

Ruth Mulu - Question 1

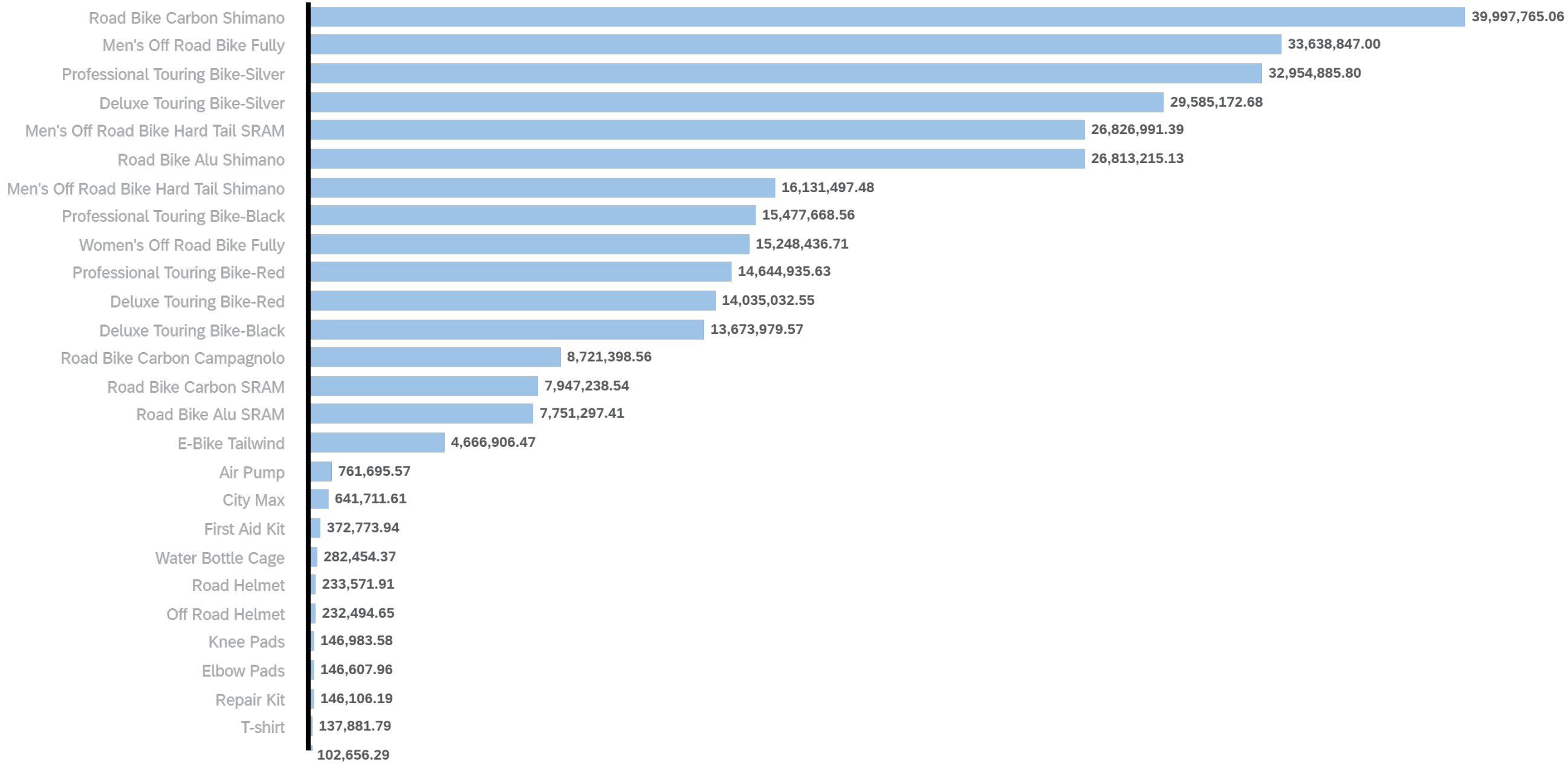
Total Revenue (USD) per YEAR



2015 recorded the highest revenue amounting 65,668,093.68

Ruth Mulu- Question 2

