

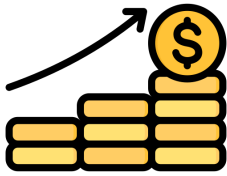
OVERVIEW



Total Orders
19803



Total Customer
3494



Revenue
21.941.682

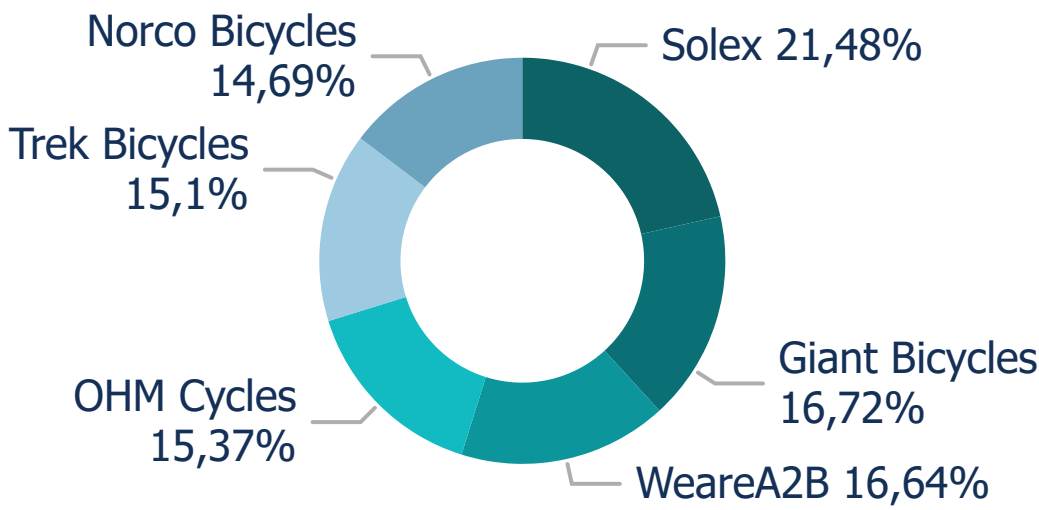


Success Order Rate
0,99

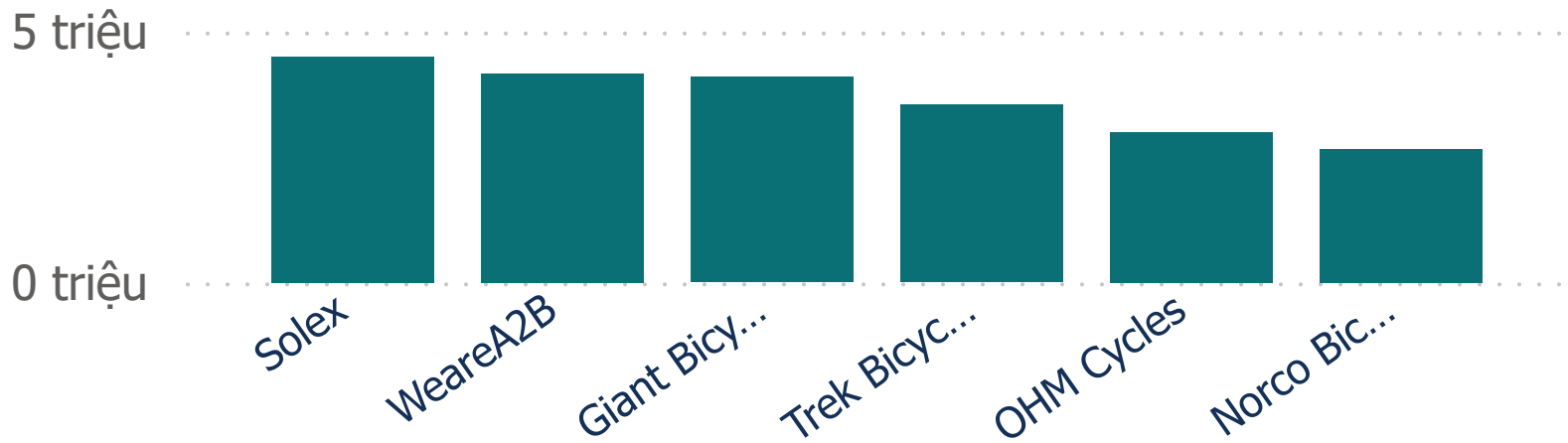


ROS
2,01

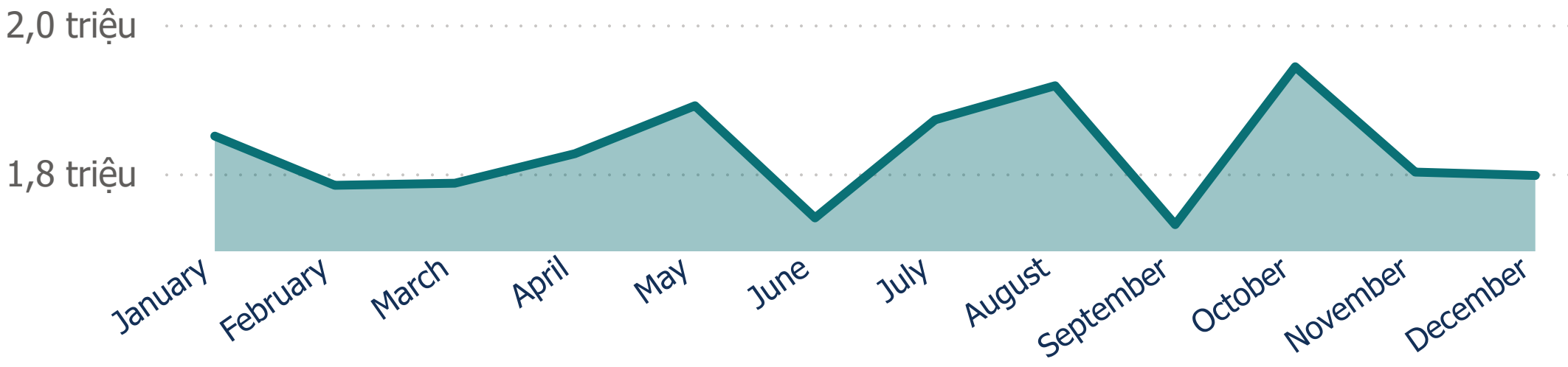
Brand's Order



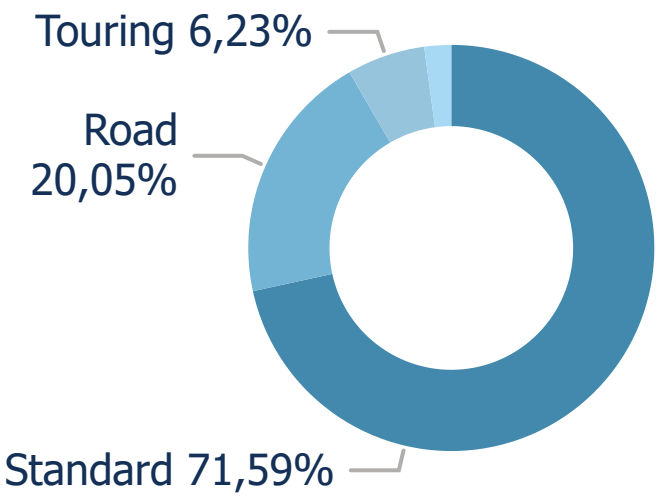
