

BIKE SALES ANALYSIS

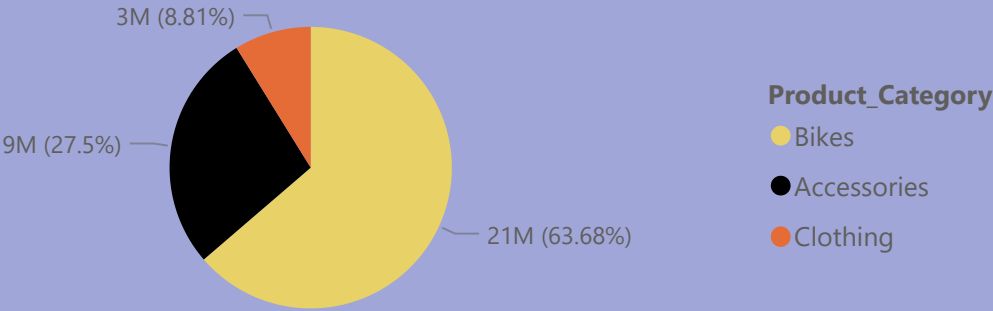
Total Sales
95M

Total Revenue
85M

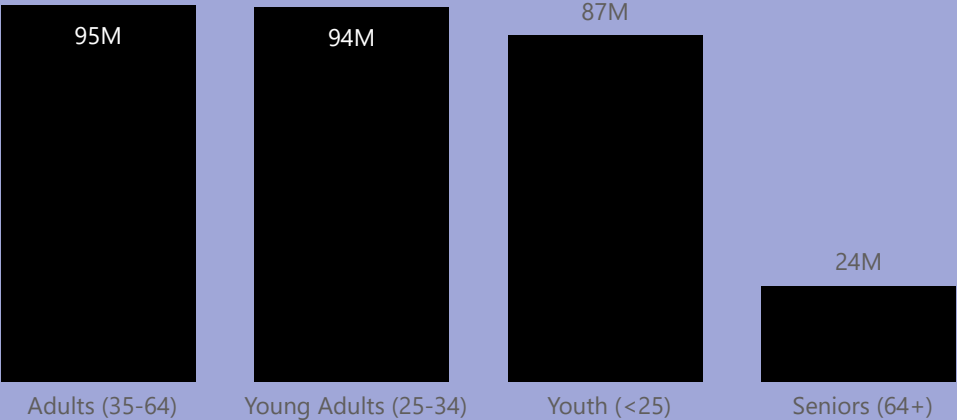
Total Quantity
1M

Total Profit
32M

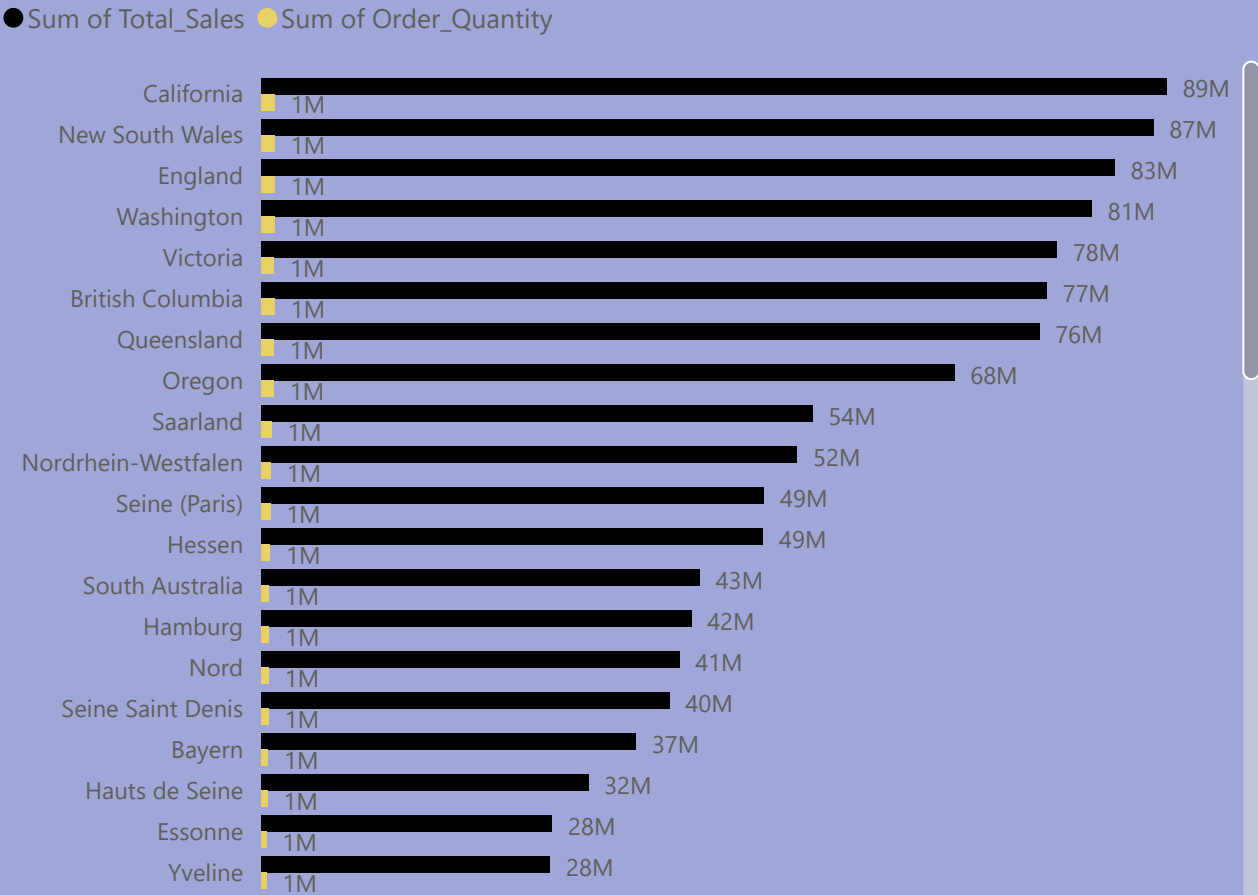
Total Profit by Product_Category



Total_Sales by Age_Group

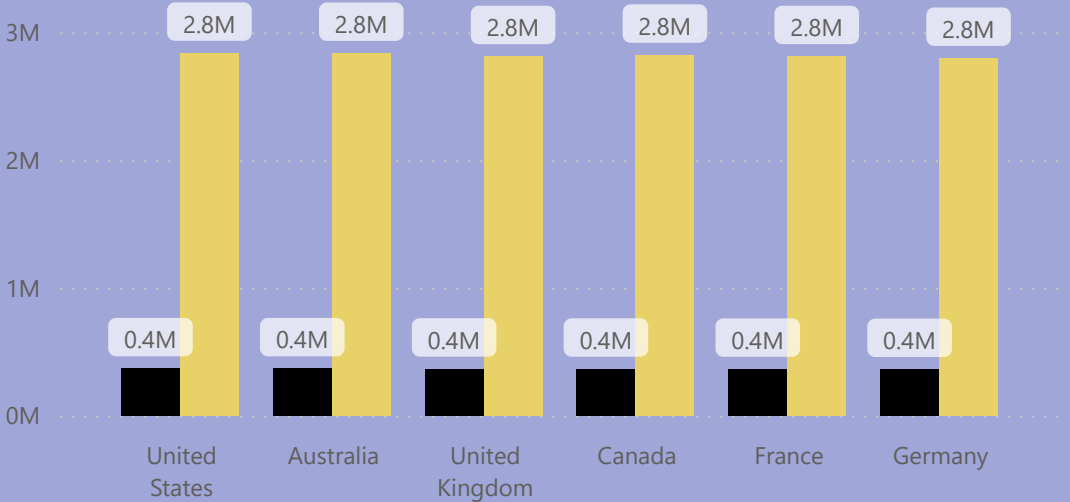


Total_Sales and Order_Quantity by State

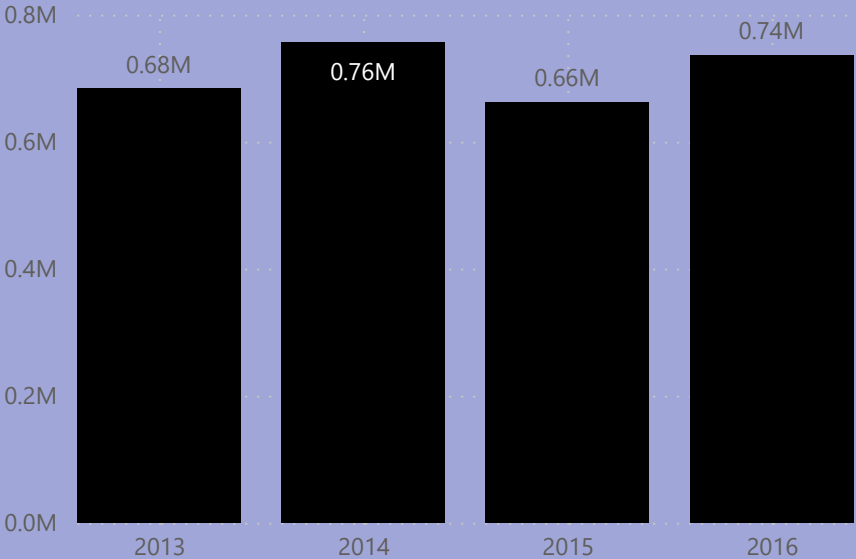


Total Unit_Cost and Profit by Country

● Sum of Unit_Cost ● Sum of Profit



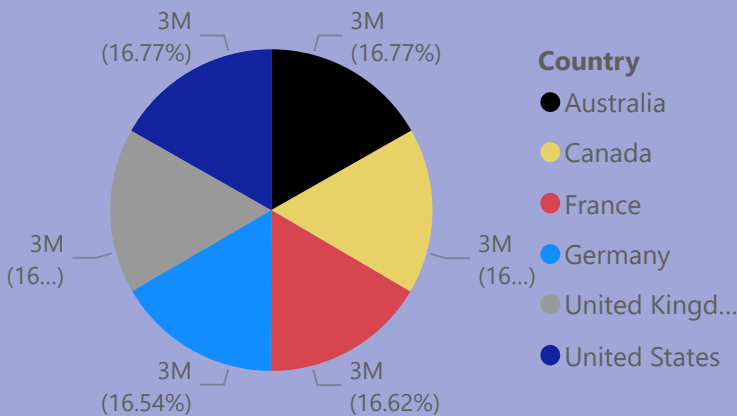
Sum of Profit by Year



Product_Category

- Accessories
- Bikes
- Clothing

Total Profit by Country



