



Bike Store Business Insights

Interactive dashboard for store performance monitoring

Gender

Females
Males

Year

2011
2012
2013
2014
2015
2016

Month

January
February
March
April
May
June
July
August
September
October
November
December

Age Group

Adults
Seniors
Young Adults
Youth

Country

Australia
Canada
France
Germany
United Kingdom
United States

Categories

Accessories
Bikes
Clothing

Total Customers
112036

Total Sales
\$84,826,772

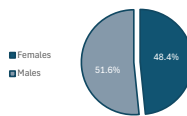
Total Profit
\$32,046,239

Profit Margin
37.78%

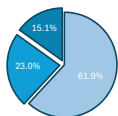
Average Selling Price
\$63.60

Total Units Sold
1333705

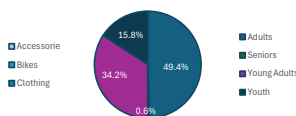
Customer Segments



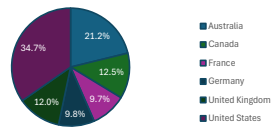
Top Categories



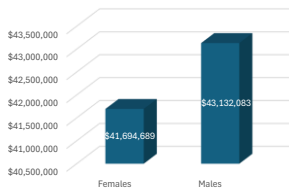
Age Group Distribution



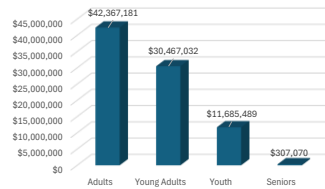
Region Segments



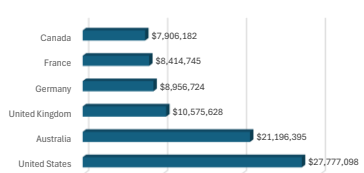
Total Sales by Gender



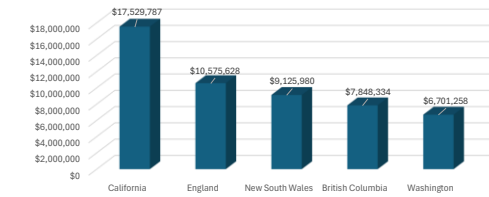
Total Sales by Age Group



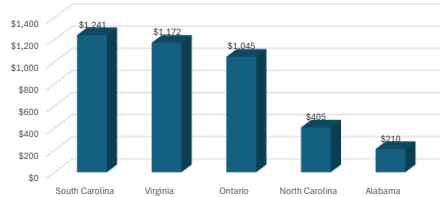
Total Sales by Country



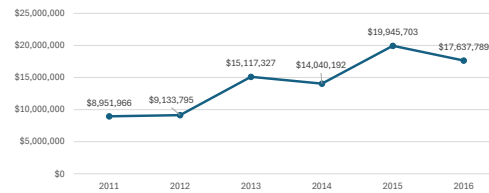
Top 5 Selling-States



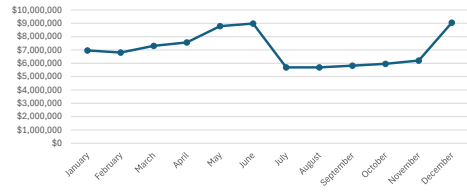
Lowest-Sales States



Annually Sales Growth



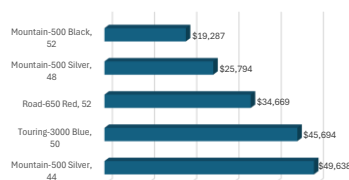
Monthly Sales Growth



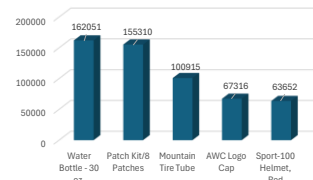
Top Sold Products



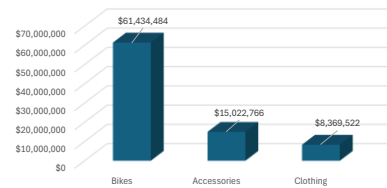
Lowest Sold Products



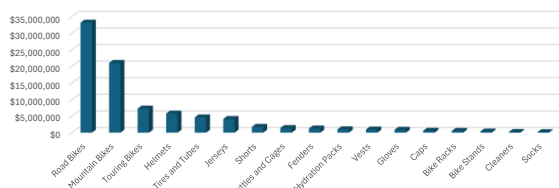
Highly-Ordered Products



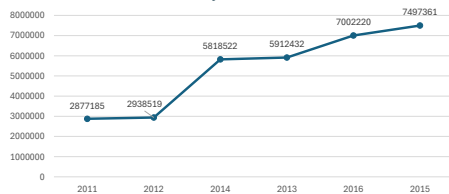
Total Sales by Categories



Total Sales by Sub-Categories



Annually Profit Growth



Monthly Profit Growth