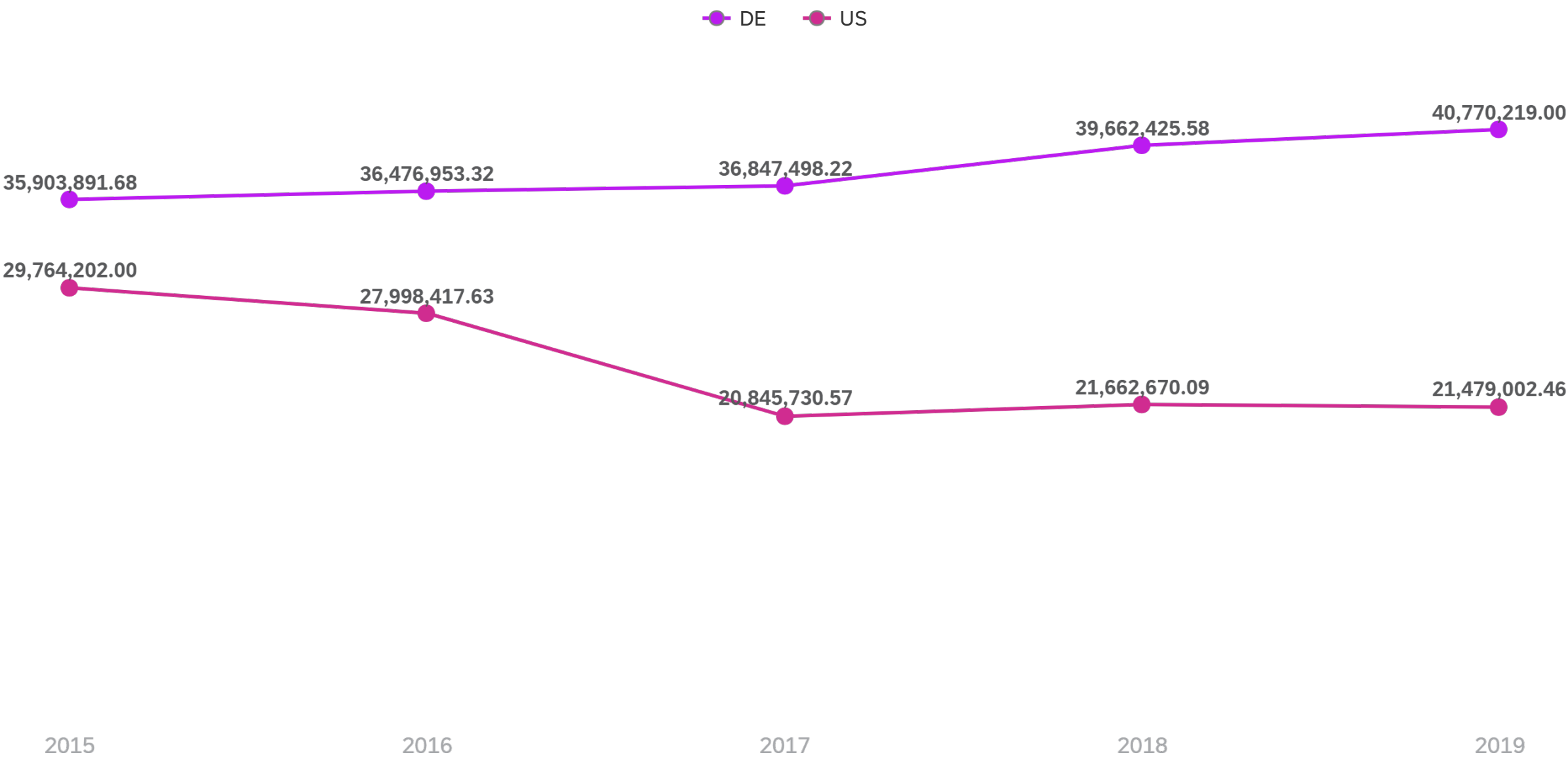
Revenue(USD) per Product description



Road Bike Carbon Shimano sells revenue is 39,997,765.06, making it the highest total revenue among the prodcuts over the years.

