

Sales Overview

Product Analysis

Customer Analysis

FY2018

FY2019

FY2020

\$34.07M

Total Sales

26K

Total Orders

42.79%

YoY Sales Growth %

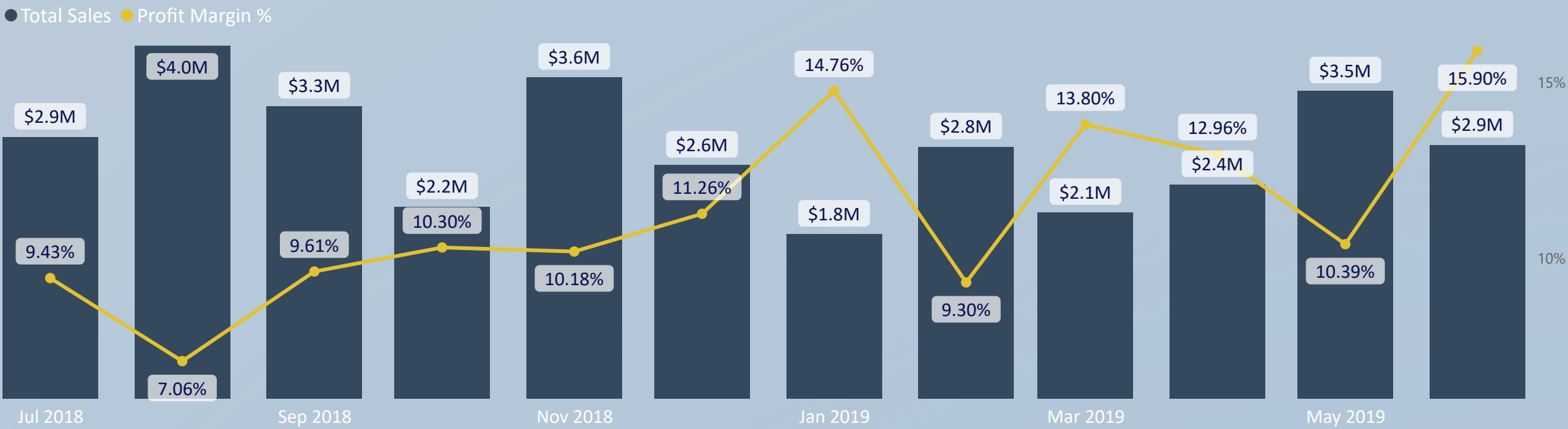
