

SALES OVERVIEW

Country

All

Year

2022

2023

2024

Net Sales

\$48.4M

PY Sales **\$31.1M** ▲ **56%**

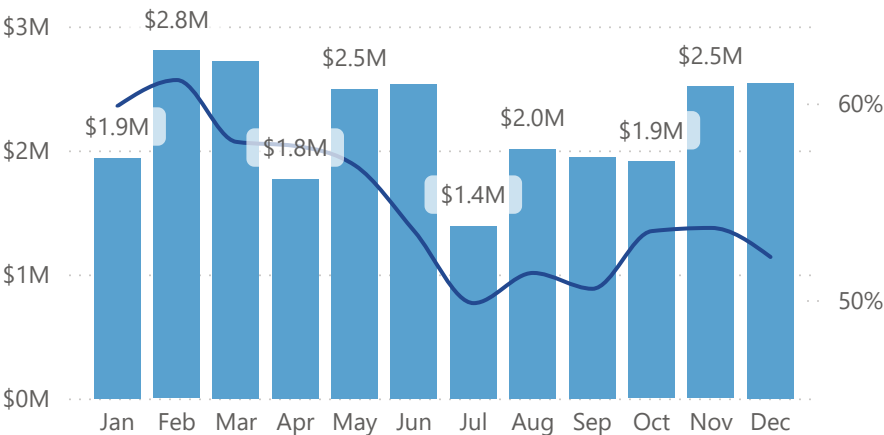
Net Profit

\$26.6M

Profit Margin ▲ **55%**

Net Profit and Profit Margin over Time

● Net Profit ● Profit Margin



Sales Over Time with MoM % Analysis



Top

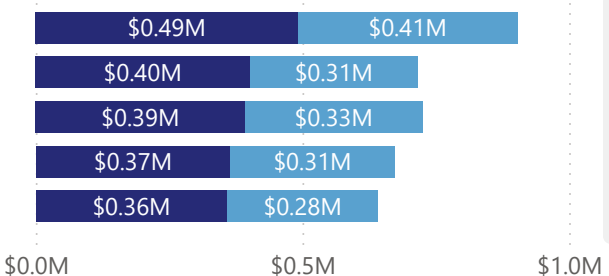
Sales and Profit by Reseller

● Sales ● Profit

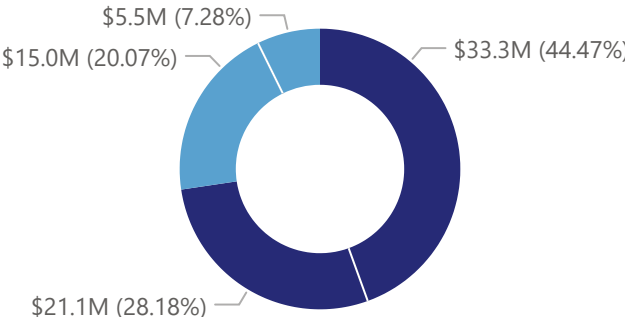
Reseller

Customer

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



Sales and Profit by Channel



PRODUCT PERFORMANCE

Country

All

Year

2022

2023

2024

Total Products Sold

183

Total Quantity Sold

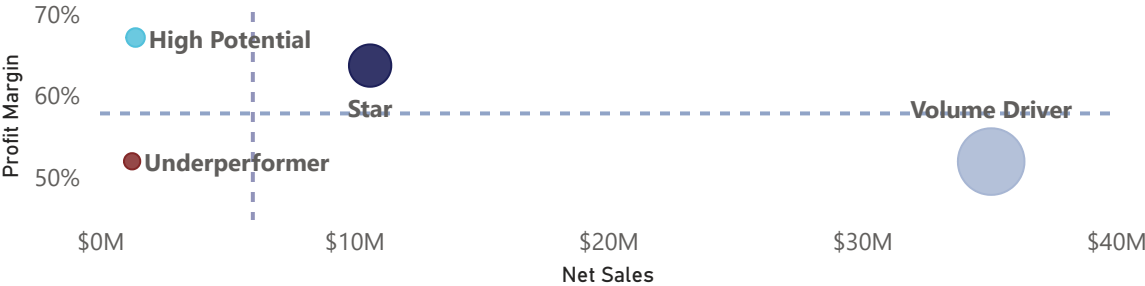
166K

PY Quantity Sold 82K ▲ 102%

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	\$270.7K	55.07%	Volume Driver

