

OVERVIEW

Country

All

Year

All

\$110.37M

Total Revenue

\$100.47M

Total Cost

\$9.90M

Total Profit

8.97%

Profit Margin

20K

No.Customer

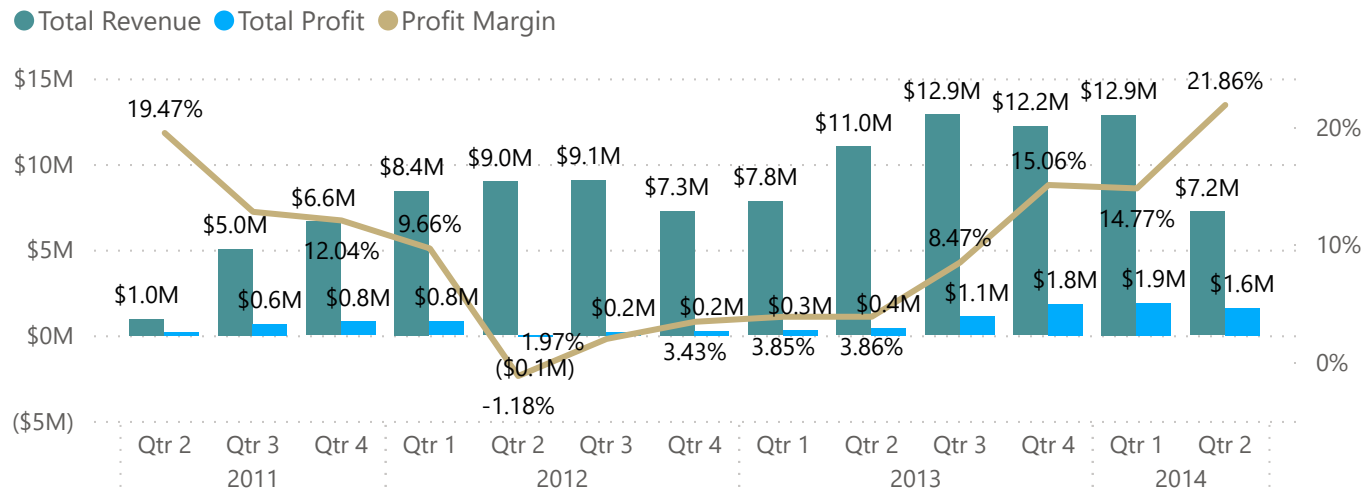
31K

Total Order

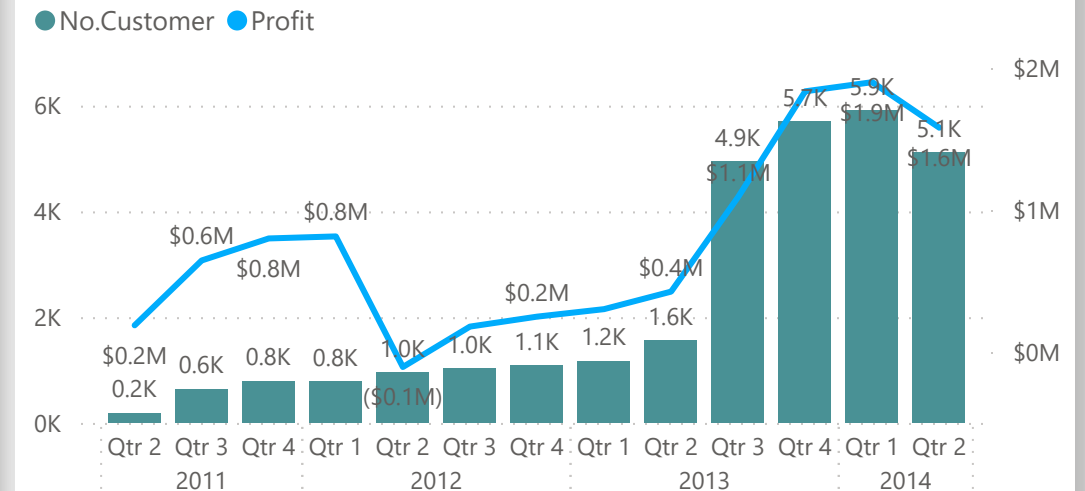
Southwest

Top Country

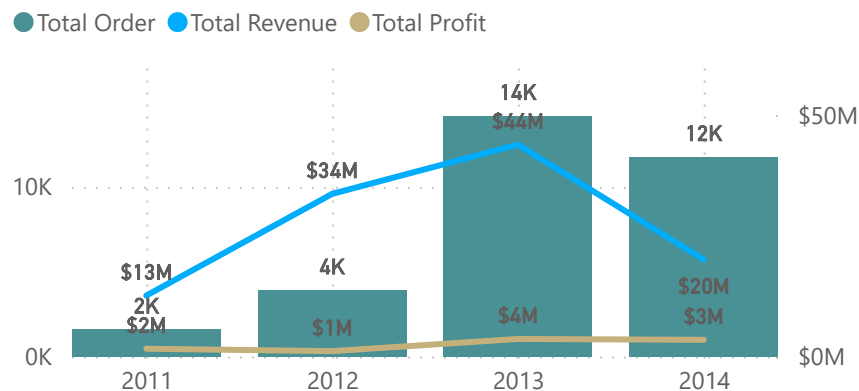
Revenue, Profit and Profit Margin by Quarter



