

# DATALINE BIKE COMPANY

**CEO Overview**

**Product & Marketing  
Overview**

**Customer Analysis**

**Category Analysis**



# CEO OVERVIEW

**\$110M**

Total Revenue

**\$13.08M**

Total Profit

**11.9%**

Profit Margin %

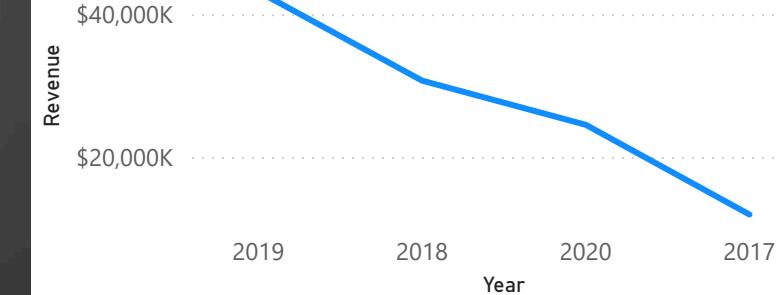
Country



CATEGORY

Category	Profit
Bikes	\$1,10,09,737
Components	\$10,38,181
Accessories	\$6,41,155
Clothing	\$3,89,800
Total	\$1,30,78,874

Revenue over year



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# MARKETING & PRODUCTS TEAM OVERVIEW

**\$24.5M**

YTD revenue

**\$3.5M**

YTD profit

**\$1.6M**

Profit Difference

**80%**

Profit Diff %

Year

Select all

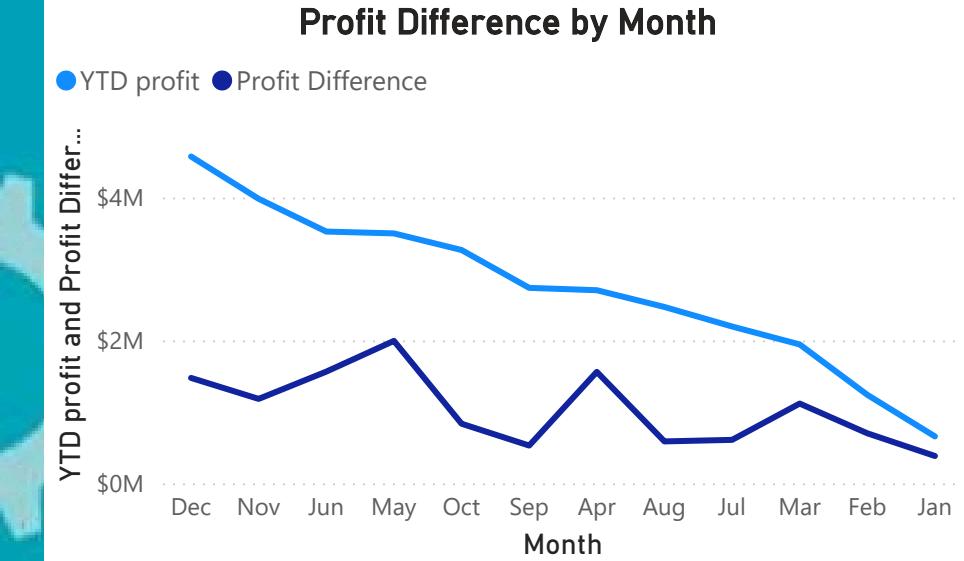
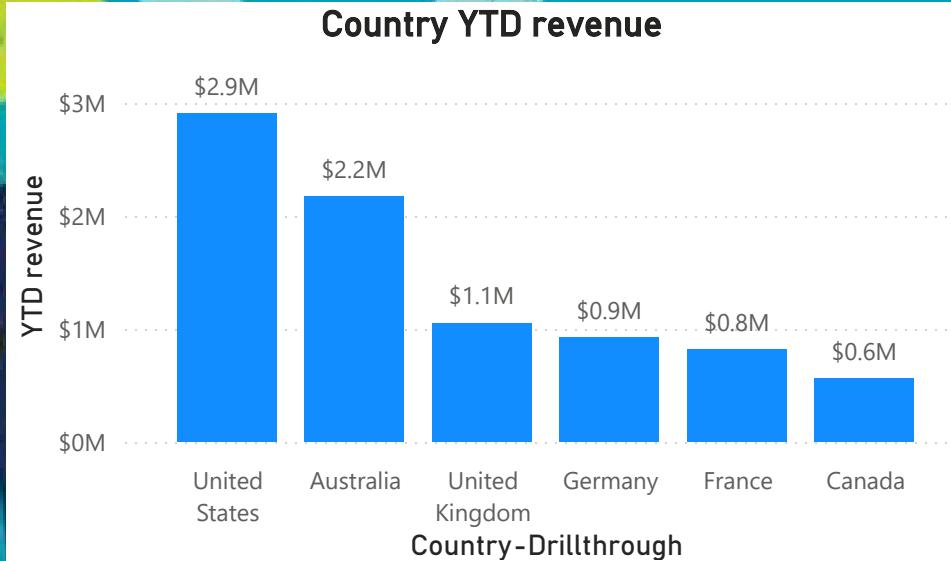
2017

