



Executive Overview



Demographics

Top 5 Yielding Stores



Tienda Pueyo de Araguás, El Store has generated revenue of € 611,094 which is 30.86% of overall sales

Tienda Gobernador Store has generated revenue of € 348,484 which is 17.6% of overall sales

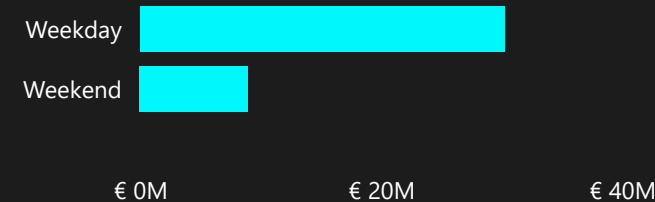
Tienda Anievas Store has generated revenue of € 341,191 which is 17.23% of overall sales

Tienda Peleas de Abajo Store has generated revenue of € 340,535 which is 17.2% of overall sales

Tienda Cristina Store has generated revenue of € 338,657 which is 17.1% of overall sales

Sales

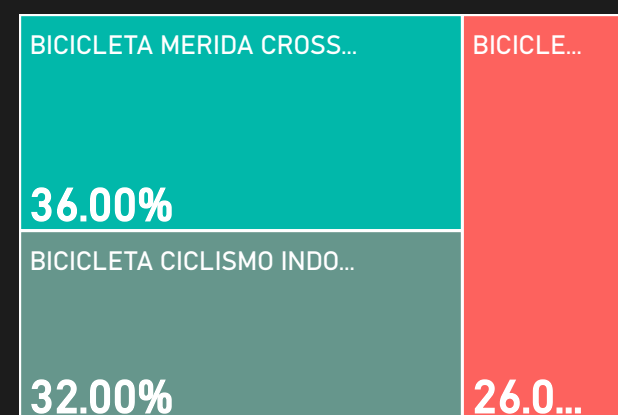
Weekend  Weekday



Weekday Profit
€ 8.5...

