

£29.36M

Total Sales

18,484

Total No. Of Customer

£12.08M

Total Profit

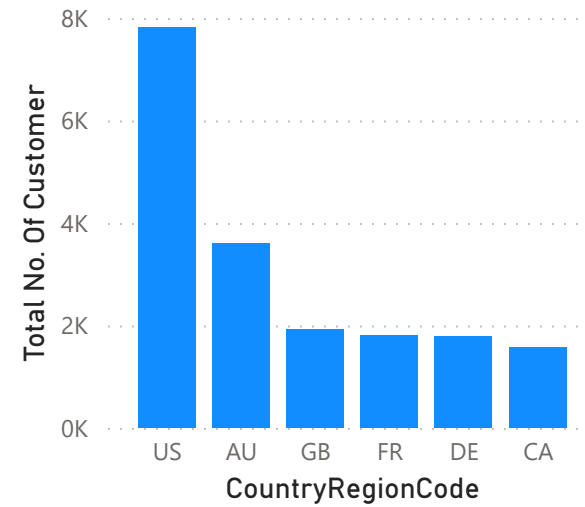
41.15%

Profit Margin

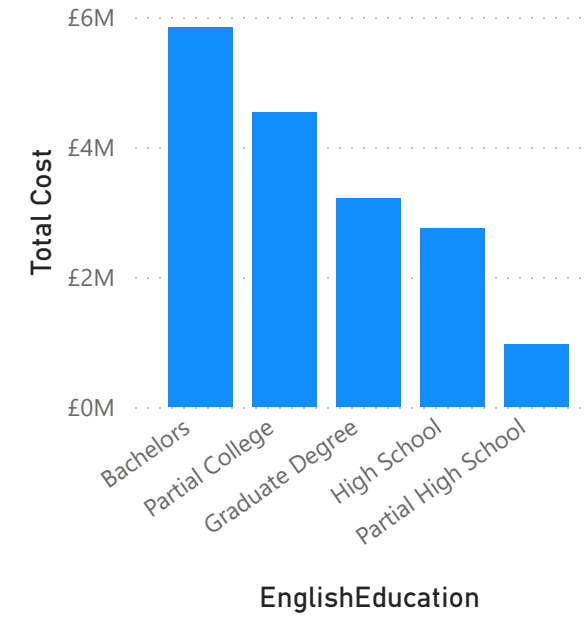
£17.28M

Total Cost

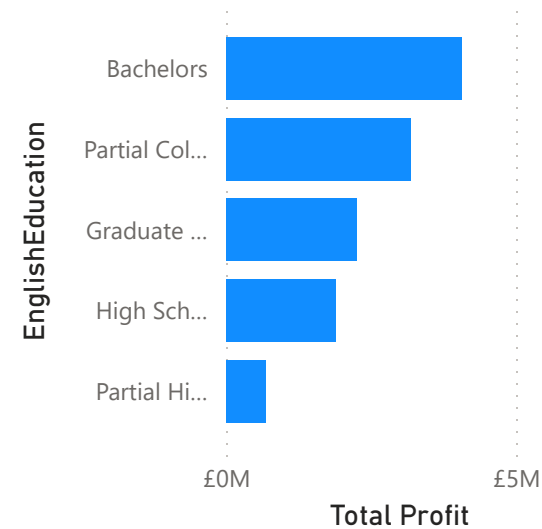
Total No. Of Customer by CountryRegionCode



