

Bike Sales Report

1 Jan 2015 - 31 Dec 2015

Country

Total Profit

\$7.53M

↑ 28.4%

Total Sales

\$22.41M

↑ 42.7%

Total Cost

\$12.50M

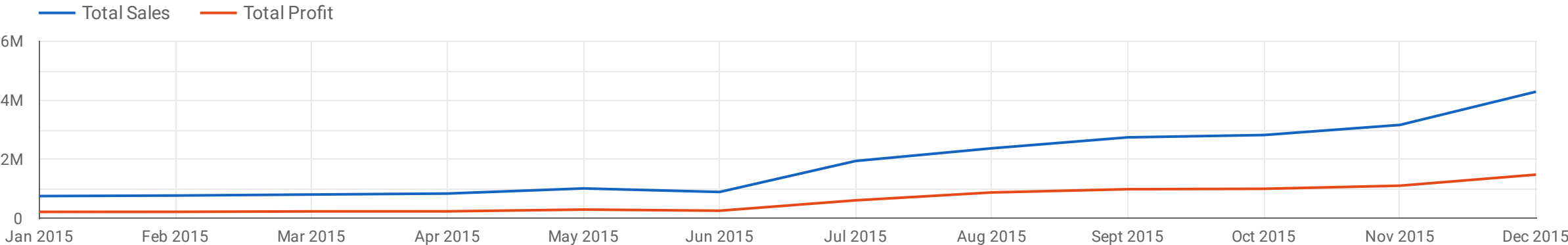
↑ 50.8%

Previous Year (YOY)

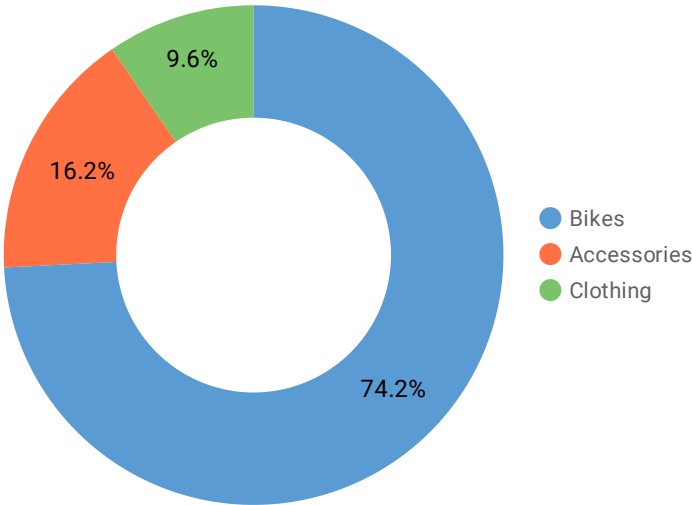
Previous Year (YOY)

Previous Year (YOY)

Sales and Profit Overtime



Sales By Product Category



	Country	Sales	% Sales	Profit	% Profit
1.	United States	\$6,911,673	30.85%	\$2,514,611	33.4%
2.	Australia	\$6,826,468	30.47%	\$1,802,346	23.94%
3.	United Kingdom	\$2,587,707	11.55%	\$1,017,427	13.51%
4.	Germany	\$2,146,601	9.58%	\$716,502	9.52%
5.	France	\$2,183,352	9.74%	\$649,297	8.62%
6.	Canada	\$1,749,251	7.81%	\$828,380	11%

