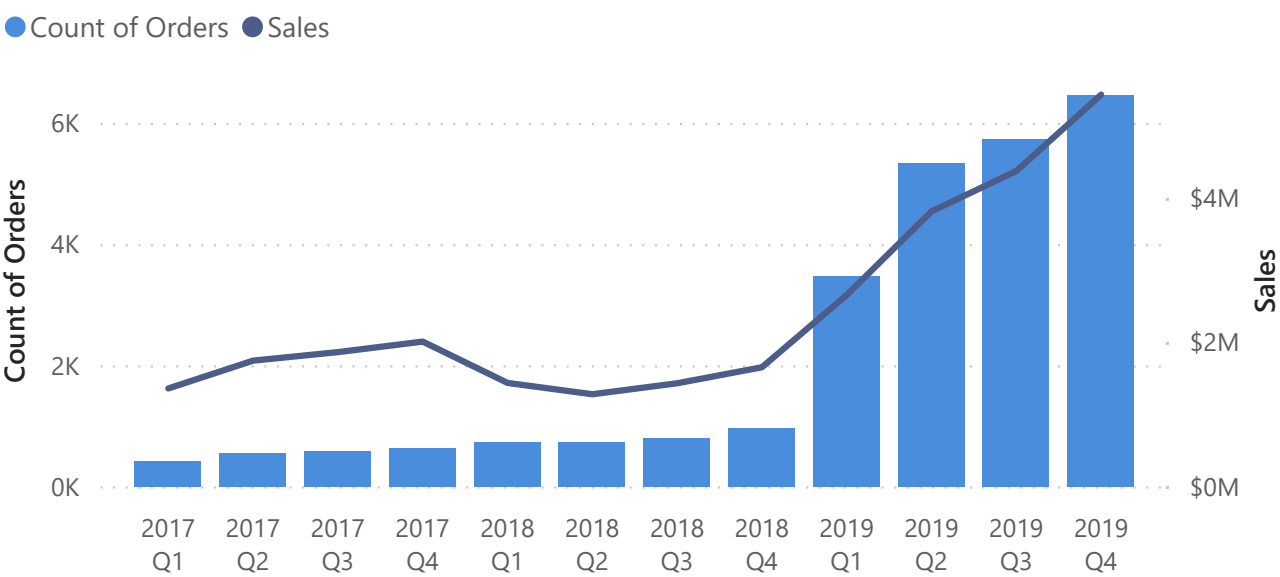


SALES OVERVIEW

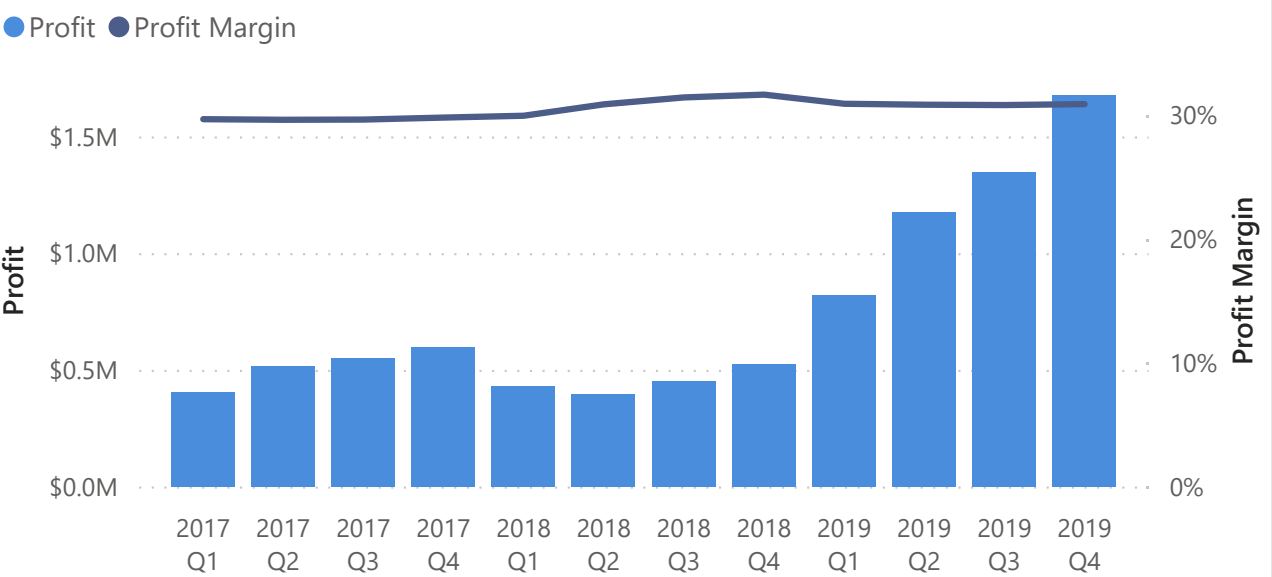
2017	2018	2019	Accessories	Bikes	Clothing	Australia	Canada	France	Germany	United King...	United States
------	------	------	-------------	-------	----------	-----------	--------	--------	---------	----------------	---------------

