

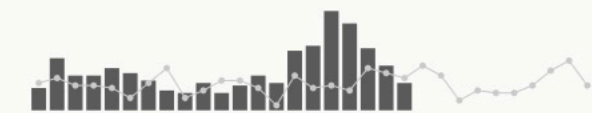
First-time Buyers

11

vs PD ▼ 39% (-7)

vs PY ▼ 15% (-2)

AVG Value \$263



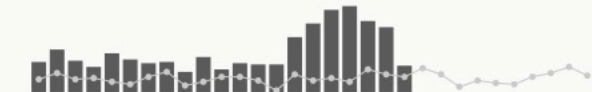
Orders completed

22

vs PD ▼ 58% (-31)

vs PY ▲ 69% (9)

Completion % 91.67%



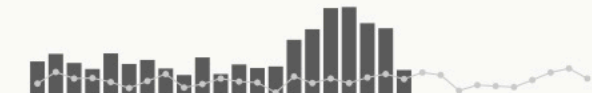
Tickets sold

51

vs PD ▼ 62% (-83)

vs PY ▲ 55% (18)

AVG / Order 2



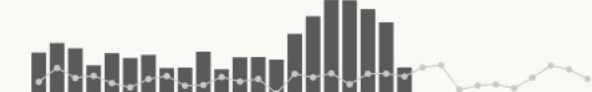
Profit (AUD \$)

5.6K

vs PD ▼ 62% (\$9.1K)

vs PY ▲ 48% (\$1.8K)

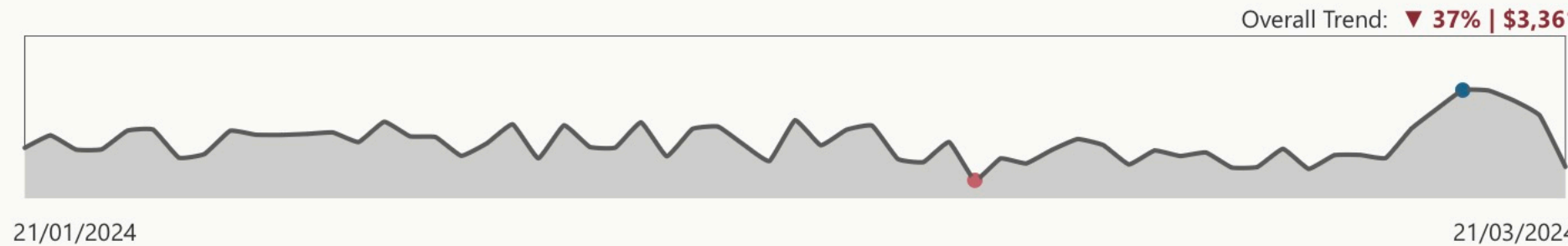
Margin % 85%



.. by events

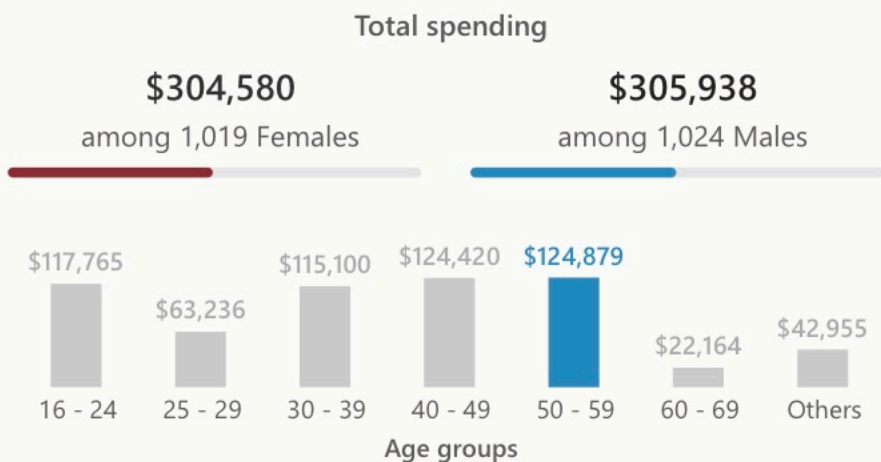
29 events with sales | Total profit: \$610,518

