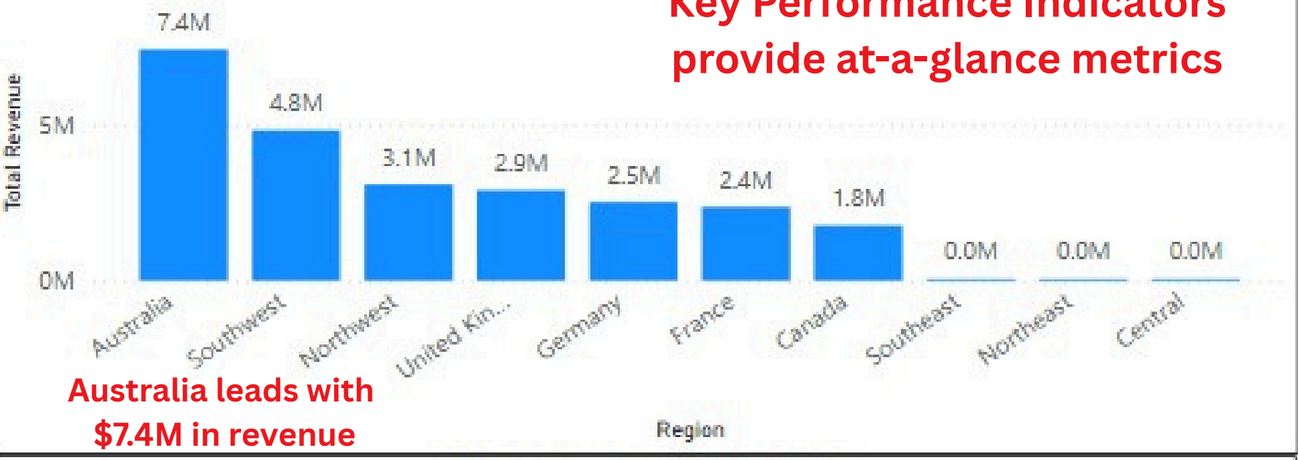
Revenue & Growth Analysis

Interactive filters allow year-over-year comparison

24.9M	58.4	990.1
Total Revenue	Revenue YoY Growth %	Average Order Value

Key Performance Indicators provide at-a-glance metrics

Total Revenue by Region



Australia leads with $7.4M in revenue

Total Revenue by CategoryName

Bikes dominate with 94.89% of revenue

Year

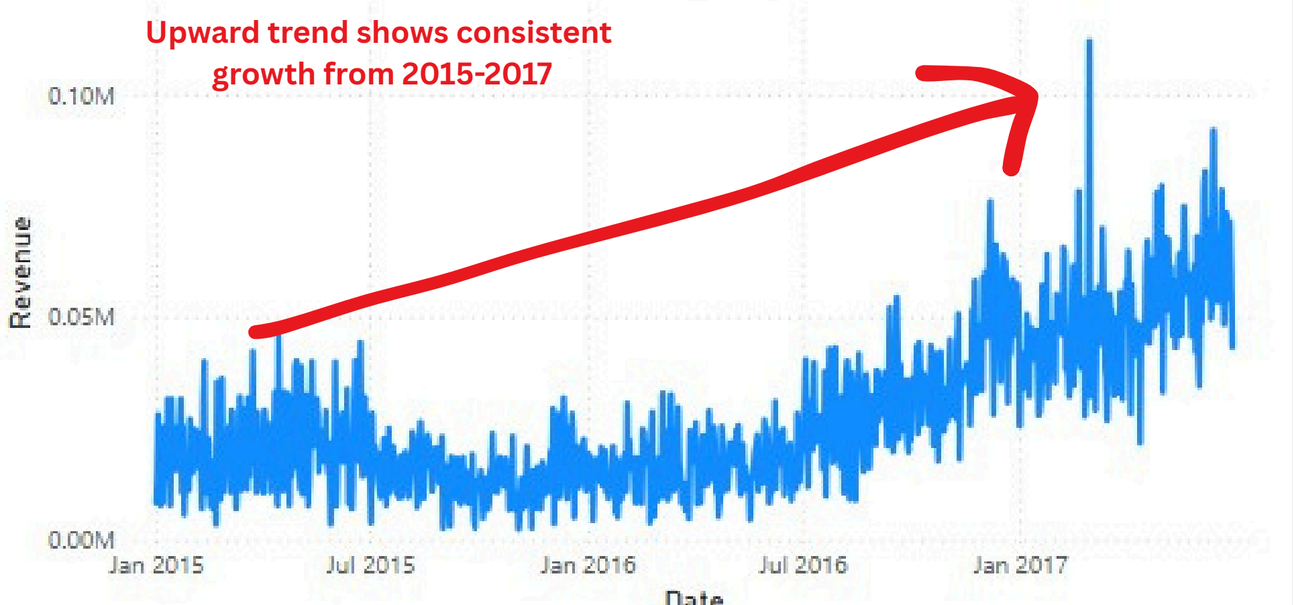
Select all	2016
2015	2017

Region

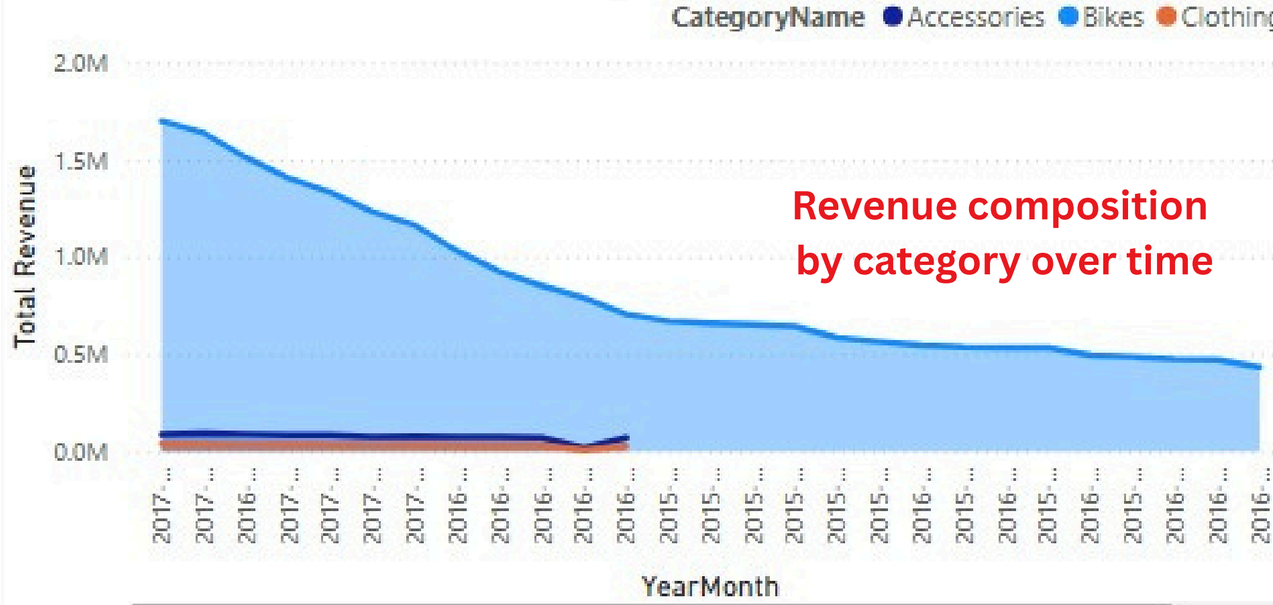
