AHG Customer Profile Visualization

Segment A | Segment B | Segment C

Revenue
$11.36M

Goods Sold
26.63K

Nr of Customers
8.63K

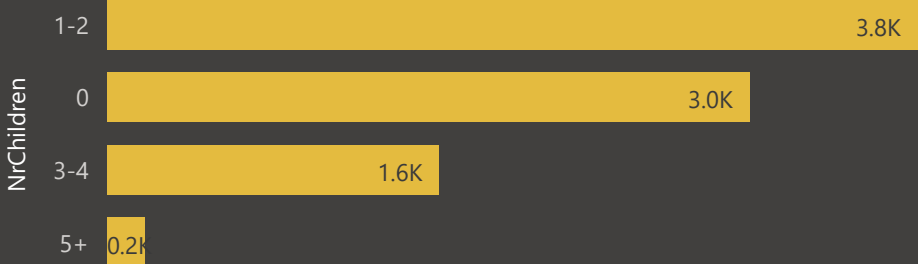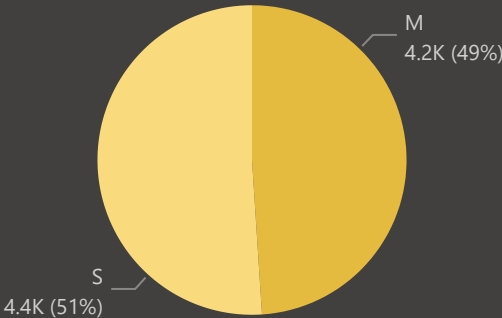## Nr of Customer by Qualification

● Segment A

Qualification	Value
Partial College	2.5K
High School	2.2K
Bachelors	2.0K
Partial High School	1.1K
Graduate Degree	0.9K
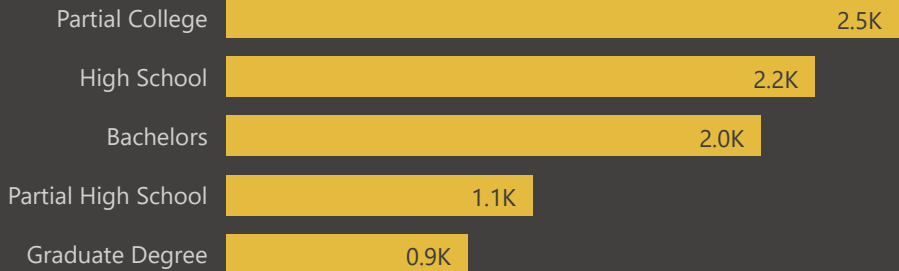
Nr of Customer by Nr of Children

● Segment A

NrChildren	Value
1-2	3.8K
0	3.0K
3-4	1.6K
5+	0.2K

Nr of Customer by Marital Status

● M ● S

M
4.2K (49%)

S
4.4K (51%)

Nr of Customer by Gender

● F ● M

F
4.2K (49%)

M
4.4K (51%)
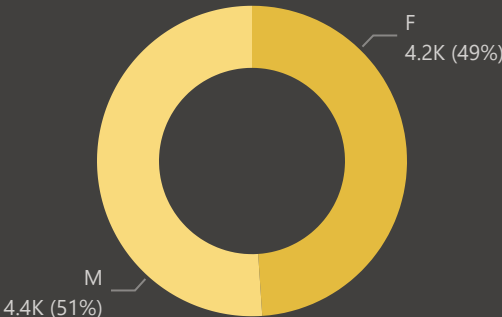
Nr of Customer by Yearly Income

● Segment A

8.6K

$10,000 - $50,000
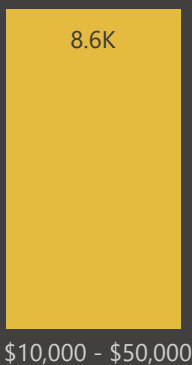
Nr of Customer by Country

● Australia ● Canada ● France ● Germany ● United ... ● United S...

