



Sports Store Sales Report | Overview



Revenue

\$35.61M

YTD

YoY

\$6.3M

-61.74%

Total Quantity Sold

94.44K

YTD

YoY

3119

-96.24%

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

-97.34%

Overview

Customer Behavior Analysis

Product Performance Analysis

Geospatial Analysis

Year

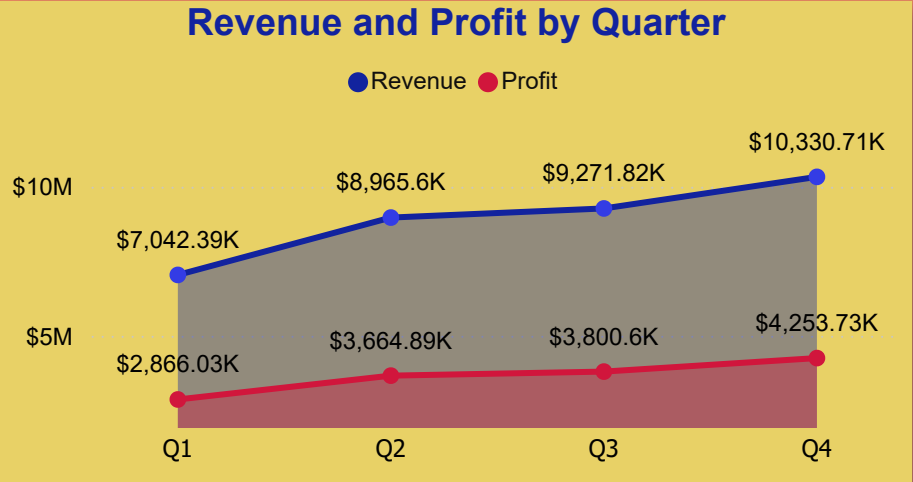
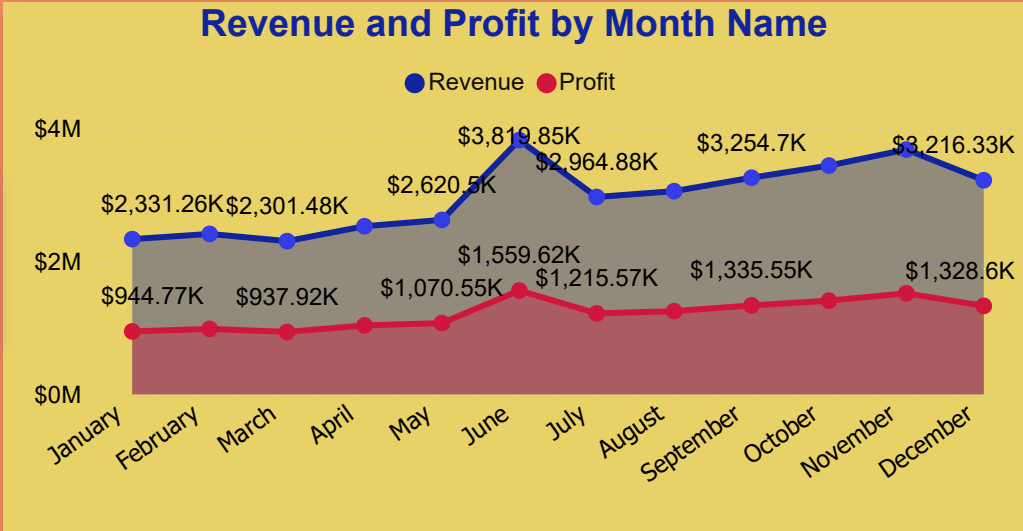
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Country