Brand's Revenue Trend



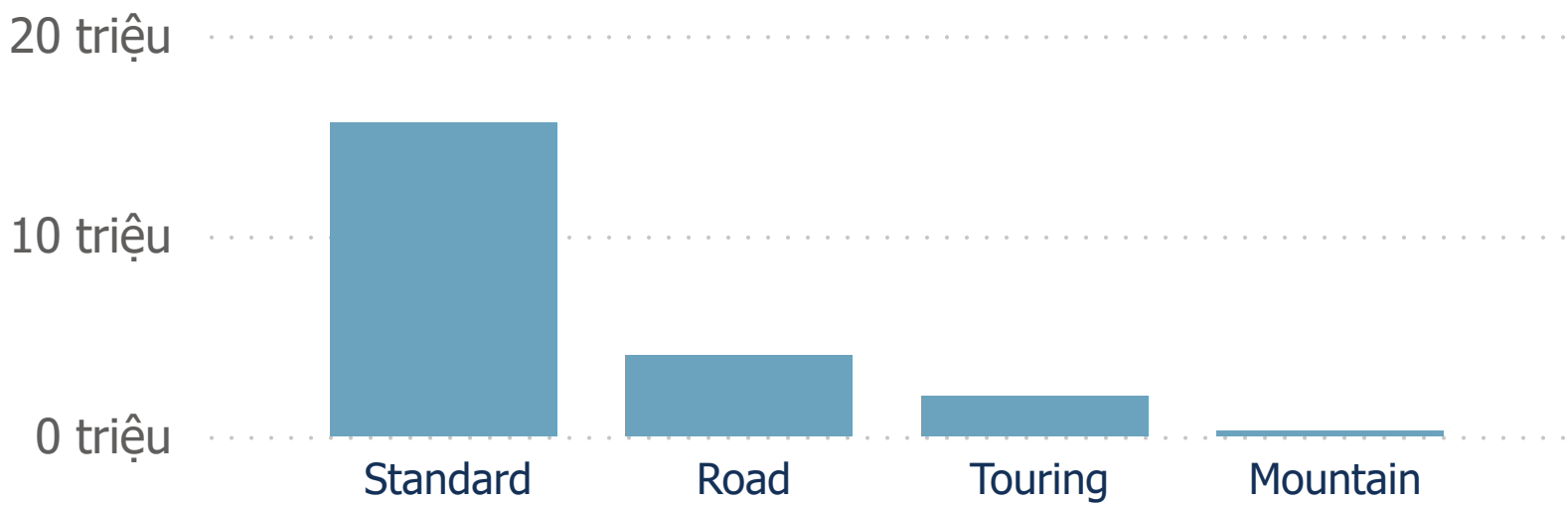
Revenue Trend in 2017



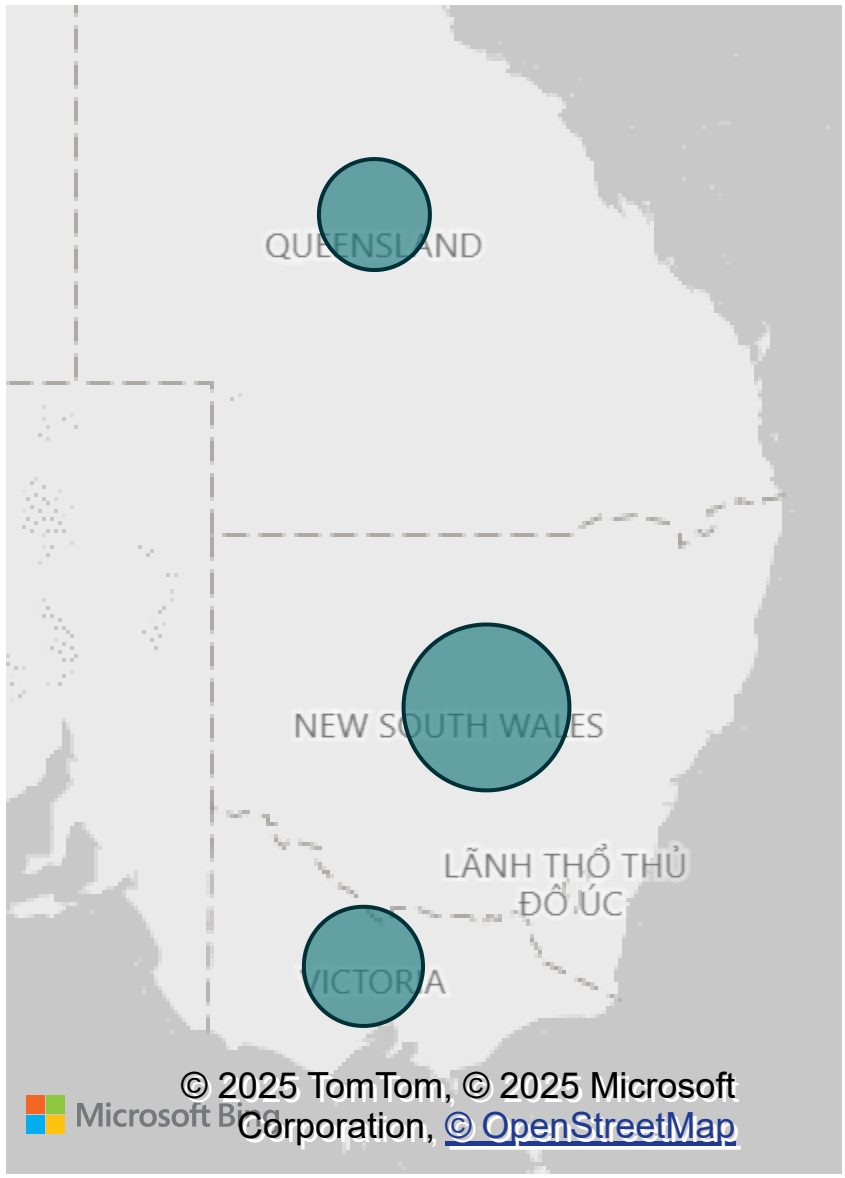
Product's Order



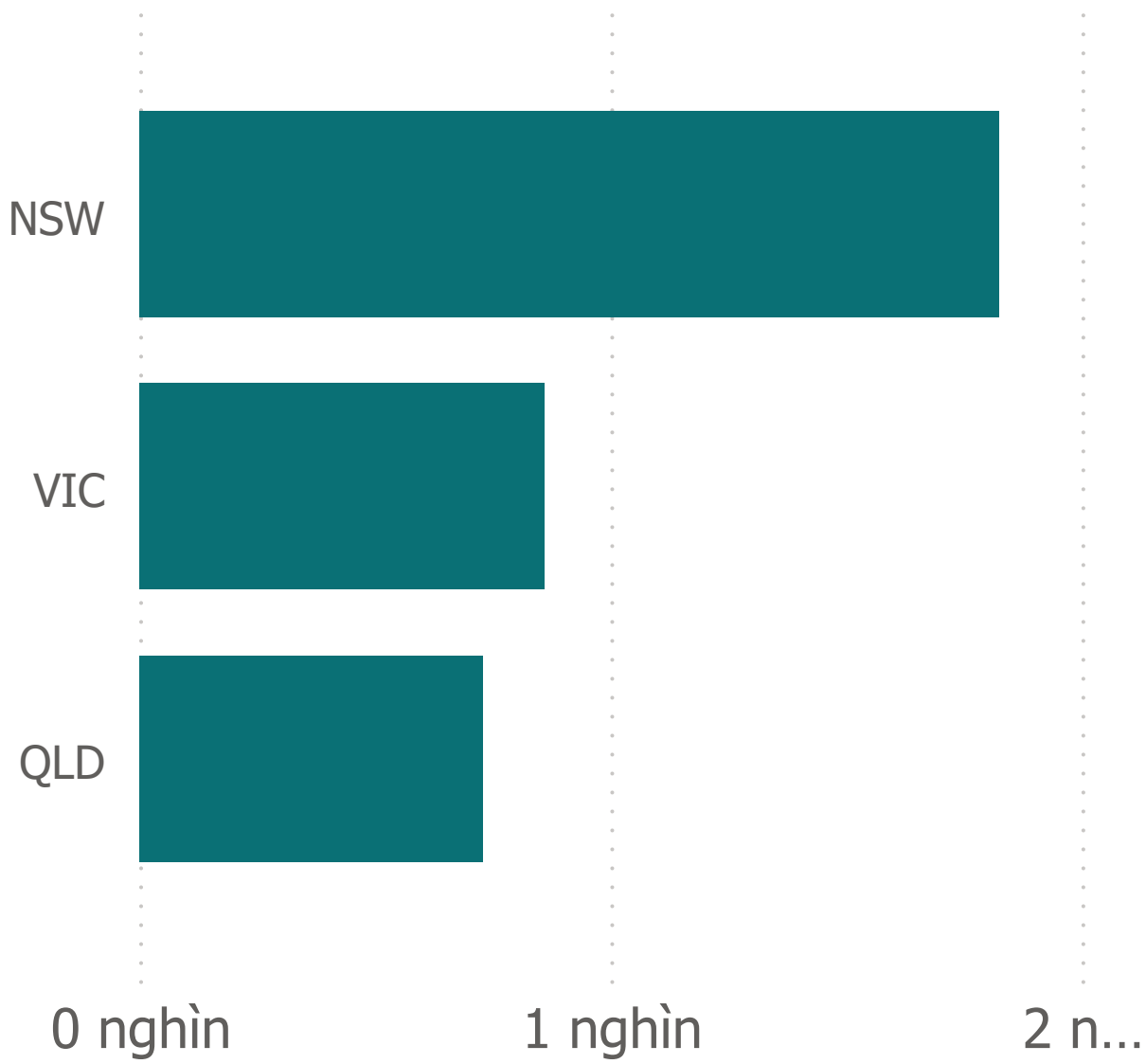
Product's Revenue Trend



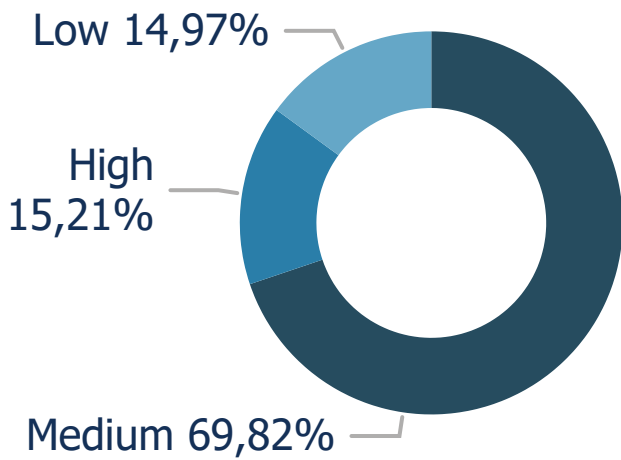
Total Order



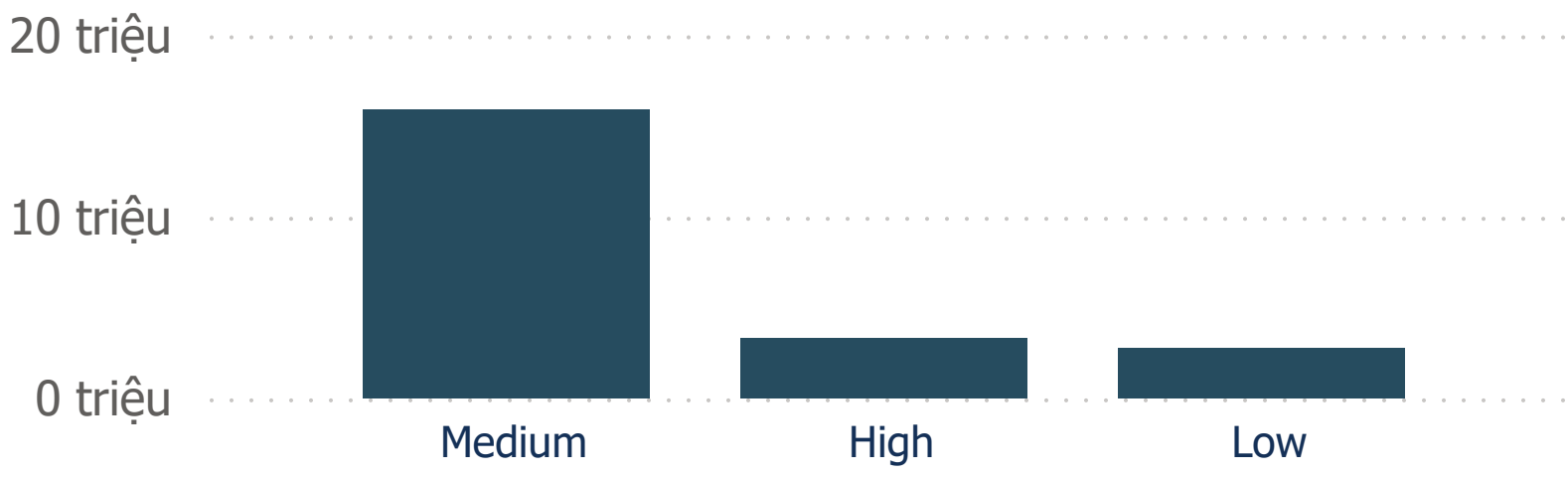
