



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

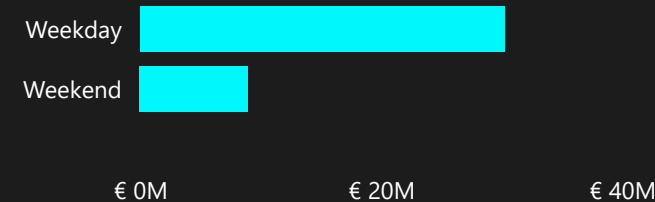
Tienda Anievas Store has generated revenue of € 341,191 which is 17.23% of overall sales

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

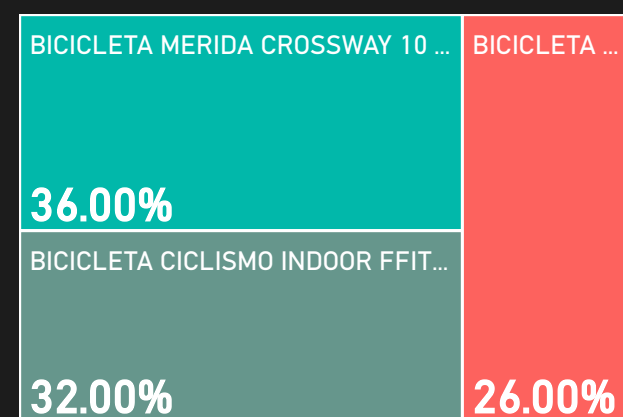
Weekend  Weekday



Weekday Profit  
€ 8.59M

Weekend Profit  
€ 2.55M

### Top 3 Products by Profit Margin



Sales  
€ 1.69M

Quantity  
541

Profit

€ 11.13M

Profit Margin

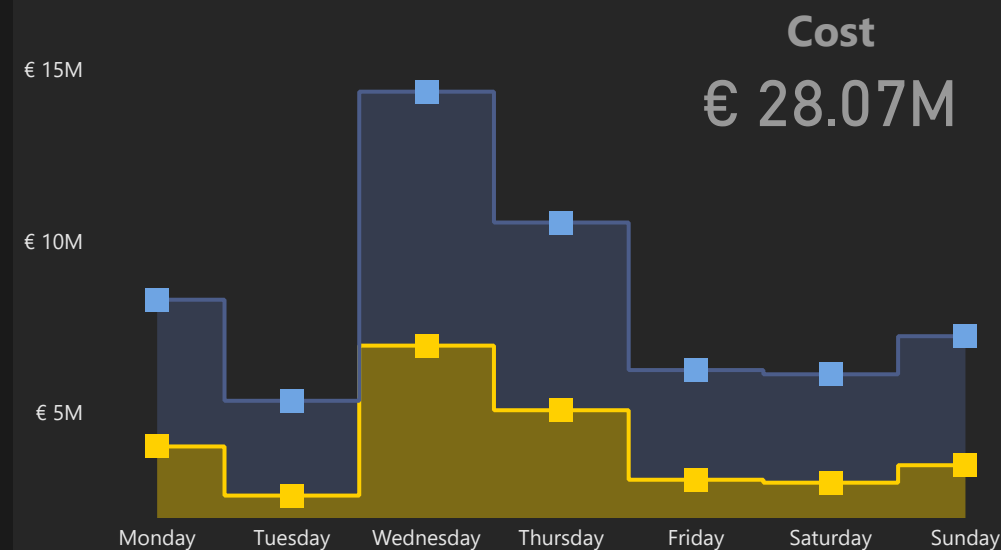
28.39%

Total Sales

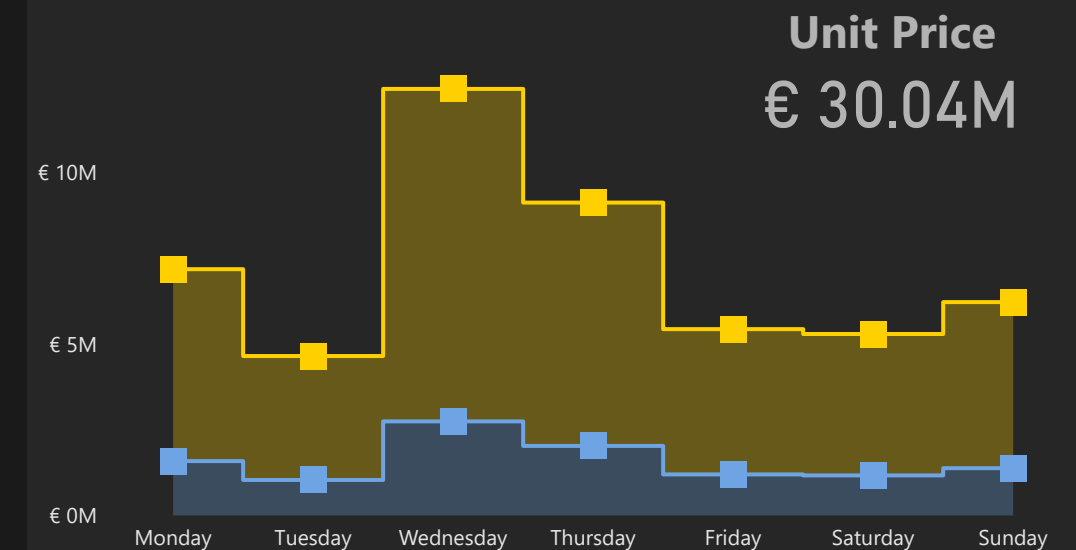
