

SALES OVERVIEW

Country

All

Year

2022

2023

2024

Net Sales

\$48.4M

PY Sales **\$31.1M** ▲ 56%

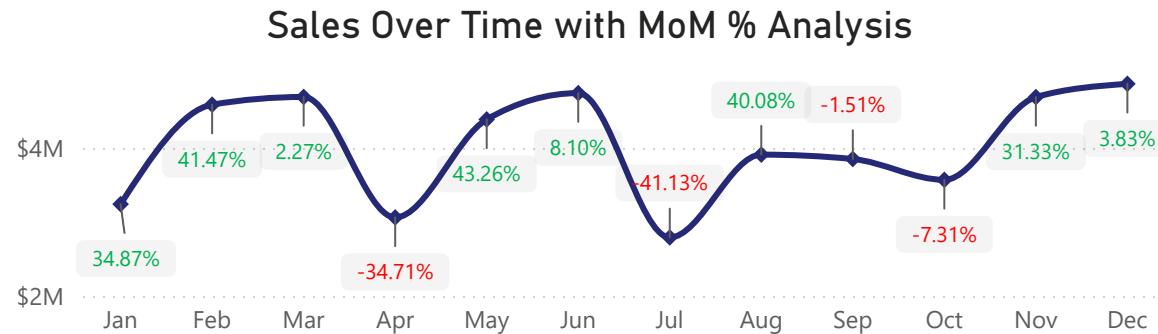
Net Profit

\$26.6M

Profit Margin ▲ 55%

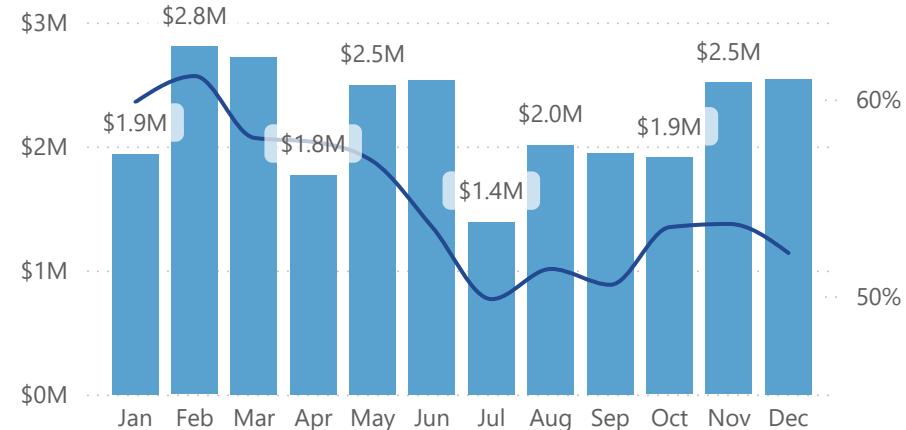


Sales Over Time with MoM % Analysis



Net Profit and Profit Margin over Time

Net Profit Profit Margin



Top



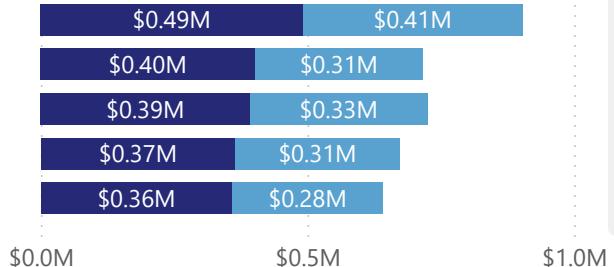
Sales and Profit by Reseller

● Sales ● Profit

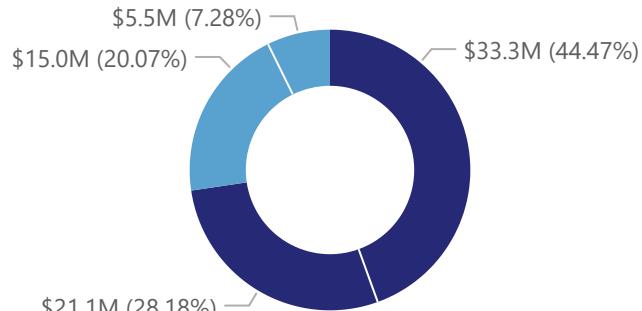
Reseller

Westside Plaza
Roadway Bicycle Supply
Field Trip Store
Brakes and Gears
Perfect Toys

