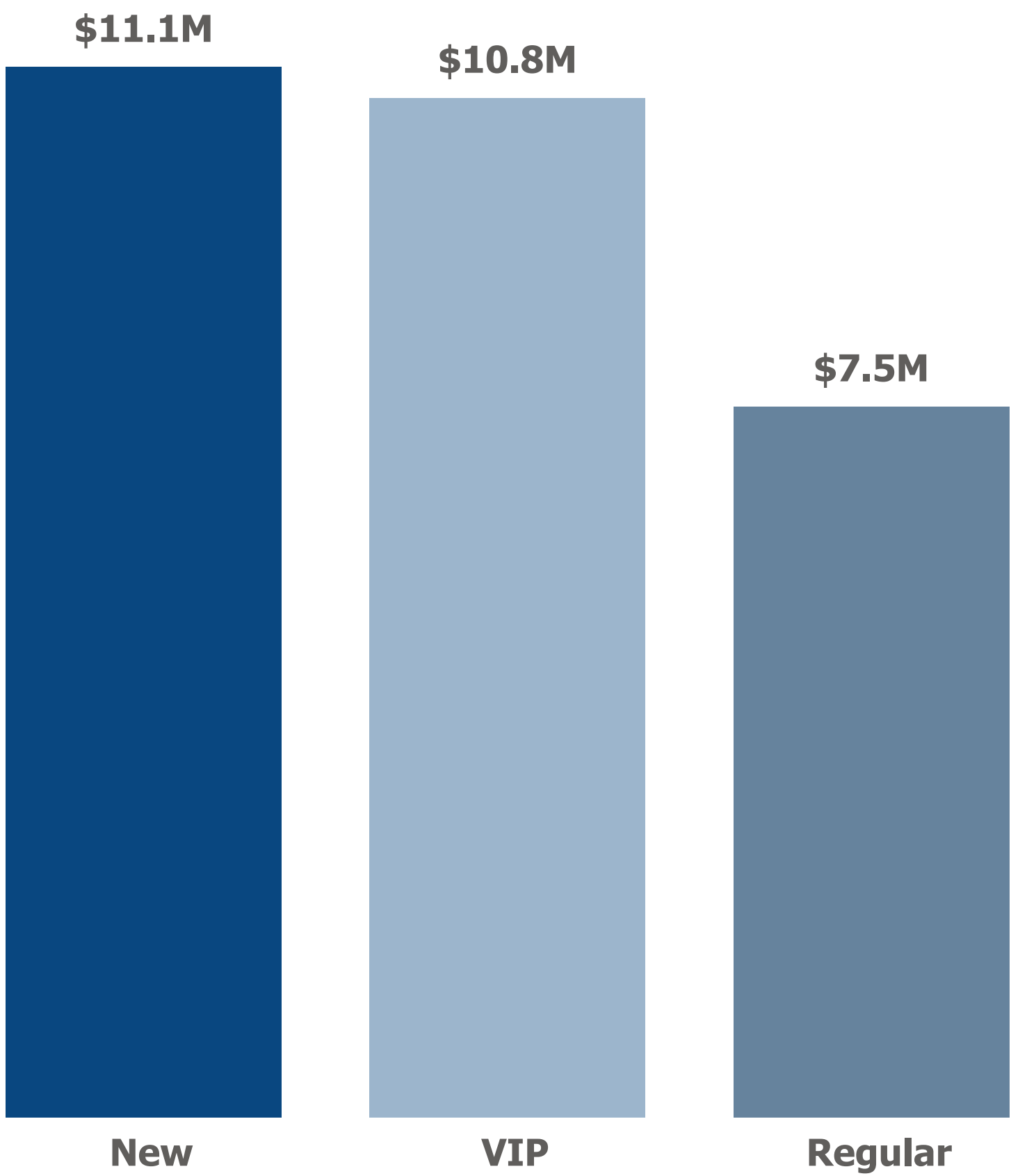
VIP

YEAR

All

Total Revenue by customer segment

New customers contribute the highest revenue (\$11.1M), surpassing VIPs (\$10.8M), indicating strong acquisition but a need for long-term retention strategies



Age group

New

Regular

VIP



New customers dominate average monthly spending (\$7.4M), significantly outpacing VIPs (\$0.5M) and Regular customers (\$0.4M)

