# Bike Stores Data : Performance Comparison
2016 & 2017 VS 2018

Total Discount

$745.08

Total Orders

1.62K

Total Revenue

$8.58M

Total Units Sold

7.08K

Average Discount Per-Unit

$0.32

Average Revenue

$5.10K

BRANDS

Electra ▲
Trek ▲
Surly ▼
Sun Bicycles ▼
Strider ● (New, performed well)
Harrow, Heller and Ritchie ▼ 2%.
Heller and Ritchie not present in Rowlett Bikes.
Pure Bicycles ▼
Phased out at Santa Cruz Bikes

STORES
Baldwin Bikes ▲
Santa Cruz Bikes ▲
Rowlett Bikes ▲

Orders dropped significantly in 2018.
Average Revenue increased.

NEED FOR:

Focus on **customer-feedback** for brands such as, Harrow, Heller and Ritchie.
Area-wise **survey** of high necessity as these Bikes are counted in the luxury category.

data from : kaggle.com

Krittika Goel
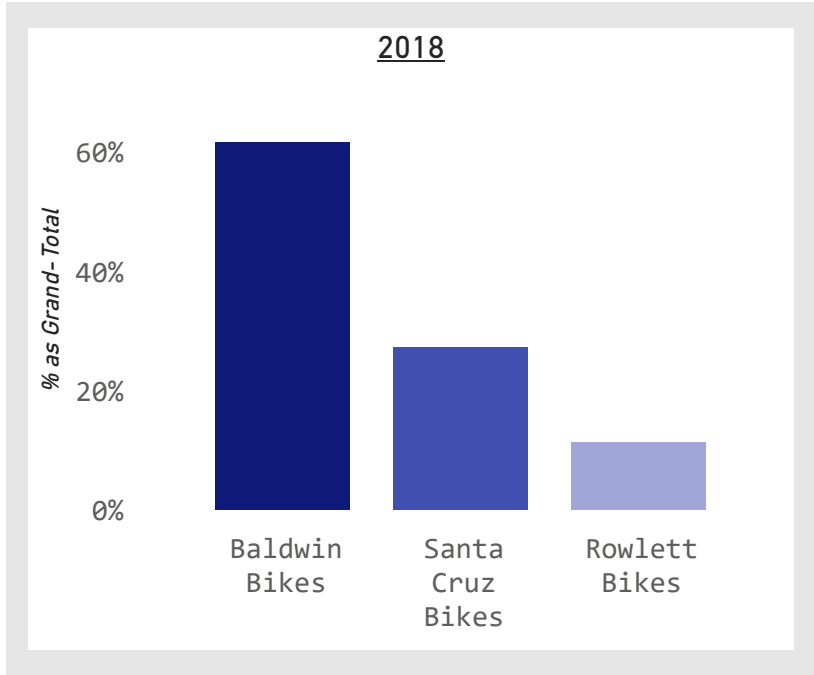
Store-wise Sales

Baldwin-Bikes, NY ▼ 7%, leads Sales. Santa Cruz Bikes, CL ▲ 7%. Rowlett Bikes ▲ 0.3%.
Average Revenue per order , brand-wise ▲ 5K+.

2016 - 2017

2018
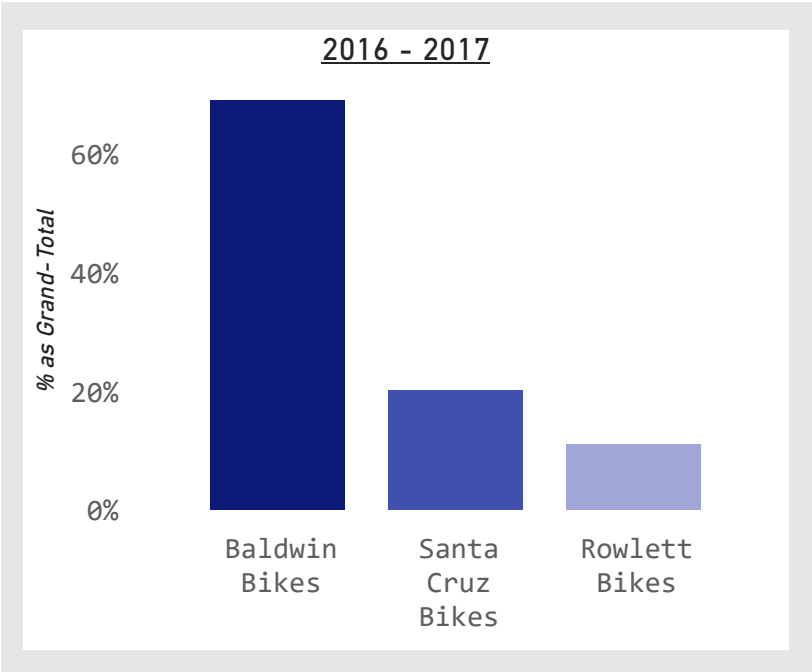
Total Revenue	Total Orders
$6.55M	1K