Product Insights

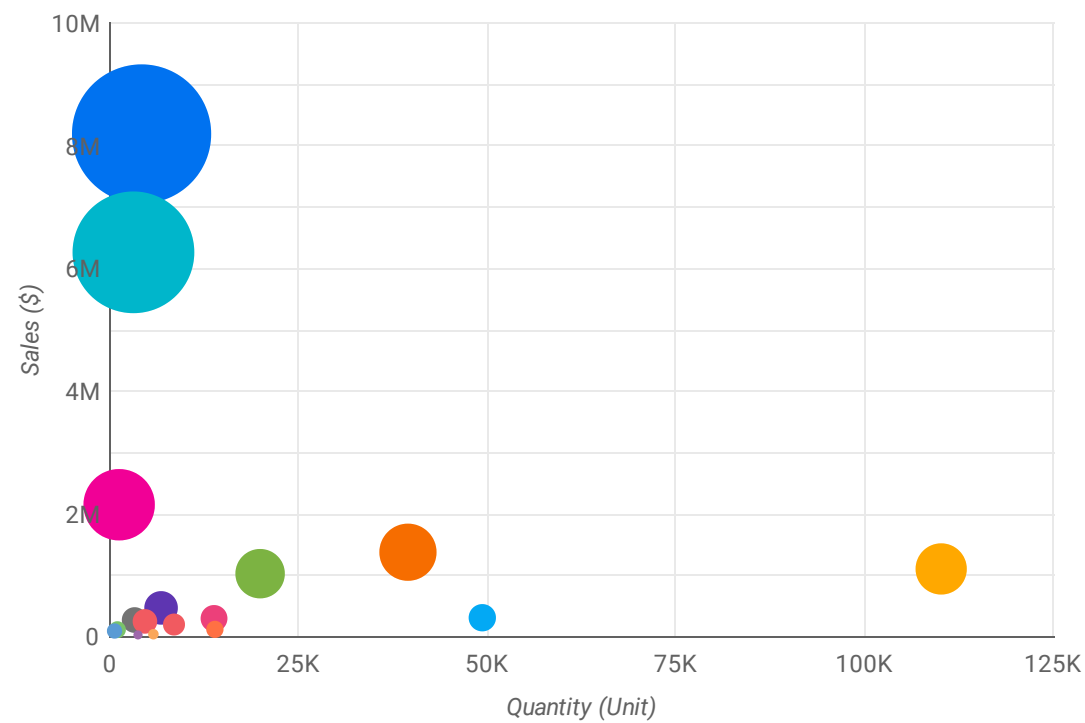
1 Jan 2015 - 31 Dec 2015

Country

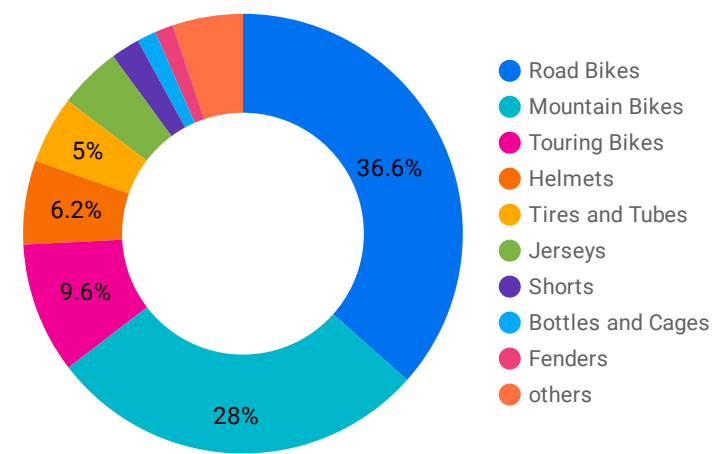
Product Category

Product

Sales vs Quantity



Total Sales



Total Profit

\$7.53M

↑ 28.4%

Previous Year (YOY)

