

	product_key	product_id	product_name	product_category	product_subcategory	total_order	total_quantity_sold	revenue	product_segment
1	167	BC-M005	Mountain Bottle Cage	Accessories	Bottles and Cages	2025	2034	20340	Mid-Performer
2	168	BC-R205	Road Bottle Cage	Accessories	Bottles and Cages	1711	1711	15399	Mid-Performer
3	285	BK-M18B-40	Mountain-500 Black- 40	Bikes	Mountain Bikes	48	48	25920	Mid-Performer
4	286	BK-M18B-42	Mountain-500 Black- 42	Bikes	Mountain Bikes	49	49	26460	Mid-Performer
5	287	BK-M18B-44	Mountain-500 Black- 44	Bikes	Mountain Bikes	58	58	31320	Mid-Performer
6	288	BK-M18B-48	Mountain-500 Black- 48	Bikes	Mountain Bikes	56	56	30240	Mid-Performer
7	289	BK-M18B-52	Mountain-500 Black- 52	Bikes	Mountain Bikes	41	41	22140	Mid-Performer
8	280	BK-M18S-40	Mountain-500 Silver- 40	Bikes	Mountain Bikes	45	45	25425	Mid-Performer
9	281	BK-M18S-42	Mountain-500 Silver- 42	Bikes	Mountain Bikes	45	45	25425	Mid-Performer
10	282	BK-M18S-44	Mountain-500 Silver- 44	Bikes	Mountain Bikes	39	39	22035	Mid-Performer
11	283	BK-M18S-48	Mountain-500 Silver- 48	Bikes	Mountain Bikes	50	50	28250	Mid-Performer
12	284	BK-M18S-52	Mountain-500 Silver- 52	Bikes	Mountain Bikes	48	48	27120	Mid-Performer
13	276	BK-M38S-38	Mountain-400-W Silver- 38	Bikes	Mountain Bikes	148	148	113812	High-Performer
14	277	BK-M38S-40	Mountain-400-W Silver- 40	Bikes	Mountain Bikes	128	128	98432	High-Performer
15	278	BK-M38S-42	Mountain-400-W Silver- 42	Bikes	Mountain Bikes	129	129	99201	High-Performer
16	279	BK-M38S-46	Mountain-400-W Silver- 46	Bikes	Mountain Bikes	138	138	106122	High-Performer
17	78	BK-M68B-38	Mountain-200 Black- 38	Bikes	Mountain Bikes	166	166	340134	High-Performer
18	78	BK-M68B-38	Mountain-200 Black- 38	Bikes	Mountain Bikes	415	415	952425	High-Performer
19	79	BK-M68B-42	Mountain-200 Black- 42	Bikes	Mountain Bikes	187	187	383163	High-Performer
20	79	BK-M68B-42	Mountain-200 Black- 42	Bikes	Mountain Bikes	427	427	979965	High-Performer
21	80	BK-M68B-46	Mountain-200 Black- 46	Bikes	Mountain Bikes	201	201	411849	High-Performer
22	80	BK-M68B-46	Mountain-200 Black- 46	Bikes	Mountain Bikes	419	419	961605	High-Performer
23	75	BK-M68S-38	Mountain-200 Silver- 38	Bikes	Mountain Bikes	174	174	360354	High-Performer
24	75	BK-M68S-38	Mountain-200 Silver- 38	Bikes	Mountain Bikes	422	422	979040	High-Performer
25	76	BK-M68S-42	Mountain-200 Silver- 42	Bikes	Mountain Bikes	168	168	347928	High-Performer
26	76	BK-M68S-42	Mountain-200 Silver- 42	Bikes	Mountain Bikes	392	392	909440	High-Performer
27	77	BK-M68S-46	Mountain-200 Silver- 46	Bikes	Mountain Bikes	179	179	370709	High-Performer
28	77	BK-M68S-46	Mountain-200 Silver- 46	Bikes	Mountain Bikes	400	400	928000	High-Performer
29	71	BK-M82B-38	Mountain-100 Black- 38	Bikes	Mountain Bikes	49	49	165375	High-Performer
30	72	BK-M82B-42	Mountain-100 Black- 42	Bikes	Mountain Bikes	45	45	151875	High-Performer