All

Revenue Trend Over Time

Upward trend shows consistent growth from 2015-2017



Total Revenue by YearMonth and CategoryName



Revenue composition by category over time

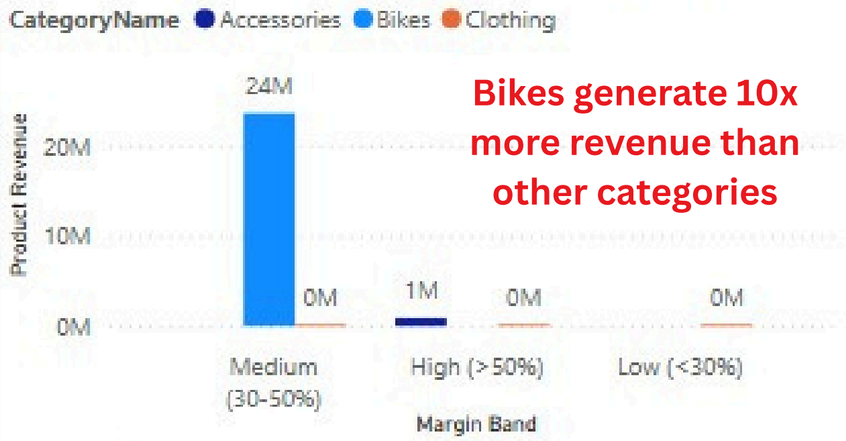
Product & Category Insights

130	Bikes	2.17
Products Sold	Top Category	Return Rate %

Product performance summary metrics

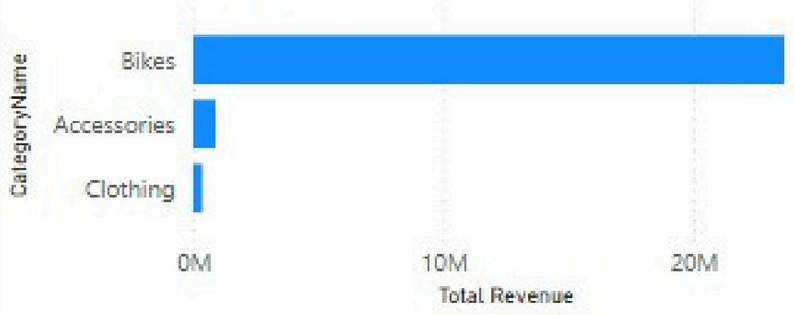
CategoryName	2015	2016	2017	Total
Accessories	0.00	4.46	3.48	**1.95**
Bikes	16.31	7.65	7.54	**3.08**
Clothing	0.00	5.07	3.77	**2.16**