<div>\$29.1M</div> <div>Sales</div>	<div>127.40%</div> <div>Sales YoY%</div>	<div>\$9M</div> <div>Profit</div>	<div>129.82%</div> <div>Profit YoY%</div>	<div>30.62%</div> <div>Profit Margin</div>
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Count of Orders and Sales by Year and Quarter



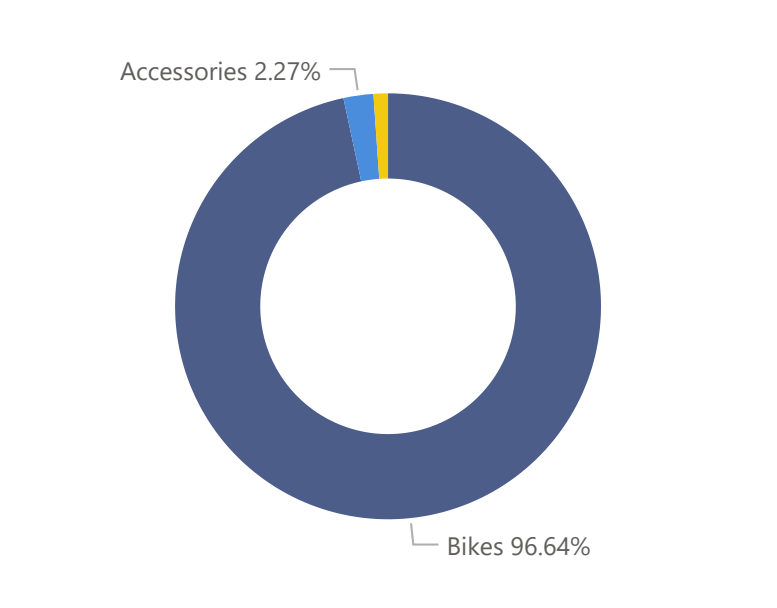
Profit and Profit Margin by Year and Quarter



