



# SALES ANALYSIS

**\$109.85M**

Total Revenue

**22.34%**

Revenue YoY%

**\$9.37M**

Total Profit

**58.06%**

Profit YoY%

**8.53%**

% Profit Margin

**121K**

Total Orders

**\$905.4**

ACV

Region

All

Year

All

Category

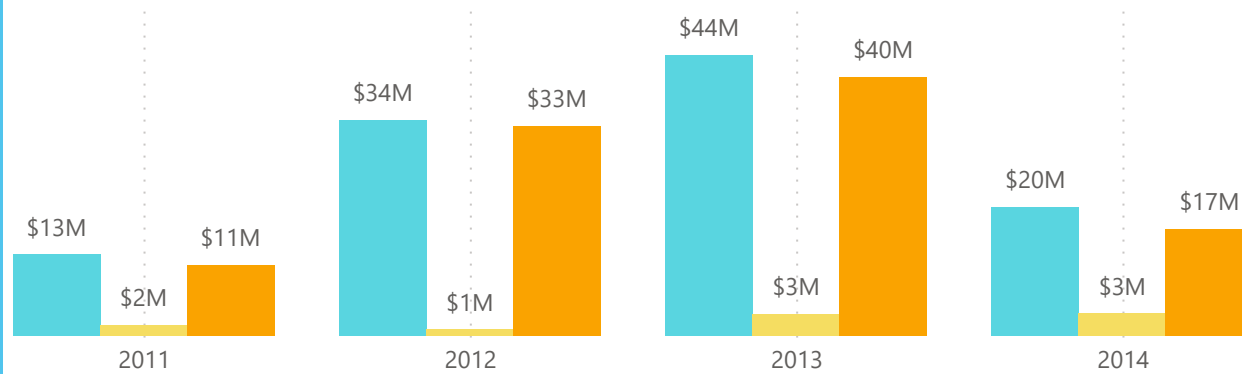
All

Quarter

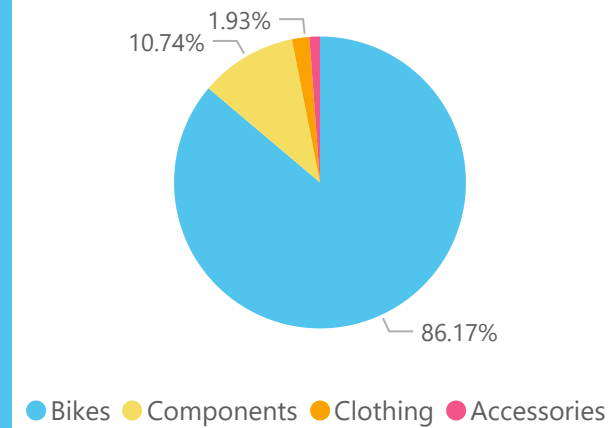
All

## Total Revenue, Profit and Cost by Year

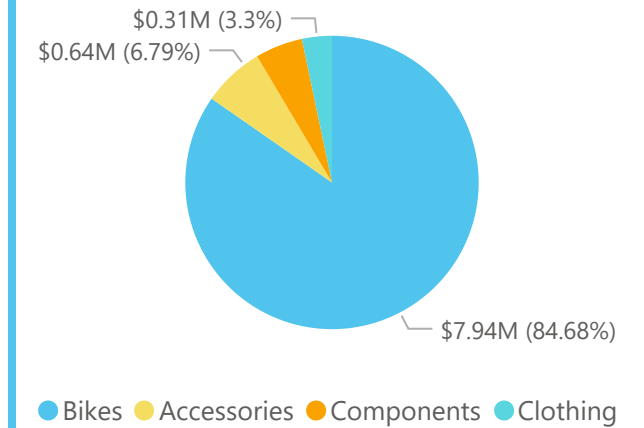
● Total Revenue ● Total Profit ● Total Cost



