

Sales Overview

Product Analysis

Customer Analysis

FY2018

FY2019

FY2020

\$34.07M

Total Sales

26K

Total Orders

42.79%

YoY Sales Growth %

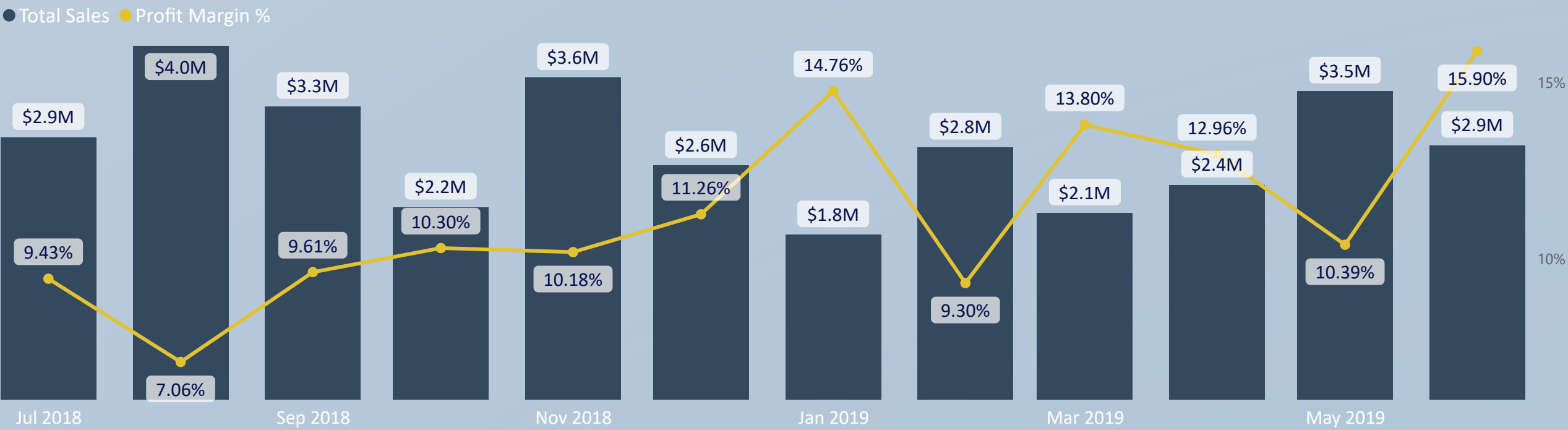
10.88%

Profit Margin %

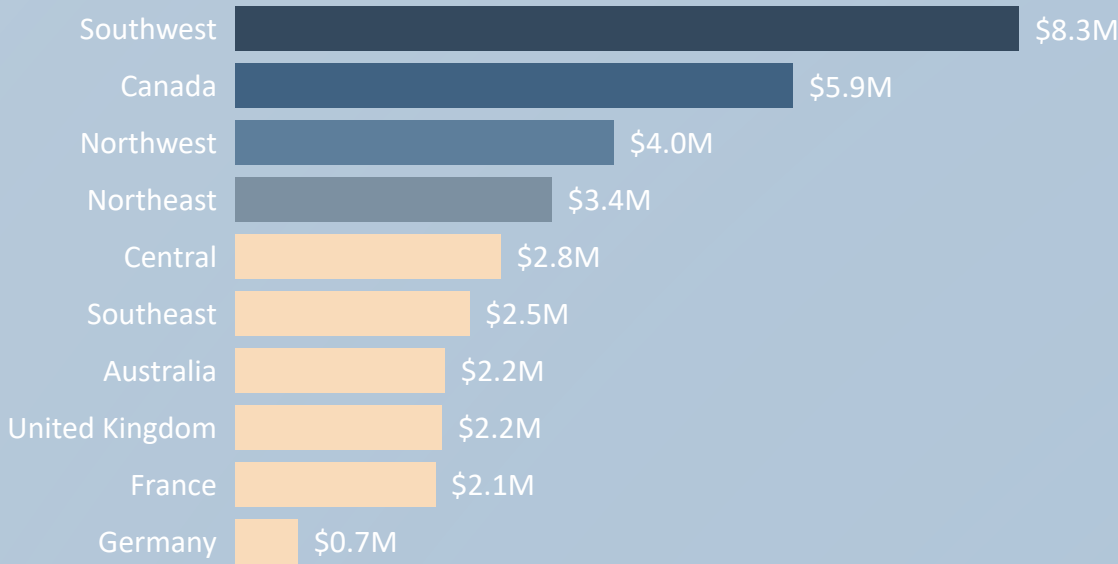
\$3.71M

Total Profit

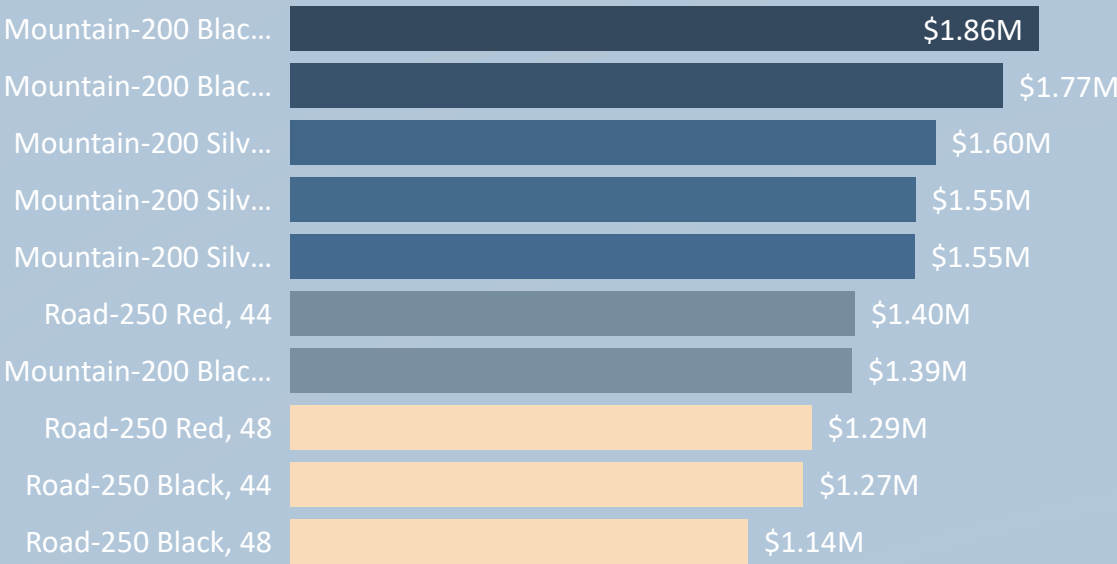
Total Sales and Profit Margin % by Month