Total Cost by EnglishEducation



Total Profit by EnglishEducation

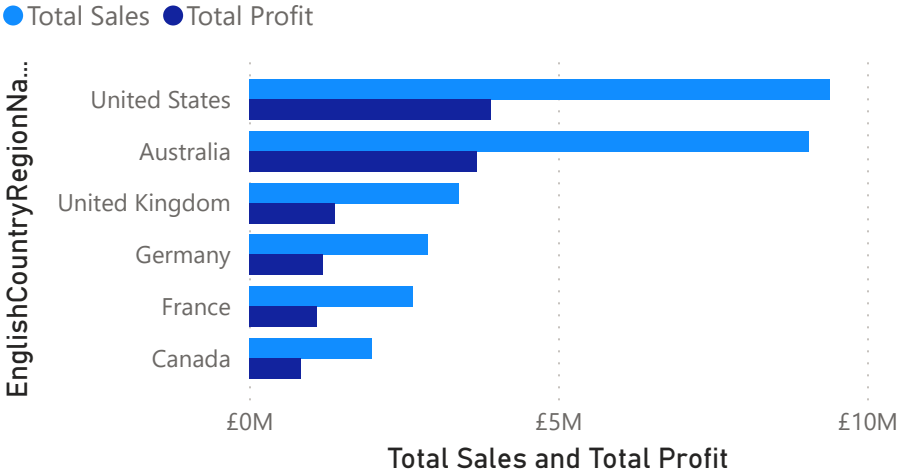


4

Count of DimProductCategory

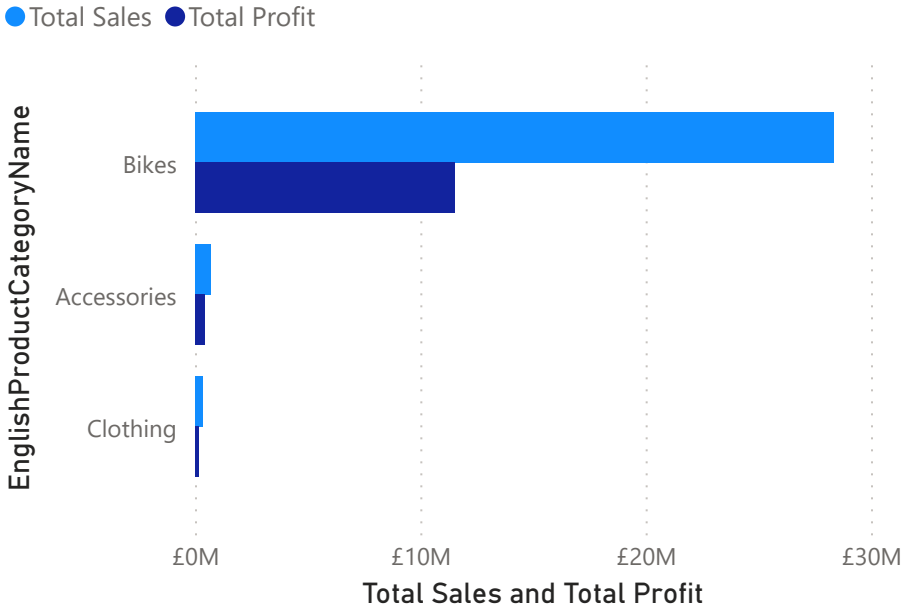
EnglishCountryRegionName	Total Sales	Total Profit
Australia	£9,061,000.58	£3,685,855.08
Canada	£1,977,844.86	£829,921.50
France	£2,644,017.71	£1,086,264.72
Germany	£2,894,312.34	£1,187,370.77
United Kingdom	£3,391,712.21	£1,390,490.78
United States	£9,389,789.51	£3,900,980.80
Total	£29,358,677.22	£12,080,883.65

Total Sales and Total Profit by EnglishCountryRegionName



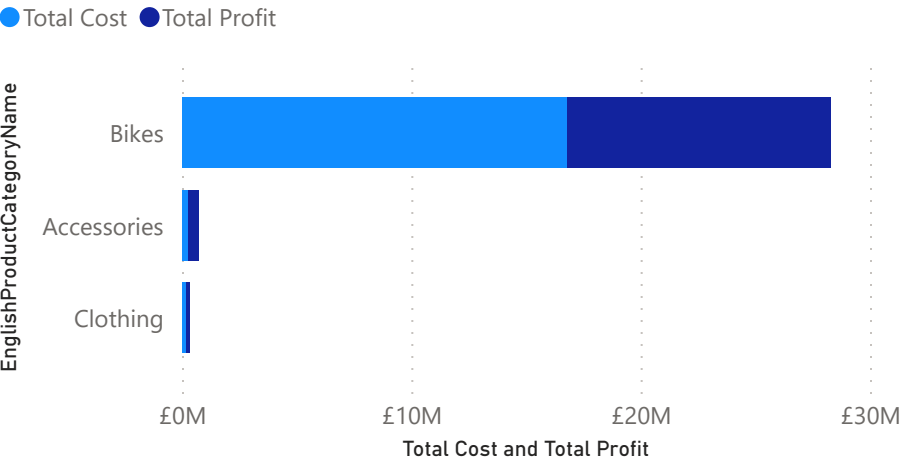
EnglishProductCategoryName	Total Sales	Total Profit
Accessories	£700,759.96	£438,674.57
Bikes	£28,318,144.65	£11,505,796.50
Clothing	£339,772.61	£136,412.58
Total	£29,358,677.22	£12,080,883.65