Total Customer



Product Class's Order



Product Class's Revenue Trend



ORDER ANALYSIS

Online Order

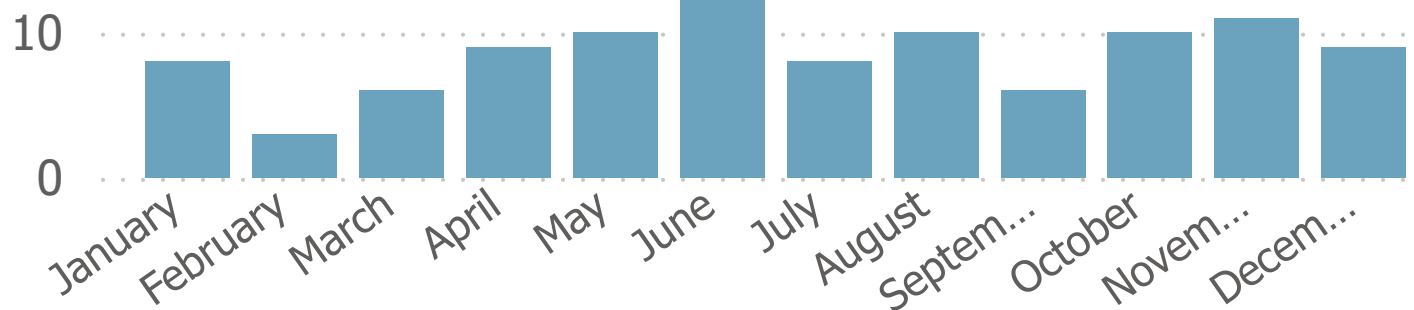
Nearly Month Order

823

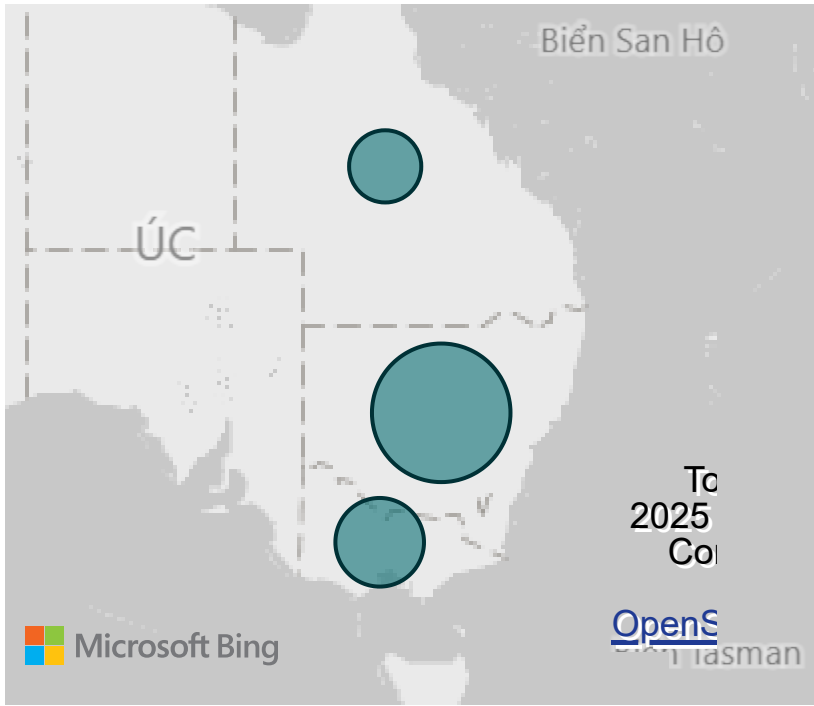
-3.06%

Goal: 849

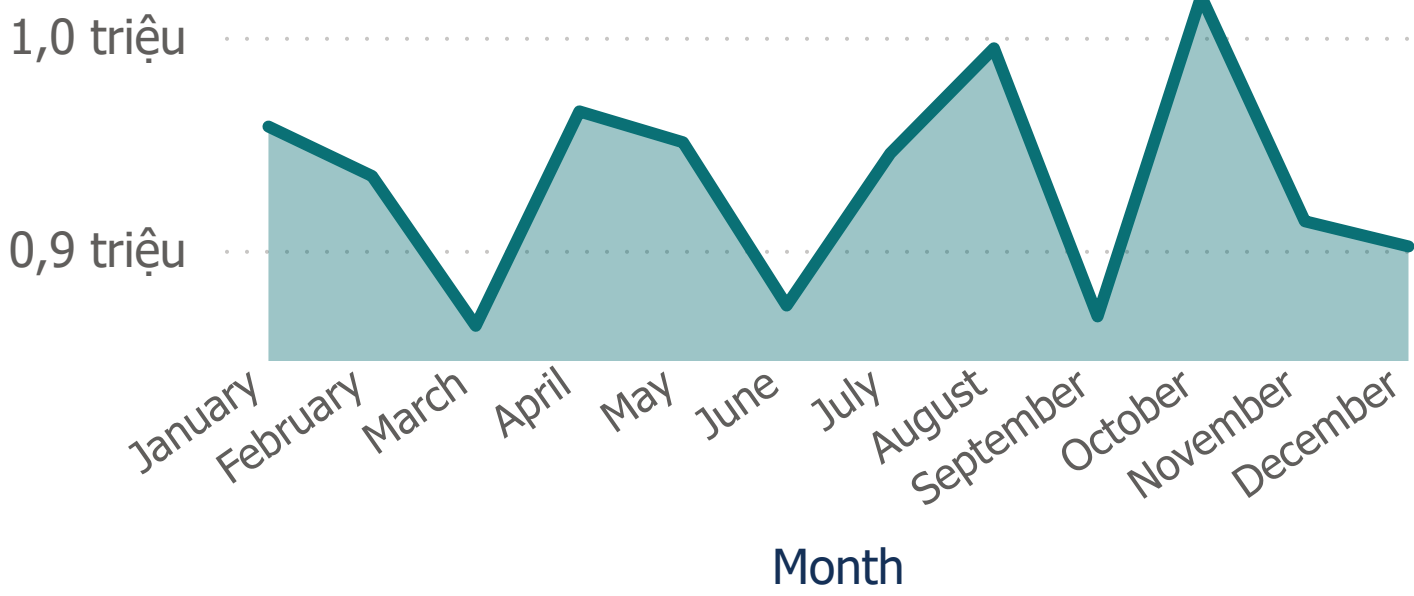
Cancelled Order in 2017



