



Year

All

city

All



Bike Store Analysis

brand

All

category

All

product

All

Total Orders

4.7K



Total Revenue

\$8.6M



Total Products

278



Total Units

7.1K



Total Customers

1.4K

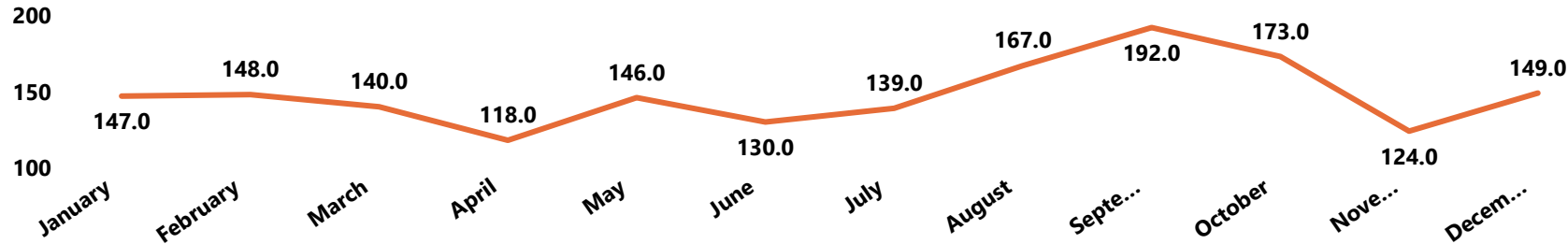


Total Revenue 2016

\$27,09,484.5

Goal: 2.7M (+0%)

Orders in 2016



Total Revenue 2017

\$38,45,515.0

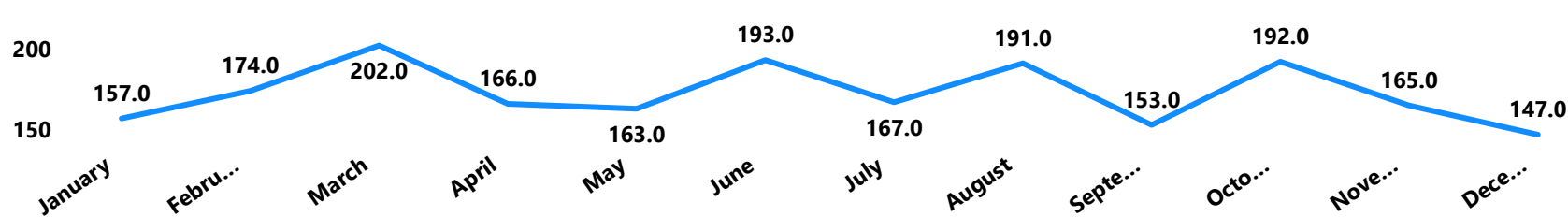
Goal: 2.7M (+41.93%)

Total Revenue 2018

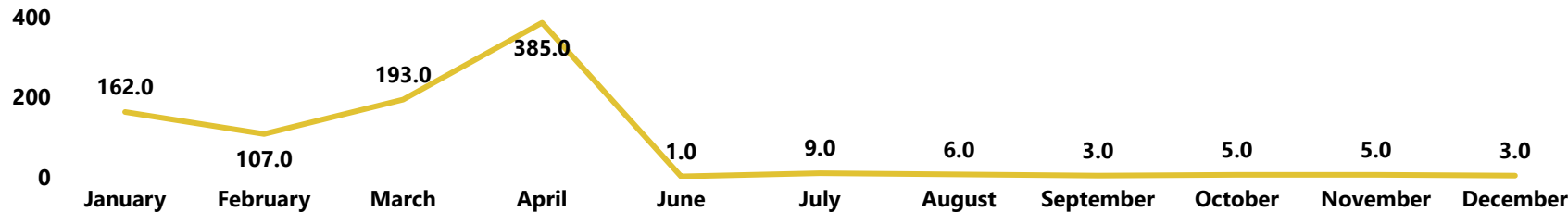
\$20,23,989.4

Goal: 3.8M (-47.37%)

