



Bike Sales Analysis

2011

2013

2015

2012

2014

2016

1.35M

TOTAL PRODUCT SOLD

£95.18M

TOTAL REVENUE

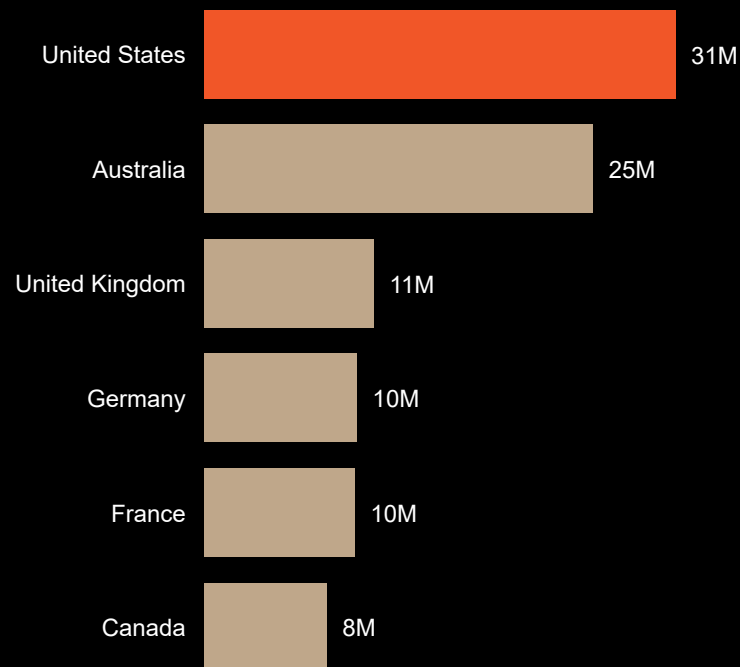
£42.13M

TOTAL PROFIT

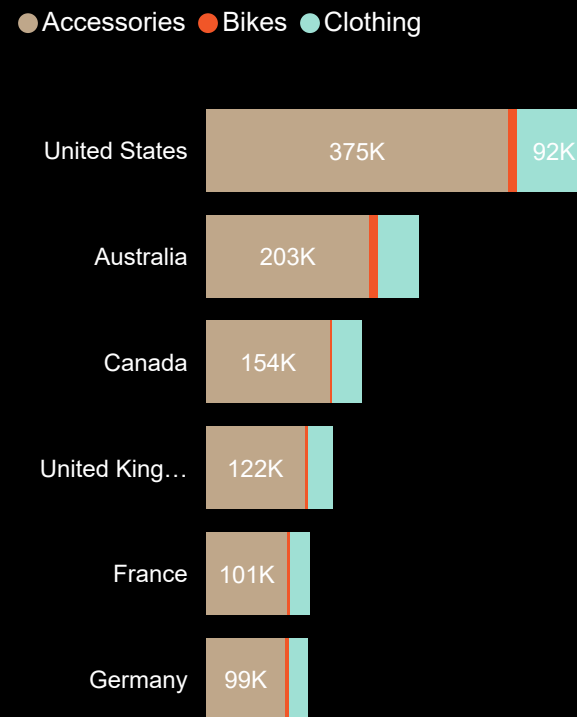
79.41