10.88%

Profit Margin %

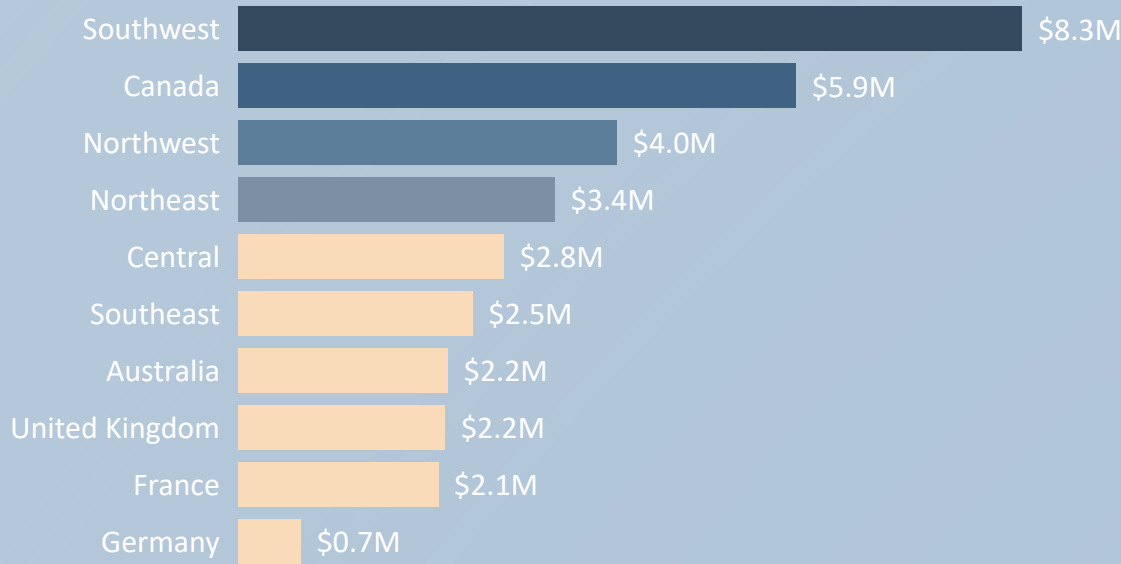
\$3.71M

Total Profit

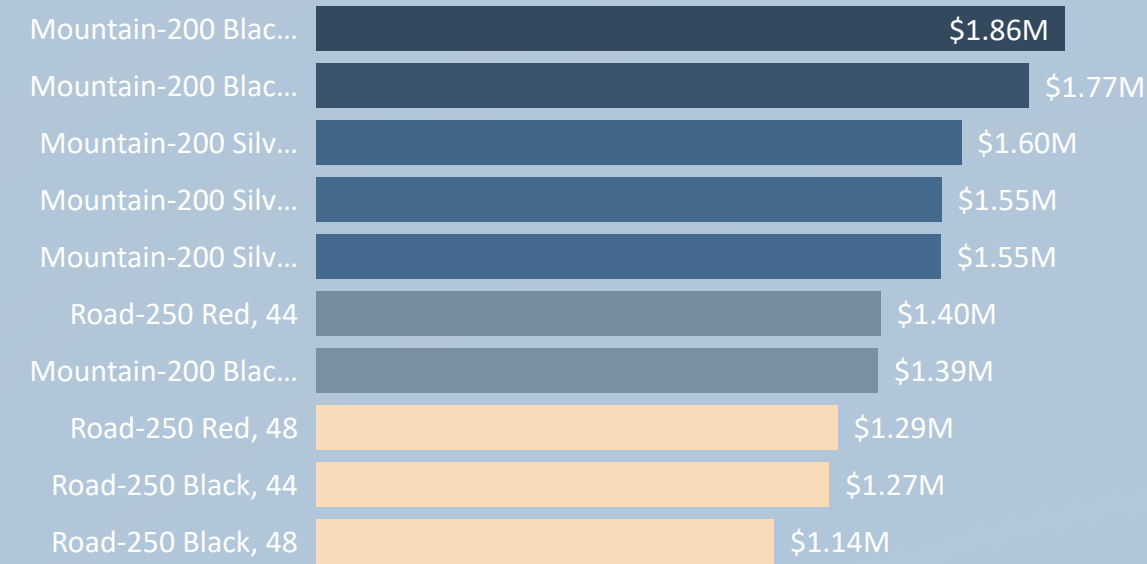
Total Sales and Profit Margin % by Month