total_consumer	life_span_in_months	recency_in_days	average_order_revenue	average_monthly_revenue
2004	13	142	10	1564
1699	13	142	9	1184
48	12	143	540	2160
49	11	143	540	2405
58	11	143	540	2847
56	11	143	540	2749
41	11	143	540	2012
45	11	143	565	2311
45	11	143	565	2311
39	12	143	565	1836
50	11	143	565	2568
48	11	143	565	2465
148	11	143	769	10346
128	12	143	769	8202
129	11	143	769	9018
138	11	143	769	9647
166	12	155	2049	28344
415	12	143	2295	79368
187	11	155	2049	34833
427	12	143	2295	81663
201	12	155	2049	34320
419	12	143	2295	80133
174	11	155	2071	32759
422	12	143	2320	81586
168	12	155	2071	28994
392	12	143	2320	75786
179	11	155	2071	33700
400	12	143	2320	77333
49	11	167	3375	15034
45	11	167	3375	13806

31	73	BK-M82B-44	Mountain-100 Black- 44	Bikes	Mountain Bikes	60	60	202500	High-Performer
32	74	BK-M82B-48	Mountain-100 Black- 48	Bikes	Mountain Bikes	57	57	192375	High-Performer
33	67	BK-M82S-38	Mountain-100 Silver- 38	Bikes	Mountain Bikes	58	58	197200	High-Performer
34	68	BK-M82S-42	Mountain-100 Silver- 42	Bikes	Mountain Bikes	42	42	142800	High-Performer
35	69	BK-M82S-44	Mountain-100 Silver- 44	Bikes	Mountain Bikes	49	49	166600	High-Performer
36	70	BK-M82S-48	Mountain-100 Silver- 48	Bikes	Mountain Bikes	36	36	122400	High-Performer
37	293	BK-R19B-44	Road-750 Black- 44	Bikes	Road Bikes	360	360	194400	High-Performer
38	294	BK-R19B-48	Road-750 Black- 48	Bikes	Road Bikes	363	363	196020	High-Performer
39	295	BK-R19B-52	Road-750 Black- 52	Bikes	Road Bikes	386	386	208440	High-Performer
40	273	BK-R19B-58	Road-750 Black- 58	Bikes	Road Bikes	334	334	180360	High-Performer
41	64	BK-R50B-44	Road-650 Black- 44	Bikes	Road Bikes	21	21	14679	Mid-Performer
42	64	BK-R50B-44	Road-650 Black- 44	Bikes	Road Bikes	42	42	32886	Mid-Performer
43	65	BK-R50B-48	Road-650 Black- 48	Bikes	Road Bikes	17	17	11883	Mid-Performer
44	65	BK-R50B-48	Road-650 Black- 48	Bikes	Road Bikes	43	43	33669	Mid-Performer
45	66	BK-R50B-52	Road-650 Black- 52	Bikes	Road Bikes	33	33	23067	Mid-Performer
46	66	BK-R50B-52	Road-650 Black- 52	Bikes	Road Bikes	56	56	43848	Mid-Performer
47	61	BK-R50B-58	Road-650 Black- 58	Bikes	Road Bikes	18	18	12582	Mid-Performer
48	61	BK-R50B-58	Road-650 Black- 58	Bikes	Road Bikes	58	58	45414	Mid-Performer
49	62	BK-R50B-60	Road-650 Black- 60	Bikes	Road Bikes	28	28	19572	Mid-Performer
50	62	BK-R50B-60	Road-650 Black- 60	Bikes	Road Bikes	48	48	37584	Mid-Performer
51	63	BK-R50B-62	Road-650 Black- 62	Bikes	Road Bikes	22	22	15378	Mid-Performer
52	63	BK-R50B-62	Road-650 Black- 62	Bikes	Road Bikes	43	43	33669	Mid-Performer
53	58	BK-R50R-44	Road-650 Red- 44	Bikes	Road Bikes	22	22	15378	Mid-Performer
54	58	BK-R50R-44	Road-650 Red- 44	Bikes	Road Bikes	50	50	39150	Mid-Performer
55	59	BK-R50R-48	Road-650 Red- 48	Bikes	Road Bikes	26	26	18174	Mid-Performer
56	59	BK-R50R-48	Road-650 Red- 48	Bikes	Road Bikes	62	62	48546	Mid-Performer
57	60	BK-R50R-52	Road-650 Red- 52	Bikes	Road Bikes	20	20	13980	Mid-Performer
58	60	BK-R50R-52	Road-650 Red- 52	Bikes	Road Bikes	41	41	32103	Mid-Performer
59	55	BK-R50R-58	Road-650 Red- 58	Bikes	Road Bikes	19	19	13281	Mid-Performer
60	55	BK-R50R-58	Road-650 Red- 58	Bikes	Road Bikes	55	55	43065	Mid-Performer
61	56	BK-R50R-60	Road-650 Red- 60	Bikes	Road Bikes	17	17	11883	Mid-Performer

