



Welcome to the Bike Store Sales Report

A dynamic insight into bike store performance metrics

To start, select a report page from the navigation pane.

Key Business Questions:

- What are our overall sales and profit trends?
- Which products and product categories are the most and least successful?
- Who are our most valuable customers and what are their characteristics?
- Which sales regions are performing the best?
- How can we optimize marketing and sales ?

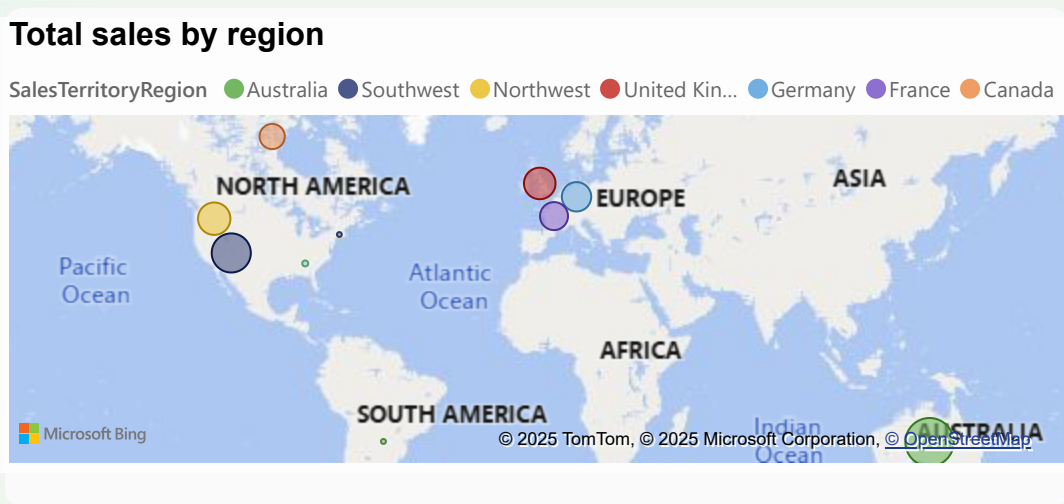
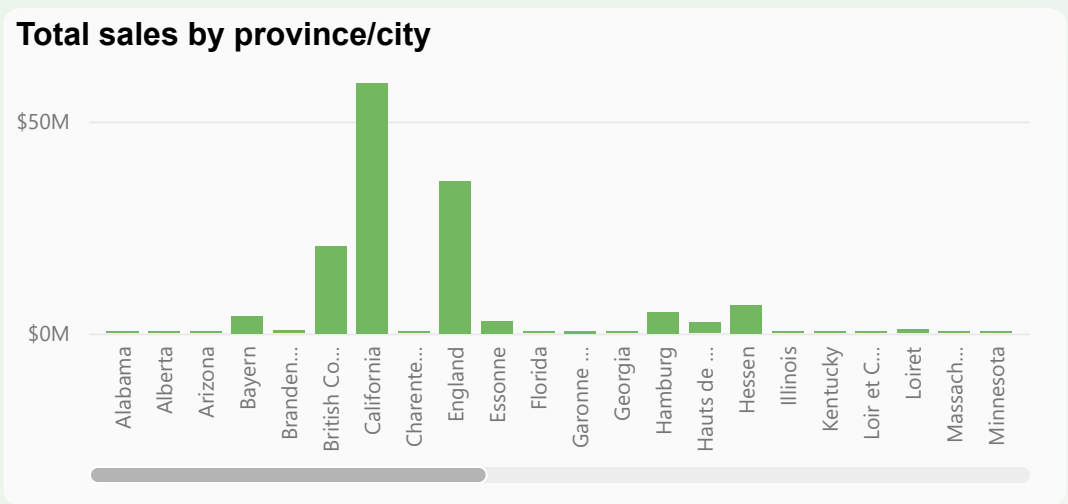
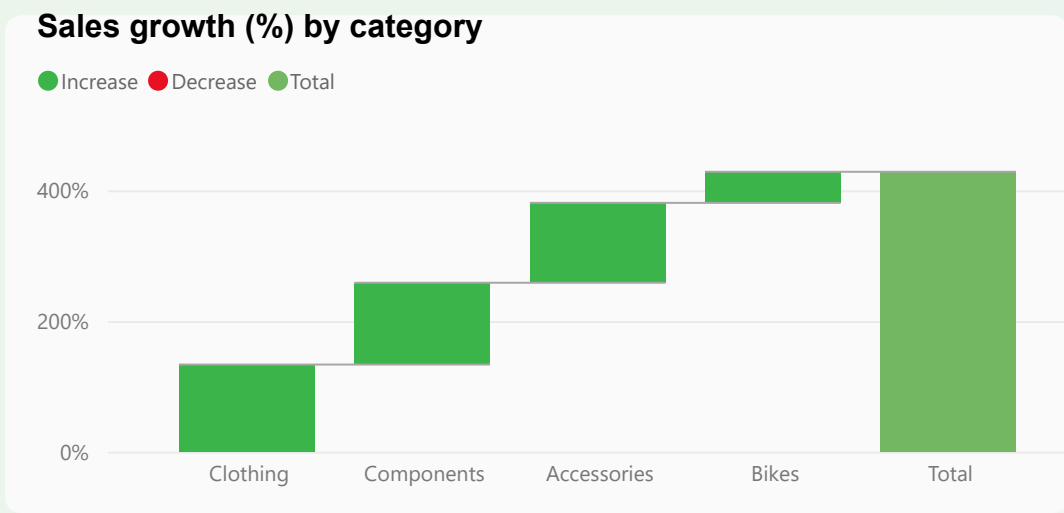
- Select all
- 2005
- 2006
- 2007
- 2008