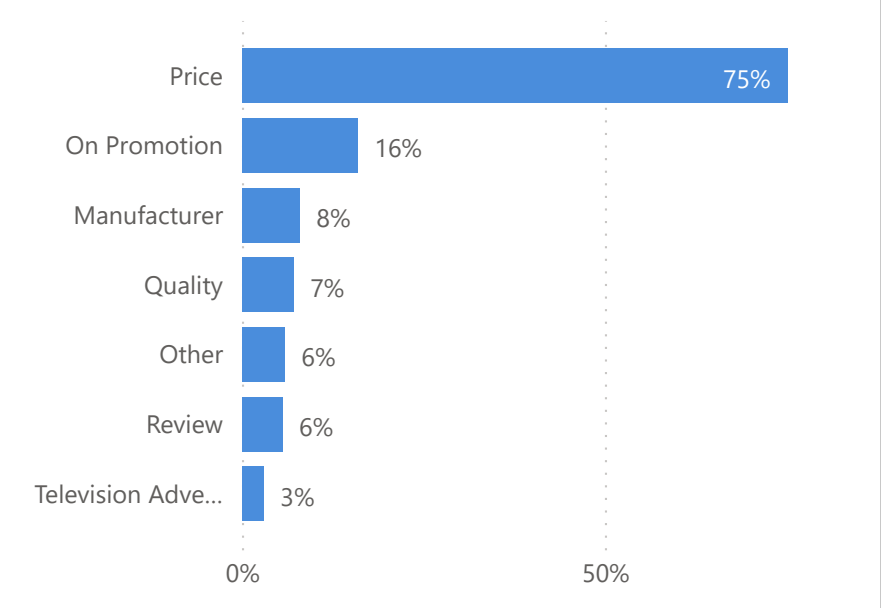
Sales by Country



Sales by ProductCategory



Orders by Sales Reason



CUSTOMER ANALYSIS

2017

2018

2019