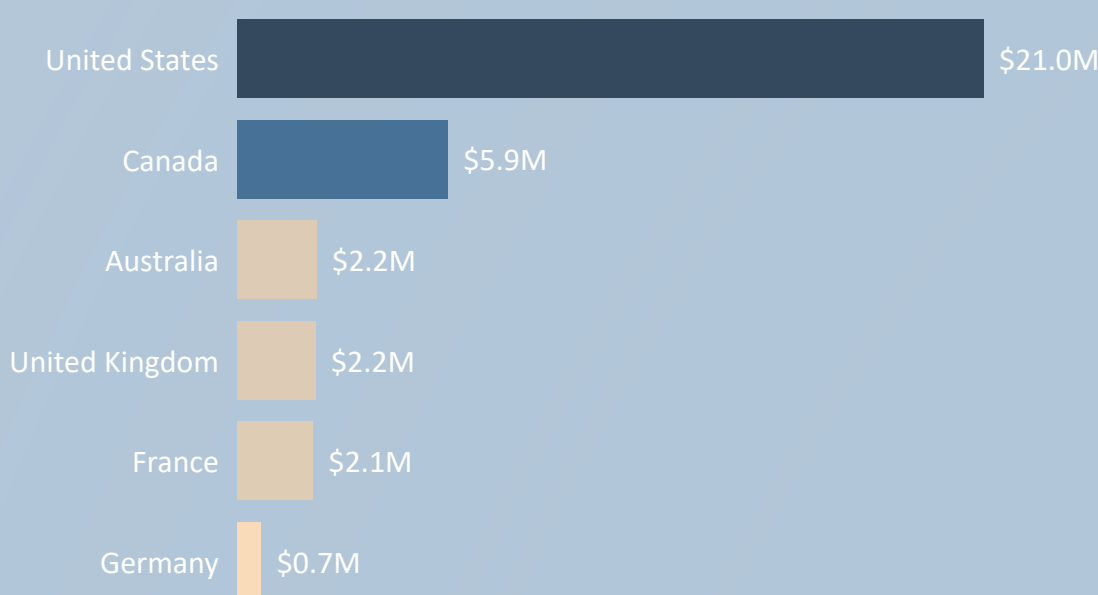
Total Sales by Region



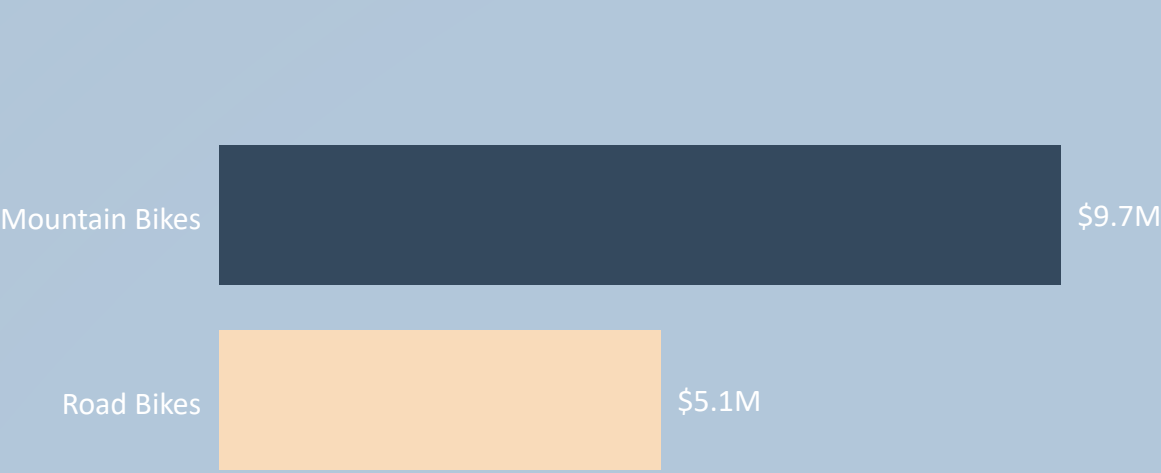
Total Sales by Product



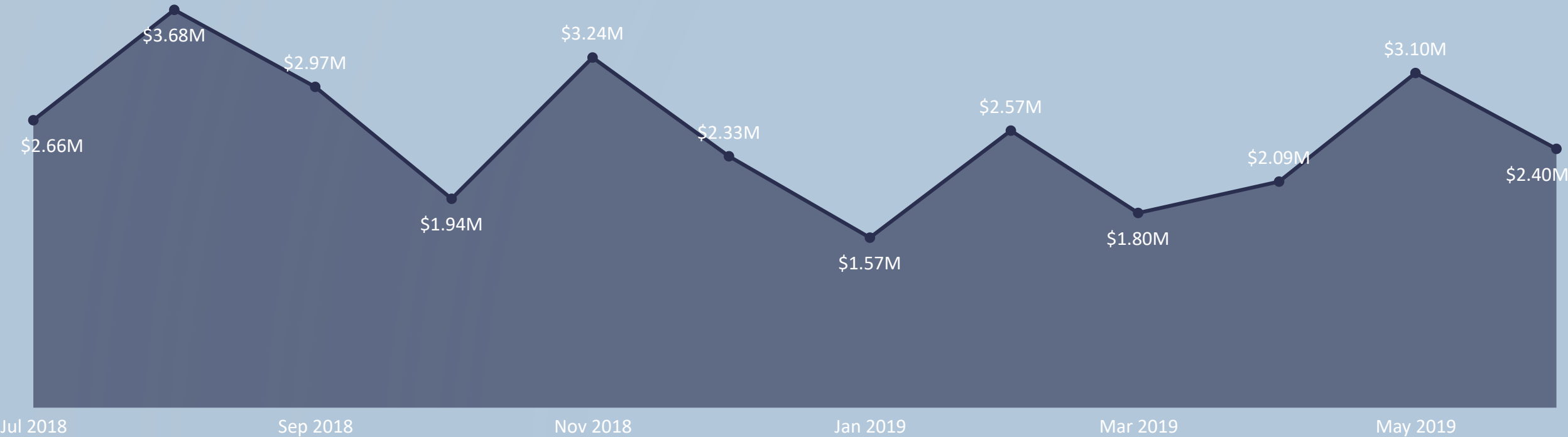
Total Sales by Country



Total Sales by Subcategory



Total Product Cost by Month



