

#### Sports Store Sales Report | **Overview**



**-97.34%** 

Revenue

\$35.61M

Year

YoY \$6.3M -61.74% **Total Quantity Sold** 

94.44K

YTD YoY -96.24% 3119

Country

**V** 

Total Profit \$14.59M

YTD YoY \$2.53M -62.83% **Profit Margin** 

40.96

YTD YoY 40.19 -2.86% Average Order Value

\$1.31K

YTD YoY \$11.14K 1336.75%

Total Orders 27K YTD YoY

566

Overview

YTD

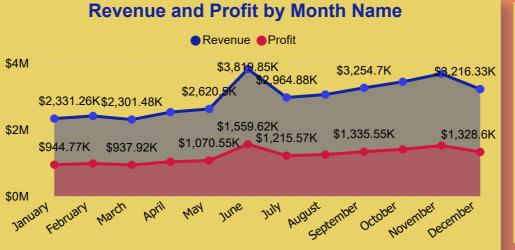
Customer **Behavior Analysis** 

Product **Performance** Analysis

Month

Geospatial **Analysis** 

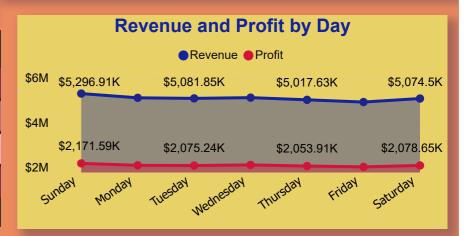
Revenue and Profit by Quarter



Revenue and Front by Quarter							
● Revenue ● Profit							
\$10M		\$8,965.6K	\$9,271.82K	\$10,330.71K			
	\$7,042.39K						
\$5M	\$2,866.03K	\$3,664.89K	\$3,800.6K	\$4,25 <mark>3.73</mark> K			
	Q1	Q2	Q3	Q4			

<b>ProductName ▼</b>	2014	2015	2016	2017
Women's Tights, S				\$4,506.89
Women's Tights, M				\$4,220.94
Women's Tights, L				\$11,325.76
Women's Mountain Shorts, S			\$12,661.09	\$1,406.98
Women's Mountain Shorts, M			\$14,501.11	
Women's Mountain Shorts, L			\$14,807.78	\$285.95
Water Bottle - 30 oz.			\$12,717.12	\$39,514.68
Touring-Panniers Large				\$5,913,87

Year ▲	Average Order Value	Average revenue per unit sold
2014	\$3,205.84	\$2,025.22
2015	\$1,788.37	\$1,165.24
2016	\$775.05	\$198.76
2017	\$11,135.48	\$2,020.74
Total	\$1,306.86	\$377.07





# Sports Store Sales Report | Customer Behavior Analysis



Total Sales

\$3.84M

YoY YTD \$456.78K -78.66% **Total Quantity Sold** 10.83K

YoY YTD -97.55% 238

Total Profit

\$1.57M

YoY YTD \$184K -79.11% **Profit Margin** 

40.90

YoY YTD 40.28 -2.10% Average Order Value

\$1.29K

YTD YoY \$10.62K 1079.71% Total Orders 2990

**YTD** YoY 43 -98.19%

Overview

Customer Behavior **Analysis** 

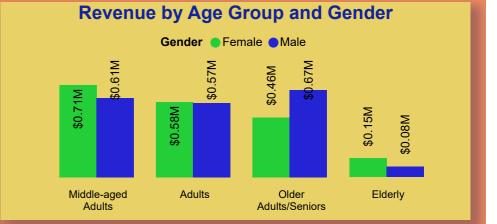
**Product Performance Analysis** 

**Analysis** 

Geospatial







### **Product Name**

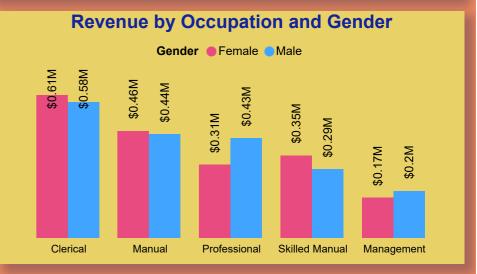
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Year All

### Month

All

Martial Status	Total Orders	Revenue ▼
Married	1663	\$2,283,341.92
Single	1327	\$1,560,929.69
Total	2990	\$3,844,271.61





## Sports Store Sales Report | Product Performance Analysis



 Total Quantity Sold
94.44K
YTD YoY
3119 -96.24%

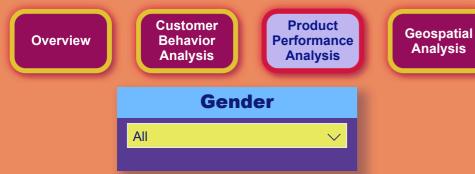
 Profit Margin
40.96

YOY
40.19
-2.86%

Average Order Value \$1.31K YTD Y0Y \$11.14K 1336.75% Total Orders

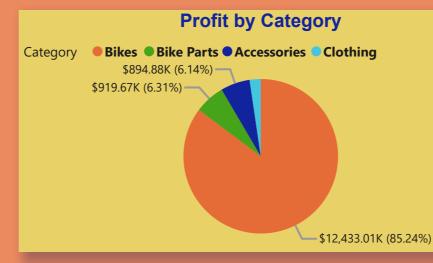
27K

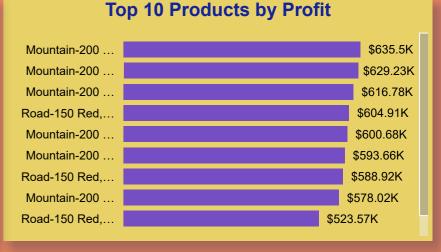
YTD Y0Y
566 -97.34%



















## Sports Store Sales Report | Geospatial Analysis



Total Sales
\$35.61M

YTD Y0Y
\$6.3M -61.74%

Total Quantity Sold
94.44K

YTD
3119

-96.24%

Geospatial

Analysis

Total Profit
\$14.59M

YTD
\$2.53M
-62.83%

Profit Margin
40.96

YTD YoY
40.19 -2.86%

Average Order Value
\$1.31K
YTD YoY
\$11.14K 1336.75%

Total Orders

27K

YTD YoY

566 -97.34%

Overview

Customer Behavior Analysis

Product Performance Analysis

Country

All

Top 5 Regions by Profit

Australia 3927.84K

Southwest 2618.36K

Northwest 1746.8K

United Kingdom 1678.5K

Germany 1413.52K