Total Discount	Average Revenue
$606.37	$5.14K

Total Revenue	Total Orders
$2.02M	292

Total Discount	Average Revenue
$138.71	$6.71K

Store-wise Brand Sales

Electra ▲ 1%; **Trek** ▲ 22% → 41%; **Surly** ▼ 13%→ 6%

Strider was introduced ● 1.9% units-sold overall, 3.36% - Rowlett Bikes
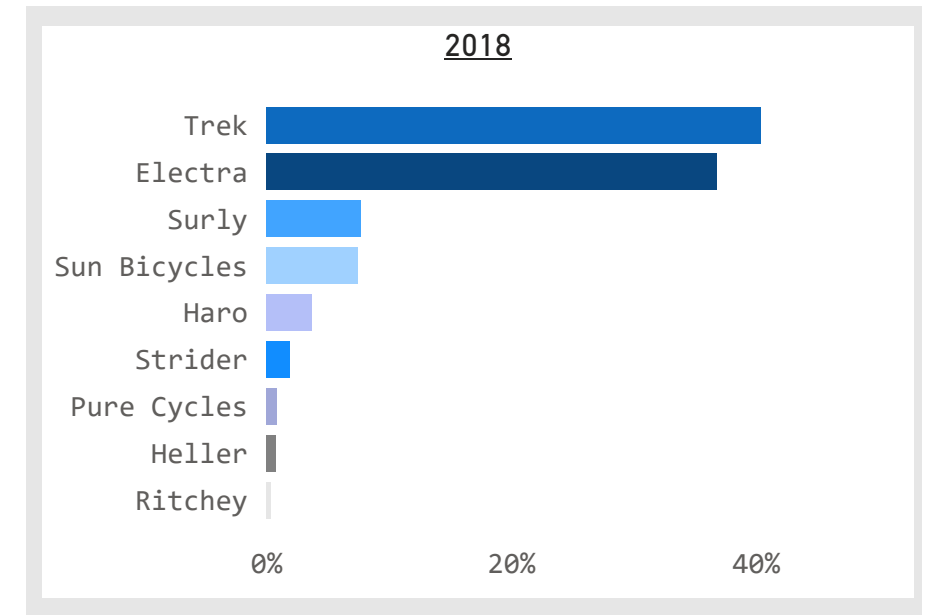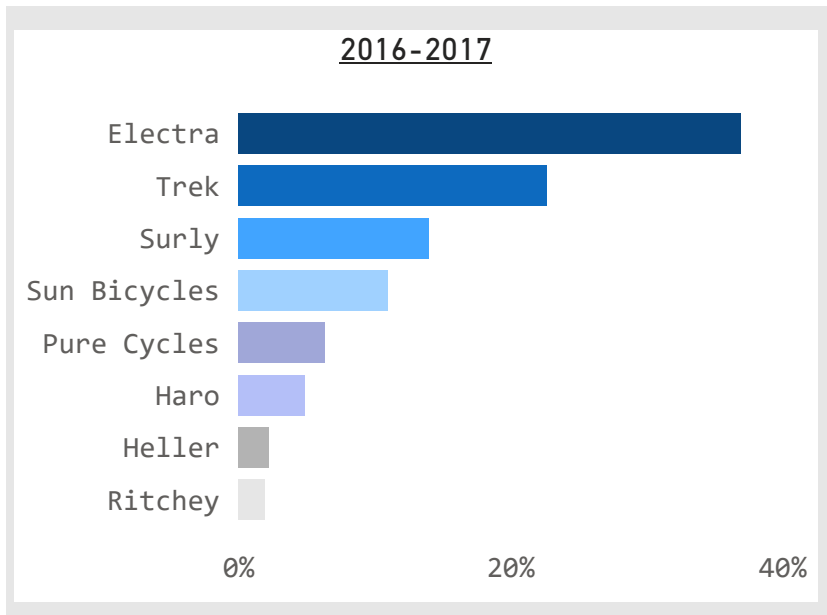
Pure Bicycles ▼ 5%   (phase out in Santa Cruz Bikes)

Sun Bicycles ▼ 3-7% ; **Harrow**, **Heller** and **Ritchie** ▼ 2%.

