

Category

All

Country

All

Year

2015

2017

BUY

84K

Total Orders

1828

Total Returns

\$14.46M

Total Cost

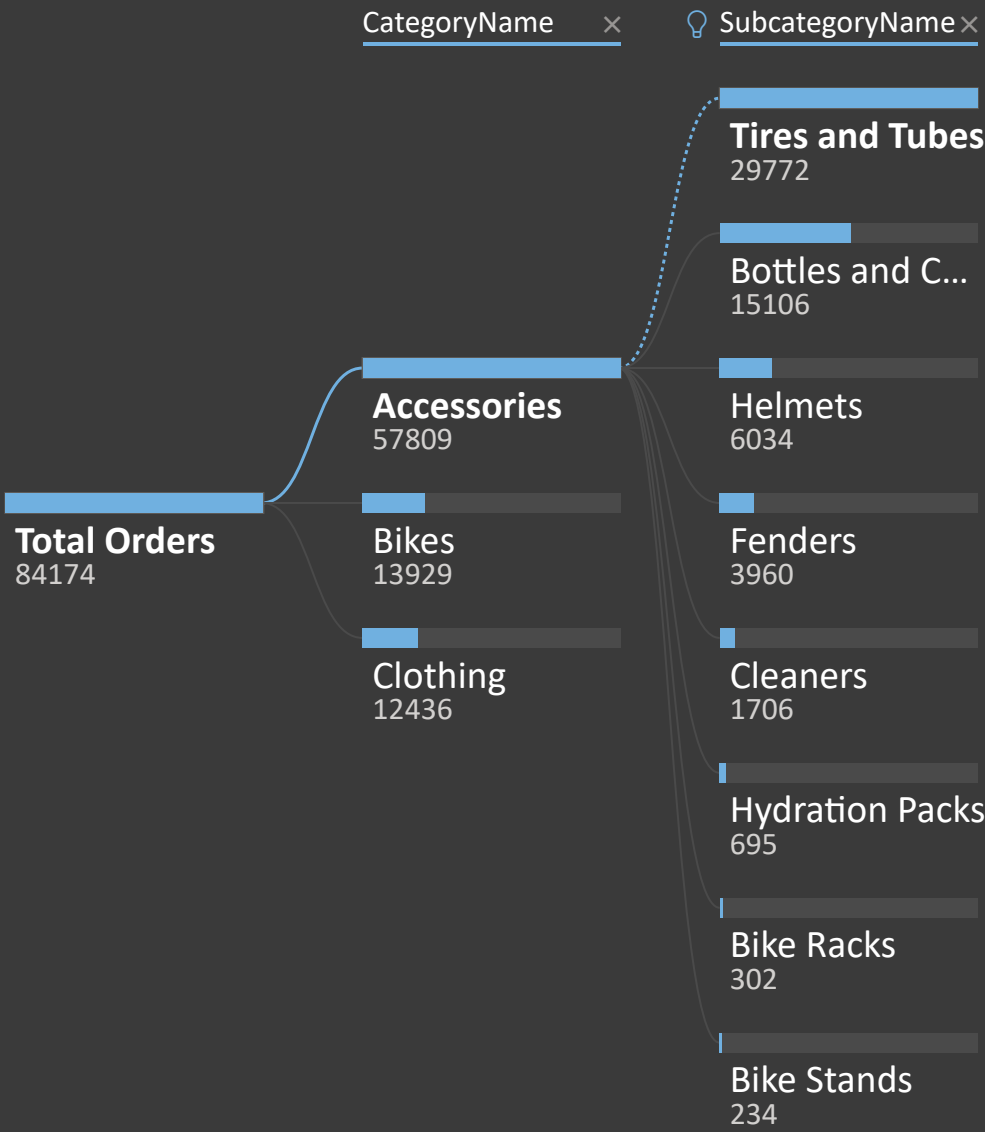
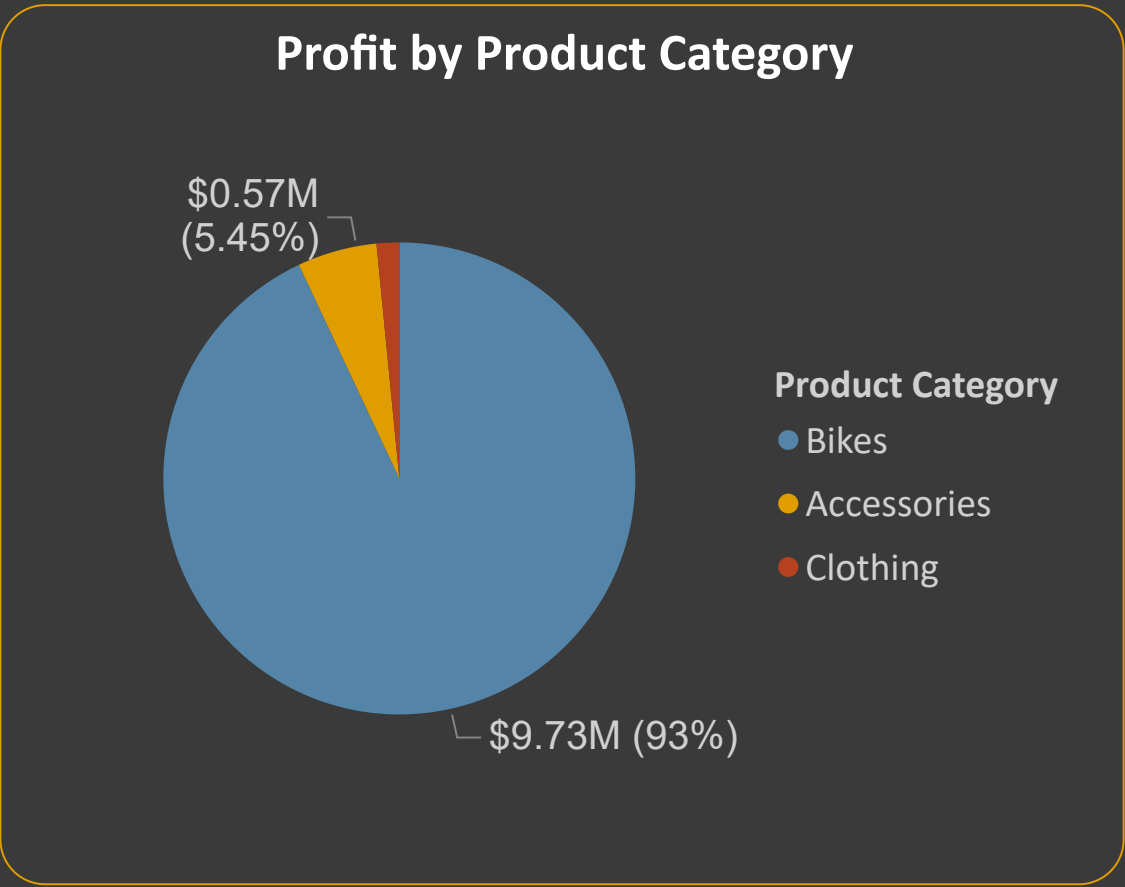
\$24.91M