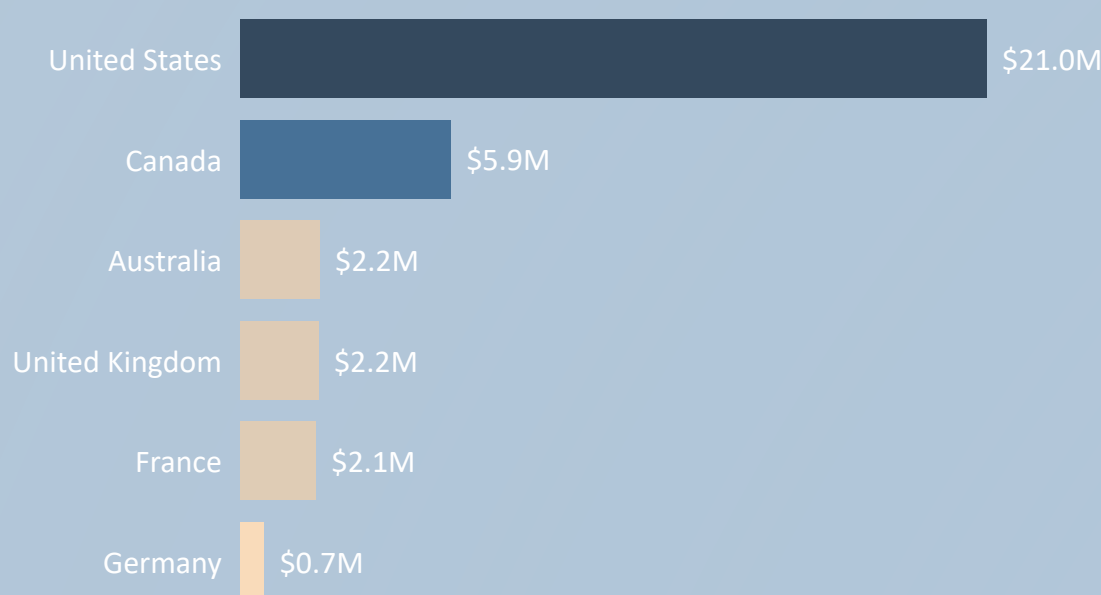
Total Sales by Region



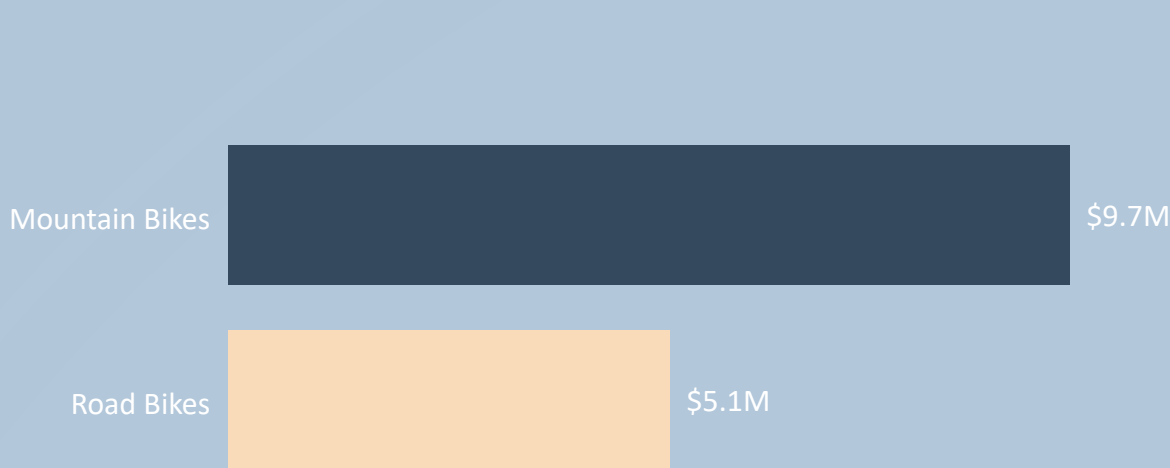
Total Sales by Product



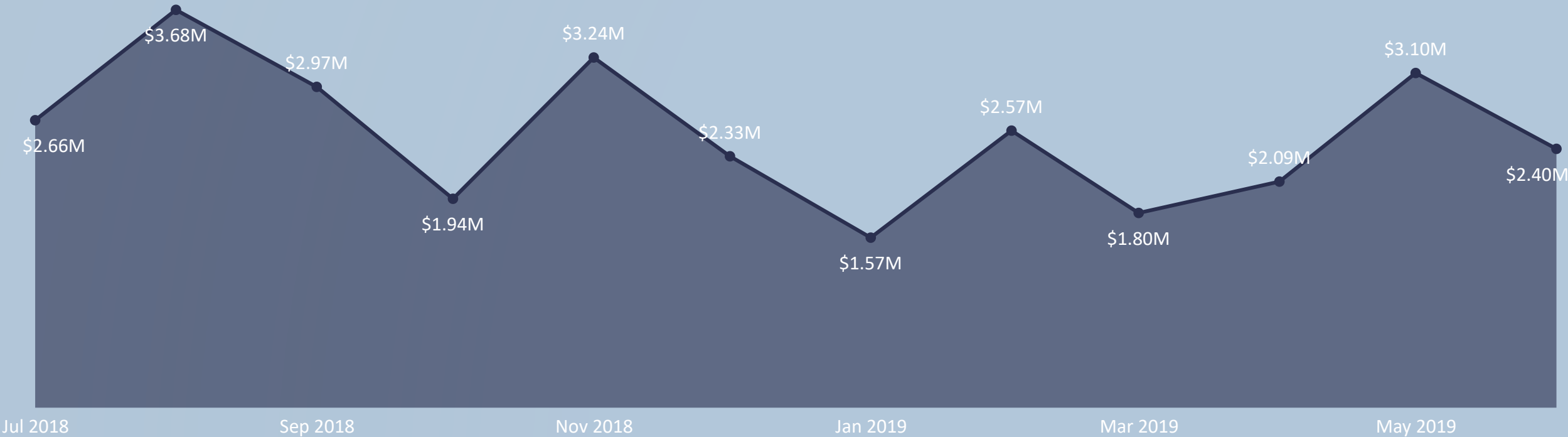
Total Sales by Country



Total Sales by Subcategory