60	11	167	3375	18409
57	12	167	3375	16031
58	12	167	3400	16433
42	11	167	3400	12981
49	12	167	3400	13883
36	11	167	3400	11127
360	12	143	540	16200
363	12	143	540	16335
386	12	143	540	17370
334	12	143	540	15030
21	11	167	699	1334
42	11	155	783	2989
17	9	167	699	1320
43	11	155	783	3060
33	11	167	699	2097
56	11	155	783	3986
18	11	167	699	1143
58	11	155	783	4128
28	10	167	699	1957
48	11	155	783	3416
22	12	167	699	1281
43	11	155	783	3060
22	11	167	699	1398
50	10	155	783	3915
26	11	167	699	1652
62	12	155	783	4045
20	12	167	699	1165
41	12	155	783	2675
19	10	167	699	1328
55	11	155	783	3915
17	11	167	699	1080

62	56	BK-R50R-60	Road-650 Red- 60	Bikes	Road Bikes	36	36	28188	Mid-Performer
63	57	BK-R50R-62	Road-650 Red- 62	Bikes	Road Bikes	16	16	11184	Mid-Performer
64	57	BK-R50R-62	Road-650 Red- 62	Bikes	Road Bikes	59	59	46197	Mid-Performer
65	93	BK-R64Y-38	Road-550-W Yellow- 38	Bikes	Road Bikes	72	72	72000	High-Performer
66	93	BK-R64Y-38	Road-550-W Yellow- 38	Bikes	Road Bikes	198	198	221760	High-Performer
67	94	BK-R64Y-40	Road-550-W Yellow- 40	Bikes	Road Bikes	67	67	67000	High-Performer
68	94	BK-R64Y-40	Road-550-W Yellow- 40	Bikes	Road Bikes	199	199	222880	High-Performer
69	95	BK-R64Y-42	Road-550-W Yellow- 42	Bikes	Road Bikes	69	69	69000	High-Performer
70	95	BK-R64Y-42	Road-550-W Yellow- 42	Bikes	Road Bikes	237	237	265440	High-Performer
71	96	BK-R64Y-44	Road-550-W Yellow- 44	Bikes	Road Bikes	77	77	77000	High-Performer
72	96	BK-R64Y-44	Road-550-W Yellow- 44	Bikes	Road Bikes	210	210	235200	High-Performer
73	97	BK-R64Y-48	Road-550-W Yellow- 48	Bikes	Road Bikes	72	72	72000	High-Performer
74	97	BK-R64Y-48	Road-550-W Yellow- 48	Bikes	Road Bikes	189	189	211680	High-Performer
75	269	BK-R79Y-40	Road-350-W Yellow- 40	Bikes	Road Bikes	246	246	418446	High-Performer
76	270	BK-R79Y-42	Road-350-W Yellow- 42	Bikes	Road Bikes	235	235	399735	High-Performer
77	271	BK-R79Y-44	Road-350-W Yellow- 44	Bikes	Road Bikes	216	216	367416	High-Performer
78	272	BK-R79Y-48	Road-350-W Yellow- 48	Bikes	Road Bikes	232	232	394632	High-Performer
79	89	BK-R89B-44	Road-250 Black- 44	Bikes	Road Bikes	129	129	281478	High-Performer
80	89	BK-R89B-44	Road-250 Black- 44	Bikes	Road Bikes	142	142	346906	High-Performer
81	90	BK-R89B-48	Road-250 Black- 48	Bikes	Road Bikes	141	141	307662	High-Performer
82	90	BK-R89B-48	Road-250 Black- 48	Bikes	Road Bikes	157	157	383551	High-Performer
83	91	BK-R89B-52	Road-250 Black- 52	Bikes	Road Bikes	172	172	375304	High-Performer
84	91	BK-R89B-52	Road-250 Black- 52	Bikes	Road Bikes	147	147	359121	High-Performer
85	92	BK-R89B-58	Road-250 Black- 58	Bikes	Road Bikes	144	144	314208	High-Performer
86	92	BK-R89B-58	Road-250 Black- 58	Bikes	Road Bikes	126	126	307818	High-Performer
87	85	BK-R89R-44	Road-250 Red- 44	Bikes	Road Bikes	144	144	351792	High-Performer
88	86	BK-R89R-48	Road-250 Red- 48	Bikes	Road Bikes	162	162	395766	High-Performer
89	87	BK-R89R-52	Road-250 Red- 52	Bikes	Road Bikes	133	133	324919	High-Performer
90	88	BK-R89R-58	Road-250 Red- 58	Bikes	Road Bikes	172	172	375304	High-Performer
91	88	BK-R89R-58	Road-250 Red- 58	Bikes	Road Bikes	134	134	327362	High-Performer
92	46	BK-R93R-44	Road-150 Red- 44	Bikes	Road Bikes	281	281	1005418	High-Performer

