

Total Sales

23M

Total Orders

41K

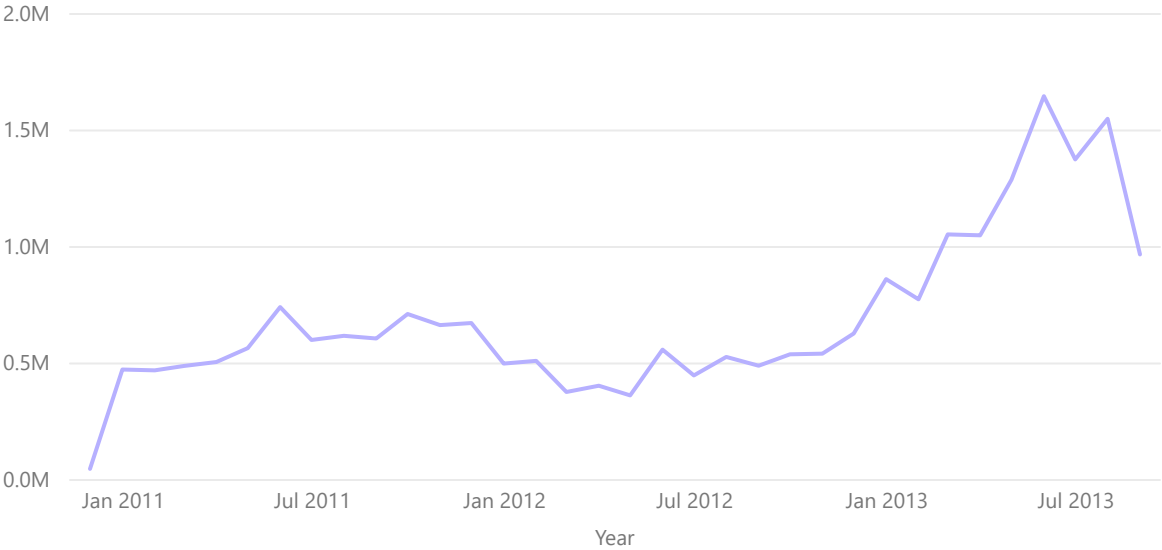
Unique Customers

14K

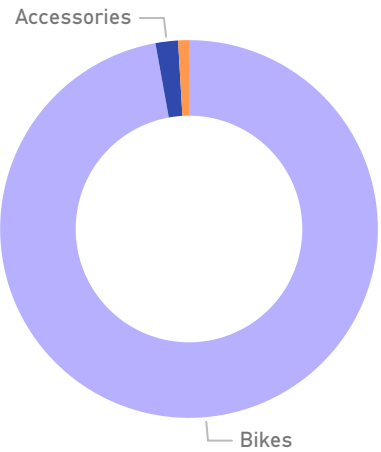
Average Order Value

575.44

Total Sales by Year, Quarter and Month



Total Sales by category



order_date

12/29/2010 9/20/2013



Top Product by Sales

Mountain-200 Black- 46

order_date

8/2/2011

3/17/2013

customer_country

- ☐ Australia
- ☐ Canada
- ☐ France
- ☐ Germany
- ☐ n/a
- ☐ United Kingdom
- ☐ United States