Cancelled Order



Online Revenue in 2017



Offline Order

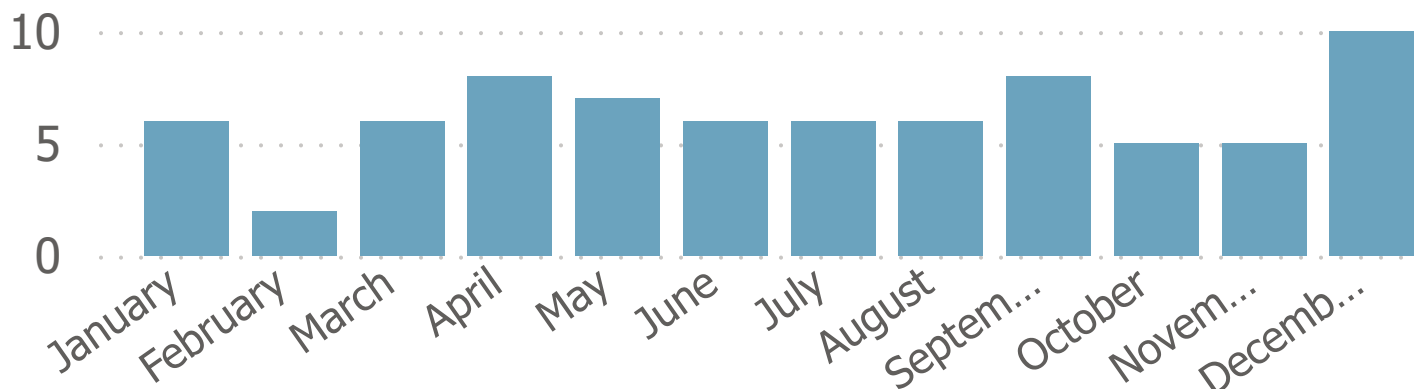
Nearly Month Order

810

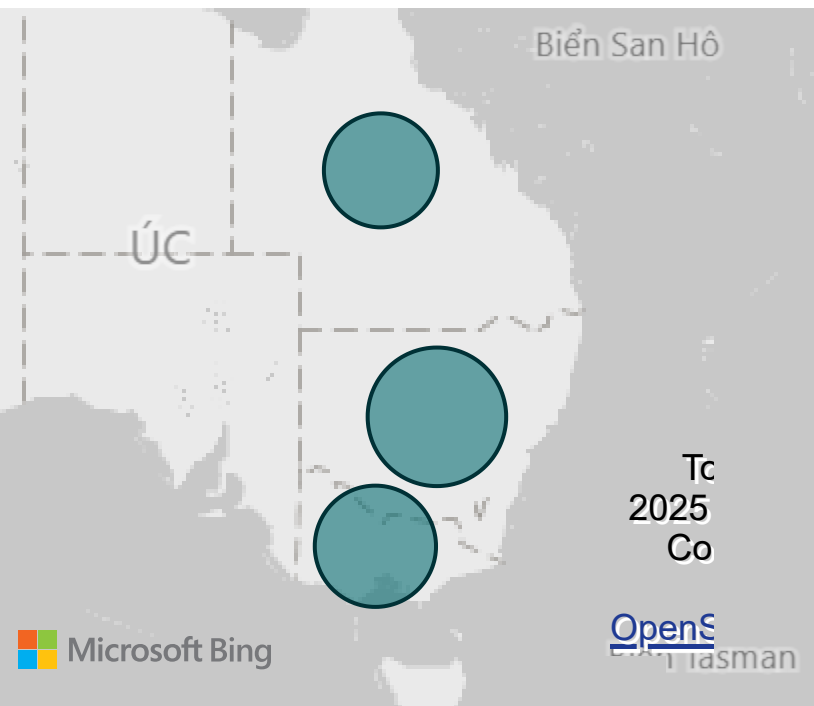
+1.38%

Goal: 799

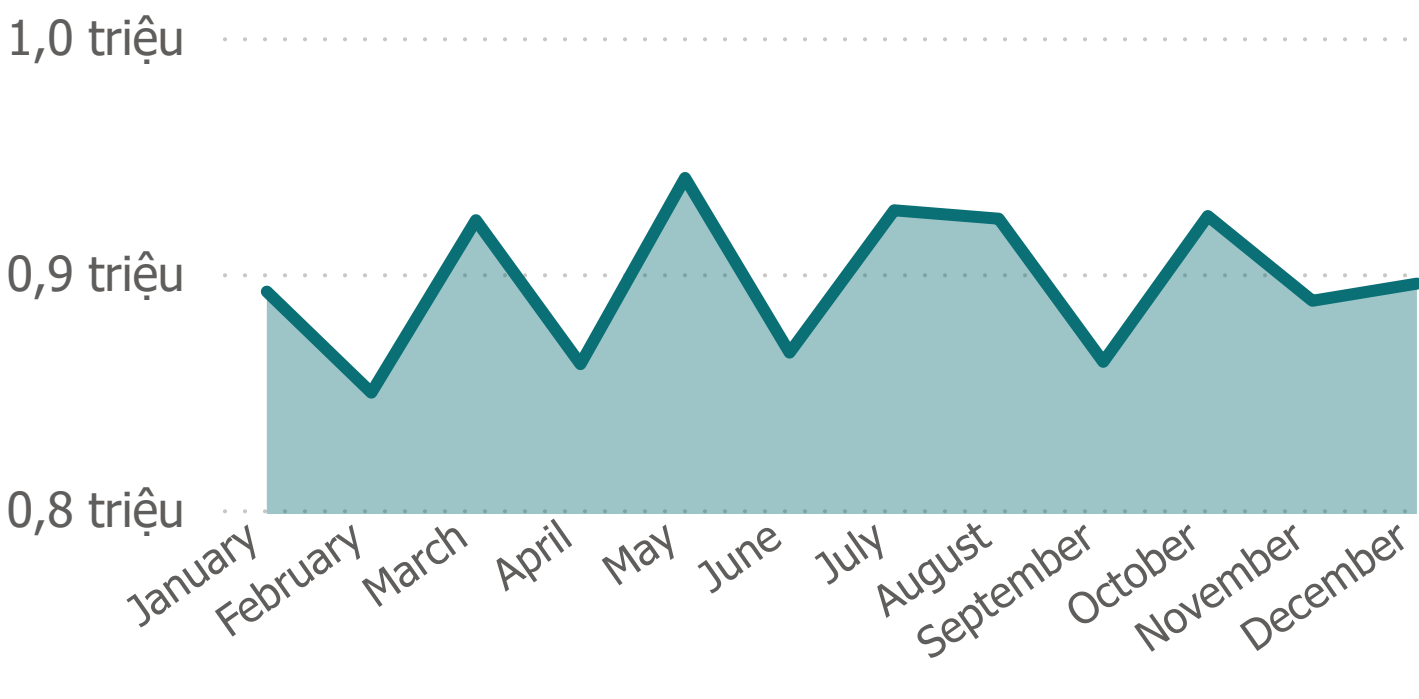
Cancelled Order in 2017



Cancelled Order



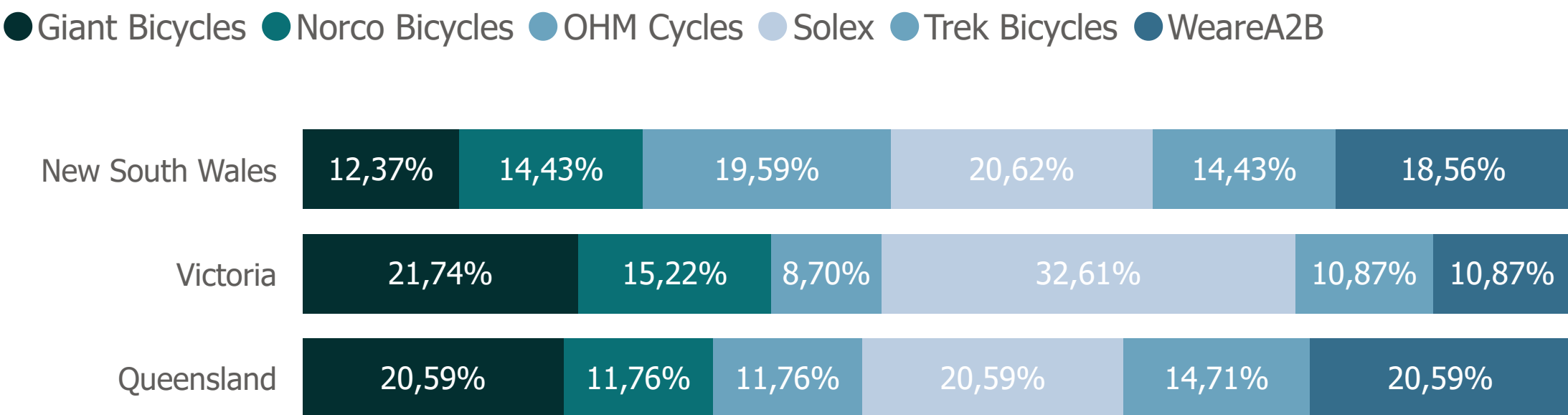
Offline Revenue in 2017



Product Information

Product	Total Order	Revenue	ROS	Cancelled Order Rate	Revenue Trend
WeareA2B	3295	4.163.083,61	1,51	16,85% ↗	
Trek Bicycles	2990	3.539.512,36	1,93	14,04% ↗	
Solex	4253	4.496.577,63	1,86	23,60% ↘	
OHM Cycles	3043	2.993.420,35	2,02	15,17% ↗	
Norco Bicycles	2910	2.657.419,13	3,06	14,04% ↗	