Ruth Mulu-Question 3

Revenue(USD) by Year and Country



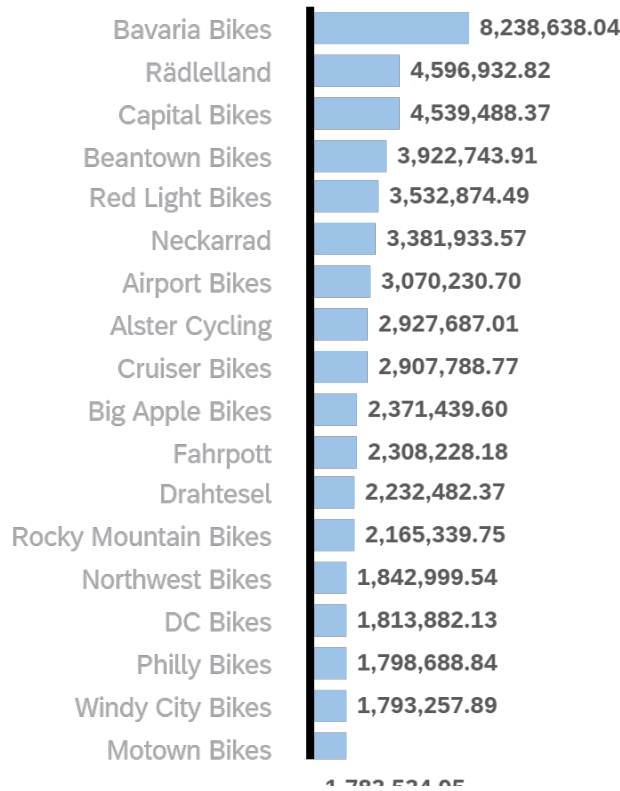
From 2015 to 2019, Germany consistently outperformed US in revenue. Germany started at approximately \$35.9 million in 2015 and saw steady growth, reaching about \$40.77 million by 2019. US, while also growing, started at \$26.76 million in 2015 and ended with \$21.47 million in 2019. Although both countries experienced growth, Germany saw more consistent and significant increases over the years.

Ruth Mulu- Question 4

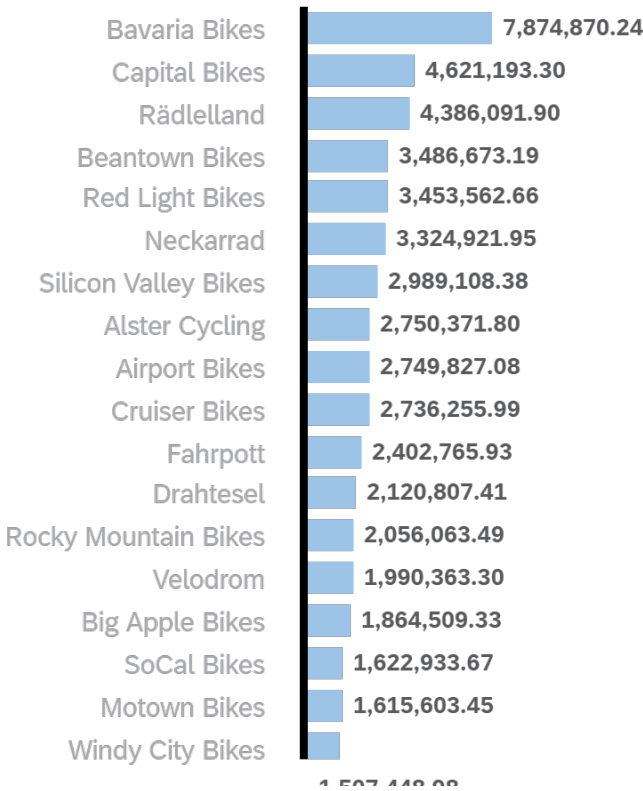
Revenue USD by Year and Customer Description

Revenue(USD)