Customer Revenue & Engagement Insights

Customer engagement is a concern, with 15,577 customers needing engagement, compared to 2,905 active customers

Need Engagement

15577



Active Customers

2905



Customer by Revenue

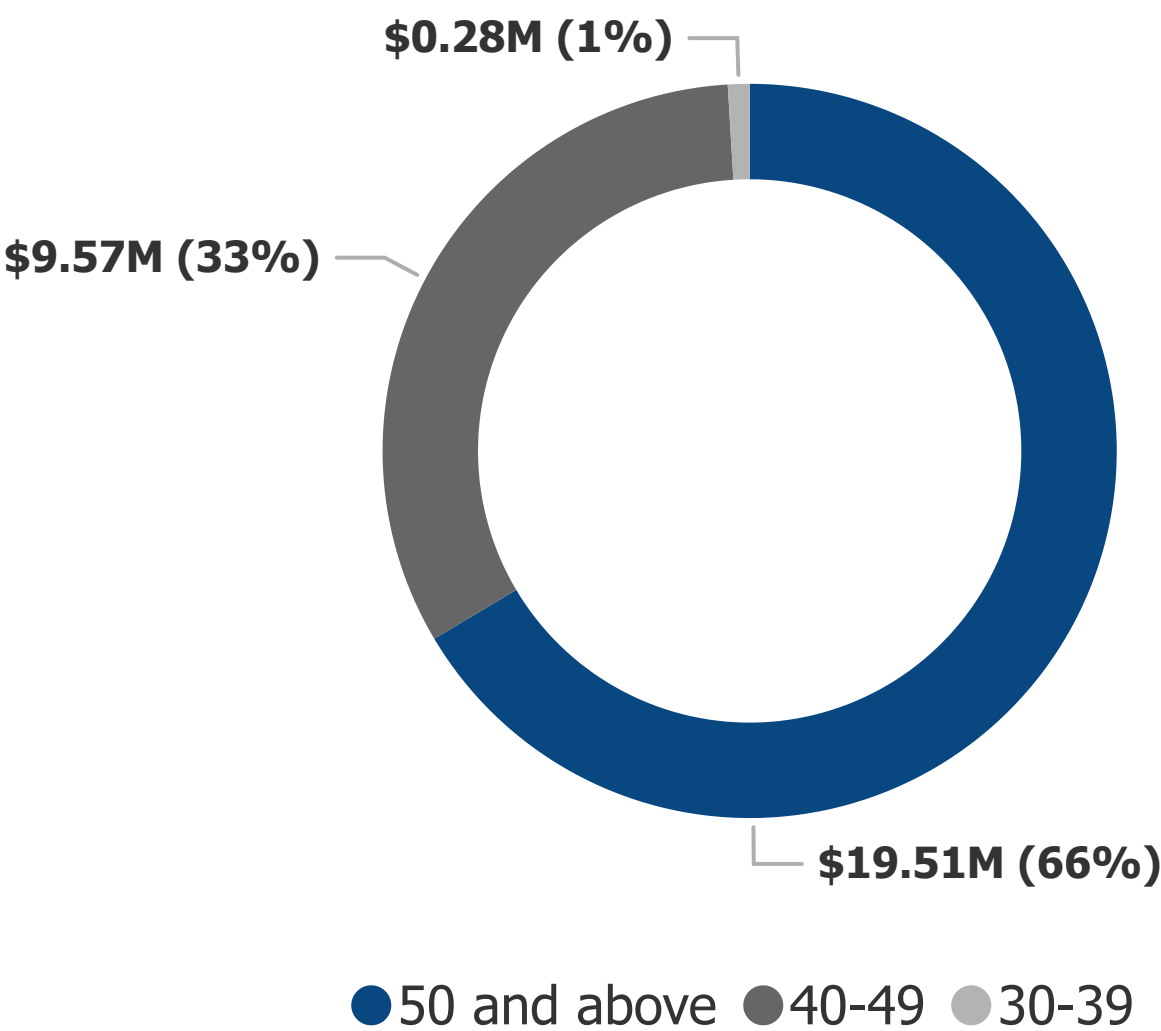
(Monitoring customers performance with key metrics)