Accessories

Bikes

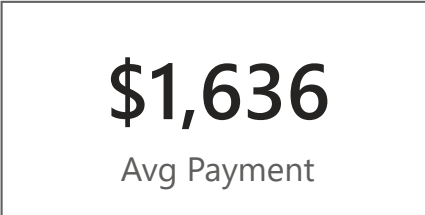
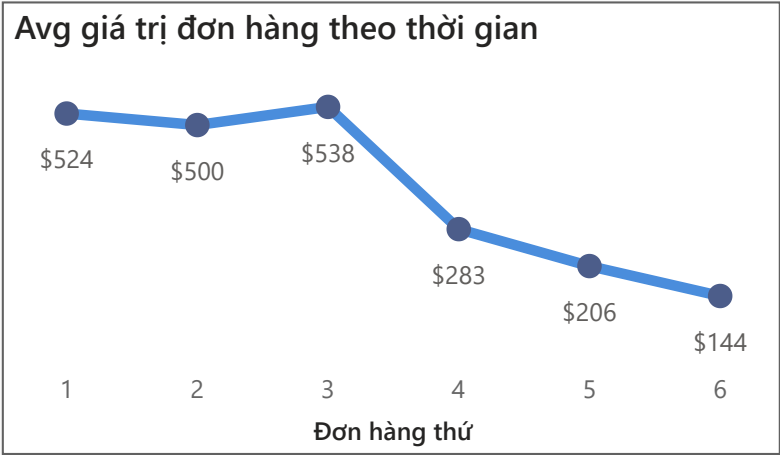
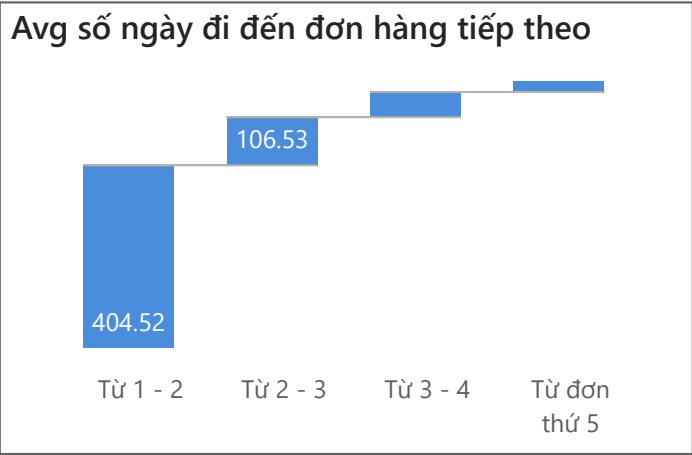