	Event	Total Profit	Margin %	Avg / Order	% of Total	Registration Status
+	Gold Coast Marathon	\$60,209	88%	\$268	9.9%	Opening
+	GoldRush Trail Run	\$40,723	85%	\$251	6.7%	Opening
+	Lithgow Ridgy-Didge Trail Run Festival	\$39,445	88%	\$540	6.5%	Closed
+	City2Surf	\$37,641	85%	\$279	6.2%	Opening
+	Melbourne Marathon	\$36,706	86%	\$278	6.0%	Opening
+	Hell of the West	\$36,347	85%	\$238	6.0%	Closed
+	Aussie Peace Walk	\$30,124	83%	\$327	4.9%	Closed
+	Collie Trail Fest	\$28,990	86%	\$254	4.7%	Closed
+	Run Tarra Bulga	\$27,738	88%	\$470	4.5%	Closed
+	IRONKIDS Geelong	\$26,999	89%	\$243	4.4%	Closed



.. by customer demographics

Hover over columns for details | Click on a column to apply cross-filtering



.. by customer types

2,043 customers purchased 5,434 tickets from 29 events

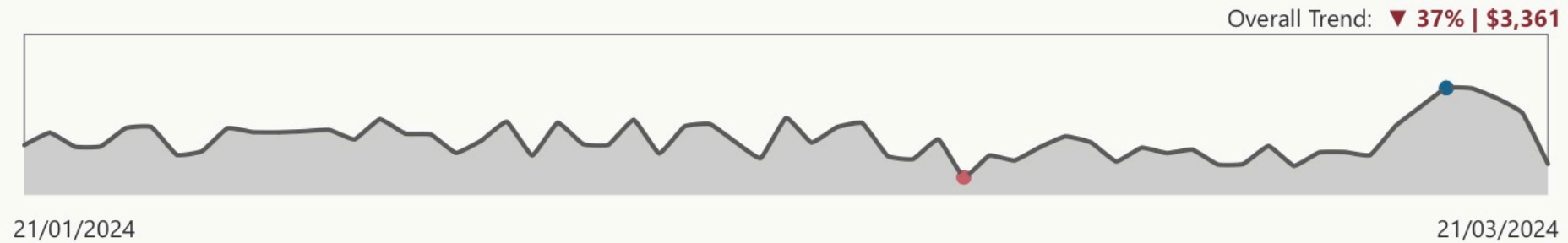




.. by events

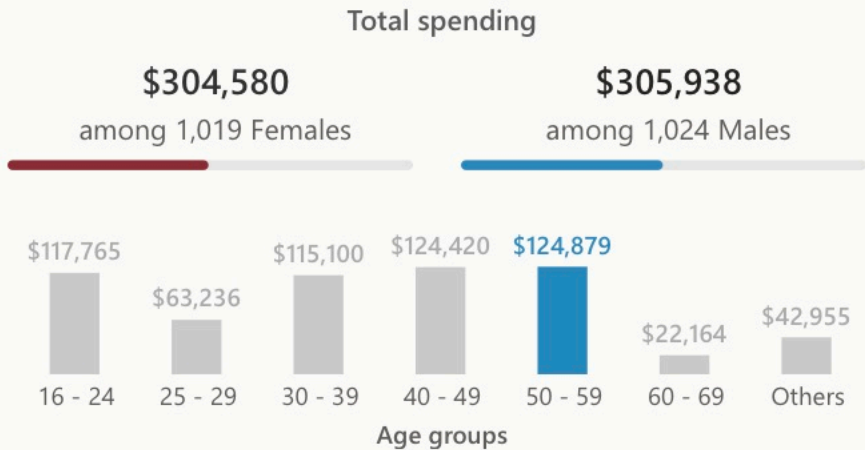
29 events with sales | Total profit: \$610,518

	Event	Total Profit	Margin %	Avg / Order	% of Total	Registration Status
☐	Gold Coast Marathon					
	Marathon	\$34,256	89%	\$314	56.9%	● Opening
	Half Marathon	\$25,952	86%	\$224	43.1%	● Opening
☐	GoldRush Trail Run					
	22km	\$21,502	85%	\$283	52.8%	● Opening
	11Km	\$19,221	85%	\$224	47.2%	● Opening
⊕	Lithgow Ridgy-Didge Trail Run Festival	\$39,445	88%	\$540	6.5%	● Closed
⊕	City2Surf	\$37,641	85%	\$279	6.2%	● Opening
⊕	Melbourne Marathon	\$36,706	86%	\$278	6.0%	● Opening
⊕	Hell of the West	\$36,347	85%	\$238	6.0%	● Closed