Total Product Cost by Month



Sales Overview

Product Analysis

Customer Analysis

FY2018

FY2019

FY2020

\$51.88M

Total Product Sales

11.19%

Total Product Profit Margin %

83.82%

Top Category Contribution %

Bikes

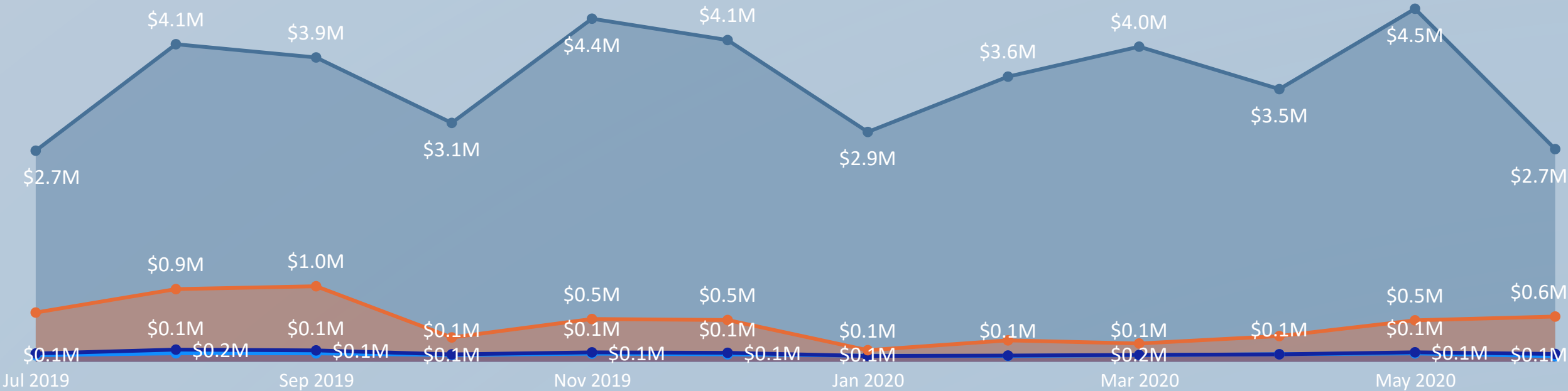