Customer



Sales and Profit by Channel



Channel_Type

- Reseller
- Customer

PRODUCT PERFORMANCE

Country

All

Year

2022

2023

2024

Total Products Sold

183

Total Quantity Sold

166K

PY Quantity Sold 82K ▲ 102%



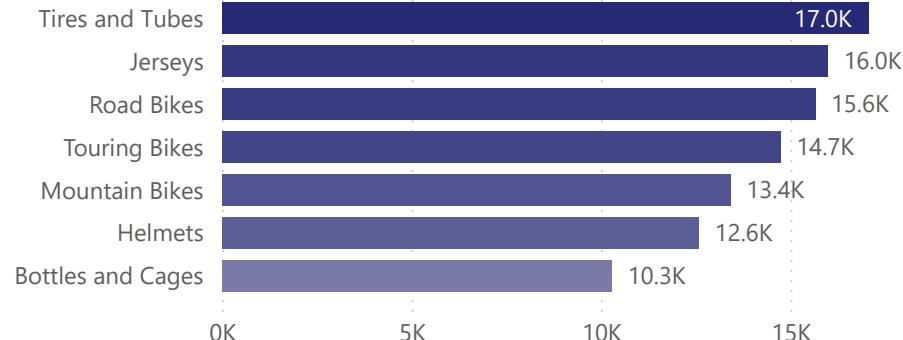
Top

Product

Subcategory

Category

Total Quantity Sold by Subcategory



Product Details

Product

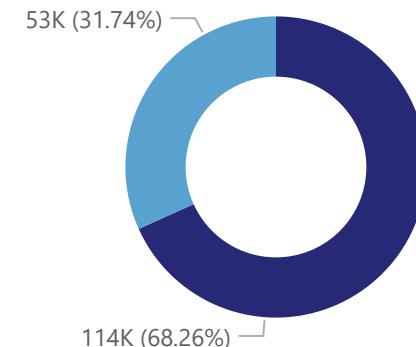
Sales

Profit Margin

Product Segment

Women's Mountain Shorts, S	\$125.2K	86.77%	Star
Women's Mountain Shorts, M	\$51.9K	66.57%	High Potential
Women's Mountain Shorts, L	\$124.4K	85.60%	Star
Water Bottle - 30 oz.	\$25.6K	67.03%	High Potential
Touring-3000 Yellow, 62	\$323.4K	54.49%	Volume Driver
Touring-3000 Yellow, 58	\$119.1K	39.15%	Volume Driver
Touring-3000 Yellow, 54	\$181.1K	42.15%	Volume Driver
Touring-3000 Yellow, 50	\$268.4K	51.86%	Volume Driver
Touring-3000 Yellow, 44	\$329.5K	55.46%	Volume Driver
Touring-3000 Blue, 62	\$124.5K	41.79%	Volume Driver
Touring-3000 Blue, 58	\$194.1K	43.17%	Volume Driver
Touring-3000 Blue, 54	\$266.2K	51.46%	Volume Driver
Touring-3000 Blue, 50	\$320.7K	55.07%	Volume Driver

