

OVERVIEW

Country

All

Year

All

\$110.37M

Total Revenue

\$100.47M

Total Cost

\$9.90M

Total Profit

8.97%

Profit Margin

20K

No.Customer

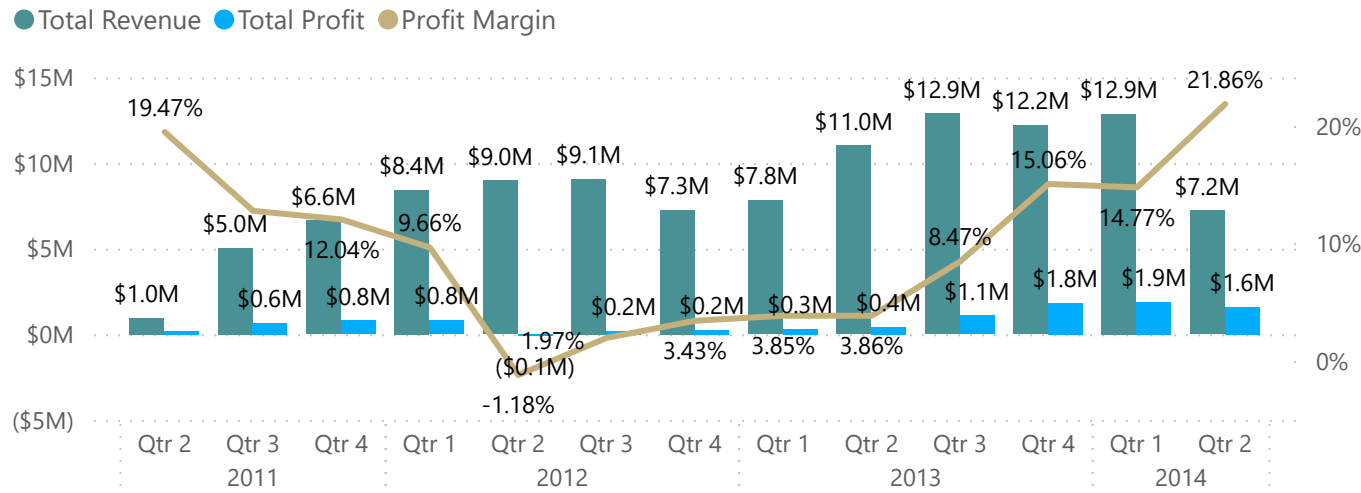
31K

Total Order

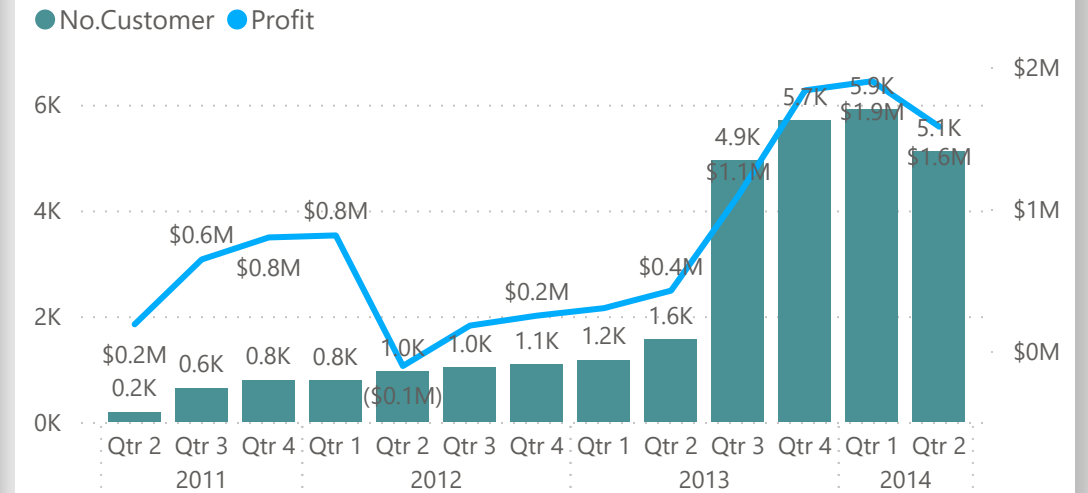
Southwest

Top Country

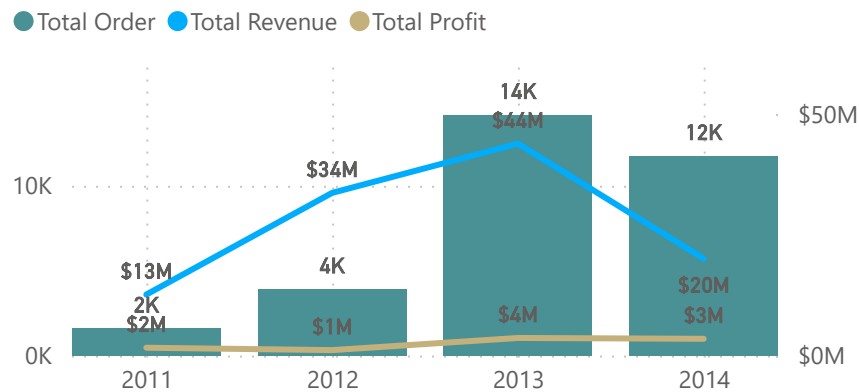
Revenue, Profit and Profit Margin by Quarter



