



Sports Store Sales Report | Overview



Revenue

\$35.61M

YTD
\$6.3M

YoY
-61.74%

Total Quantity Sold

94.44K

YTD
3119

YoY
-96.24%

Total Profit

\$14.59M

YTD
\$2.53M

YoY
-62.83%

Profit Margin

40.96

YTD
40.19

YoY
-2.86%

Average Order Value

\$1.31K

YTD
\$11.14K

YoY
1336.75%

Total Orders

27K

YTD
566

YoY
-97.34%

Overview

Customer
Behavior
Analysis

Product
Performance
Analysis

Geospatial
Analysis

Year

All

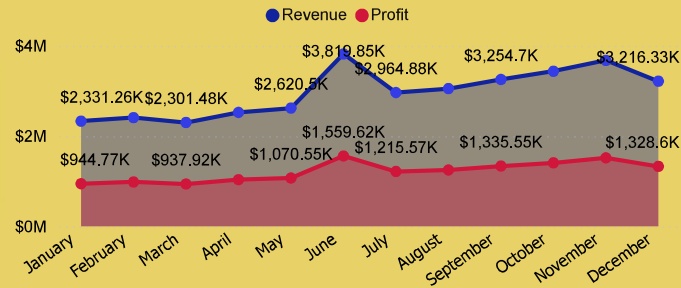
Country

All

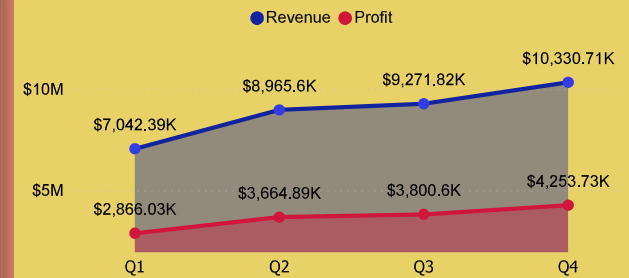
Month

All

Revenue and Profit by Month Name



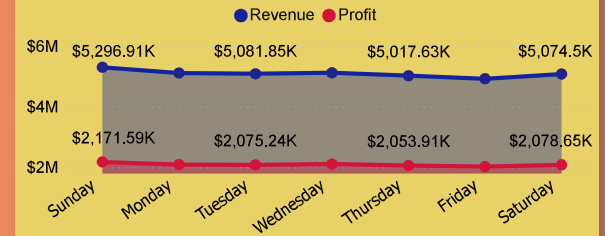
Revenue and Profit by Quarter



ProductName	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

Revenue and Profit by Day





Sports Store Sales Report | Customer Behavior Analysis



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Product Name

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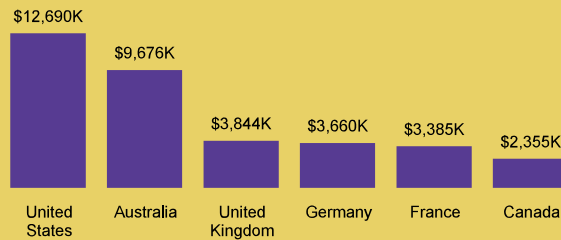
Year

All

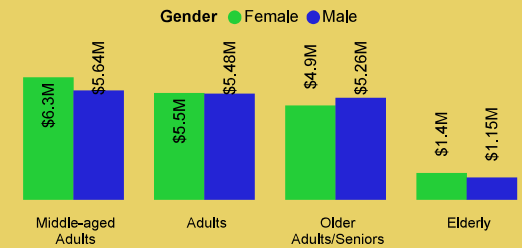
Month

All

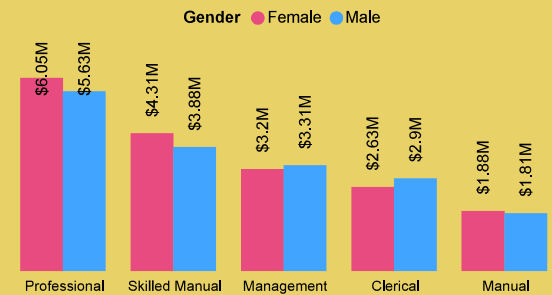
Revenue by Customer Country, State and City



Revenue by Age Group and Gender



Revenue by Occupation and Gender



Martial Status	Total Orders	Revenue
Married	14899	\$18,626,836.72
Single	12350	\$16,983,682.11
Total	27249	\$35,610,518.83