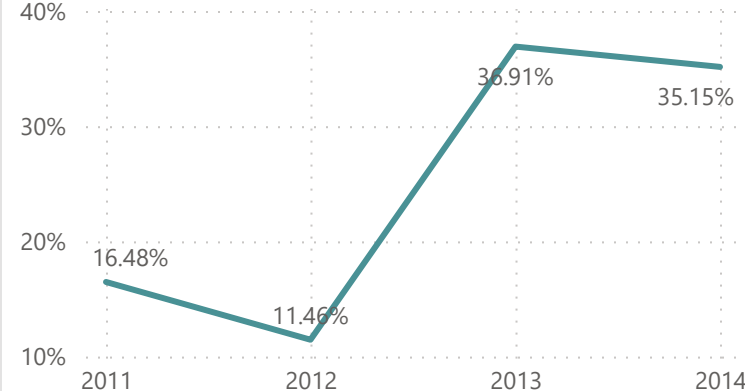
Customers and Profit by Quarter



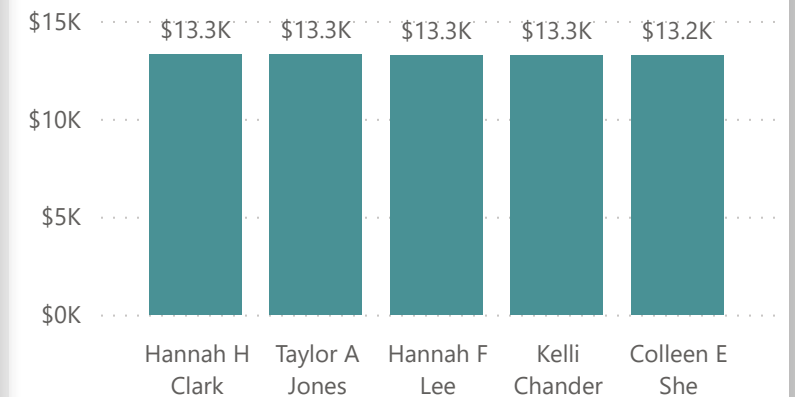
Orders, Revenue and Profit by Year



%GT Profit per Customer by Year



Top 5 Revenue Customer



CUSTOMER PROFILING

Hannah H Clark

Top Customer

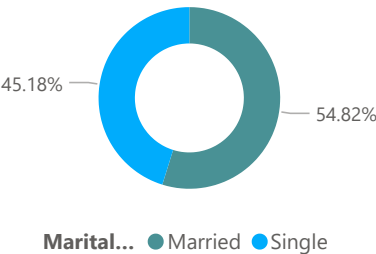
5

Total Orders

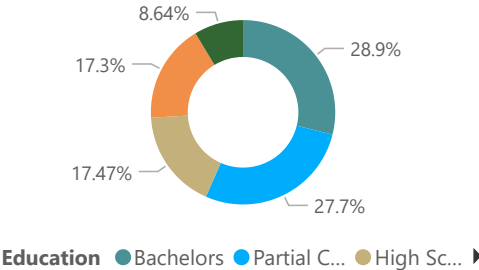
\$13.30K

Total Revenue

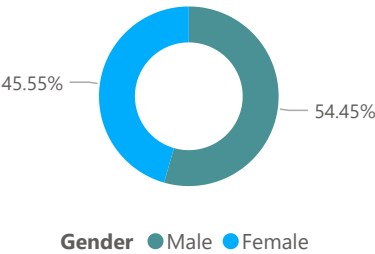
No.Customer by Marital Status



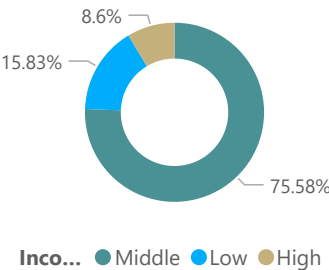
