

# Sales Performance Dashboard

Total Revenue

\$85,271,008

Total Profit

\$32,221,100

Profit Margin

37.8%

Total Quantity

113,036

## Filters

Year

All

Month

All

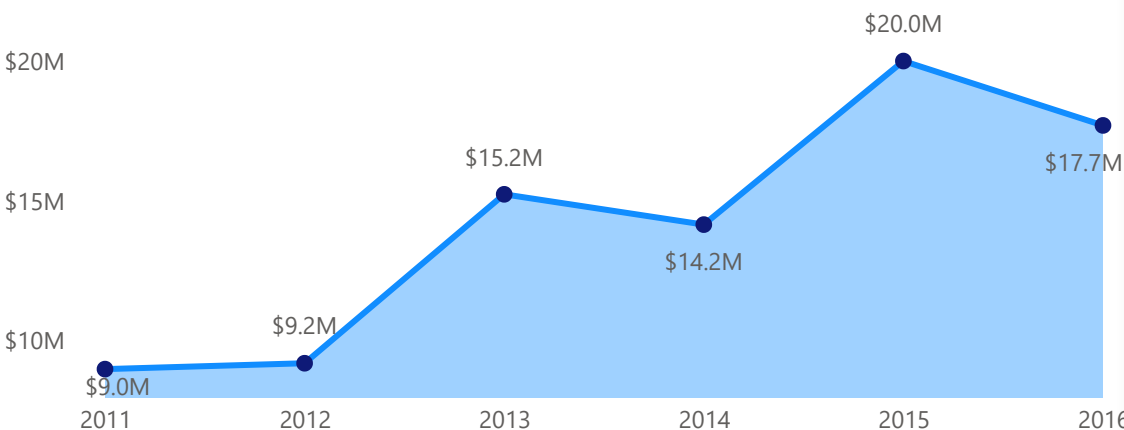
Country

All

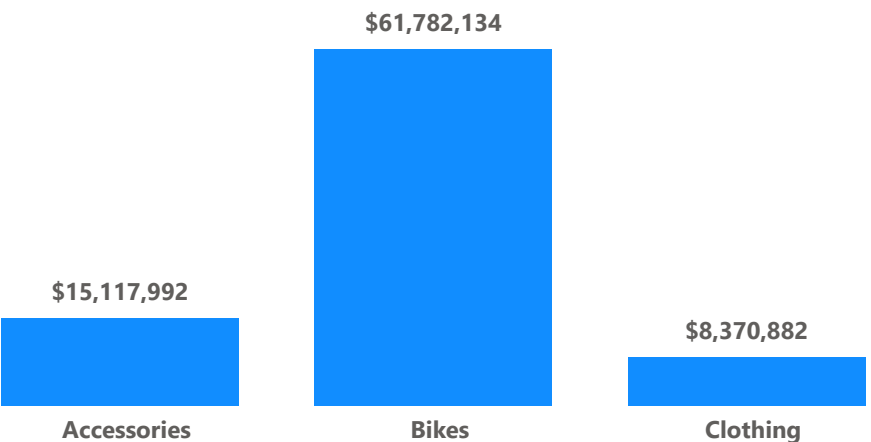
Product Category

All

Revenue Trend



Revenue by Category



This visual type is being retired soon. Upgrade now to...