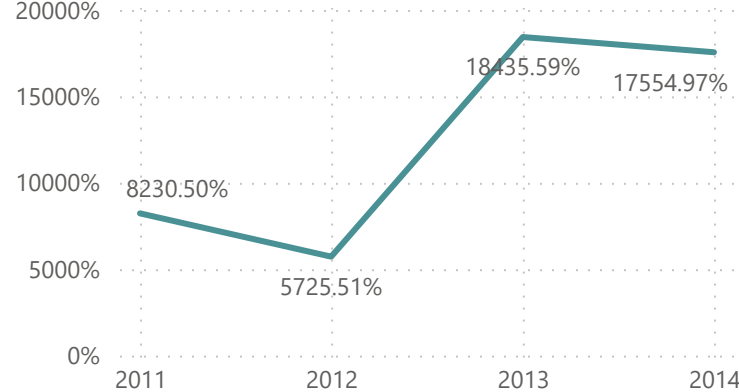
Customers and Profit by Quarter



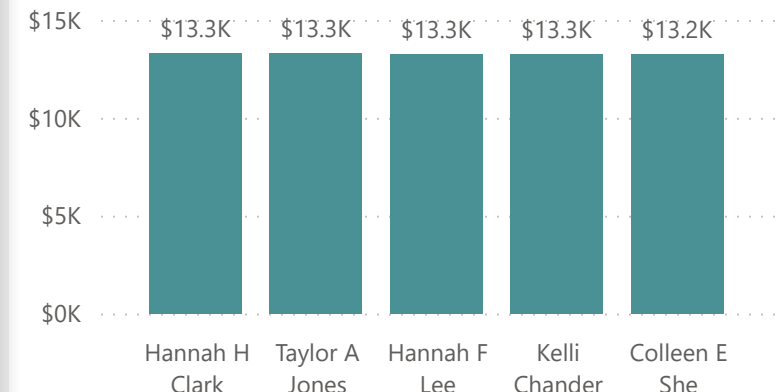
Orders, Revenue and Profit by Year



Profit per Customer by Year



Top 5 Revenue Customer



CUSTOMER SEGMENTATION

Hannah H Clark

Top Customer