Product Profitability



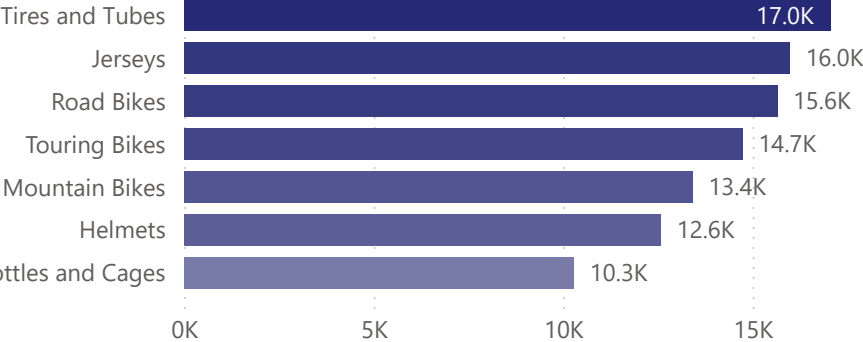
Top

Total Quantity Sold by Subcategory

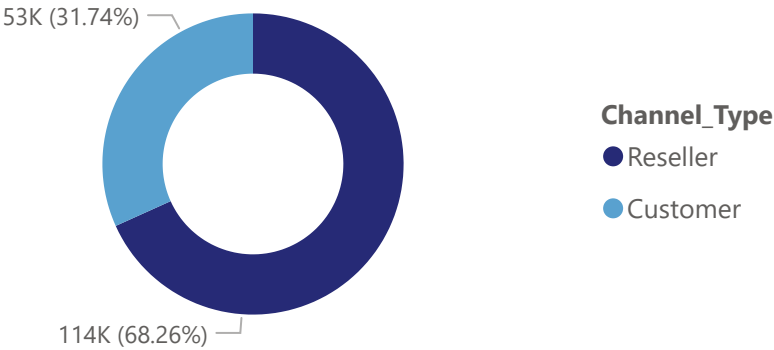
Product

Subcategory

Catgeory



Total Quantity by Channel



CUSTOMER SEGMENTATION

Country
All

Year
202220232024

Total Customers

18K

Total Orders

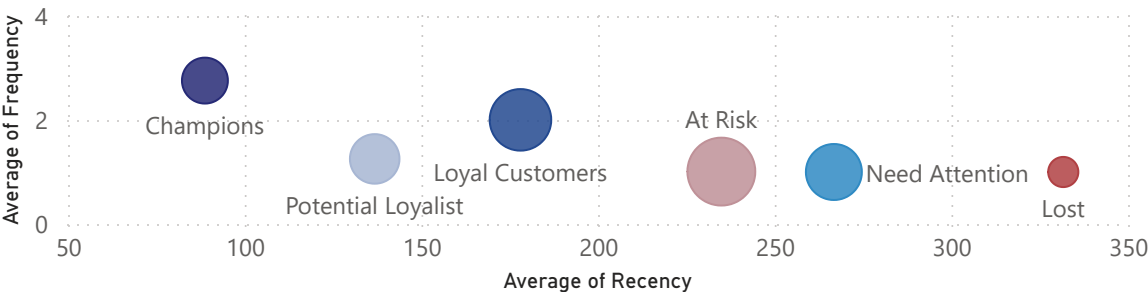
21K

Average Order Value \$706.6

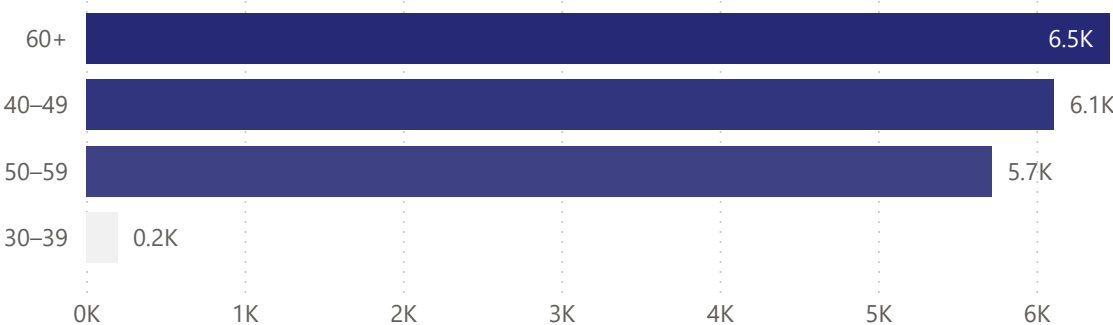
Customer Details

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

RFM Segmentation



Total Customers by Age Group



Customers By Gender