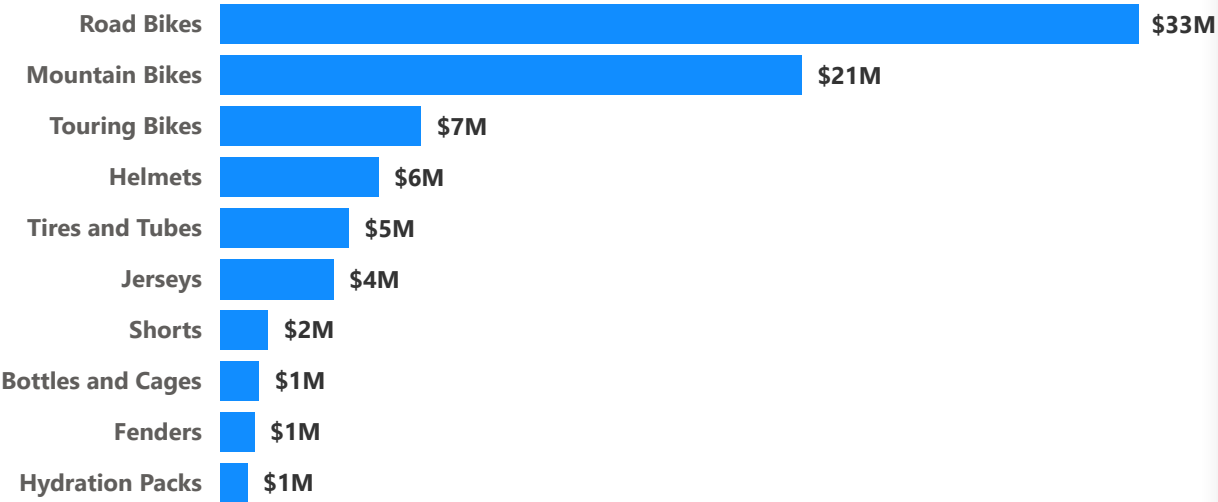
Upgrade map

Total Revenue and Revenue YoY % by Country

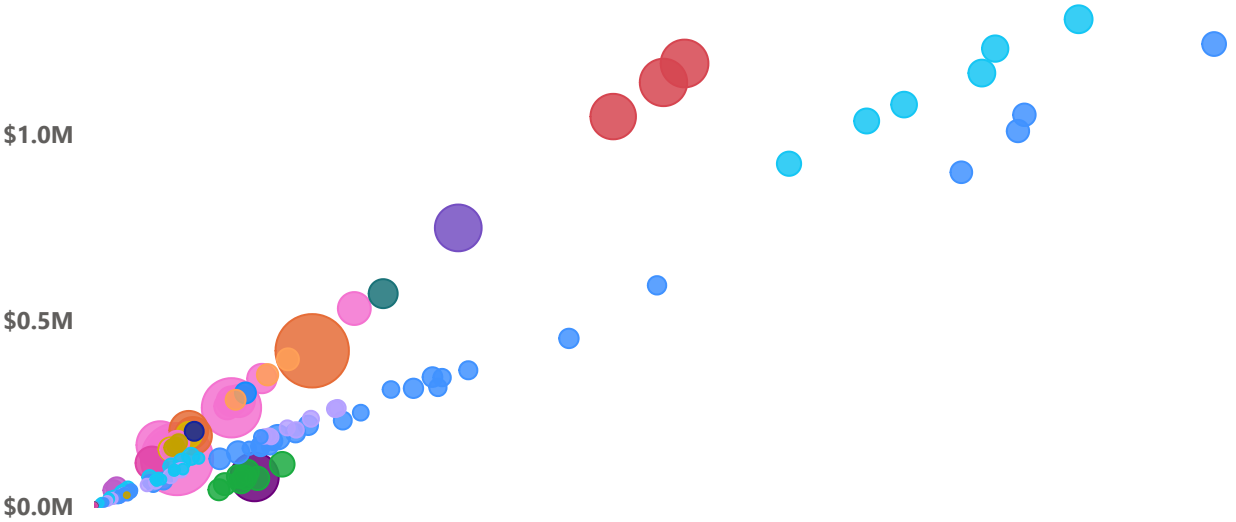


# Product Performance

Top 10 Product by Revenue



Revenue vs Profit



## Filters

Year

All

Country

All

Product Category

All

Product Performance

Product	Product_Category	Sub_Category	Total_Revenue	Total_Profit	Profit Margin %	Revenue YoY %	Total Quantity	Total Orders
Road-150 Red, 62	Bikes	Road Bikes	\$3,829,416	\$1,243,755	32.48%	15.3%	1191	820
Mountain-200 Black, 38	Bikes	Mountain Bikes	\$3,366,248	\$1,310,464	38.93%	24.6%	1642	1,208
Road-150 Red, 52	Bikes	Road Bikes	\$3,180,840	\$1,053,260	33.11%	19.1%	980	710
Road-150 Red, 56	Bikes	Road Bikes	\$3,158,805	\$1,009,515	31.96%	13.4%	990	698
Mountain-200 Silver, 42	Bikes	Mountain Bikes	\$3,081,078	\$1,231,452	39.97%	26.1%	1461	1,054
Mountain-200 Silver, 38	Bikes	Mountain Bikes	\$3,035,442	\$1,165,560	38.40%	26.1%	1477	1,106
Road-150 Red, 48	Bikes	Road Bikes	\$2,965,309	\$898,517	30.30%	13.3%	952	644
Mountain-200 Black, 46	Bikes	Mountain Bikes	\$2,769,620	\$1,080,672	39.02%	28.9%	1349	992
Mountain-200 Black, 42	Bikes	Mountain Bikes	\$2,641,606	\$1,036,542	39.24%	26.4%	1282	926
Mountain-200 Silver, 46	Bikes	Mountain Bikes	\$2,376,146	\$921,512	38.78%	31.0%	1149	858
Sport-100 Helmet, Red	Accessories	Helmets	\$2,019,021	\$1,191,402	59.01%	37.9%	63663	4,220
Sport-100 Helmet, Black	Accessories	Helmets	\$1,946,979	\$1,140,355	58.57%	36.4%	62048	4,150
Road-150 Red, 44	Bikes	Road Bikes	\$1,924,908	\$594,085	30.86%	17.2%	613	418
Sport-100 Helmet, Blue	Accessories	Helmets	\$1,775,081	\$1,048,446	59.06%	39.4%	55895	3,788

