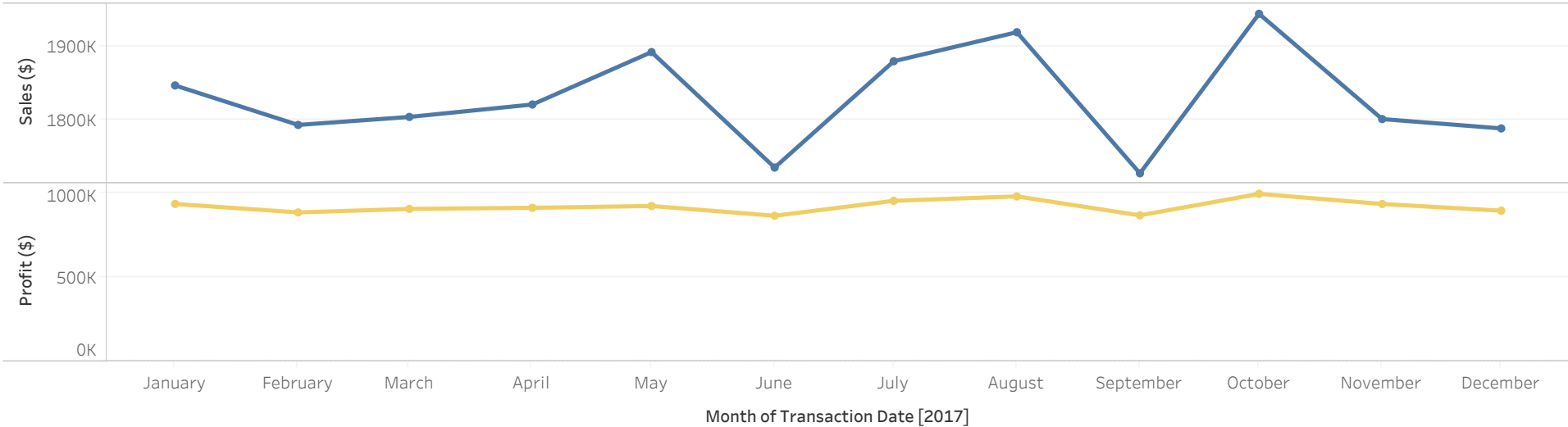


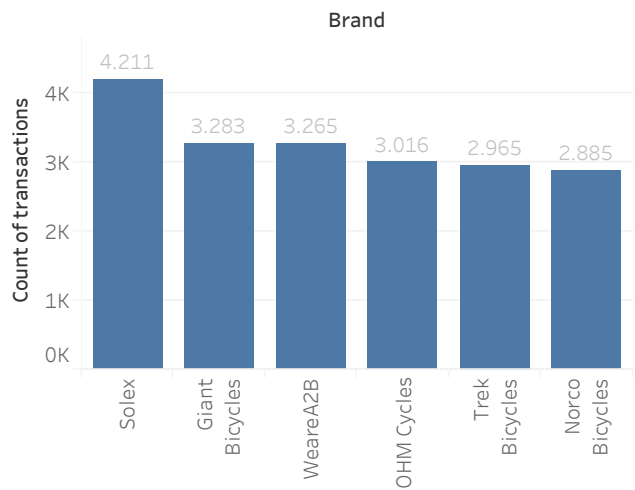
SPROCKET  
CENTRAL

Executive Overview  
Profitability

Sales (\$)	Profit (\$)	Profit Ratio	Sales per Customer (\$)	Quantity
21,954,197	11,046,205	50,31%	5,490	19,821



Bike Sold



What If Forecast Based on All Sales

Brand		Transaction Date			
		Q1	Q2	Q3	Q4
Giant Bicycles	Sales (\$)	950,252	1,036,753	1,017,646	1,046,579
	Sales Forecast (\$)	1,354,109	1,477,373	1,450,146	1,491,376
Norco Bicycles	Sales (\$)	683,110	657,730	621,740	666,209
	Sales Forecast (\$)	973,432	937,265	885,979	949,348
OHM Cycles	Sales (\$)	750,518	718,371	757,531	735,911
	Sales Forecast (\$)	1,069,489	1,023,679	1,079,481	1,048,673
Solex	Sales (\$)	1,118,857	1,101,685	1,129,382	1,093,255
	Sales Forecast (\$)	1,594,371	1,569,901	1,609,369	1,557,888
Trek Bicycles	Sales (\$)	870,196	894,329	902,325	838,259
	Sales Forecast (\$)	1,240,030	1,274,419	1,285,813	1,194,519
WeareA2B	Sales (\$)	1,004,216	983,819	1,036,397	1,093,559
	Sales Forecast (\$)	1,431,008	1,401,942	1,476,865	1,558,322

Measure Names

Sales (\$)

Sales Forecast (\$)

