

Bike Sales Analysis

Sales Analysis

Profit Analysis

Cost Analysis

Total Revenue

83.8M

Avg Revenue

754.8

Total Profit

31.5M

Avg Age

35.9

Total Order

111.0K

Profit Margin

37.6%

Total Cost

52.3M

Filter Funnel:

Customer_Age



Country



State



Product_Category



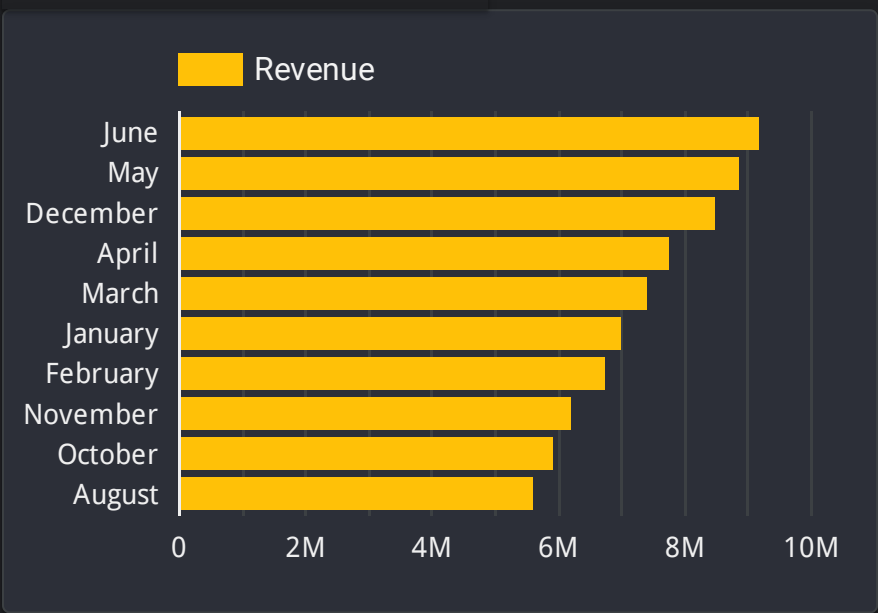
Sub_Category



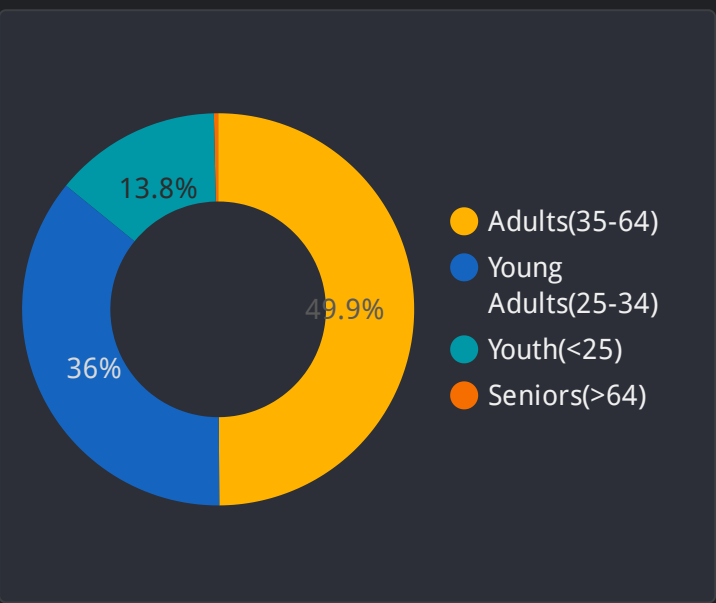
Customer_Gender



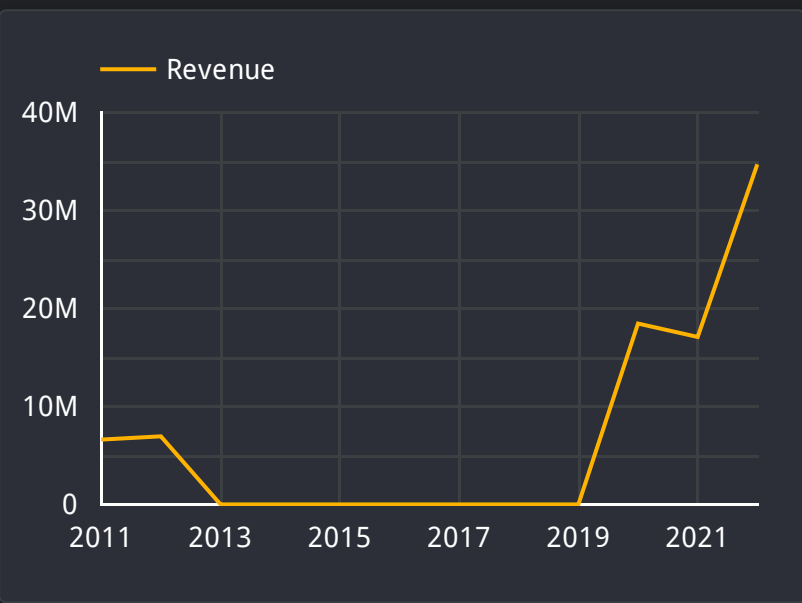