Waterfall

Ribbon

\$306.56M	338.75M	\$180.57M	18K	125.99M	41.10%	27K	395
Total Sales	Total Revenue	Total Cost	Total Customers	Gross Profit	Gross Margin%	Total Orders	Product Amount



Cars

- ☐ 0
☐ 1
☐ 2
☐ 3
☐ 4

Kids

- ☐ 0
☐ 1
☐ 2
☐ 3
☐ 4
☐ 5

House

- ☐ 0
☐ 1



27.86

Avg.
customer age

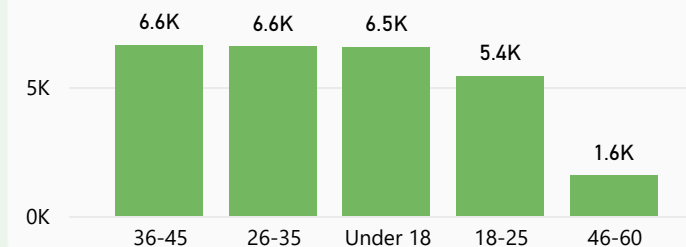
Total sales by gender



Total sales by marital status

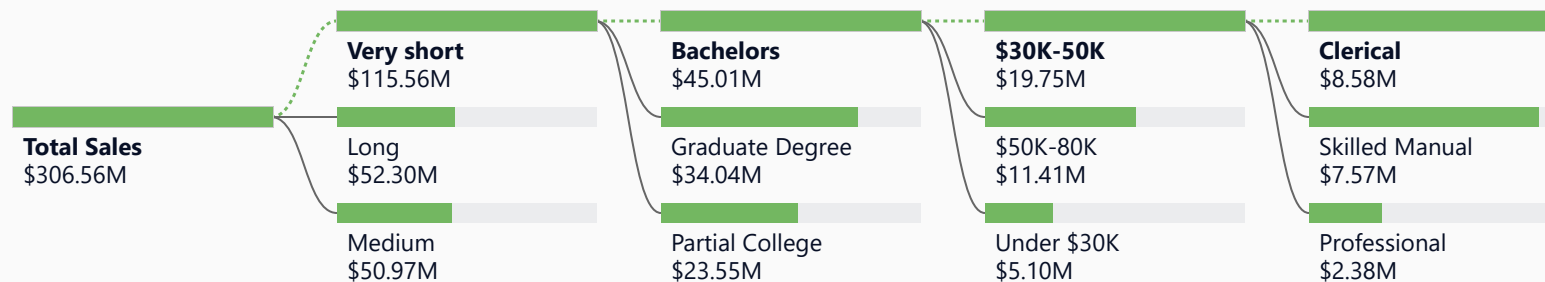


Orders by age



Total sales by education, occupation, commute category, income range

💡 Commute Catego... × 💡 Education × 💡 Income_Range × 💡 Occupation ×





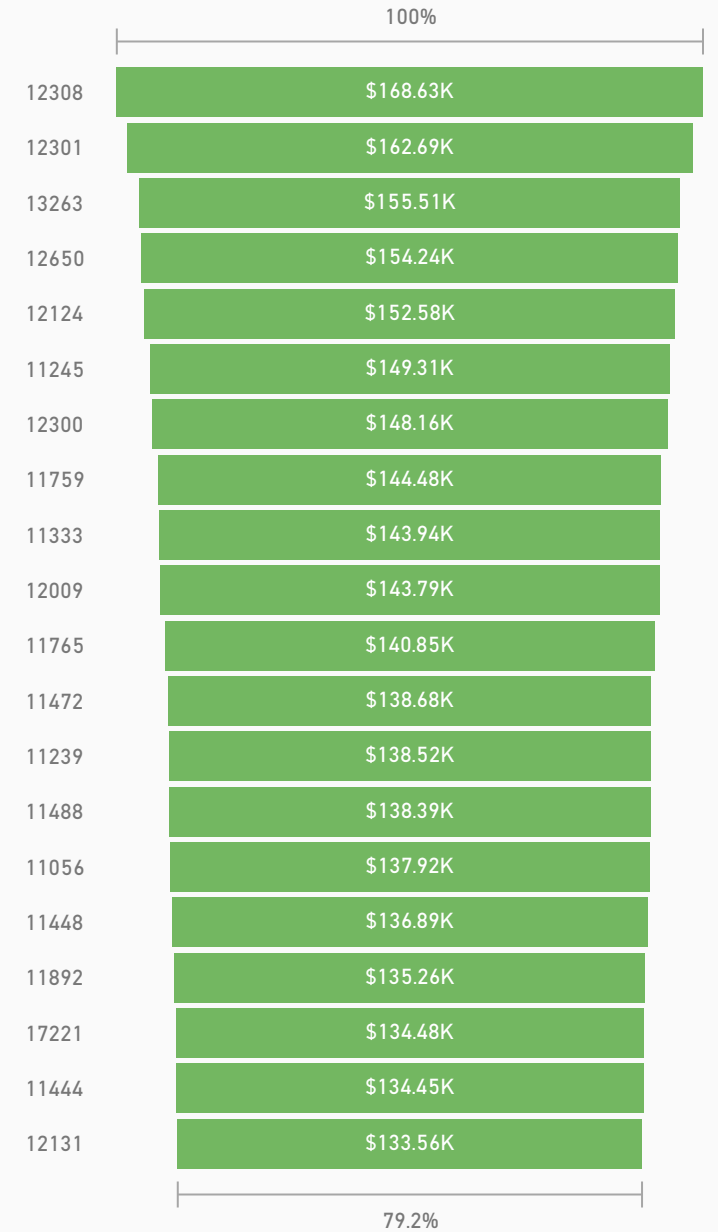
Customer value & Order summary

CustomerKey	Customer Value	Total Orders
12308	168,633.38	5
12301	162,692.20	5
13263	155,511.57	4
12650	154,239.49	4
12124	152,581.29	5
11245	149,307.27	4
12300	148,157.40	5
11759	144,481.59	3
11333	143,944.73	3
12009	143,794.71	3
11765	140,846.72	3
11472	138,682.93	3
11239	138,519.77	4
11488	138,389.44	3
11056	137,916.80	3
11448	136,891.30	3
11892	135,262.26	3
17221	134,479.05	3
11444	134,446.23	3
12131	133,563.09	5
11907	133,436.91	3
15693	133,086.95	3
11060	132,679.86	3