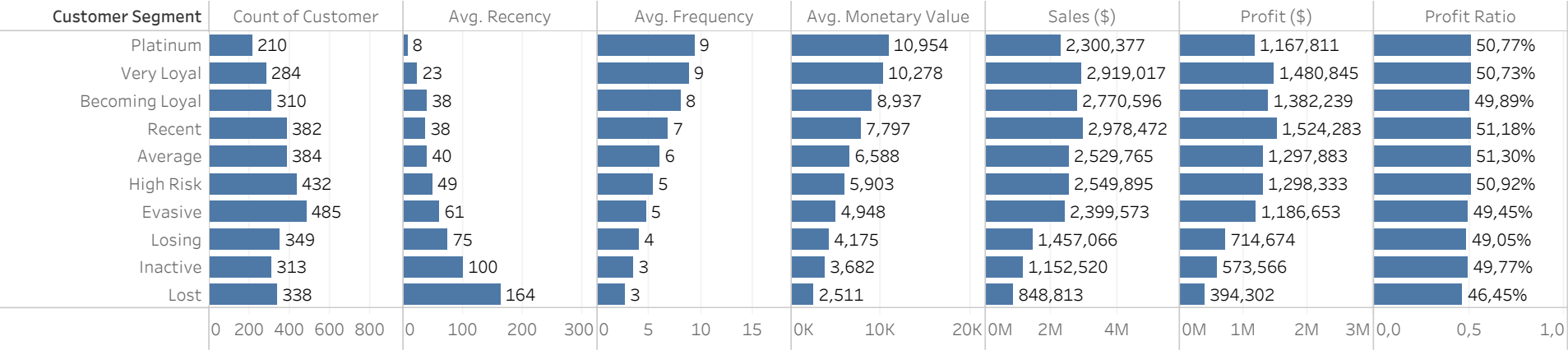
New Business Growth

50%

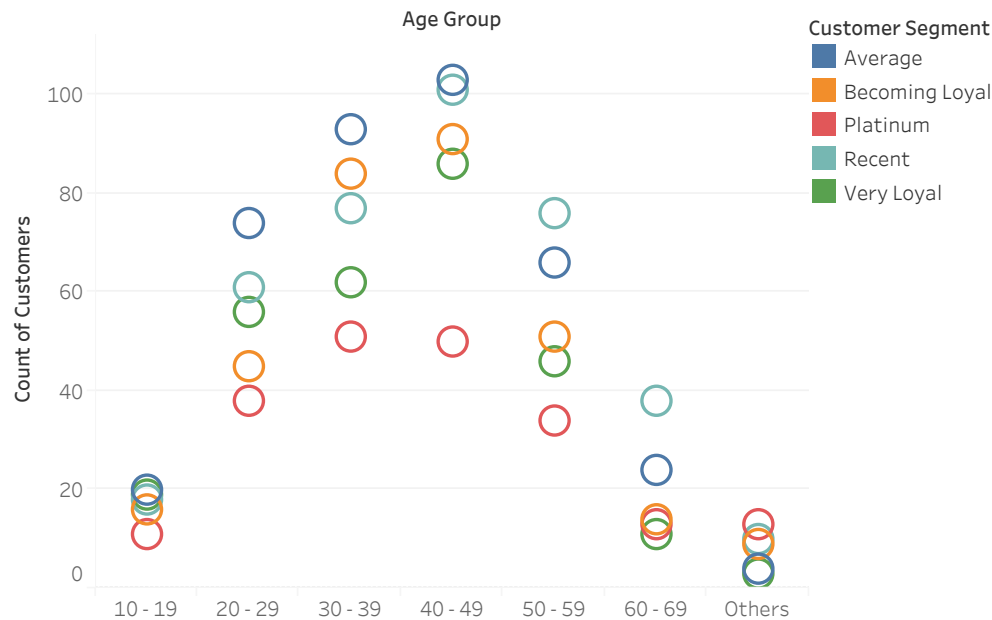
Churn Rate

5,00%

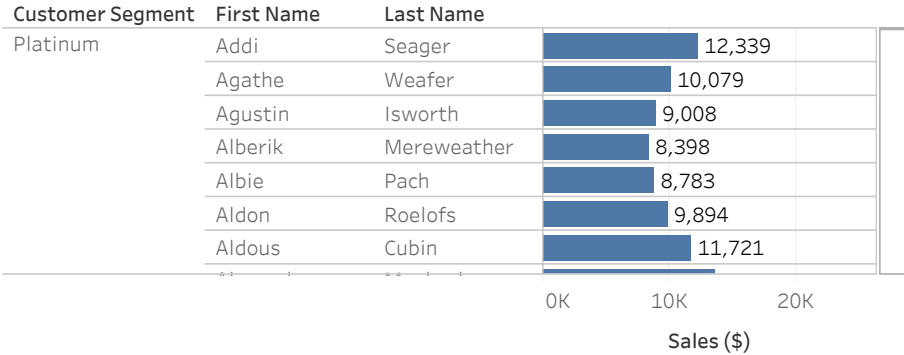
Customers Segmentation with RFM Analysis



Customer Segment by Age Group



List Name of Top 5 Customer Segment (Platinum to Average)



Count of Customers (Customer Segment/State)