Total	**69.51**	**5.05**	**4.03**	**2.17**

Product Revenue by Margin Band and CategoryName

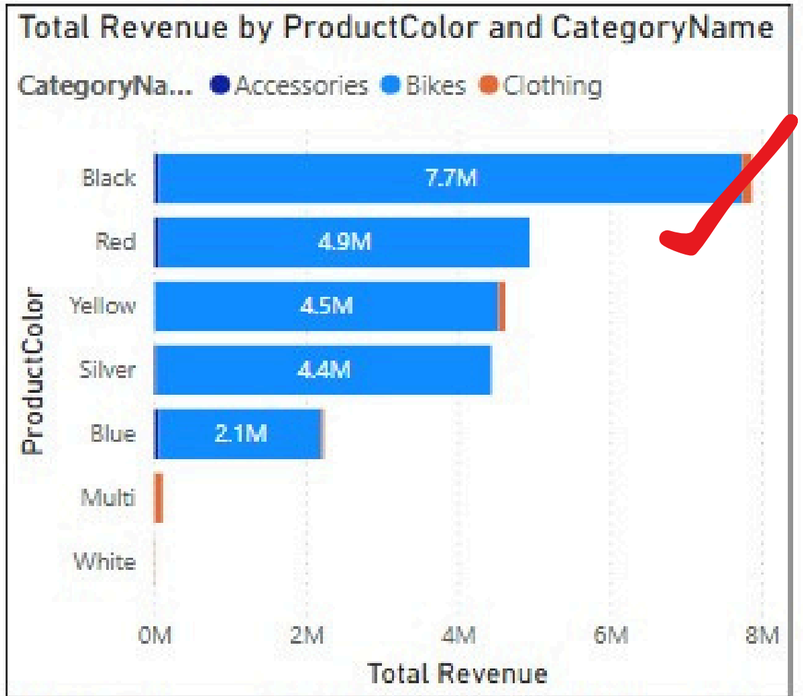


Bikes generate 10x more revenue than other categories

Total Revenue by CategoryName



Total Revenue by ProductColor and CategoryName



Product Revenue, Profit Margin % and Return Rate % by CategoryName

Most revenue comes from Mediummargin products (30-50%)

Bubble chart shows relationship between revenue, profit margin, and return rate by product

