

CategoryName

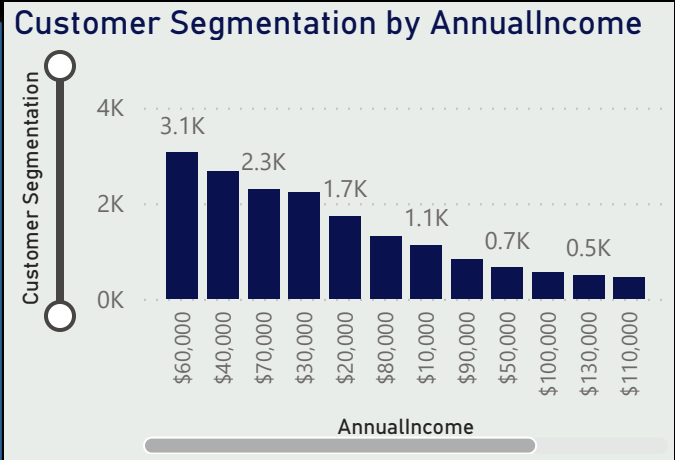
All

SubcategoryName

All

ProductName

All



Total Revenue

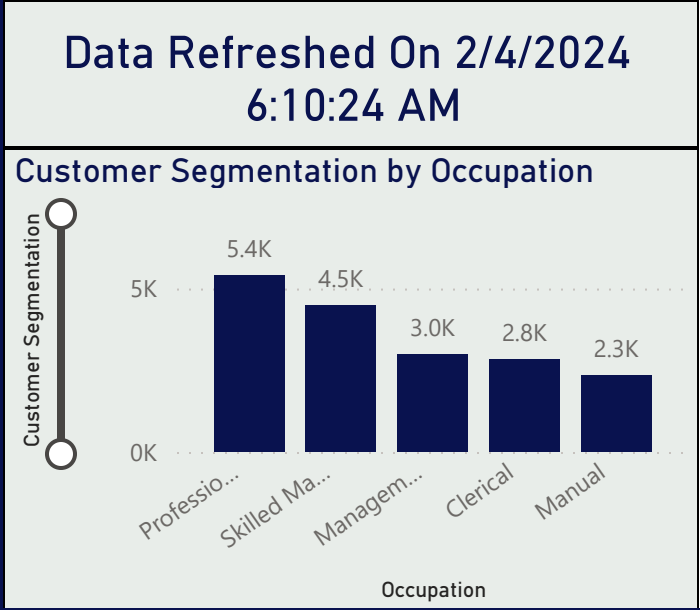
\$24.91M

Average Customer Lifetime Value...