Heller and Ritchie not present in Rowlett Bikes.

Units sold fell, Brand activity changed but average revenue still increased per brand/store.

2016-2017

Total Revenue	Total Discount
$6.55M	**$606.37**

Average Revenue	Total Orders
$36.54K	**3K**

2018

Total Revenue	Total Discount
$2.02M	**$138.71**

Average Revenue	Total Orders
$36.89K	**602**

Brand-wise Sales

Electra's contribution remains 36%, **Trek** ▲ 22% → 40%.   ● **Strider** introduced, contributes 1.9%.

Surly , Pure Cycles ▼ 6%.   **Sun Bicycles, Haro, Heller , Ritchey** ▼ dropped to single digit orders.

2016-17
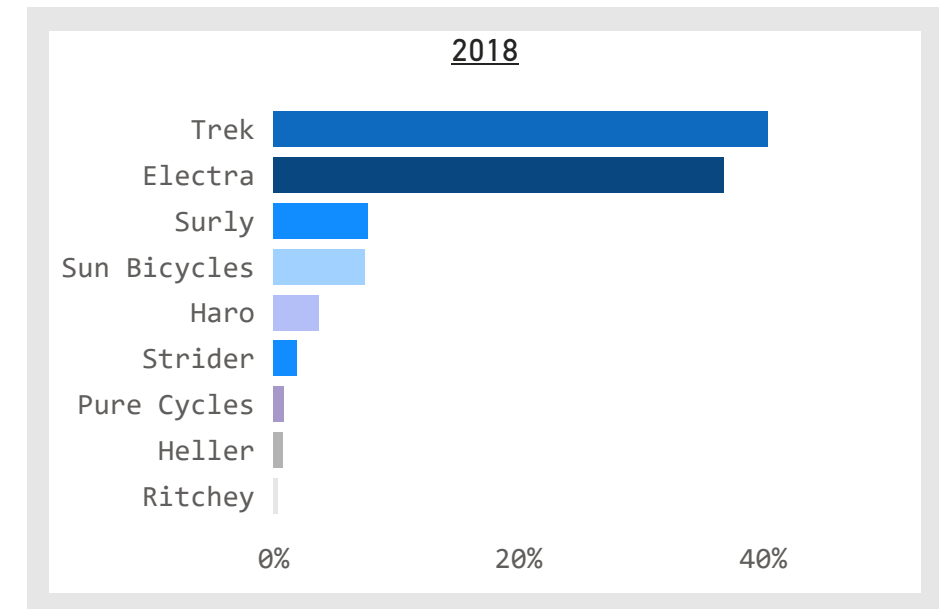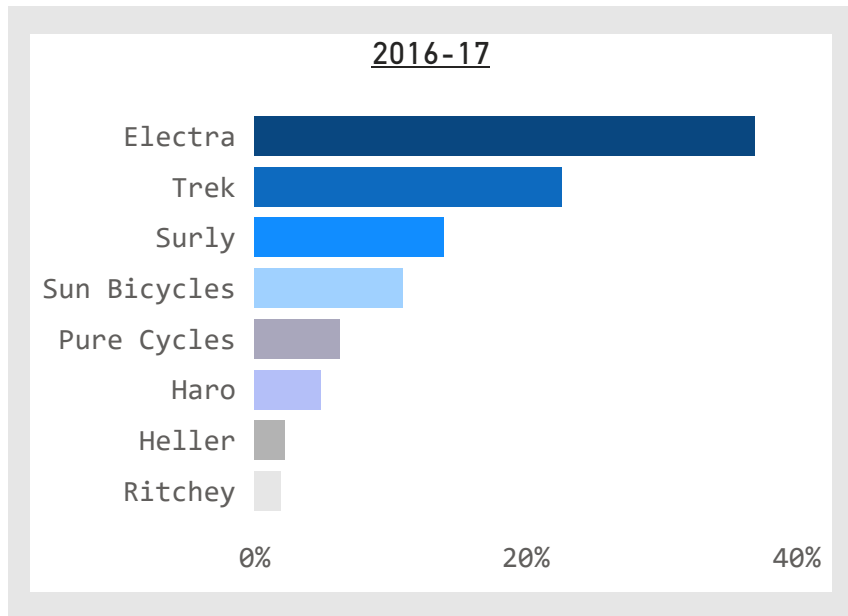
Total Revenue	**Total Orders**
$6.55M	3K
Average Revenue	**Total Discount**
$12.05K	$606.37