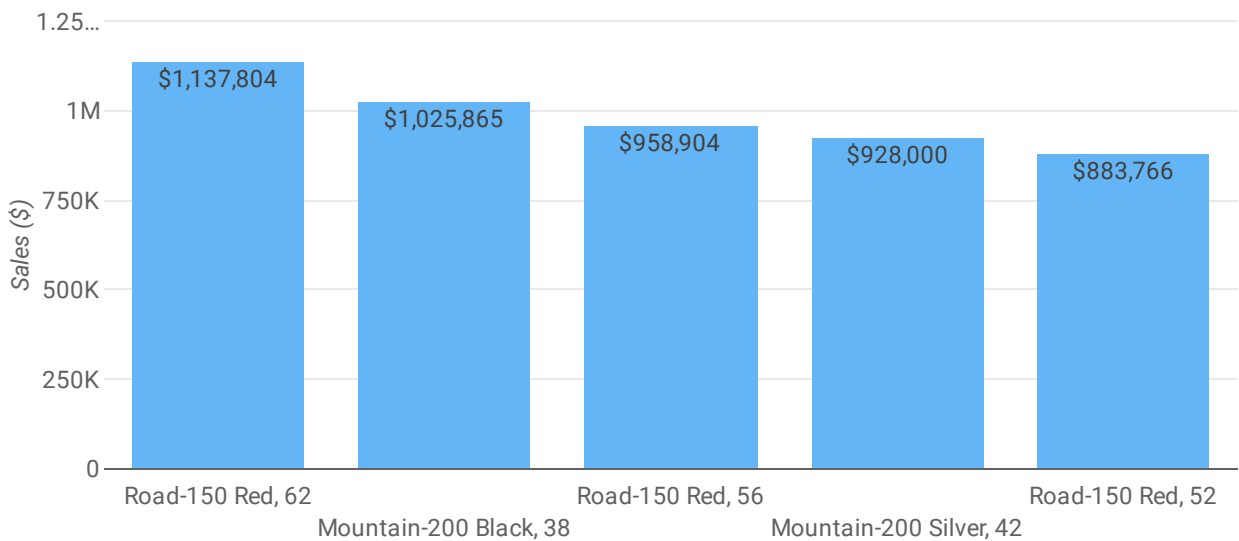
Total Sales

\$22.41M

↑ 42.7%

Previous Year (YOY)

Top 5 Sales By Product



Cost and Price Per Unit

1 Jan 2015 - 31 Dec 2015

Country

Product Category

Product

Profit Margin

37.60%

↓ -9.3%

Previous Year (YOY)

Average Unit Price

\$469.57

↑ 53.8%

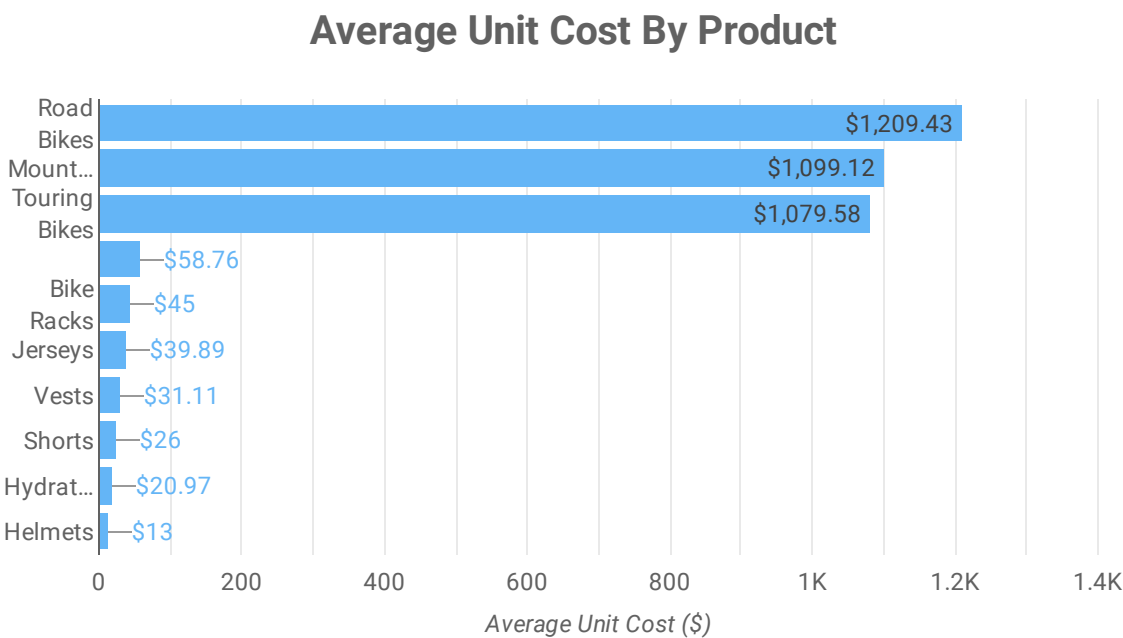
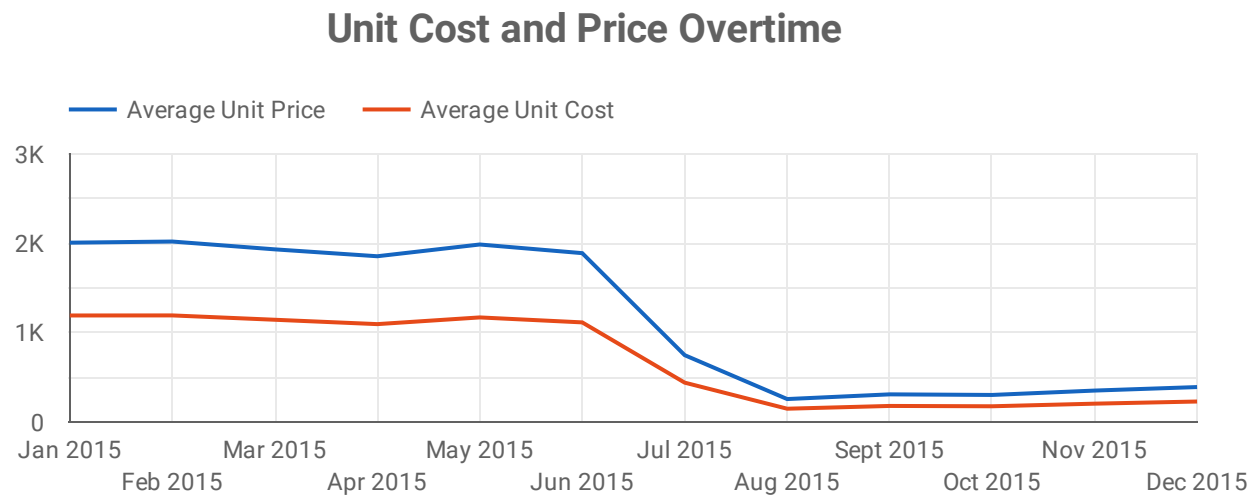
Previous Year (YOY)

