Sales by City in All

Select City for Customer Details. ESC to return.

$0.0K
$50.0K
$100.0K
$153.7K

Canada

United States

Sandy
$0.5K

Santa Fe
$11.5K

Mexico

France

Spain

Algeria

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Map based on Longitude (generated) and Latitude (generated). Size shows sum of Sales Total. The marks are labeled by City and sum of Sales Total. Details are shown for Country Region, State Province and City. The context is filtered on Country Region, which keeps United Kingdom and United States.

Product Catergories by Revenue % In All

Click on part of the pie to filter data. ESC to unfilter

$708.7K

Bottles and Cages
0.0%

Touring Frames
2.7%

Touring Bikes
31.1%

Mountain Frames
7.8%

Mountain Bikes
24.1%

Road Bikes
25.8%

Legend:
- Touring Bikes
- Road Bikes
- Mountain Bikes
- Mountain Frames
- Road Frames
- Touring Frames
- Jerseys
- Vests
- Cranksets
- Shorts
- Pedals
- Helmets
- Bike Racks
- Hydration Packs
- Bottom Brackets
- Derailleurs
- Handlebars
- Saddles
- Gloves
- Brakes
- Socks
- Caps
- Cleaners
- Bottles and Cages
- Chains
- Tires and Tubes

Category and % of Total Sales Total. Color shows details about Category. Size shows sum of Sales Total. The marks are labeled by Category and % of Total Sales Total. The context is filtered on Country Region, which keeps United Kingdom and United States.
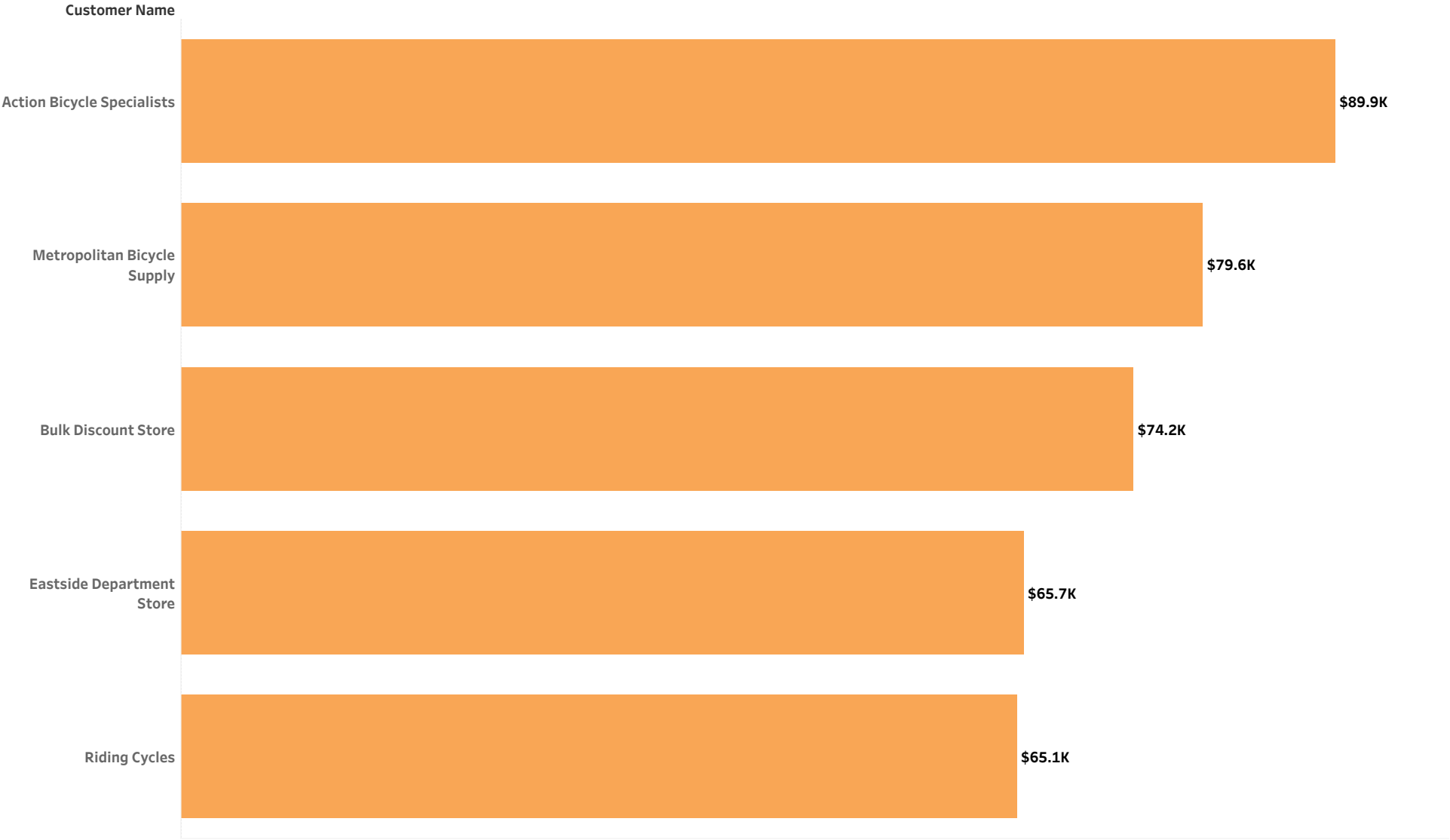
Product Catergories by Revenue % In All
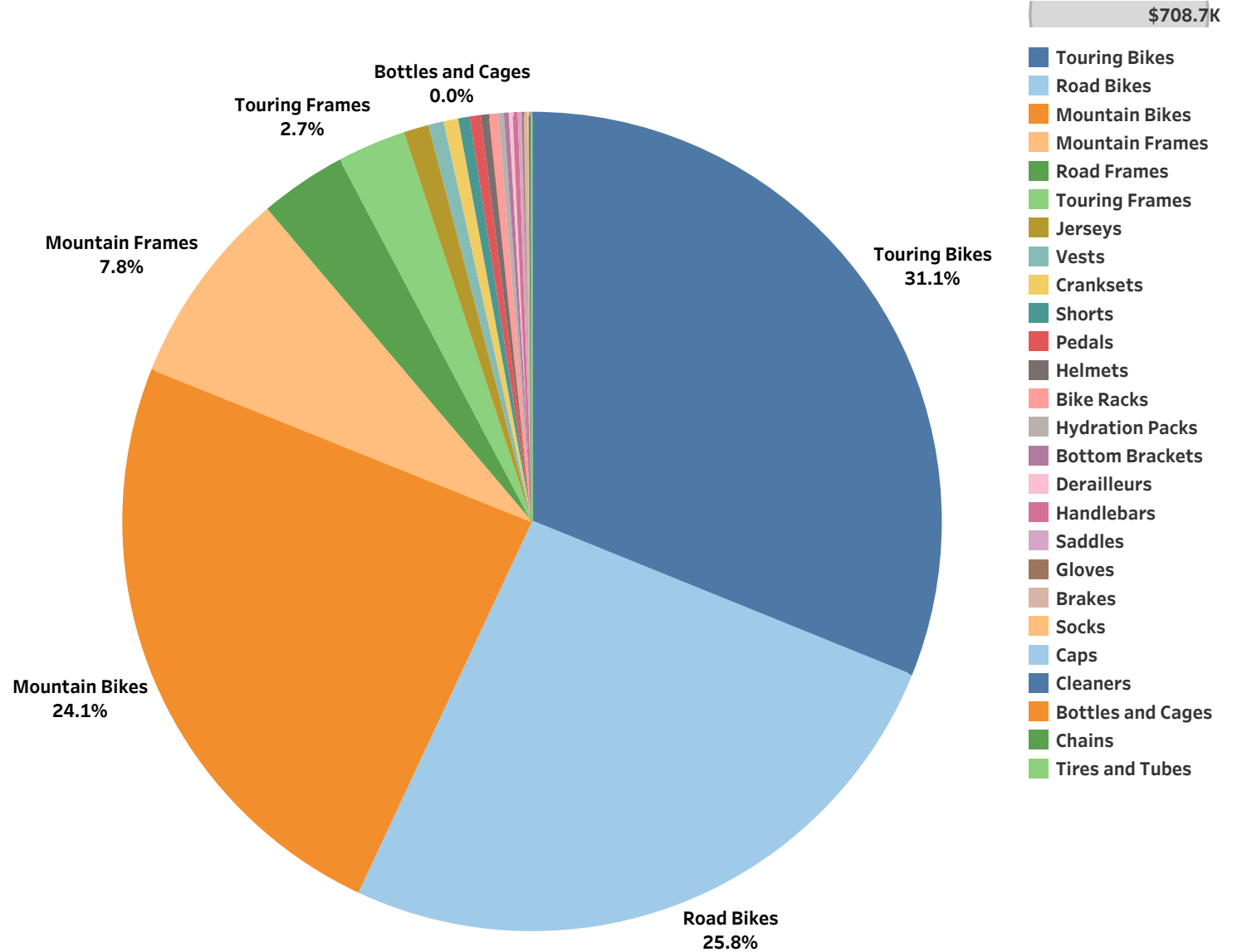
Click on part of the pie to filter data. ESC to unfilter