## Total Revenue by Category

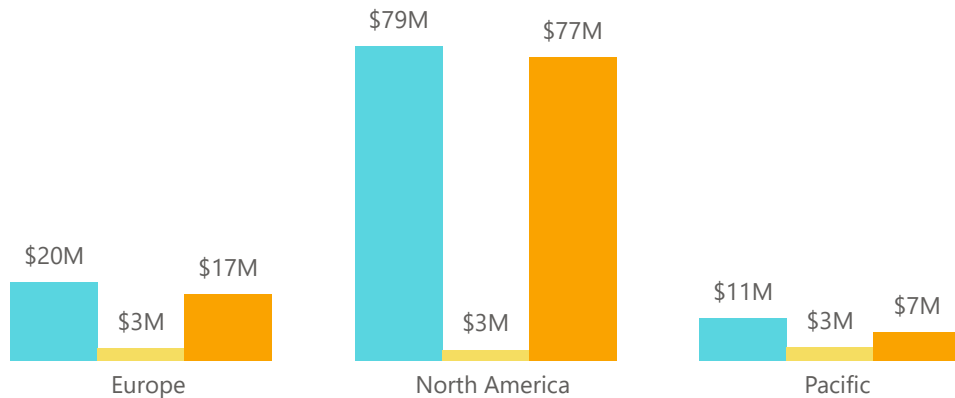


## Total Profit by Category



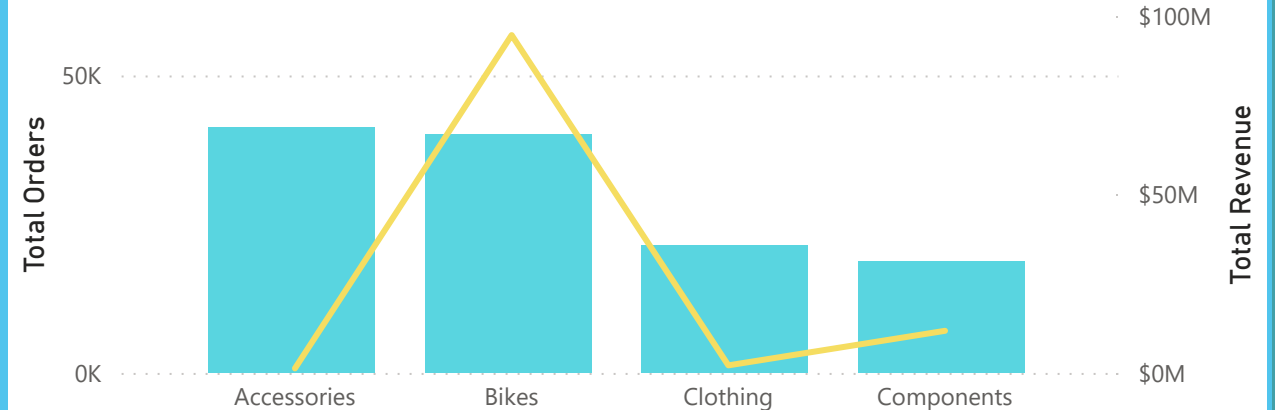
## Total Revenue, Profit and Cost by Region

● Total Revenue ● Total Profit ● Total Cost



## Total Orders & Revenue by Category

● Total Orders ● Total Revenue





# CUSTOMER ANALYSIS

Number of Customer

20K

AVG Order Per Cust.