Region	Value
NorthAmerica	3.2K
Europe	2.9K
UK	1.5K
Australia	1.1K
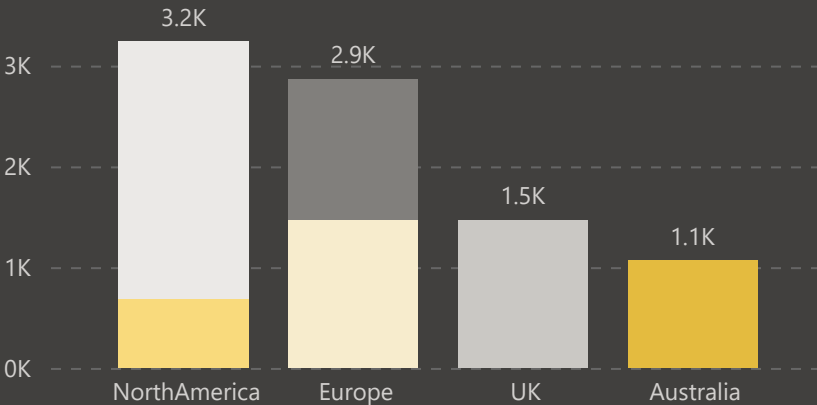
AHG Internet Customer Segmentation Visualization

