



Date

1/1/2015

6/30/2020

Sub Category

All

REVENUE

\$8.14M

Goal: \$7.56M (+7.68%)

PROFIT

\$4.07M

Goal: \$3.83M (+6.23%)

PROFIT MARGIN

50.03%

Goal: 50.71% (-1.34%)



PRODUCT DETAIL

Product New	Total Orders	Total Revenue	Profit
Water Bottle Holder, Steel	3,904	\$630,599	
Water Bottle Holder, Aluminum	3,536	\$1,401,621	
Vest, Cold Weather, S	472	\$480,562	
Vest, Cold Weather, M	464	\$482,076	
Vest, Cold Weather, L	451	\$450,048	
Tube, Touring	5,333	\$477,976	
Tube, Tire Road	5,970	\$472,438	
Tube, Mountain	9,820	\$865,372	
Trek-750 Black, 58	427	\$541,944	
Trek-750 Black, 52	725	\$946,296	
Trek-750 Black, 48	1,154	\$1,448,366	
Trek-750 Black, 44	877	\$1,114,776	
Trek-650 Red, 62	207	\$396,574	
Trek-650 Red, 60	154	\$267,911	
Trek-650 Red, 58	148	\$272,797	
Trek-650 Red, 52	40	\$77,360	
Trek-650 Red, 48	283	\$502,435	
Trek-650 Red, 44	116	\$204,394	
Trek-650 Black, 62	164	\$285,012	
Trek-650 Black, 60	139	\$248,368	
Trek-650 Black, 58	161	\$286,641	
Total	161,005	\$250,169,518	

REVENUE BY COUNTRY

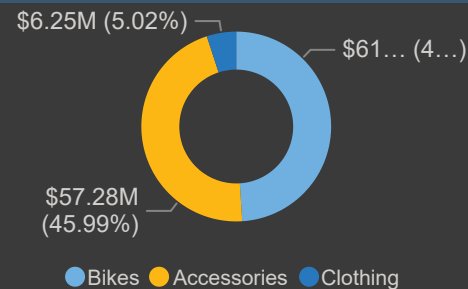


Europe

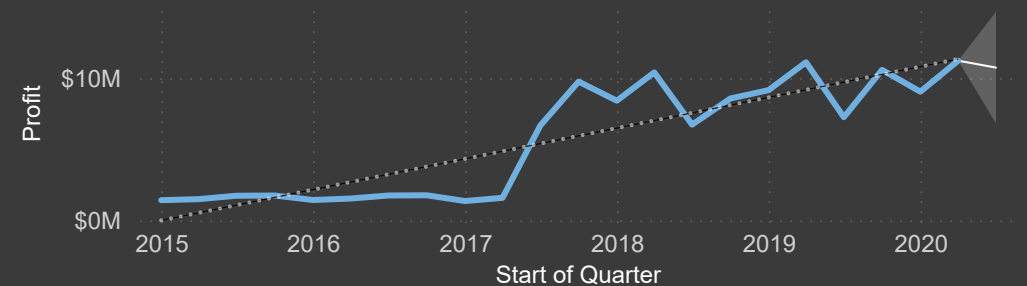
North America

Pacific

PROFIT BY CATEGORY



PROFIT BY PERIOD



What influences Quantity_Sold to Increase ?

When...