2018

2019

2020

 **Reset**



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**Most Ordered Product**

**8311**

**AWC LOGO CAP**

**ORDER DETAILS**

**\$653.6**

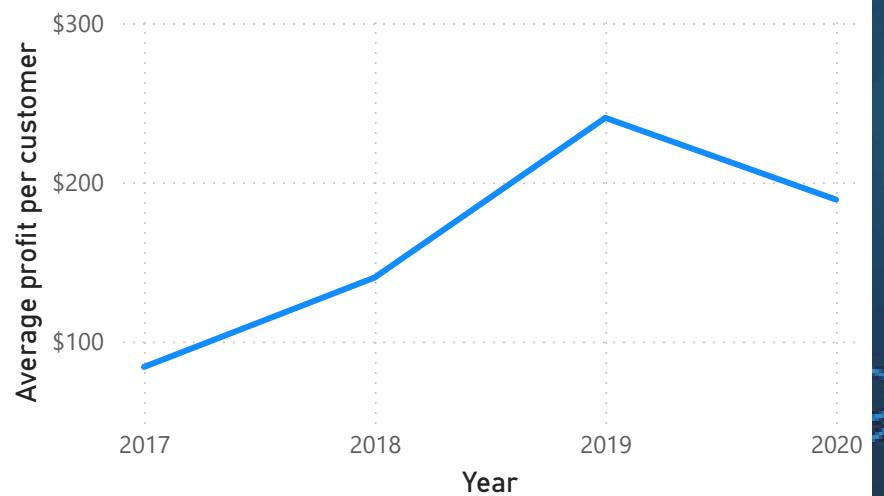
Average Profit

# CUSTOMER ANALYSIS

**18,484**

Total Customer

Average profit per customer over Time

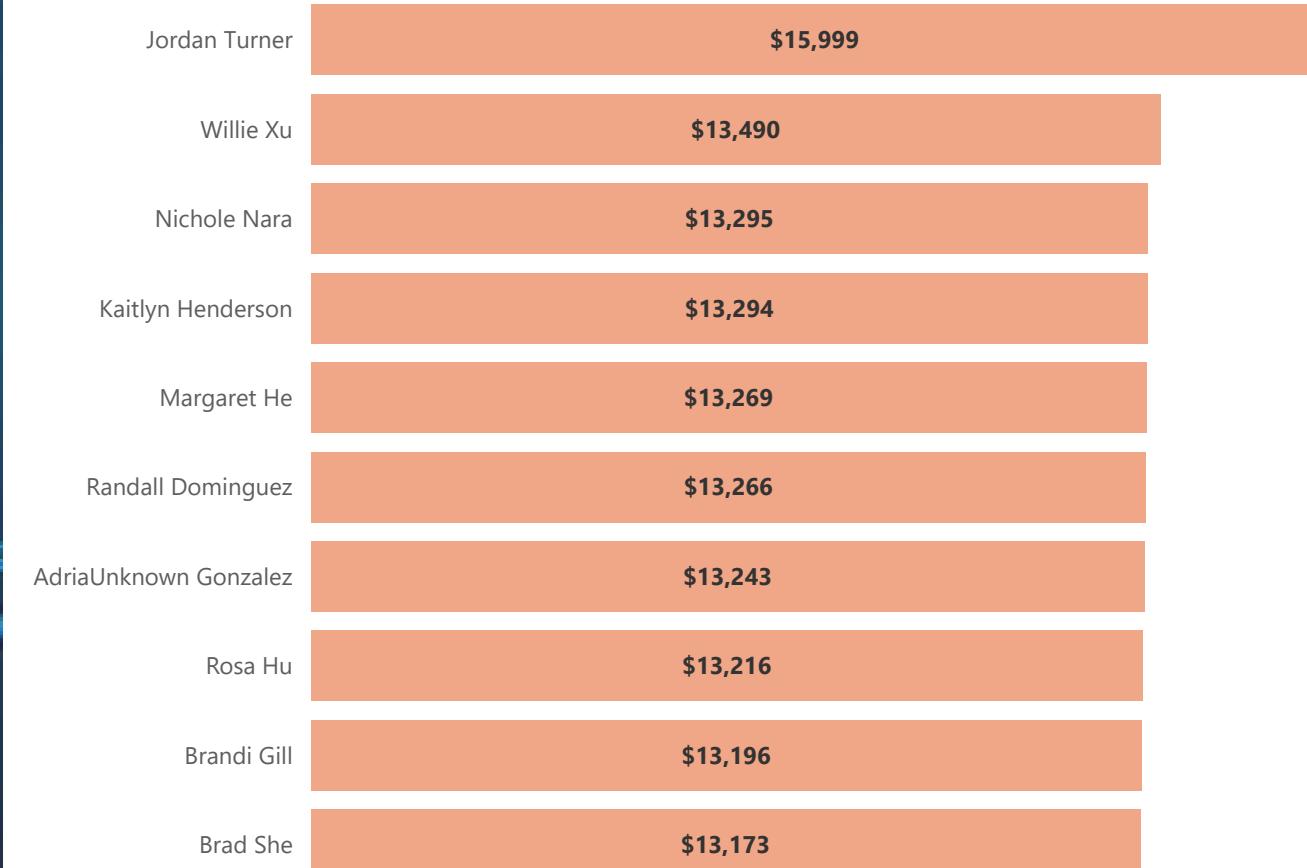


Month

All

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Top 10 Customer Revenue



Homepage

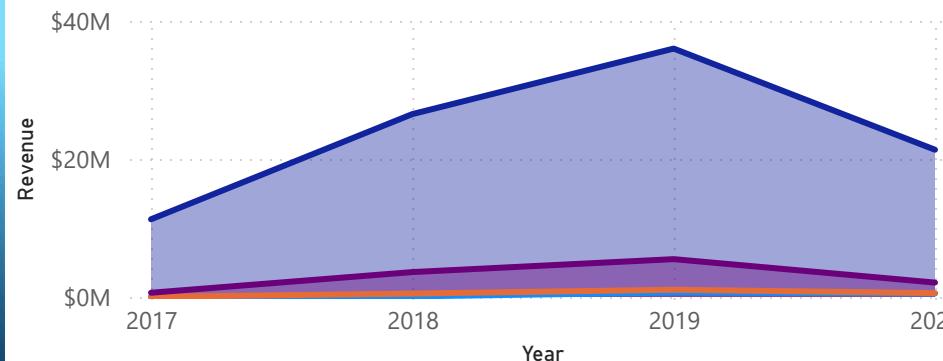


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# CATEGORY PERFORMANCE PAGE