$708.7K

- Touring Bikes
- Road Bikes
- Mountain Bikes
- Mountain Frames
- Road Frames
- Touring Frames
- Jerseys
- Vests
- Cranksets
- Shorts
- Pedals
- Helmets
- Bike Racks
- Hydration Packs
- Bottom Brackets
- Derailleurs
- Handlebars
- Saddles
- Gloves
- Brakes
- Socks
- Caps
- Cleaners
- Bottles and Cages
- Chains
- Tires and Tubes

Category and % of Total Sales Total. Color shows details about Category. Size shows sum of Sales Total. The marks are labeled by Category and % of Total Sales Total. The context is filtered on Country Region, which keeps United Kingdom and United States.

Top 5 Customers

Customer Name

| Customer	Sales
Action Bicycle Specialists	$89.9K
Metropolitan Bicycle Supply	$79.6K
Bulk Discount Store	$74.2K
Eastside Department Store	$65.7K
Riding Cycles	$65.1K

Sum of Sales Total for each Customer Name. The marks are labeled by sum of Sales Total. The context is filtered on Country Region, which keeps United Kingdom and United States. The data is filtered on Rank of Sales Total, which ranges from $0.0K to $0.0K.

Units sold vs Revenue
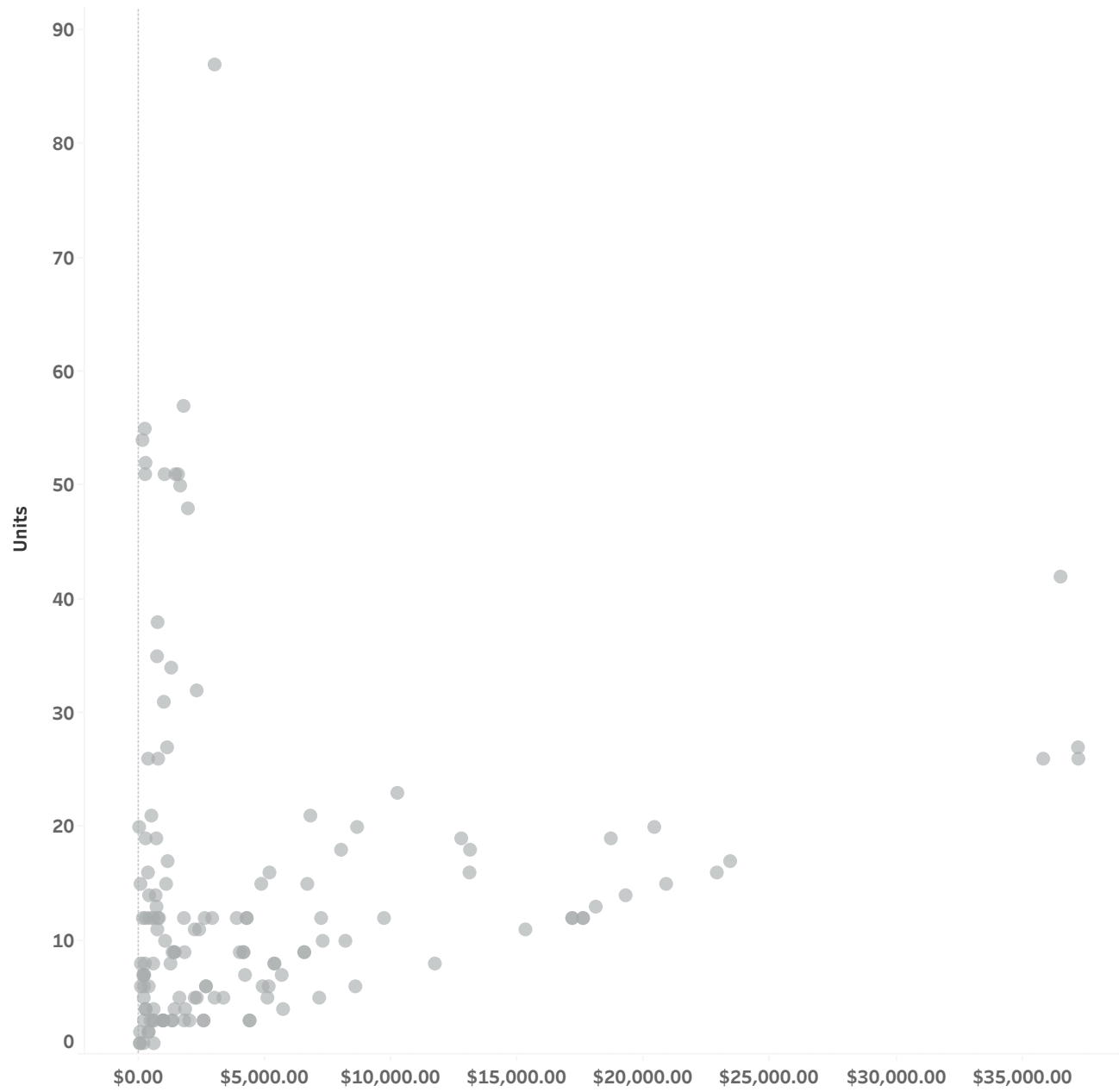
Sum of Sales Total vs. sum of Units. Details are shown for Product. The context is filtered on Country Region, which keeps United Kingdom and United States. The data is filtered on Action (Product Category) and Action (Category). The Action (Product Category) filter keeps 26 members. The Action (Category) filter keeps 26 members.