Year

Select all	2016
2015	2017

CategoryName

- [ ] Accessories
- [ ] Bikes
- [ ] Clothing
- [ ] Components

SubcategoryName

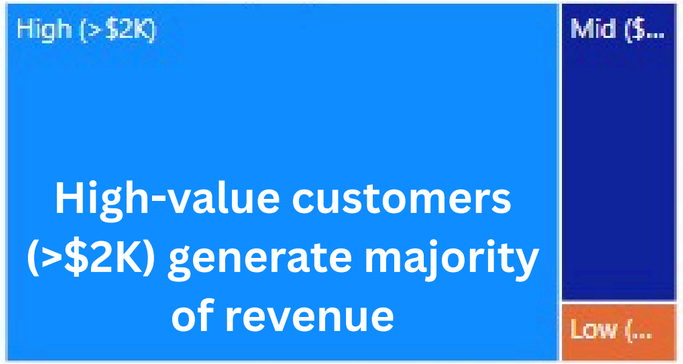
All

Customer Analytics

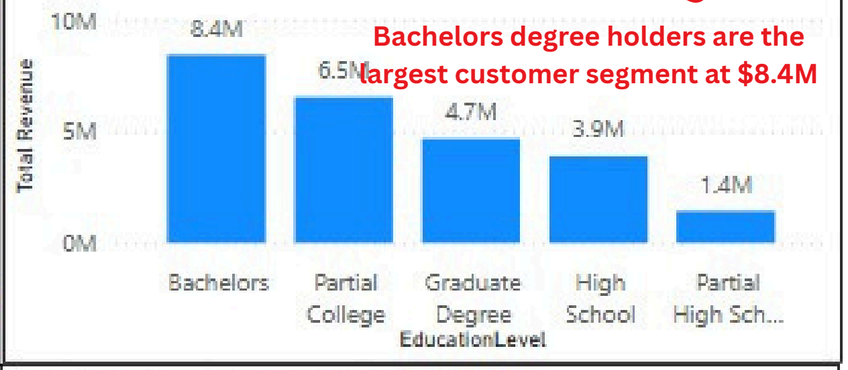
Customer engagement and value metrics

17K	33.63	1.43K
Total Customers	Repeat Purchase Rate	Avg Revenue Per Customer

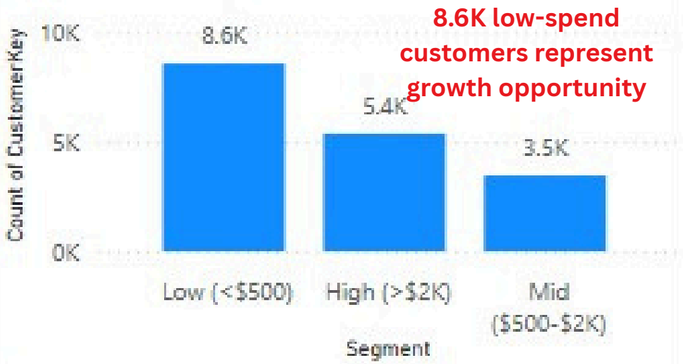
Total Revenue by Segment



Total Revenue by EducationLevel

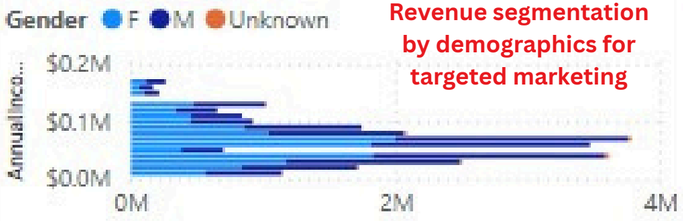


Count of CustomerKey by Segment



Cumulative Customers by Month

Total Revenue by AnnualIncome and Gender



CustomerKey	Segment	Sum of Total Spent
11241	High (>$2K)	11,330.4
11242	High (>$2K)	10,852.0
11417	High (>$2K)	11,085.7
11420	High (>$2K)	11,022.4
Total		**110,268.6**

Year
- 2015
- 2017
- 2016

Segment
- High (>$2K)
- Low (<$500)
- Mid ($500-$2K)