Total Revenue

\$10.46M

Profit

The Most Ordered Products by Category and Subcategory



\$2.29

Minimum Price

\$714.44

Average Price

\$3,578.27

Maximum Price

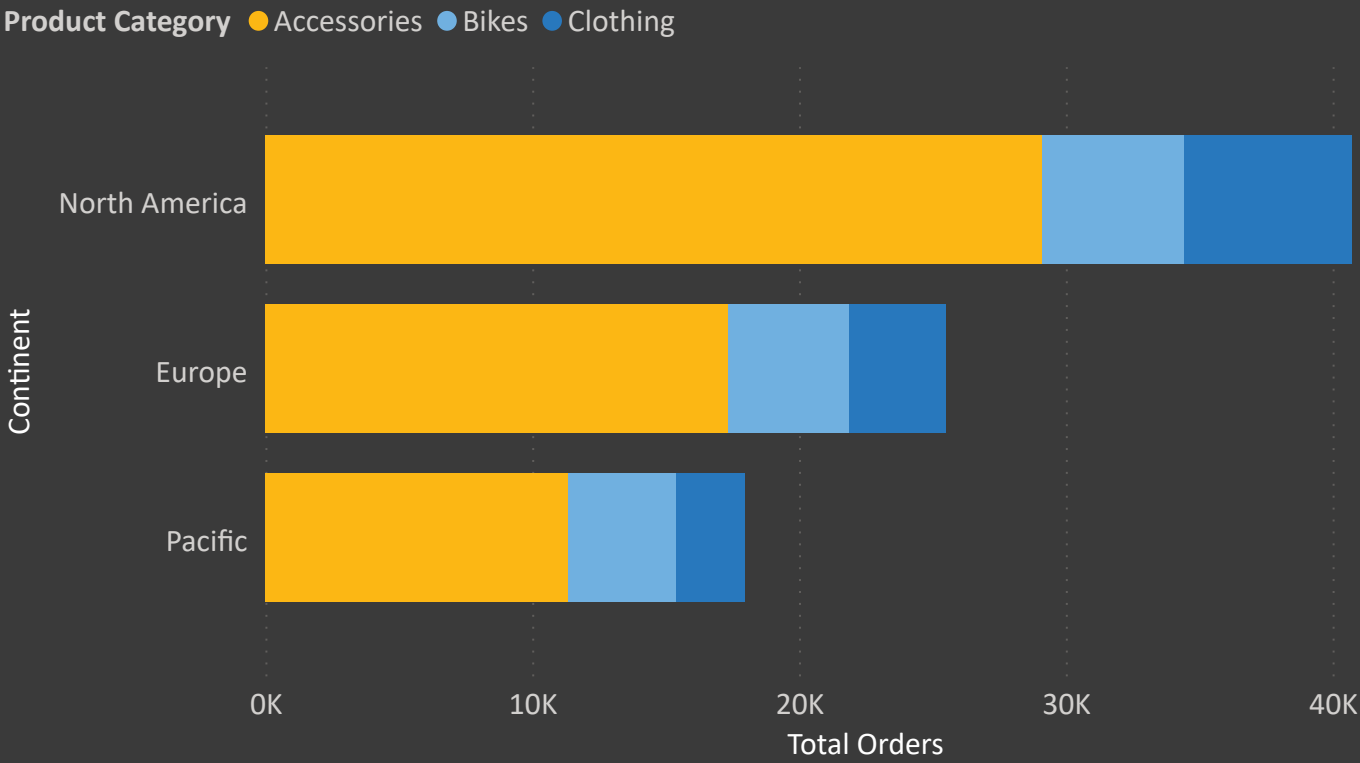
Which Countries Return Products the Most?



