Year

All

Month

All

N value

7

- Approved
- Backorder...
- Cancellation
- In process
- Rejected
- Shipped

Total Revenue

$33.9M

Total Customers

294

Total Orders

1465

Cancellation Rate

11%

Average Shipping Duration

7

Average Order Duration

12

Average Order Value

$23.2K

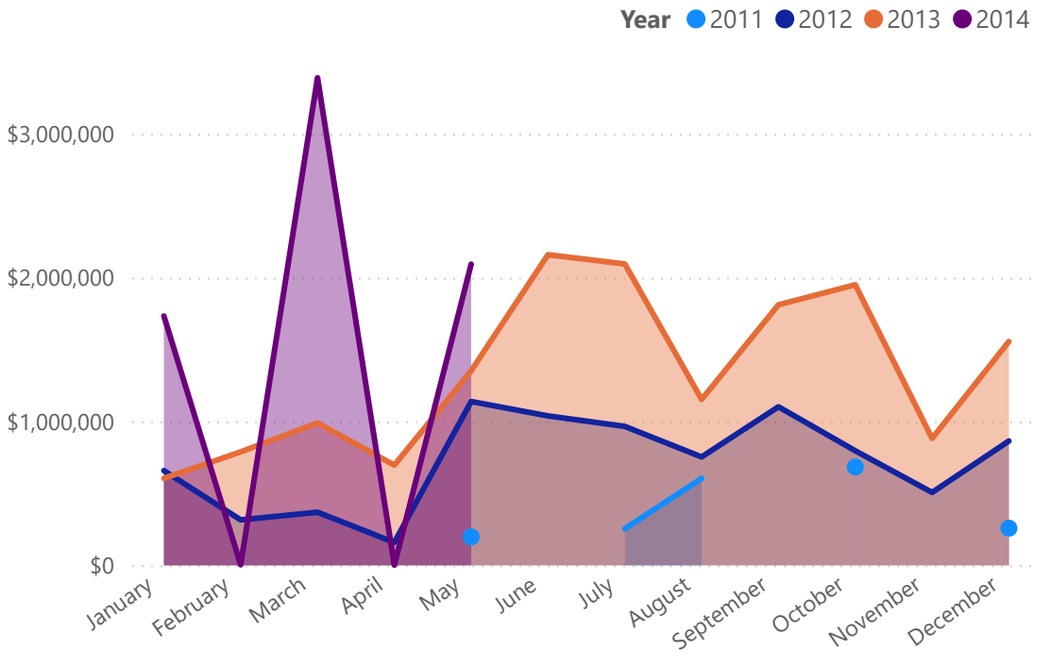
Rejection Rate

8%

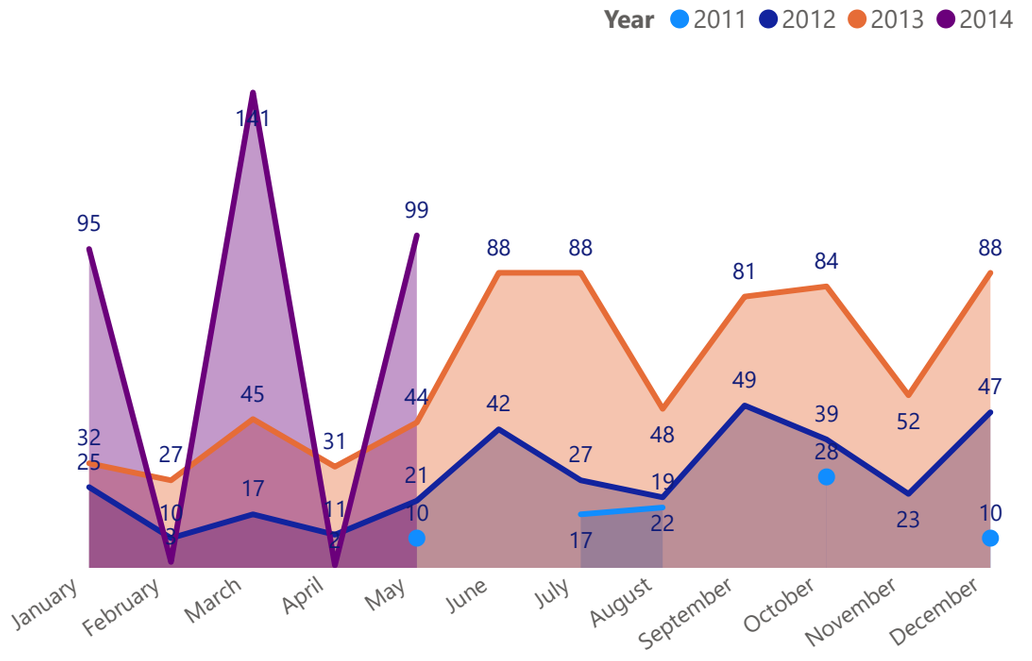
Top N Customers

Customer Name	Total Revenue
Greg Guthrie	$901,347
Julie Creighton	$815,914
Rob Beeghly	$678,829
Sung Shariari	$725,867