Cancelled Order each Region



CUSTOMER ANALYSIS

Segment

Loyal Customer

595

New Customer

800

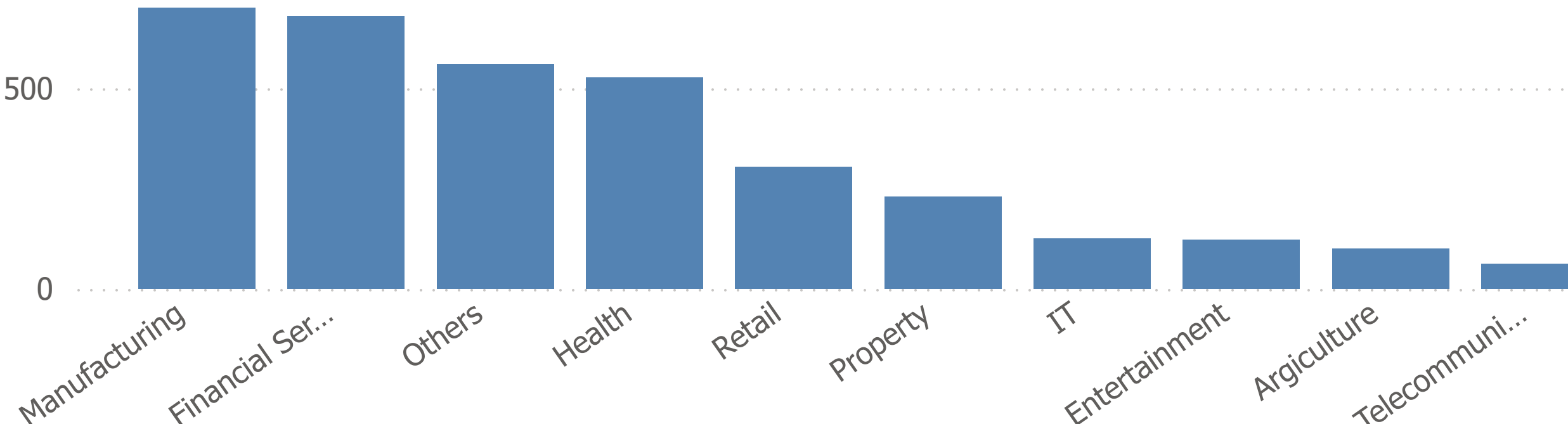
Inactive Customer

998

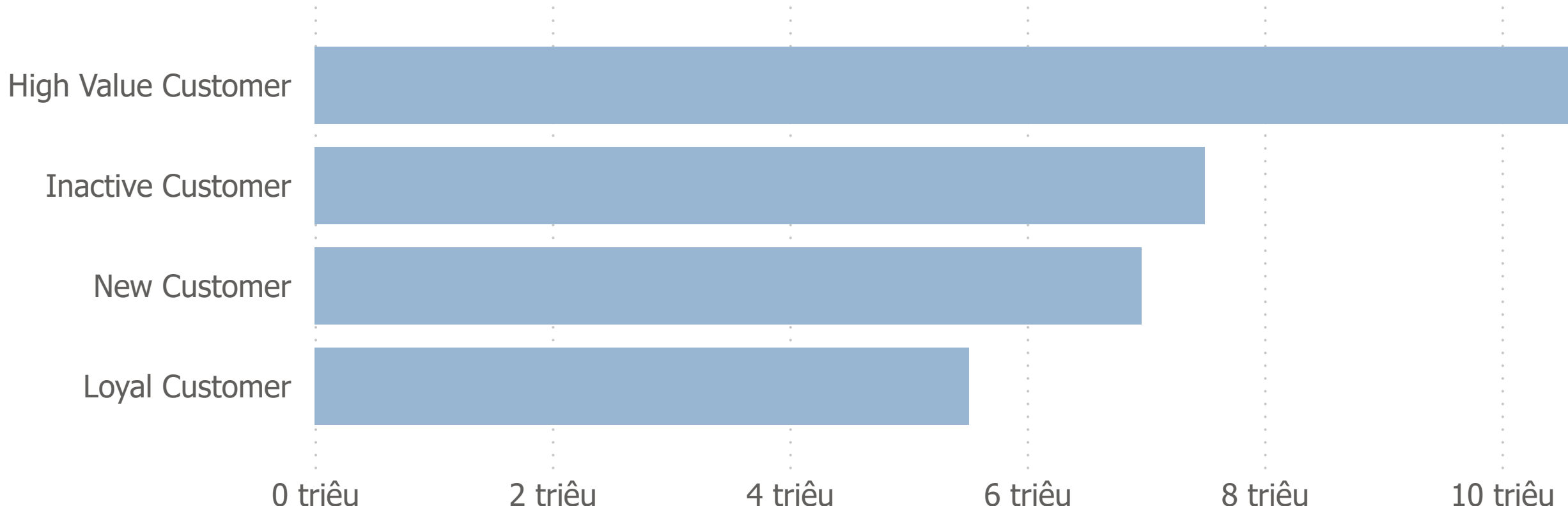
High Value Customer

1019