Most Desired Bike Colour in All
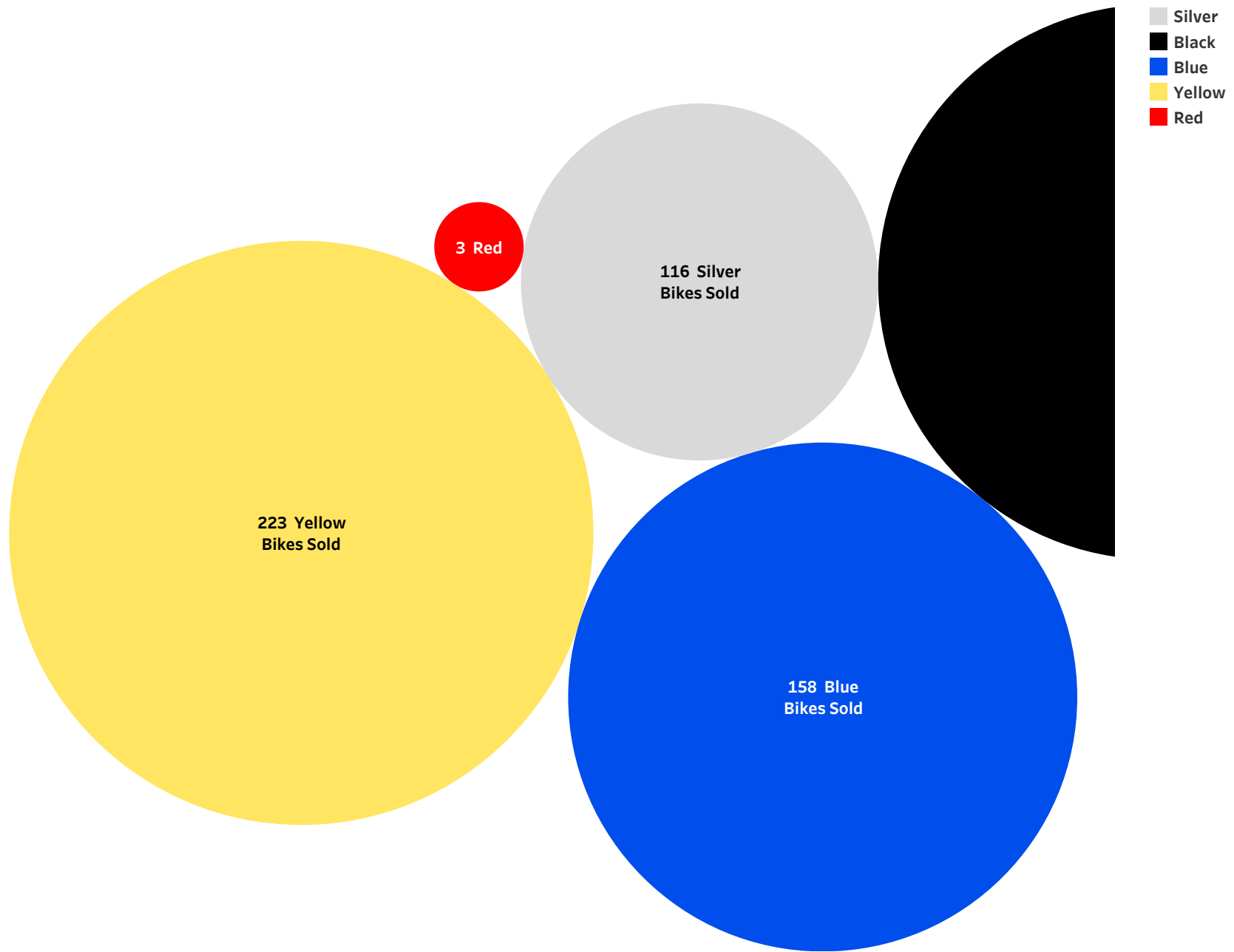
Legend:
- Silver
- Black
- Blue
- Yellow
- Red

