

# Executive Summary



Executive  
Summary

25M  
Total Sales

10.46M  
Total Profit

14.46M  
Total Cost

## Product Categories

- ☐ Accessories
- ☐ Bikes
- ☐ Clothing

select one for X-axis

- ☒ Total Profit
- ☐ Total Sales

select one for Y-axis

- ☐ age (bins)
- ☒ AnnualIncome (bins)
- ☐ Occupation

Occupation

- ☐ Management
- ☐ Professional
- ☐ Skilled Manual



Sales  
Analysis

## profit-wise country categorisation



## Sales by Annual Income



EducationLevel

- ☐ Bachelors
- ☐ Graduate Degree
- ☐ High School
- ☐ Partial College
- ☐ Partial High Sc...



Return  
Analysis

note := Highest contribution in both profit and sales

professional-----> Bachelors-----> annual income range of 50K-100K  
skilled Manual-----> Partial College-----> annual income range of 50K-100K  
Management-----> Bachelors-----> annual income range of 50K-100K



# Sales Analysis



Executive  
Summary

9M  
Total Sales

Profit/Sales

Total Sales

Total Profit

Target(Profit/Sales)

prev\_mnth\_profit

prev\_month\_sales

target2(Sales/Profit)

target(profit)

target(sales)

Accessories

Bikes

Clothing

SubcategoryName	Total Sales	Total Profit
Mountain Bikes	3,377,724	1,552,510.71
Road Bikes	2,715,813	1,026,213.91
Touring Bikes	2,375,318	898,820.30
Tires and Tubes	211,162	132,186.79
Helmets	117,510	74,796.81
Bottles and Cages	62,125	38,889.91
Fenders	48,840	30,573.61
Jerseys	90,871	25,859.85
Shorts	36,115	22,607.87
Gloves	36,241	21,291.30
Hydration Packs	21,666	13,562.94
Vests	20,120	12,601.07
Total	9,185,449	3,889,028.97

## Highest selling Products

Mountain-200 Black, 38  
Mountain-200 Black, 42  
Mountain-200 Black, 46  
Mountain-200 Silver, 38  
Mountain-200 Silver, 42  
Mountain-200 Silver, 46  
Road-350-W Yellow, 40  
Road-350-W Yellow, 42  
Touring-1000 Blue, 46  
Touring-1000 Yellow, 46

2015  
2016  
2017

MoM

1,826,987✓

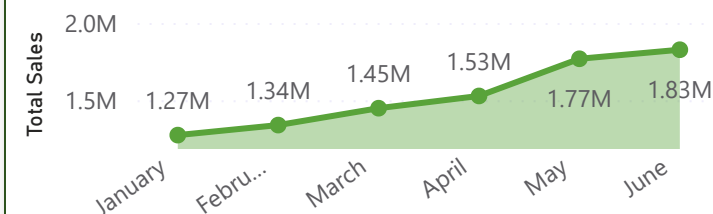
Goal: 1.77M (+3.31%)  
June 2017

MoM

1,826,987•

Goal: 1.77M, 2.27M  
June 2017

## Total Sales by Month



Sales  
Analysis



Returns  
Analysis

# Return Analysis



Executive  
Summary

124  
total return

CategoryName

Accessories

Clothing

Bikes



Sales Analysis

SubcategoryName total return

Road Bikes	37
Mountain Bikes	25
Touring Bikes	20
Tires and Tubes	11
Jerseys	8
Bottles and Cages	3
Gloves	3
Helmets	3
Shorts	3
Vests	3
Socks	2
Bike Racks	1
Bike Stands	1
Total	124

Products with Highest  
Return

All-Purpose Bike Stand

AWC Logo Cap

Bike Wash - Dissolver

Classic Vest, L

Classic Vest, M

Classic Vest, S

Fender Set - Mountain

Half-Finger Gloves, L

Half-Finger Gloves, M

2015

2016

2017

MoM

60!

Goal: 59 (-1.69%)  
June 2017



Returns  
Analysis