



SALES FIGURES REPORT

MITCHELLE MORA

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SALES OVERVIEW



SALES METRICS

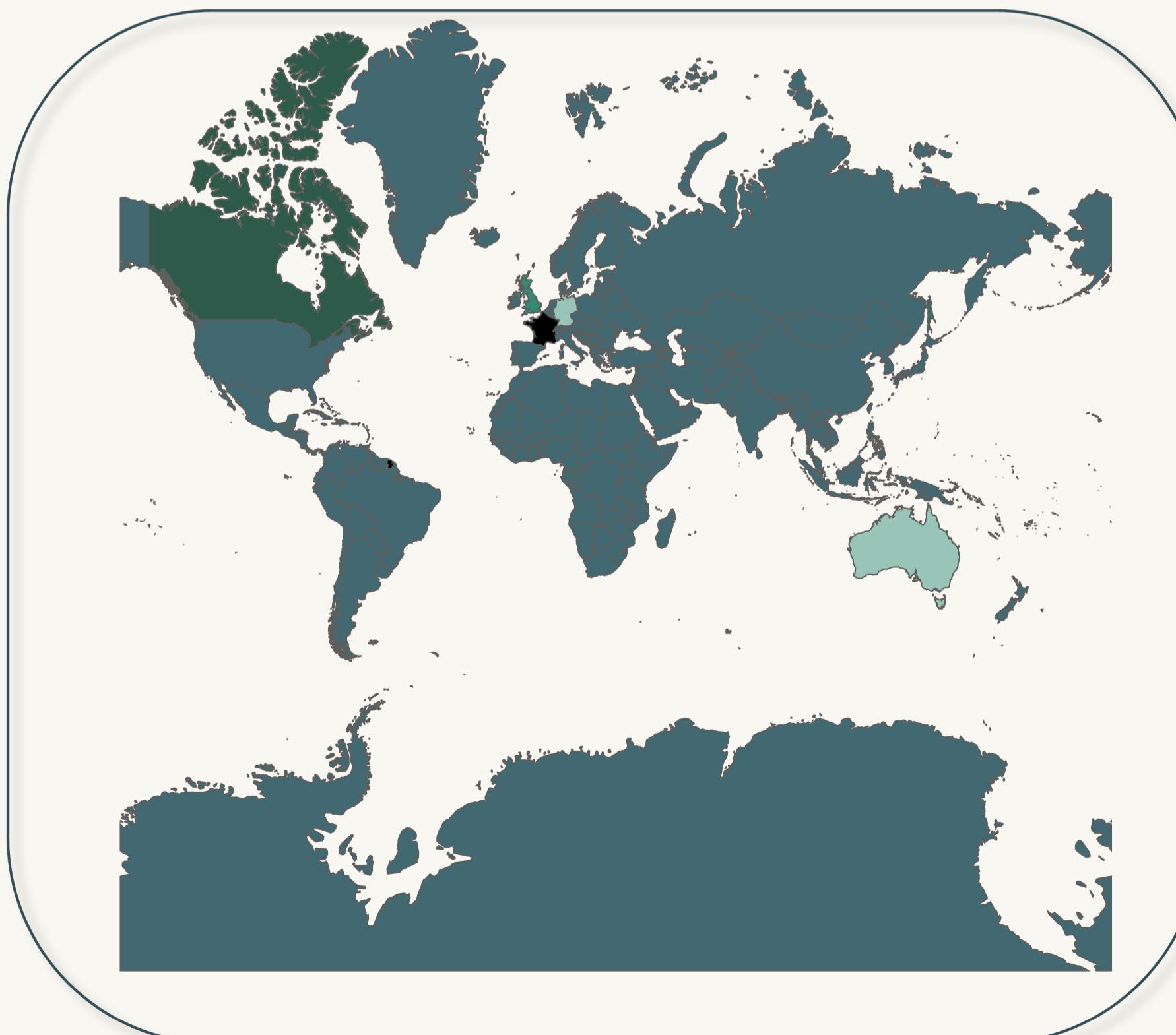


SALES INDICATORS

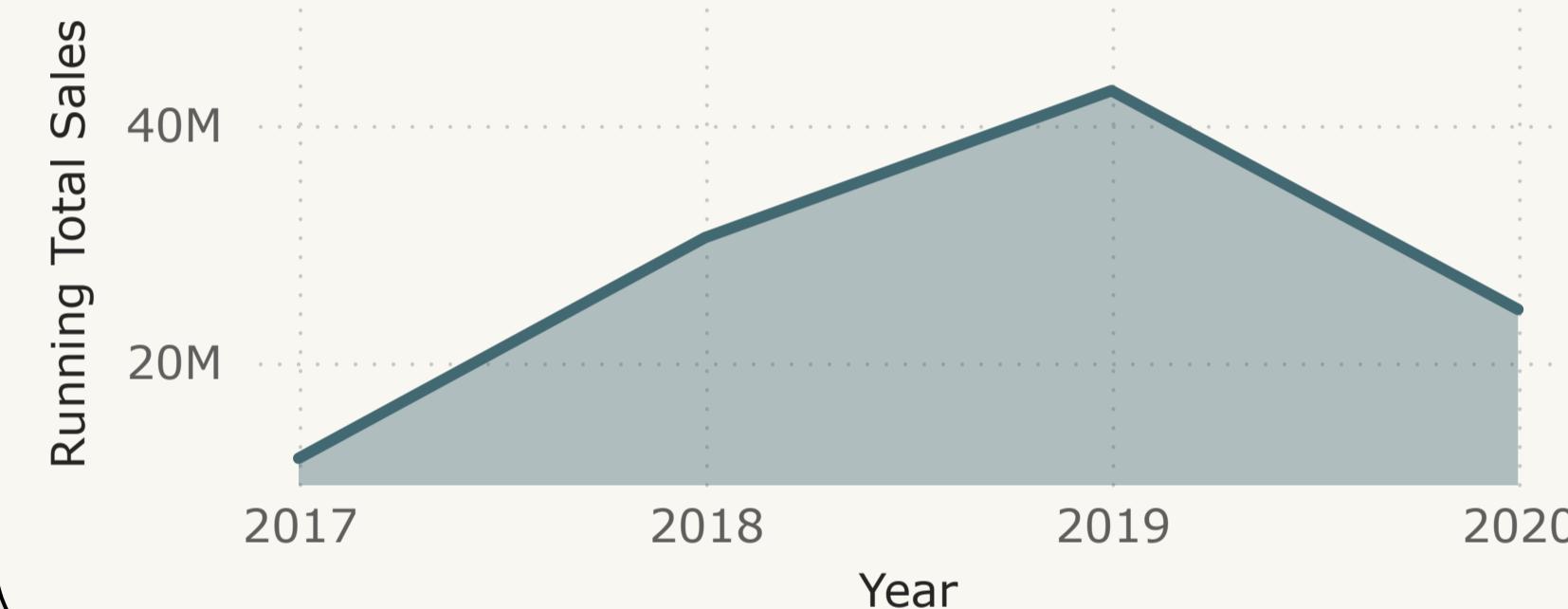