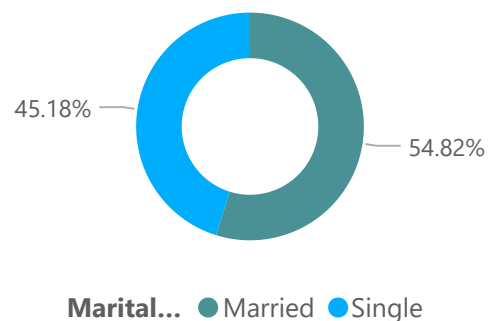
5

Total Orders

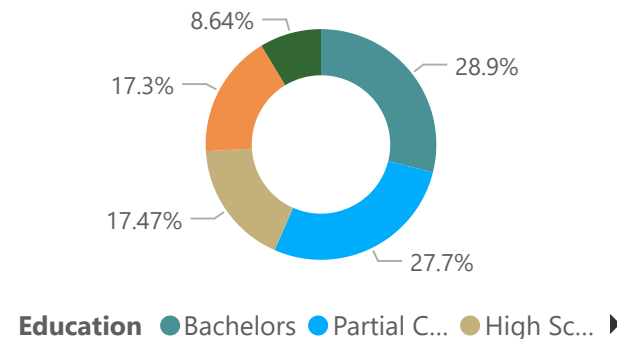
\$13.30K

Total Revenue

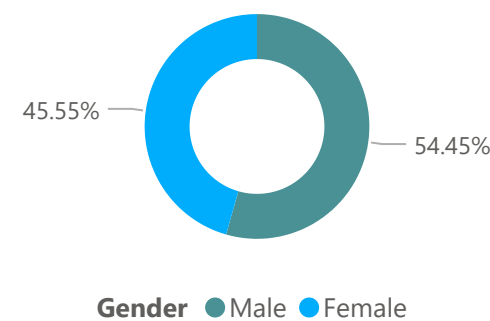
No.Customer by Marital Status



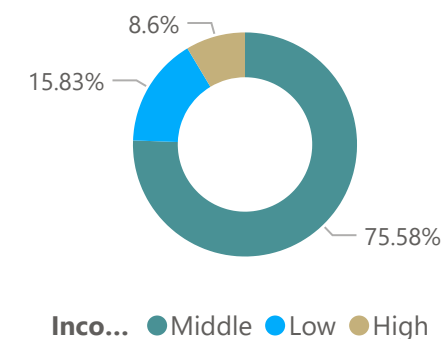
No.Customer by Education