Top Category Name

\$5.81M

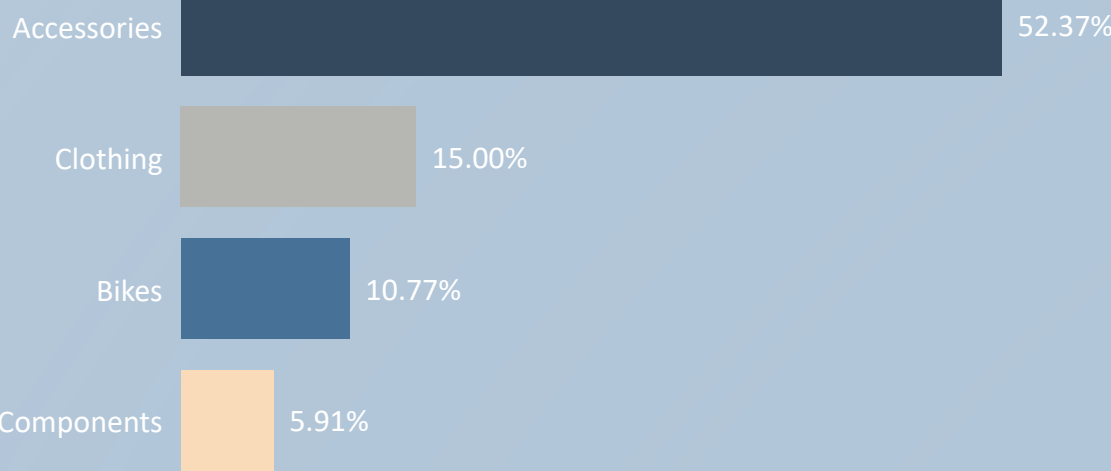
Total Product Profit

Total Sales by Month and Category

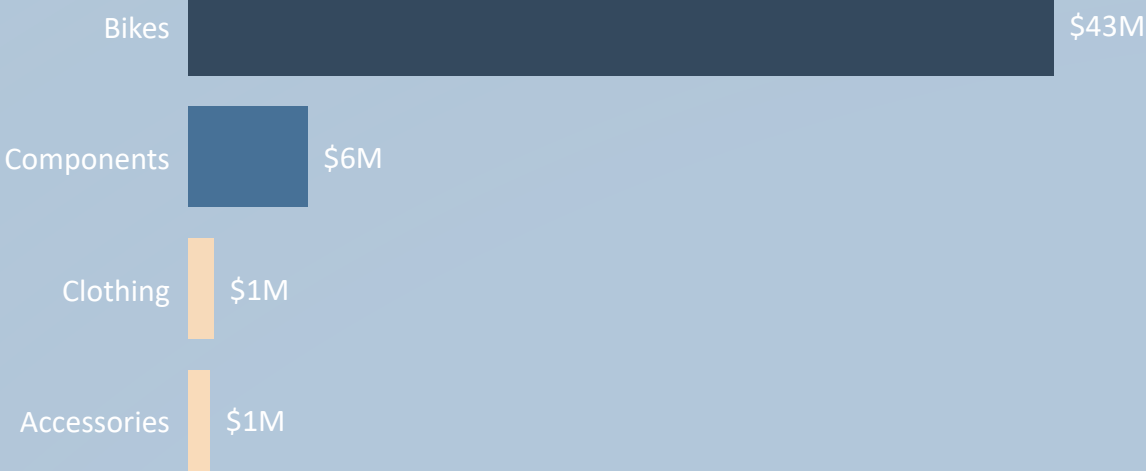
Category Accessories Bikes Clothing Components