Tamara Willingham	$887,090
Theone Pippenger	$824,332
Valerie Dominguez	$807,392

Total Revenue by Month and Year



Total Orders by Year and Month



Year

All

Month

All

Approved
Backor...
Cancelled
In proc...
Rejected
Shipped

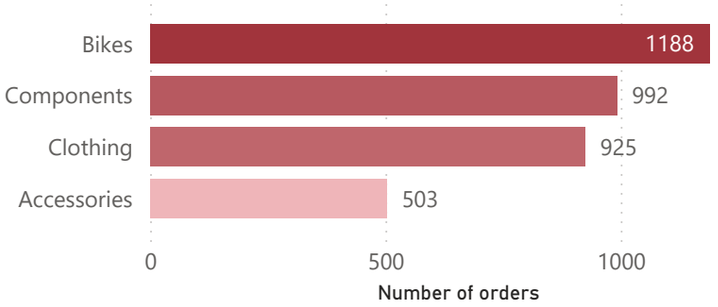
Average Quantity per Order

59

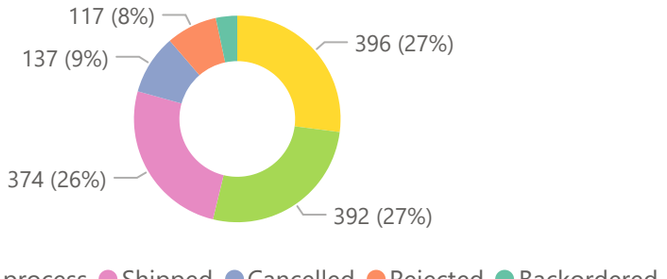
Top 5 Sub Category

Category	Sub Category	Number of orders
Clothing	Jerseys	543
Bikes	Mountain Bikes	474
Bikes	Road Bikes	430
Clothing	Caps	428
Clothing	Gloves	421