Average Unit Cost

\$276.14

↑ 54.8%

Previous Year (YOY)

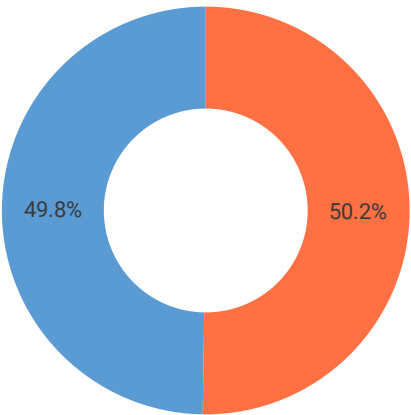


Customer Segmentation By Demographics

1 Jan 2015 - 31 Dec 2015

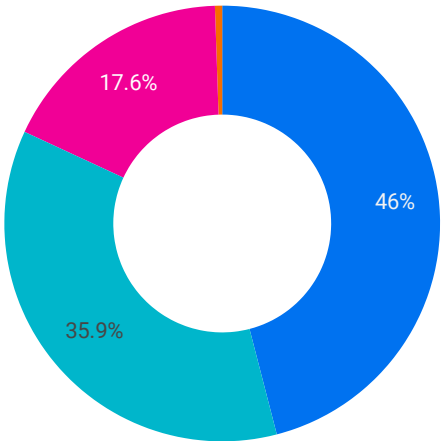
Country

Product Category



Gender

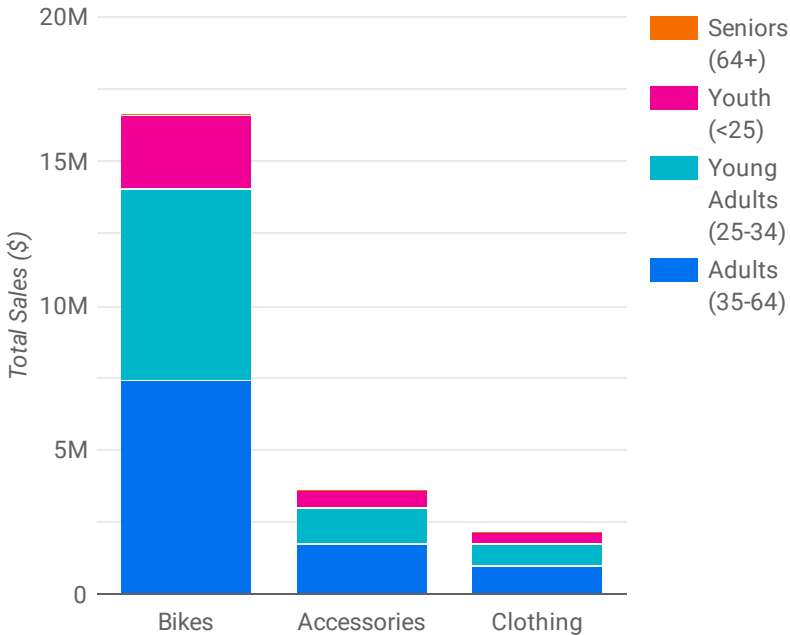
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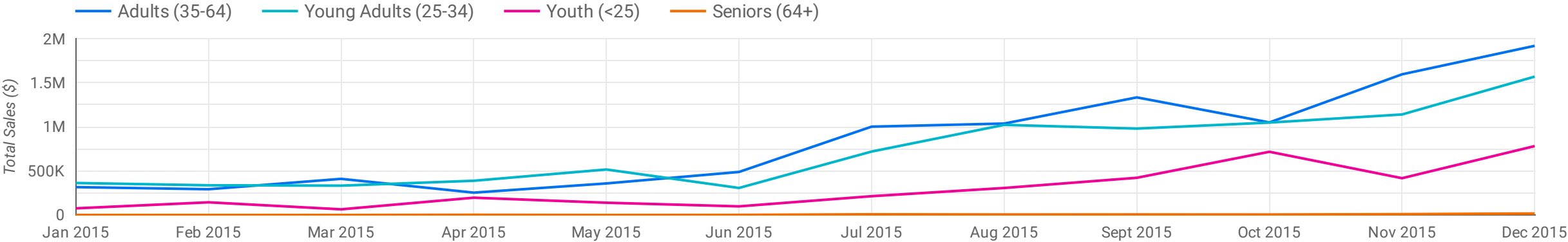
Age