Revenue By Month



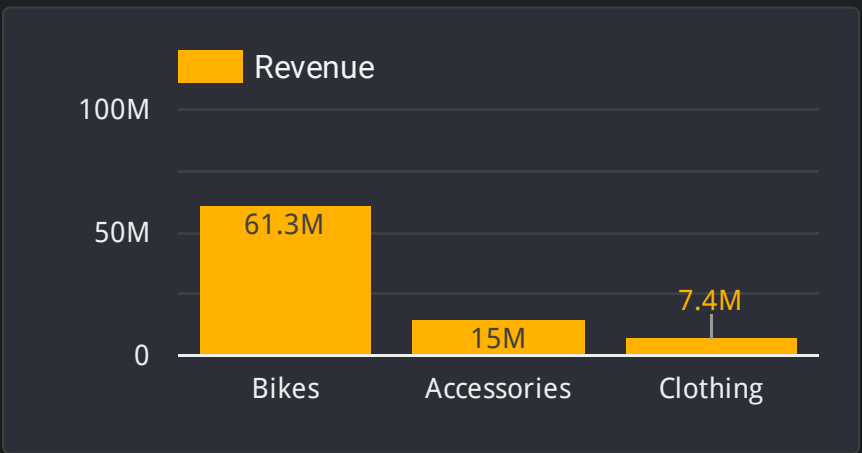
Revenue (%) By Customer Age Group



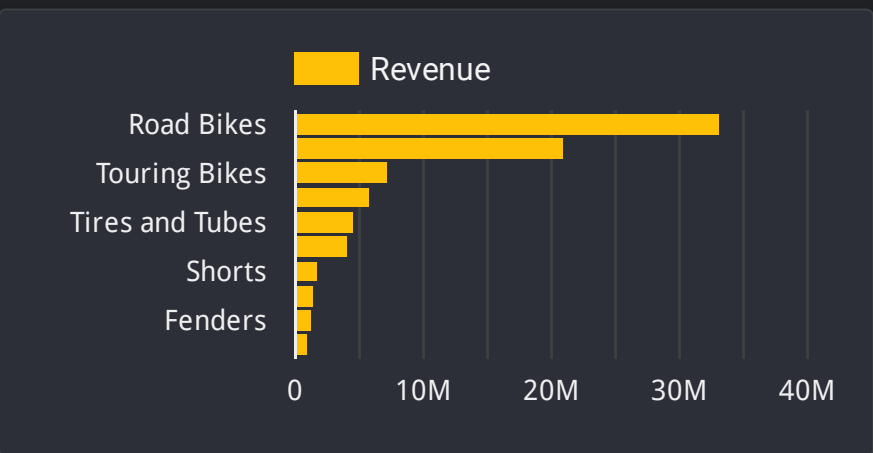
Revenue By Customer Year



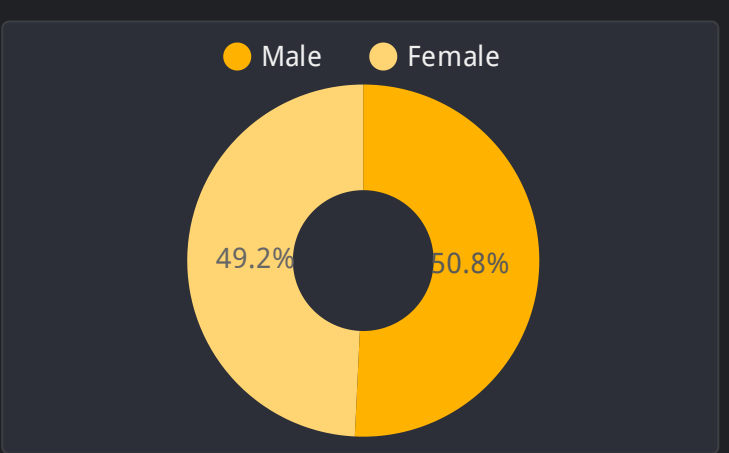
Revenue By Product Category



Revenue By Sub - Category



Revenue (%) By Customer Gender



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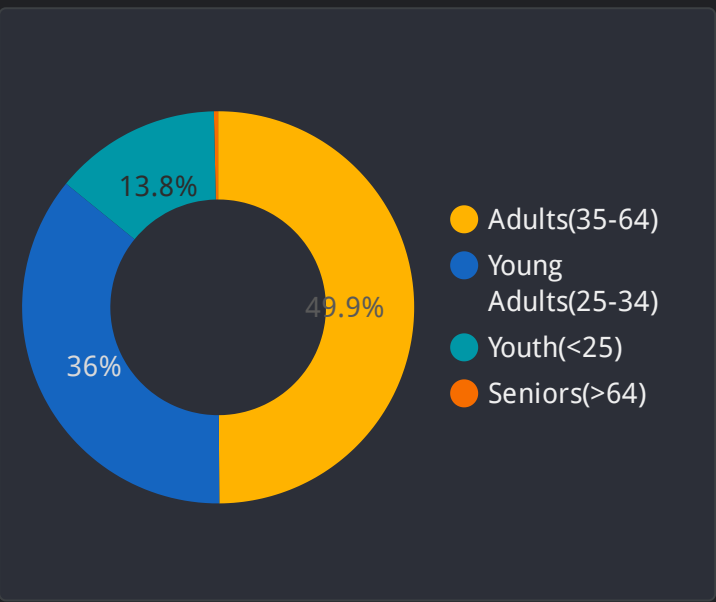
Customer_Gender