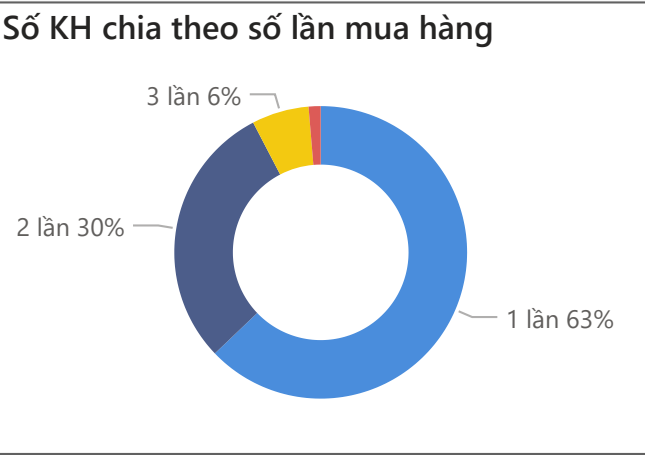
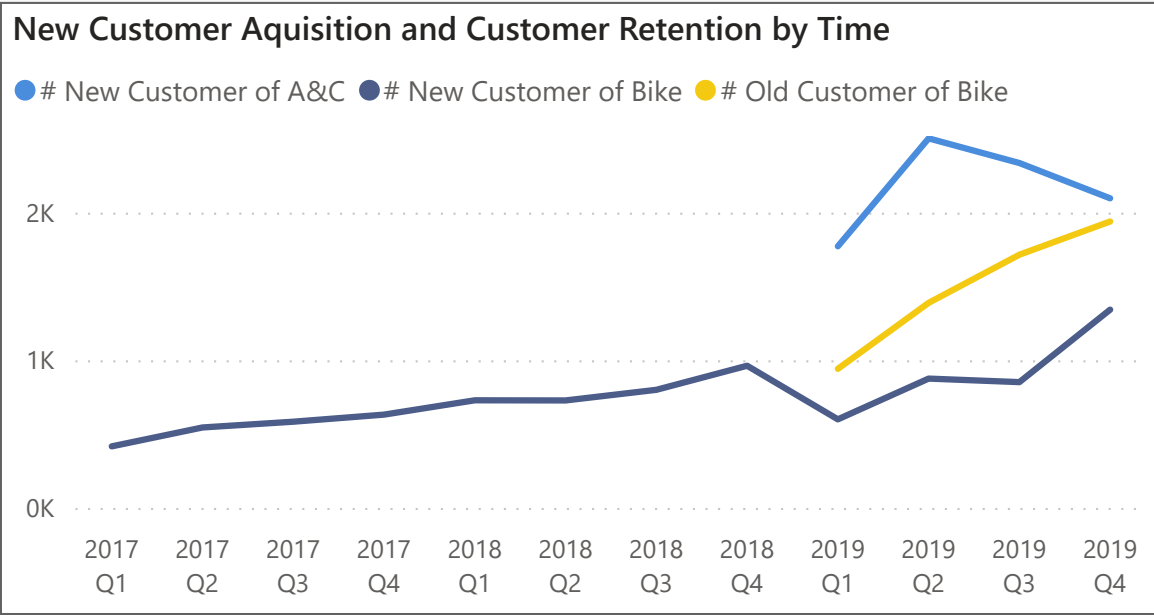
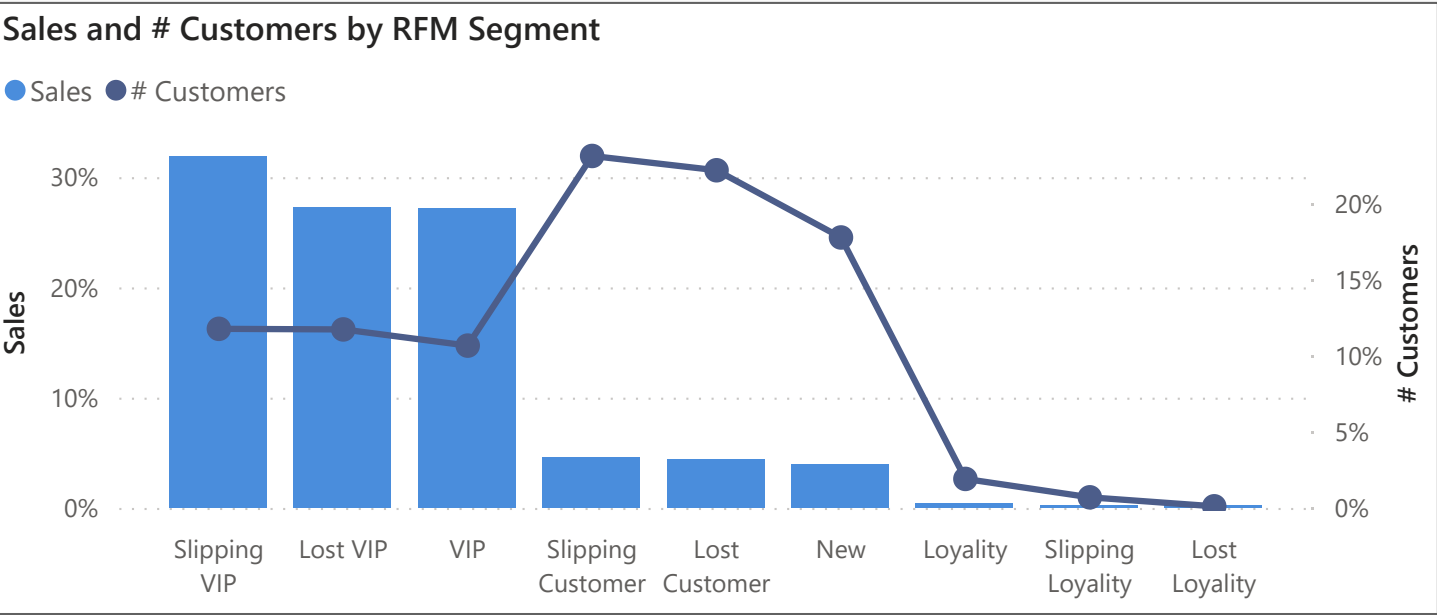
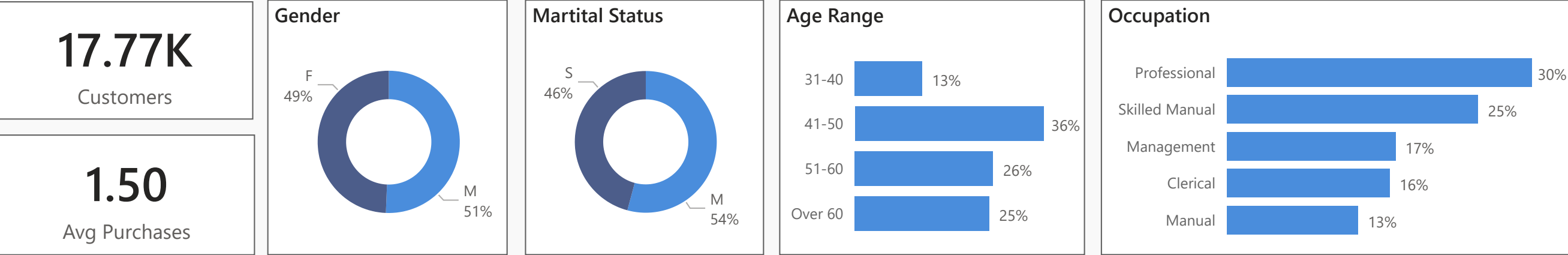
Clothing