Select all	2010	2011	2012	2013	2014

Cost 17.28M
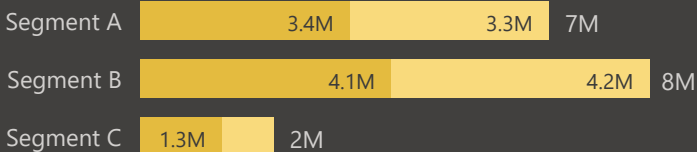
Revenue $29.36M

Sum of Profit $12.08M

Cost by Costumer Seg. and Marital Status

● M ○ S

Segment A	3.4M	3.3M	7M
Segment B	4.1M	4.2M	8M
Segment C	1.3M		2M

Revenue by Costumer Seg. and Marital Status

● M ○ S

Segment A	$5.8M	$5.5M	$11M
Segment B	$7.0M	$7.2M	$14M
Segment C	$2.3M		$4M

Profit by Costumer Seg. and Marital Status

● M ○ S

Segment A	$2.4M	$2.3M	$5M
Segment B	$2.9M	$3.0M	$6M
Segment C	$1.0M		$2M

Cost by Costumer Seg. and Gender

○ F ● M

Segment A	3.3M	3.4M	7M
Segment B	4.3M	4.1M	8M
Segment C	1.1M	1.1M	2M

Revenue by Costumer Seg. and Gender

○ F ● M

Segment A	$5.6M	$5.7M	$11M
Segment B	$7.3M	$6.9M	$14M
Segment C	$1.8M		$4M

Profit by Costumer Seg. and Gender

○ F ● M

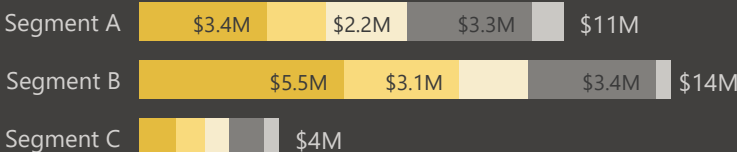|			
Segment A	$2.3M	$2.3M	$5M
Segment B	$3.0M	$2.9M	$6M
Segment C	$0.8M		$2M
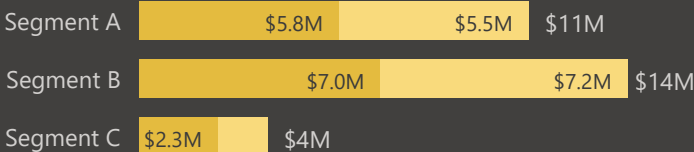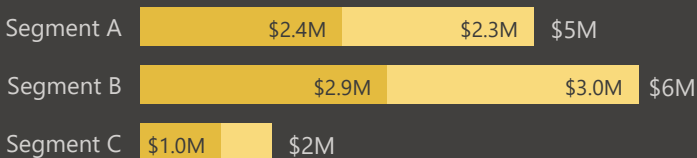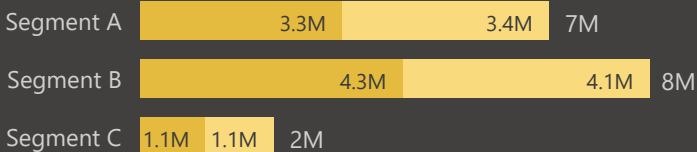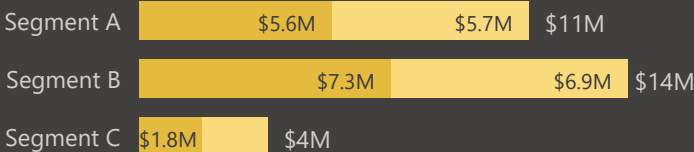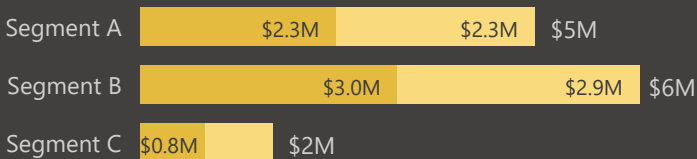
Cost by Costumer Seg. and Qualification

● Bachelors ● Graduate ... ○ High School ● Partial Coll... ● Partial Hig...
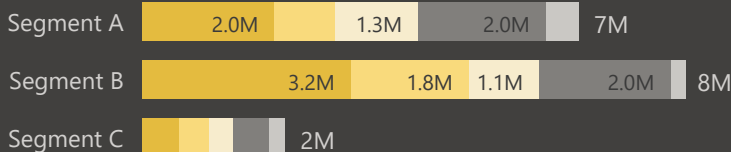
Segment A	2.0M	1.3M	2.0M		7M
Segment B	3.2M	1.8M	1.1M	2.0M	8M
Segment C					2M

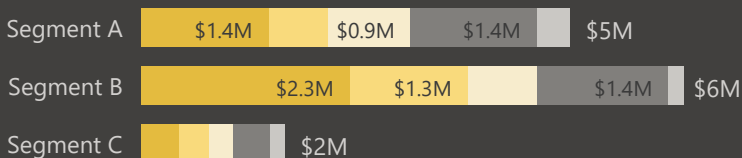## Revenue by Costumer Seg. and Qualification

● Bachelors ● Graduate ... ○ High School ● Partial College ● Partial Hig...

Segment A	$3.4M	$2.2M	$3.3M	$11M
Segment B	$5.5M	$3.1M	$3.4M	$14M
Segment C				$4M

Profit by Costumer Seg. and Qualification

● Bachelors ● Graduate ... ○ High School ● Partial College ● Partial Hig...