14207	131,388.38	3
12307	131,060.01	5
12132	130,103.93	5
11108	129,275.60	3
14425	129,057.37	3
11420	128,799.82	7

Customer Loyalty

Cohort Month	0	1	2	3	4	5	6	7	8
July 2005	146								
August 2005	156								
September 2005	146								
October 2005	161								
November 2005	169								
December 2005	235								
January 2006	188								
February 2006	171								
March 2006	199								
April 2006	207								
May 2006	214								
June 2006	214								
July 2006	253								
August 2006	281								
September 2006	198								
October 2006	229								
November 2006	193								5
December 2006	330							17	7
January 2007	244						19	10	10
February 2007	272					21	25	15	20
March 2007	272				14	13	18	18	14
April 2007	294			12	8	13	8	9	51
May 2007	335	5	14	12	8	22	40	41	
June 2007	321	10	11	17	8	14	18	44	23
July 2007	202		2	1				1	
August 2007	1210	68	77	65	73	76	61	63	76
September 2007	1112	43	45	37	50	38	37	37	43
October 2007	1132	28	35	35	30	35	36	30	30
November 2007	1094	41	30	37	32	24	37	28	
December 2007	1210	29	33	41	41	35	32		
January 2008	1039	20	31	30	28	43			
February 2008	1013	19	34	26	31				
March 2008	1056	22	27	27					