Customer Name	Segment	Revenue	AOV
⚠️ Aaron Adams	New	\$118	\$118
✅ Aaron Alexander	New	\$70	\$70
⚠️ Aaron Allen	New	\$3,400	\$3,400
⚠️ Aaron Baker	New	\$1,751	\$1,751
⚠️ Aaron Bryant	New	\$134	\$67
✅ Aaron Butler	New	\$15	\$15
⚠️ Aaron Campbell	New	\$1,155	\$1,155
✅ Aaron Carter	New	\$40	\$40
⚠️ Aaron Chen	New	\$40	\$40
✅ Aaron Coleman	New	\$62	\$62
⚠️ Aaron Collins	VIP	\$6,047	\$3,023
⚠️ Aaron Diaz	VIP	\$6,029	\$3,014
⚠️ Aaron Edwards	New	\$64	\$64

Sales trends show steady growth, emphasizing the importance of maintaining customer loyalty while expanding outreach



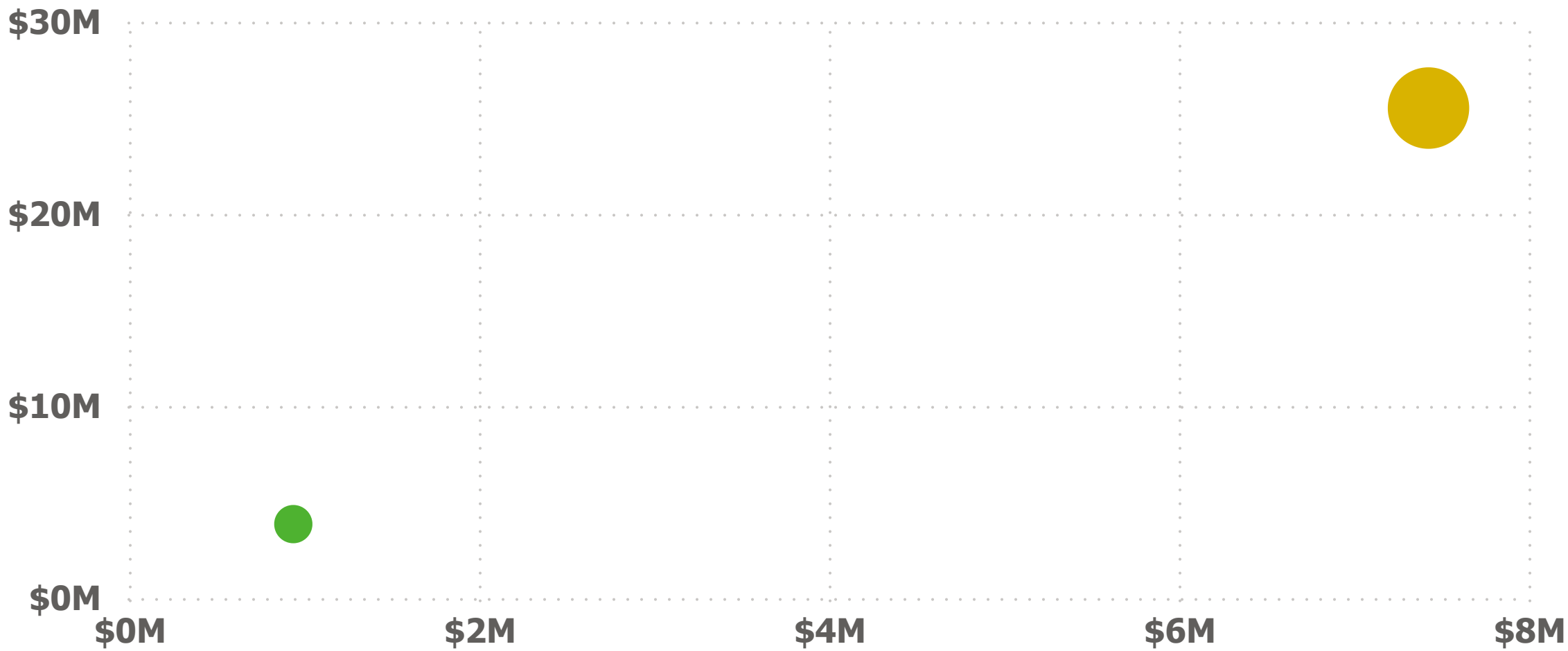
The majority of total sales come from customers aged 50+ (66%), suggesting a need to attract younger demographics for sustained growth.