Total Quantity by Channel



Channel_Type

Reseller

Customer

CUSTOMER SEGMENTATION

Country

All

Year

2022

2023

2024

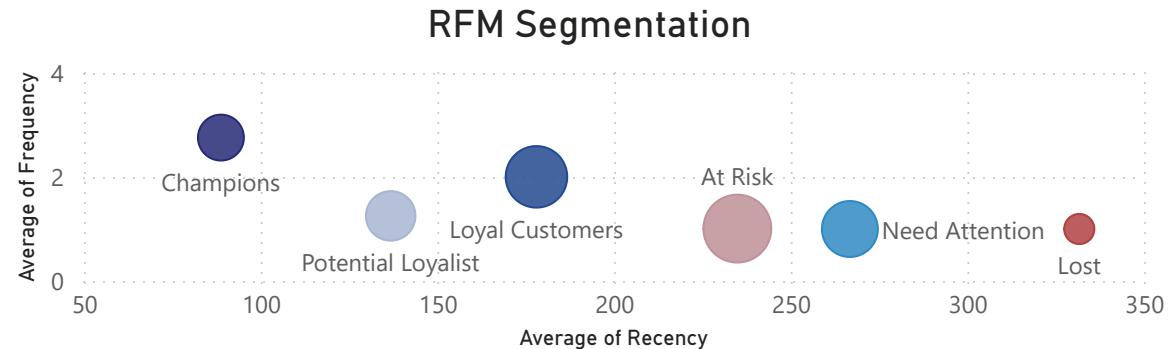
Total Customers

18K

Total Orders

21K

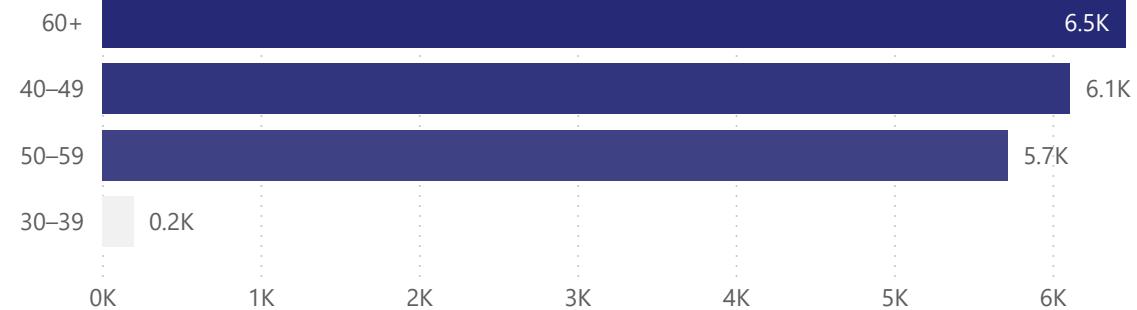
Average Order Value **\$706.6**



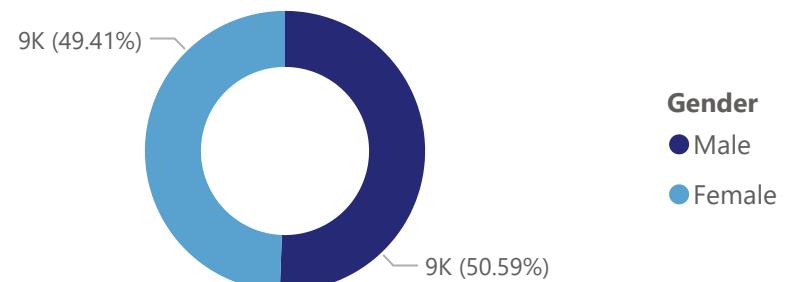
Customer Details

Customer	Recency	Frequency	Monetary	RFM Segment
Aaron Adams	278	1	\$117.96	At Risk
Aaron Alexander	49	1	\$69.99	Potential Loyalist
Aaron Allen	791	1	\$3,399.99	At Risk
Aaron Baker	144	1	\$1,750.98	Potential Loyalist
Aaron Bryant	189	2	\$133.96	Loyal Customers
Aaron Butler	36	1	\$14.98	At Risk
Aaron Campbell	143	1	\$1,155.48	Potential Loyalist
Aaron Carter	40	1	\$39.98	At Risk
Aaron Chen	202	1	\$39.98	Need Attention
Aaron Coleman	57	1	\$61.96	Potential Loyalist
Aaron Collins	76	2	\$6,047.32	Champions
Aaron Diaz	312	2	\$6,029.57	Loyal Customers
Aaron Edwards	243	1	\$94.48	Need Attention

Total Customers by Age Group



Customers By Gender



- Male
- Female