# Customer Analysis

Total Customers

113036

Avg Revenue Per Customer

754

Avg Profit per Customer

285.1

Avg Customer Age

36

## Filters

Year

All

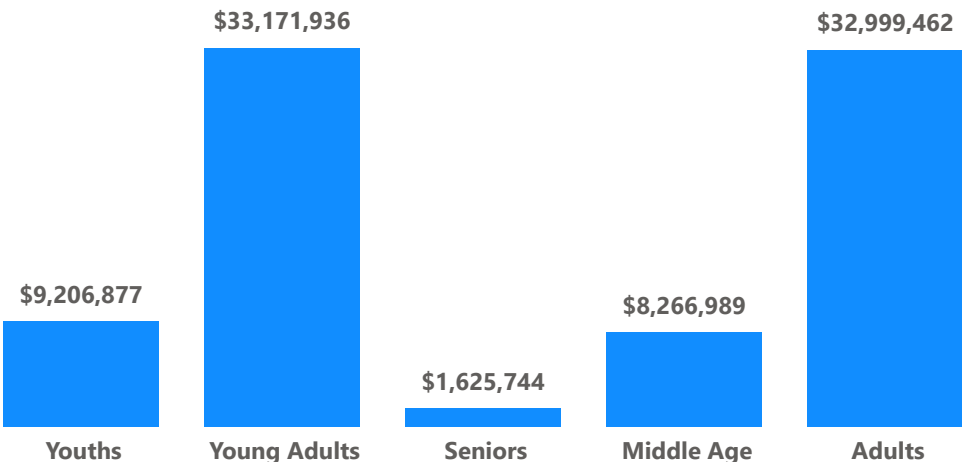
Country

All

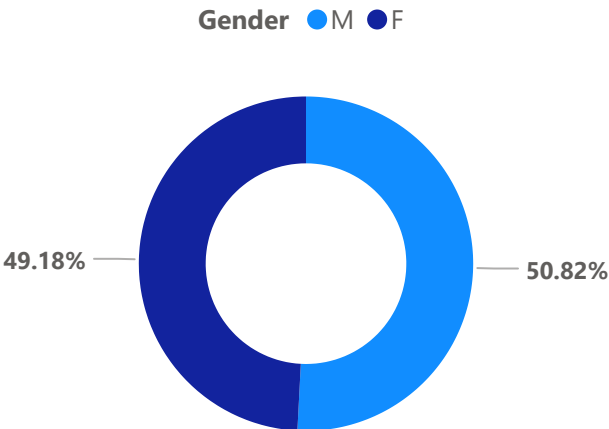
Product Category

All

Revenue by Age Group



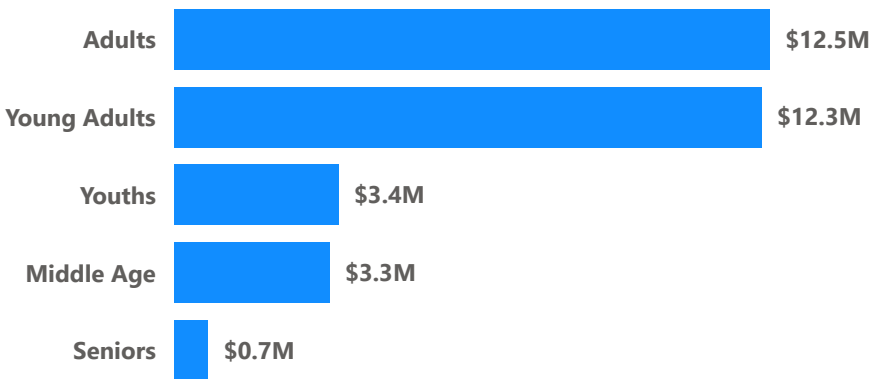
Revenue by Gender



Customer Contribution

Age_Group	Customer_Gender	Total Customers	Total_Revenue	Total_Profit	Avg Order Value
Adults	F	20674	\$16,746,802	\$6,304,334	810.04
Young Adults	M	21460	\$16,752,067	\$6,292,351	780.62
Adults	M	21076	\$16,252,660	\$6,188,389	771.15
Young Adults	F	20234	\$16,419,869	\$6,026,801	811.50
Youths	M	8132	\$5,090,346	\$1,916,856	625.96
Middle Age	M	6198	\$4,427,097	\$1,739,389	714.28
Youths	F	6656	\$4,116,531	\$1,525,345	618.47
Middle Age	F	5780	\$3,839,892	\$1,517,245	664.34
Seniors	F	1380	\$812,505	\$360,143	588.77
Seniors	M	1116	\$812,220	\$350,247	562.41