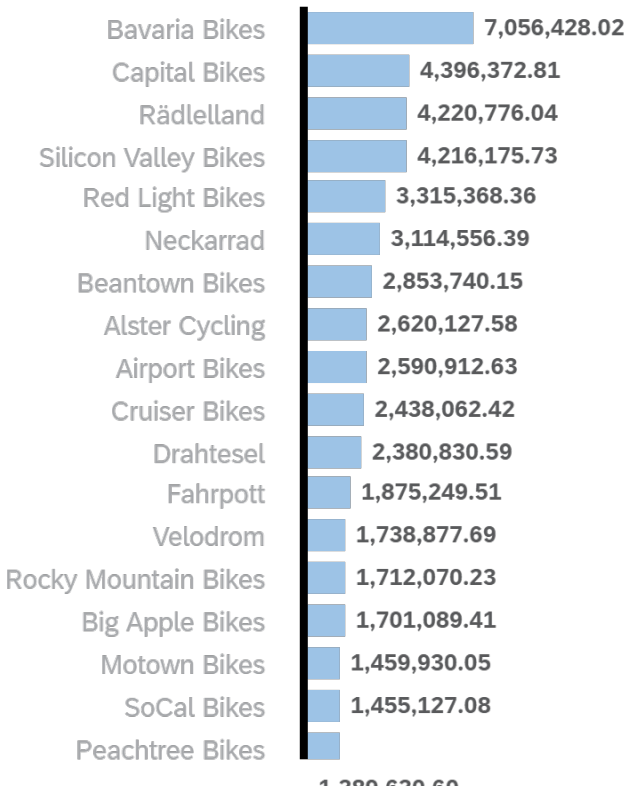
2019



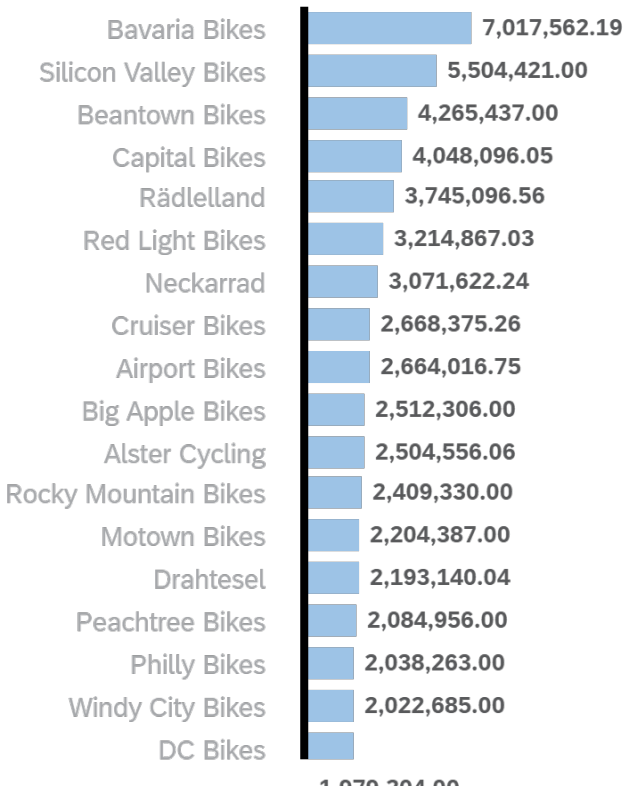
2018



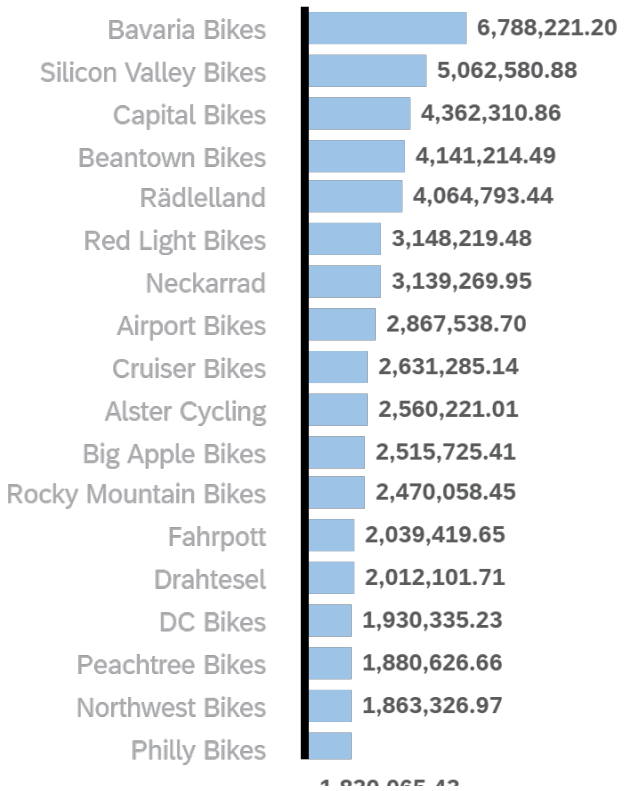
2017



2015



2016



GB lost the customer Silcon Valley in the year 2019, but as we can see from the revenue GB regained that customer back in 2020.

Ruth Mulu- Question 5

Revenue(USD) by Month Name and Year