%GT Total Quantity and Profit Margin % by Country and ISO Code

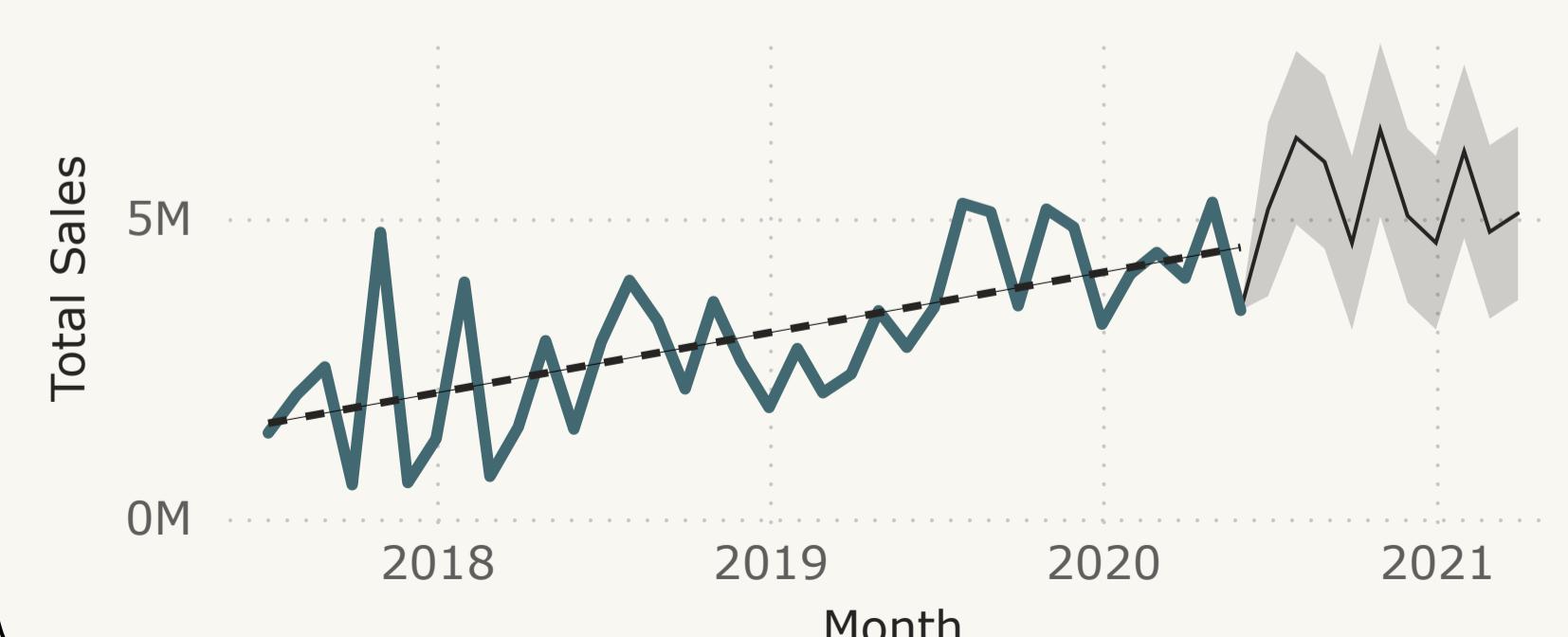
ISO Code AUS ● CAN ● DEU ● FRA ● GBR ● USA



Running Total Sales by Year



Total Sales by Month