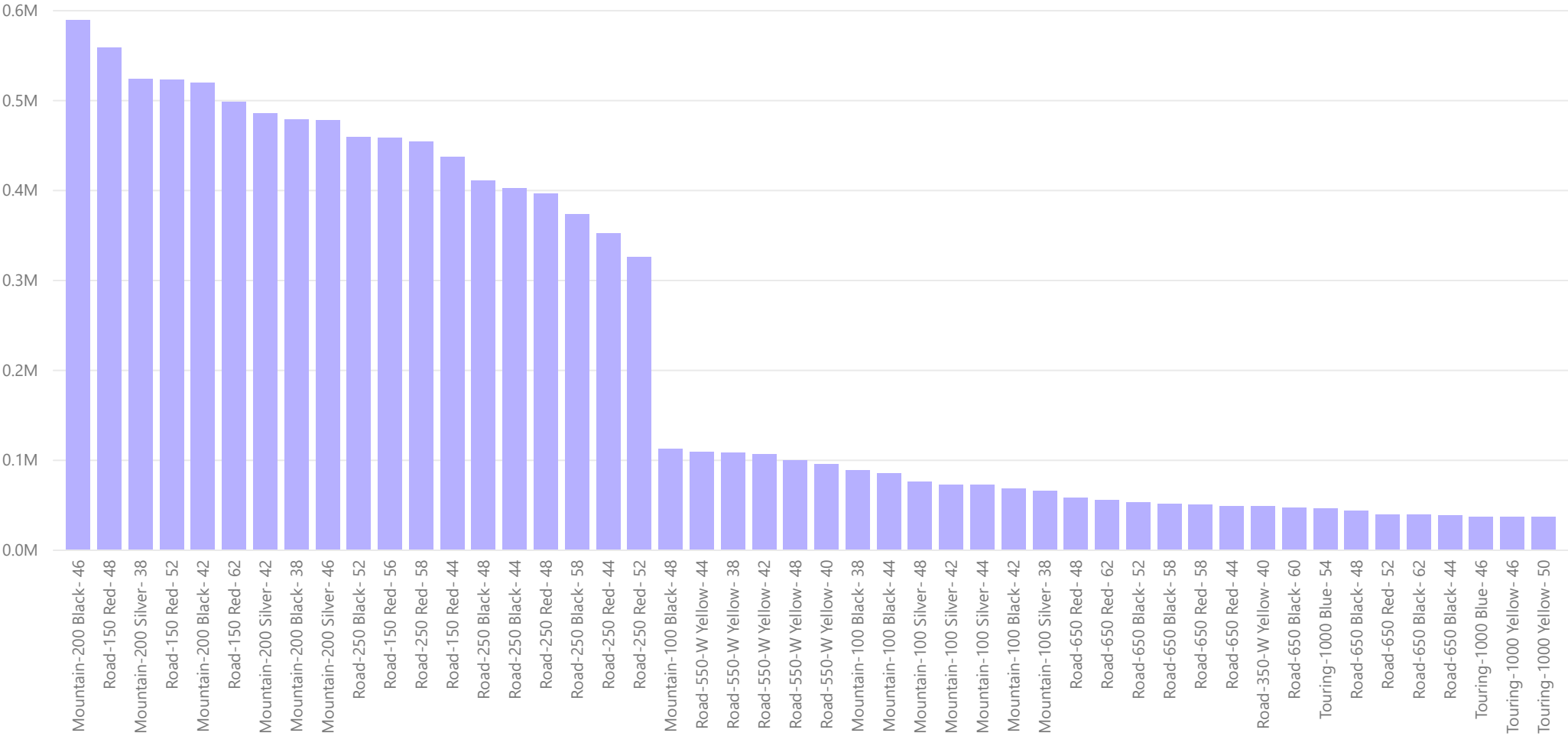
customer_gender

- ☐ Female
- ☐ Male
- ☐ n/a

customer_marital_status

- ☐ Married
- ☐ Single

Total Sales by product_name



category

☐ (Blank)

☐ Accessories

☐ Bikes

☐ Clothing

☐ Components

order_date

12/29/2010

1/28/2014

customer_country

☐ Australia

☐ Canada

☐ France

☐ Germany

☐ n/a

☐ United Kingdom

☐ United States

category product_name	Accessories			Bikes			Clothing			Total
	Total Sales	Total Quantity Sold	Average Order Value	Total Sales	Total Quantity Sold	Average Order Value	Total Sales	Total Quantity Sold	Average Order Value	Total Sales
All-Purpose Bike Stand	39591	249	159.00							39591
AWC Logo Cap							19710	2190	9.00	19710
Bike Wash - Dissolver	7272	909	8.01							7272
Classic Vest- L							12480	195	64.00	12480
Classic Vest- M							12736	199	64.00	12736
Classic Vest- S							10944	171	65.14	10944
Fender Set - Mountain	46662	2121	22.00							46662
Half-Finger Gloves- L							10632	443	24.00	10632
Half-Finger Gloves- M							11976	499	24.00	11976
Half-Finger Gloves- S							11712	488	24.00	11712
Hitch Rack - 4-Bike	39360	328	120.00							39360
HL Mountain Tire	48895	1397	35.03							48895
HL Road Tire	28314	858	33.00							28314
Hydration Pack - 70 oz.	40315	733	55.00							40315
LL Mountain Tire	21600	864	25.06							21600
LL Road Tire	21924	1044	21.00							21924
Long-Sleeve Logo Jersey- L							22650	453	50.11	22650
Long-Sleeve Logo Jersey- M							22100	442	50.00	22100
Long-Sleeve Logo Jersey- S							21450	429	50.00	21450
Long-Sleeve Logo Jersey- XL							20700	414	50.12	20700
ML Mountain Tire	34830	1161	30.00							34830
ML Road Tire	23150	926	25.00							23150
Mountain Bottle Cage	20340	2034	10.04							20340
Mountain Tire Tube	15480	3096	5.00							15480
Mountain-100 Black- 38				165375	49	3,375.00				165375
Mountain-100 Black- 42				151875	45	3,375.00				151875
Mountain-100 Black- 44				202500	60	3,375.00				202500
Mountain-100 Black- 48				192375	57	3,375.00				192375
Mountain-100 Silver- 38				197200	58	3,400.00				197200
Mountain-100 Silver- 42				142800	42	3,400.00				142800
Mountain-100 Silver- 44				166600	49	3,400.00				166600
Mountain-100 Silver- 48				122400	36	3,400.00				122400
Mountain-200 Black- 38				1294854	582	2,224.84				1294854
Mountain-200 Black- 42				1363128	614	2,220.08				1363128
Mountain-200 Black- 46				1373454	620	2,215.25				1373454
Total	700262	36112	19.40	28316272	15205	1,862.30	339716	9106	37.33	29356250

