

Sale Overview

Apr Aug Dec Feb Jan Jul Jun Mar May Nov Oct Sep

2020 2021 2022 2023

Total Sale
29.32M

Total_Budget 53M
Variance_BS -23.88M
SB_ratio 0.55

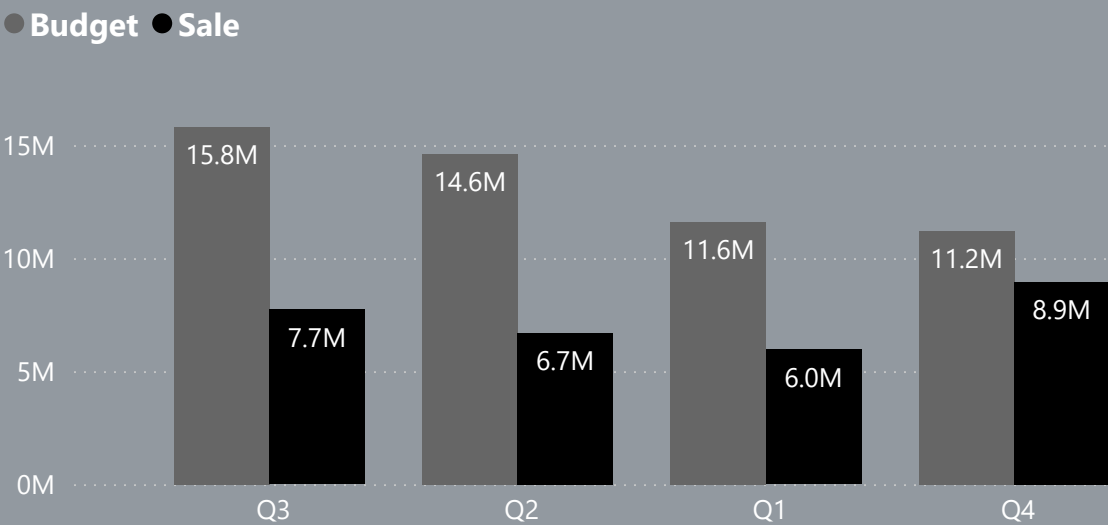
2.18
Sale Growth-YoY

18K
New_Customers

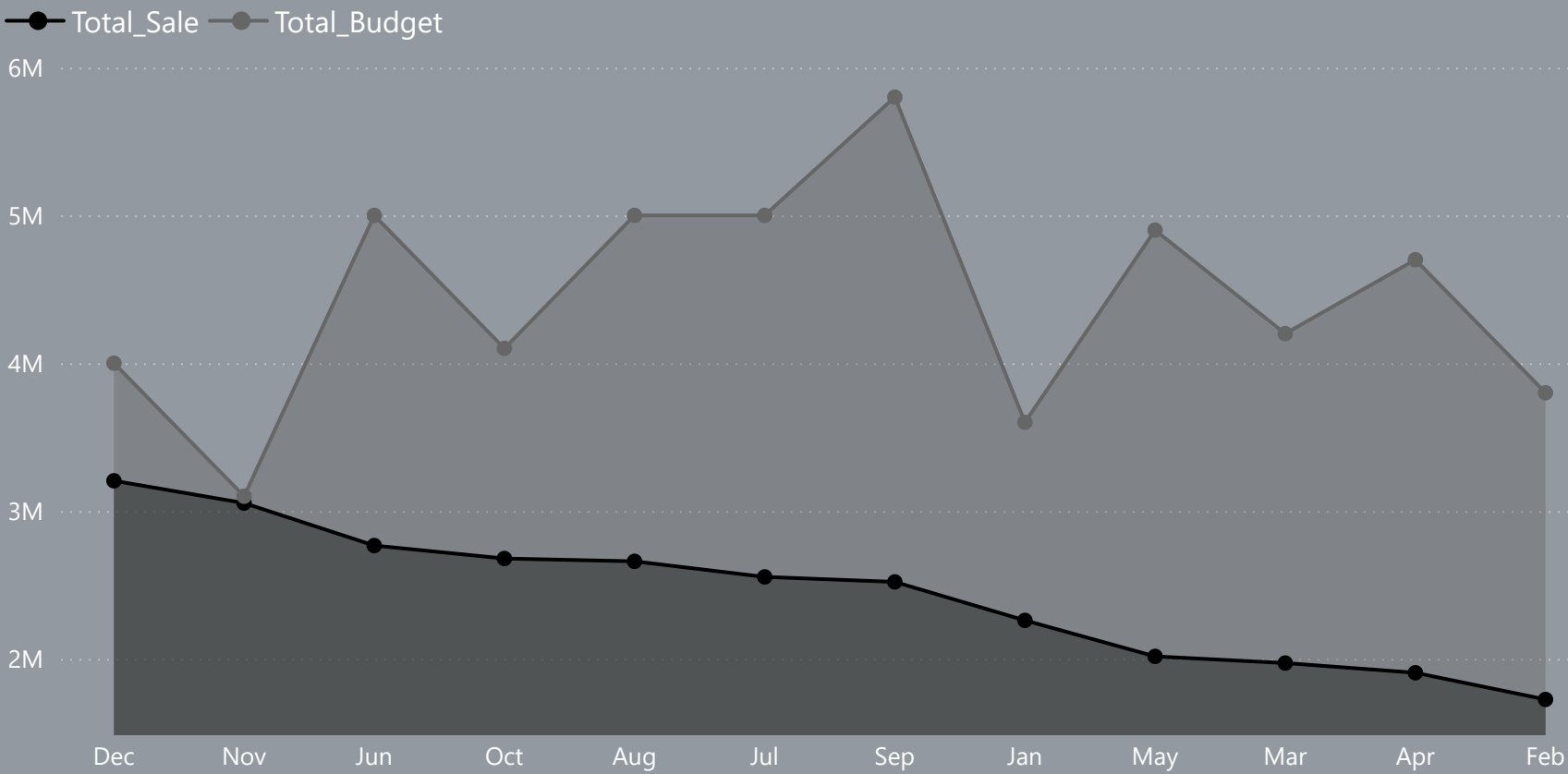
485.48
ARPU

60K
Total Unit Sold

Sales and Budget of Quarter for the Year All Years



Month Wise Sale and Budget



Sales and Budget for the Year All Years

Customer City	Total_Budget	Total_Sale	Variance_BS	SalesGrowth_YoY	SB_ratio
London	53.20M	0.80M	-52.40M	2.20	0.02
Paris	53.20M	0.54M	-52.66M	1.50	0.01
Wollongong	53.20M	0.34M	-52.86M	1.47	0.01
Warrnambool	53.20M	0.33M	-52.87M	1.25	0.01
Bendigo	53.20M	0.31M	-52.89M	1.60	0.01
Goulburn	53.20M	0.31M	-52.89M	1.65	0.01
Bellflower	53.20M	0.30M	-52.90M	5.59	0.01
Brisbane	53.20M	0.30M	-52.90M	1.77	0.01
Townsville	53.20M	0.29M	-52.91M	0.85	0.01
Geelong	53.20M	0.28M	-52.92M	0.33	0.01
Caloundra	53.20M	0.28M	-52.92M	1.01	0.01
Sydney	53.20M	0.28M	-52.92M	2.16	0.01
Port Macquarie	53.20M	0.28M	-52.92M	0.47	0.01
Burbank	53.20M	0.28M	-52.92M	0.97	0.01
Sunbury	53.20M	0.27M	-52.93M	2.60	0.01
Melton	53.20M	0.26M	-52.94M	0.09	0.00
Berlin	53.20M	0.26M	-52.94M	1.25	0.00

