

Orders

4722

Customers

1444

Brands

9

Revenue

\$8.58M

Products

278

Total Units

7078

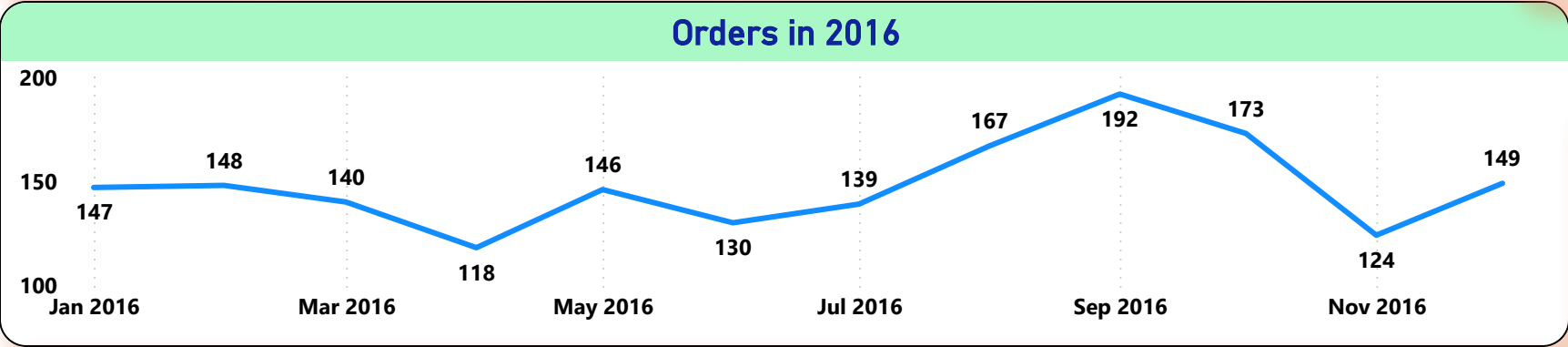
Category

7

Total Revenue 2016

\$2.7M✓

Goal: 2.7M (+0%)  
2016