Total Sales and Total Profit by EnglishProductCategoryName



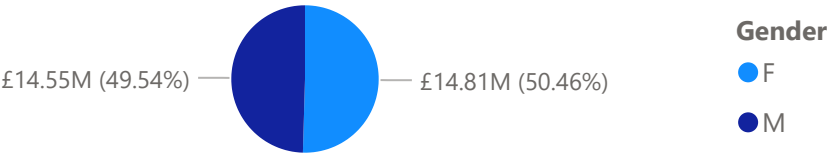
EnglishProductCategoryName	Total Cost	Total Profit
Accessories	£262,085.39	£438,674.57
Bikes	£16,812,348.15	£11,505,796.50
Clothing	£203,360.03	£136,412.58
Total	£17,277,793.58	£12,080,883.65

Total Cost and Total Profit by EnglishProductCategoryName



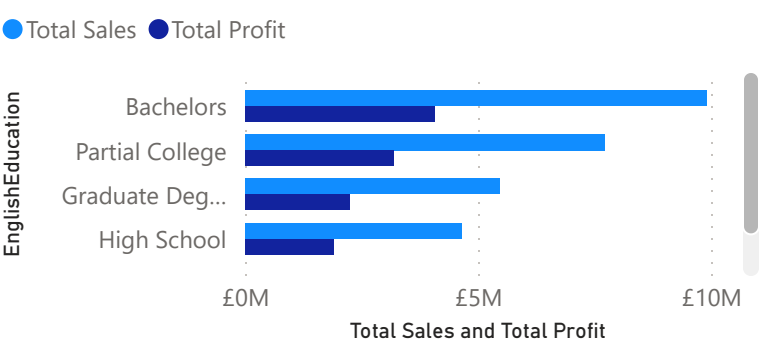
Gender	M	S	Total
F	£7,267,018.37	£7,546,600.31	£14,813,618.68
M	£7,920,357.37	£6,624,701.17	£14,545,058.55
Total	£15,187,375.74	£14,171,301.48	£29,358,677.22

Total Sales by Gender



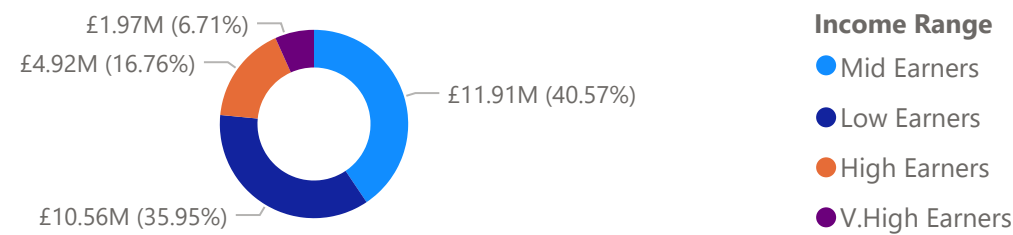
EnglishEducation	Total Sales	Total Profit
Bachelors	£9,900,142.76	£4,064,815.22
Graduate Degree	£5,460,560.25	£2,252,766.47
High School	£4,638,026.07	£1,896,523.38
Partial College	£7,723,542.88	£3,186,803.34
Partial High School	£1,636,405.26	£679,975.24
Total	£29,358,677.22	£12,080,883.65

Total Sales and Total Profit by EnglishEducation



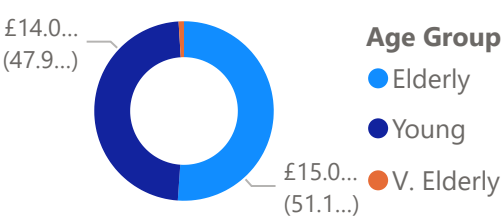
Income Range	Total Sales
High Earners	£4,920,209.75
Low Earners	£10,555,878.12
Mid Earners	£11,911,782.03
V.High Earners	£1,970,807.32
Total	£29,358,677.22