RFM Segment

All

Country

All



SALES BY PRODUCT

201720182019

AccessoriesBikesClothing

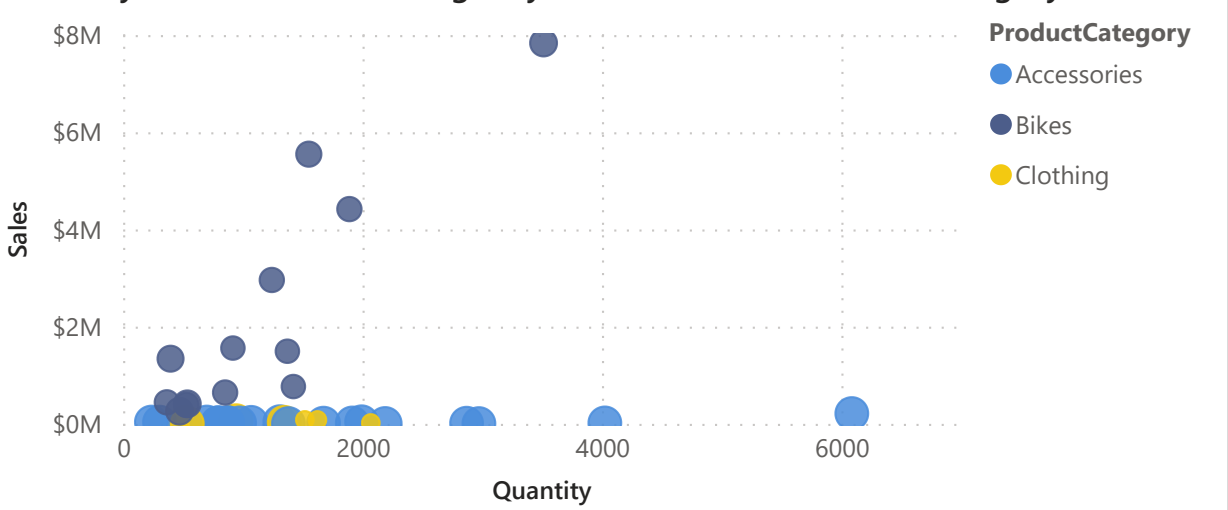
Country

All

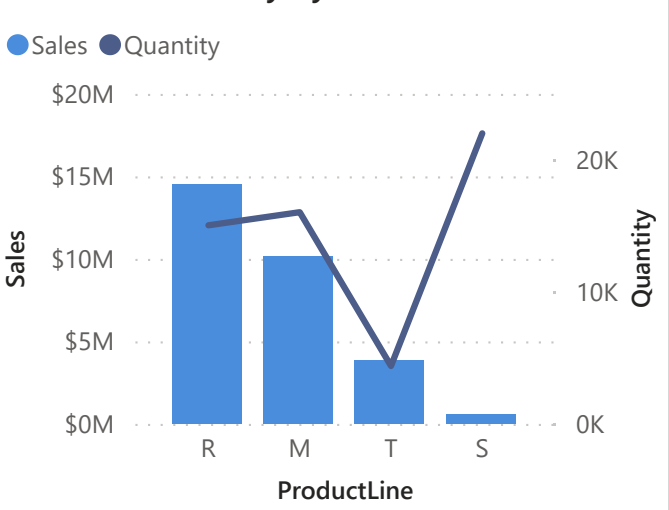
RFM Segment

All

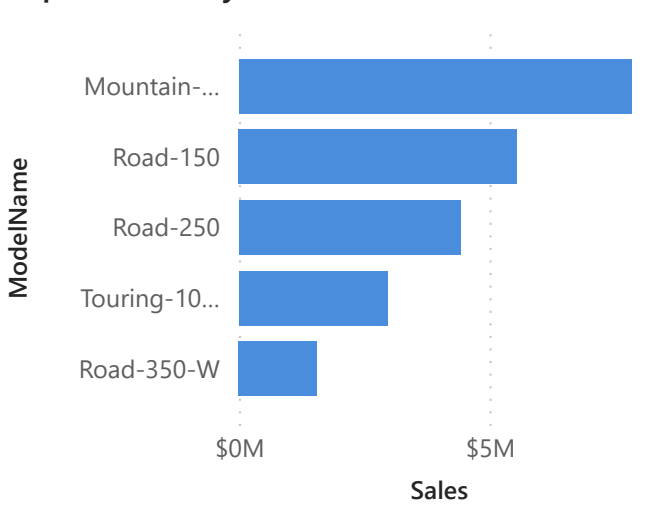
Quantity, Sales and Profit Margin by ModelName and ProductCategory