6.12

AVG Life Span  
Months

6

AVG Value Per Order

\$1.51K

AVG Sales  
PM/Customer

\$690.99

Region

All

Year

All

Category

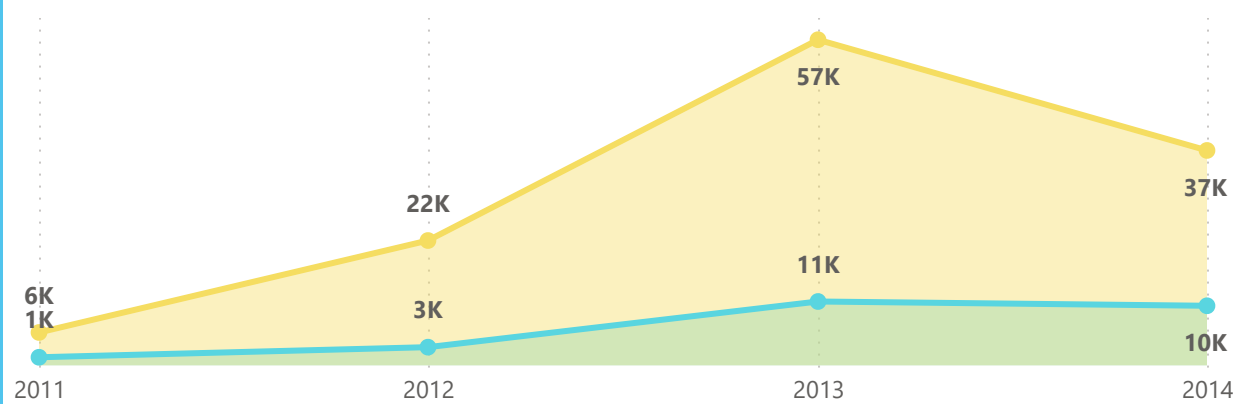
All

Quarter

All

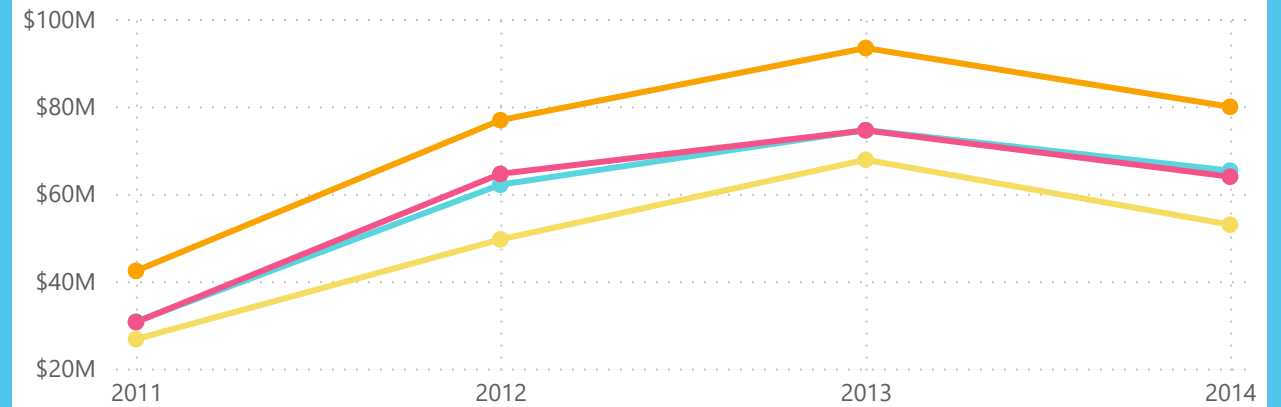
## Number Customer and Orders by Time Series

Total Number Customer Total Orders



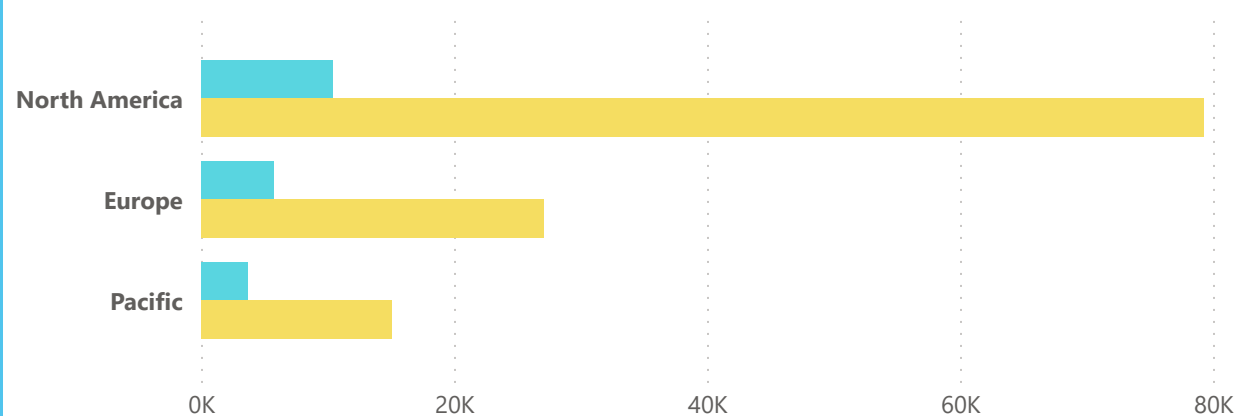
## Total Life Time Sales by Year & Category

