



1/01/2015



30/06/2020



Sub Category

All



REVENUE

\$8.14M

Goal: \$7.56M (+7.68%)

PROFIT

\$4.07M

Goal: \$3.83M (+6.23%)

PROFIT MARGIN

50.03%

Goal: 0.51 (-1.34%)

PRODUCT DETAIL

Product New	Total Orders	Total Revenue	Profit Margin
S-Works TT Helmet, Anniversary Edition	6,156	\$23,066,660	68.09%
S-Works TT Helmet	6,056	\$21,709,350	66.67%
Hydration Pack, 2.95L	15,859	\$16,617,683	61.53%
Trek-150 Red, 62	1,067	\$8,867,429	39.91%
GT MTB-200 Black, 38	1,622	\$8,284,583	45.97%
GT MTB-200 Green, 38	1,482	\$7,556,890	45.96%
Trek-150 Red, 52	938	\$7,553,874	39.91%
Trek-150 Red, 56	902	\$7,412,471	39.91%
GT MTB-200 Green, 42	1,413	\$7,327,674	45.96%
Trek-150 Red, 48	819	\$6,910,120	39.91%
GT MTB-200 Black, 46	1,334	\$6,790,446	45.97%
GT MTB-200 Black, 42	1,246	\$6,456,294	45.97%
Specialized Helmet	5,538	\$6,078,841	49.99%
GT MTB-200 Green, 46	1,157	\$5,935,488	45.96%
Trek-150 Red, 44	531	\$4,461,623	39.91%
Trek-250 Black, 52	578	\$3,511,275	36.96%
Multi-tool	6,349	\$3,489,762	79.10%
Trek-250 Red, 58	495	\$2,863,391	36.96%
Trek-250 Black, 58	443	\$2,627,104	36.96%
Trek-250 Black, 44	418	\$2,550,883	36.96%
Trek-350-W Yellow, 48	624	\$2,531,496	36.94%
Schwinn Touring-1000 Yellow, 50	456	\$2,486,798	38.43%
Trek-250-W Yellow, 42	502	\$2,421,816	36.94%
Total	161,005	\$250,169,518	49.79%

