Customer Report

customer

customer_name	Customer	customer_number	age	age_group	customer_segment	last_o
Aaron Adams	17867	AW00028866	46	40-49	New	28 Ap
Aaron Alexander	9286	AW00020285	43	40-49	New	13 De
Aaron Allen	9076	AW00020075	67	50 and above	New	02 De
Aaron Baker	6863	AW00017862	49	40-49	New	09 Se
Aaron Bryant	1068	AW00012067	75	50 and above	New	26 Jul

Total Orders

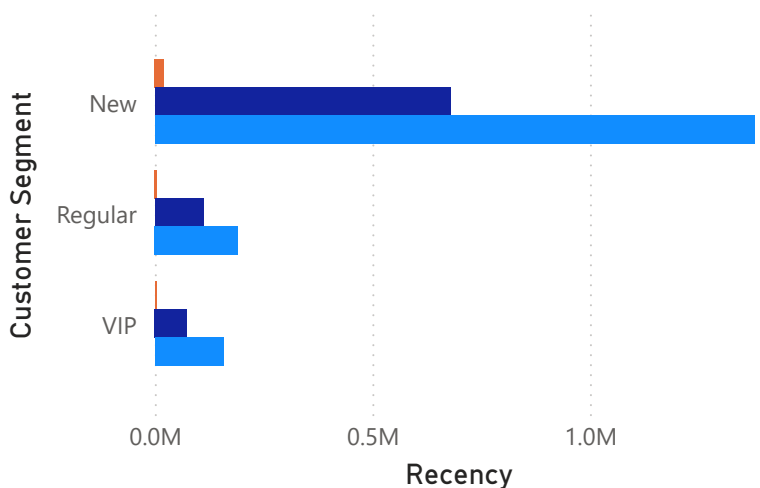### Total Sales by Category and Subcategory

Subcategory ● Bike Racks ● Bike Stands ● Bottles and ... ● Caps ● Cleaners ● Fenders ● Gloves ● Helmets

Category:
- Bikes: 9.9M | 14.5M | 3.8M — 28M
- Accessories: 1M
- Clothing: 0M

(axis: 0M, 5M, 10M, 15M, 20M, 25M, 30M)
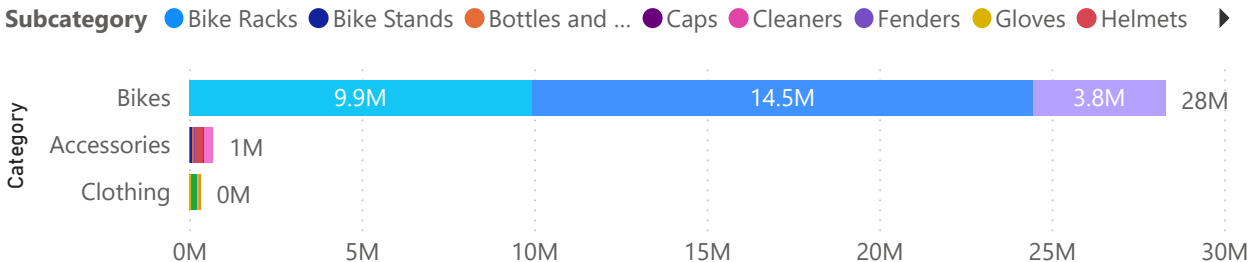
Age

Customers by Age Group and Customer Segment

Regular 3.99%
New 27.91%
VIP 3.09%
Regular 6.9%
New 55.8%

Age Group
- ● 50 and above
- ● 40-49
- ● 30-39
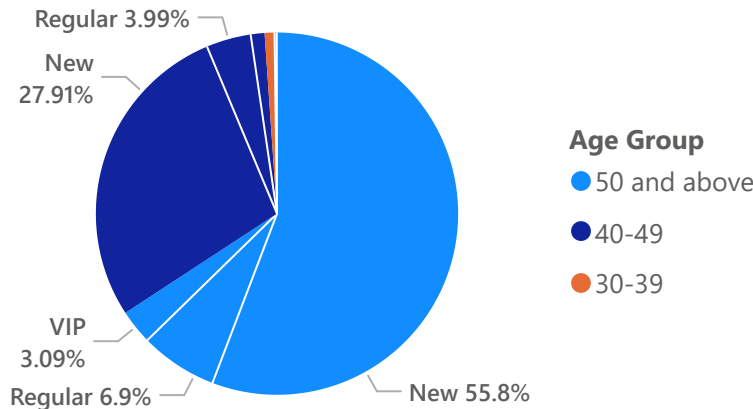
Recency