Sales Overview

Product Analysis

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FY2018

FY2019

FY2020

\$51.88M

Total Product Sales

11.19%

Total Product Profit Margin %

83.82%

Top Category Contribution %

Bikes

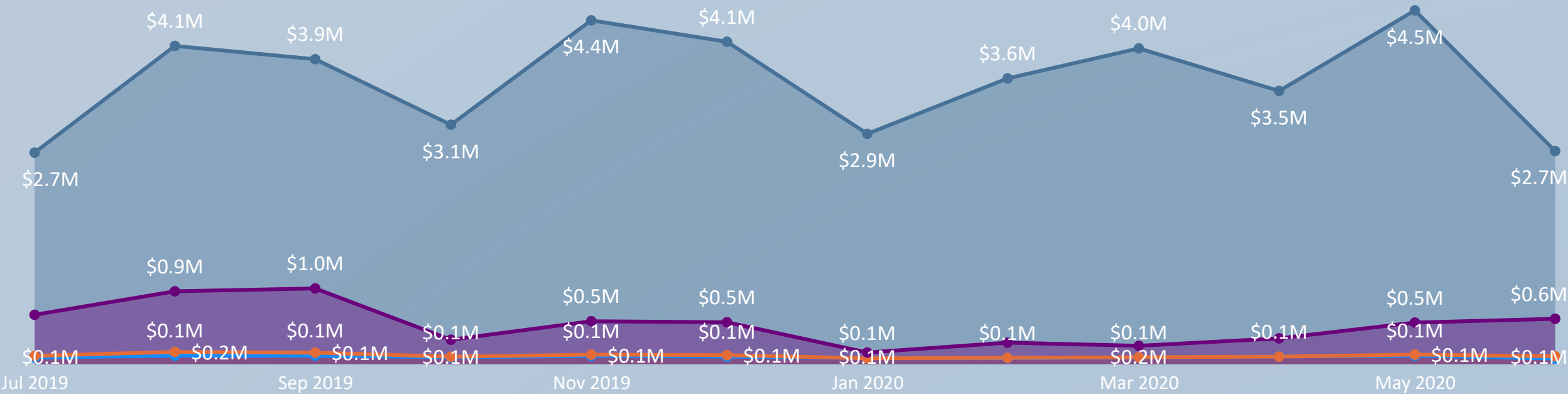
Top Category Name

\$5.81M

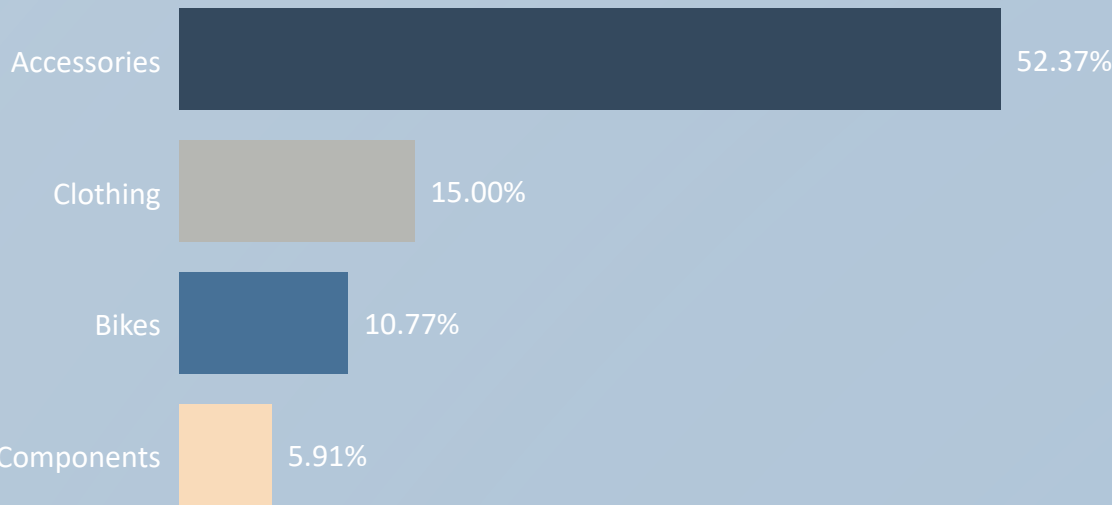
Total Product Profit

Total Sales by Month and Category

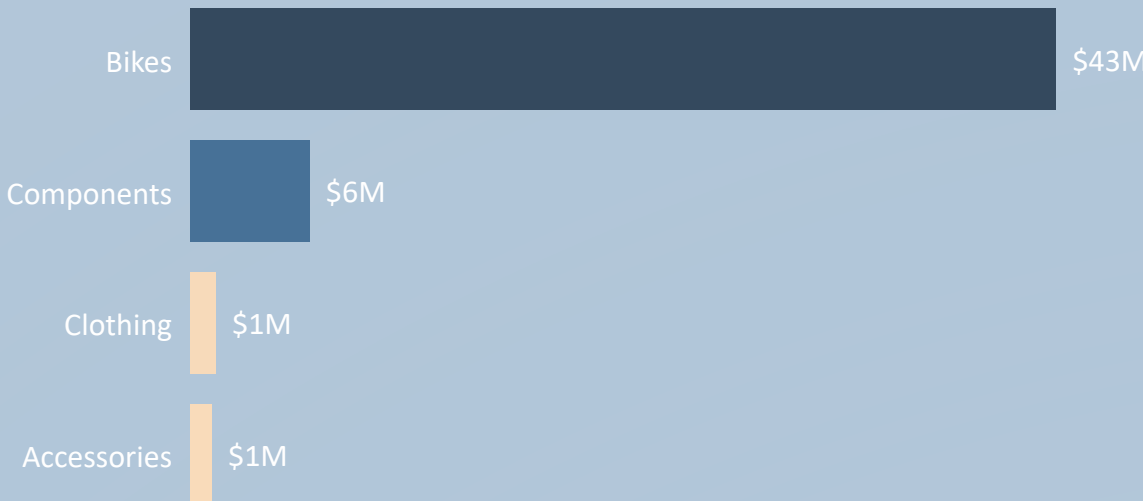
Category Accessories Bikes Clothing Components