Accessories Bikes Clothing Components



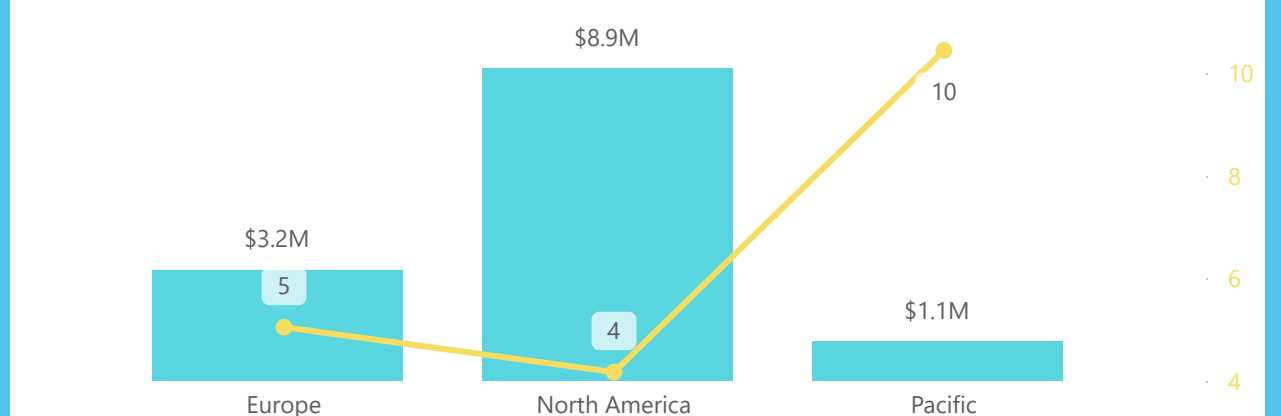
## Number Customer and Orders by Location Series