Total Sales by customer_country



order_date



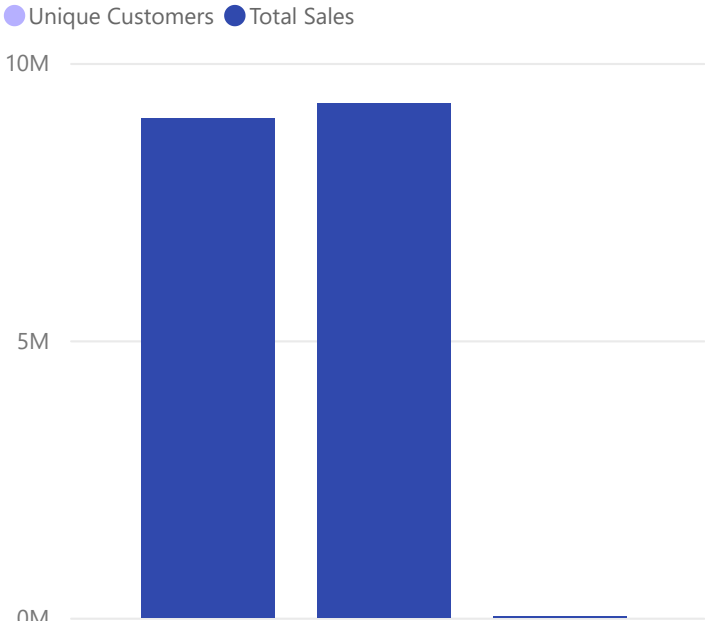
category

- (Blank)
- Accessories
- Bikes
- Clothing
- Components

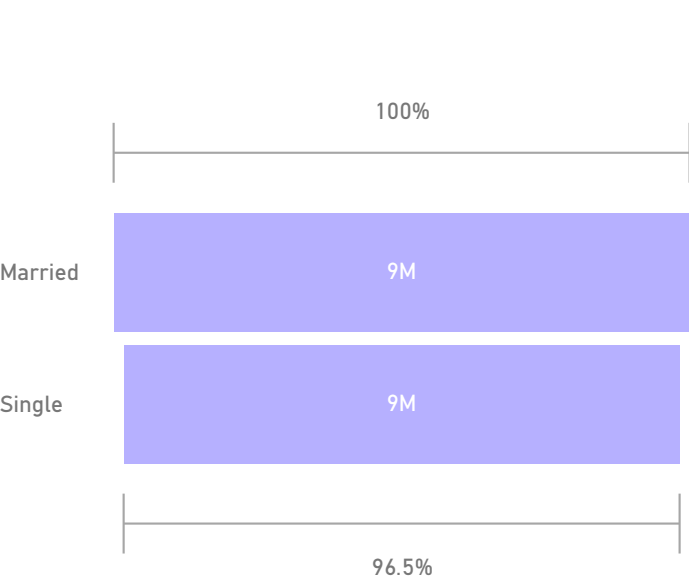
customer_gender

- Female
- Male
- n/a

Unique Customers and Total Sales by customer_gender



Total Sales by customer_marital_status



Average Order Value and Customer Lifetime Value by Month and customer_country