Gender
- F
- M
- Unknown

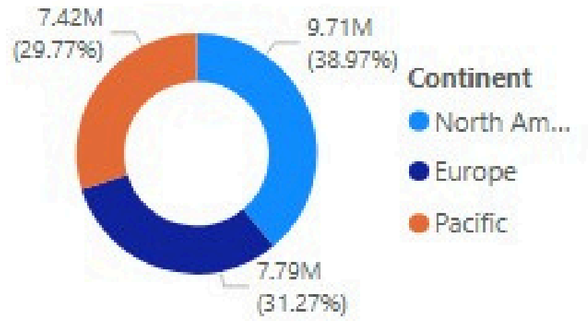
AnnualIncome
- All

Regional Performance

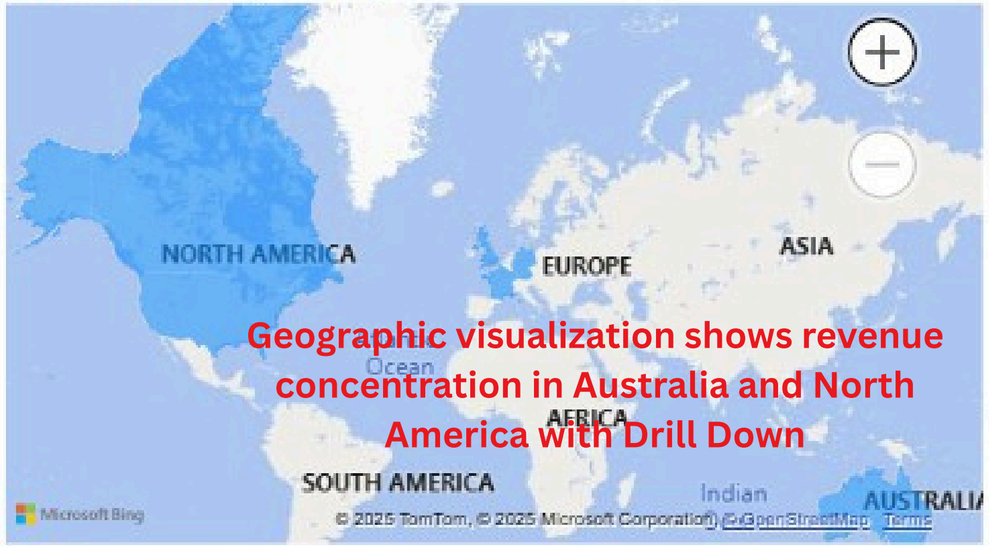
Geographic performance overview

Australia	6	41.97
Top Territory	Total Countries	Profit Ma

Total Revenue by Continent



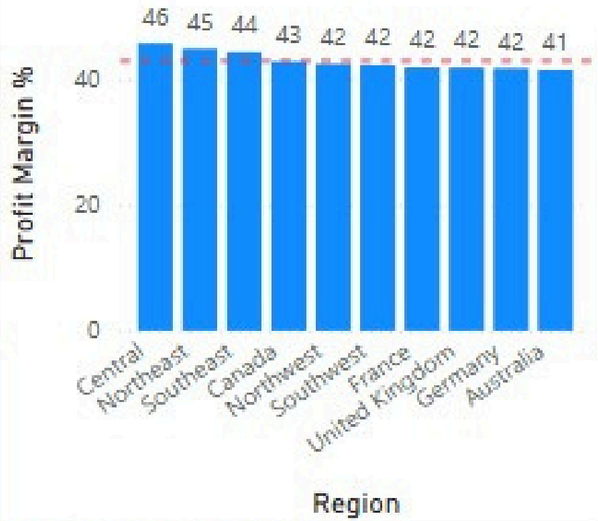
Total Revenue by Country



Geographic visualization shows revenue concentration in Australia and North America with Drill Down

Region	Continent	Total Revenue	Total Profit	Profit Margin %	Total Orders
Australia	Pacific	7,416,456.20	3,077,022.81	41.49	6060
Southwest	North America	4,822,794.70	2,040,345.17	42.31	4992
Northwest	North America	3,095,074.47	1,314,751.27	42.48	3675
United Kingdom	Europe	2,902,562.09	1,214,774.42	41.85	2771
Germany	Europe	2,524,679.97	1,054,186.21	41.76	2294
France	Europe	2,362,643.32	989,346.06	41.87	2315
Canada	North America	1,769,245.81	757,844.20	42.83	3024
Total		**24,914,586.82**	**10,457,715.43**	**41.97**	**25164**