Top 20 Customers



- Select all
- 2005
- 2006
- 2007
- 2008

State

All



609K

Total Units Sold

12.70K

Avg. order value

3.58K

Max price,\$

2.29

Min price,\$

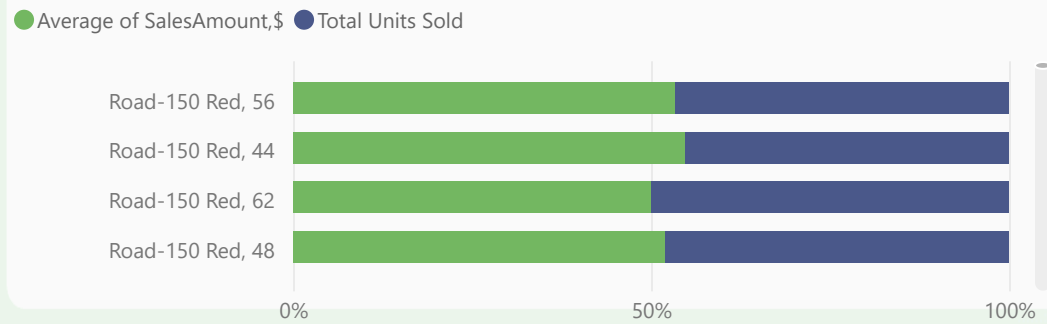
12.00

Average of Customer Lead Time

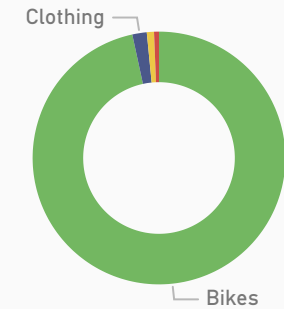
7.00

Average of Order to Ship Days

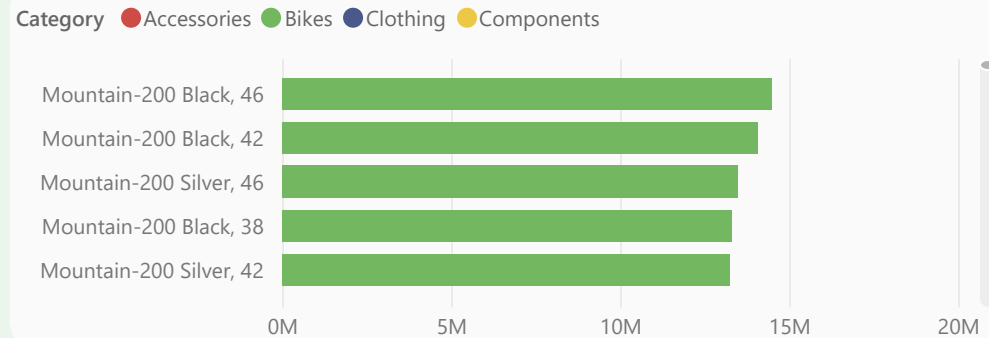
Average price and total units sold by product name



Total sales by category



Product margin analysis



Unsold products

ProductName	CategoryID	ListPrice,\$
Women's Tights, S	3	74.99
Women's Tights, M	3	74.99
Women's Tights, L	3	74.99
Touring Rear Wheel	2	245.01
Touring Pedal	2	80.99
Touring Front Wheel	2	218.01
Taillights - Battery-Powered	4	13.99
Sport-100 Helmet-Red	3	33.64

Select...