Product	Sum of Cost	Sum of Order_Quantity	Sum of Total_Sales	Sum of Profit
AWC Logo Cap	470848	67264	605376	77913
Half-Finger Gloves, S	133146	14794	355056	191760
Long-Sleeve Logo Jersey, L	531202	13979	698950	112342
Half-Finger Gloves, L	118377	13153	315672	166727
Half-Finger Gloves, M	107946	11994	287856	152834
Long-Sleeve Logo Jersey, XL	438862	11549	577450	76767
Short-Sleeve Classic Jersey, S	484848	11544	623376	74388
Long-Sleeve Logo Jersey, M	431110	11345	567250	92940
Long-Sleeve Logo Jersey, S	414048	10896	544800	79630
Short-Sleeve Classic Jersey, L	438270	10435	563490	64909
Women's Mountain Shorts, M	268242	10317	722190	394913
Racing Socks, M	28587	9529	85761	49084
Women's Mountain Shorts, S	241098	9273	649110	355188
Short-Sleeve Classic Jersey, XL	388248	9244	499176	58878
Short-Sleeve Classic Jersey, M	383586	9133	493182	43713
Total	5531435	254743	9255476	2839447

KEY FINDINGS

The analysis shows the highest profit in 2014 as well as significant rise in the amount of quantity sold in the year. There was no much difference in the amount of sales in all the five countries. The product category shows there was over twenty million sales in the bike category which represent over 60% of the overall sales.