2018

Total Revenue	**Total Orders**
$2.02M	602
Total Discount	**Average Revenue**
$138.71	$14.57K

Best 10-Products

Electra and Trek continue to own the best-selling products, meanwhile, Surly was replaced by Strider ● (new brand), although, Surly had more contribution than Strider (3+ Products, 150+ Units sold)

Electra Townie Orignal 21D - 2016, has remained one of the best-sellers from 2016-2018.
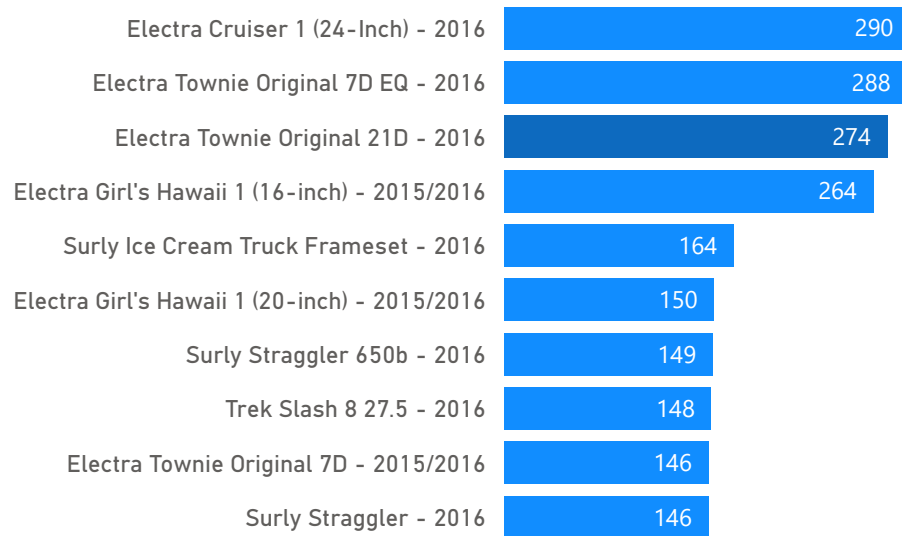
Brands (16,17) ⌄
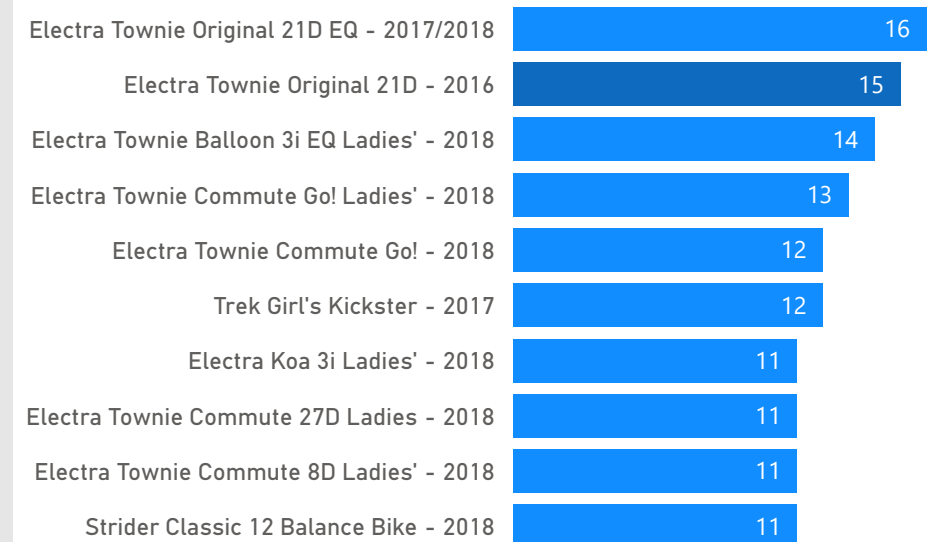- ☐ Electra
- ☐ Surly
- ☐ Trek