18K

Number of Clients

Total Orders by Continent and Product Category

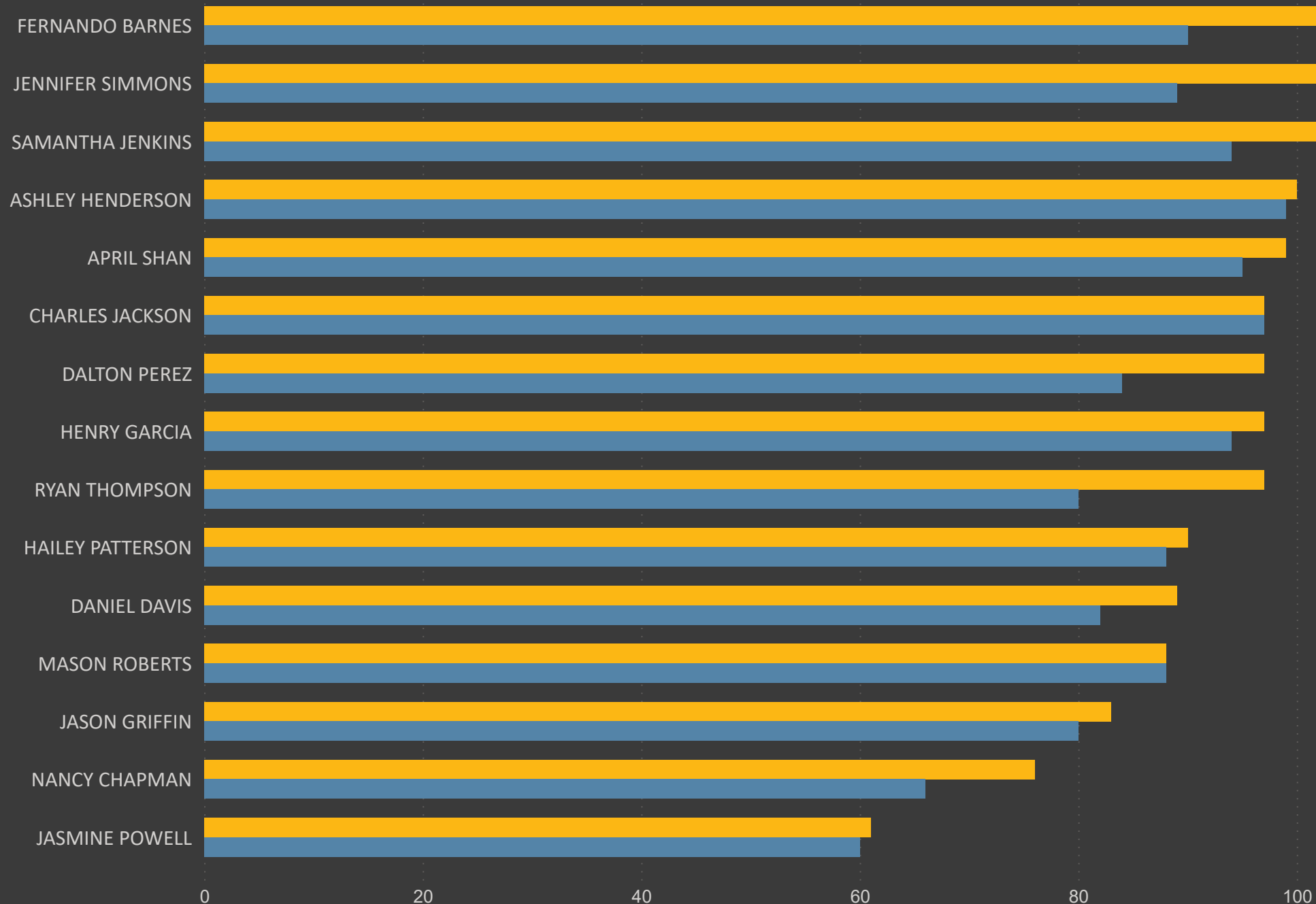


Product Subcategory Return Rate

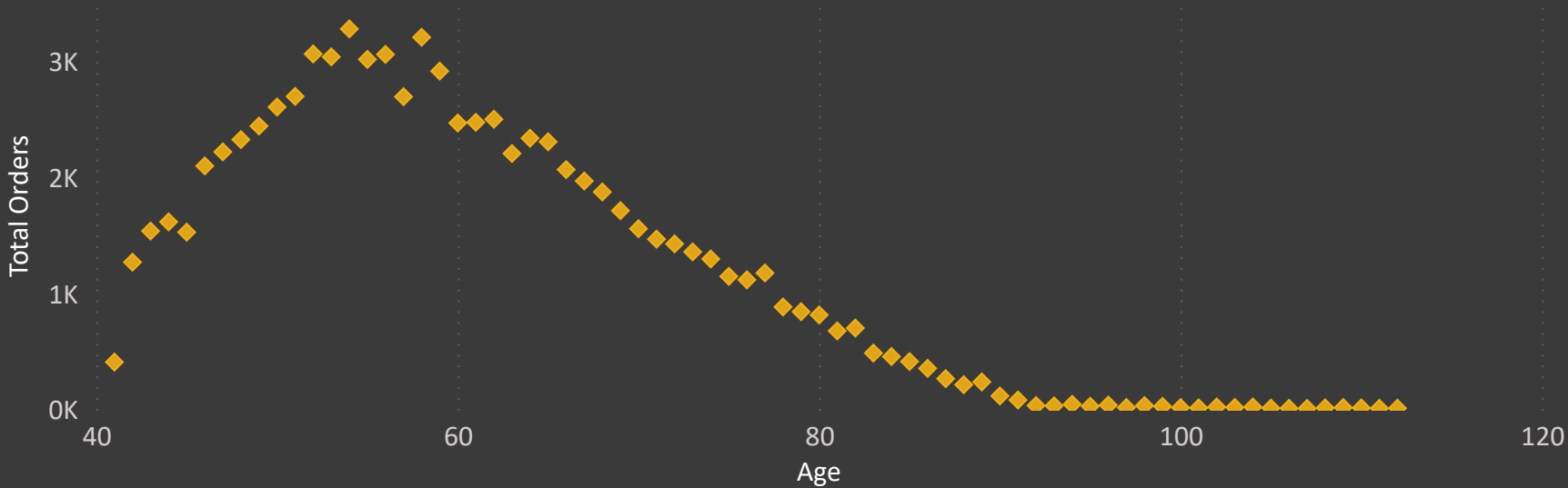
Shorts	4.24%
Vests	3.65%
Hydration Packs	3.60%
Bike Stands	3.42%
Touring Bikes	3.30%
Road Bikes	3.14%
Helmets	3.12%
Jerseys	2.99%
Mountain Bikes	2.89%
Bike Racks	2.65%
Socks	2.07%
Bottles and Cages	1.91%
Gloves	1.85%
Tires and Tubes	1.79%
Cleaners	1.47%
Fenders	1.36%
Caps	1.11%
Total	2.17%