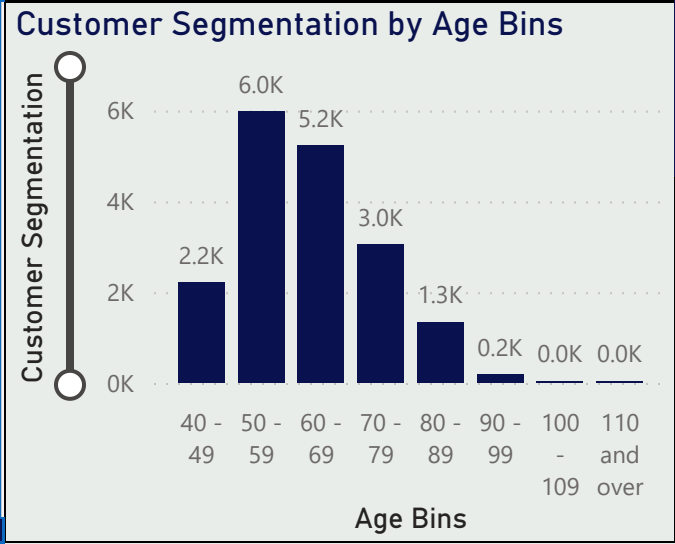
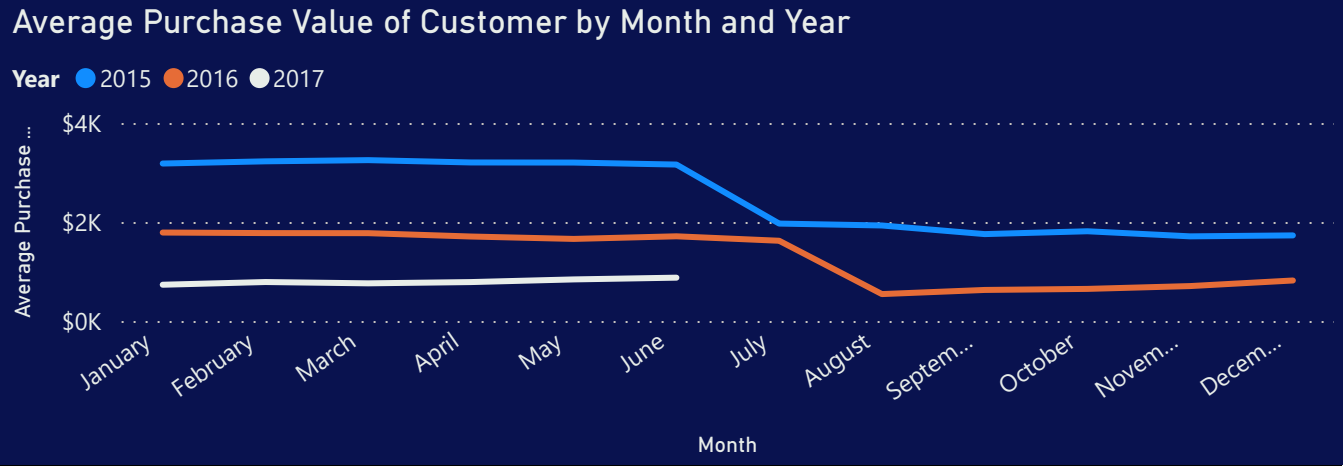
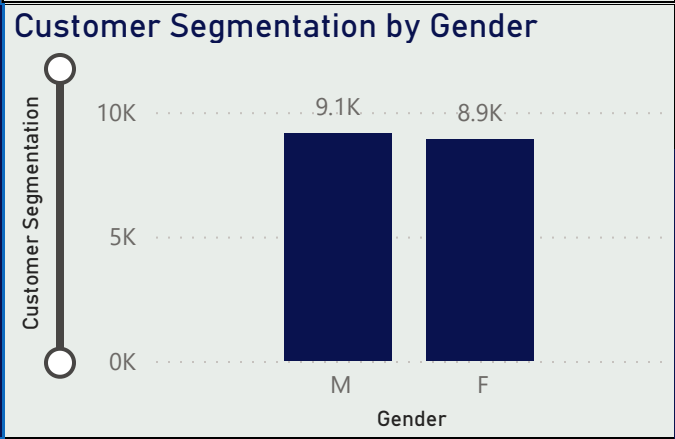
\$2,021.34

Average Purchase Value of Customer

\$1,430.56



Tailoring Marketing to Cycling Enthusiasts



Total Revenue Matrix using Customer Segmentation				
Gender	Accessories	Bikes	Clothing	Total
F	\$444,743.57	\$11,892,647.52	\$177,660.28	\$12,515,051.37
M	\$455,243.00	\$11,603,237.61	\$185,140.76	\$12,243,621.37
Total	\$899,986.57	\$23,495,885.13	\$362,801.05	\$24,758,672.74