€ 39.20M



### 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
<b>Total</b>	<b>€ 30,043,119.28</b>	<b>€ 21,521,816.47</b>



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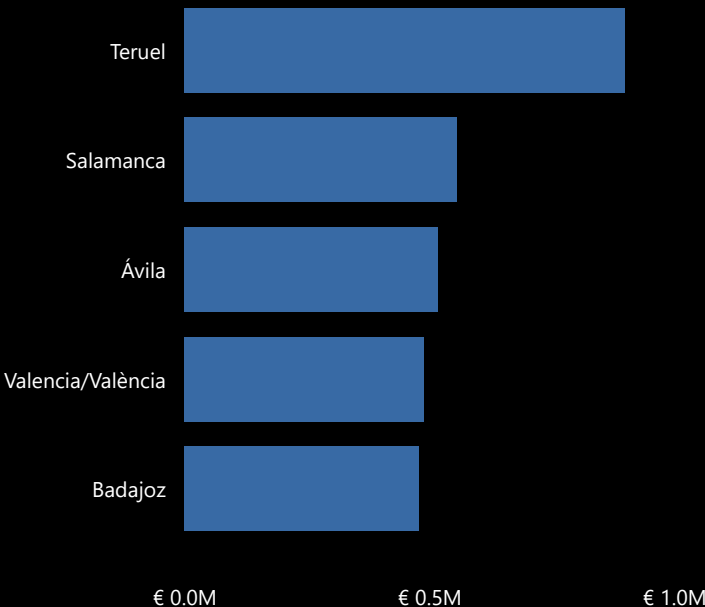
## Region Wise Insights

### Top Moving Products

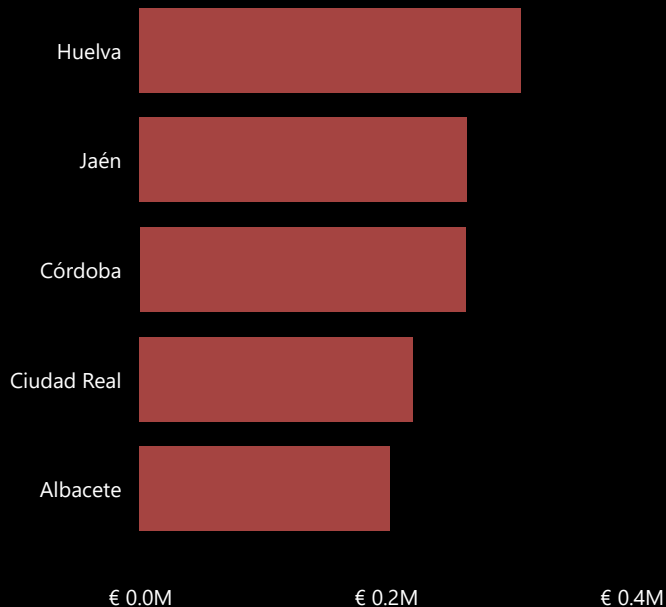
BICICLETA CICLISMO INDOOR FFITTECH FUN	BICICLETA MONTY SWING 2021
BICICLETA MERIDA CROSSWAY 10 2021	BICICLETA PLEGABLE MONTY SOURCE 2020
BICICLETA MONTY 301 2020	



### 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%	