



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

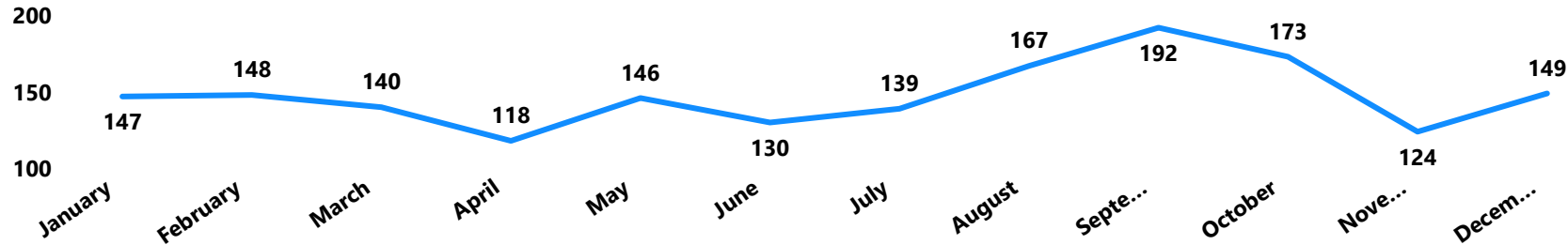


Total Revenue 2016

\$27,09,484.5

Goal: 2.7M (+0%)
2016

Orders in 2016



Total Revenue 2017

\$38,45,515.0

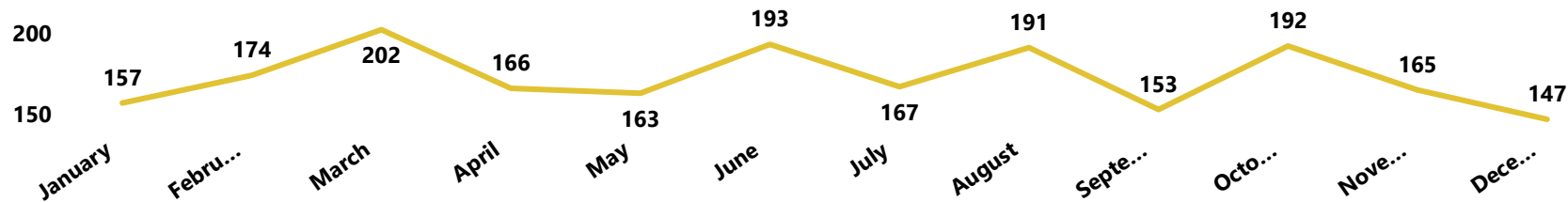
Goal: 2.7M (+41.93%)
2017