2005

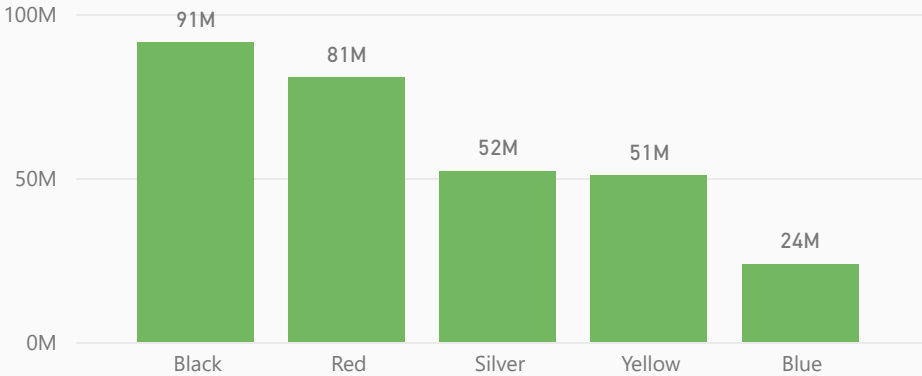
2006

2007

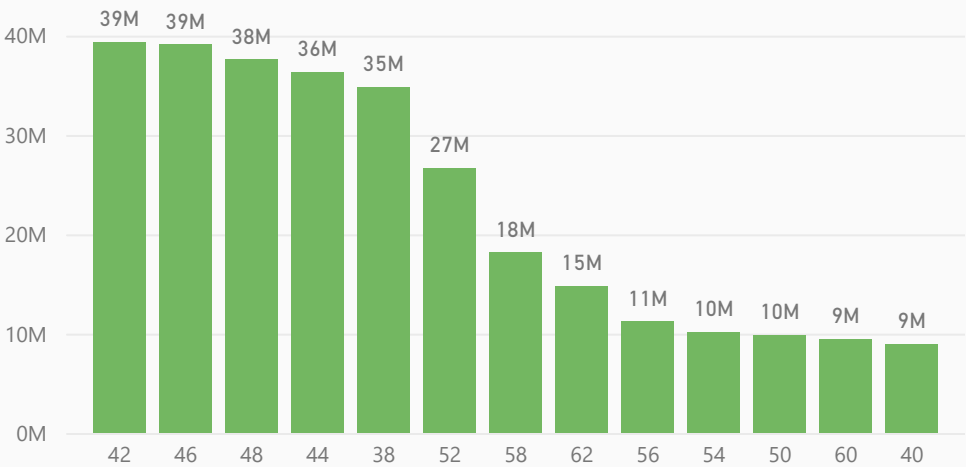
2008



Sales by color



Sales by size



Top 10 products

Product_ID	ProductName	Total Sales	SalesLY	Gross Margin%
PROD_179	Mountain-200 Black, 46	\$14,484,259.35	\$8,990,053.29	45.62%
PROD_178	Mountain-200 Black, 42	\$14,063,210.24	\$8,020,501.57	45.61%
PROD_182	Mountain-200 Silver, 46	\$13,465,554.06	\$7,834,938.33	45.62%
PROD_177	Mountain-200 Black, 38	\$13,313,240.04	\$7,123,652.01	45.60%
PROD_181	Mountain-200 Silver, 42	\$13,232,560.74	\$7,671,544.71	45.61%
PROD_180	Mountain-200 Silver, 38	\$13,230,075.01	\$7,460,259.88	45.60%
PROD_213	Road-150 Red, 62	\$12,774,423.90	\$12,774,423.90	39.32%
PROD_210	Road-150 Red, 48	\$11,797,556.19	\$11,797,556.19	39.32%
PROD_211	Road-150 Red, 52	\$11,593,594.80	\$11,593,594.80	39.32%
PROD_212	Road-150 Red, 56	\$11,189,250.29	\$11,189,250.29	39.32%
Total		\$129,143,724.62	\$94,455,774.97	43.30%

Worst 10 products

ProductName	Total Sales	SalesLY	GM YoY Growth	Gross Margin%
Half-Finger Gloves, M	\$122,841.84	\$53,486.16	0.00%	62.60%
Half-Finger Gloves, S	\$119,192.83	\$57,967.83	0.00%	62.60%
Classic Vest, S	\$107,950.00	\$46,990.00	0.00%	62.60%
Half-Finger Gloves, L	\$107,119.26	\$43,151.38	-0.00%	62.60%
Road Tire Tube	\$92,476.23	\$41,807.22	0.00%	62.66%
Touring Tire Tube	\$74,156.39	\$30,688.50	0.00%	62.53%
Patch Kit/8 Patches	\$71,246.48	\$32,153.89	0.00%	62.45%
Bike Wash - Dissolver	\$71,239.95	\$32,277.00	-0.00%	62.64%
Racing Socks, M	\$26,637.37	\$12,046.60	0.00%	62.63%
Racing Socks, L	\$24,812.40	\$11,138.61	-0.00%	62.63%
Total	\$817,672.75	\$361,707.19	-0.00%	62.59%