Recency by Customer Segment and Age Group

Age Group ● 30-39 ● 40-49 ● 50 and above

Customer Segment:
- New
- Regular
- VIP

(axis: 0.0M, 0.5M, 1.0M) — Recency

Lifespan

Lifespan by Age Group

(Lifespan axis: 0K, 10K, 20K, 30K, 40K)

Age Group: 50 and above, 40-49, 30-39
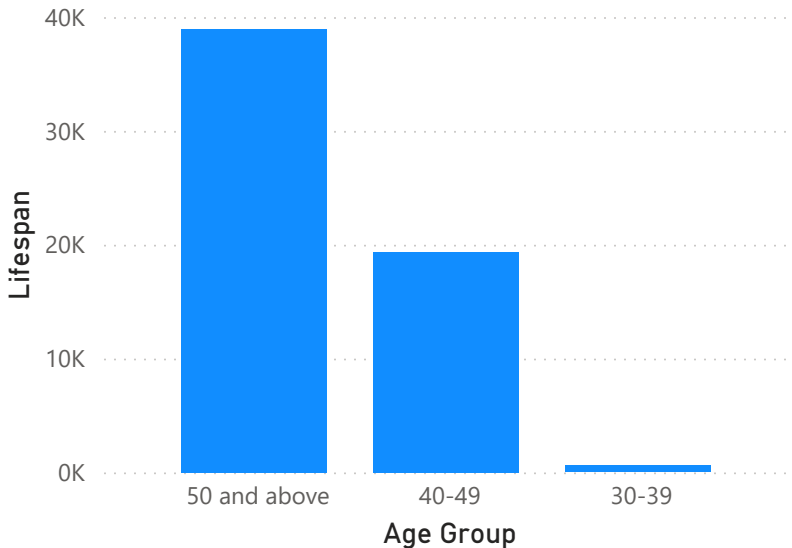
Product Report

Product

Product by Category

5K (26.63%)

9K (45.4%)

5K (27.97%)

Category
- Bikes
- Accessories
- Clothing

Total Orders

60K
Total Orders
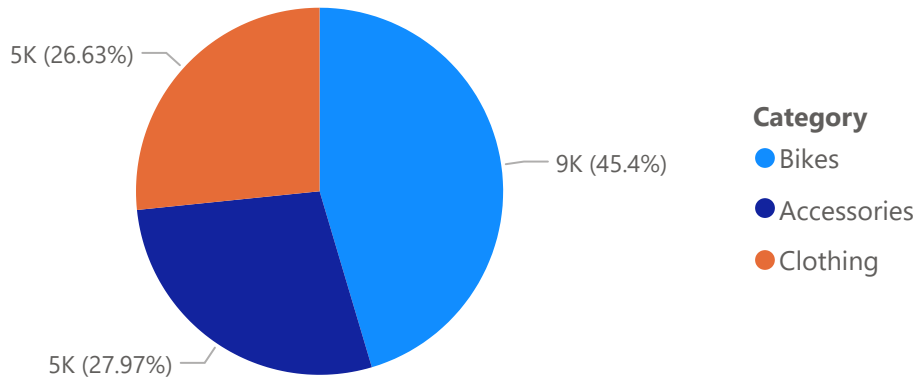
Orders by Category

Total Orders by Category

Total Orders (y-axis): 0K, 10K, 20K, 30K, 40K

Category (x-axis): Accessories, Bikes, Clothing

Total Orders by Subcategory

Total Orders (y-axis): 0K, 5K, 10K, 15K, 20K

Subcategory (x-axis): Tires and Tubes, Road Bikes, Bottles and Ca..., Helmets, Mountain Bikes, Jerseys, Caps, Touring Bikes, Fenders, Gloves, Shorts, Cleaners, Hydration Packs, Socks, Vests, Bike Racks, Bike Stands