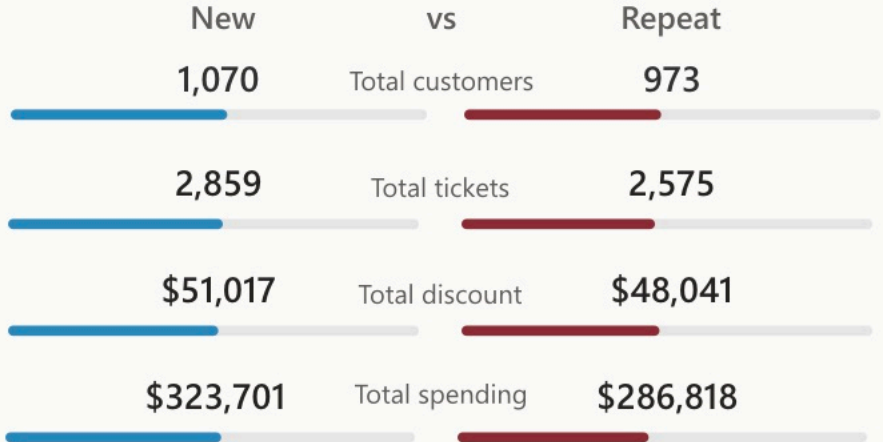
.. by customer demographics

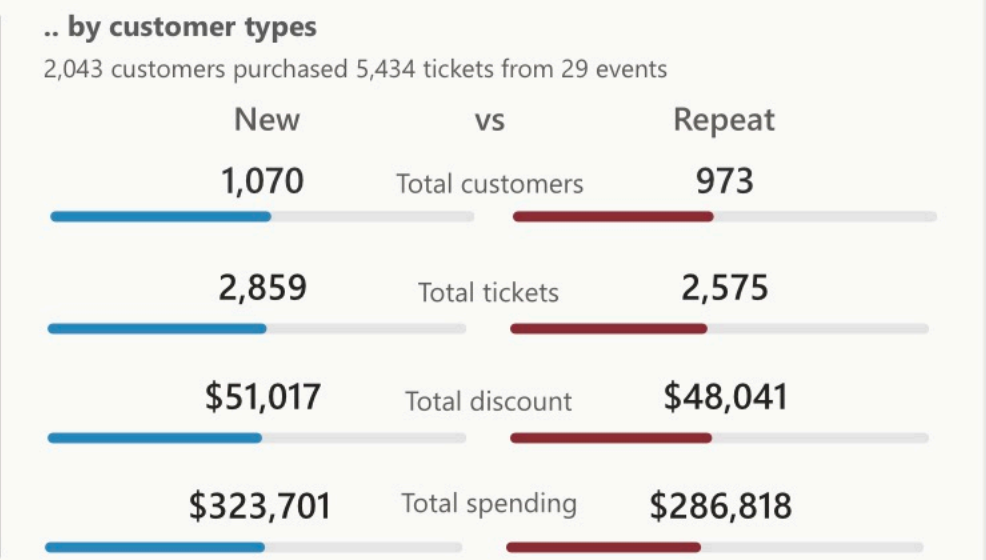
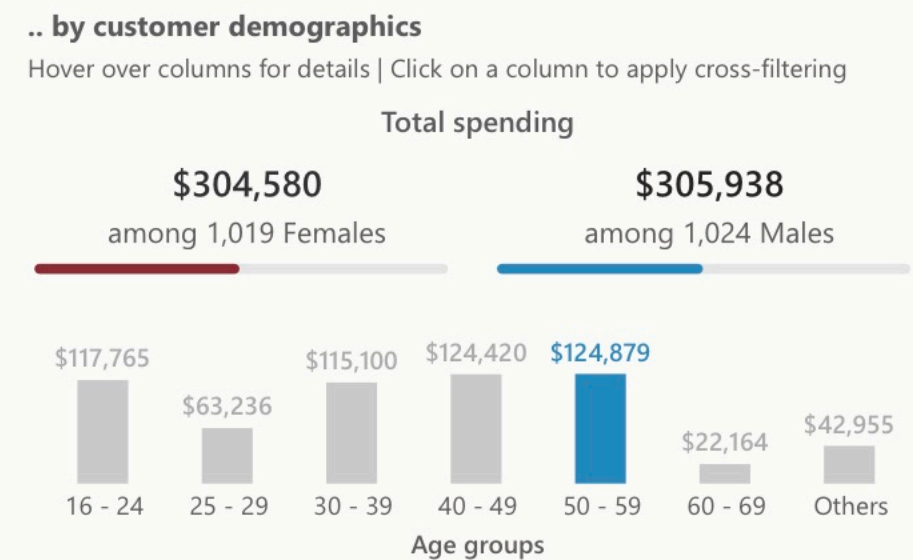