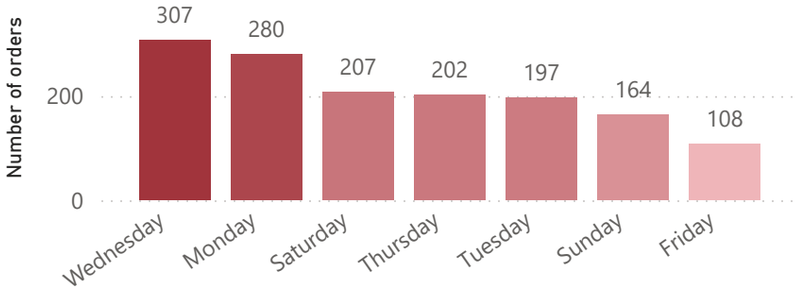
Orders by Product Category



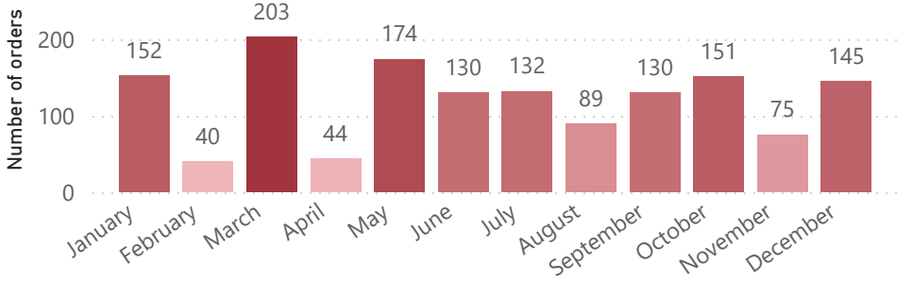
Orders by Status



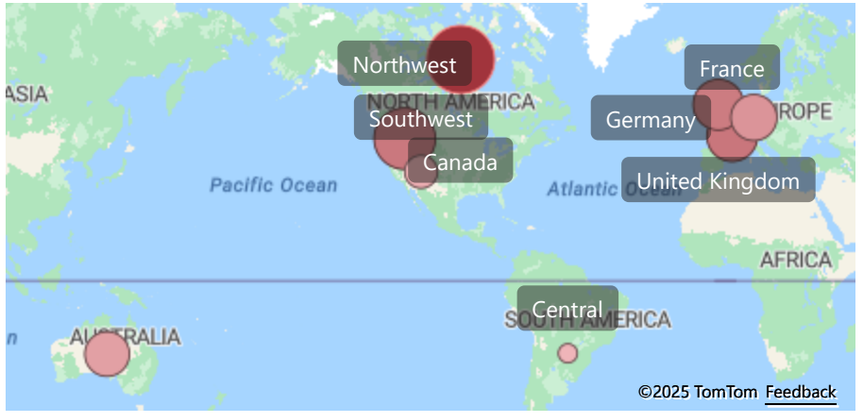
Orders by Week Name



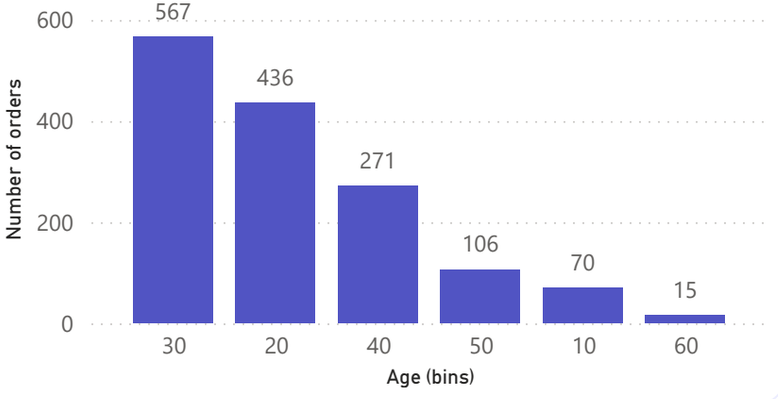
Orders by Month



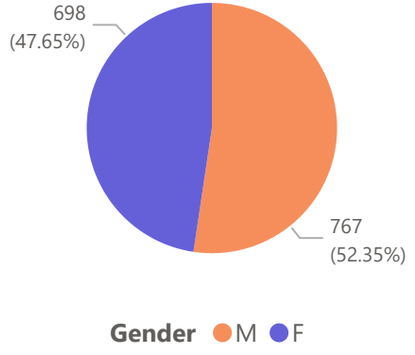
Orders by Territory



Orders by Age



Orders by Gender



Year

All

Month

All

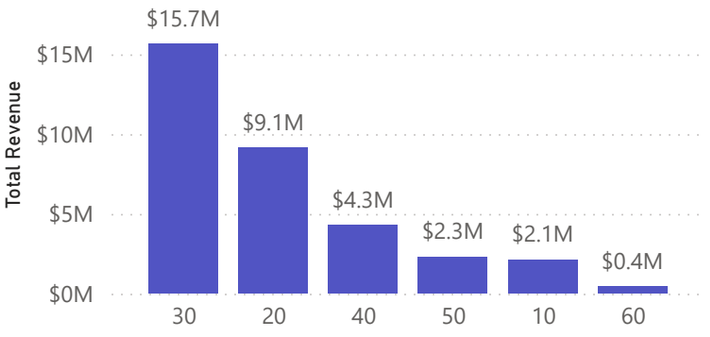
- Approved
- Backorde...
- Cancelled
- In process
- Rejected
- Shipped