REVENUE BY COUNTRY

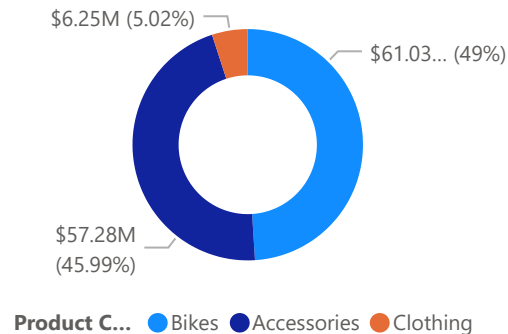


Pacific

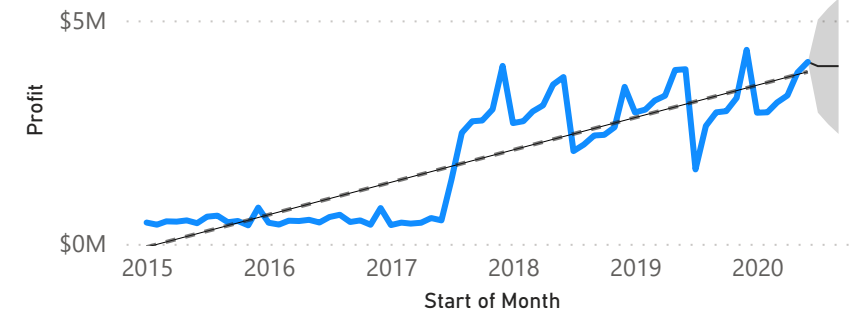
North America

Europe

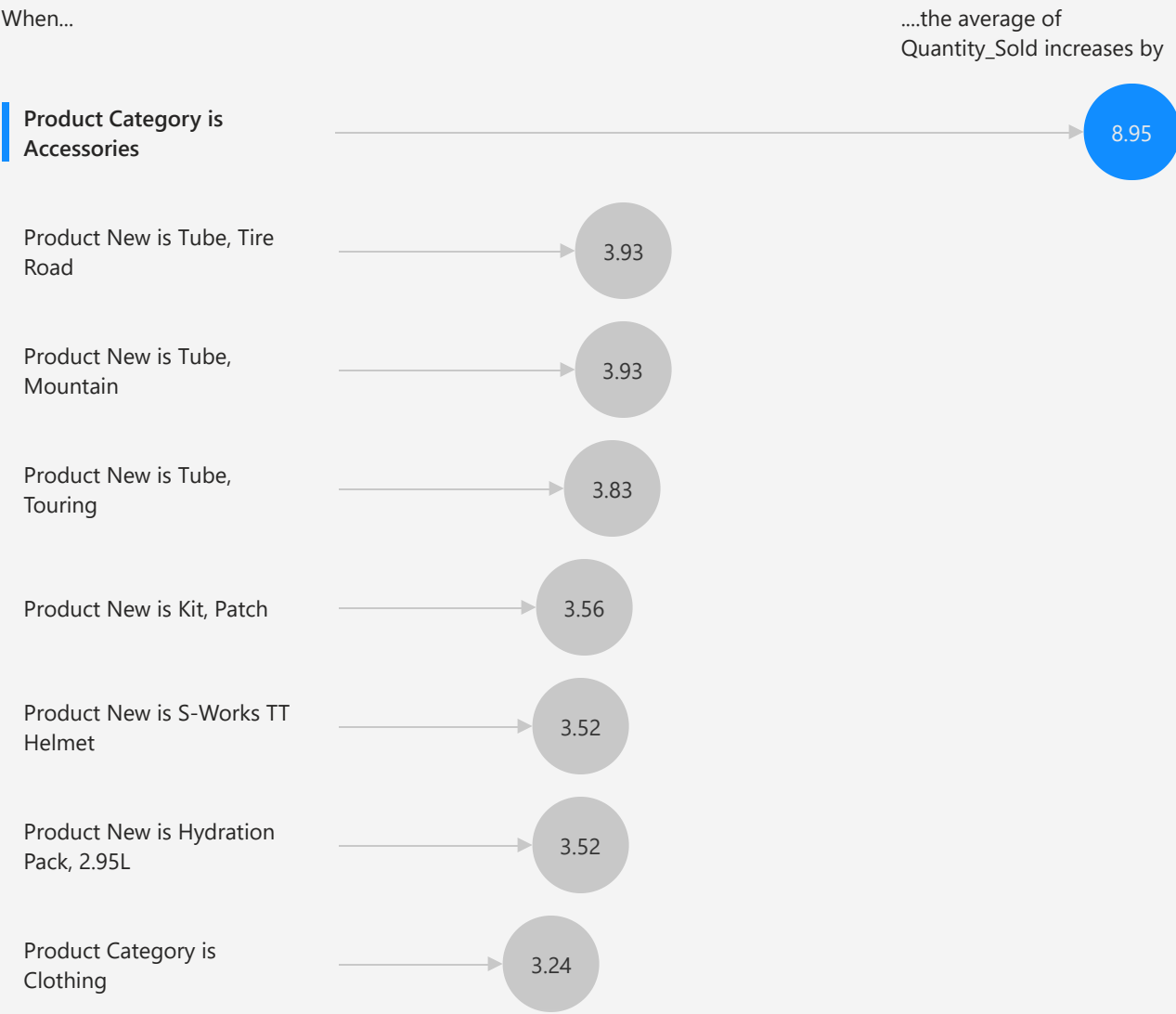
PROFIT BY CATEGORY