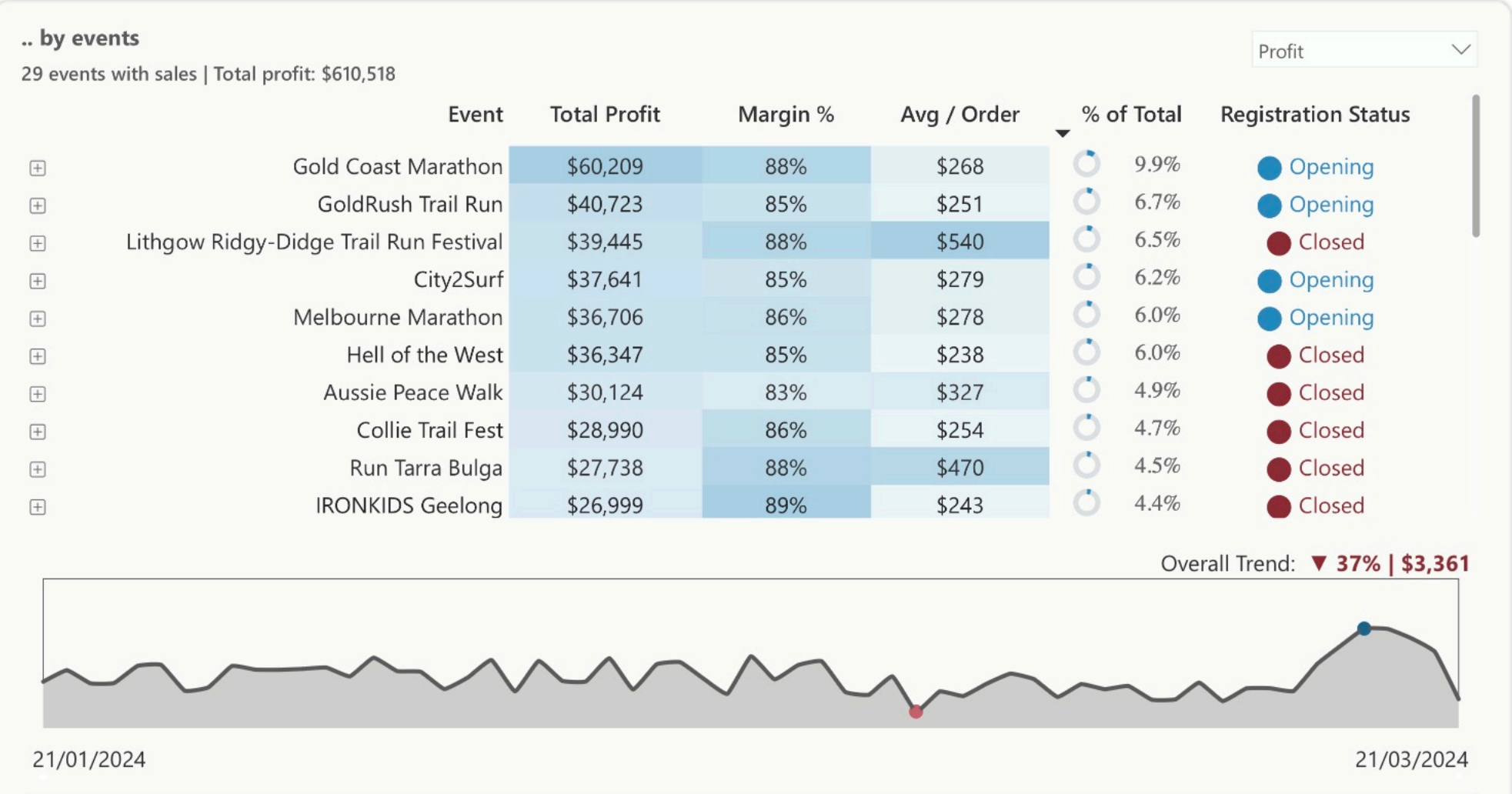
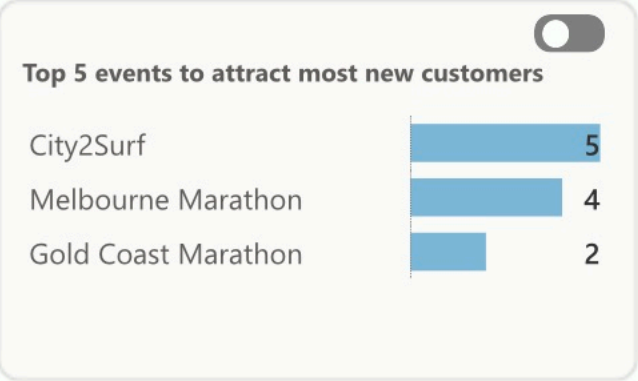
Hover over columns for details | Click on a column to apply cross-filtering