Weekend Profit
€ 2.55M

Top 3 Products by Profit Margin



Sales
€ 1.69M

Quantity
541

Profit

€ 11.13M

Profit Margin

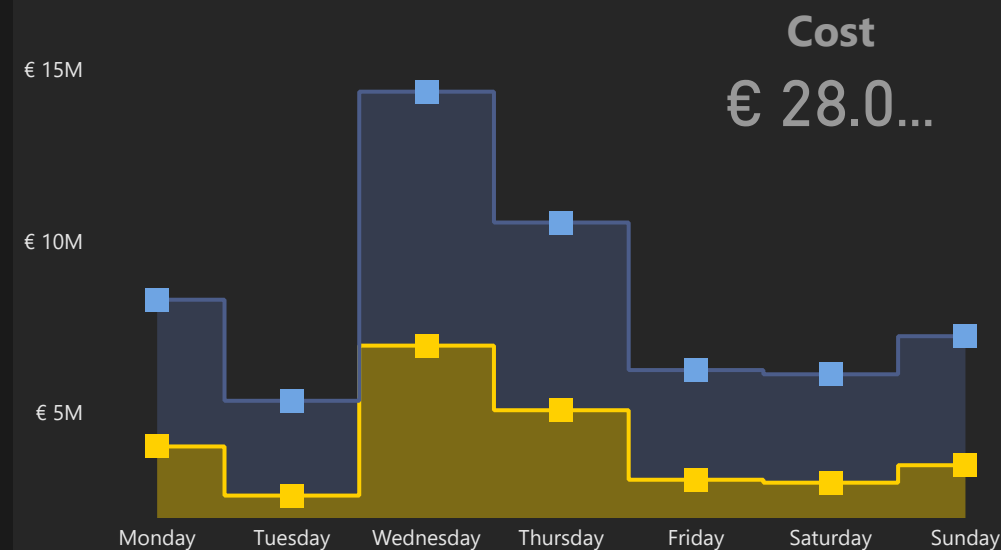
28.39%

Total Sales

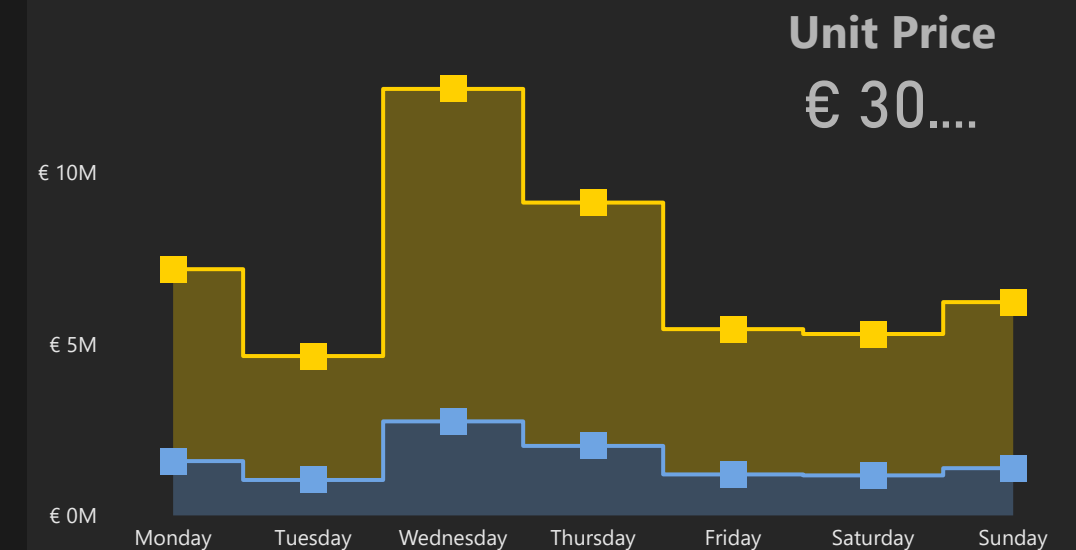
€ 39....



Cost Vs Unit Price by Days



Sales Vs Profit by Days



Total Customers

6954

Total Quantities

18,344

BMX

Indoor

Carretera

Montaña

Cicloturismo

Paseo

Product Category	Price of Units	Cost of Units
✗ BMX	€ 2,104,507.81	€ 1,557,336.25
✓ Carretera	€ 6,353,081.14	€ 5,527,179.20
✗ Cicloturismo	€ 2,719,541.37	€ 1,740,506.25
✓ Indoor	€ 4,211,214.72	€ 2,863,627.32
✓ Montaña	€ 5,231,247.01	€ 3,714,184.10
✓ Paseo	€ 5,165,168.04	€ 3,563,967.43
✓ Plegables	€ 4,258,359.19	€ 2,555,015.92
Total	€ 30,043,119.28	€ 21,521,816.47



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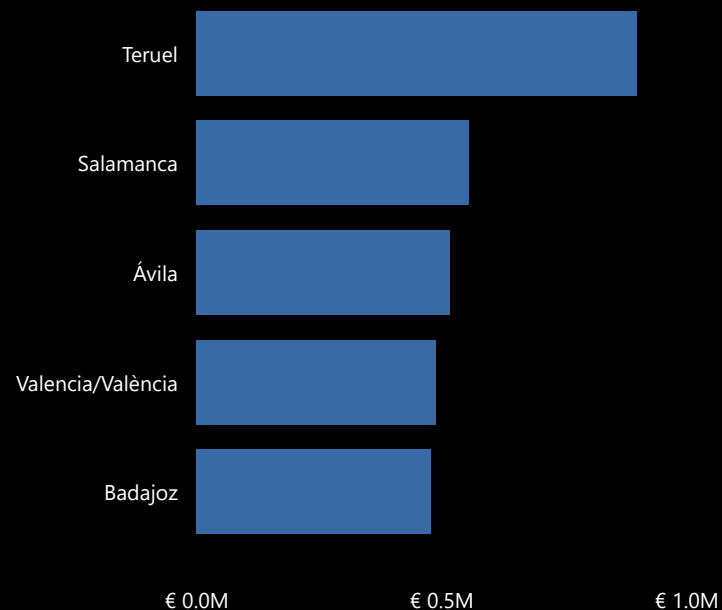
Region Wise Insights