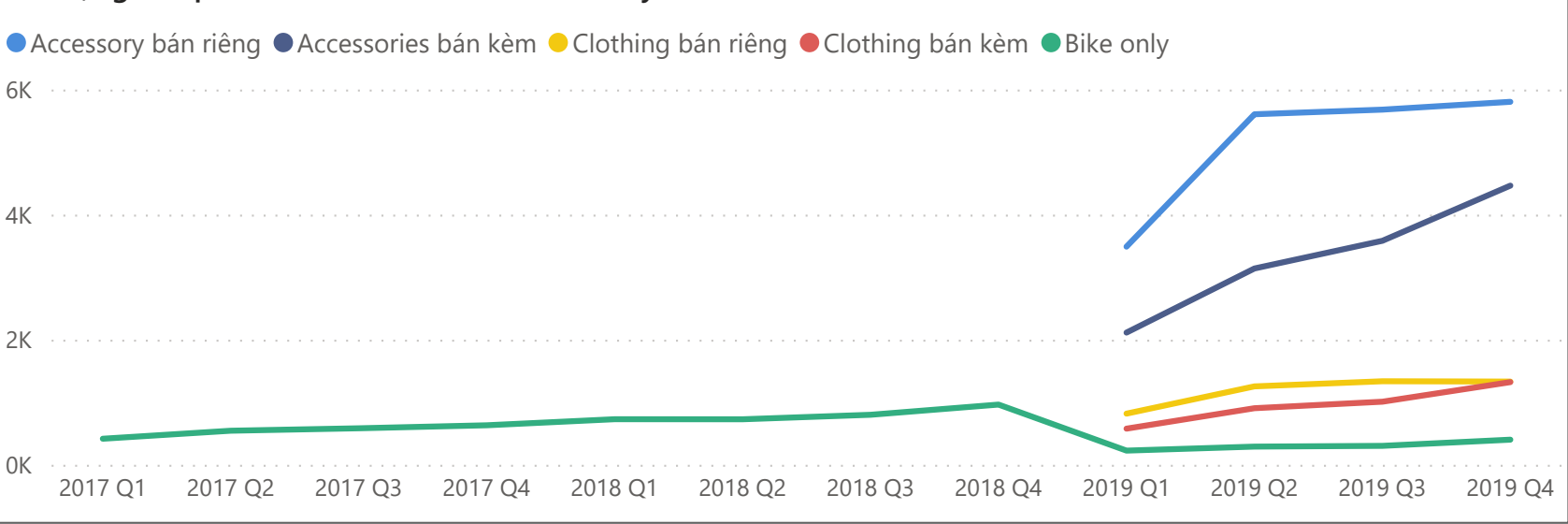
Sales and Quantity by ProductLine



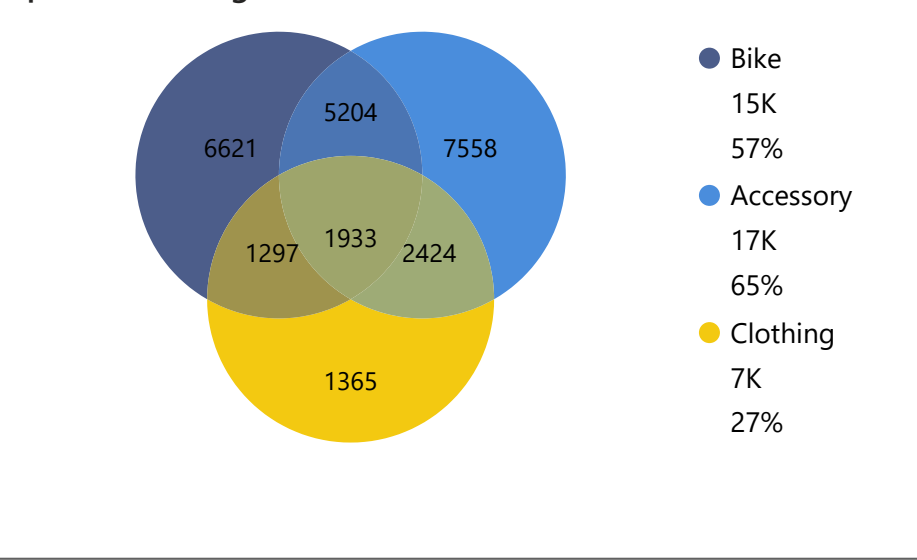
Top 5 Model by Sales Amount



Số lượng sản phẩm bán ra chia theo bán lẻ hay bán kèm với Bike



Upsell venn diagram



Kết hợp Subcatgory của Bike với Accessories & Clothing theo số đơn hàng

Subcategory	Bike Racks	Bike Stands	Bottles and Cages	Caps	Cleaners	Fenders	Gloves	Helmets	Hydration Packs	Jerseys	Shorts	Socks	Tires and Tubes	Vests
Mountain Bikes	85	32	932	303	132	886	185	917	201	471	167	81	891	102
Road Bikes	25	25	971	393	130		283	1331	77	790		72	895	108
Touring Bikes	3	9	548	333	54		118	883	53	295		86	300	27