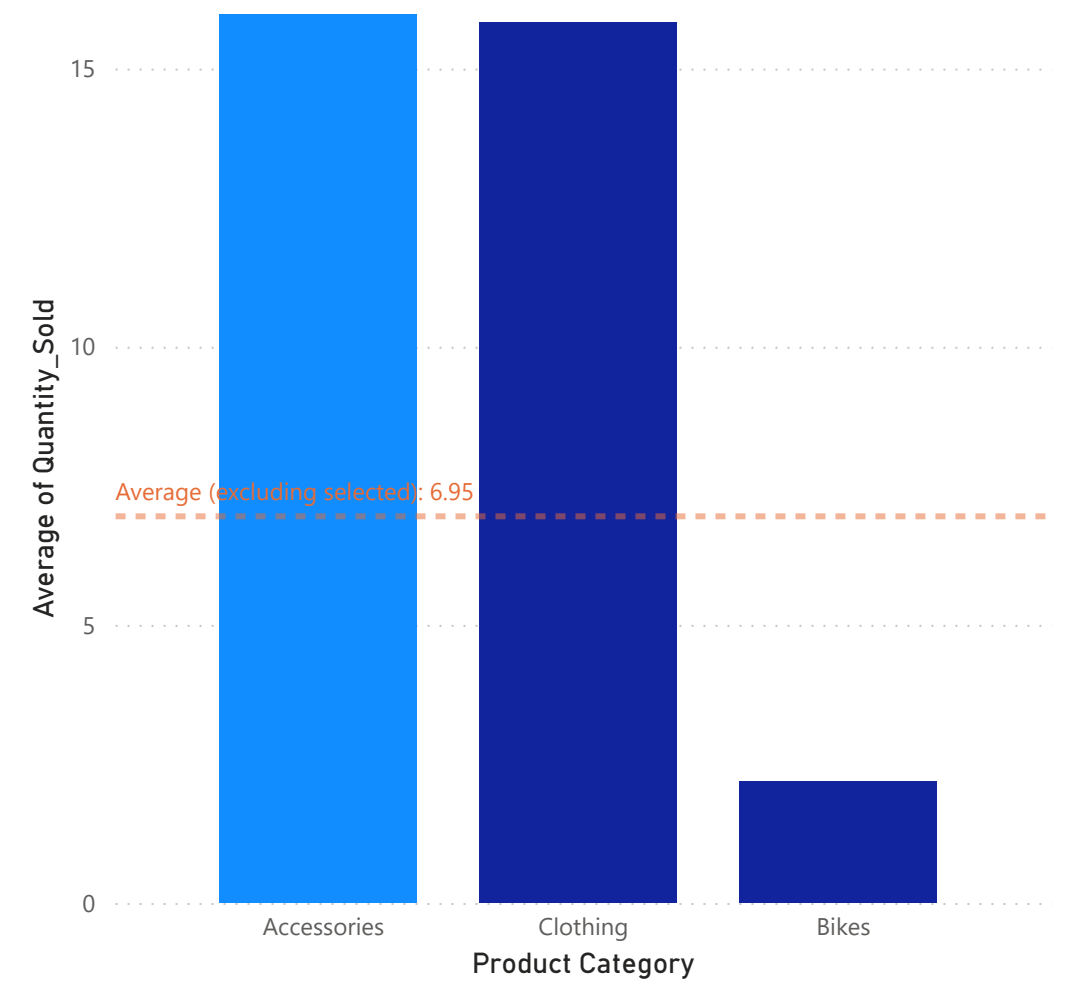
PROFIT BY PERIOD



What influences Quantity_Sold to Increase ?



← Quantity_Sold is more likely to increase when Product Category is Accessories than otherwise (on average).



