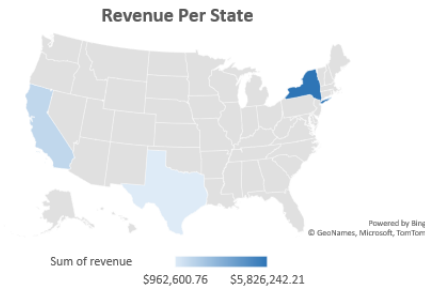# EXECUTIVE DASHBOARD

Years
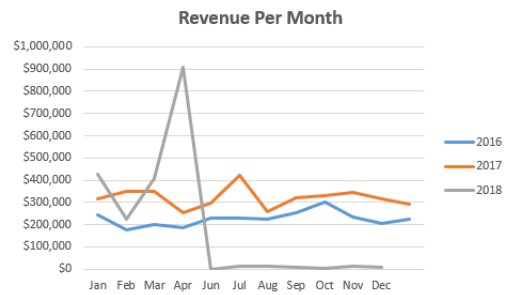
- 2016
- 2017
- 2018

state

- CA
- NY
- TX

store_name

- Baldwin Bikes
- Rowlett Bikes
- Santa Cruz Bikes
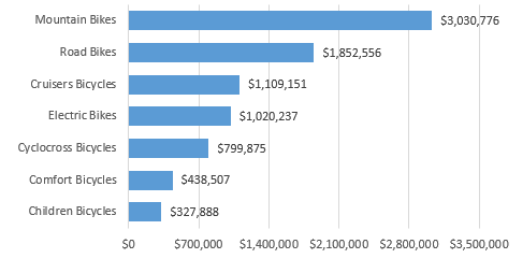
Total Revenue

Year	Revenue
2016	~$2,700,000
2017	~$3,850,000
2018	~$2,000,000

Revenue Per Month

Legend: 2016, 2017, 2018

Revenue Per State

Sum of revenue
$962,600.76 — $5,826,242.21

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Revenue Per Store

- Santa Cruz Bikes 21%
- Rowlett Bikes 11%
- Baldwin Bikes 68%

Revenue Per Brand

Brand	Revenue
Trek	$5,129,382
Electra	$1,344,144
Surly	$1,063,136
Sun	$381,920
Haro	$207,097
Heller	$193,799
Pure	$166,164
Ritchey	$88,499
Strider	$4,850
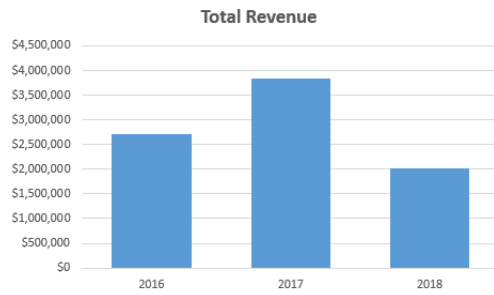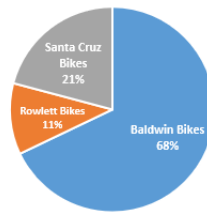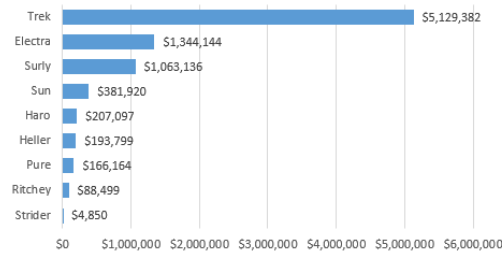
Revenue Per Product Category

Category	Revenue
Mountain Bikes	$3,030,776
Road Bikes	$1,852,556
Cruisers Bicycles	$1,109,151
Electric Bikes	$1,020,237
Cyclocross Bicycles	$799,875
Comfort Bicycles	$438,507
Children Bicycles	$327,888

Top 10 Customers

Customer	Revenue
Pamelia Newman	$37,802
Abby Gamble	$37,501
Sharyn Hopkins	$37,139
Lyndsey Bean	$35,858
Emmitt Sanchez	$34,504
Melanie Hayes	$34,391
Debra Burks	$30,646
Elinore Aguilar	$29,662
Corrina Sawyer	$29,215
Shena Carter	$27,619

Revenue Per Sales Rep

Sales Rep	Revenue
Marcelene Boyer	$2,938,889
Venita Daniel	$2,887,353
Genna Serrano	$952,722
Mireya Copeland	$837,424
Kali Vargas	$516,695
Layla Terrell	$445,906