Total Revenue 2018

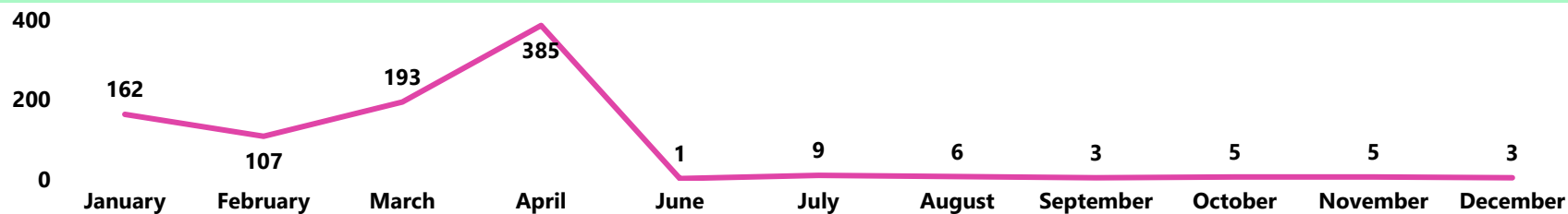
\$20,23,989.4

Goal: 3.8M (-47.37%)
2018

Orders in 2017

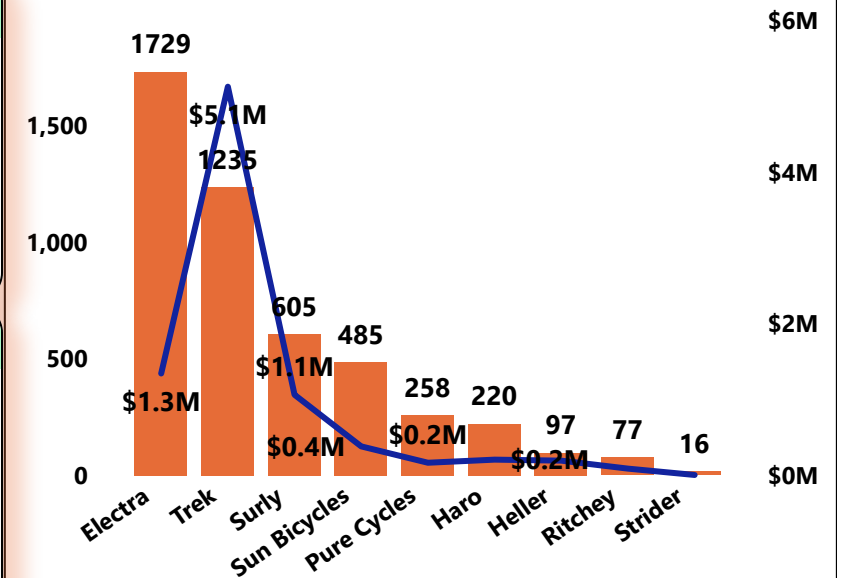


Orders in 2018



Orders & Revenue By Brand

● Count of orders ● Sum of revenue



city

All

brand

All

category

All