Profit by Age Group



# Geographic Performances

## Filters

Year

All

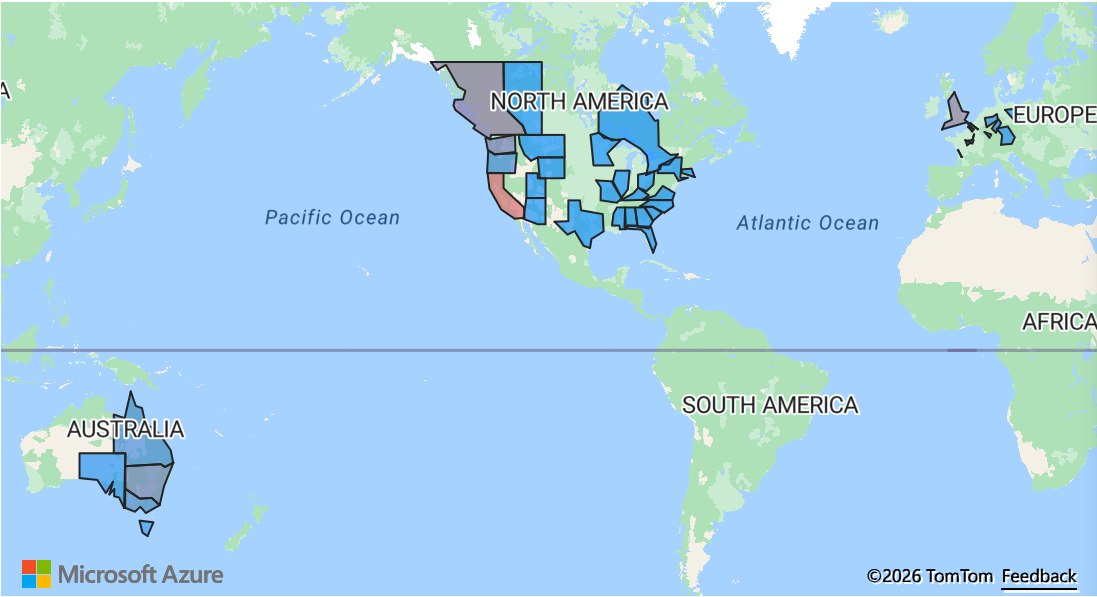
State

All

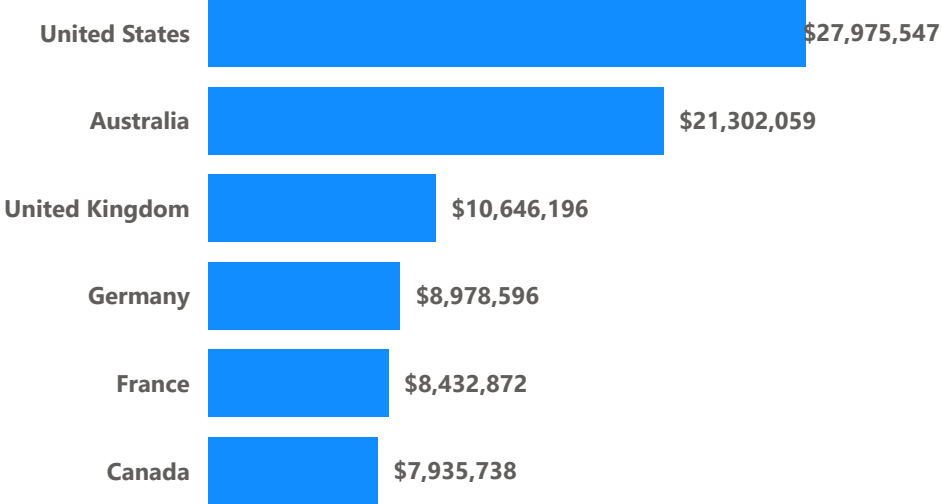
Product Category

All

Profit by State



Revenue by Country



## Regional Performance

Country	State	Total Customers	Total_Revenue	Revenue YoY %	Total_Profit	Profit Margin %	Avg Profit per Customer	Avg Order Value	Total Quantity	Total Orders
Australia	New South Wales	10412	\$9,203,495	20.7%	\$3,133,684	34.05%	301	883.93	115932	10,412
Australia	Queensland	5220	\$5,066,267	19.1%	\$1,619,158	31.96%	310	970.55	57592	5,220
Australia	South Australia	1564	\$1,397,274	18.5%	\$424,839	30.40%	272	893.40	15791	1,564
Australia	Tasmania	724	\$580,184	12.8%	\$170,323	29.36%	235	801.36	8039	724
Australia	Victoria	6016	\$5,054,839	22.2%	\$1,428,026	28.25%	237	840.23	66231	6,016
Canada	Alberta	56	\$56,803	15.5%	\$23,350	41.11%	417	1,014.34	587	56
Canada	British Columbia	14116	\$7,877,890	26.6%	\$3,693,348	46.88%	262	558.08	191556	14,116
Canada	Ontario	6	\$1,045	0.0%	\$598	57.22%	100	174.17	116	6
France	Charente-Maritime	148	\$106,047	16.3%	\$46,000	43.38%	311	716.53	1631	148
France	Essonne	994	\$973,532	27.2%	\$393,848	40.46%	396	979.41	11884	994
France	Garonne (Haute)	208	\$183,906	33.5%	\$72,947	39.67%	351	884.16	2415	208
France	Haute de Seine	1084	\$927,140	24.5%	\$364,127	38.86%	326	864.52	12776	1,084