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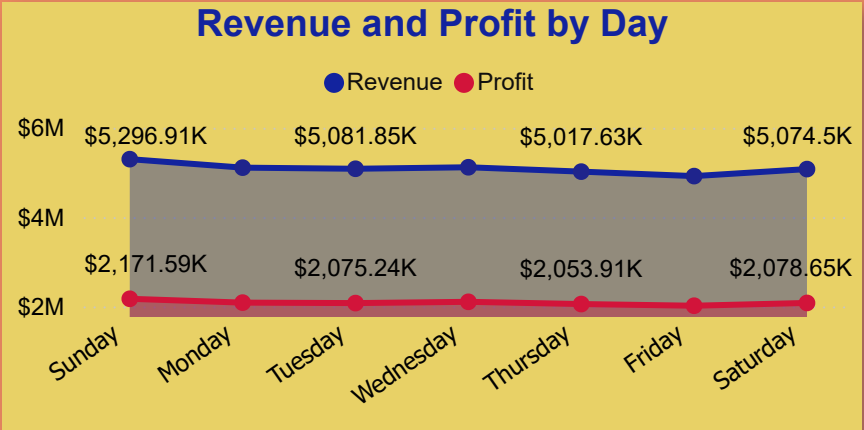
Month

All



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





Sports Store Sales Report | Customer Behavior Analysis



Total Sales

\$3.84M

YTDYoY

\$456.78K-78.66%

Total Quantity Sold

10.83K

YTDYoY

238-97.55%

Total Profit

\$1.57M

YTDYoY

\$184K-79.11%

Profit Margin

40.90

YTDYoY

40.28-2.10%

Average Order Value

\$1.29K

YTDYoY

\$10.62K1079.71%

Total Orders

2990

YTDYoY

43-98.19%

Overview

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Product Name

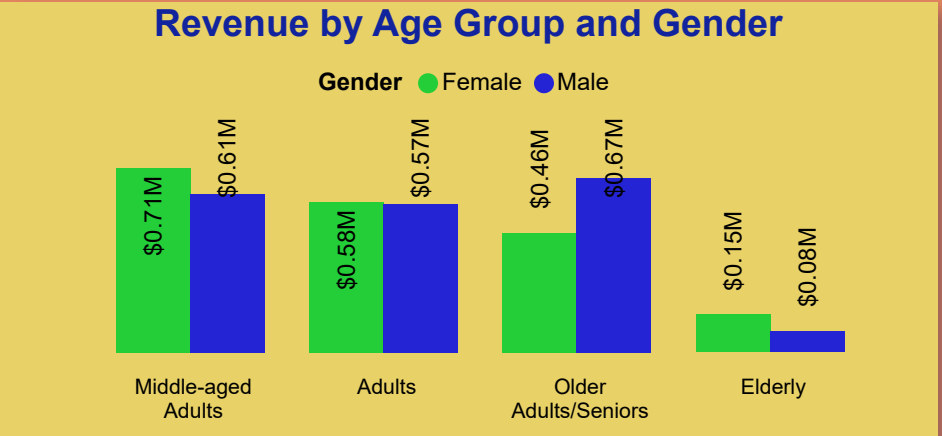
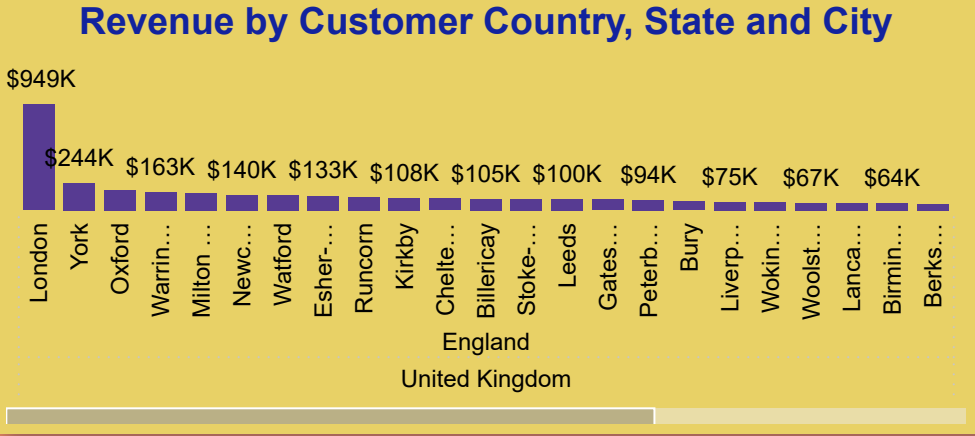
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Year