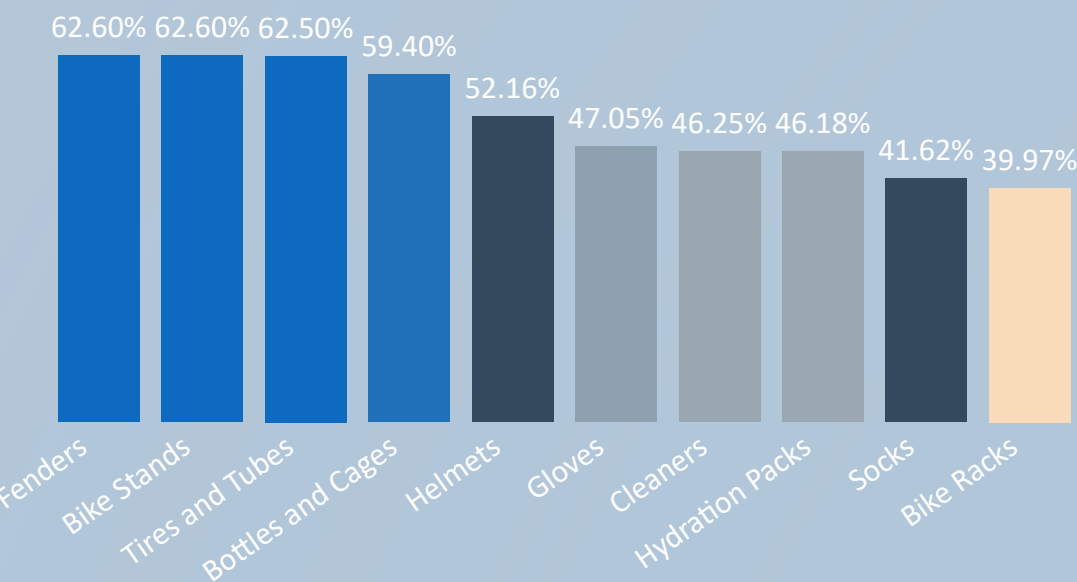
Profit Margin % by Category



Total Sales by Category

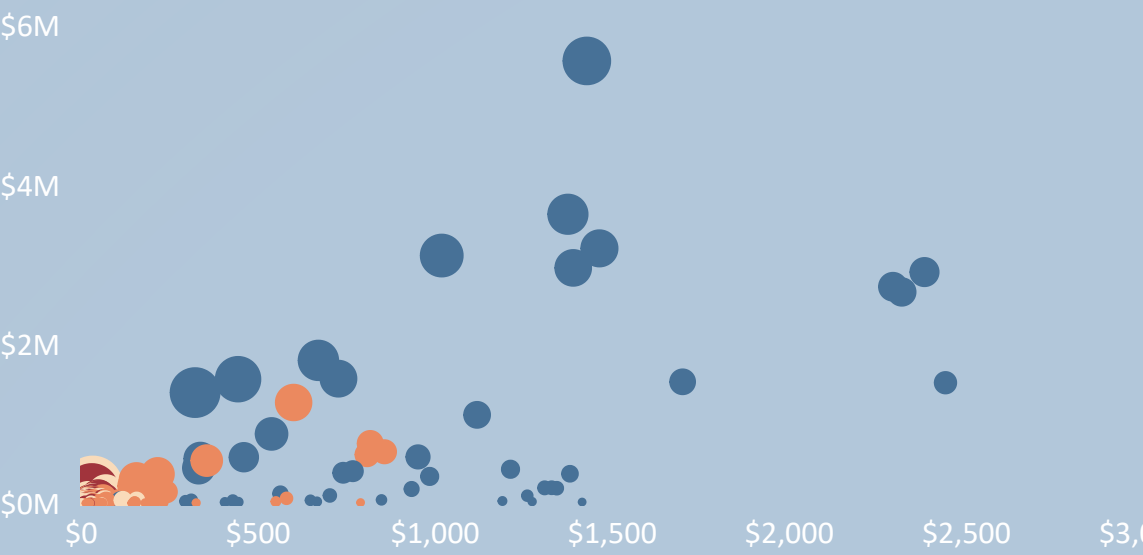


Profit Margin % by Subcategory



Total Sales and Sum of Order Quantity by Category and Unit Price

Category Accessories Bikes Clothing Components



Sales Overview

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FY2018