3 Red

116 Silver
Bikes Sold

223 Yellow
Bikes Sold

158 Blue
Bikes Sold

Color and sum of Units. Color shows details about Color. Size shows sum of Sales Total. The marks are labeled by Color and sum of Units. The context is filtered on Country Region, which keeps United Kingdom and United States. The data is filtered on Category, which keeps Mountain Bikes, Road Bikes and Touring Bikes.

Most Desired Bike Colour in All
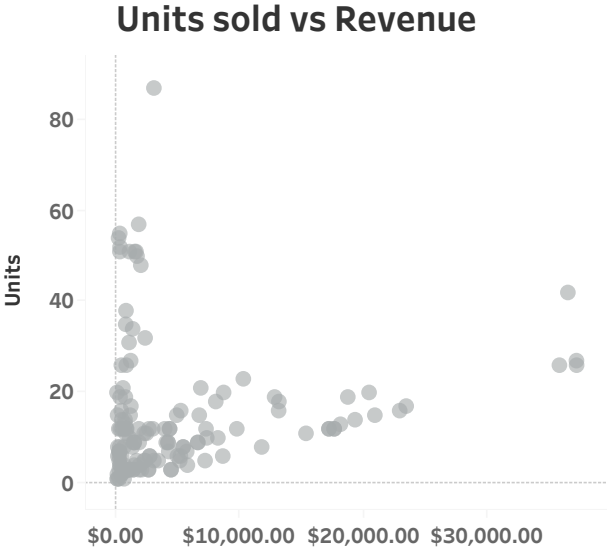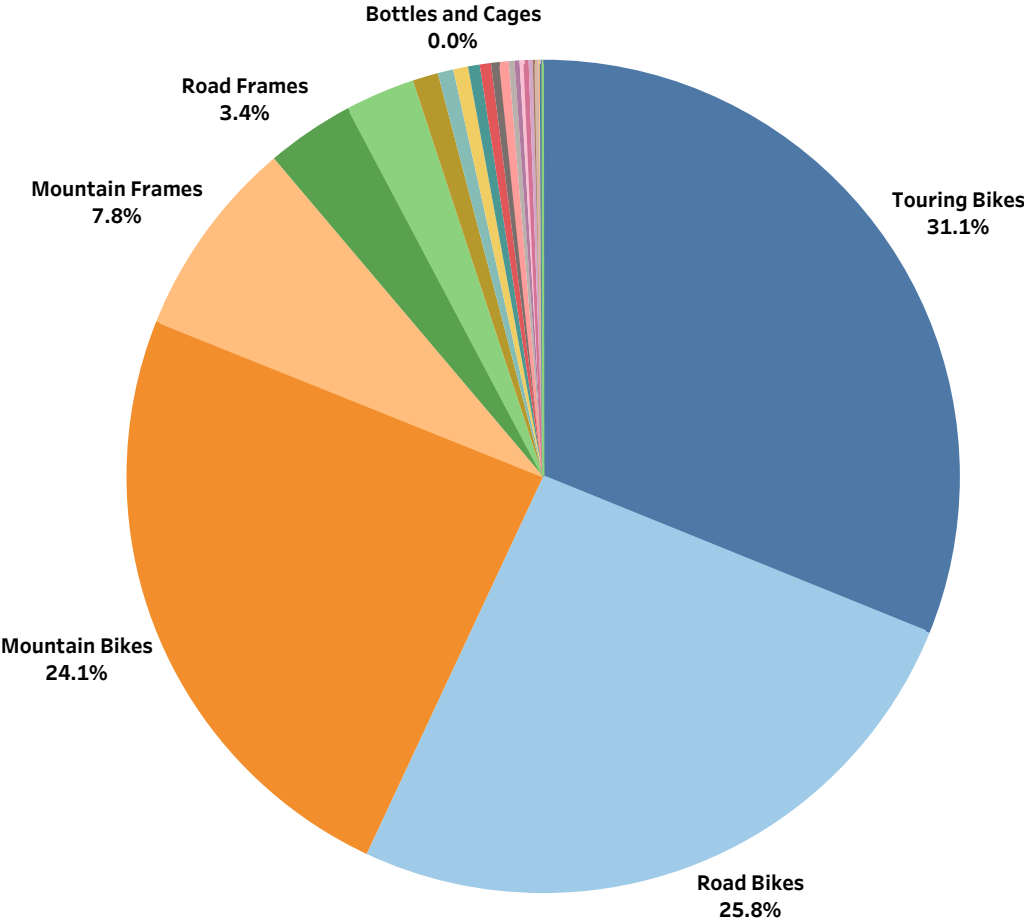
**183 Black
Bikes Sold**