Brands (18) ⌄
- ☐ Electra
- ☐ Strider
- ☐ Trek

2016-2017

Product	Units
Electra Cruiser 1 (24-Inch) - 2016	290
Electra Townie Original 7D EQ - 2016	288
Electra Townie Original 21D - 2016	274
Electra Girl's Hawaii 1 (16-inch) - 2015/2016	264
Surly Ice Cream Truck Frameset - 2016	164
Electra Girl's Hawaii 1 (20-inch) - 2015/2016	150
Surly Straggler 650b - 2016	149
Trek Slash 8 27.5 - 2016	148
Electra Townie Original 7D - 2015/2016	146
Surly Straggler - 2016	146

Total Revenue	Total Discount
$1.74M	$210.86

Total Orders	Average Revenue
1K	$15.58K

2018

Product	Units
Electra Townie Original 21D EQ - 2017/2018	16
Electra Townie Original 21D - 2016	15
Electra Townie Balloon 3i EQ Ladies' - 2018	14
Electra Townie Commute Go! Ladies' - 2018	13
Electra Townie Commute Go! - 2018	12
Trek Girl's Kickster - 2017	12
Electra Koa 3i Ladies' - 2018	11
Electra Townie Commute 27D Ladies - 2018	11
Electra Townie Commute 8D Ladies' - 2018	11
Strider Classic 12 Balance Bike - 2018	11

Total Revenue	Total Orders
$135.61K	77

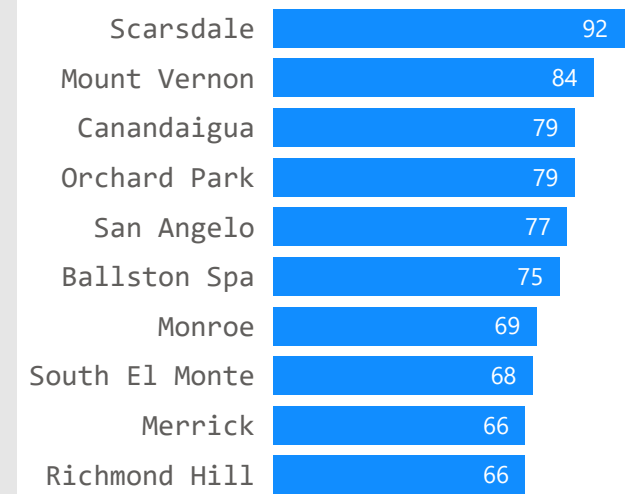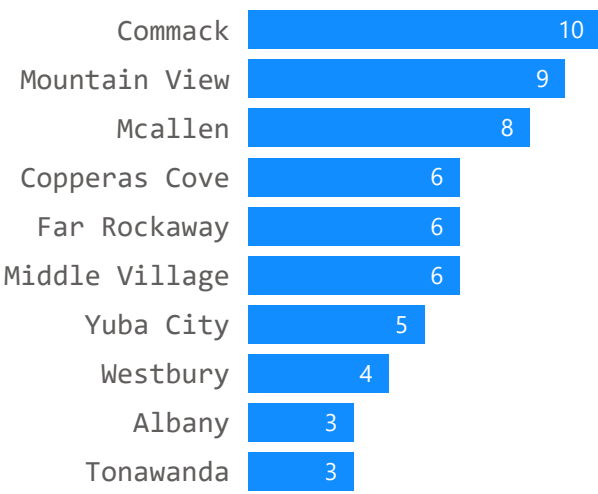| Total Discount	Average Revenue
$13.27	$16.74K

Geographical Analysis

☐ CA
☐ NY
☐ TX

Throughout 2016-18, The best-performing cities have made 60+ Orders in each, contrast to, Least performing ones, making a few.
A deeper analysis on Store-distance, area-wealth and customer-feedback must be conducted in order to increase contributions.