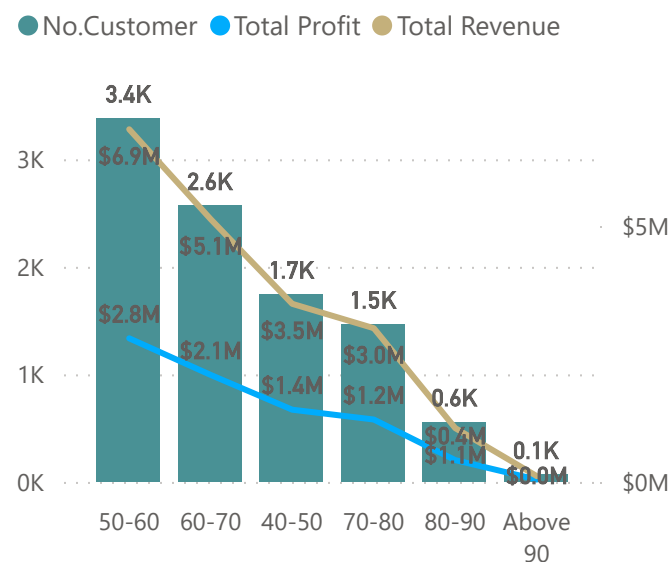
No.Customer by Gender



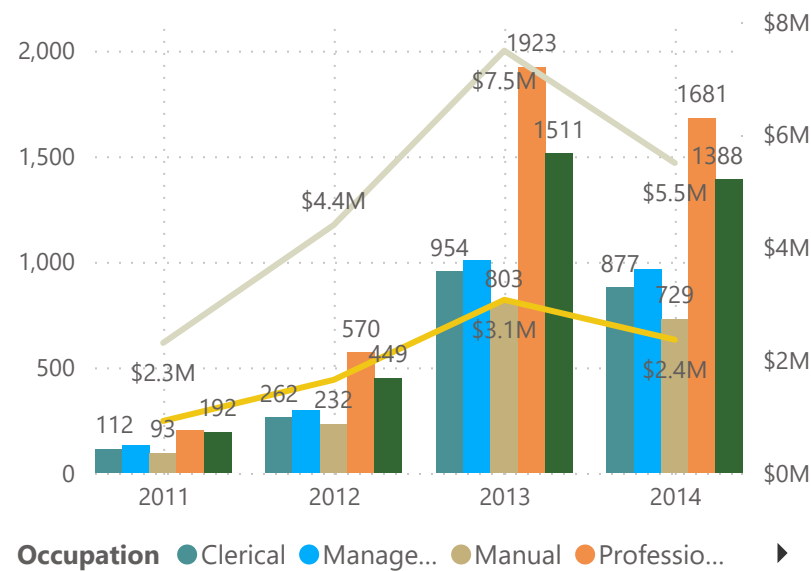
No.Customer by Income Level



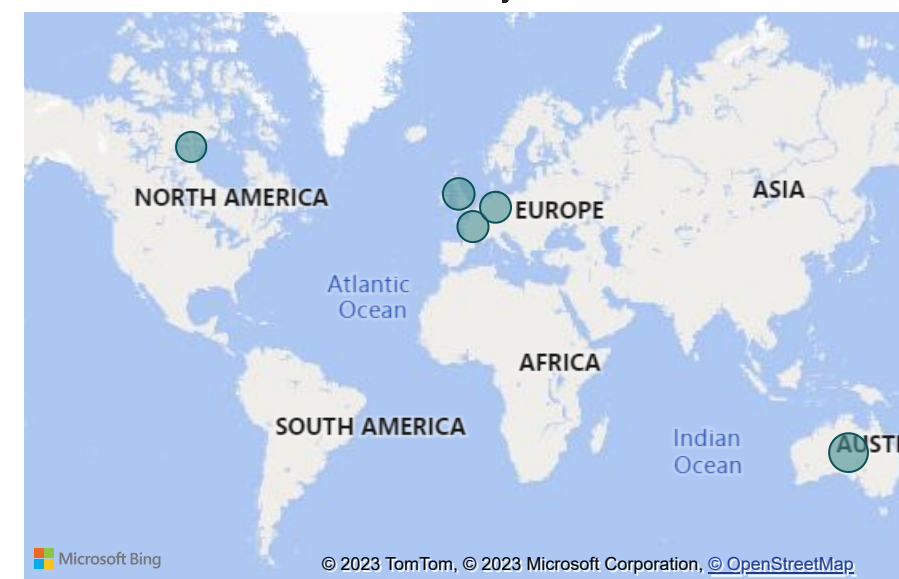
No.Customer, Revenue and Profit by Age



No.Customer, Revenue and Profit by Occupation