- Silver
- Black
- Blue
- Yellow
- Red

Color and sum of Units. Color shows details about Color. Size shows sum of Sales Total. The marks are labeled by Color and sum of Units. The context is filtered on Country Region, which keeps United Kingdom and United States. The data is filtered on Category, which keeps Mountain Bikes, Road Bikes and Touring Bikes.

Product Catergories by Revenue % In All

Click on part of the pie to filter data. ESC to unfilter

Bottles and Cages
0.0%

Road Frames
3.4%

Mountain Frames
7.8%

Touring Bikes
31.1%

Mountain Bikes
24.1%

Road Bikes
25.8%

Units sold vs Revenue

Units

80

60

40

20

0

$0.00 $10,000.00 $20,000.00 $30,000.00

Sales by City in All

Select City for Customer Details. ESC to return.

Sandy
$0.5K

Santa Fe
$11.5K

United States

France

Spain

Algeria

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Top 5 Customers

Customer Name	
Action Bicycle Specialists	$89.9K
Metropolitan Bicycle Supply	$79.6K
Bulk Discount Store	$74.2K
Eastside Department Store	$65.7K
Riding Cycles	$65.1K

Adventure Work Sales Analysis & Insights

| Geographical distribution of sales & customers | Different Categories sales in US & UK | British bike riders have higher preference for black bikes |

Sales by City in All
Select City for Customer Details. ESC to return.

Sandy
$0.5K

Santa Fe
$11.5K

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Top 5 Customers

Customer Name

Customer	Value
Action Bicycle Specialists	$89.9K
Metropolitan Bicycle Supply	$79.6K
Bulk Discount Store	$74.2K
Eastside Department Store	$65.7K
Riding Cycles	$65.1K