Customer Recency Impact on Total Sales

The data shows that customers tend to spend more over time, but engagement declines after 4 months

Moderate (4–7 months): Needs re-engagement Recent (0–4 months): Actively engaged



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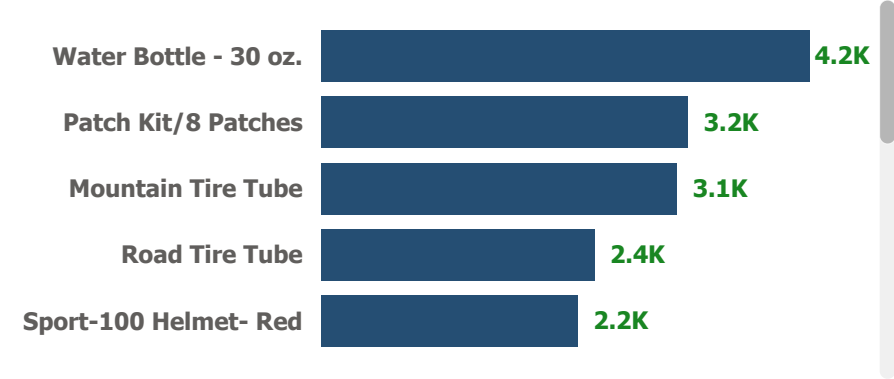
Accessories

Bikes

Clothing

Top-Selling Products by Orders

Tracking the most frequently ordered products to identify customer favorites.