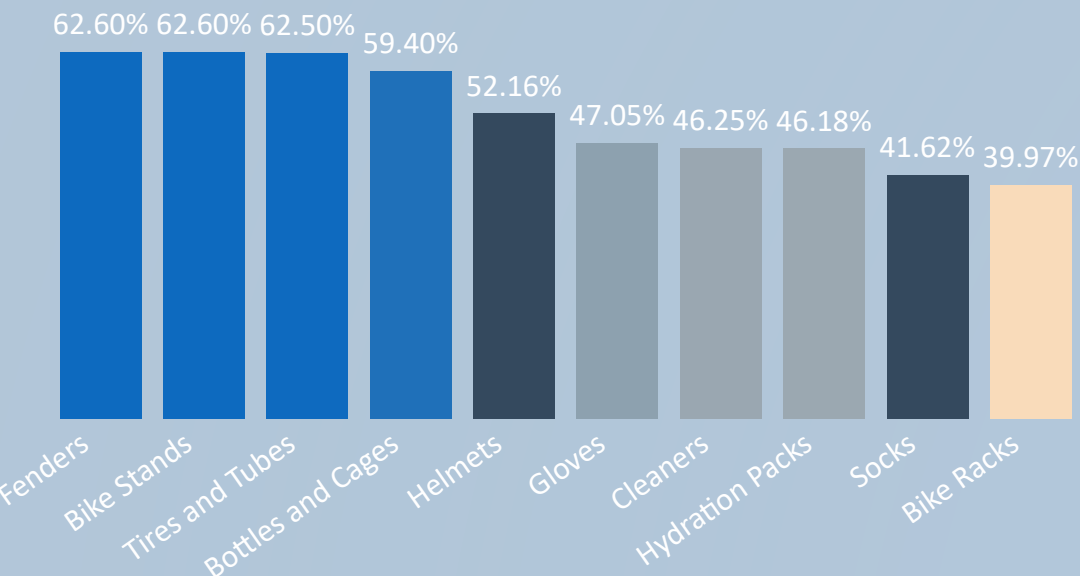
Profit Margin % by Category



Total Sales by Category

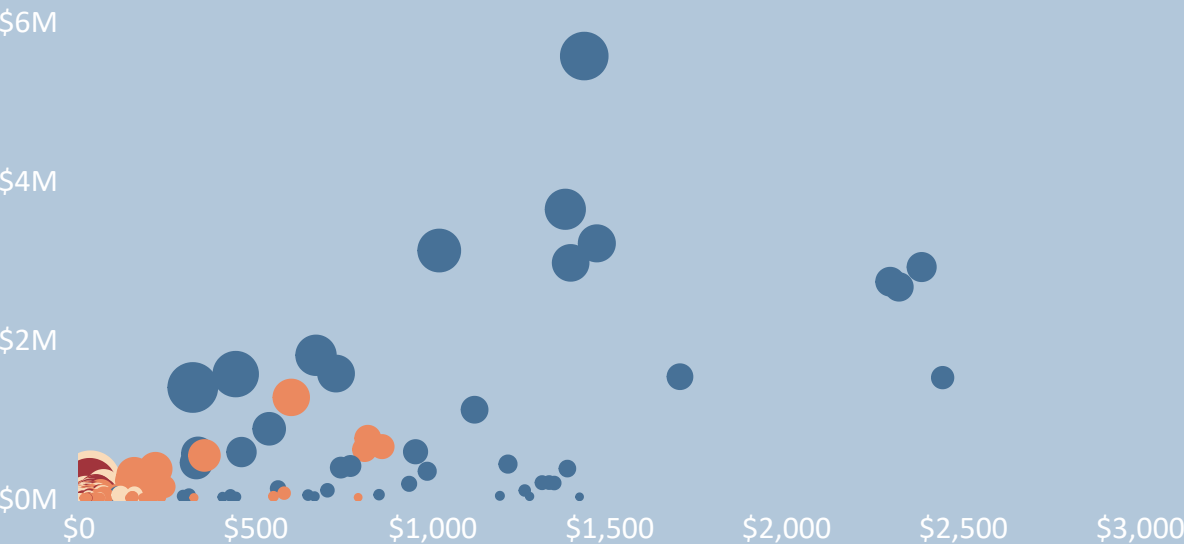


Profit Margin % by Subcategory



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

Category Accessories Bikes Clothing Components



Sales Overview