Total Number Customer Total Orders



## AVG Sales Per Month and AVG Life Span Months by Product Series

AVG SPM AVG LSM





# Product Analysis

4

Category

37

SubCategory

504

Product

275K

SoldItem

7.42K

AVG SoldItem PM

\$399.57

AVG Value per Item

\$34.09

AVG Profit Per Item

Region

All

Year

All

Category

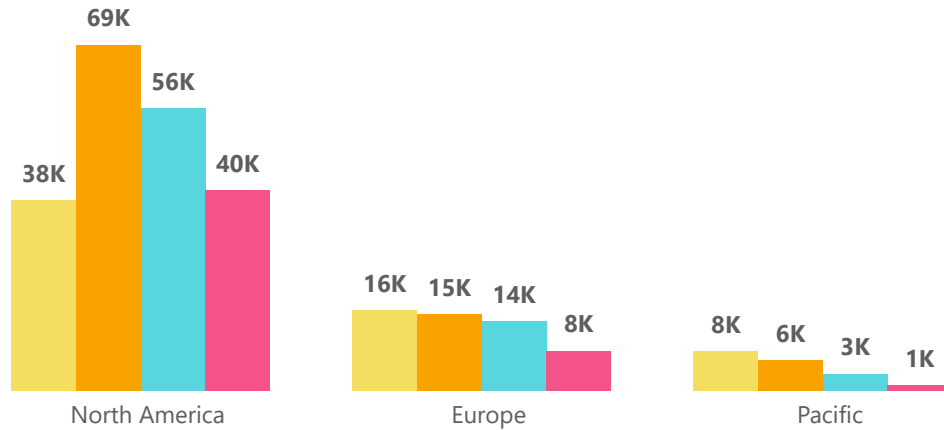
All

Quarter

All

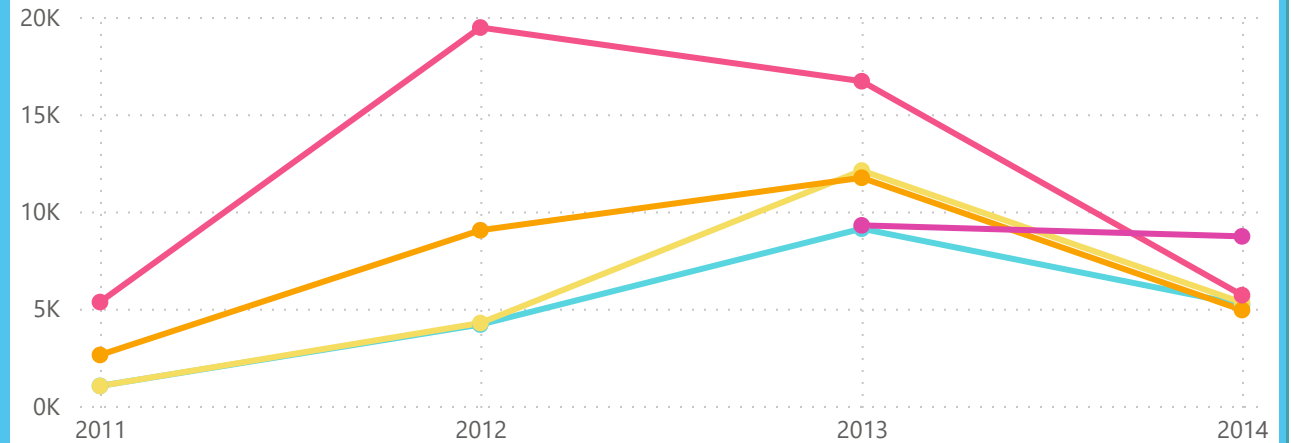
## Total Sold Item by Group & Category

Accessories Bikes Clothing Components



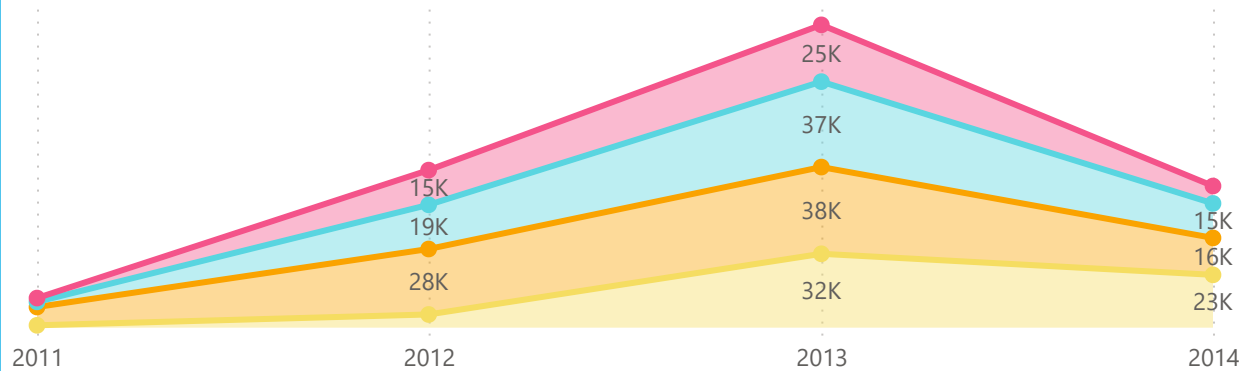
## Top 5 Sub Category most Purchased

Helmets Jerseys Mountain Bikes Road Bikes Tires and Tubes



## Total Sold Item by Year and Category

Accessories Bikes Clothing Components



## Top 5 Sub Category generate the most profit

Helmets Mountain Bikes Mountain Frames Road Bikes Touring Bikes