Top 15 Customers by Orders

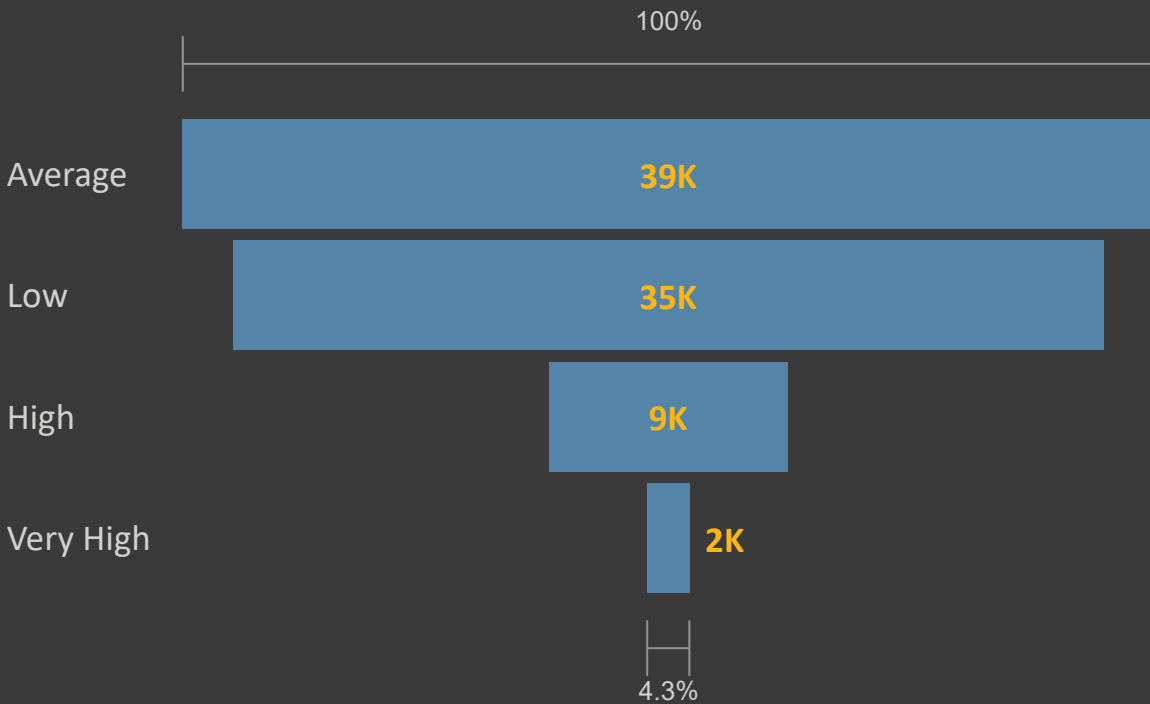
Total Orders Previous Month Total Orders



What age range of customers orders the products?



Lead Orders by Customer Income Level



What is the Percentage Distribution of Product Category Orders by Occupation?

Occupation Clerical Management Manual Professional Skilled Manual