product

All

2016

2018

Home

Info

Print

Lightbulb

Orders

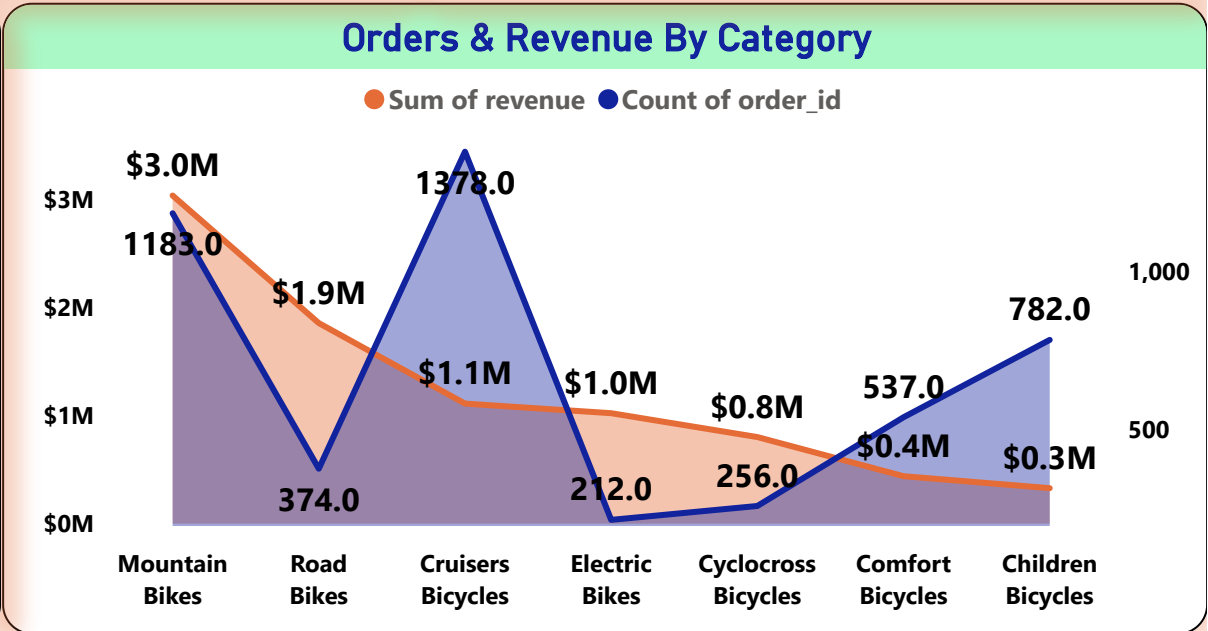
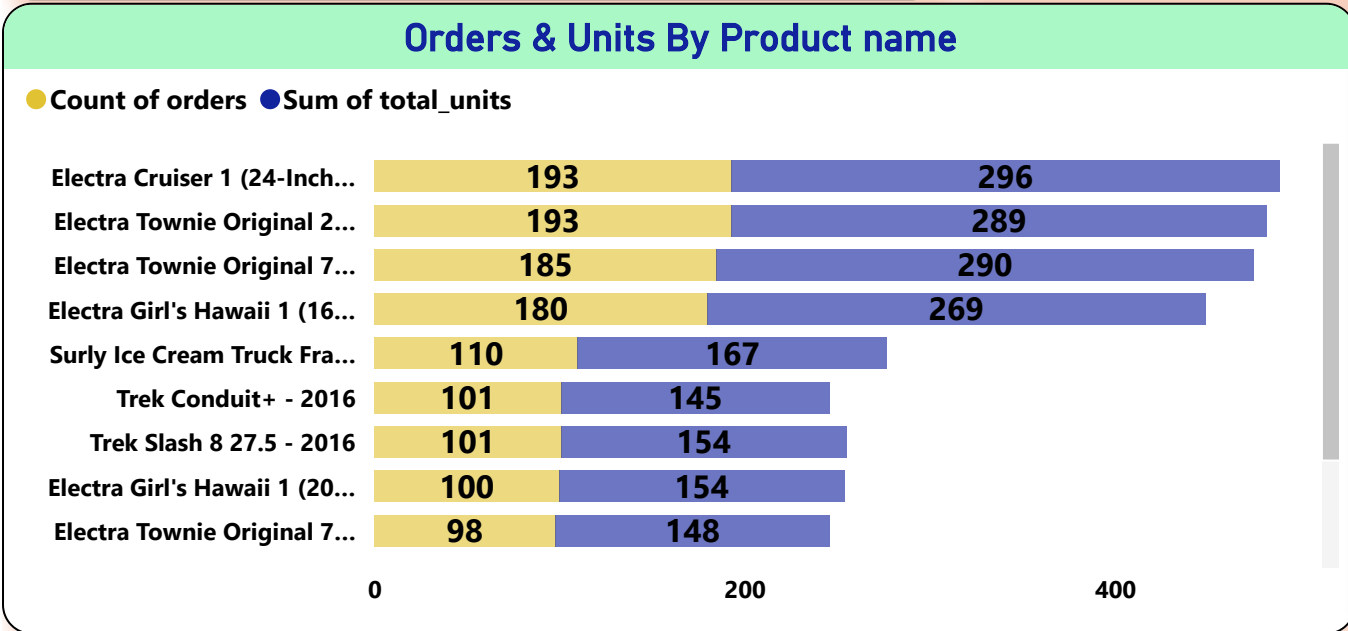
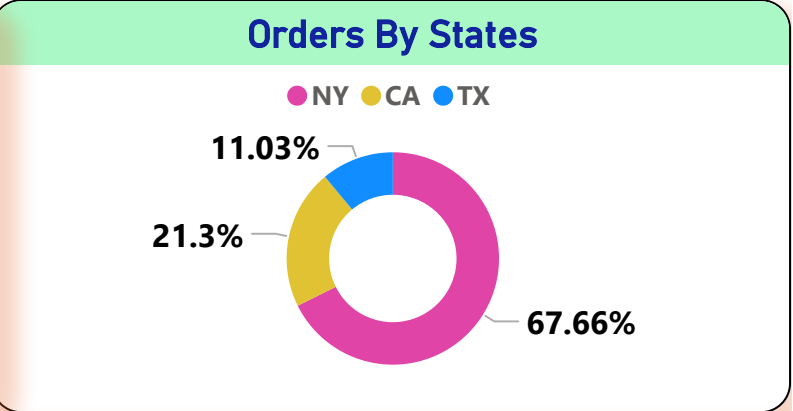
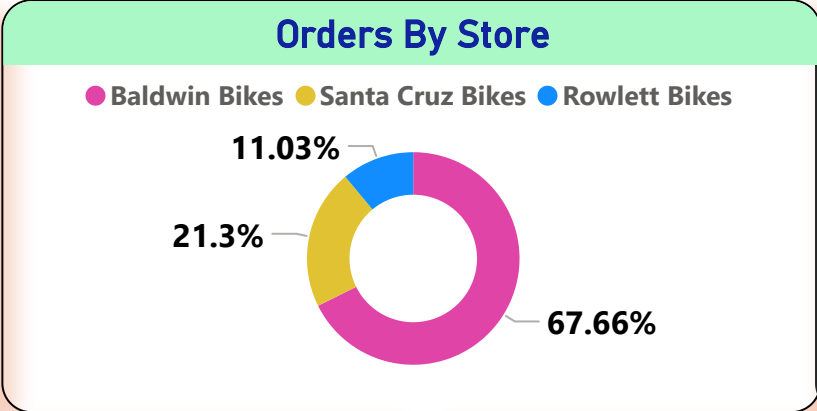
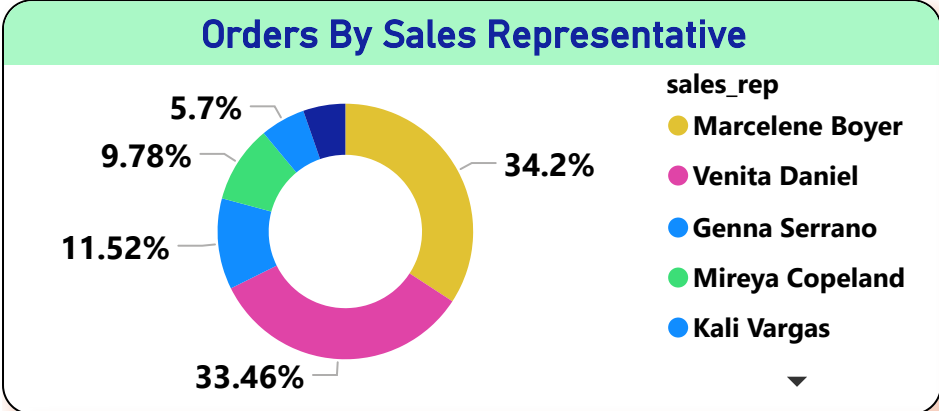
Top Customer