Top Moving Products

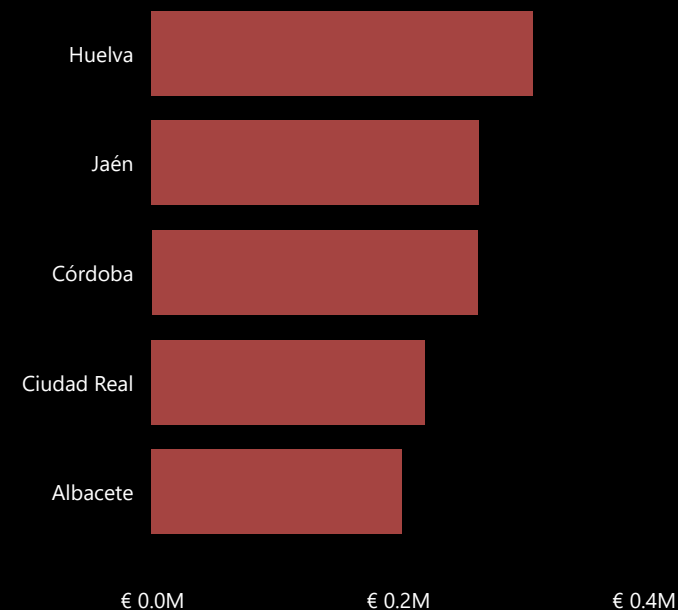
BICICLETA CICLISMO INDOOR FFITTECH FUN	BICICLETA MONTY SWING 2021
BICICLETA MERIDA CROSSWAY 10 2021	BICICLETA PLEGABLE MONTY SOURCE 2020
BICICLETA MONTY 301 2020	



Top 5 Provincia by Profit



Bottom 5 Provincia by Sales



Top 2 Best Performing Sales Agents

	Name	Sales	Profit
	 Juanito Pacheco Quintero	€ 7,795,632.23	€ 2,208,681.17
	 Ricardo Amat Casals	€ 5,890,232.38	€ 1,667,330.66

Mr. Juanito Pacheco Quintero is a #1 performing agent whose maximum sales was 2 products which are Bicicleta Ciclismo Indoor Ffittech Fun and Bicicleta Monty 301 2020 which is 3.17% of his entire sales









Mr. Ricardo Amat Casals is a #2 performing agent whose maximum sales was 2 products which are Bicicleta Monty 301 2020 and Bicicleta Plegable Monty Source 2020 which is 2.95% of his entire sales



Agents Who need Assistance

	Name	Sales	Profit
	 Eduardo del Azcona	€ 1,950,936.94	€ 566,932.32

Mr. Edurado del Azcona is an agent whose minimum sales was 2 products which are Bicicleta Conor 6000 Disc 27,5 2021 and Bicicleta Conor Sunday 2021 whose sales sums up to € 1096

Sales Agent Name	Sum of Sales	Average of Sales	Sum of Profit	Profit Margin	Quantity by Order Date
Eduardo del Azcona	€ 1,950,936.94	€ 2,767.29	€ 566,932.32	29.06%	
Teobaldo Peña Tejero	€ 3,166,977.62	€ 2,810.10	€ 913,617.66	28.85%	
Josefa Estevez Abella	€ 4,503,907.05	€ 2,706.67	€ 1,290,823.79	28.66%	
Toño Prado-Arco	€ 4,050,928.40	€ 2,799.54	€ 1,153,281.26	28.47%	
Juanito Pacheco Quintero	€ 7,795,632.23	€ 2,797.14	€ 2,208,681.17	28.33%	
Ricardo Amat Casals	€ 5,890,232.38	€ 2,811.57	€ 1,667,330.66	28.31%	
Natalia Arellano Gil	€ 4,234,075.92	€ 2,728.14	€ 1,195,846.57	28.24%	
Aureliano Cabezas Sola	€ 2,847,288.08	€ 2,876.05	€ 801,560.72	28.15%	
Evelia Cazorla Girona	€ 4,762,350.45	€ 2,814.63	€ 1,332,926.06	27.99%	