-2.59

Profit Margin %

275K

Total Quantity

110M

Total Sales

-285M

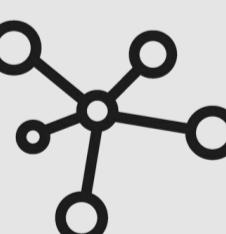
Total Profit

Sales Target by Year

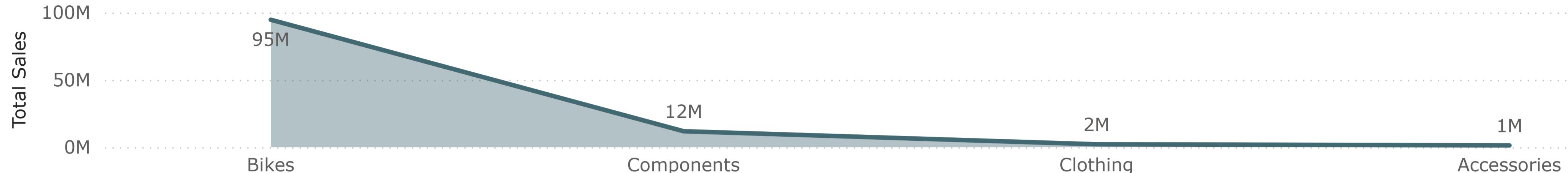
Target = +10% YoY

109809274!