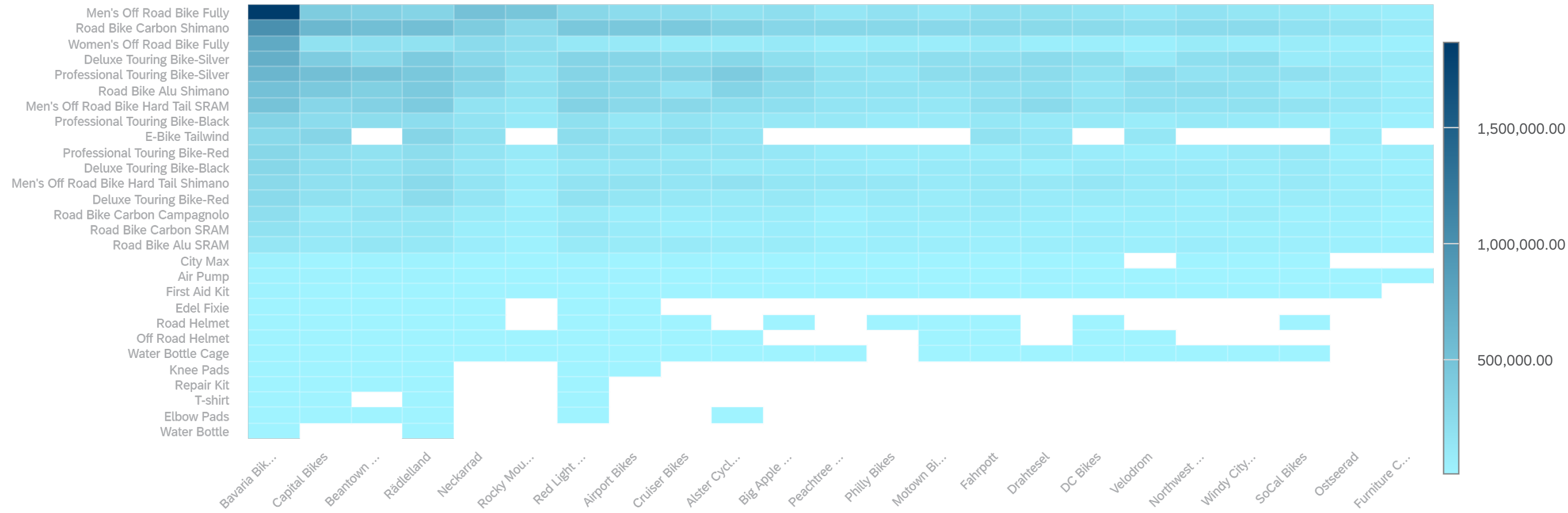


The data shows a clear pattern of seasonality in revenue across the years, with June consistently being a high revenue month in most years, especially in 2015, 2016, and 2018. Another noticeable peak occurs around October, particularly in 2018 and 2019. The seasonality pattern is similar from year to year with slight shifts.