Product Overview

485.48

Avg Order Value



Apr

Aug

Dec

Feb

Jan

Jul

Jun

Mar

May

Nov

Oct

Sep

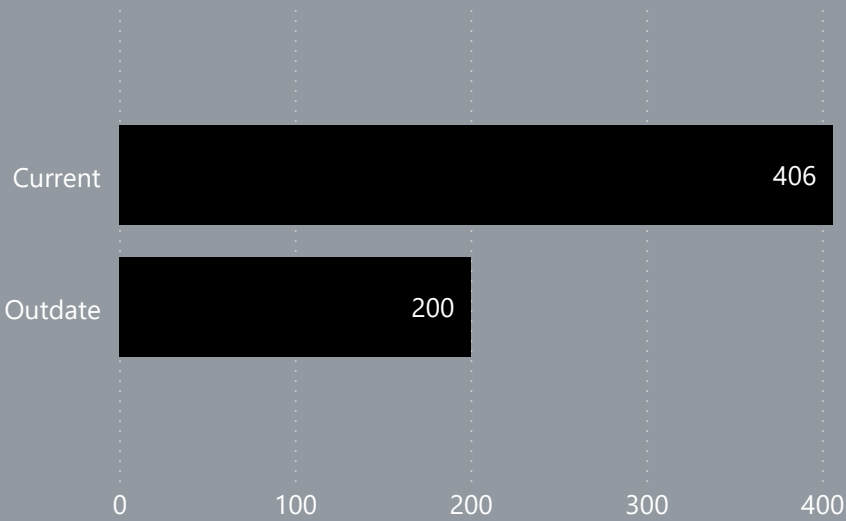
2020

2021

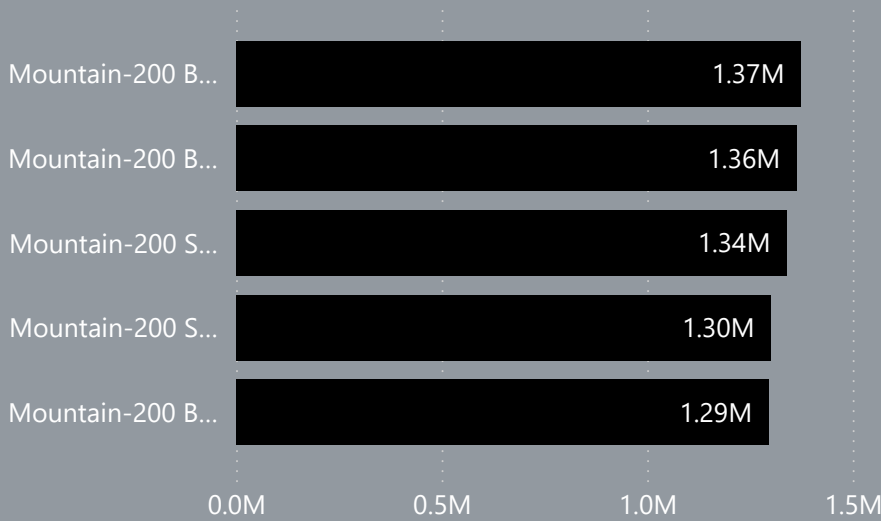
2022

2023

Products Status by Product Name



Top 5 Products by Sale



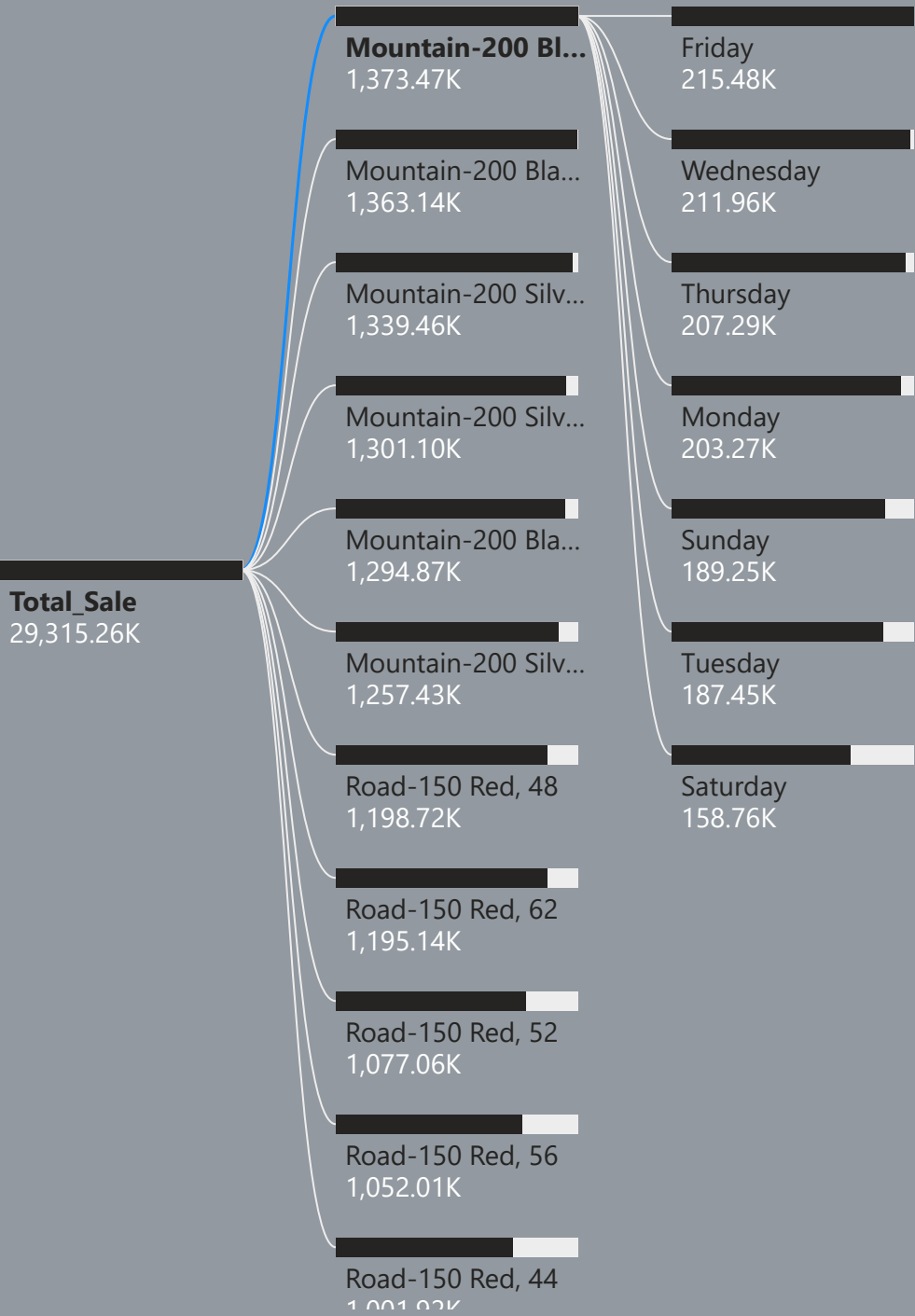
Month Wise Sale by Customer

Sub Category	Apr	Aug	Dec	Feb	Jan	Jul	Jun	Mar	May
Bike Racks	2.400K	2.280K	4.080K	2.880K	3.120K	3.120K	3.120K	4.200K	2.520K
Bike Stands	3.657K	3.975K	2.703K	3.657K	2.067K	2.067K	3.816K	3.180K	3.975K
Bottles and Cages	3.992K	5.387K	5.740K	3.549K	4.250K	5.129K	5.187K	3.972K	3.826K