Goal: 120.79M (-9.09%)



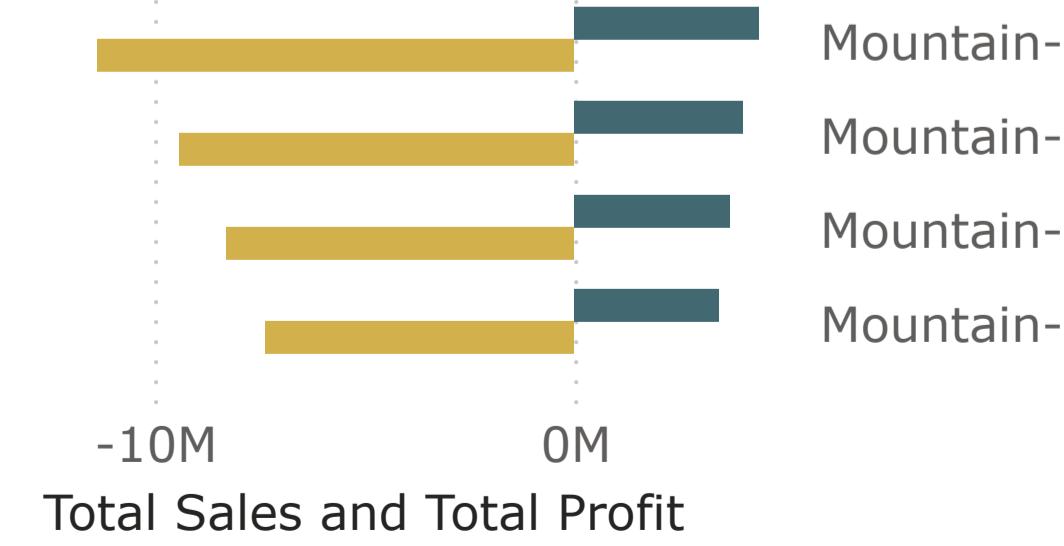
Total Sales by Category



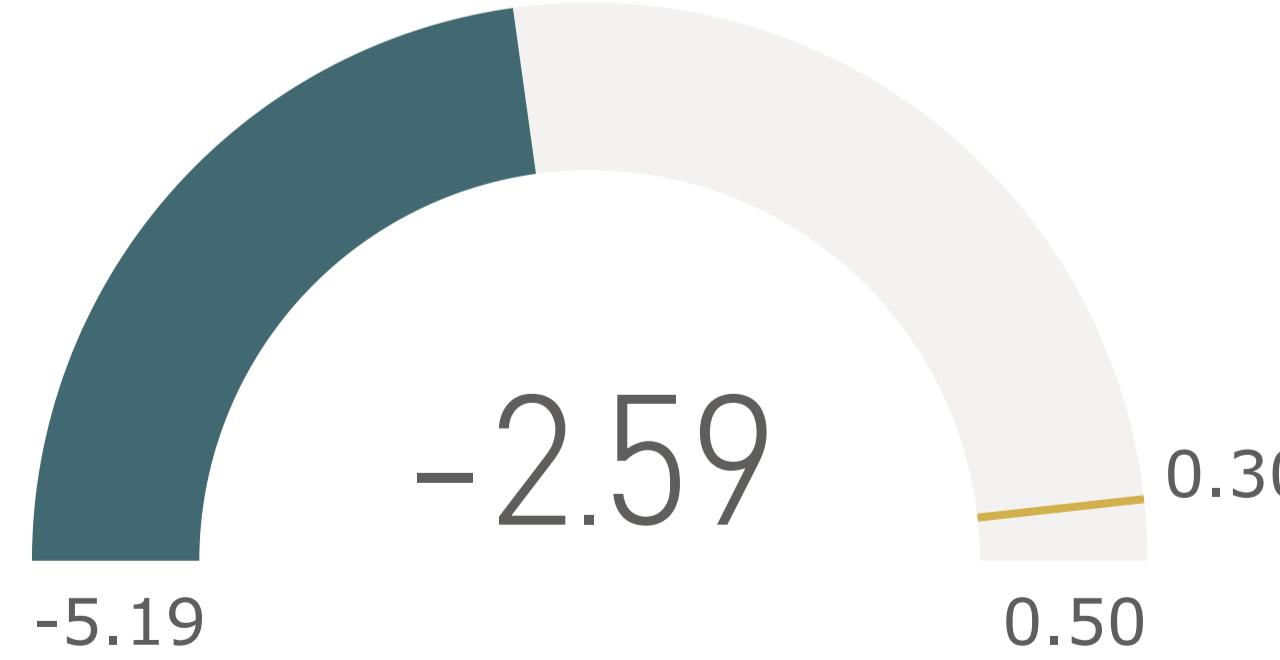
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Top 7 Products by Sales