Adventure Work Sales Analysis & Insights

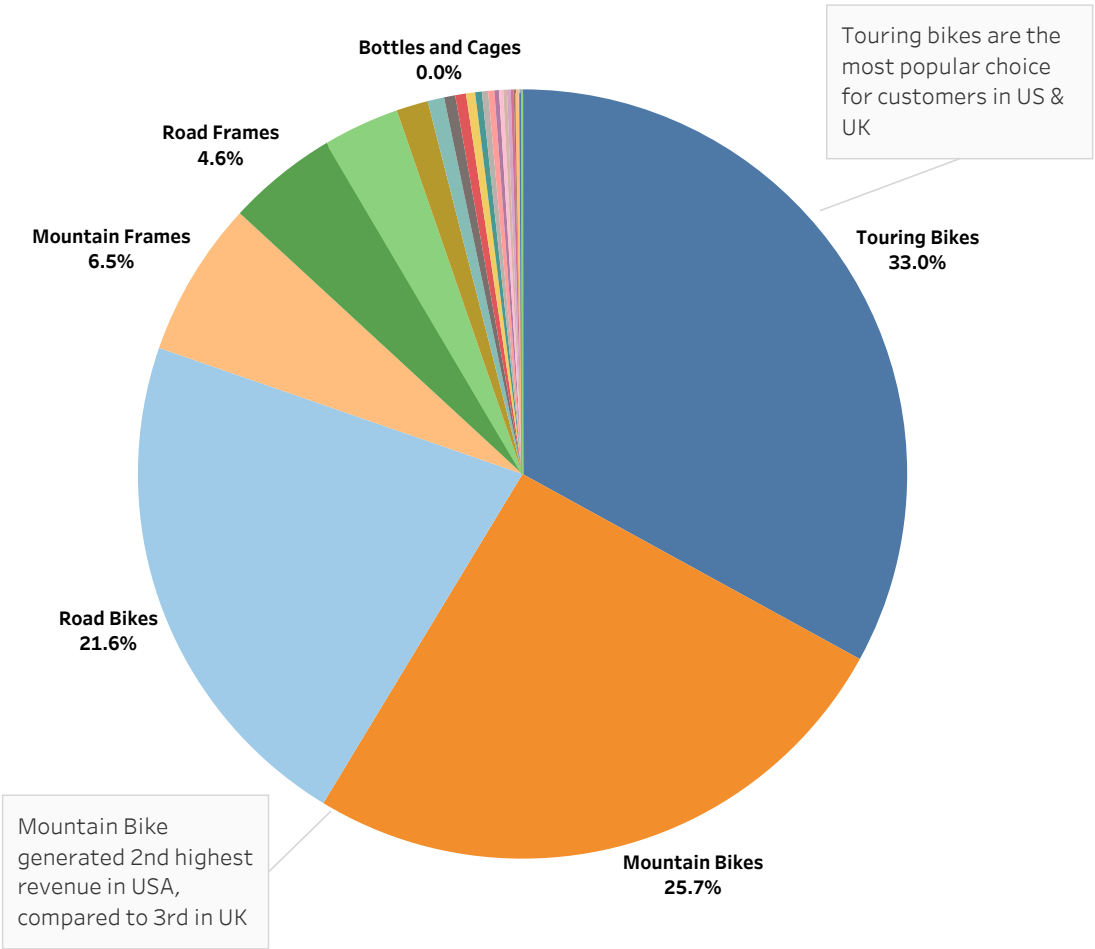| Geographical distribution of sales & customers	Different Categories sales in US & UK	British bike riders have higher preference for black bikes

Product Catergories by Revenue % In United States
Click on part of the pie to filter data. ESC to unfilter

Select Country
◯ United Kingdom
⦿ United States

Bottles and Cages
0.0%

Road Frames
4.6%

Mountain Frames
6.5%

Touring bikes are the most popular choice for customers in US & UK

Touring Bikes
33.0%

Road Bikes
21.6%

Mountain Bikes
25.7%

Mountain Bike generated 2nd highest revenue in USA, compared to 3rd in UK

Units sold vs Revenue

40

30

20

10

0

$0.00 $10,000.00 $20,000.00

Adventure Work Sales Analysis & Insights

Geographical distribution of sales & customers

Different Categories sales in US & UK

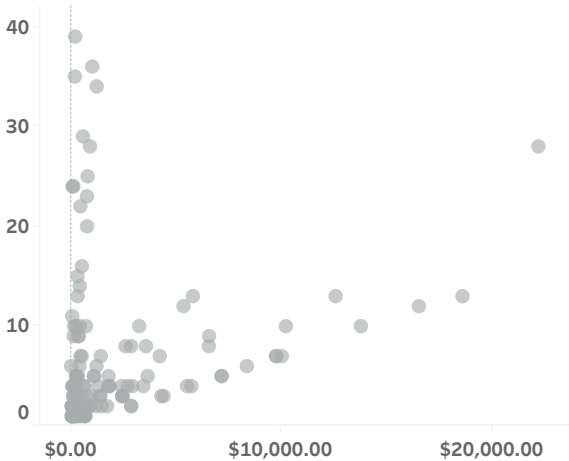British bike riders have higher preference for black bikes

Select Country
● United Kingdom
○ United States

American riders seem to be more interested in yellow & blue bikes

3 Red Bikes Sold

67 Silver Bikes Sold

125 Black Bikes Sold

128 Yellow Bikes Sold

89 Blue Bikes Sold

30% of all bikes sold in UK are black, compared to only 21% in US