Caps	1.250K	1.879K	2.032K	1.322K	1.600K	1.753K	1.735K	1.546K	1.331K
Cleaners	0.549K	0.644K	0.747K	0.517K	0.580K	0.700K	0.660K	0.557K	0.525K
Fenders	3.275K	4.154K	5.011K	3.165K	3.495K	4.066K	4.352K	3.429K	3.693K
Gloves	2.694K	3.257K	4.090K	2.204K	2.376K	2.914K	2.841K	2.767K	2.669K
Helmets	16.060K	18.615K	23.618K	13.471K	17.250K	18.860K	20.924K	16.550K	17.250K
Hydration Packs	3.519K	3.794K	4.729K	2.804K	2.420K	3.244K	2.914K	3.189K	3.024K
Jerseys	12.956K	15.243K	18.538K	10.790K	13.401K	16.327K	15.051K	13.047K	12.172K
Mountain Bikes	581.087K	914.717K	1,218.844K	514.925K	761.259K	892.238K	897.456K	590.400K	634.792K
Road Bikes	1,026.617K	1,275.374K	1,402.086K	1,009.354K	1,179.982K	1,209.623K	1,383.556K	1,113.417K	1,060.693K
Shorts	5.669K	4.829K	5.319K	5.249K	5.809K	6.369K	6.019K	6.299K	6.229K
Socks	0.369K	0.494K	0.512K	0.351K	0.369K	0.378K	0.485K	0.396K	0.530K
Tires and Tubes	18.752K	21.903K	21.122K	17.272K	20.128K	21.179K	21.522K	19.612K	19.788K
Touring Bikes	220 517K	378 947K	482 618K	131 315K	238 331K	363 296K	393 843K	186 487K	240 689K

Product N... x

Mountain-200 Black, 46

Week Day x



Customer Overview

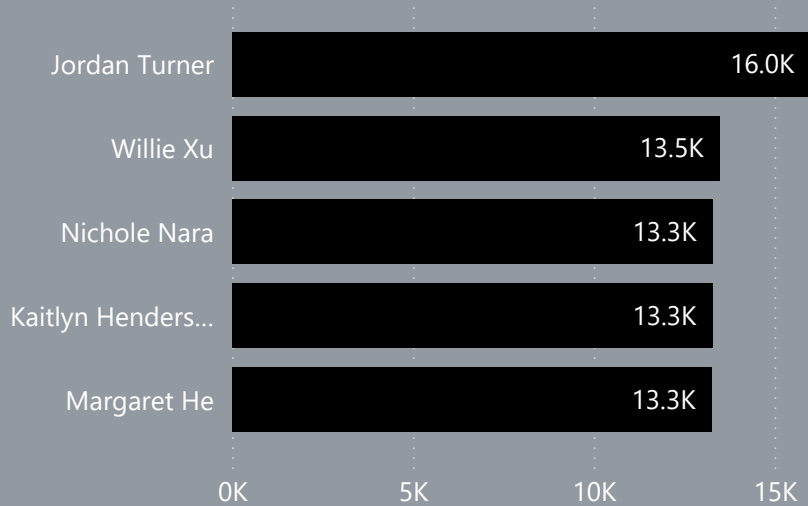
18K
New Customers



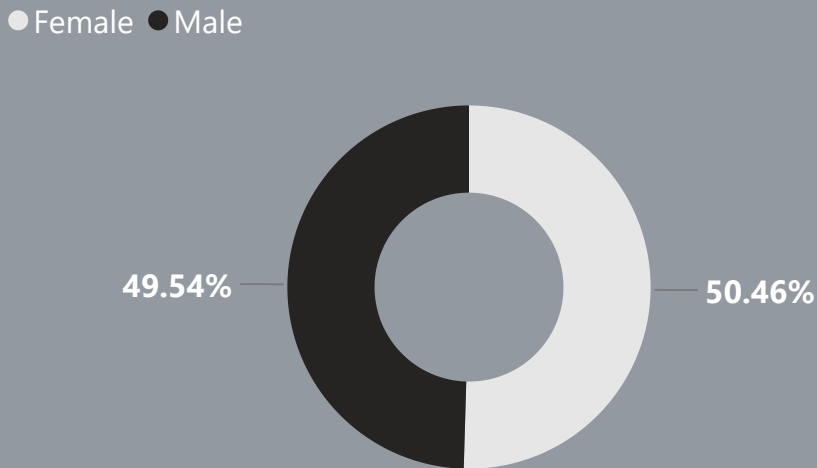
- Apr
- Aug
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- 2020
- 2021
- 2022
- 2023