Total Sales by Income Range



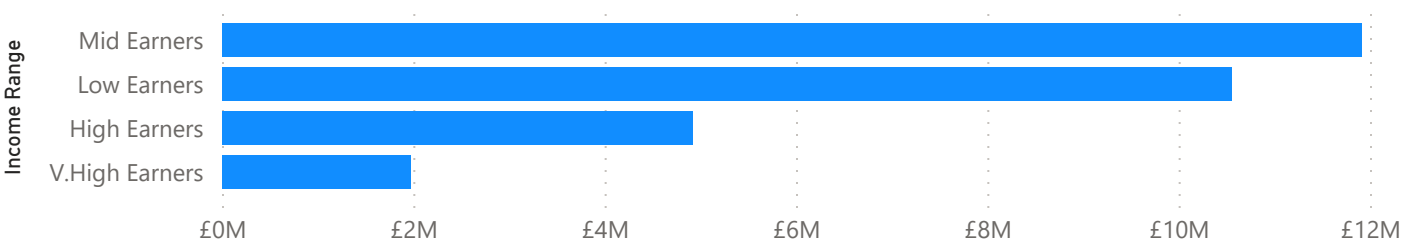
Age Group	Total Sales
Elderly	£15,004,006.96
V. Elderly	£283,368.07
Young	£14,071,302.19
Total	£29,358,677.22

Total Sales by Age Group

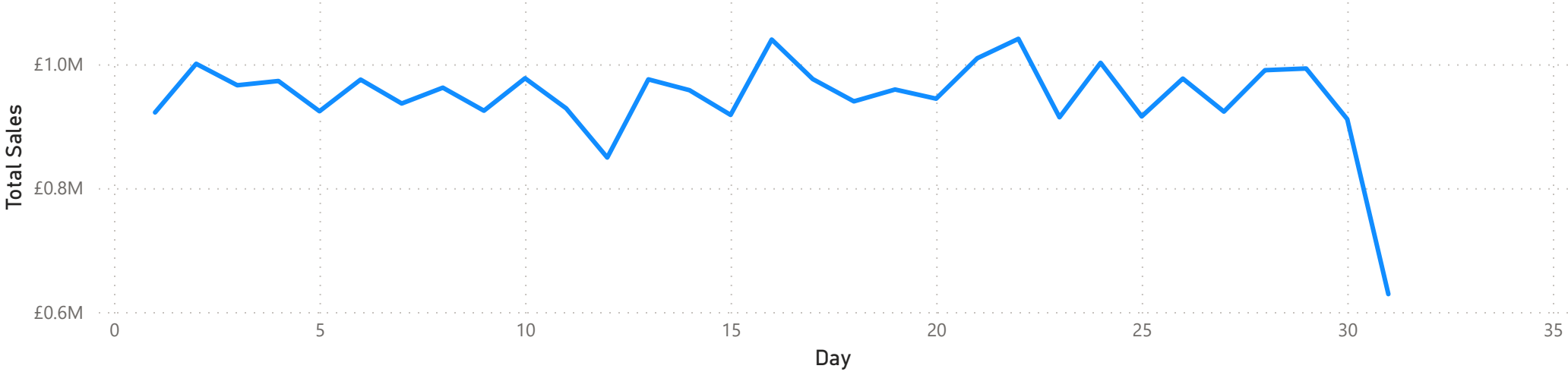


Age Group	High Earners	Low Earners	Mid Earners	V.High Earners	Total
Elderly	£2,219,220.27	£4,577,697.92	£6,619,039.35	£1,588,049.42	£15,004,006.96
V. Elderly	£69,200.58	£38,873.32	£139,901.34	£35,392.82	£283,368.07
Young	£2,631,788.90	£5,939,306.88	£5,152,841.34	£347,365.08	£14,071,302.19
Total	£4,920,209.75	£10,555,878.12	£11,911,782.03	£1,970,807.32	£29,358,677.22

Total Sales by Income Range



Total Sales by Day



Total Sales and Total Profit by EnglishCountryRegionName

EnglishCountryRegionName	Total Sales	Total Profit
Australia	£9,061,000.58	£3,685,855.08
Canada	£1,977,844.86	£829,921.50
France	£2,644,017.71	£1,086,264.72
Germany	£2,894,312.34	£1,187,370.77
United Kingdom	£3,391,712.21	£1,390,490.78
United States	£9,389,789.51	£3,900,980.80
Total	£29,358,677.22	£12,080,883.65