Revenue

5.0

Pamelia Newman

\$32.3K





city

All

brand

All

category

All

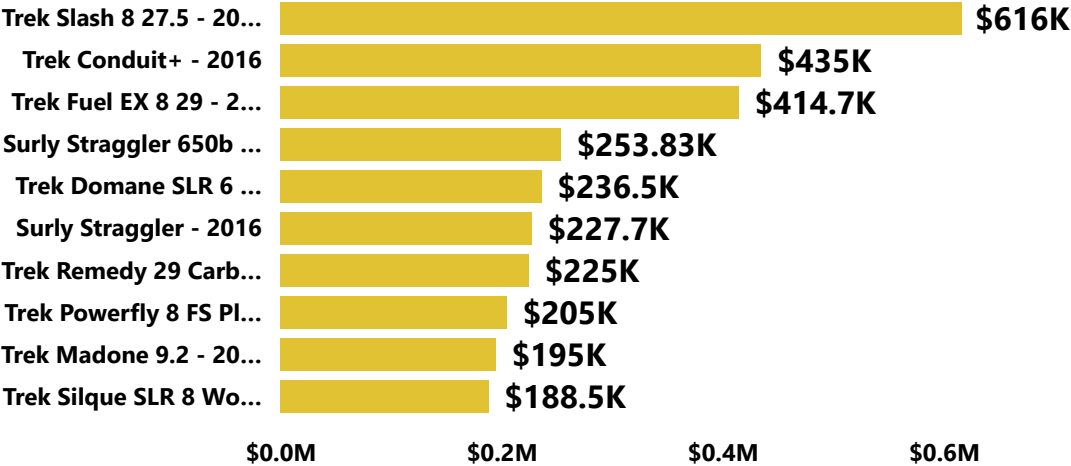
product

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**

4722.0

Total Orders

\$85,78,988.9

Total Revenue

1444.0

Total Customers

7078.0

Total Units

**Total Orders by Year, Quarter,
Month and Day**