.. by customer types

2,043 customers purchased 5,434 tickets from 29 events





Daily

Select a measure

Moving AVG Period

Select a month

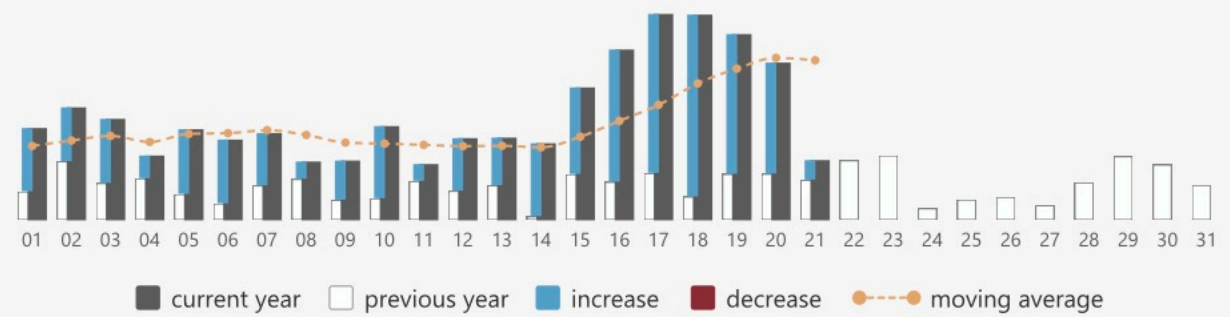
Profit

7 days

2024 March

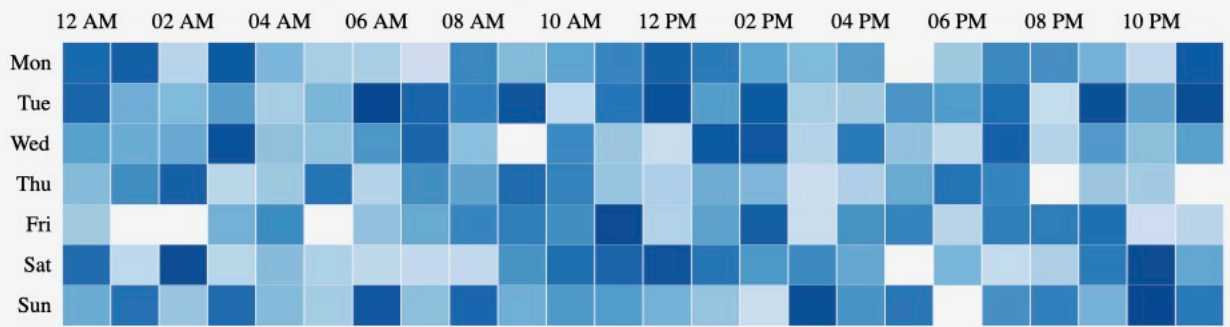
Daily Sales Profit Trend of March 2024

Currently viewing moving average of 7 days



Sales Profit by Day of the Week and Time

Color scale: BOLDER colors represent HIGHER profit

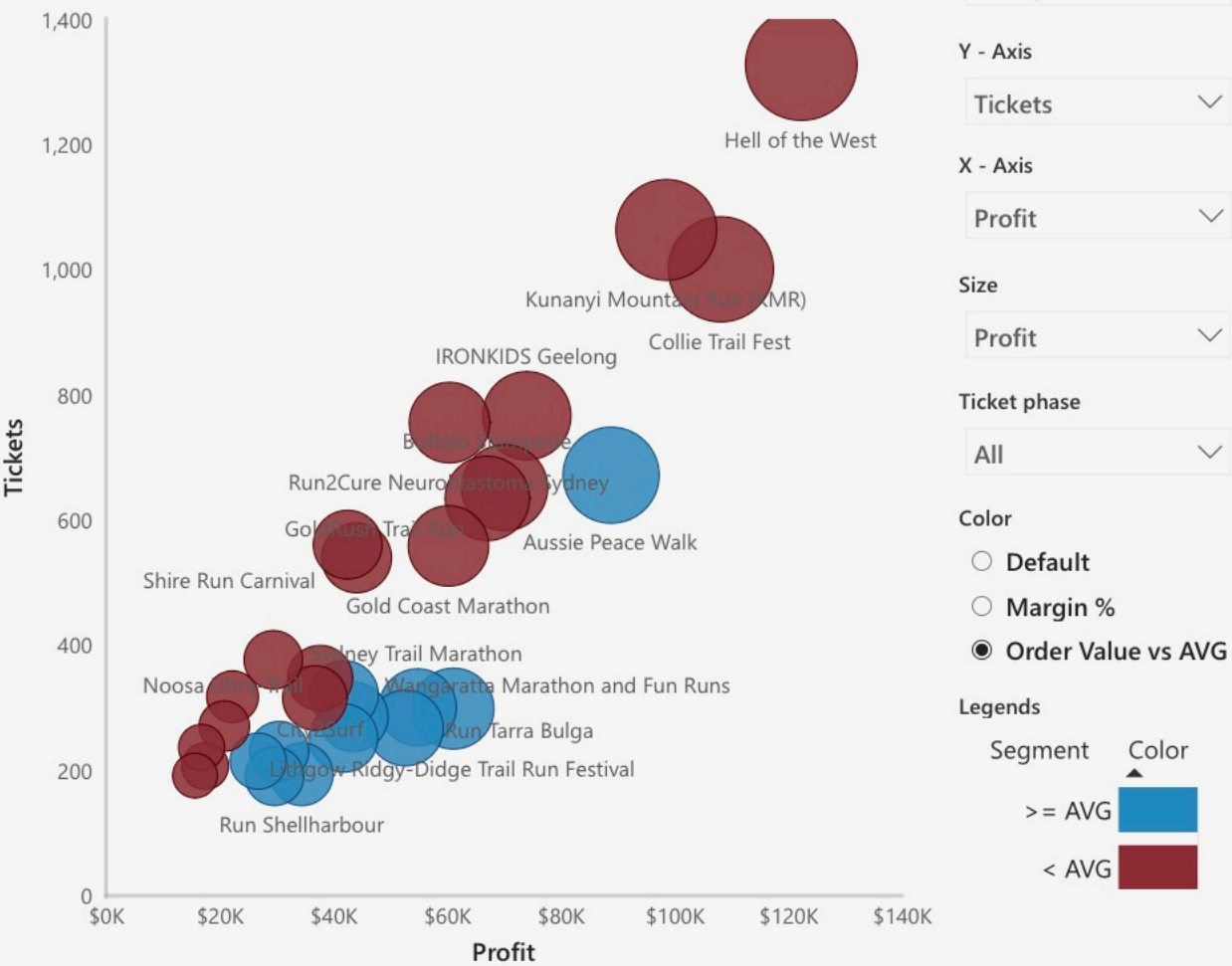


Month over Month Comparison of Profit

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

Correlation between Number of Tickets and Amount of Profit

Y: Tickets | X: Profit | Size: Tickets | Cluster Color: AVG Order Value



Detailed Data Table

29 events have sales in the selected months

Event	Tickets	Profit
Hell of the West	1,328	\$122,258
Kunanyi Mountain Run (KMR)	1,064	\$98,525
Collie Trail Fest	1,001	\$108,119
IRONKIDS Geelong	767	\$73,984
Run2Cure Neuroblastoma Sy...	756	\$60,387
Aussie Peace Walk	672	\$88,813