Segment A	$1.4M	$0.9M	$1.4M	$5M
Segment B	$2.3M	$1.3M	$1.4M	$6M
Segment C				$2M

AHG Internet Customer Key Influencers

Nr of Goods
60.4K

Revenue
$29.36M

Sum of InternetOrderQty by NrChildren

- 1-2: 23.8K
- 0: 17.0K
- 3-4: 14.8K
- 5+: 4.7K

NrChildren
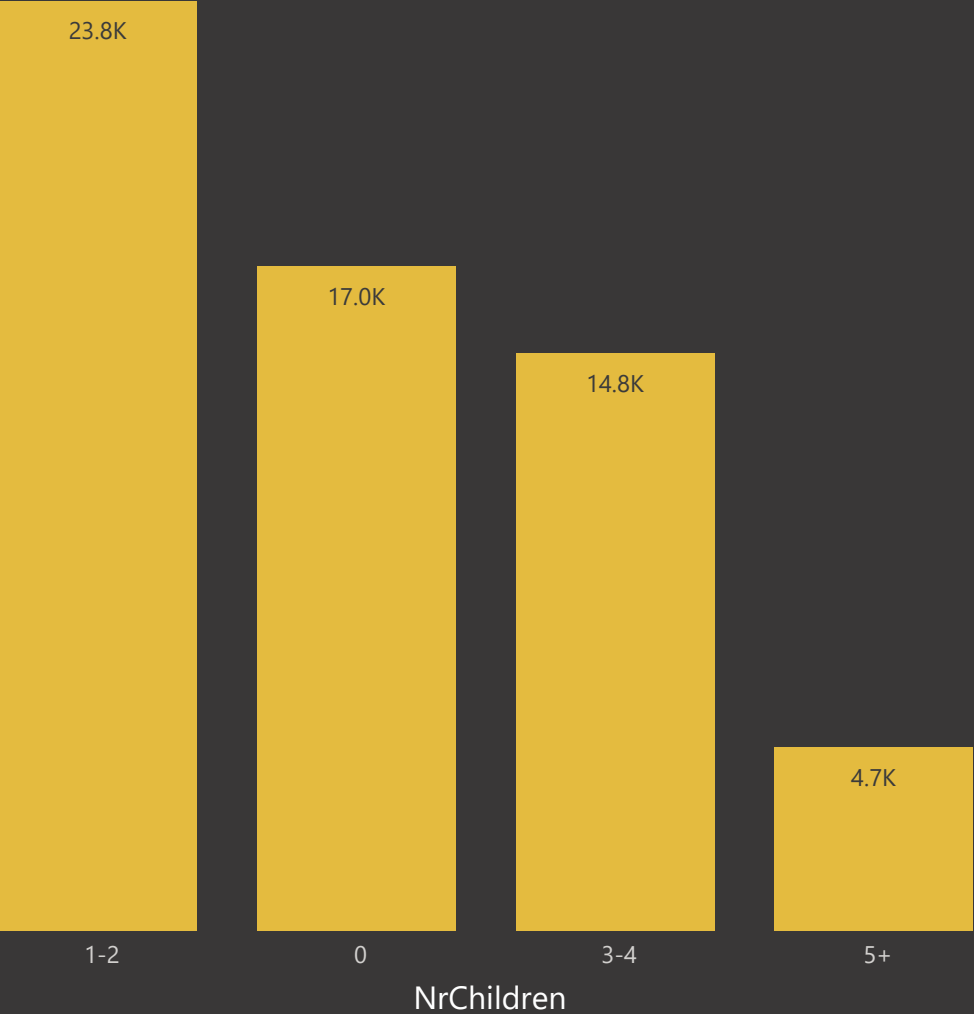
Revenue by Customer Income and Continent

Continent ● Australia ● Europe ● NorthAmerica ● UK

- $50,001 - $100,000: $5.8M | $7.5M — $14.25M
- $10,000 - $50,000: $2.1M | $4.0M | $2.8M | $2.4M — $11.36M
- Above $100,000: $3.75M
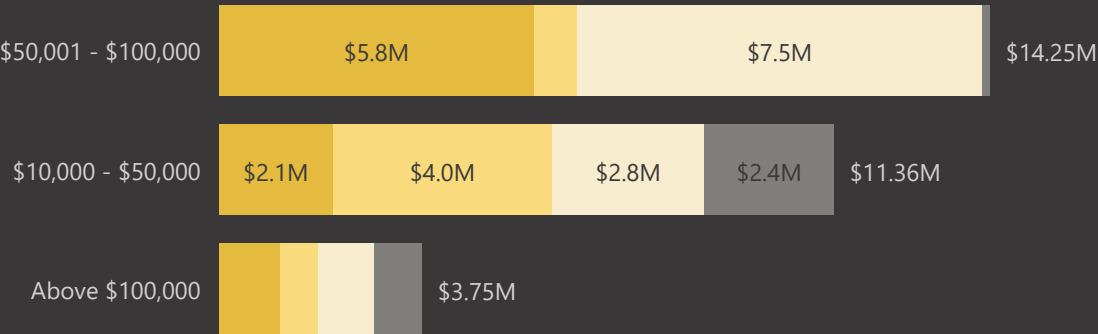
Revenue by Customer Income and Country