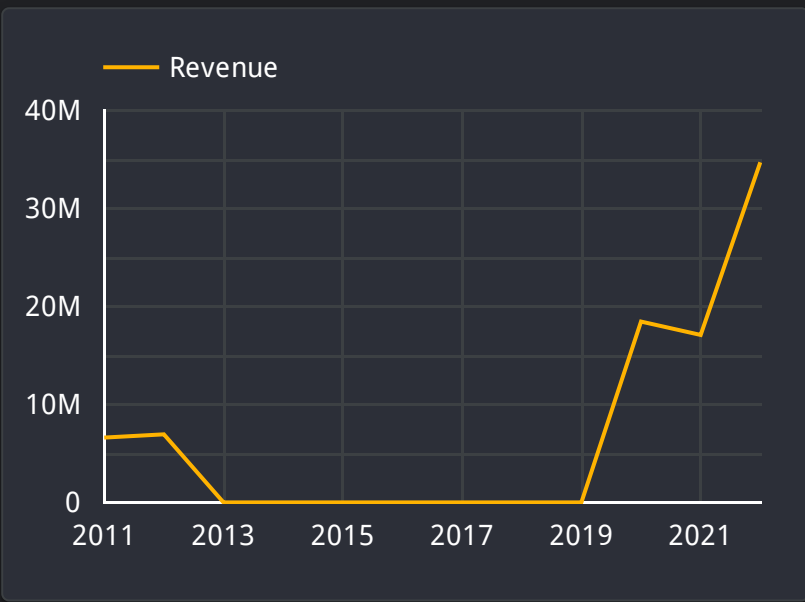
Profit By Month



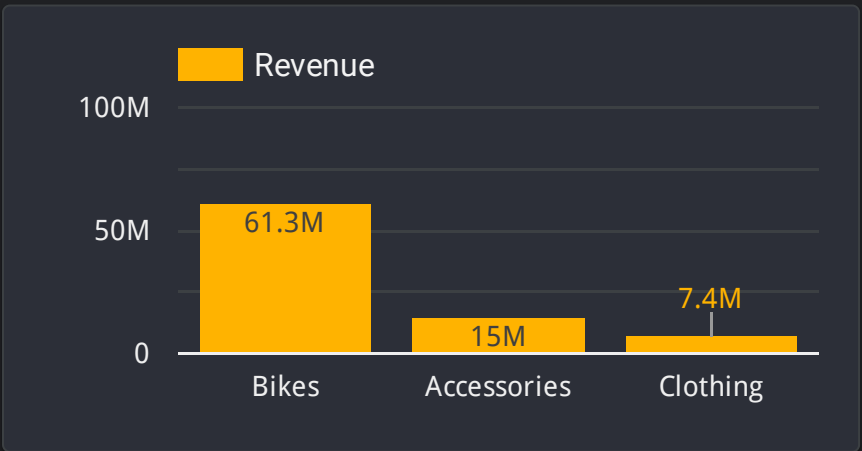
Profit (%) By Customer Age Group



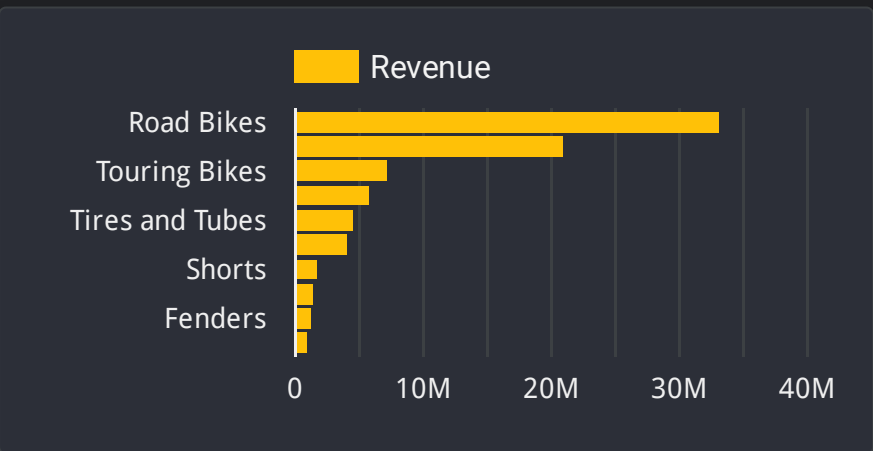
Profit By Customer Year



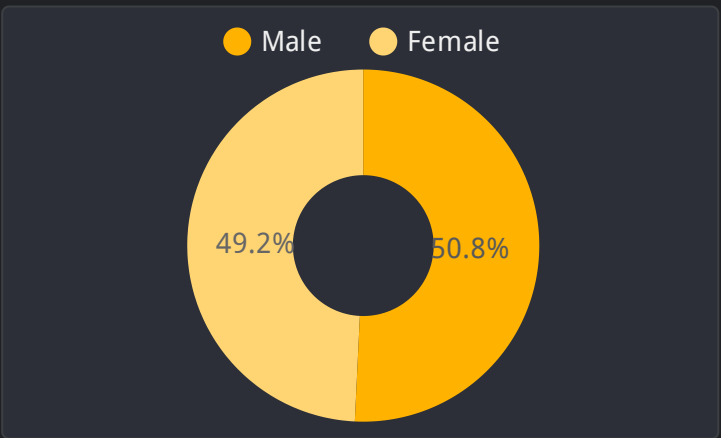
Profit By Product Category



Profit By Sub - Category



Profit (%) By Customer Gender



Bike Cost Analysis

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Customer_Age



Country



State



Product_Category



Sub_Category



Customer_Gender



Country	Product_Category	Sub_Category	Cost ▾	Unit_Cost
Australia	Bikes	Road Bikes	7.4M	5.1M
United States	Bikes	Road Bikes	6.7M	4.5M
United States	Bikes	Mountain Bikes	4.3M	3.3M
Australia	Bikes	Mountain Bikes	3.5M	2.5M
France	Bikes	Road Bikes	2.5M	1.7M
Germany	Bikes	Road Bikes	2.4M	1.7M
United Kingdom	Bikes	Road Bikes	2.4M	1.7M
United Kingdom	Bikes	Mountain Bikes	1.6M	1.2M
Canada	Bikes	Road Bikes	1.6M	999.9K
United States	Bikes	Touring Bikes	1.6M	1.2M
Germany	Bikes	Mountain Bikes	1.4M	1.1M
France	Bikes	Mountain Bikes	1.3M	981.9K
United States	Clothing	Jerseys	1.2M	81.4K
Australia	Bikes	Touring Bikes	1.1M	844.9K
United Kingdom	Bikes	Touring Bikes	824.4K	651.3K
United States	Accessories	Helmets	764K	52.4K
Australia	Clothing	Jerseys	758.8K	51.5K
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