Top 5 Customer by Sale for the Year All Years



Sale by Gender for the Year All Years



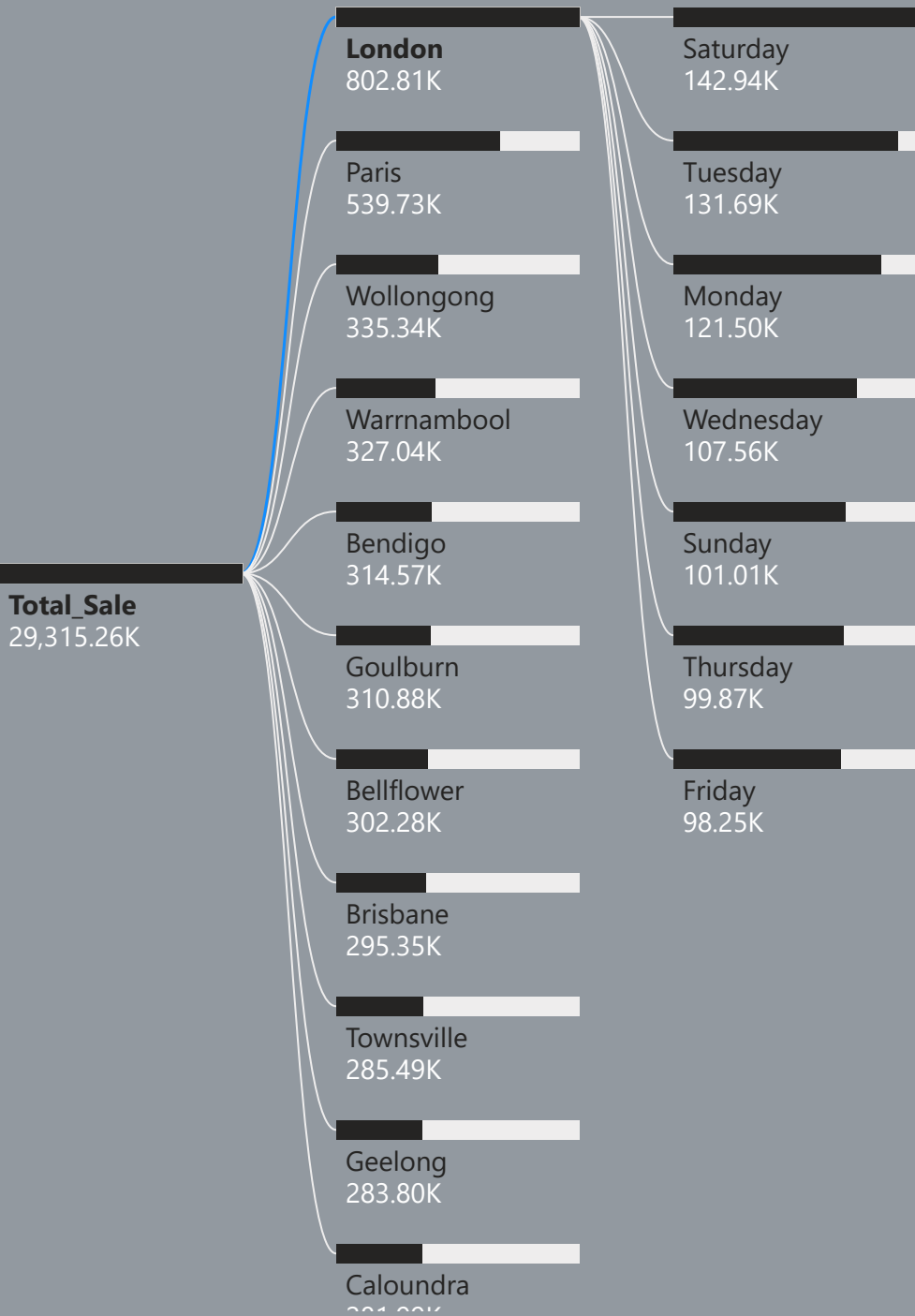
Month Wise Sale by Customer

Customer City	Apr	Aug	Dec	Feb	Jan	Jul	Jun	Mar	May	Nov	Oct	Sep
York	22.748K	22.901K	29.670K	9.172K	25.921K	33.696K	19.143K	15.304K	7.293K	12.160K	8.704K	19.684K
Yakima	8.479K	12.988K	15.299K	0.933K	4.140K	12.245K	8.654K	1.613K	0.105K	14.655K	6.554K	8.793K
Woolston	6.048K	10.489K	1.324K	2.373K	8.828K	7.412K	6.184K	8.504K	2.049K	3.500K	4.626K	5.420K
Woodland Hills	11.224K	6.095K	19.995K	9.317K	9.243K	17.685K	17.761K	17.142K	6.515K	26.691K	16.322K	12.288K
Woodburn	7.714K	10.717K	18.047K	0.251K	14.940K	9.301K	8.962K	4.617K	5.531K	2.061K	6.395K	1.517K
Wollongong	27.928K	25.355K	44.917K	23.038K	31.573K	21.806K	35.426K	16.753K	19.498K	23.044K	39.787K	26.209K
Wokingham	0.638K	11.958K	6.083K	4.401K	9.619K	4.405K	9.035K	2.974K	4.794K	10.079K	2.465K	0.040K
Westminster	3.990K	7.853K	14.547K	5.532K	3.642K	11.971K	12.609K	8.945K	5.041K	14.383K	12.263K	7.311K
West Sussex	8.018K	5.525K	1.496K	4.823K	3.274K	8.673K	0.094K	4.626K	2.171K	1.669K	4.869K	3.338K
West Covina	3.100K	14.174K	13.077K	6.632K	8.645K	12.800K	12.624K	3.203K	9.316K	16.332K	8.874K	7.153K
Werne	0.130K	2.772K	11.826K	4.017K	10.826K	5.365K	4.727K	3.703K	0.590K	12.165K	5.360K	5.644K
