

# PLATOON BIKE SALES BREAKDOWN

FROM YEAR 2011 TO YEAR 2016.

\$53M

Total Cost

\$95M

Total Revenue(Gen)

\$32M

Sum of Profit(Gen)

33.8%

Gross Profit Margin

112K

Number Of Customers

30M

Total Units Sold

Countries (State...

☐ Select all

☒ Australia

☒ Canada

☒ France

☒ Germany

☒ United Kingdom

☒ United States

Customer\_Gender

☐ Select all

☐ F

☐ M

Year

☐ Select all

☐ 2011

☐ 2012

☐ 2013

☐ 2014

☐ 2015

☐ 2016

Month

☐ Select all

☐ January

☐ February

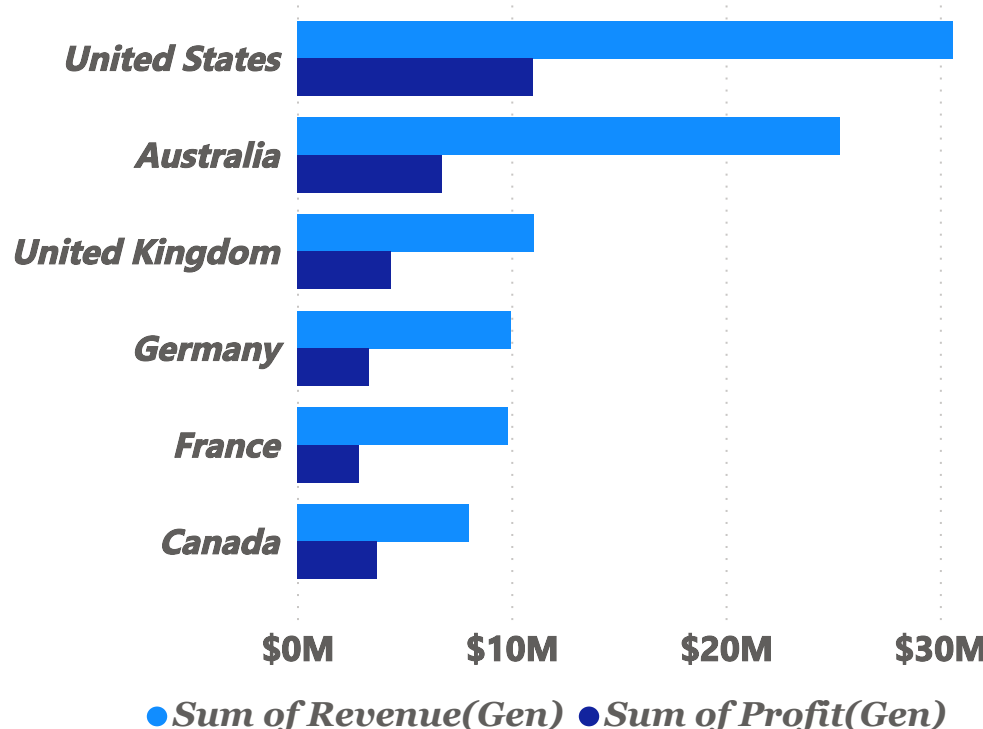
☐ March

☐ April

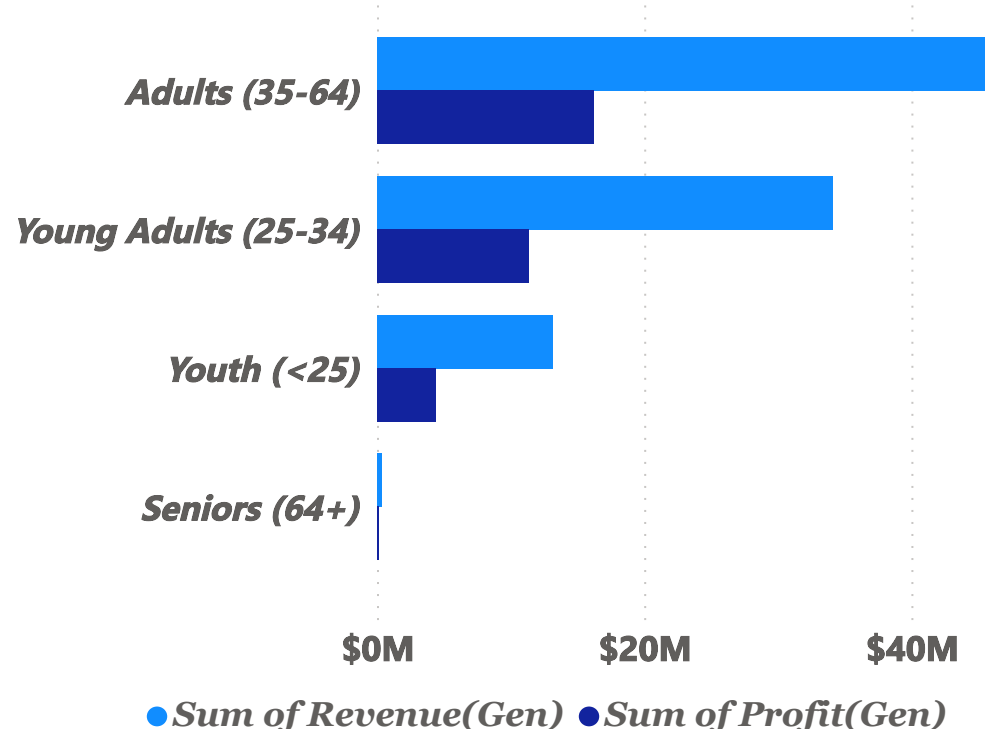
☐ May

☐ June

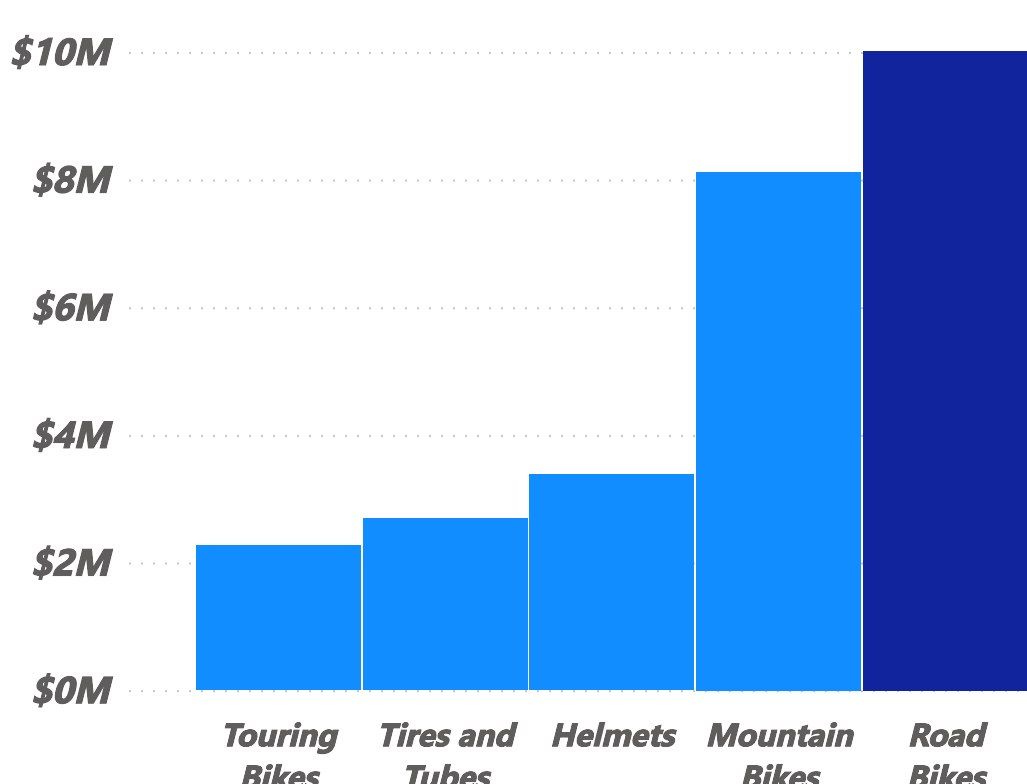
Sum of Revenue(Gen) and Sum of Profit(Gen) by Country