Total Revenue 2017

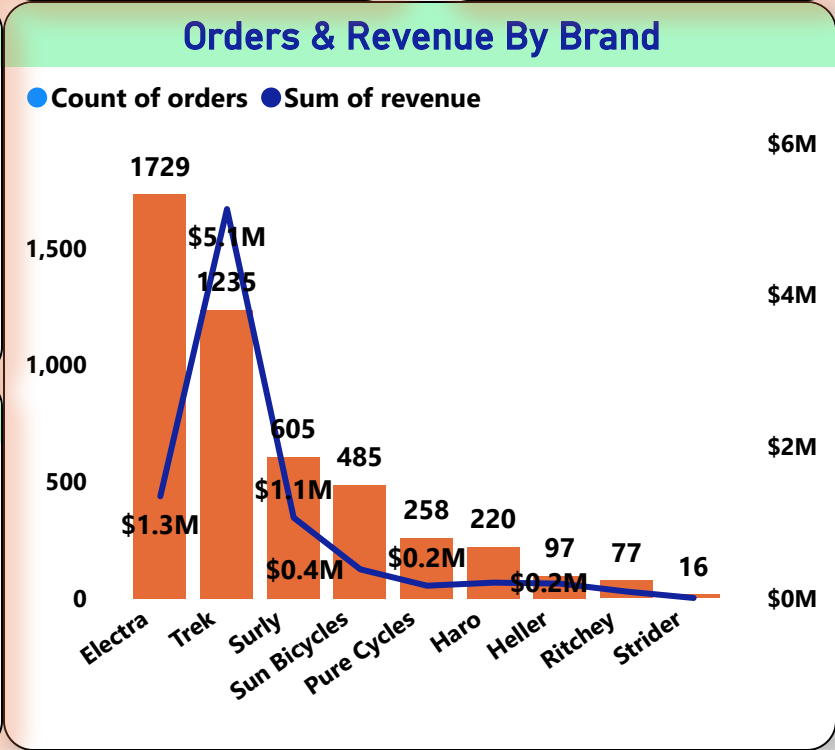
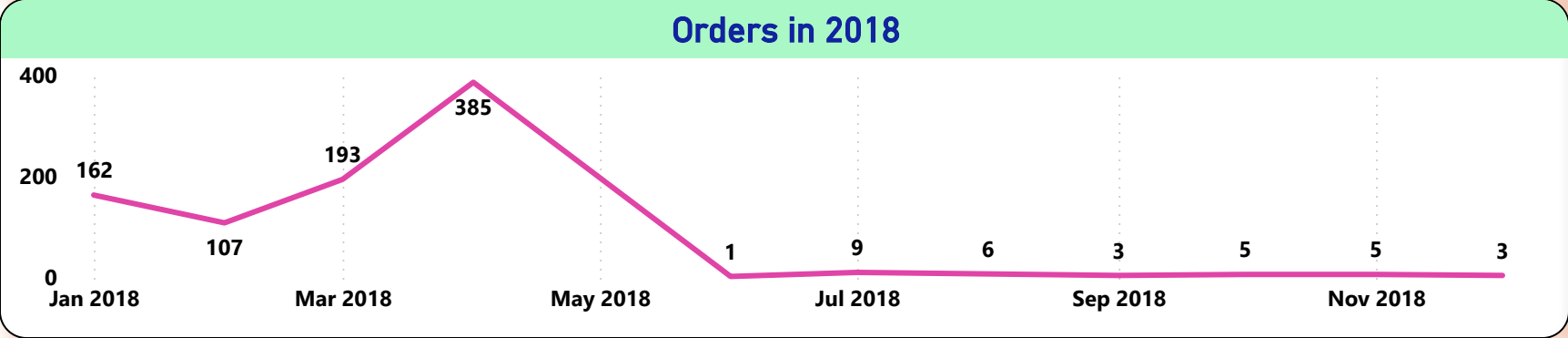
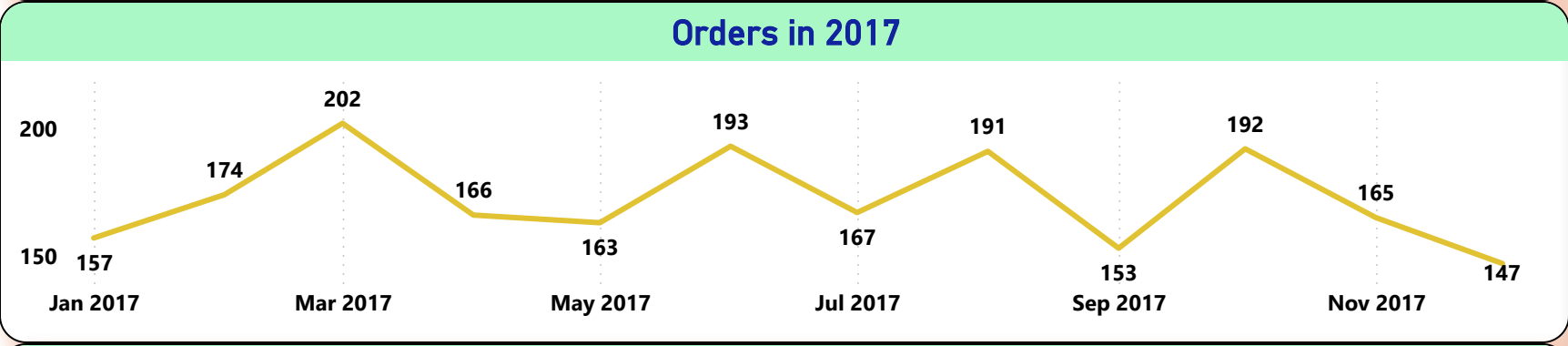
\$3.8M✓

Goal: 2.7M (+41.93%)  
2017

Total Revenue 2018

\$2.0M!