Profit Margin % by Region



Total Revenue by Region

Darker shading indicates higher revenue regions

Australia ($7.4M) and Southwest ($4.8M) are top territories

Country
- Australia
- Canada
- France
- Germany
- United Kingdom
- United States

Continent
- Europe
- North America
- Pacific

Year
- 2015
- 2016
- 2017

Seasonality & Channels

Seasonal performance indicators

Flexible date filtering for seasonal analysis

Jun	Q2	10
Peak Month	Peak Quarter	Total Channels

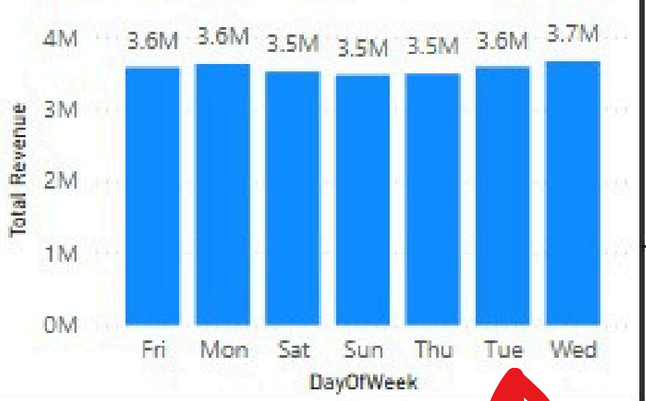
Month	2015	2016	2017	Total
Jun	669,988.67	533,824.98	1,826,987.14	3,030,800.79
May	659,325.90	545,534.74	1,768,432.51	2,973,293.15
Apr	653,364.04	494,957.42	1,527,813.72	2,676,135.18
Mar	643,436.10	471,961.88	1,448,596.12	2,563,994.11
Feb	532,226.25	474,162.79	1,339,241.29	2,345,630.33
Jan	585,312.65	432,425.74	1,274,378.67	2,292,117.05
Dec	563,761.53	1,635,308.80		2,199,070.33
Nov	326,611.15	1,133,913.05		1,460,524.20
Oct	404,276.60	1,029,821.05		1,434,097.65
Aug	536,452.82	804,193.39		1,340,646.20
Jul	486,115.01	815,356.47		1,301,471.47
Sep	344,062.87	952,743.49		1,296,806.37
Total	**6,404,933.58**	**9,324,203.79**	**9,185,449.45**	**24,914,586.82**

Quarter	2015	2016	2017	Total
Q1	1.76M	1.38M	4.06M	**7.20M**
Q2	1.98M	1.57M	5.12M	**8.68M**
Q3	1.37M	2.57M		**3.94M**
Q4	1.29M	3.80M		**5.09M**
Total	**6.40M**	**9.32M**	**9.19M**	**24.91M**

Total Revenue by Quarter and Year

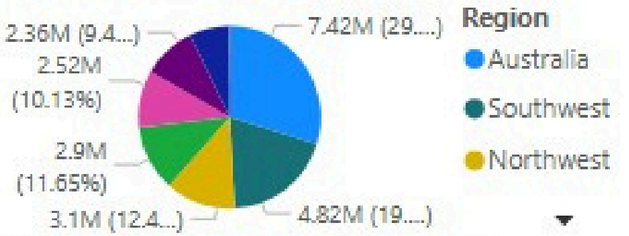
Q2 consistently strongest quarter with $8.68M total