Best Performing Cities

City	Orders
Scarsdale	92
Mount Vernon	84
Canandaigua	79
Orchard Park	79
San Angelo	77
Ballston Spa	75
Monroe	69
South El Monte	68
Merrick	66
Richmond Hill	66

Least Performing Cities

City	Orders
Commack	10
Mountain View	9
Mcallen	8
Copperas Cove	6
Far Rockaway	6
Middle Village	6
Yuba City	5
Westbury	4
Albany	3
Tonawanda	3

Best Performing Cities

Total Revenue	Total Orders
888.86K	158

Total Discount	Average Revenue
82.38	17.88K

Least Performing Cities

Total Revenue	Total Orders
70.12K	21

Total Discount	Average Revenue
6.75	18.79K

Best-Months by Units-Sold (2016-2018)

Month	Units Sold
Apr 2018	580
Jun 2017	296
Mar 2017	296
Oct 2017	296
Mar 2018	290
Aug 2017	287
Feb 2017	263
Jan 2018	241
Sep 2017	237
Jan 2017	229
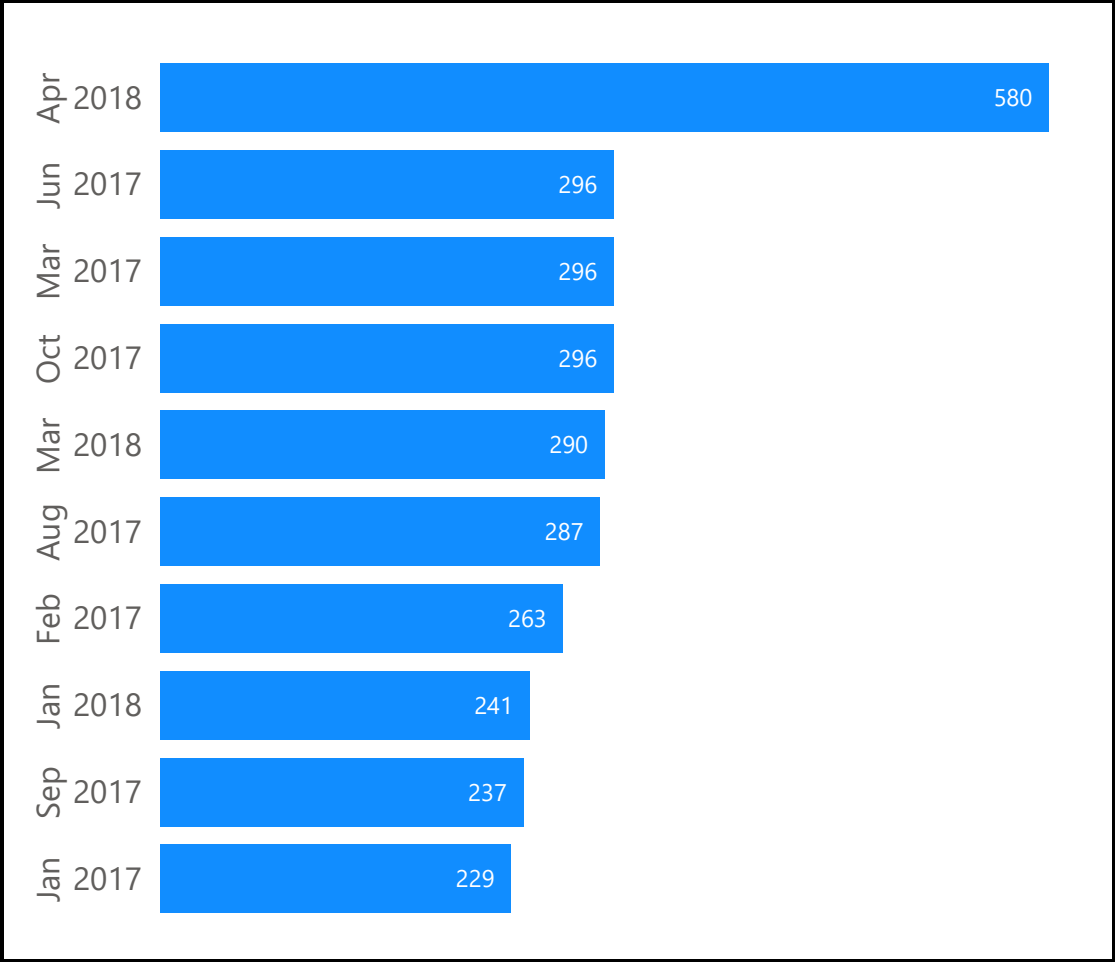
April,2018 peaked with 580 units sold, 900K revenue, 125 orders, meanwhile, other best performing months average units sold around 250, Revenue around 330K+ and 60 orders.

Total Revenue
4.17M

Total Orders
665

Total Discount
314.92