36	11	155	783	2562
16	11	167	699	1016
59	12	155	783	3849
72	12	155	1000	6000
198	11	143	1120	20160
67	11	155	1000	6090
199	12	143	1120	18573
69	12	155	1000	5750
237	11	143	1120	24130
77	11	155	1000	7000
210	12	143	1120	19600
72	10	155	1000	7200
189	12	143	1120	17640
246	12	143	1701	34870
235	12	143	1701	33311
216	11	143	1701	33401
232	12	143	1701	32886
129	12	155	2182	23456
142	12	143	2443	28908
141	11	155	2182	27969
157	12	143	2443	31962
172	12	155	2182	31275
147	12	143	2443	29926
144	12	155	2182	26184
126	12	143	2443	25651
144	12	155	2443	29316
162	12	155	2443	32980
133	12	155	2443	27076
172	12	155	2182	31275
134	12	143	2443	27280
281	12	167	3578	83784

93	47	BK-R93R-48	Road-150 Red- 48	Bikes	Road Bikes	337	337	1205786	High-Performer
94	48	BK-R93R-52	Road-150 Red- 52	Bikes	Road Bikes	302	302	1080556	High-Performer
95	49	BK-R93R-56	Road-150 Red- 56	Bikes	Road Bikes	295	295	1055510	High-Performer
96	45	BK-R93R-62	Road-150 Red- 62	Bikes	Road Bikes	336	336	1202208	High-Performer
97	274	BK-T18U-44	Touring-3000 Blue- 44	Bikes	Touring Bikes	53	53	39326	Mid-Performer
98	275	BK-T18U-50	Touring-3000 Blue- 50	Bikes	Touring Bikes	48	48	35616	Mid-Performer
99	254	BK-T18U-54	Touring-3000 Blue- 54	Bikes	Touring Bikes	55	55	40810	Mid-Performer
100	255	BK-T18U-58	Touring-3000 Blue- 58	Bikes	Touring Bikes	57	57	42294	Mid-Performer

337	12	167	3578	100482
302	12	167	3578	90046
295	12	167	3578	87959
336	12	167	3578	100184
53	11	143	742	3575
48	11	143	742	3237
55	12	143	742	3400
57	11	143	742	3844