AHG SALES DASHBOARD

Year, Month

All

Gender

All

£29.36M

Total Sales

£17.28M

Total Cost

£12.08M

Total Profit

41.15%

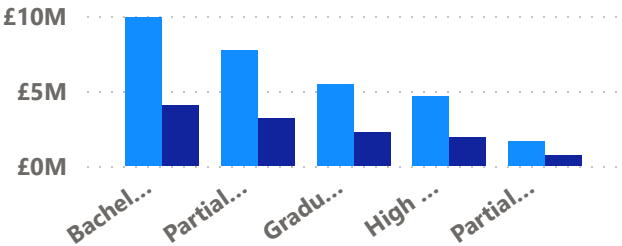
Profit Margin

18,484

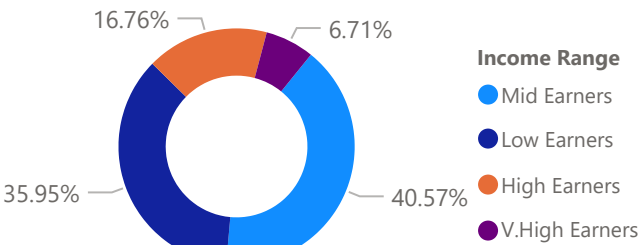
Total No. Of Customer

Sales and Profit by Education

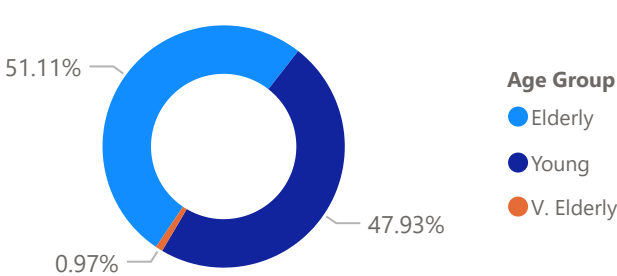
Total Sales Total Profit



Sales by Income Range

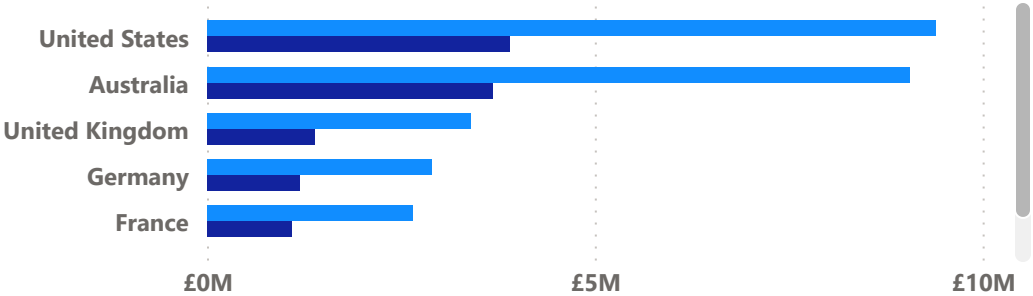


Sales by Age Group



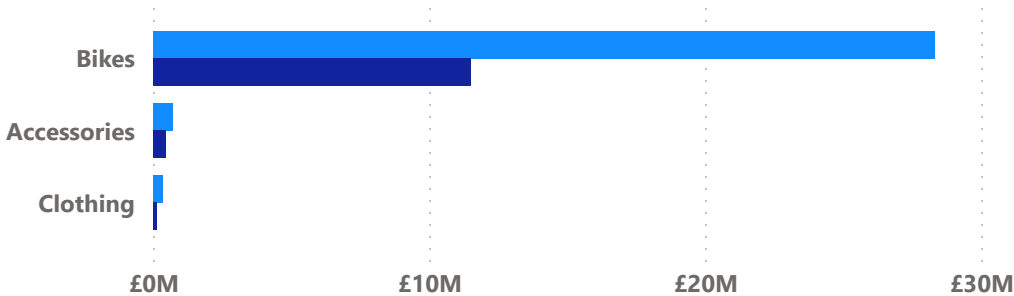
Sales and Profit by Region

Total Sales Total Profit



Sales and Profit by Product Category

Total Sales Total Profit



Sales Trend