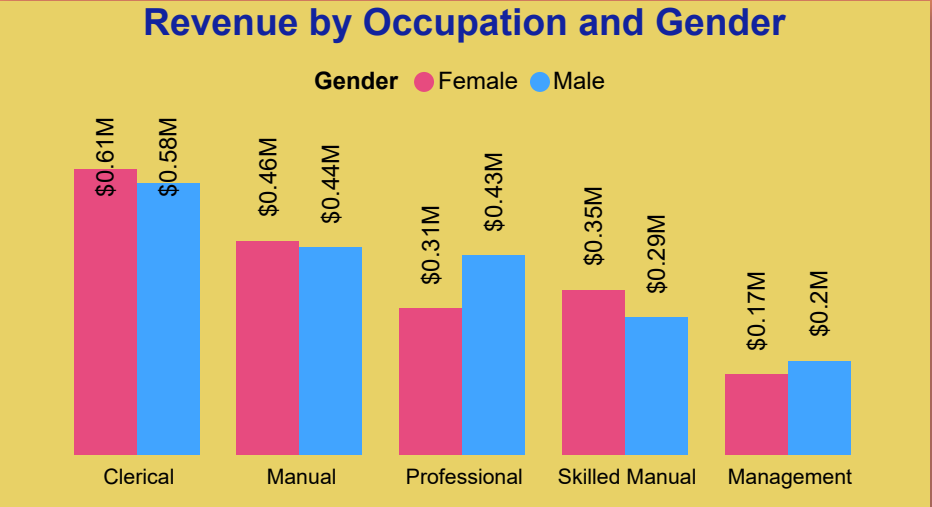
All

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





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Total Profit

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-62.83%

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Average Order Value

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Gender

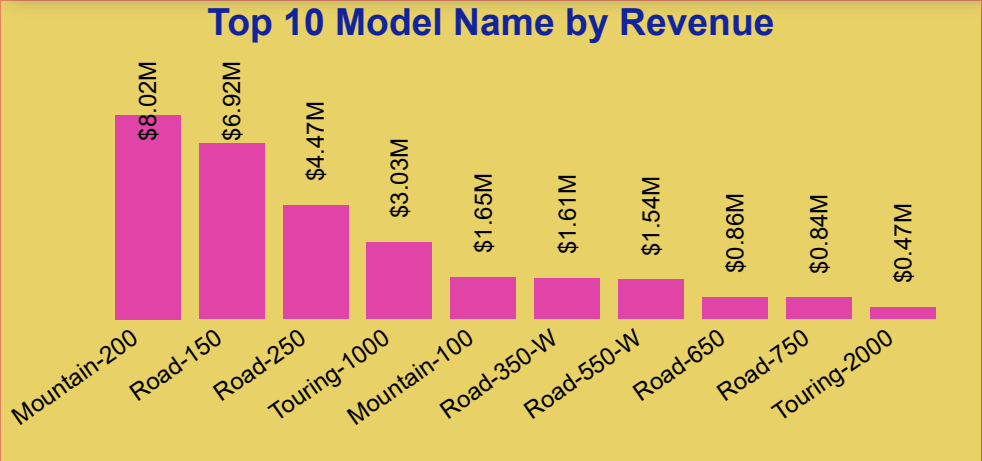