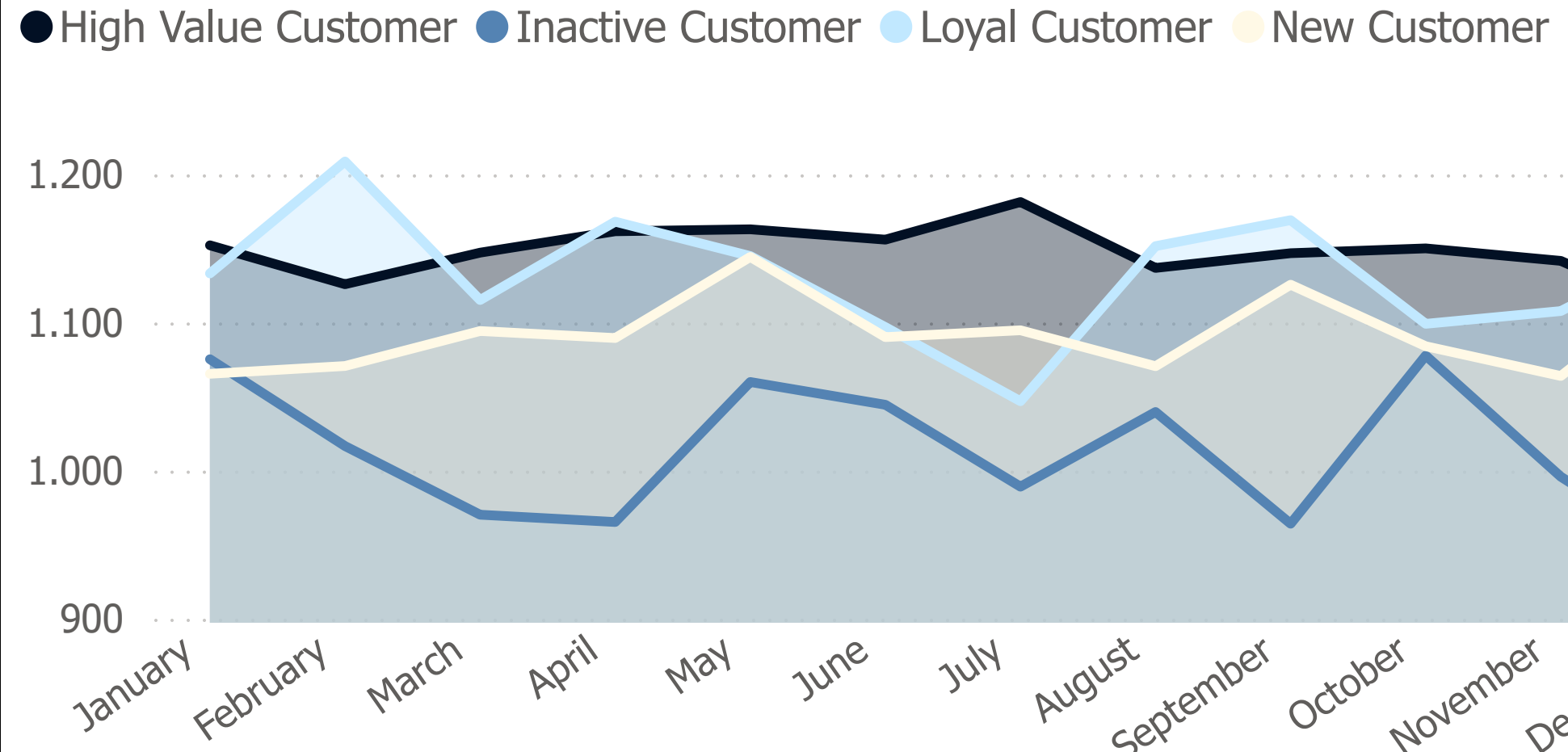
Customer's Job Industry Category



Customer Value Lifetime in 2012



Avg per Ord in 2017

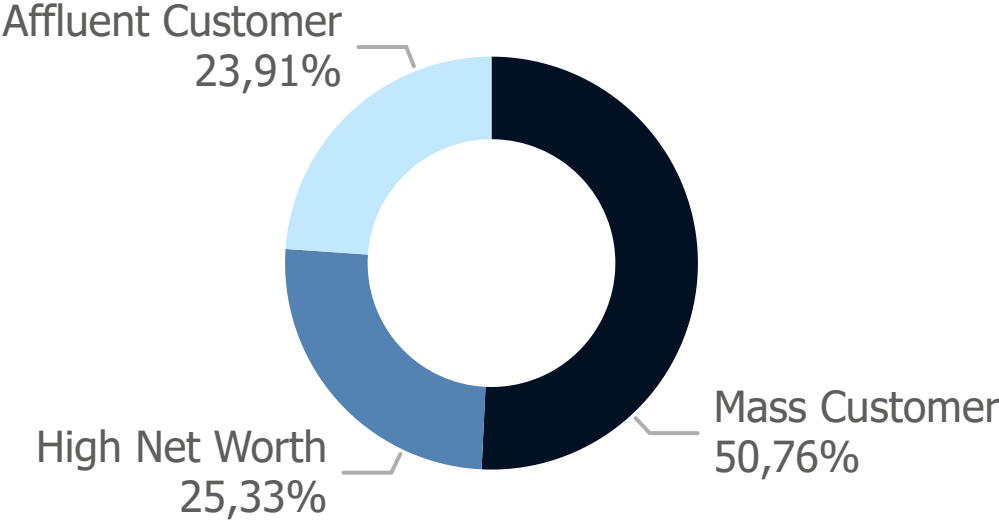


Customer Retention

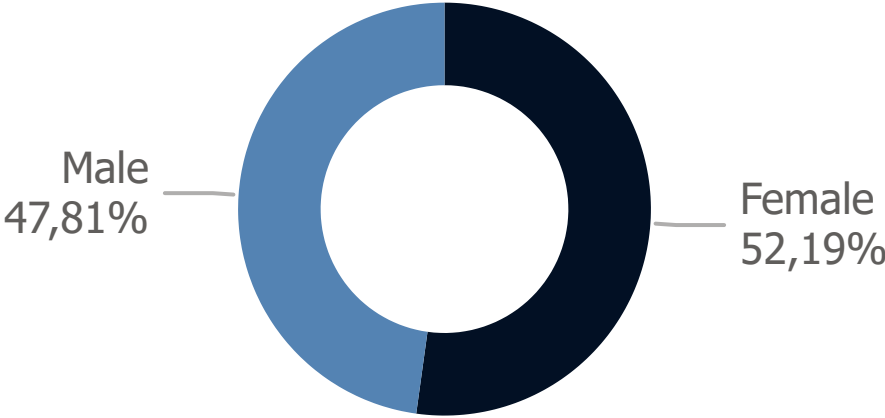
[illegible]