FY2019

FY2020

18K

\$1.84K

42.79%

1.41

97.29%

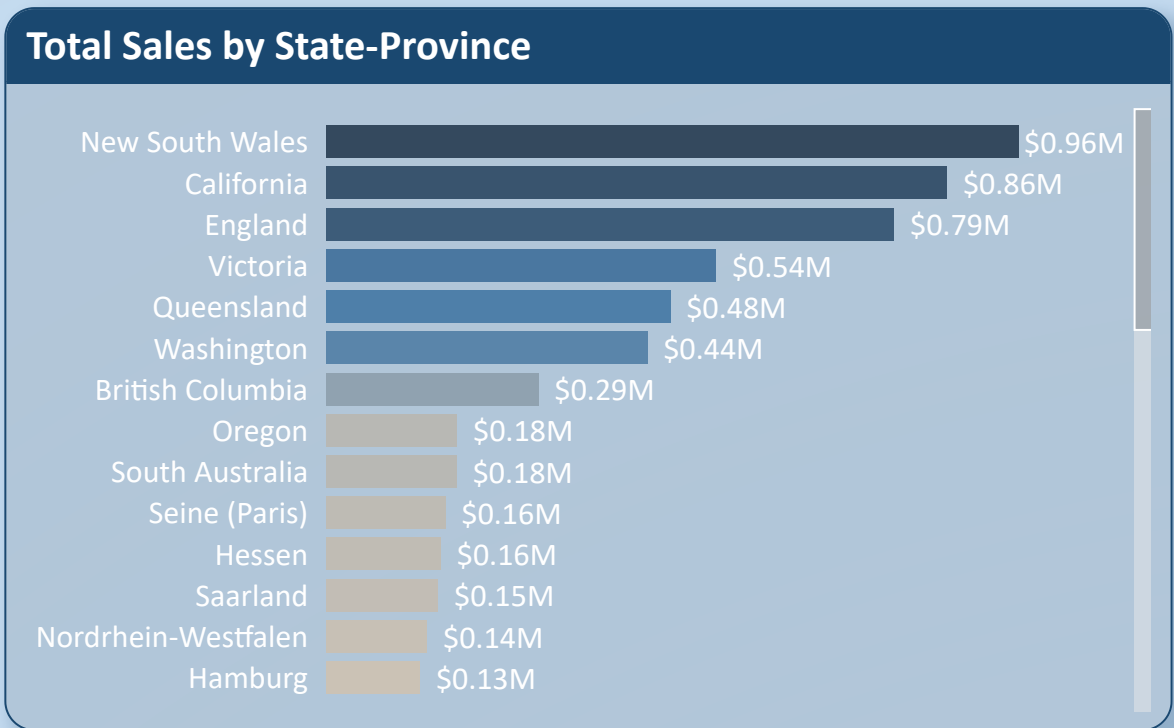
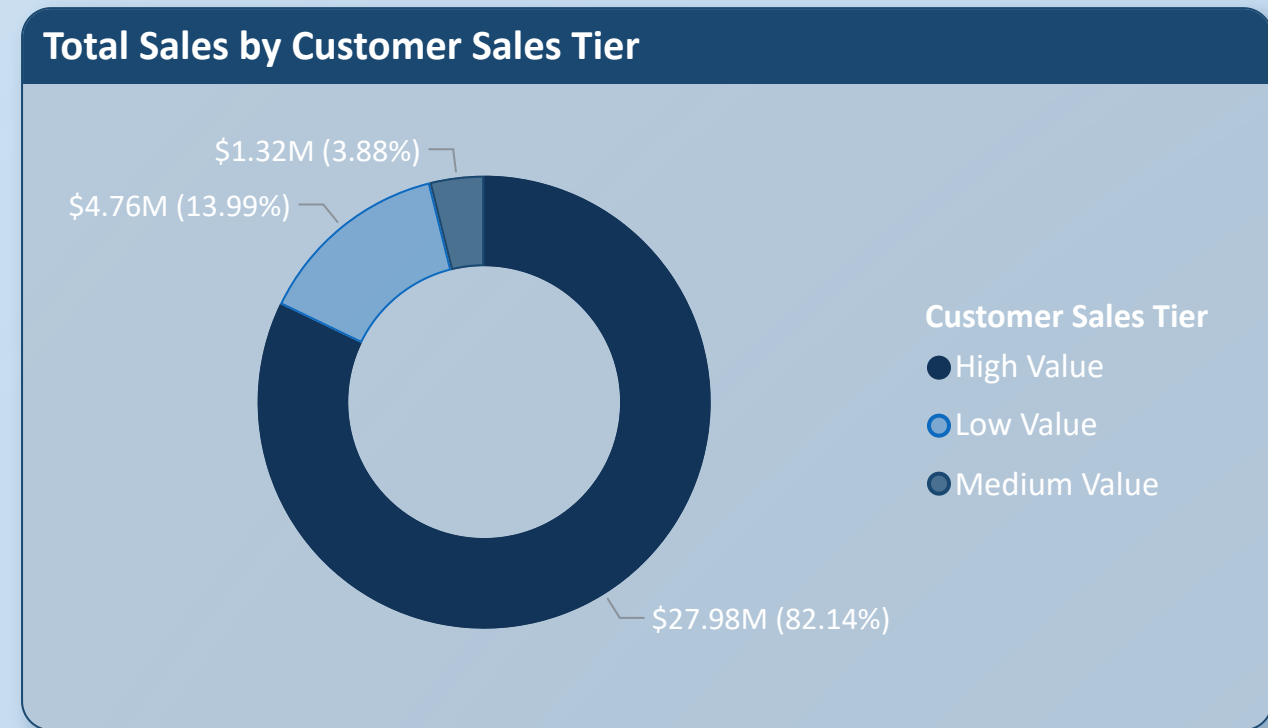
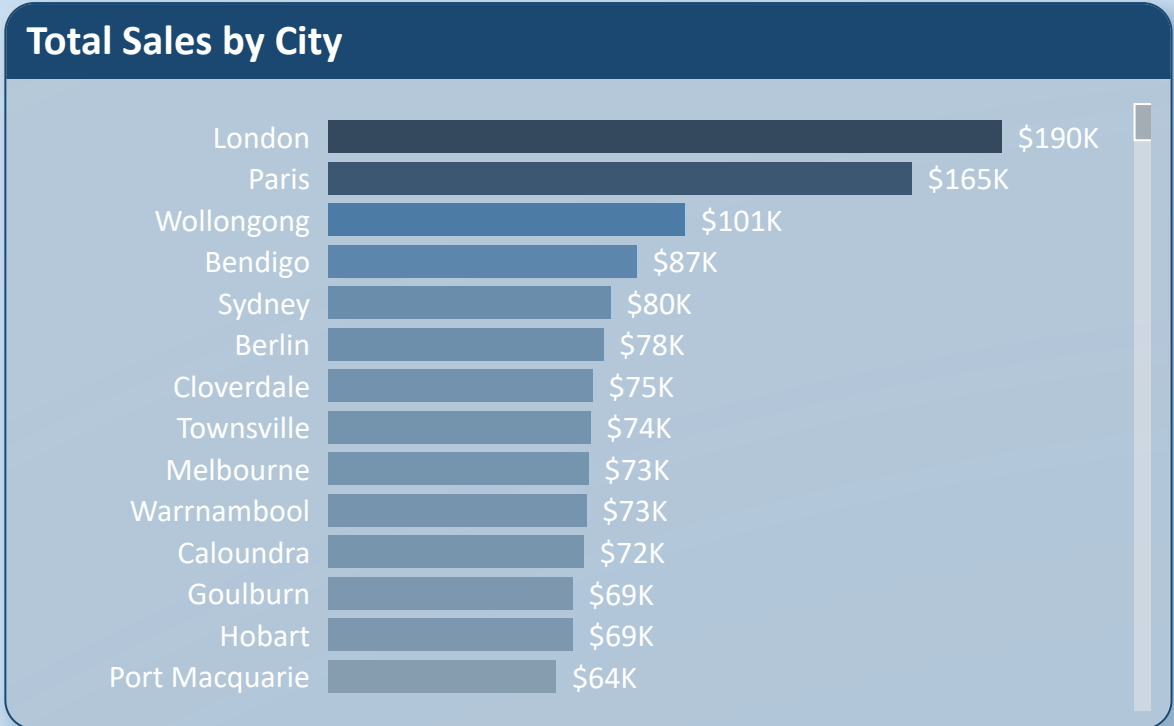
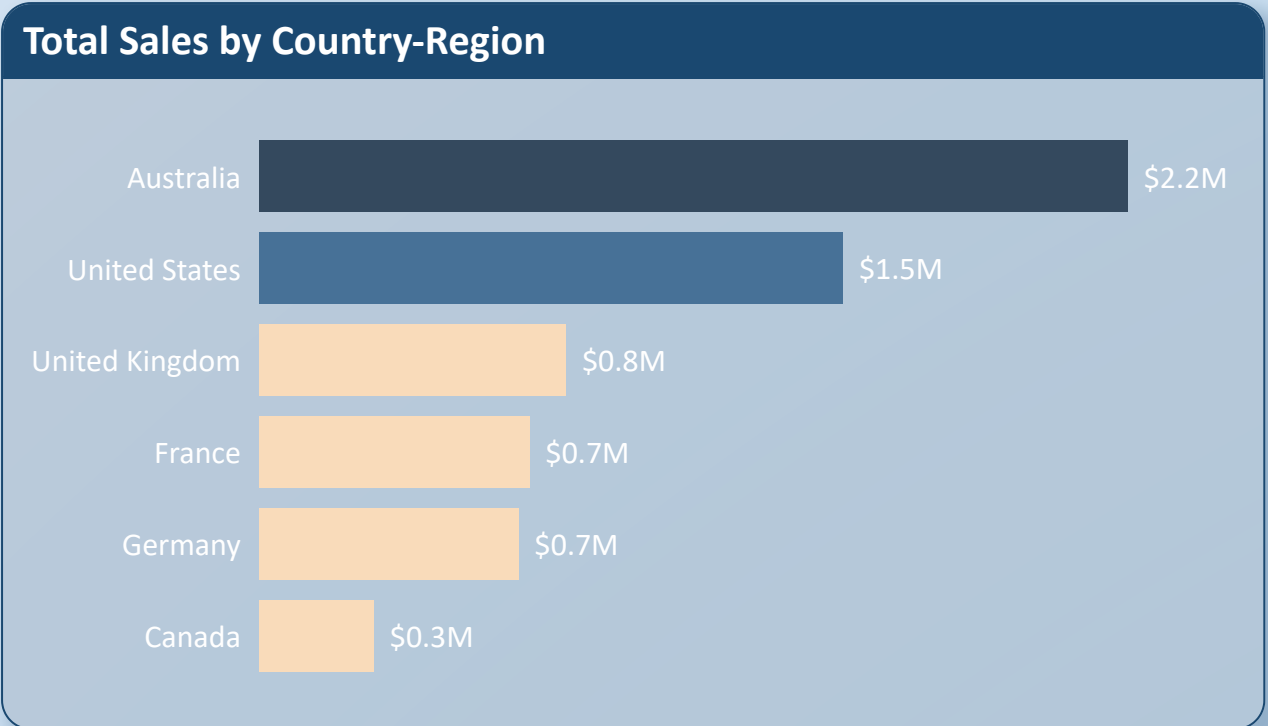
Total Customers

Sales per Customer

YoY Customer Sales Growth %

Avg Orders per Customer

High Value Customers Contribution %



Customer	Total Sales	Total Orders	Profit Margin %	Country-Region	Customer Sales Tier
Abby Patel	\$2,071.4196	1	46.03%	Australia	Low Value
Abby Raman	\$2,071.4196	1	46.03%	Australia	Medium Value
Abby Sai	\$2,439.99	2	46.29%	Australia	Medium Value
Abigail Richardson	\$2,071.4196	1	46.03%	Australia	Medium Value
Abigail Washington	\$2,181.5625	1	39.46%	Australia	Low Value
Adam Powell	\$2,181.5625	1	39.46%	Australia	Low Value
Adrienne Gutierrez	\$638.95	5	37.33%	Australia	Low Value
Aidan Foster	\$782.99	1	37.84%	Australia	Low Value
Aimee Chen	\$782.99	1	37.84%	Australia	Low Value
Aimee He	\$2,360.949999999999	4	45.93%	Australia	Medium Value
Aimee Zhang	\$782.99	1	37.84%	Australia	Low Value
Aimee Zheng	\$2,181.5625	1	39.46%	Australia	Low Value