Watford	4.166K	15.337K	9.276K	6.703K	21.094K	12.982K	11.432K	13.072K	1.821K	9.755K	7.935K	4.930K
Warrnambool	30.448K	31.944K	36.400K	22.526K	22.201K	25.827K	15.333K	21.759K	30.343K	30.270K	34.162K	25.823K
Warrington	2.485K	20.035K	18.655K	17.566K	4.505K	14.567K	9.784K	22.342K	5.590K	6.494K	12.110K	21.413K
Walla Walla	7.024K	16.088K	15.631K	3.401K	8.995K	15.830K	4.824K	6.874K	21.063K	12.827K	16.990K	9.188K
W York	0.240K	0.500K	0.500K	1.000K	1.000K	0.500K	0.100K	1.000K	1.000K	0.500K	1.000K	1.000K

City

London

Week Day



Overview:

- Comparing all four years, 2022 having the highest sale 16.04 M with positive variance and Sale budget ratio is also greater than 1 which means sales meet the target.
- In 2022 Dec have contributed to the total sale by 10.93%
- While all other three years Total budget and Total sale are more Diverged.
- Most of the customer are Female 50.46.
- At 15,999.10, Jordan Turner had the highest Total Sale and was 20.57% higher than Margaret He, which had the lowest Total Sale at 13,269.27.
- Jordan Turner accounted for 23.07% of Total Sale.
- Across all 5 Full Name , Total Sale ranged from 13,269.27 to 15,999.10.
- New customer are 18K
- London is the Top City in Term of total Sale.
- Total Products are 506 out of which 200 are Outdated.
- Mountain-200-Black is our top product.