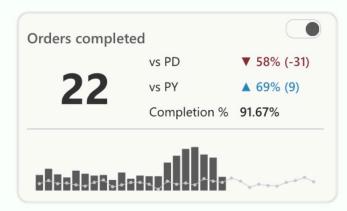
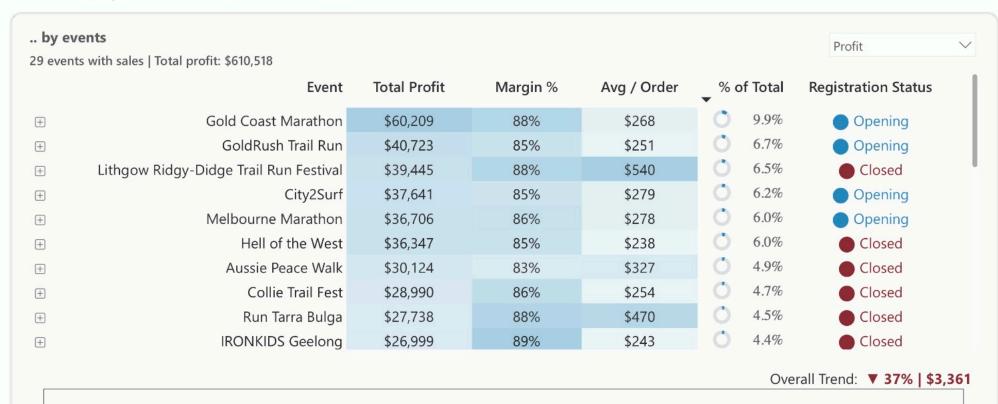
daily stats | Last date of sales: 21-03-2024 | Summary | Current date range: Last 60 days | Between 21-01-2024 and 21-03-2024