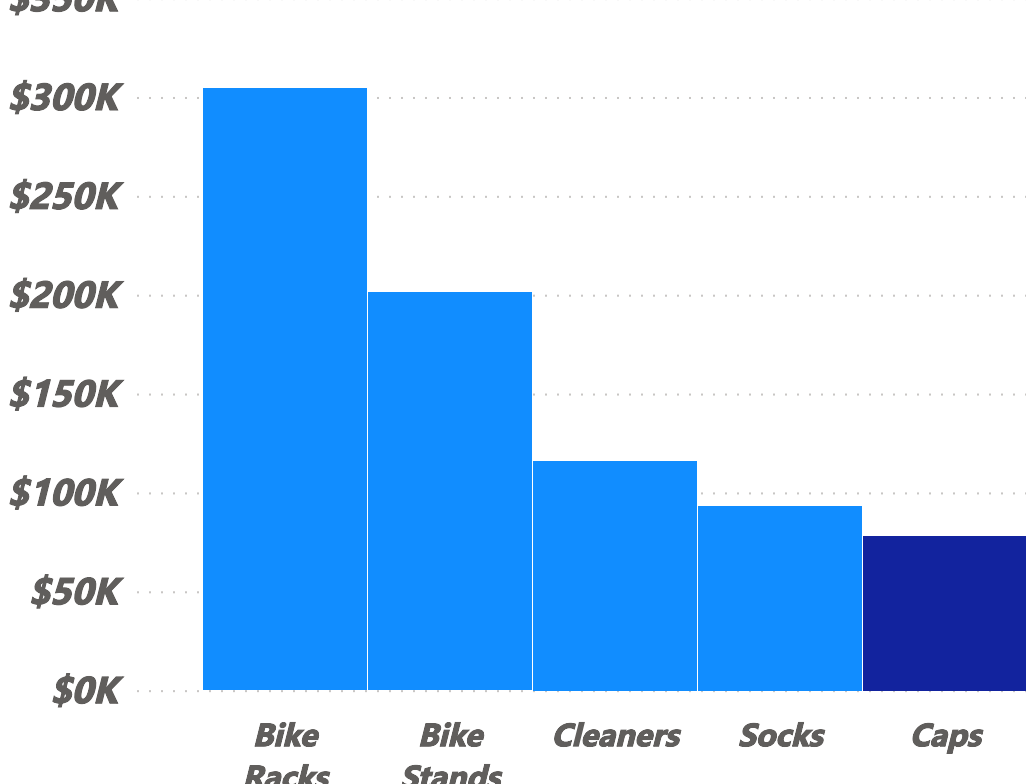
Sum of Revenue(Gen) and Sum of Profit(Gen) by Age\_Group



Top 5 Product by Sum of Profit(Gen)

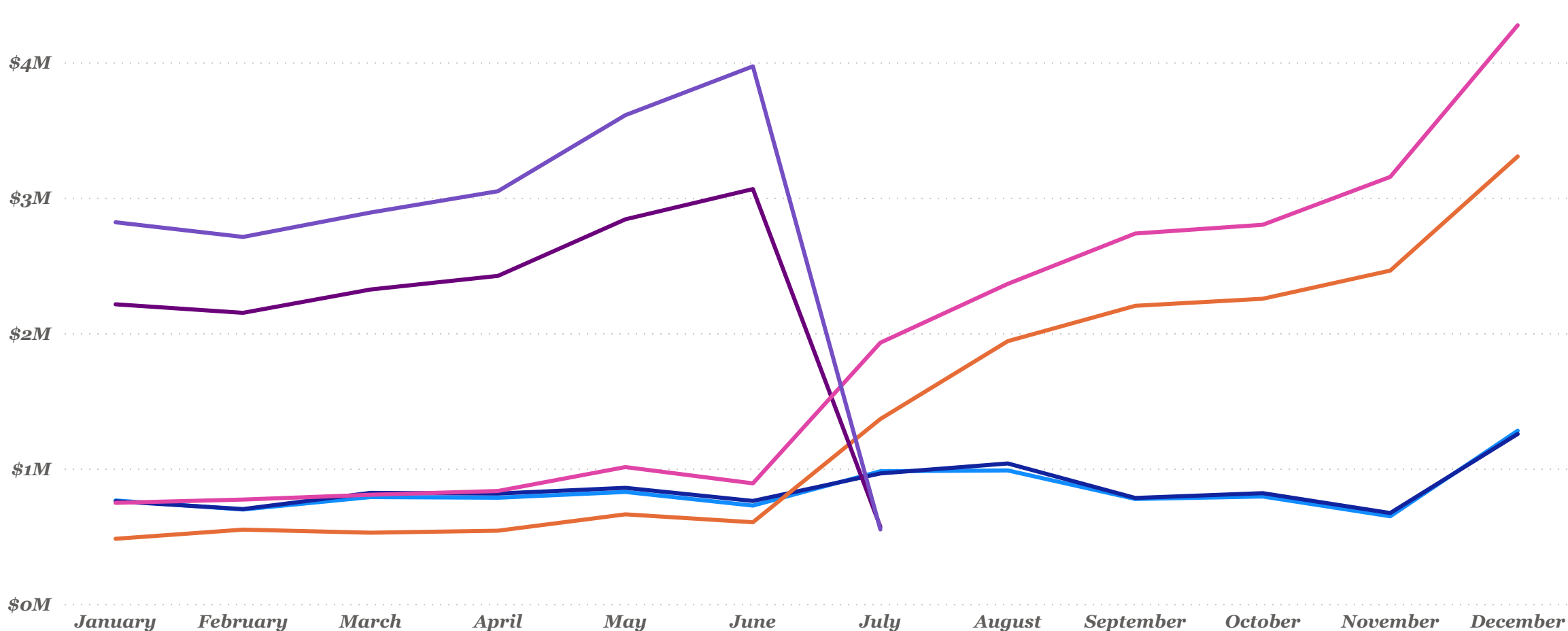


Bottom 5 Product by Sum of Profit(Gen)