Ruth Mulu- Question 6

Revenue(USD) by Customer description and Product Description

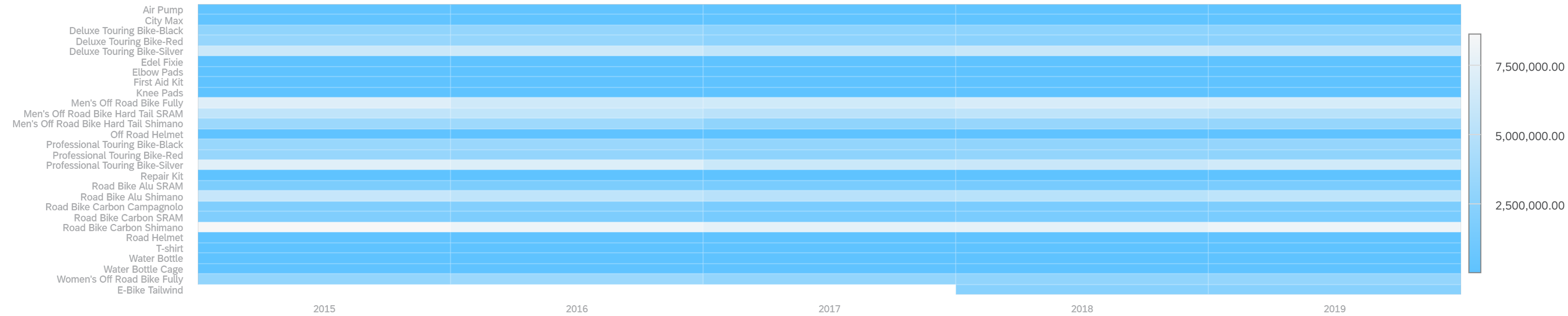
1 Filter | Top N (AUTO)



The dark blue represents the customer that contributed the heighest revenue, Bavaria Bikes.