ROI in %

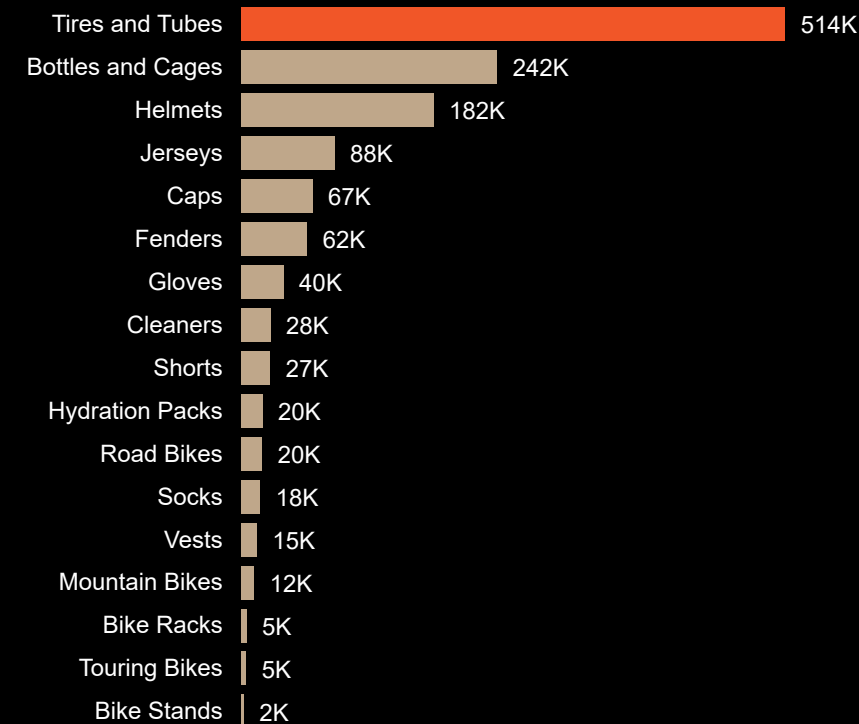
Top Country by Revenue



Top Country by Product Category Sold



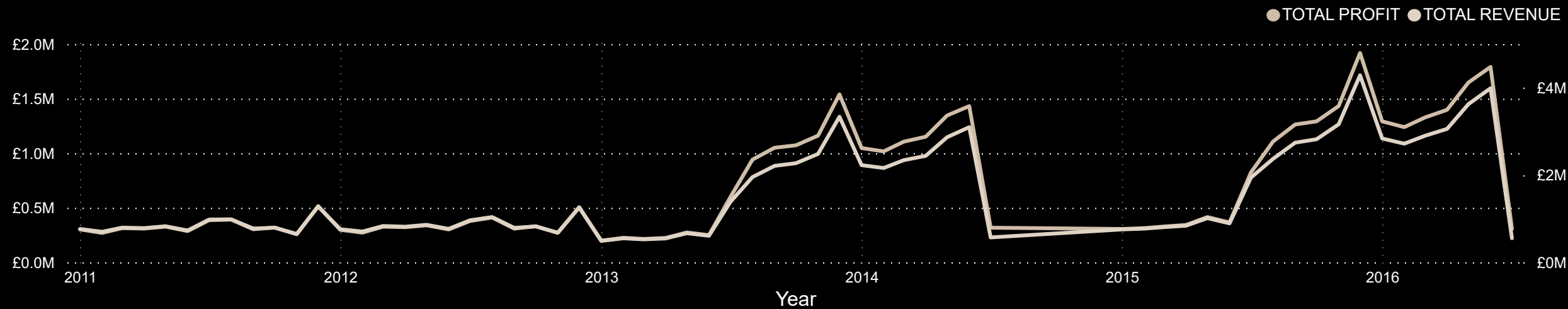
Top Sub Category by Sales



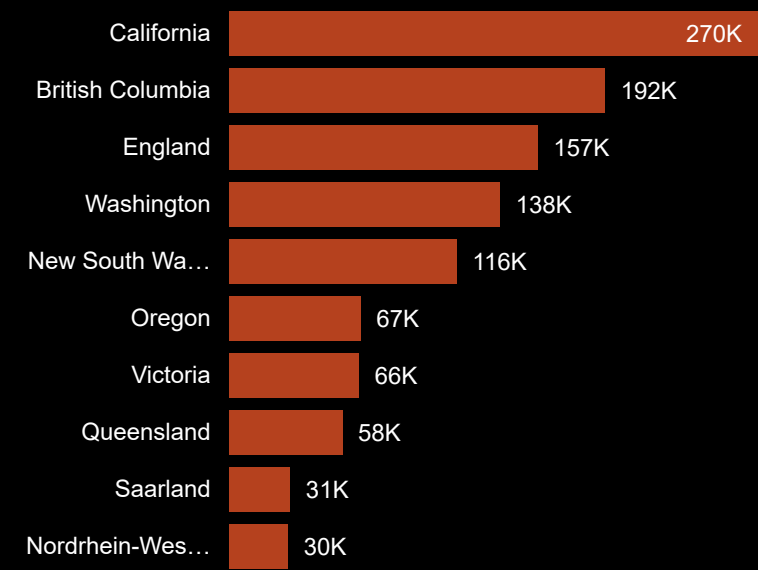