ArcGIS for Power BI

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Internet Sales

← **AHG Revenue Inflow** →

Reseller Sales

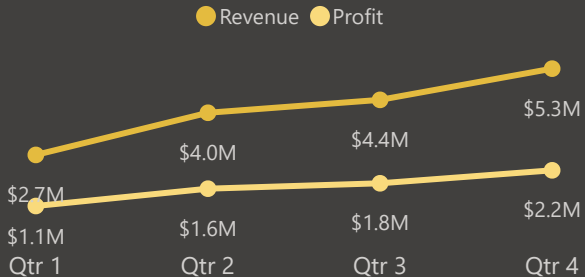## Revenue and Profit Over the Year

● Revenue ● Profit

$5.3M
$4.4M
$4.0M
$2.7M
$2.2M
$1.8M
$1.6M
$1.1M

Qtr 1 Qtr 2 Qtr 3 Qtr 4

Select the Year

2010

2011

2012

2013

2014

Revenue and Profit Over the Year

● Revenue ● Profit

$1.09M $1.12M $1.28M
$1.04M

$0.02M $0.03M $0.04M ($0.04M)

Qtr 1 Qtr 2 Qtr 3 Qtr 4

RevenueYTDInternet

$16.35M
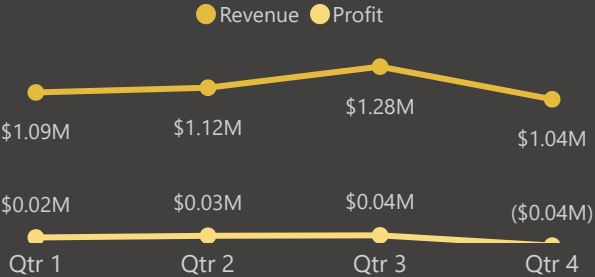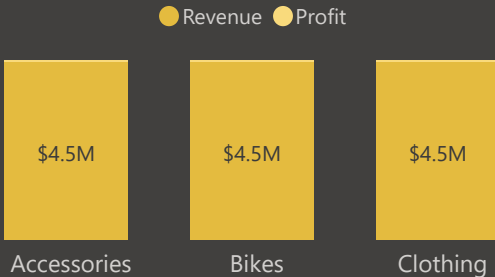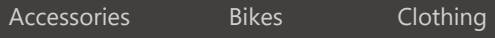
RevenueYTDReseller

$1.67M

Prod Category by Revenue and Profit

● Revenue ● Profit

$6M

$15M

Bikes Accessories Clothing

Prod Category by Revenue and Profit

● Revenue ● Profit

$4.5M $4.5M $4.5M

Accessories Bikes Clothing

ProfitYTDinternet

$6.77M

ProfitYTDReseller

($22.80K)

Prod Category by Margin Profit

62.6%

40.5% 40.0%

Accessories Bikes Clothing

Prod Category by Margin Profit

Accessories Bikes Clothing

ProfitMarginInternet

41.4%

ProfitMarginReseller

-1.4%

Profit - Revenue Ratio Definition

The profit-revenue ratio is a financial metric that indicates the ratio of profit made to total sales generated. The ratio measures the efficiency of converting revenue into profit.
The higher the ratio, the more profitable the company is in generating profit from every pound of revenue.

profit-revenue ratio = profit / revenue
profit margin = profit-revenue ratio * 100