NEW CUSTOMER ANALYSIS

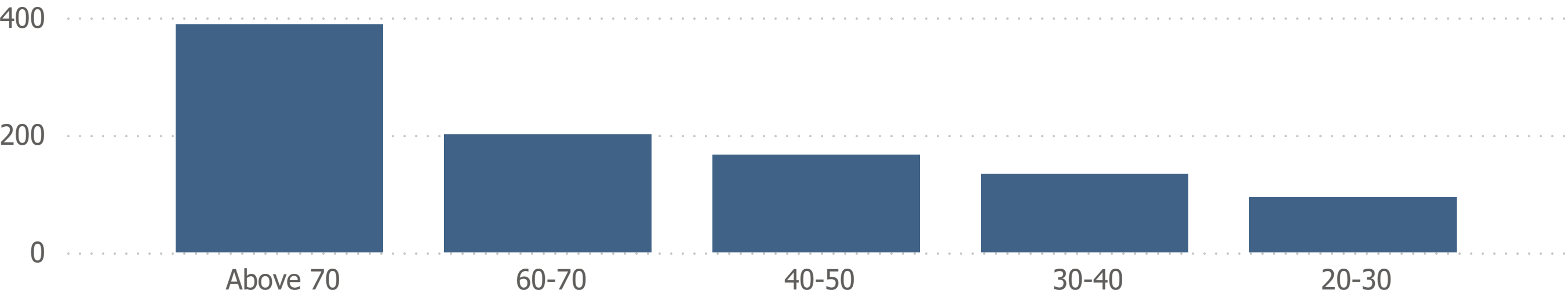
Wealth Segment



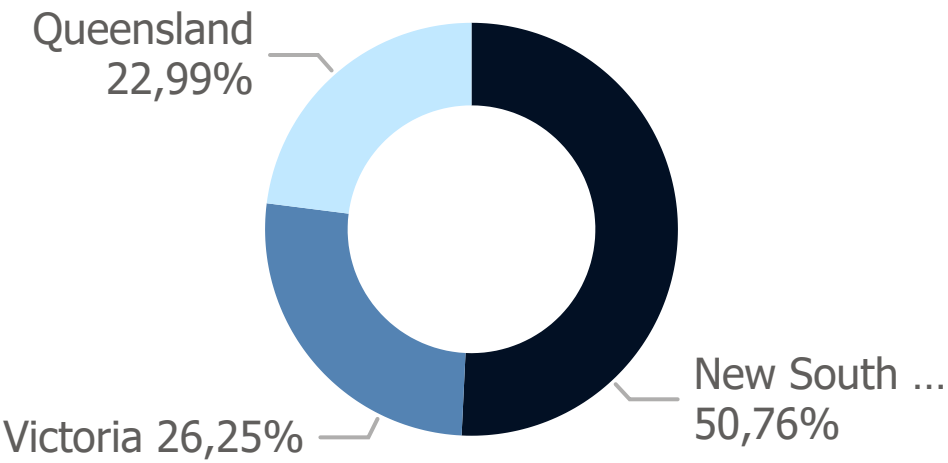
Gender



Age



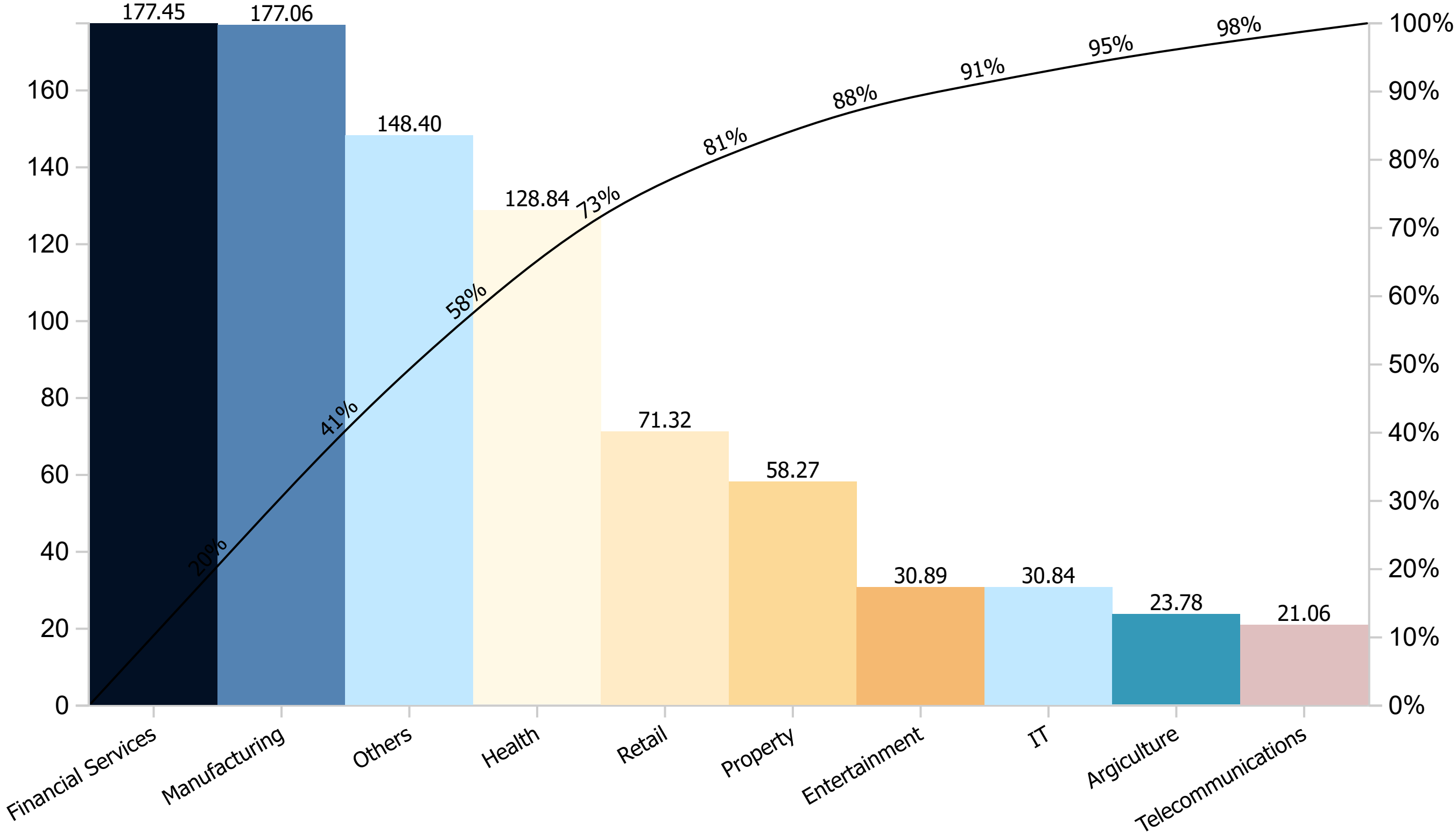
State



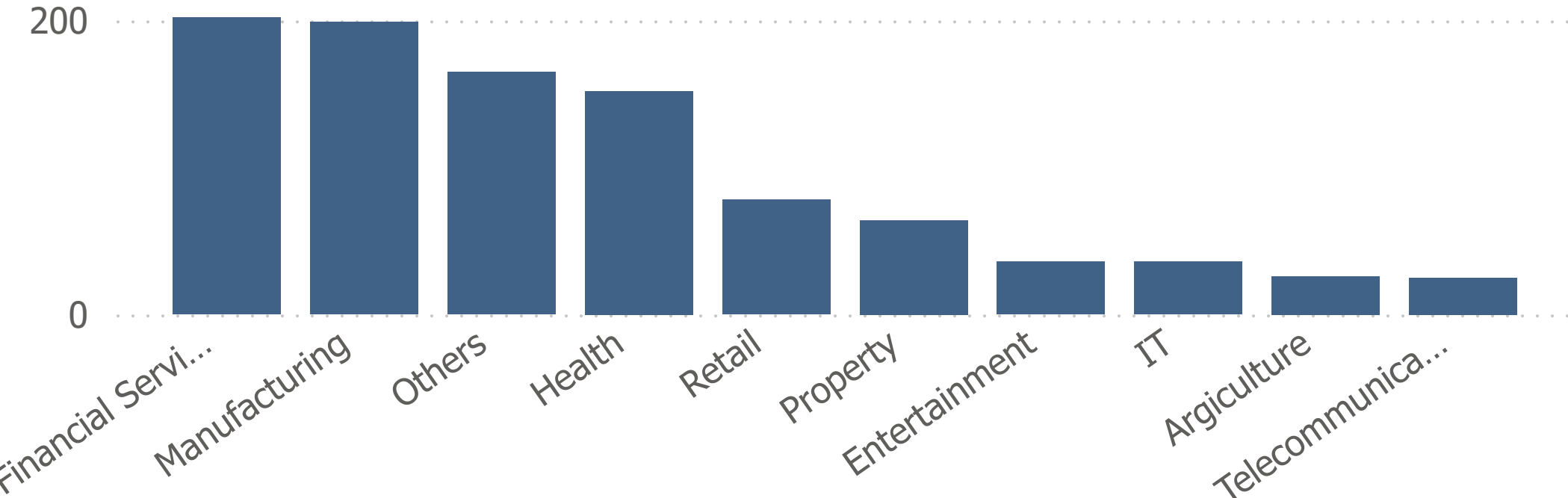
Have own car?



Job Category's Value



Job Industry Category





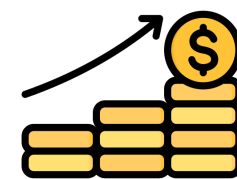
Total Orders

19803



Total Customer

3494



Revenue

21.941.682



Success Order Rate

0,99



ROS

2,01