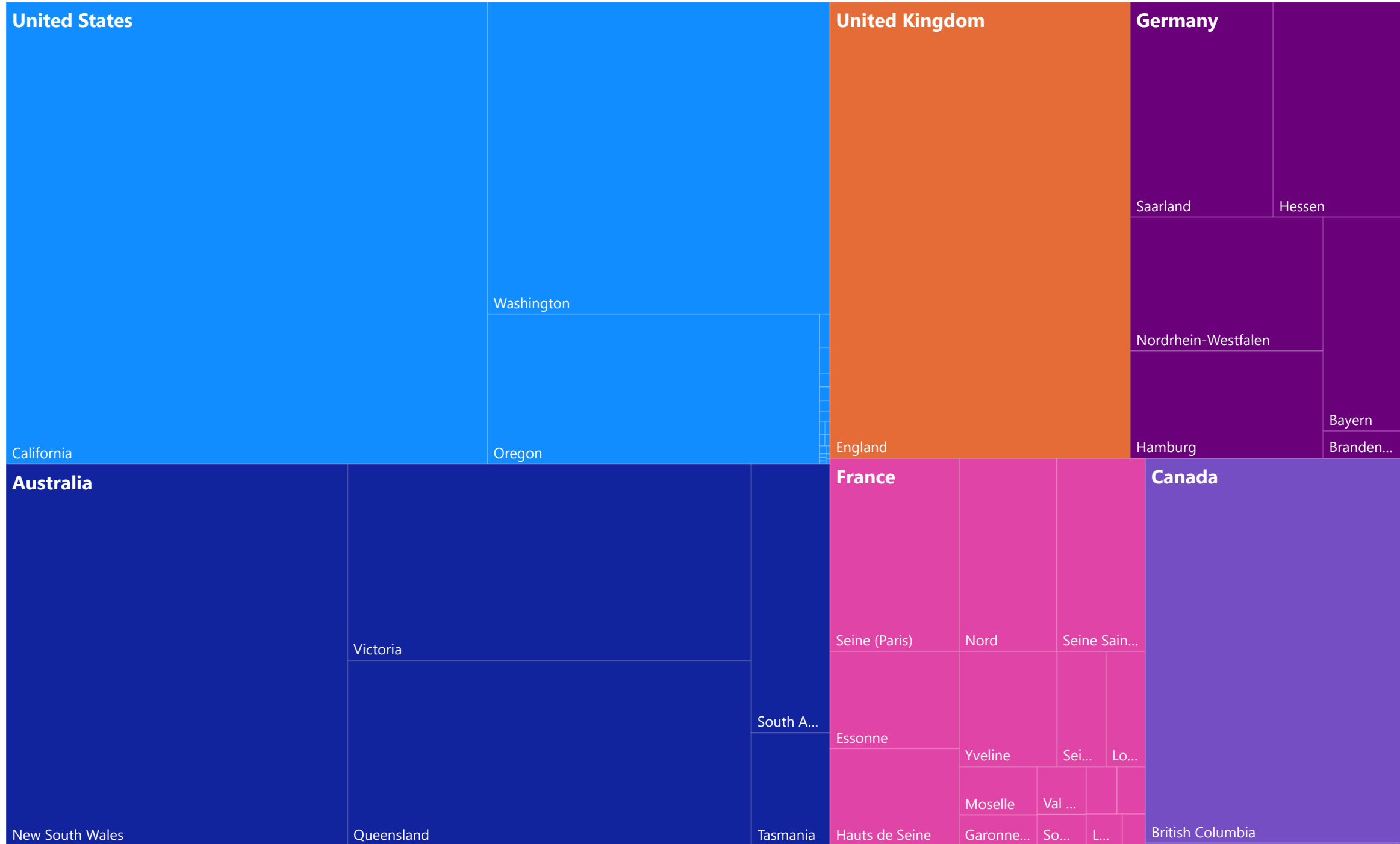
Sum of Revenue(Gen) by Month and Year

Year ● 2011 ● 2012 ● 2013 ● 2014 ● 2015 ● 2016



Treemap Showing The Size Of Revenue Generated by Each Country And Their States

● United States ● Australia ● United Kingdom ● Germany ● France ● Canada



## Further Insight Into Analysis

**1** The Data shows that United State of America as a Country generated the Highest revenue between 2011 and 2016 and Canada generated the Least revenue within this same period.

**2** Road Bikes Product generated the highest revenue (\$37million) among products sold within the period of 2011 to 2016, showing a general upward trend during these years.

**3** Caps Product generated the lowest revenue among products sold within the period of 2011 to 2016, particularly showing a downward trend in sales in the month of June and July of each year.

**4** The Data further shows that adults between the ages of 35 to 64 years brought in the highest revenue and profit within the period of 2011 to 2016.