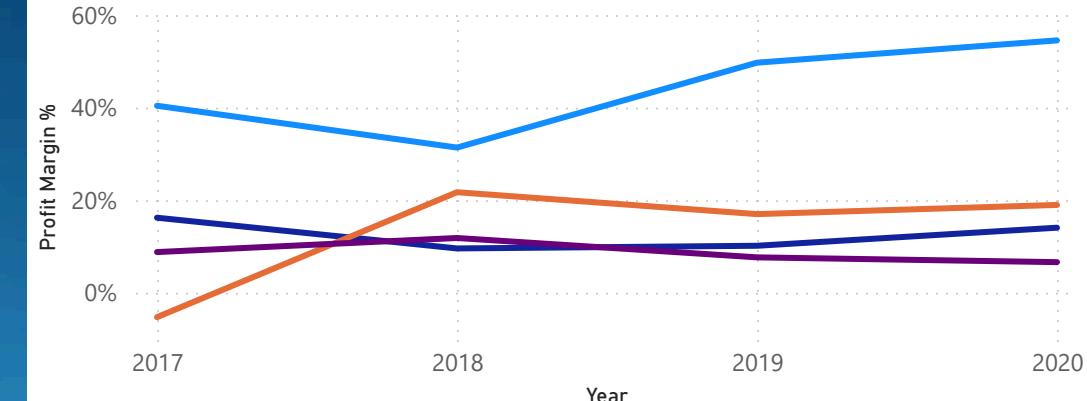
## Revenue by Trend over Time

Category ● Accessories ● Bikes ● Clothing ● Components



## Profit Margin Trend Over Time

Category ● Accessories ● Bikes ● Clothing ● Components



Region

All

State

All

City

All

Postal Code

All

Apply all Selections

Clear All Selections

Category	Profit	Profit Margin %	Revenue
Accessories	\$6,41,155	50.1%	\$12,78,746
Clothing	\$3,89,800	18.2%	\$21,38,578
Bikes	\$1,10,09,737	11.6%	\$9,51,15,167
Components	\$10,38,181	8.8%	\$1,18,04,291
<b>Total</b>	<b>\$1,30,78,874</b>	<b>11.9%</b>	<b>\$11,03,36,782</b>

Homepage