Total Revenue by DayOfWeek

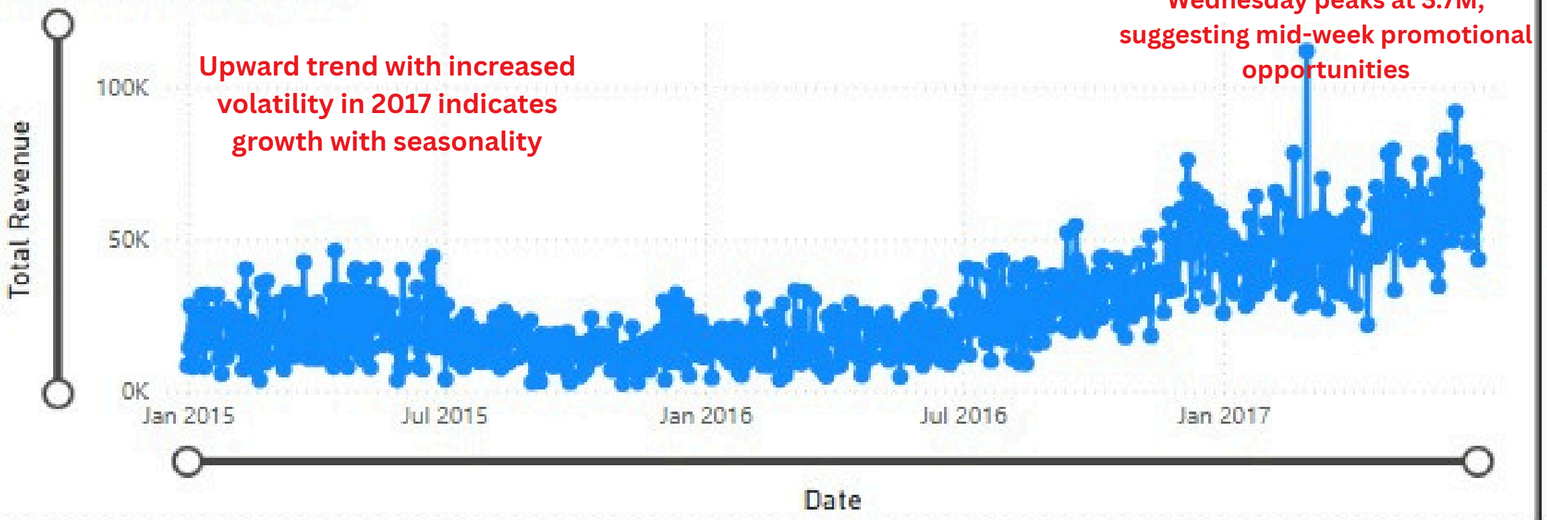


Wednesday peaks at 3.7M, suggesting mid-week promotional opportunities

Total Revenue by Region

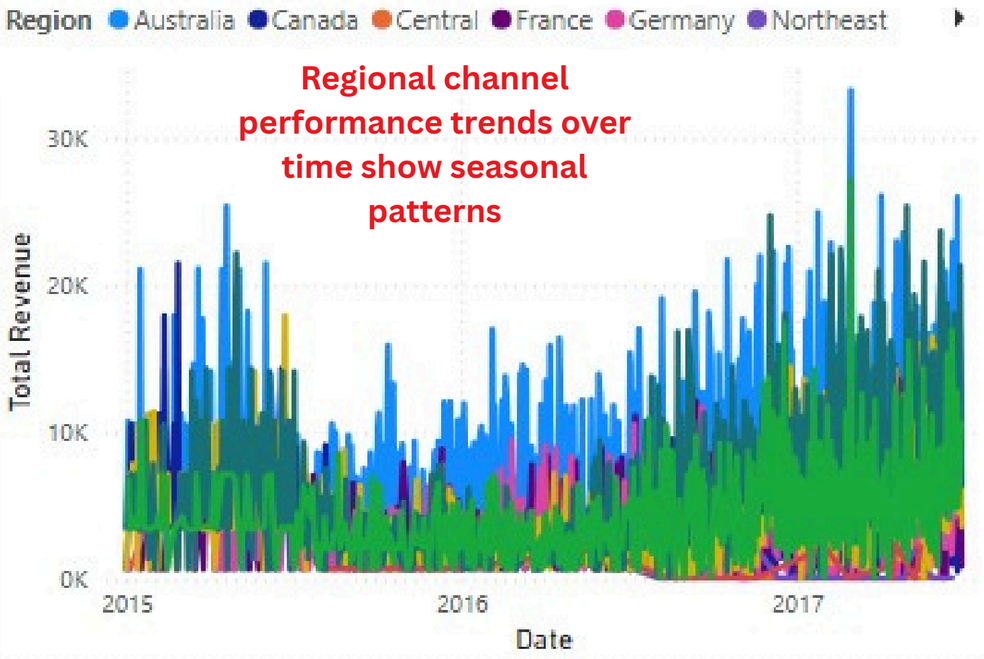


Total Revenue by Date



Upward trend with increased volatility in 2017 indicates growth with seasonality

Total Revenue by Date and Region



Regional channel performance trends over time show seasonal patterns

Year
All

Quarter
All

Month
All

Region
All