Goal: 3.8M (-47.37%)  
2018



Year

All

city

All

brand

All

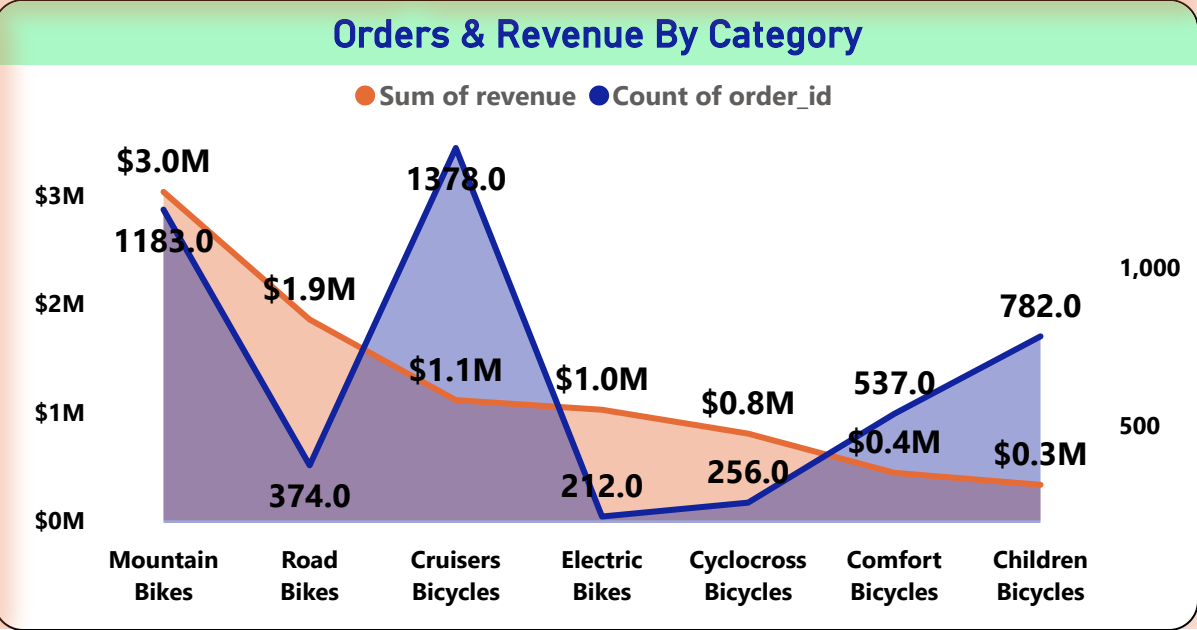
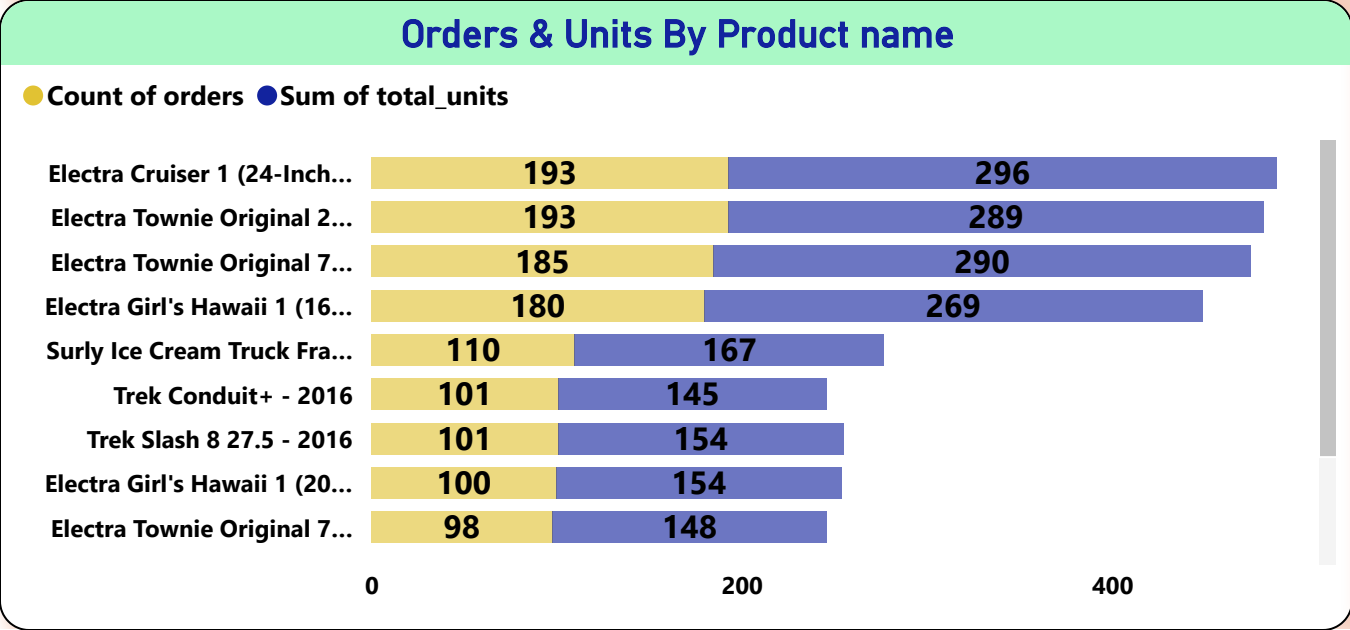