INCOME SCENARIO

Target Profit Margin

36.00%



Price of bikes

1,496.00



% Cost reduce

8.00%



Community member

13000



% Active member

30.00%

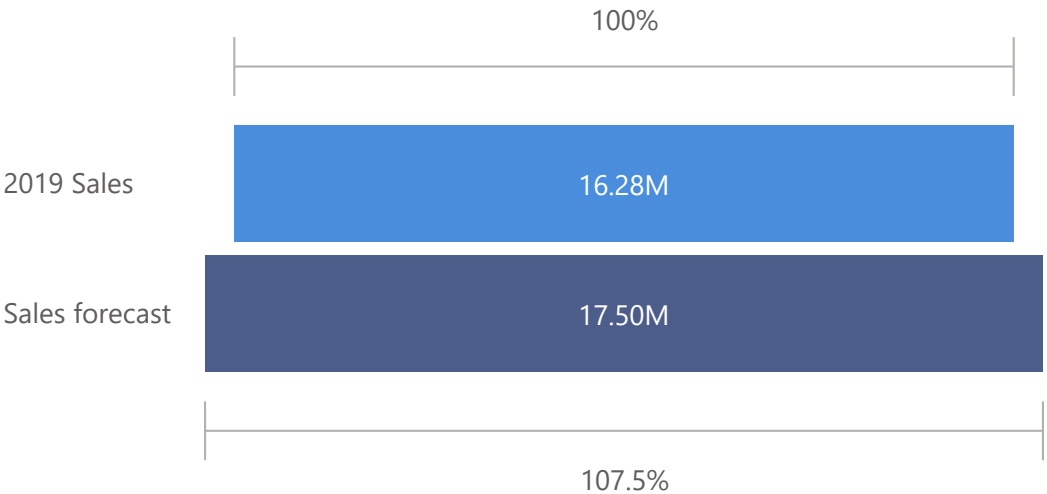


Purchases per customer

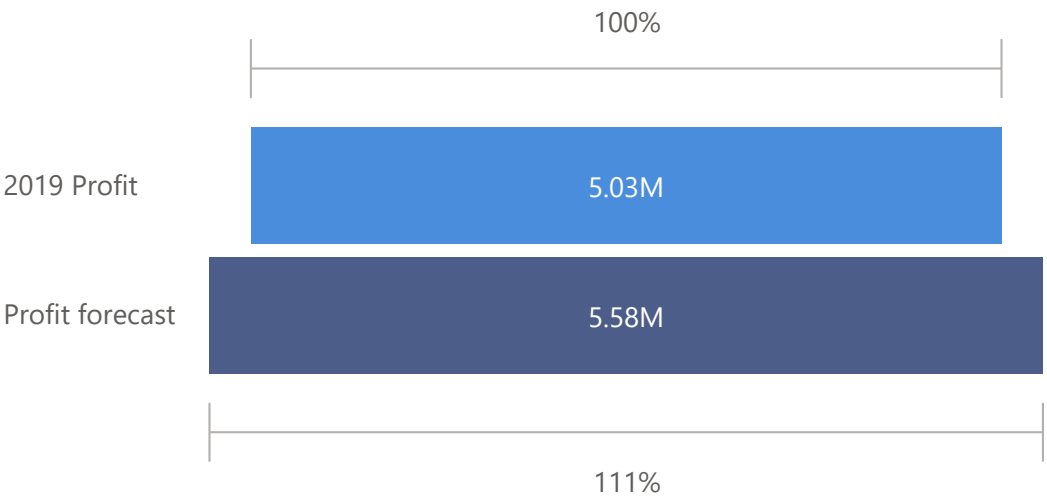
3



2019 Sales and Sales forecast



2019 Profit and Profit forecast



\$5.58M

Profit forecast

11.70K

Order forecast

7.50%

% Growth forecast

Profit margin forecast and Target Profit Margin