● Total Sales ● Total Profit

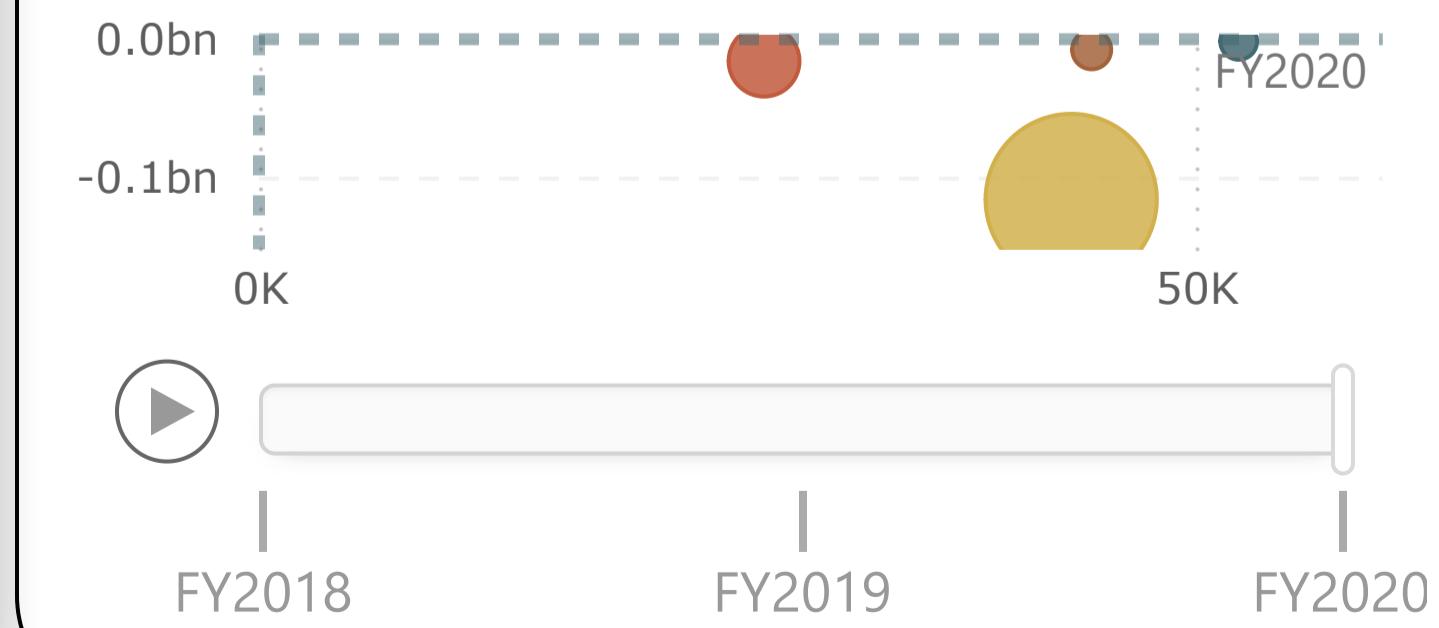


Profit Margin %



Sales Performance by Quantity and Profit

● Accessories ● Bikes ● Clothing ● Components





CUSTOMER INSIGHTS



MICHELLE MORA

mmoraa@usu.ac.ke

905.62

Avg Order Value

-2.59

Contribution Margin %

670

Count of FirstName

18.48K

Count of Postal Code

1.00

Retention Rate