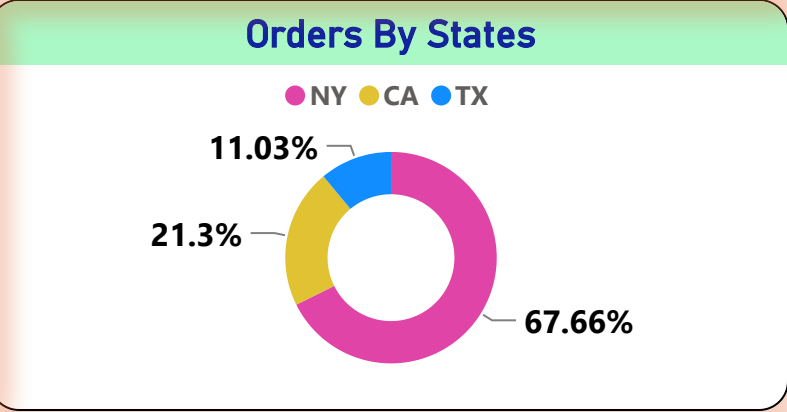
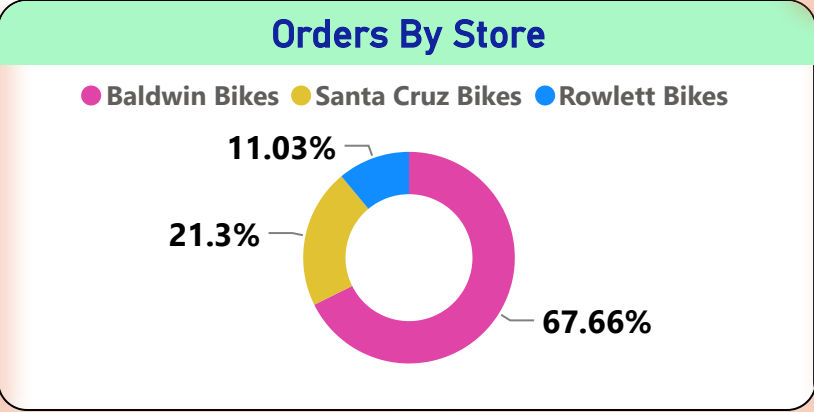
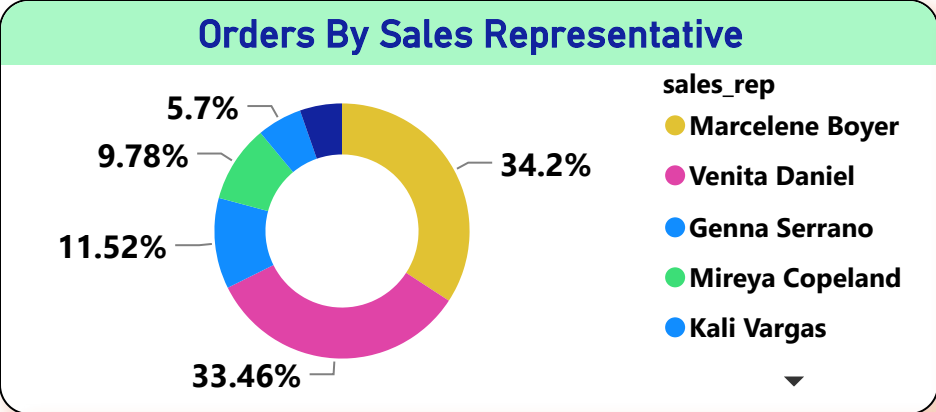
category