....the average of Quantity_Sold increases by

Product Category is Accessories

8.95

Product New is Tube, Tire Road

3.93

Product New is Tube, Mountain

3.93

Product New is Tube, Touring

3.83

Product New is Kit, Patch

3.56

Product New is S-Works TT Helmet

3.52

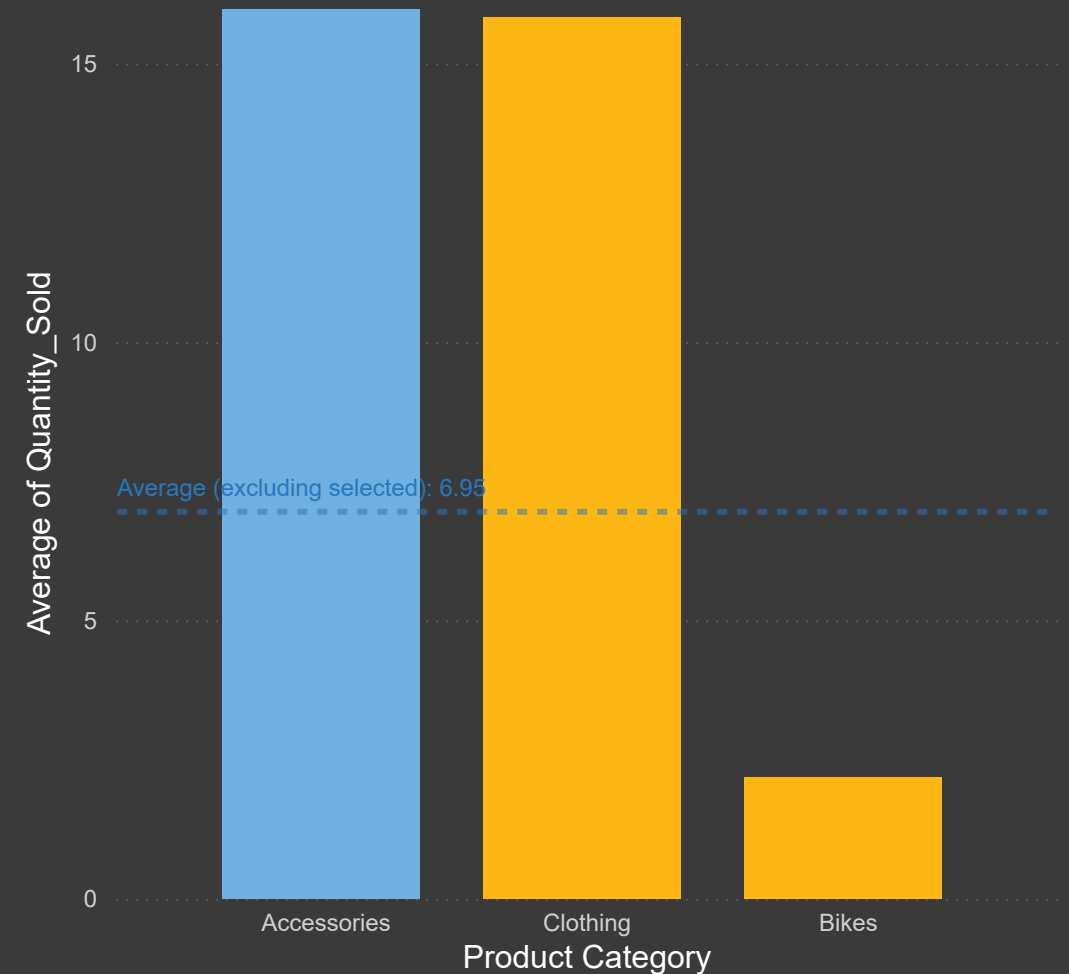
Product New is Hydration Pack, 2.95L

3.52

Product Category is Clothing

3.24

← Quantity_Sold is more likely to increase when Product Category is Accessories than otherwise (on average).