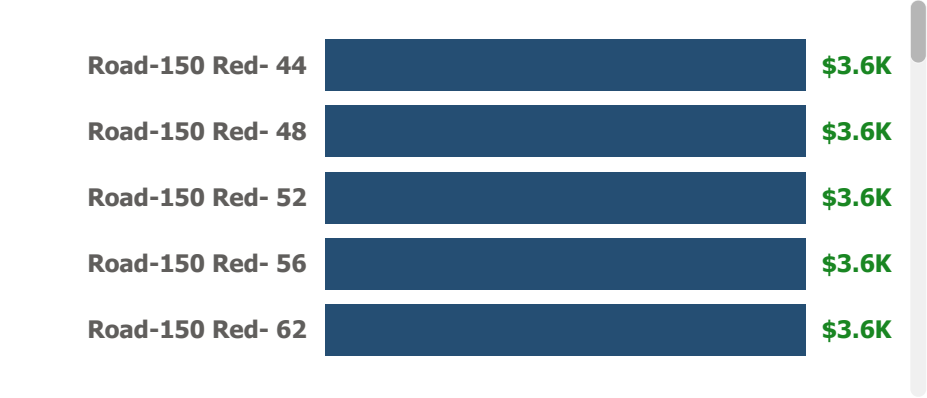
Bottom-Selling Products by Orders

The least ordered products that might need a sales boost



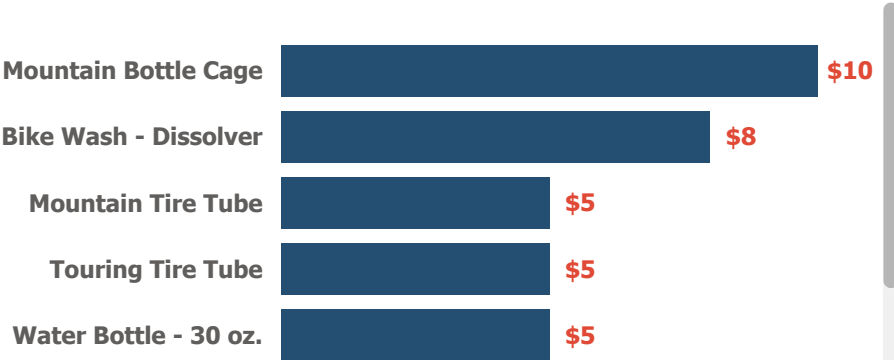
Top-Selling Products by Revenue

High-value products driving the most revenue



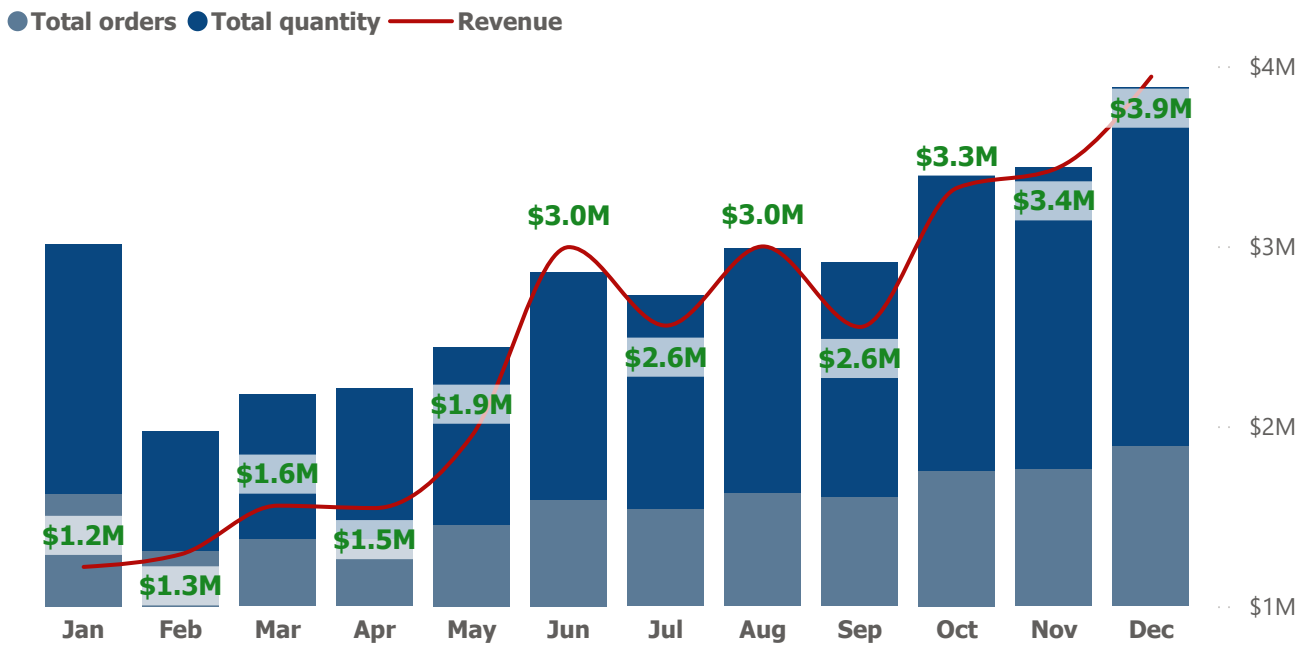
Bottom-Selling Products by Revenue

Products generating the lowest revenue per order



Total Quantity & Orders Trend Over Time

Tracking monthly order growth and total sales performance. Sales peak in December, reflecting a strong year-end demand surge



Product Profitability Insights

Analyzing product costs, total orders, and profit margins to identify high-performing items. Products like Road Tire Tube, Racing Socks and Road Bottle Cage lead in profitability, while high-order volume items maintain steady margins.

Product	Product cost	Total orders	Profit Margin
Road Tire Tube	\$1	2375	75.00%
Racing Socks- L	\$3	270	66.67%
Racing Socks- M	\$3	298	66.67%
Road Bottle Cage	\$3	1711	66.67%
LL Mountain Tire	\$9	860	64.00%
ML Road Tire	\$9	925	64.00%
Fender Set - Mountain	\$8	2121	63.64%
HL Road Tire	\$12	858	63.64%
ML Mountain Tire	\$11	1160	63.33%
All-Purpose Bike Stand	\$59	249	62.89%
HL Mountain Tire	\$13	1395	62.86%
Sport-100 Helmet- Black	\$13	2085	62.86%
Sport-100 Helmet- Blue	\$13	2124	62.86%

Product Performance: Orders & Sales Breakdown

A detailed look at total orders by product segment and total sales by subcategory. Mid-performing products drive the majority of sales by 52%, with Road Bikes leading the revenue chart at \$14..52M