Orders in 2017

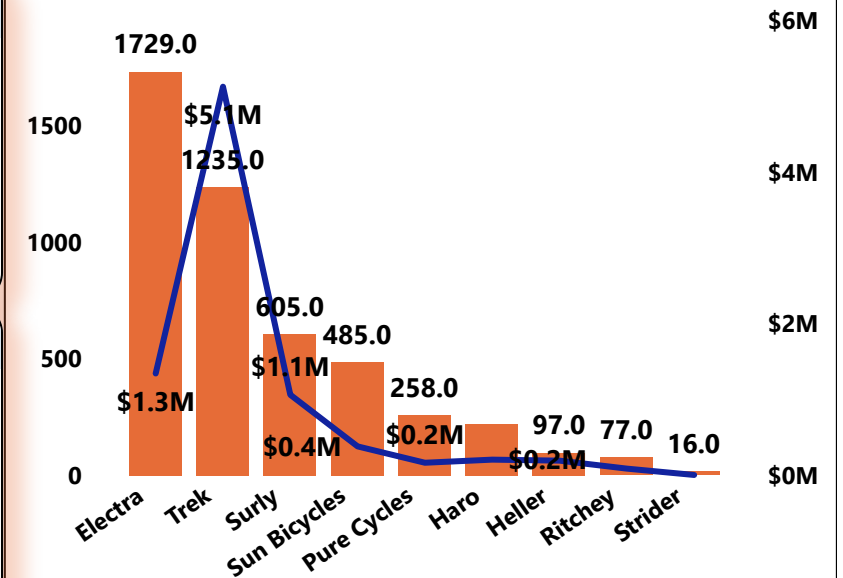


Orders in 2018



Orders & Revenue By Brand

Total Orders Total Revenue





city

All

brand

All

category

All

product

All

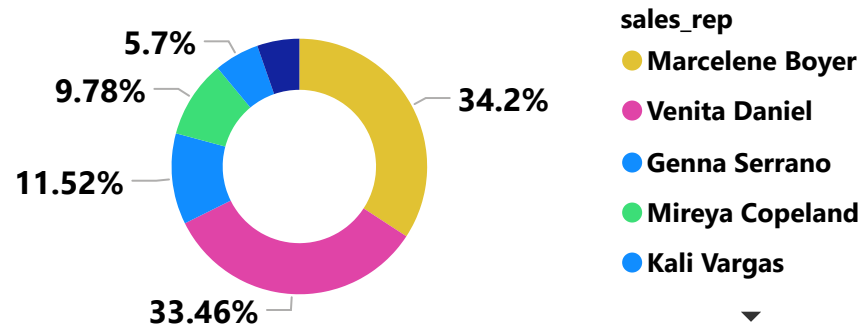
2016

2018

Orders

5.0

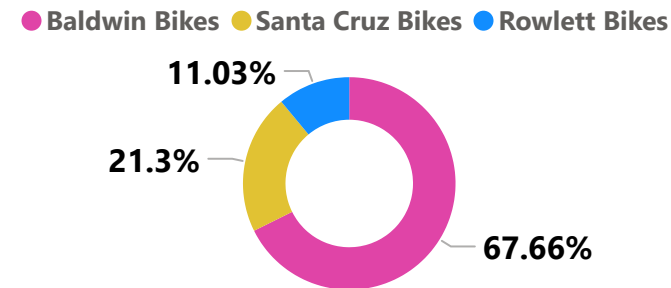
Orders By Sales Representative



Top Customer

Pamelia Newman

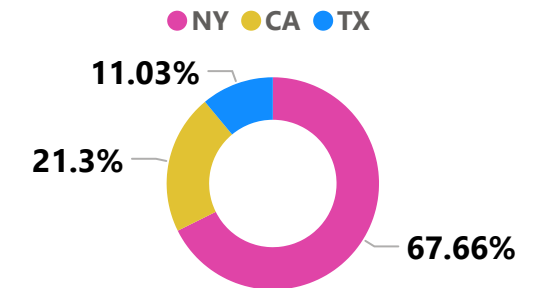
Orders By Store



Revenue

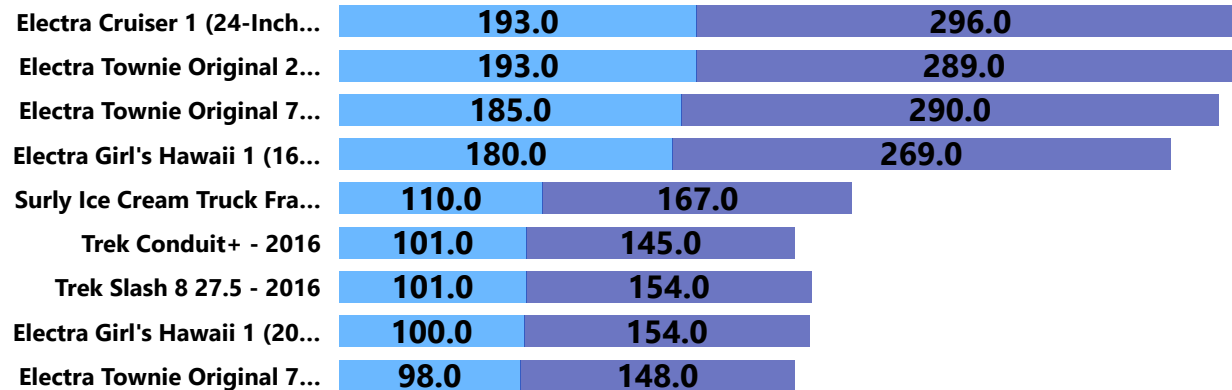
\$32.3K

Orders By States



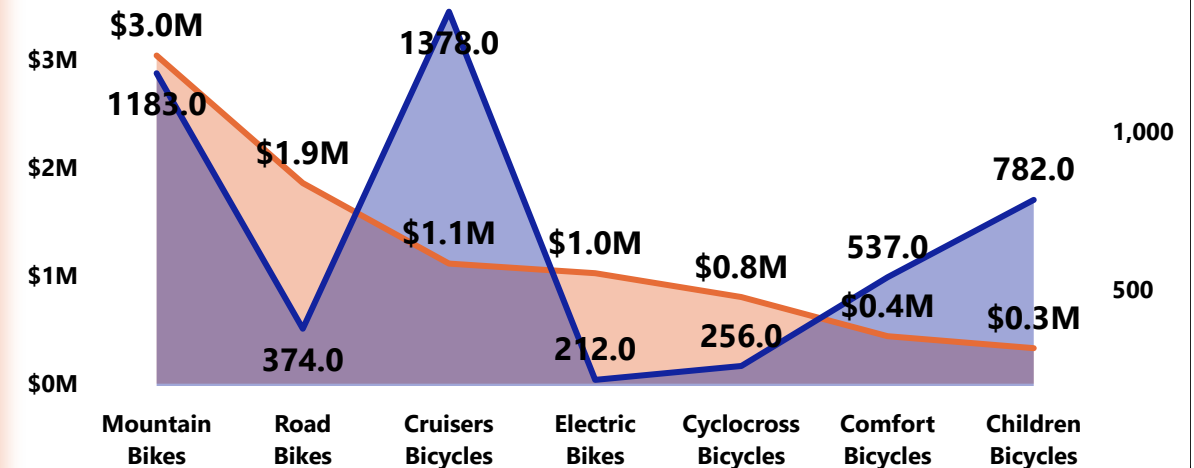
Orders & Units By Product name

Total Orders Total Units



Orders & Revenue By Category

Total Revenue Total Orders





city

All

brand

All

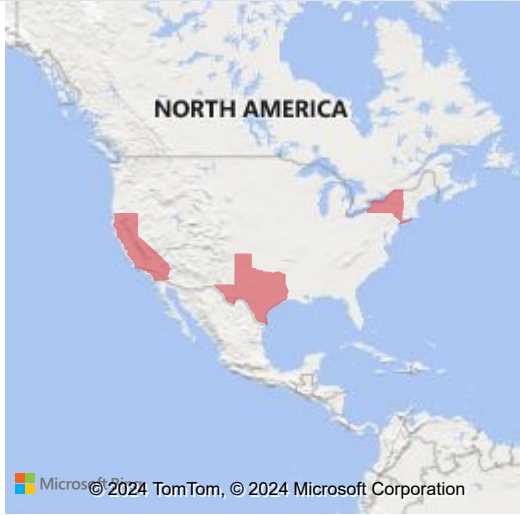
category

All

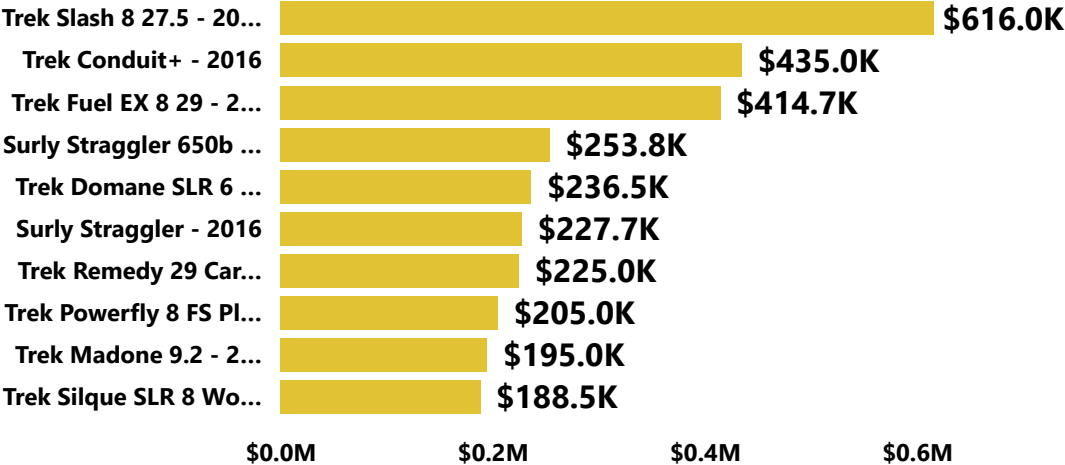
product

All

Total Orders by state



Revenue By Product



Unit & Revenue By Year

2016	2663	\$27,09,484.47
Year	Unit	Revenue
2017	3099	\$38,45,515.02
Year	Unit	Revenue
2018	1316	\$20,23,989.39
Year	Unit	Revenue



Overview

order_id	customers	brand_name	category_name	product_name	Year	Month	city	units	revenue	store_name
85	Aaron Knapp	Pure Cycles	Cruisers Bicycles	Pure Cycles Western 3-Speed - Women's - 2015/2016	2016	February	Yonkers	1	\$449	Baldwin Bikes