Continent, Country, Region

All

CustomerKey

All

Total Profit

\$10.46M

Revenue by Customer

\$24.91M

Product Penetration Rate by Territory

0.72%


Product Rank by Sales

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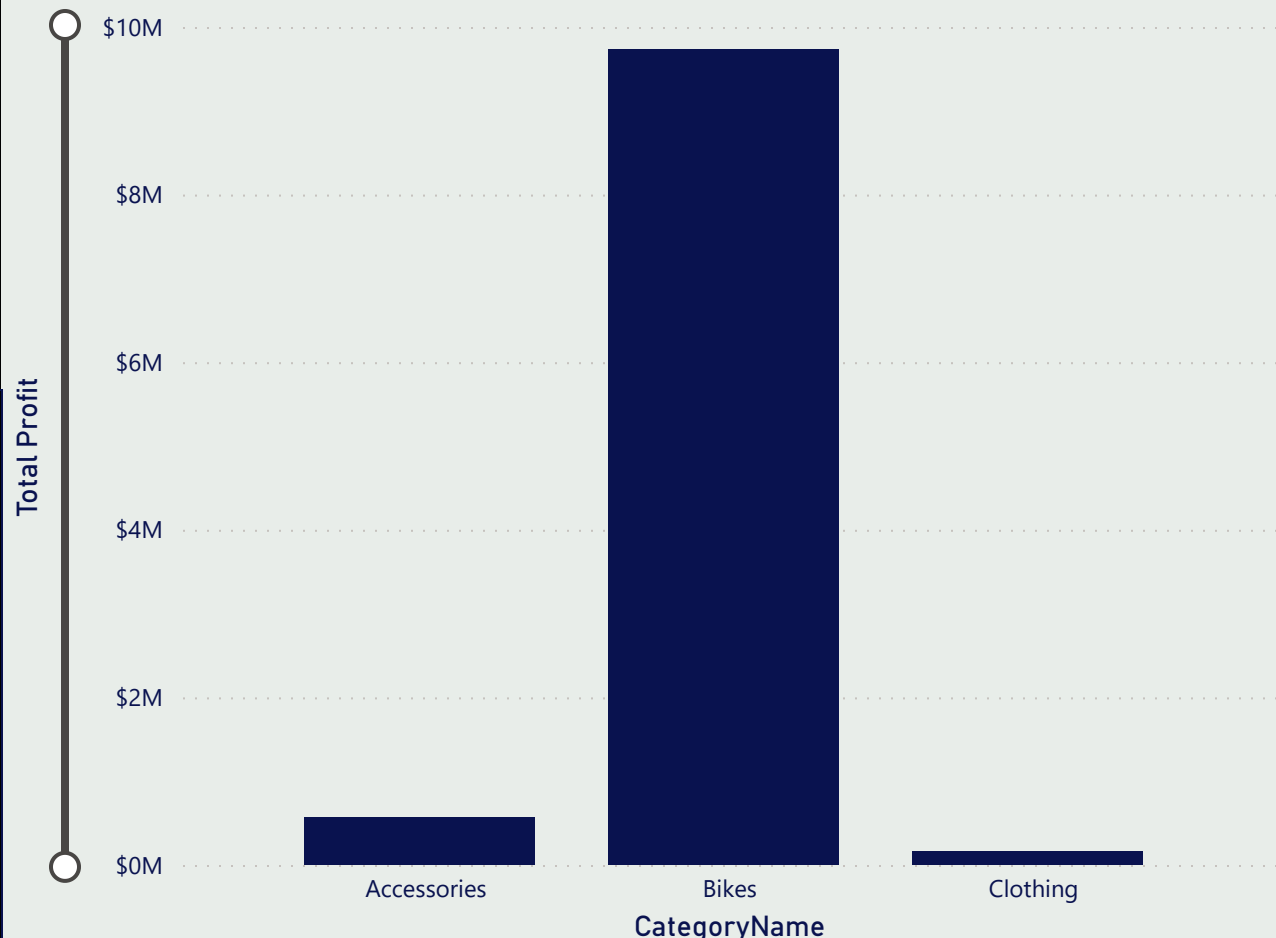
Most Bought Product with Quantity

Water Bottle - 30 oz. - 7967

Expanding Reach in Untapped Territories



Total Profit by CategoryName

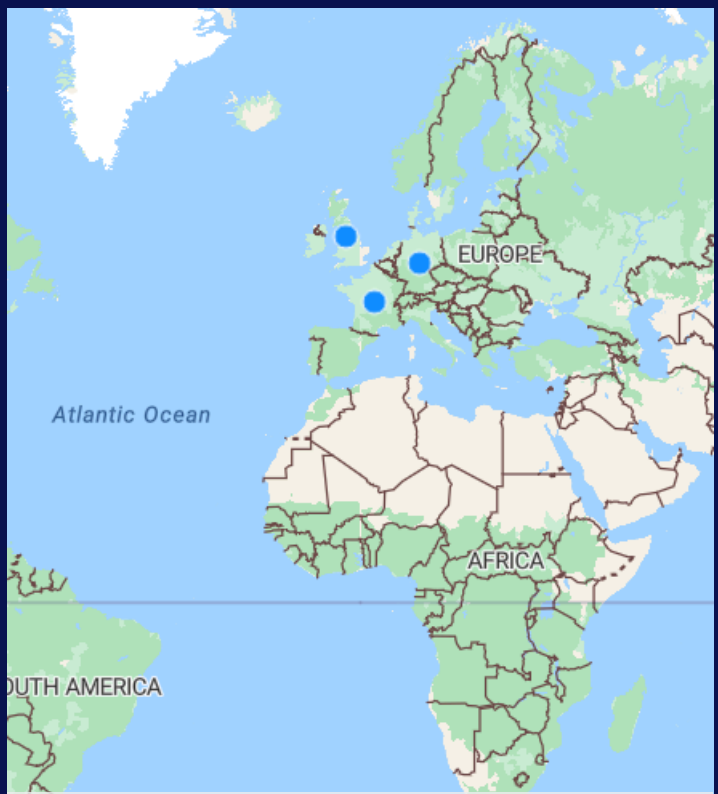


CategoryName	Total Profit
Accessories	~\$0.5M
Bikes	~\$9.5M
Clothing	~\$0.2M

Territory Distribution by Country and Continent

Continent

● Europe ● North America ● Pacific



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CategoryName

All

SubcategoryName

All

ProductName

All

Return Rate

2.15%

Days Since Last Return

0

Average Days to Return

167

Top Reason for Returns

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Reducing Returns Through Quality Feedback