Trend Analysis

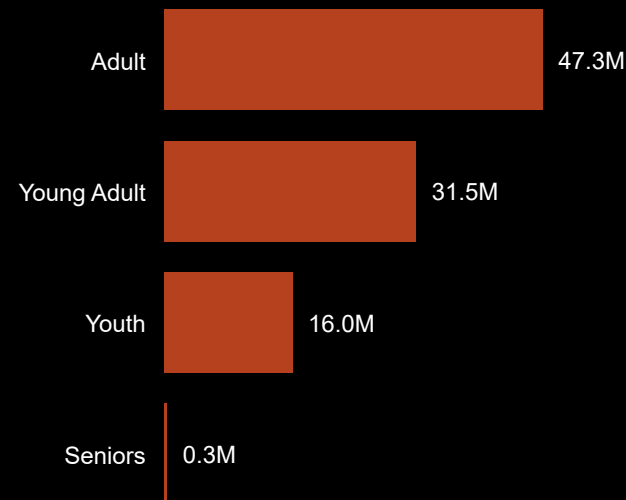
MONTHLY TREND



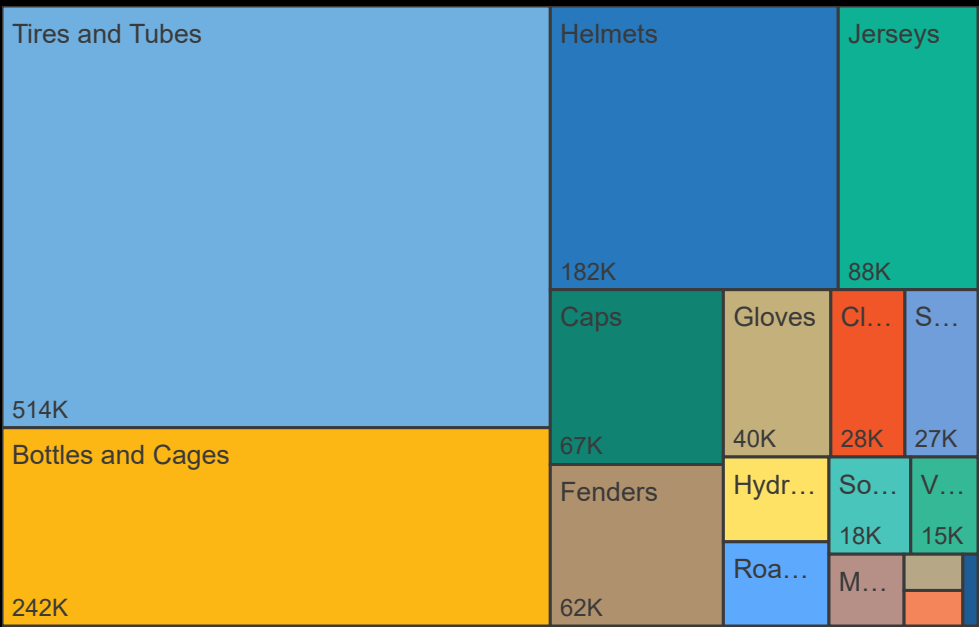
Top State by Sales



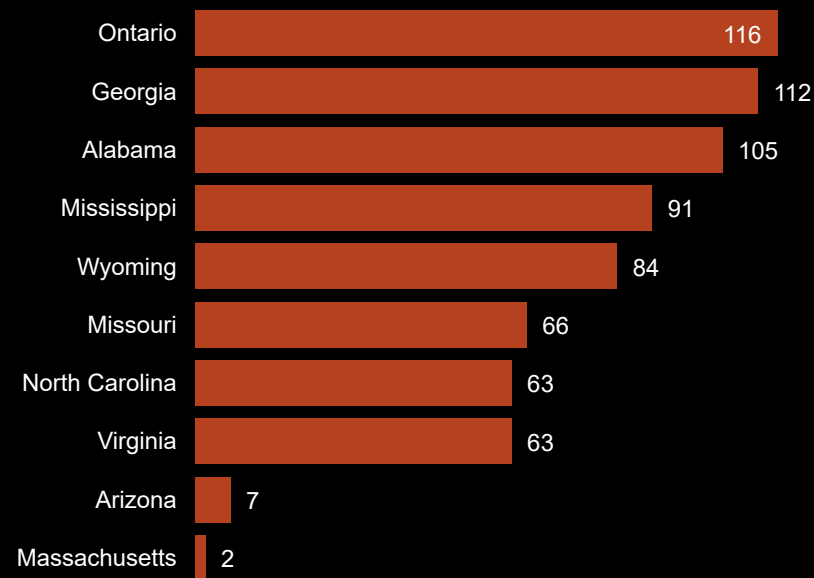
Revenue by Age Groups



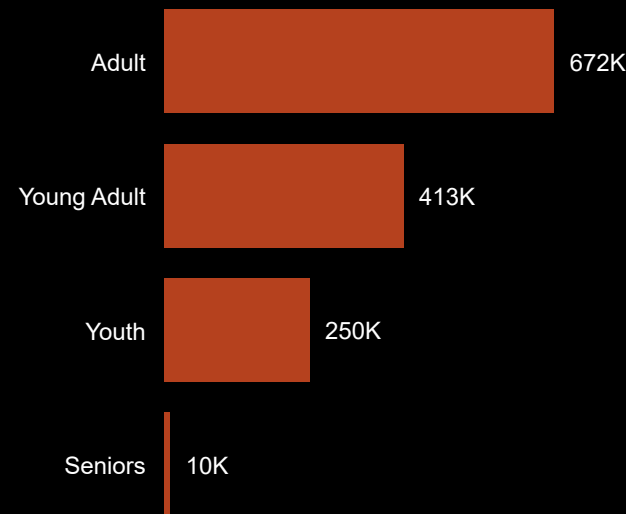