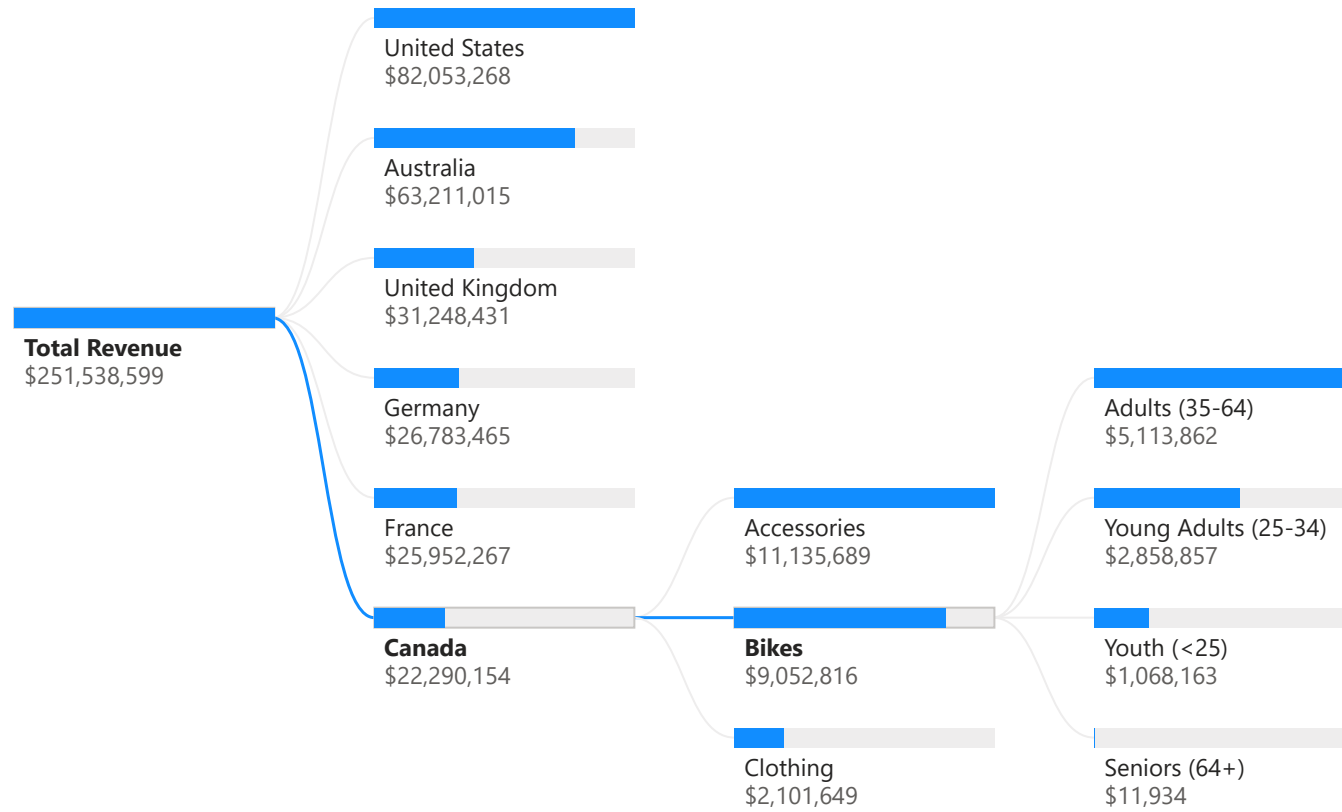
☐ Only show values that are influencers



Country x
Canada

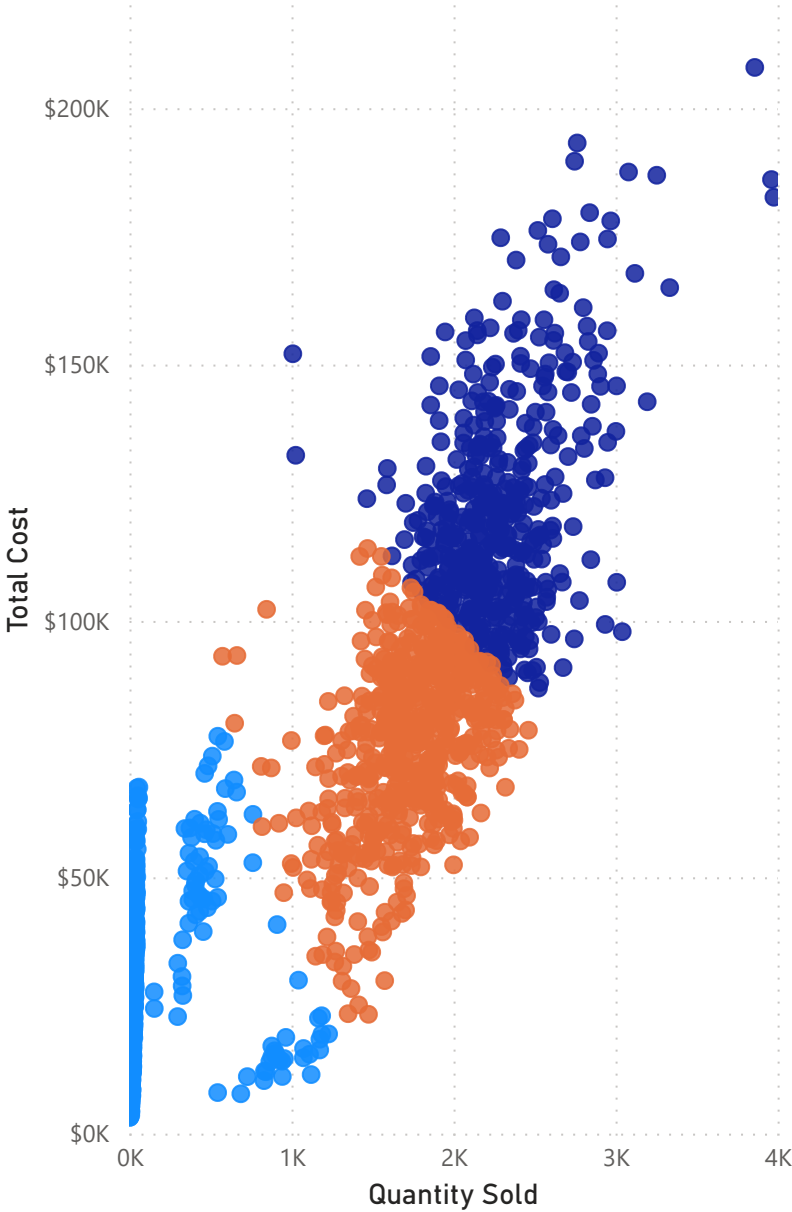
Product Category x
Bikes

Age Group x

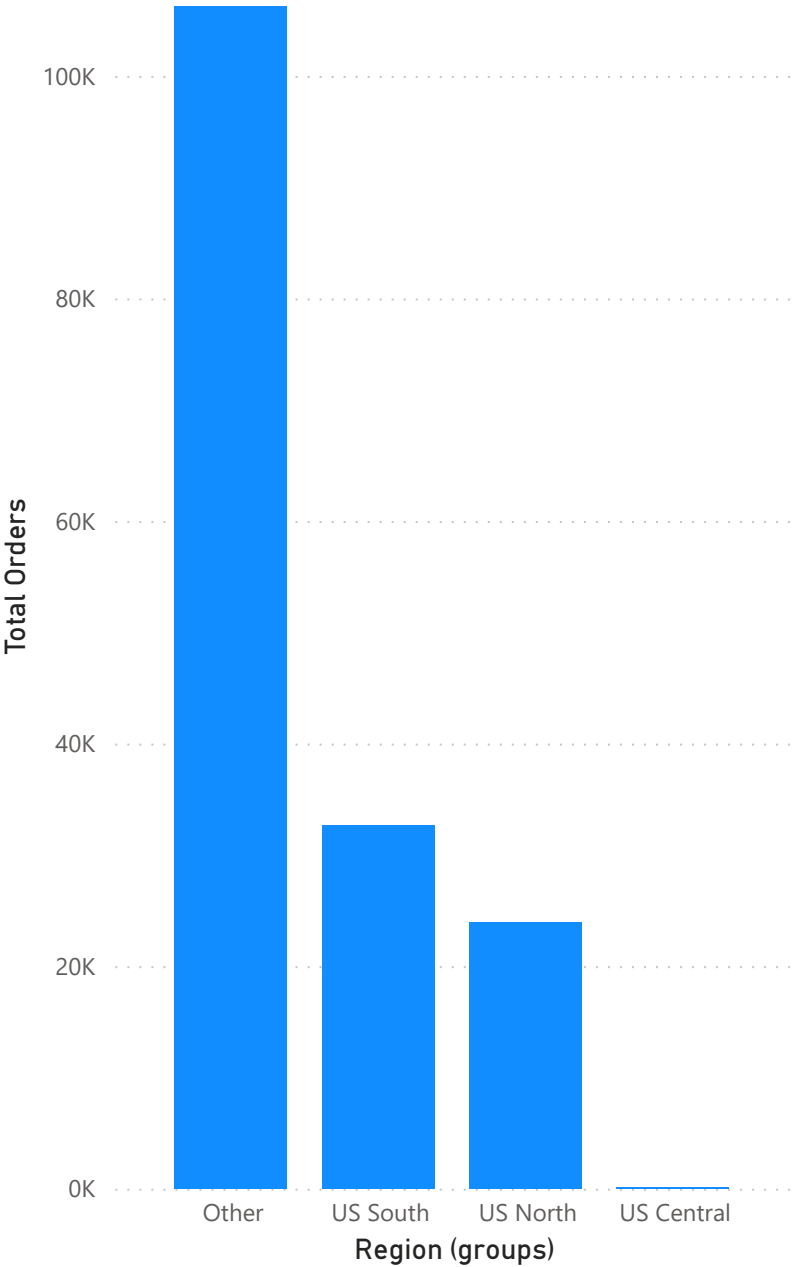


Quantity Sold and Total Cost by Date and Date (clusters)

Date (clusters) Cluster1 Cluster2 Cluster3



Total Orders by Region (groups)



Count of Quantity_Sold by Quantity_Sold (bins)