Sports Store Sales Report | Product Performance Analysis



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Gender

All

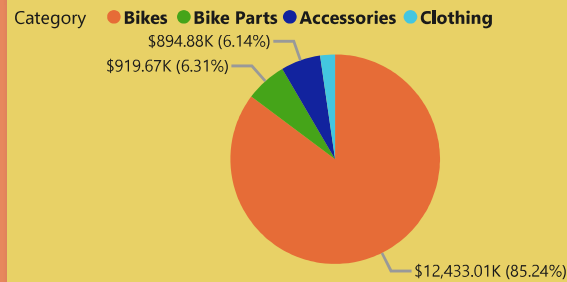
Year

All

Month

All

Profit by Category



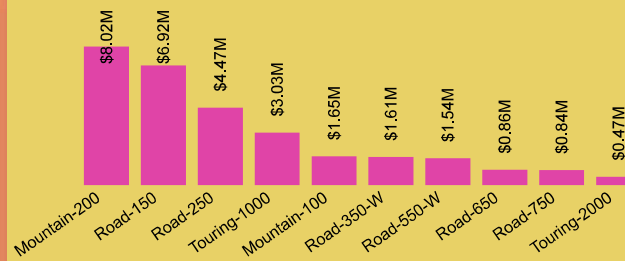
Top 10 Products by Profit

Mountain-200 ...	\$635.5K
Mountain-200 ...	\$629.23K
Mountain-200 ...	\$616.78K
Road-150 Red, ...	\$604.91K
Mountain-200 ...	\$600.68K
Mountain-200 ...	\$593.66K
Road-150 Red, ...	\$588.92K
Mountain-200 ...	\$578.02K
Road-150 Red, ...	\$523.57K

Bottom 10 Products by Revenue

Racing Socks, M	\$2.53K
Front Derailleur Lin...	\$4.07K
Lock Nut 12	\$4.07K
Road-450 Red, 48	\$4.07K
Adjustable Race	\$4.1K
LL Road Seat Asse...	\$4.1K
Chainring Nut	\$4.28K

Top 10 Model Name by Revenue



Top 10 Products by Revenue

Road-150 Red, ...	\$1,531.63K
Road-150 Red, ...	\$1,492.16K
Mountain-200 B...	\$1,395.26K
Mountain-200 B...	\$1,381.35K
Mountain-200 S...	\$1,354.48K
Road-150 Red, ...	\$1,326.39K
Mountain-200 S...	\$1,318.61K
Road-150 Red, ...	\$1,312.38K



Sports Store Sales Report | Geospatial Analysis



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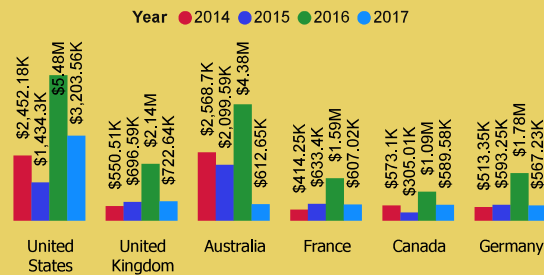
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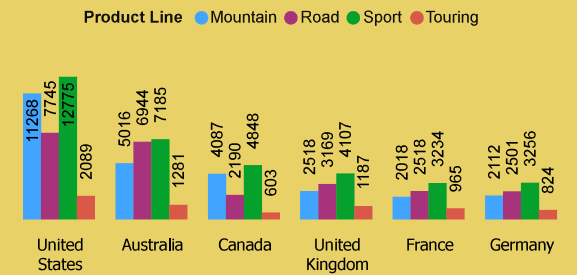
Day

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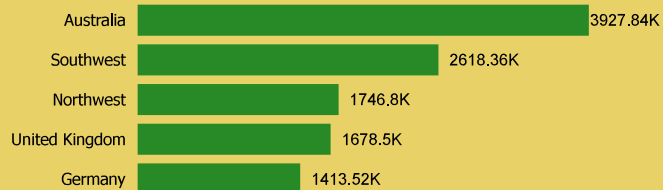
YTD Revenue by Country and Year



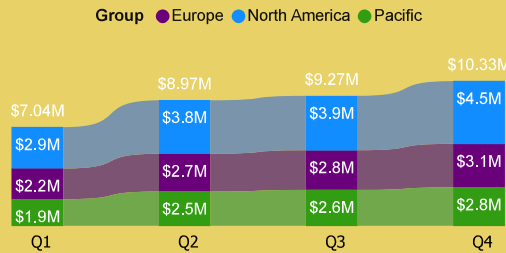
Total Quantity Sold by Country and Product Line



Top 5 Regions by Profit



Revenue by Quarter and Group



Total Orders by Country and Group