Sales by Sub Category



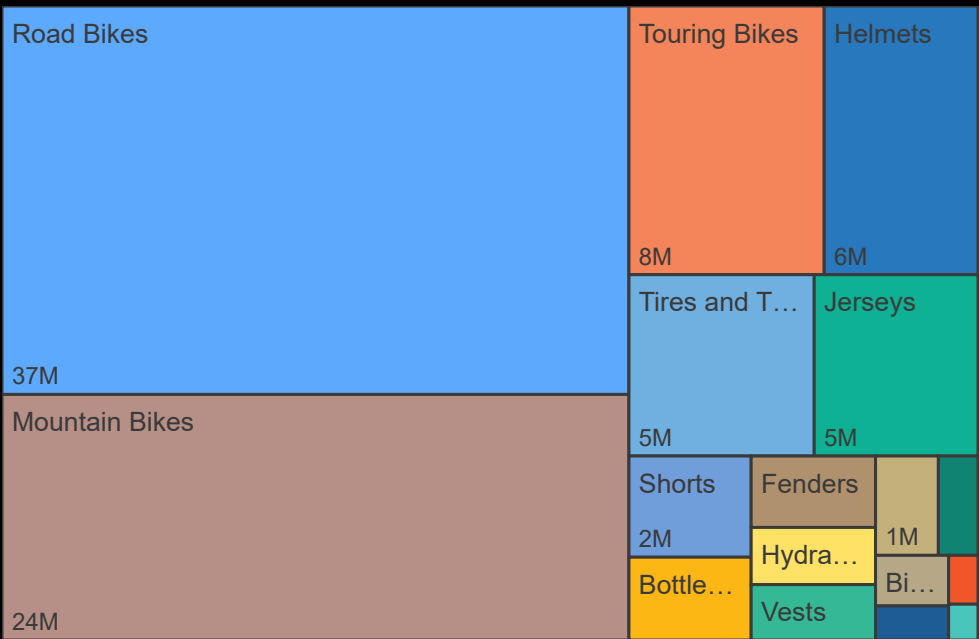
Bottom State by Sales



Sales by Age Groups



Revenue by Sub Category





Journey

Annual Profit and Sales

● Accessories ● Bikes ● Clothing

2016