85	Aaron Knapp	Trek	Mountain Bikes	Trek Fuel EX 8 29 - 2016	2016	February	Yonkers	2	\$5,799.98	Baldwin Bikes
166	Abbey Pugh	Surly	Cyclocross Bicycles	Surly Straggler - 2016	2016	April	Forest Hills	2	\$3,098	Baldwin Bikes
166	Abbey Pugh	Surly	Cyclocross Bicycles	Surly Straggler 650b - 2016	2016	April	Forest Hills	1	\$1,680.99	Baldwin Bikes
1318	Abby Gamble	Electra	Cruisers Bicycles	Electra Amsterdam Original 3i Ladies' - 2017	2017	December	Amityville	2	\$1,319.98	Baldwin Bikes
1318	Abby Gamble	Haro	Children Bicycles	Haro Shredder 20 - 2017	2017	December	Amityville	1	\$209.99	Baldwin Bikes
1318	Abby Gamble	Sun Bicycles	Comfort Bicycles	Sun Bicycles Drifter 7 - Women's - 2017	2017	December	Amityville	1	\$470.99	Baldwin Bikes
1318	Abby Gamble	Trek	Cyclocross Bicycles	Trek Boone 7 - 2017	2017	December	Amityville	2	\$6,999.98	Baldwin Bikes
1506	Abby Gamble	Trek	Road Bikes	Trek Domane SL 6 Disc - 2018	2018	April	Amityville	1	\$3,499.99	Baldwin Bikes
1506	Abby Gamble	Trek	Road Bikes	Trek Domane SL 7 Women's - 2018	2018	April	Amityville	2	\$6,999.98	Baldwin Bikes



- Total number of orders are **4722**, with **1444** number of customers units **7078**, generating revenue of **\$8.58 M**
- Total number of brands are 9 offering 278 different bikes in 7 categories
- Revenue generated was highest in **2017**, sold **3099** units then there was **47.37%** decrease in **2018**
- **Electra bike** has highest orders 1729 but generated only **\$1.3 M**, whereas **Trek Bike** has **\$1.5** revenue with 1235 orders
- **Electra Cruiser 1** has order the most **193** customers with **296** units but revenue was highest for **Trek Slash 8 27.5**
- **Marcelene Boyer** made highest sales **34.2%**
- **67.6%** customers ordered from **Baldwin Bikes** store whereas in states **Texas** has highest orders
- In category-wise **Cruiser Bicycle** placed highest orders but revenue was more for **Mountain Bikes \$3 M**
- **More offers should be made for Electric bikes**
- **Opening more stores and expanding to different locations, specially in mountainous areas for trek bikes**
- **Providing enhanced training to Sales Representatives and providing raise based on performance which will motivate them to do even better**
- **Involving and collaborating with more brands adding more bikes will boost the business**