☐ Only show values that are influencers



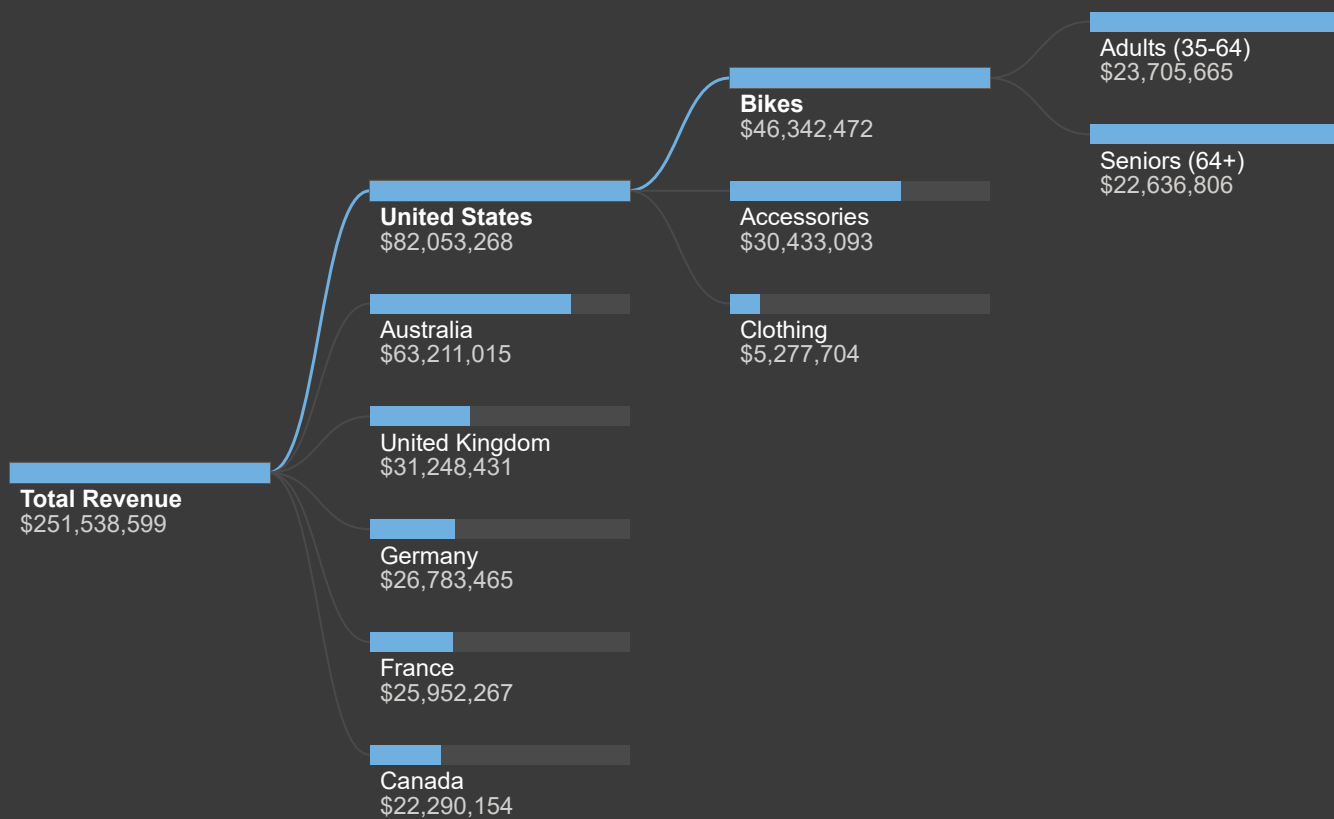
Country ×

United States

Product Categ... ×

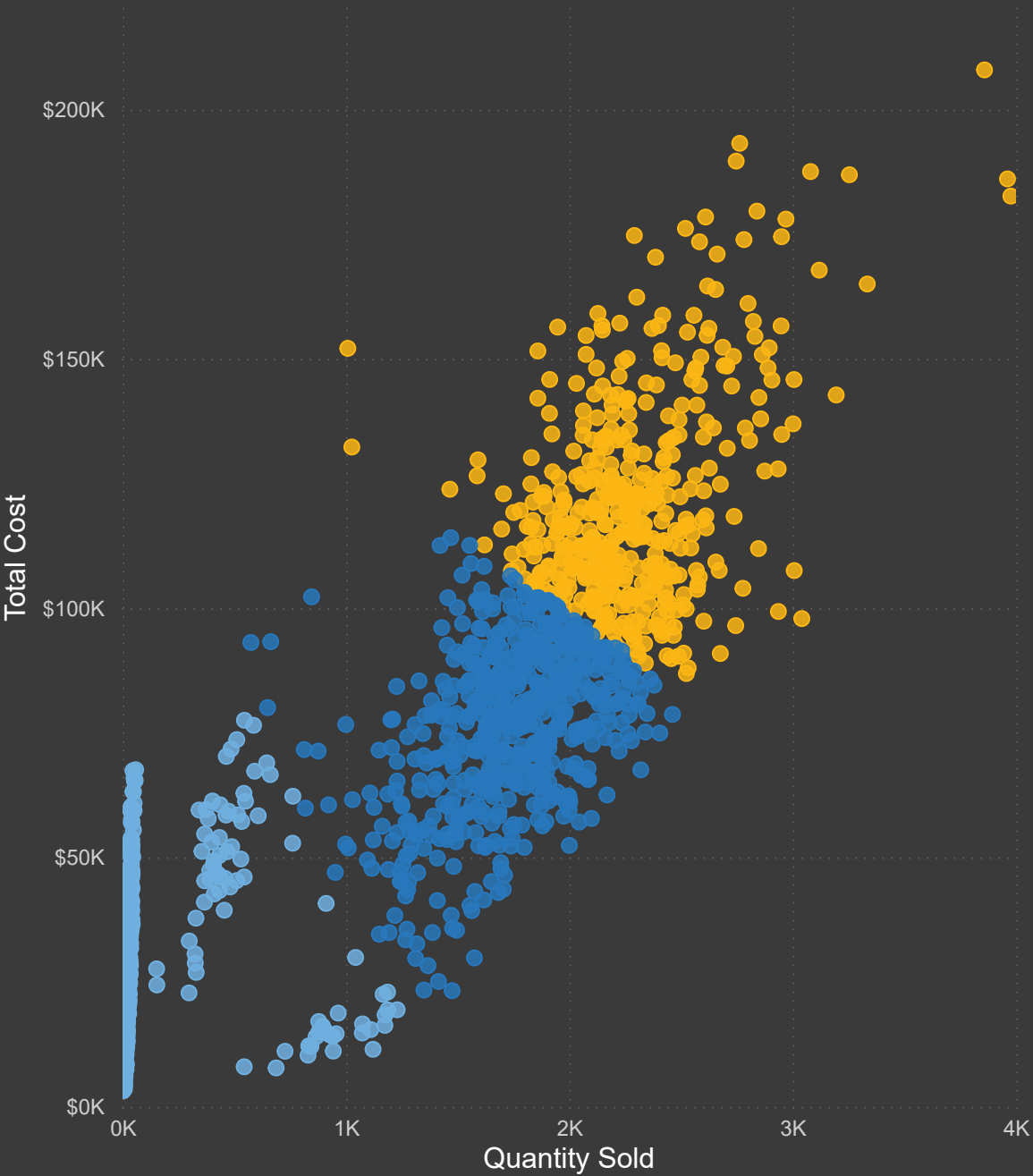
Bikes

Age Group ×



Quantity Sold and Total Cost by Date and Date (clusters)

Date (clusters) ● Cluster1 ● Cluster2 ● Cluster3



Count of Quantity_Sold by Quantity_Sold (bins)