No.Customer by Location



CUSTOMER BEHAVIOR

Country

All

Year-Month

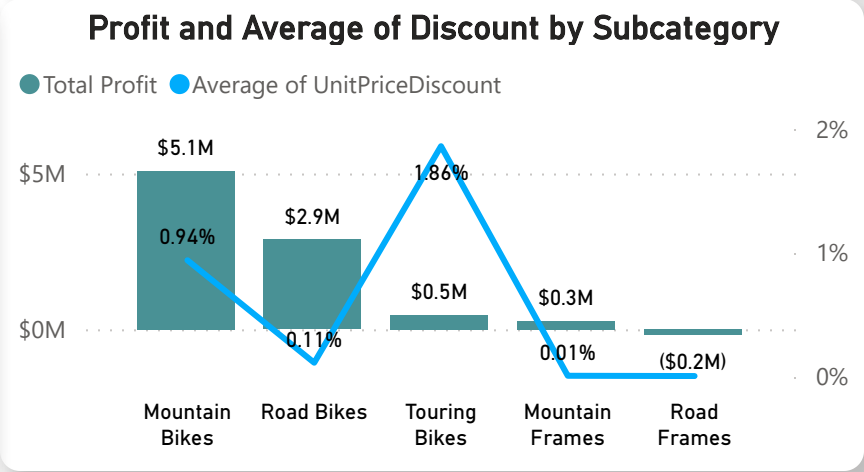
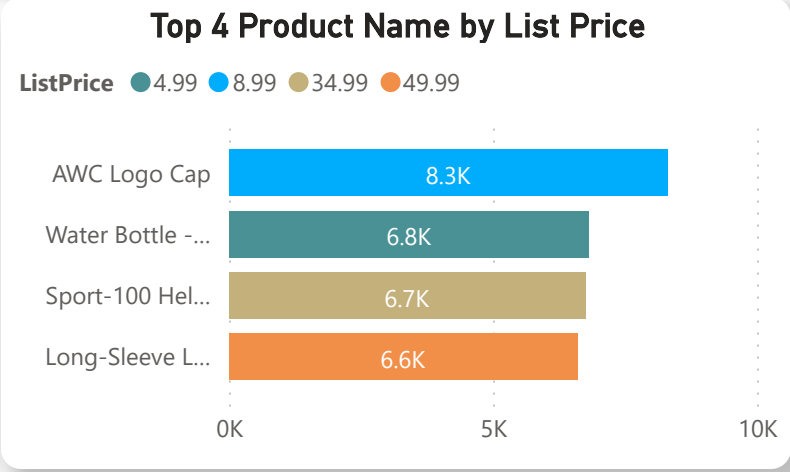
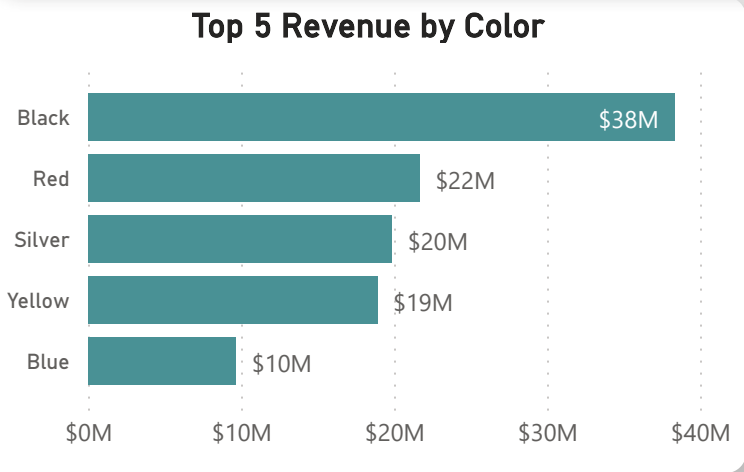
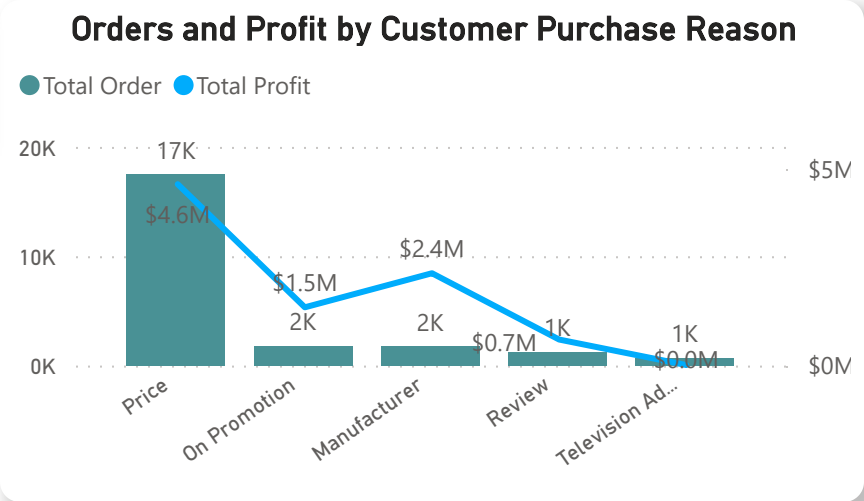
All