Ruth Mulu- Question 7

Revenue USD by Year and Product Description



Revenue USD BY Year, Country and Product Description

1 Filter

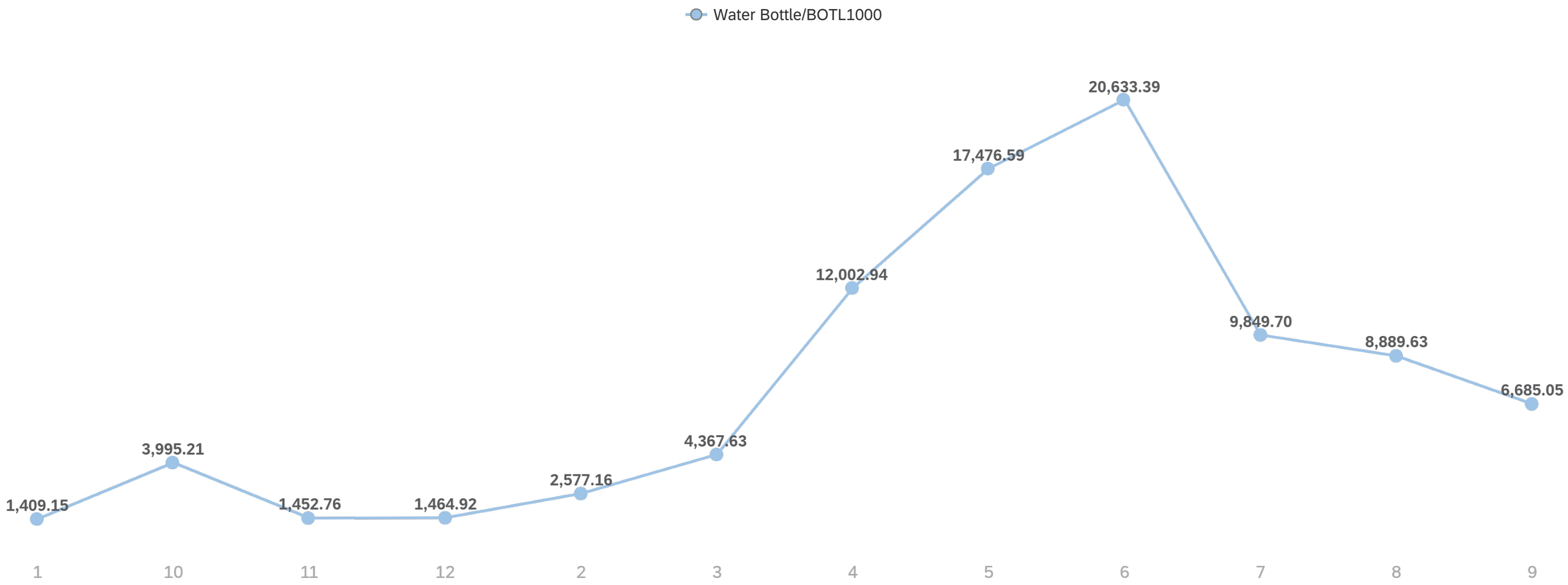


The product that showed a dramatic change in revenue is Ebike Tailwind. The product was only sold in Germany and had a dramatic increase in revenue from zero to approximately 2.3 million.

Ruth Mulu- Question 8

Revenue(USD) per MONTH and Product

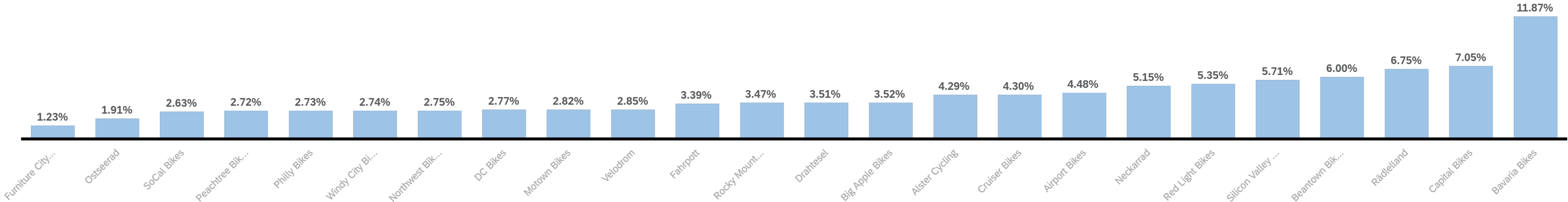
1 Filter



Ruth Mulu- Question 9

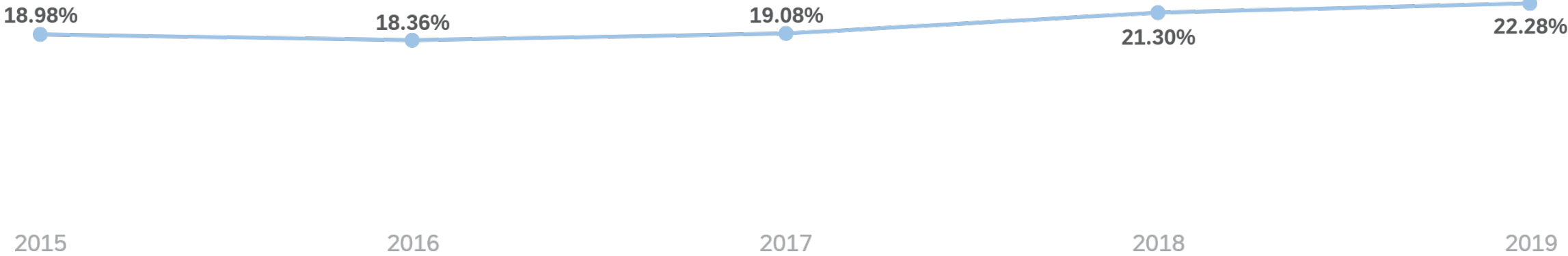
Percentage: Revenue USD by Customer Description and Year