Product Analysis

Customer Analysis

FY2018

FY2019

FY2020

18K

Total Customers

\$1.84K

Sales per Customer

42.79%

YoY Customer Sales Growth %

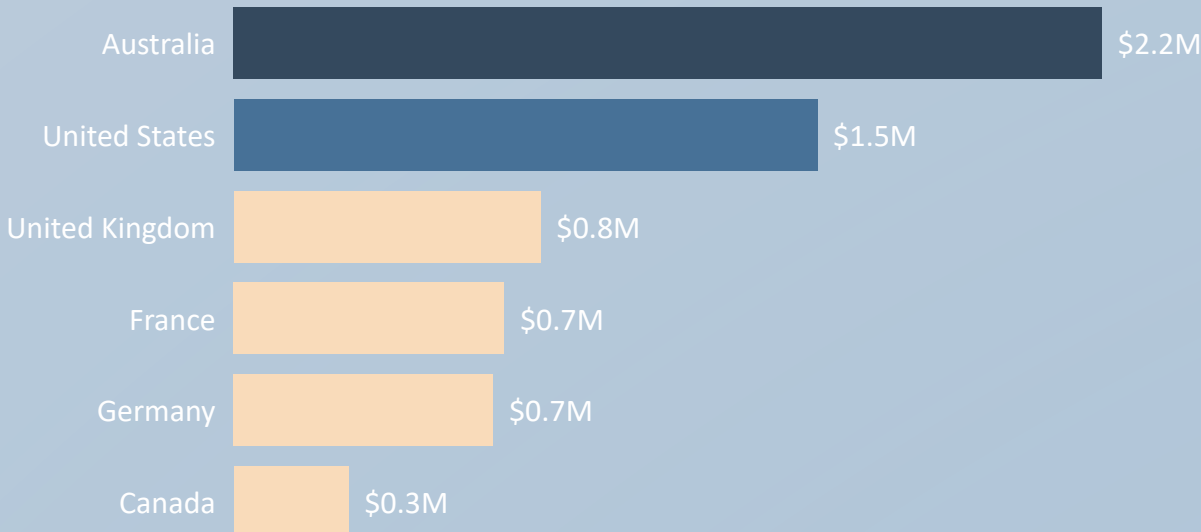
1.41

Avg Orders per Customer

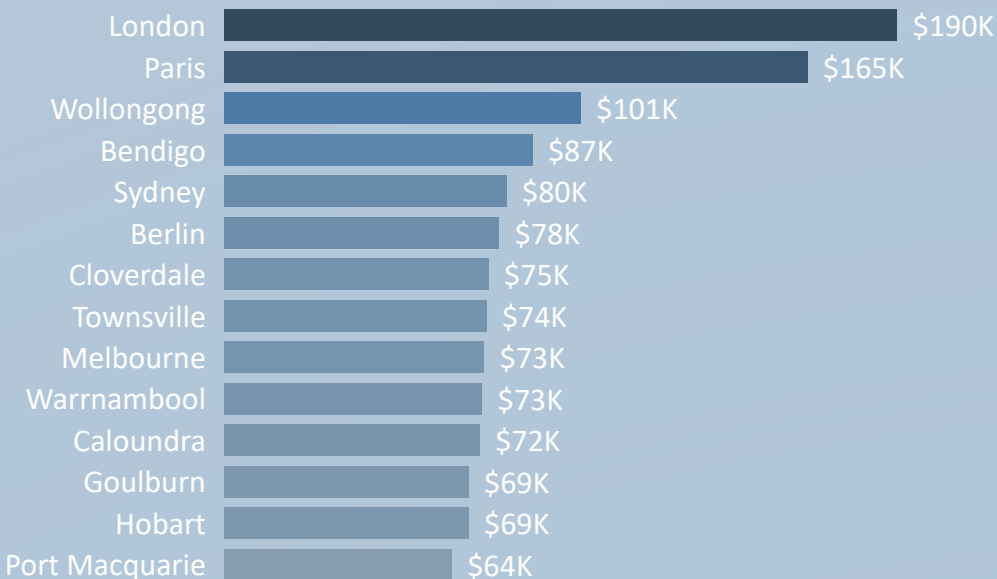
97.29%