Mountain-200 Black, 38

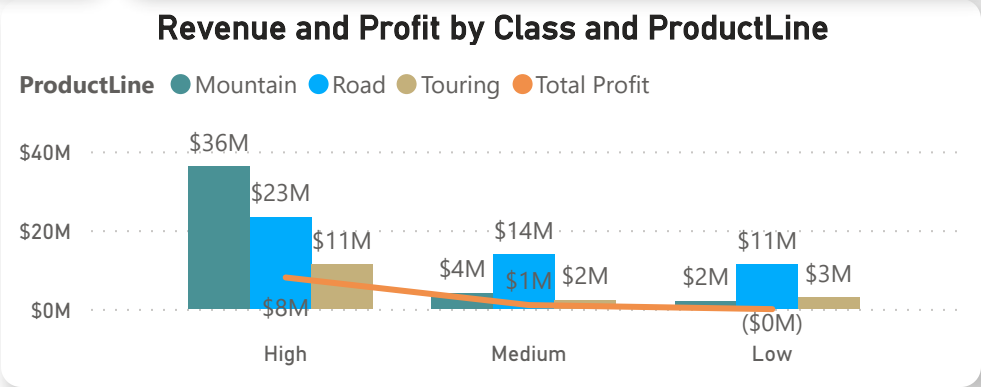
Top Product Name by Revenue

Southwest

Top Country



Top 5 ProductName by Country							
ProductName	Australia	Canada	Central	France	Germany	Northeast	Northwest
AWC Logo Cap	619	1638	584	587	555	514	887
Water Bottle - 30 oz.	913	1078	211	568	677	239	947
Sport-100 Helmet, Blue	544	1241	440	519	410	423	794
Long-Sleeve Logo Jersey, L	253	1433	562	418	336	549	664
Sport-100 Helmet. Black	528	1285	385	499	415	405	738
Total	2857	6675	2182	2591	2393	2130	4030