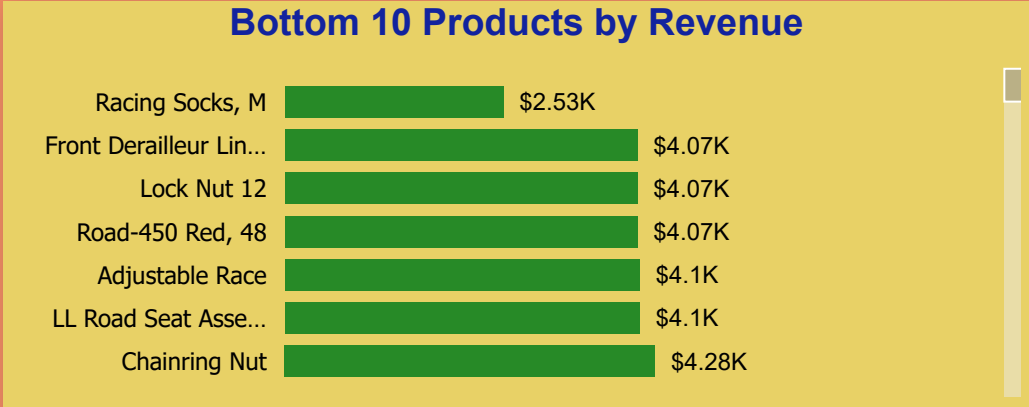
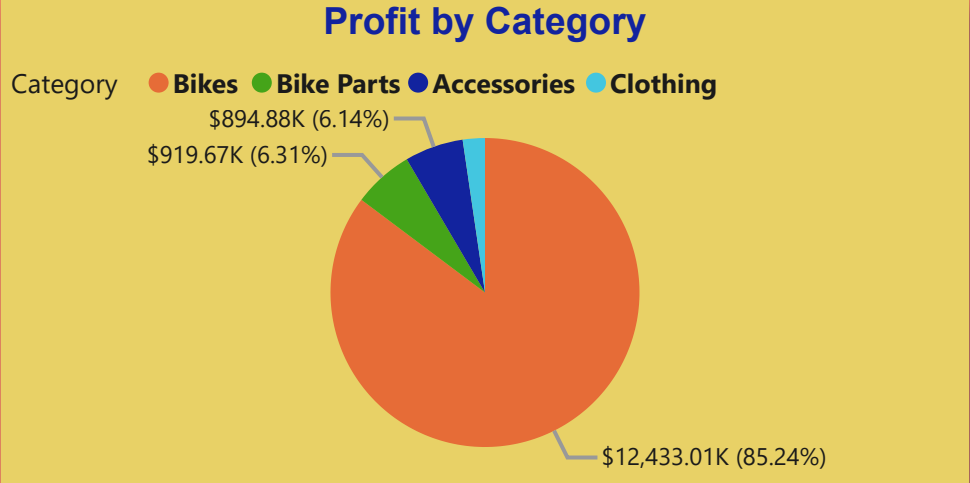
All

Year

All

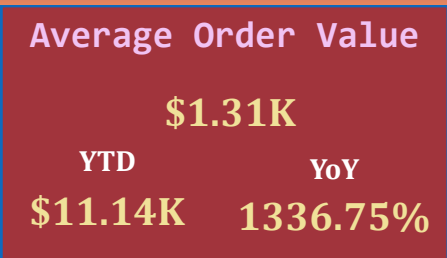
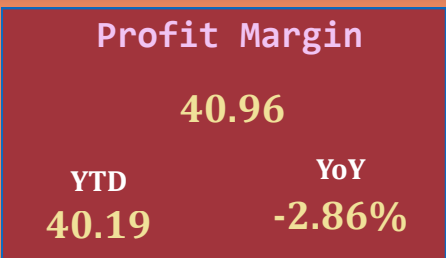
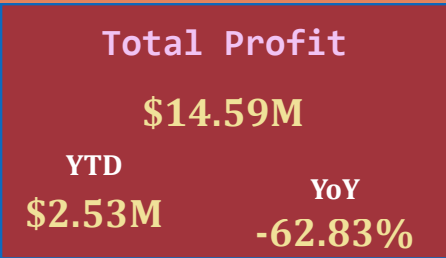
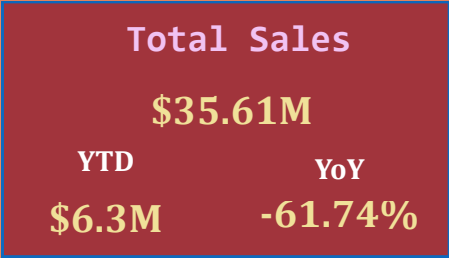
Month

All





Sports Store Sales Report | Geospatial Analysis



Overview

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Country

All

Year

All

Day

All