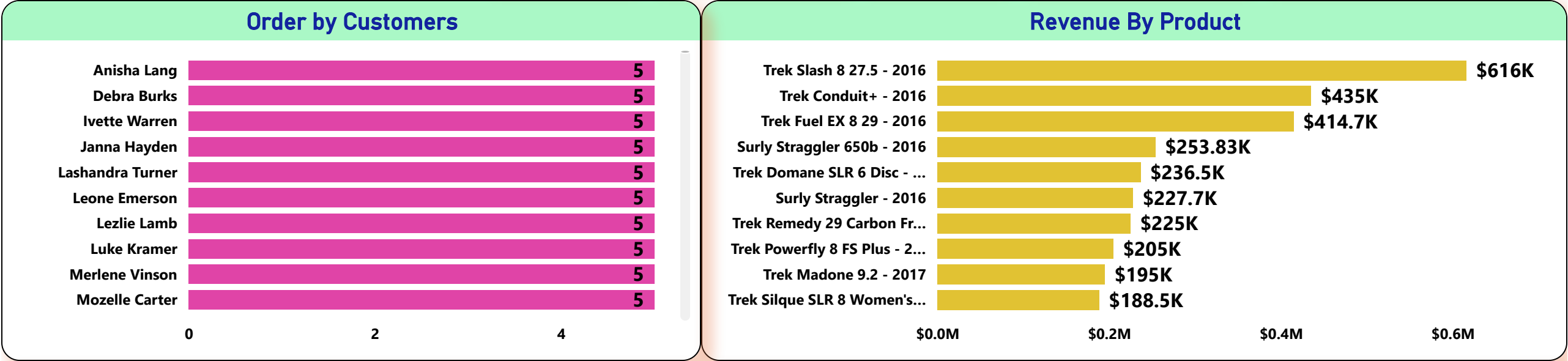
All

product

All

| 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        |





| Order by Customers |                     |            |                     |  |      |         |            |       |                |                  |
|--------------------|---------------------|------------|---------------------|--|------|---------|------------|-------|----------------|------------------|
| order_id           | customers           | brand_name | category_name       | product_name                                   | Year | Month   | city       | units | revenue        | store_name       |
| 1                  | Johnathan Velazquez | Electra    | Cruisers Bicycles   | Electra Townie Original 7D EQ - 2016           | 2016 | January | Pleasanton | 2     | \$1,199.98     | Santa Cruz Bikes |
| 1                  | Johnathan Velazquez | Electra    | Cruisers Bicycles   | Electra Townie Original 7D EQ - Women's - 2016 | 2016 | January | Pleasanton | 1     | \$599.99       | Santa Cruz Bikes |
| 1                  | Johnathan Velazquez | Surly      | Cyclocross Bicycles | Surly Straggler - 2016                         | 2016 | January | Pleasanton | 2     | \$3,098        | Santa Cruz Bikes |
| 1                  | Johnathan Velazquez | Trek       | Mountain Bikes      | Trek Fuel EX 8 29 - 2016                       | 2016 | January | Pleasanton | 1     | \$2,899.99     | Santa Cruz Bikes |
| 1                  | Johnathan Velazquez | Trek       | Mountain Bikes      | Trek Remedy 29 Carbon Frameset - 2016          | 2016 | January | Pleasanton | 2     | \$3,599.98     | Santa Cruz Bikes |
| Total              |                     |            |                     |  |      |         |            | 7078  | \$85,78,988.88 |                  |

## 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**