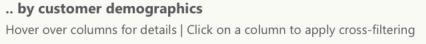








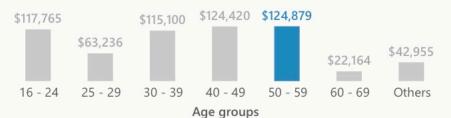




### Total spending

\$304,580 \$305,938 among 1,019 Females among 1,024 Males

\$117,765 \$115,100 \$124,420 \$124,879





30 days

60 days

14 days

7 days

3 days

daily stats | Last date of sales: 21-03-2024



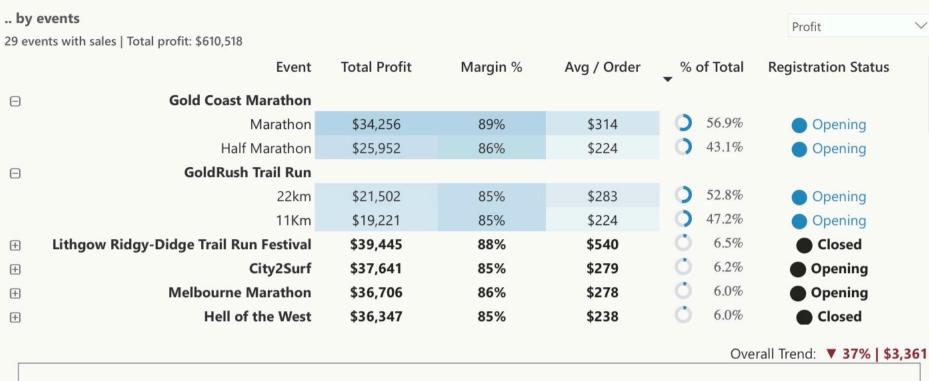


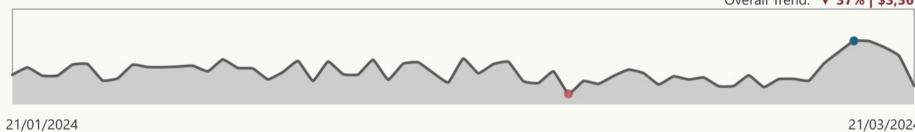


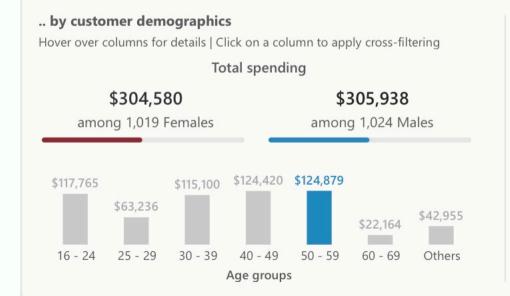


Summary | Current date range: Last 60 days | Between 21-01-2024 and 21-03-2024

30 days 60 days 14 days 7 days









21/03/2024

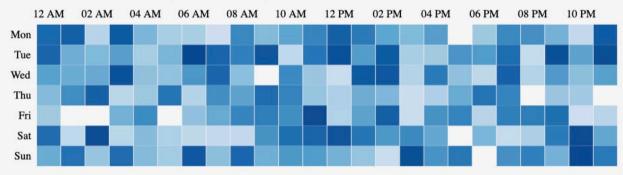
daily stats | Last date of sales: 21-03-2024 Summary | Current date range: Last 60 days | Between 21-01-2024 and 21-03-2024 **60 days** 30 days 14 days 7 days 3 days .. by events Profit Top 5 events to attract most new customers 29 events with sales | Total profit: \$610,518 City2Surf Avg / Order Margin % **Total Profit Registration Status Event** % of Total Melbourne Marathon 9.9% \$60,209 88% Gold Coast Marathon \$268 Opening +Gold Coast Marathon 6.7% GoldRush Trail Run \$40,723 85% \$251 +Opening 6.5% Lithgow Ridgy-Didge Trail Run Festival \$39,445 88% \$540 Closed +6.2% +City2Surf \$37,641 85% \$279 Opening 6.0% \$36,706 86% \$278 Opening +Melbourne Marathon 6.0% \$36,347 Closed Hell of the West 85% \$238 + Top 5 events with most orders completed 4.9% Aussie Peace Walk \$30,124 83% \$327 Closed + \$28,990 86% 4.7% City2Surf 10 Collie Trail Fest \$254 Closed +\$27,738 \$470 4.5% Run Tarra Bulga Closed 88% + Melbourne Marathon 8 **IRONKIDS** Geelong \$26,999 89% \$243 4.4% Closed +Gold Coast Marathon Overall Trend: ▼ 37% | \$3,361 Top 5 events with most tickets purchased City2Surf 25 21/01/2024 21/03/2024 15 Melbourne Marathon .. by customer demographics .. by customer types Gold Coast Marathon 11 Hover over columns for details | Click on a column to apply cross-filtering 2,043 customers purchased 5,434 tickets from 29 events New Repeat Total spending VS 973 1,070 \$305,938 \$304,580 Total customers among 1,019 Females among 1,024 Males 2,859 2,575 Top 5 most profitable events Total tickets \$2,607 City2Surf \$115,100 \$124,420 \$124,879 \$117,765 \$51,017 \$48,041 \$1,734 Total discount Melbourne Marathon \$63,236 \$42,955 \$22,164 \$1,275 Gold Coast Marathon \$323,701 \$286,818 40 - 49 50 - 59 60 - 69 Others Total spending 25 - 29 30 - 39 16 - 24

Age groups

# time series analysis & comparisons | Daily view of March 2024 Select a measure Moving AVG Period Select a month Daily Profit 7 days $\vee$ 2024 March **Daily Sales Profit Trend of March 2024** Currently viewing moving average of 7 days

## Sales Profit by Day of the Week and Time

Color scale: BOLDER colors represent HIGHER profit

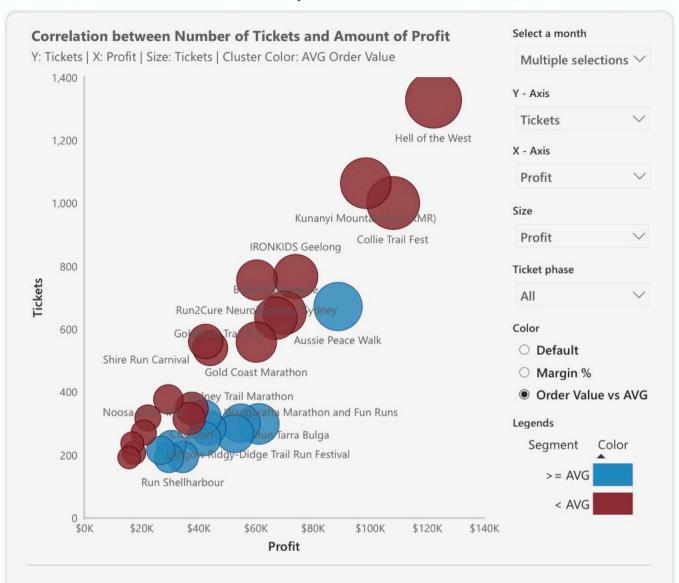


■ current year previous year increase decrease moving average

#### Month over Month Comparison of Profit

Date	Profit	vs PM %	Margin %	QTD	YTD
2024 Mar	\$210,895	□□▼ 27%	87%	\$831,263	\$831,263
2024 Feb	\$288,119	□□▼ 13%	86%	\$620,368	\$620,368
2024 Jan	\$332,250	□□▼ 0%	86%	\$332,250	\$332,250
2023 Dec	\$332,255	□□▲ 16%	86%	\$841,206	\$1.94M
2023 Nov	\$285,807	□□▲ 28%	86%	\$508,952	\$1.61M
2023 Oct	\$223,145	□□▲ 9%	86%	\$223,145	\$1.32M
2023 Sep	\$204,658	□□▲ 15%	85%	\$565,820	\$1.10M

## events performance deep dive 5 Months selected: 2024 March, 2024 February, ...



**Tickets** 

1,328

1,064

1,001

767

756

672

10%

8%

7%

6%

6%

5%

0

Profit

\$122,258

\$98,525

\$108,119

\$73,984

\$60,387

\$88,813

8%

7%

7%

5%

4%

6%

**Detailed Data Table** 

□ Collie Trail Fest

**⊞ IRONKIDS Geelong** 

⊕ Aussie Peace Walk

29 events have sales in the selected months Event

⊞ Run2Cure Neuroblastoma Sy...