Line Total		Total Freight		Total Tax		Total Revenue
$30.09M	+	$0.92M	+	$2.93M	=	$33.93M

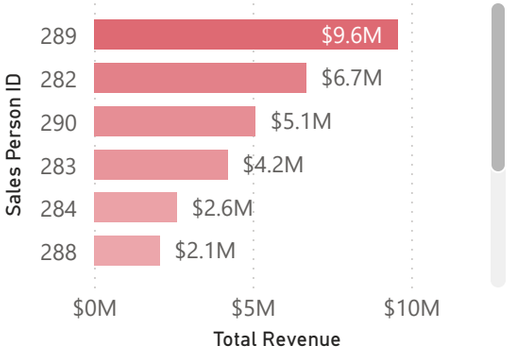
Revenue by Month

Month	Number of orders	Total Revenue	Average Order Value
March	203	$4,749,141	$23,395
May	174	$4,783,218	$27,490
January	152	$2,996,744	$19,715
October	151	$3,430,798	$22,721
December	145	$2,679,292	$18,478
July	132	$3,315,125	$25,115
June	130	$3,198,374	$24,603
September	130	$2,913,508	$22,412

Revenue by Age

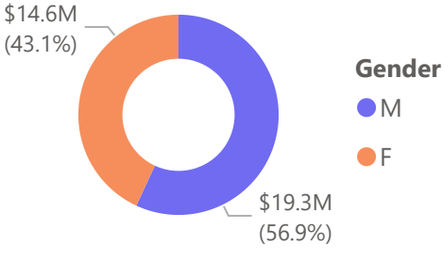


Revenue by Sales Person

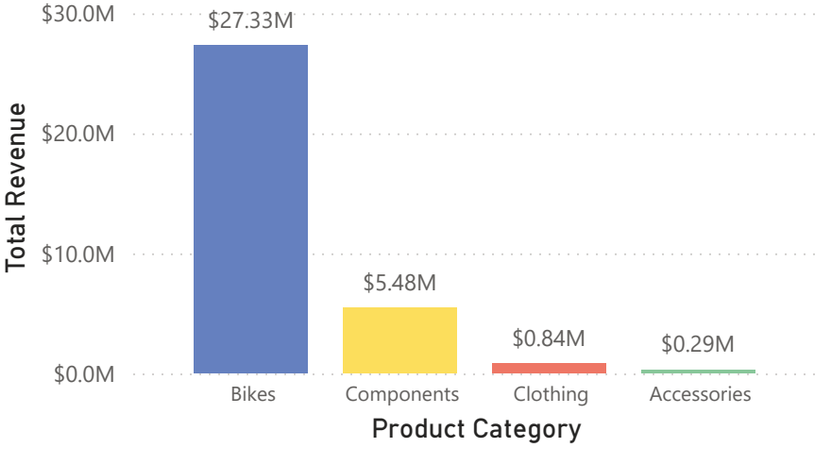


Revenue by Territory

Revenue by Gender



Revenue by Product Category



Limitations:

- Missing data value in some months
- A limited time frame for analysis might not capture the full scope of trends or patterns.

Recommendations:

- Collect more data to get more insights about reason why customers cancel/reject orders.
- Track if backordered orders were completed or not to make revenue performance analysis more accurate.
- Having information on the distance between customers and the company, there is an opportunity to optimize freight costs, ultimately reducing additional expenses by offering various delivery methods
- Record data continuously.