RFM ANALYSIS

Customer Segments



All



Country



All



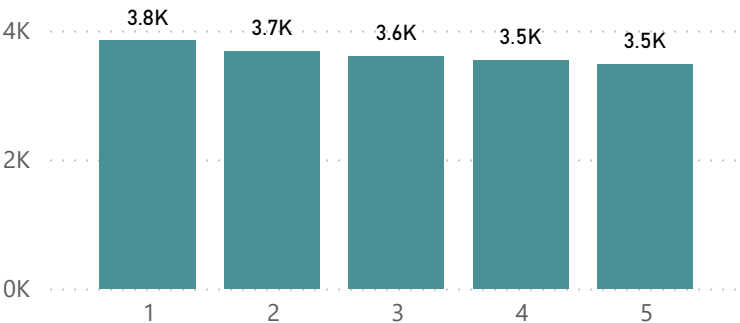
5/31/2011



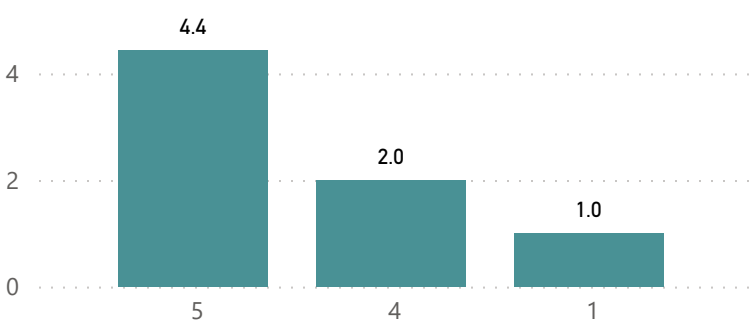
6/30/2014



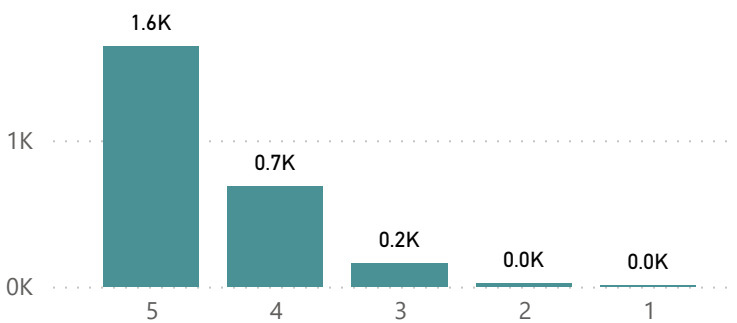
R Score and Average R Value



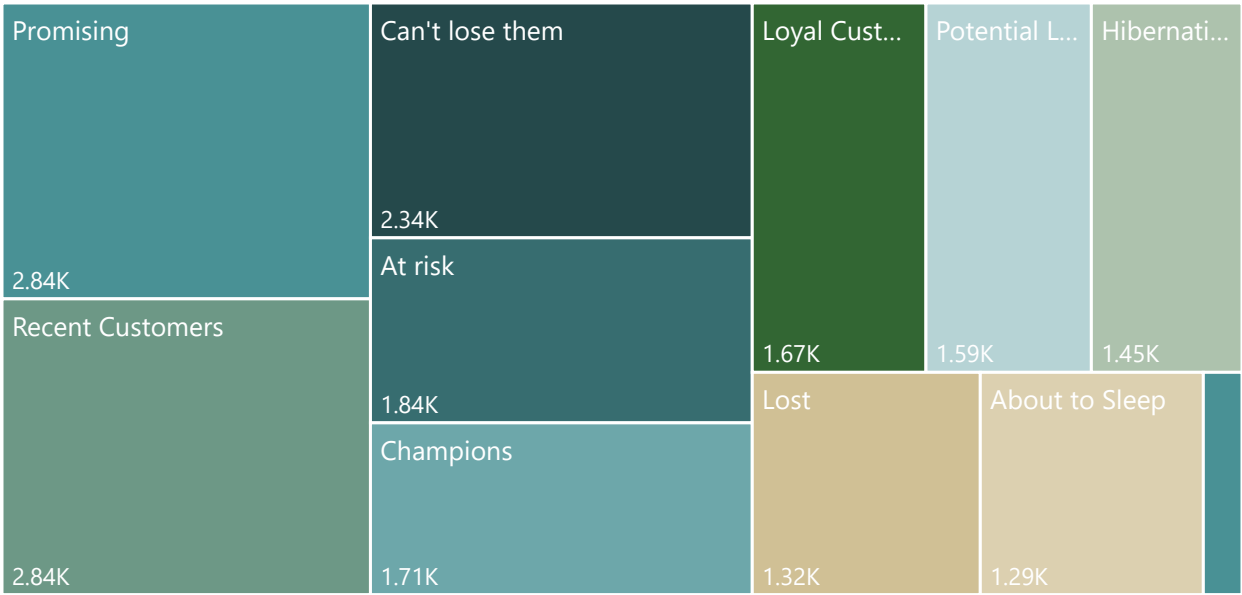
F Score and Average F Value



M Score and Average M Value



Customer Segments



Revenue and Profit by Customer Segments