Adults (35-64)
Young Adults (25-34)
Youth (<25)
Seniors (64+)

Total Sales

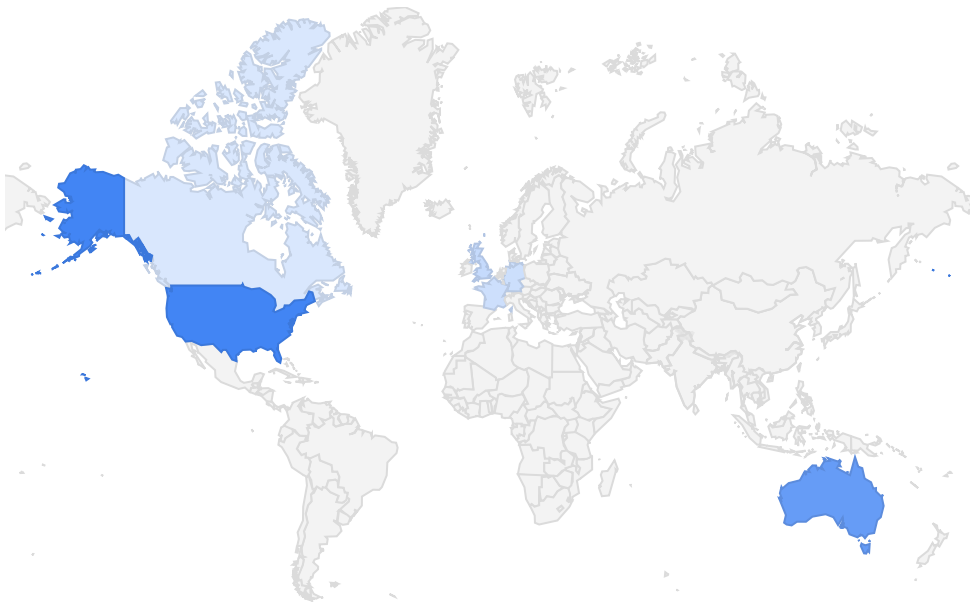


Sales By Age Group



Customer Segmentation By Geographics

1 Jan 2015 - 31 Dec 2015 ▾



	Country	State	Sales ▾	% Total Sales	Profit	% Total Pro...
1.	United States	California	\$4,106,276	18%	\$1,777,620	23.61%
2.	Australia	New South Wales	\$2,706,799	12%	\$800,310	10.63%
3.	United Kingdom	England	\$2,587,707	12%	\$1,017,427	13.51%
4.	United States	Washington	\$1,905,309	9%	\$446,174	5.93%
5.	Canada	British Columbia	\$1,741,215	8%	\$824,805	10.96%
6.	Australia	Victoria	\$1,726,144	8%	\$379,278	5.04%
7.	Australia	Queensland	\$1,657,347	7%	\$442,697	5.88%
8.	United States	Oregon	\$859,606	4%	\$275,239	3.66%
9.	Germany	Saarland	\$525,462	2%	\$135,410	1.8%
10.	Australia	South Australia	\$504,338	2%	\$124,862	1.66%

Sales By Country

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