in %



Revenue Percentage USD per YEAR for Actual

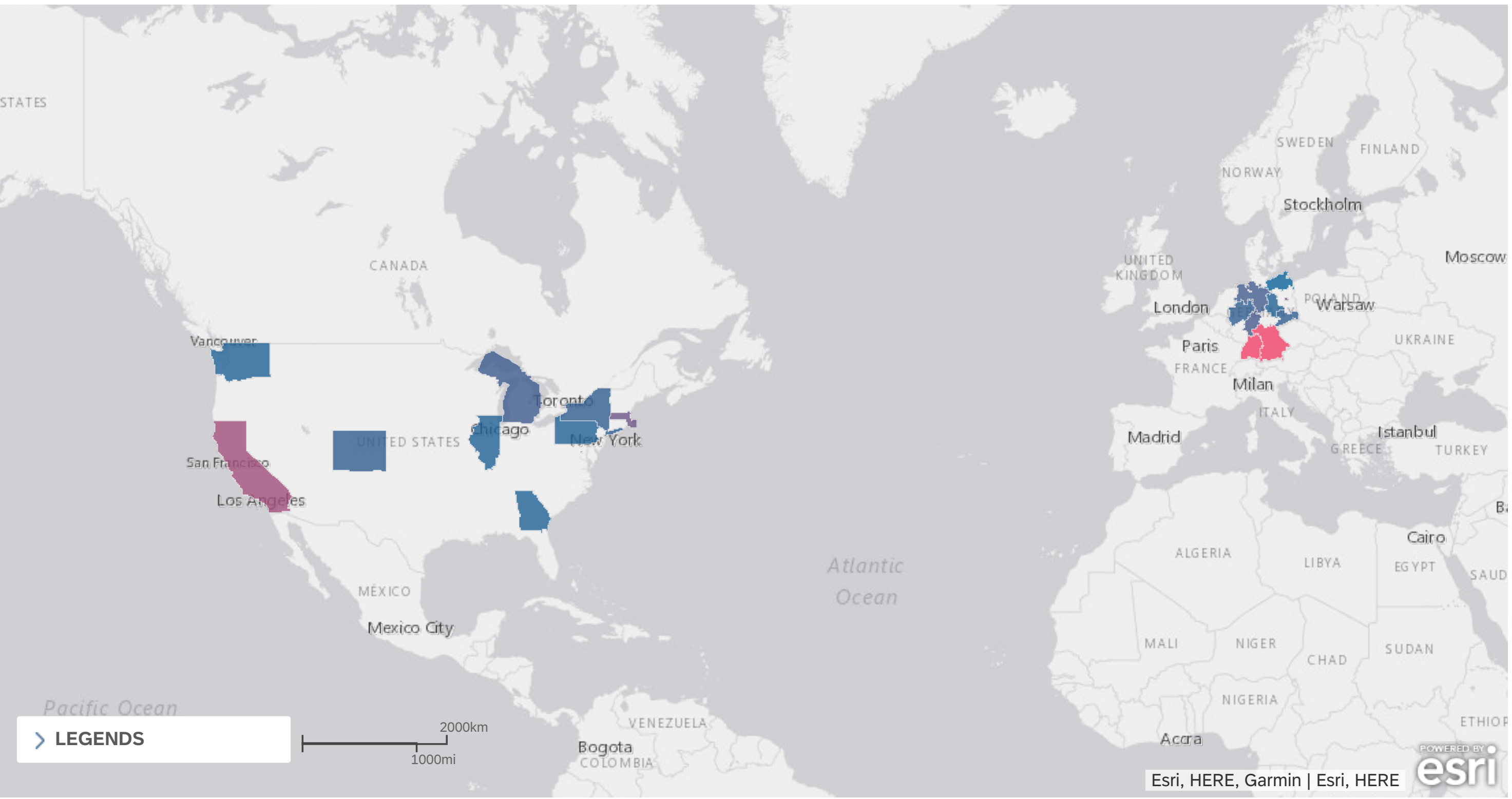
in % | 1 Filter



Bavaria Bikes made the highest percentage contribution amounting 11.9%. The trend of Bavaria's has been consistent throughout the years with a variation of Approx. 2%.

Revenue (USD) by Region

Subtitle |  | 



Germany region overall made the highest revenue.