High Value Customers Contribution %

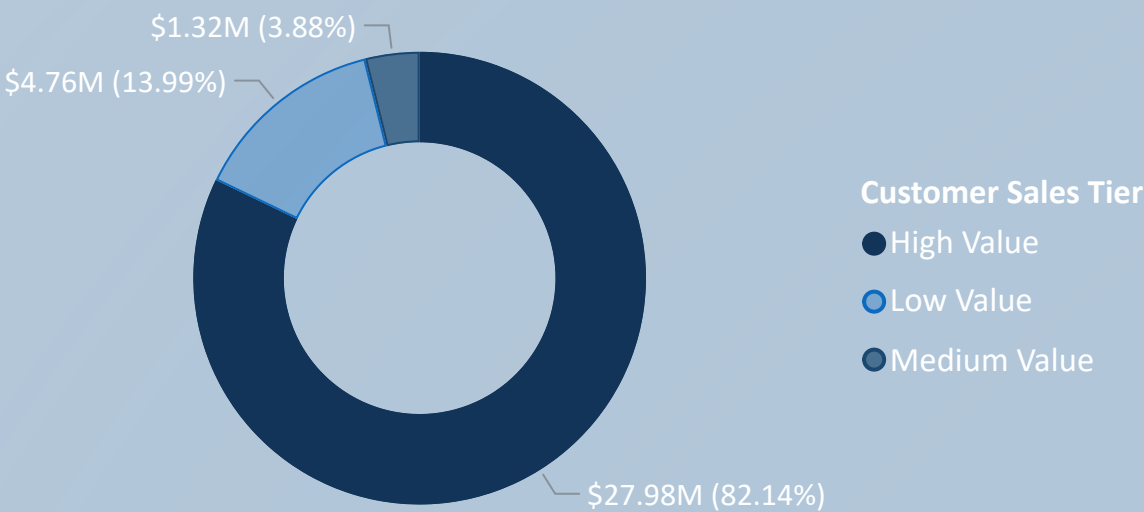
Total Sales by Country-Region



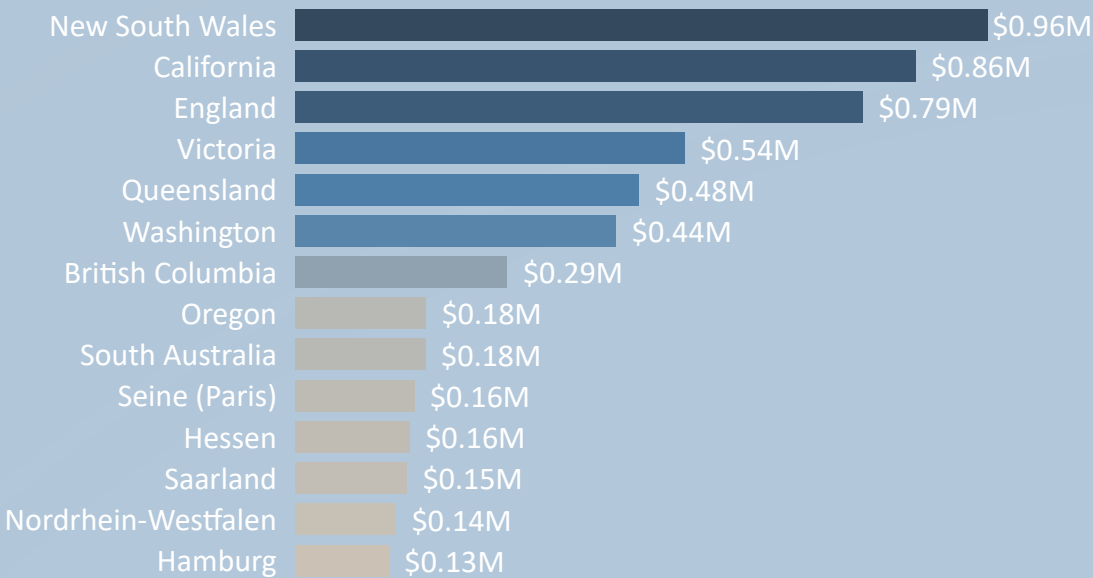
Total Sales by City



Total Sales by Customer Sales Tier



Total Sales by State-Province



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