No.Customer by Education



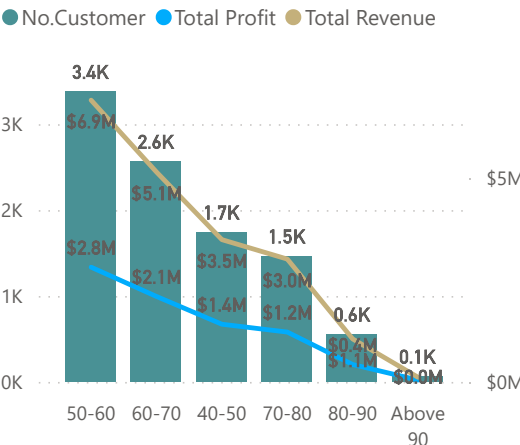
No.Customer by Gender



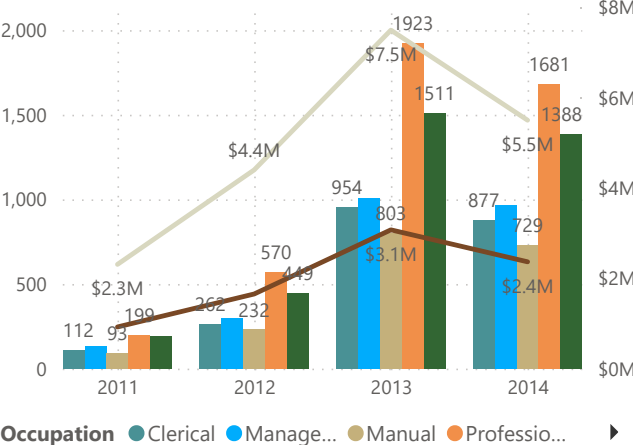
No.Customer by Income Level



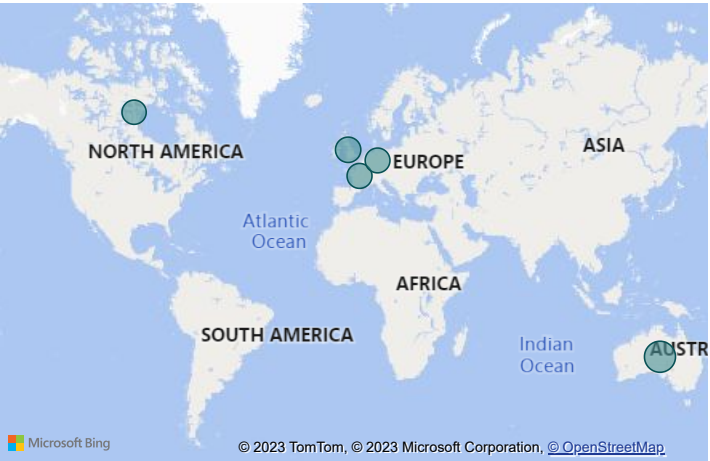
No.Customer, Revenue and Profit by Age



No.Customer, Revenue and Profit by Occupation



No.Customer by Location



CUSTOMER BEHAVIOR

Country

All

Year-Month

All

Mountain-200 Black, 38

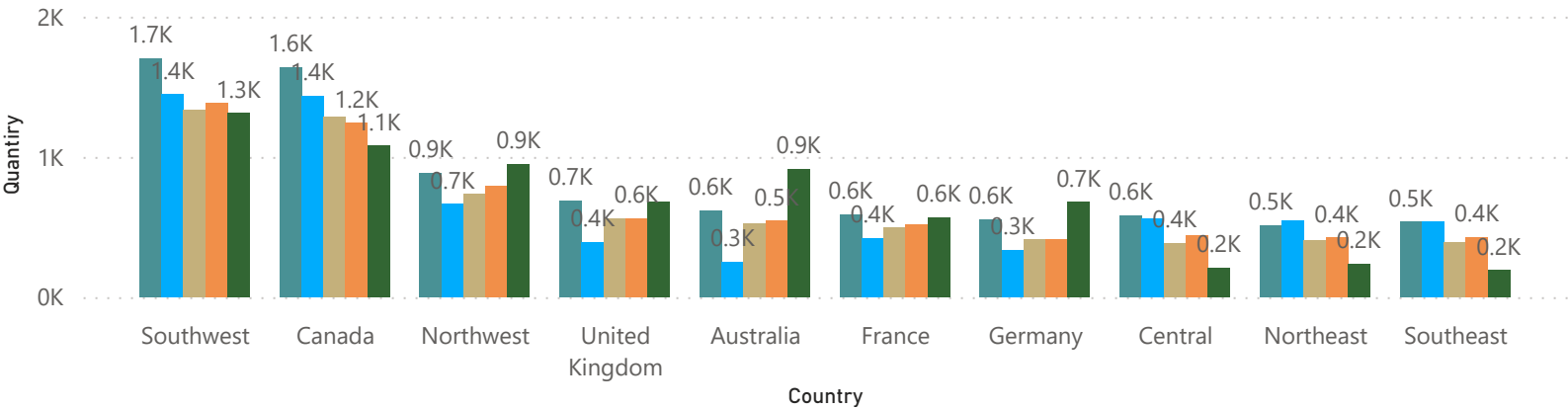
Top Product Name by Revenue

Southwest

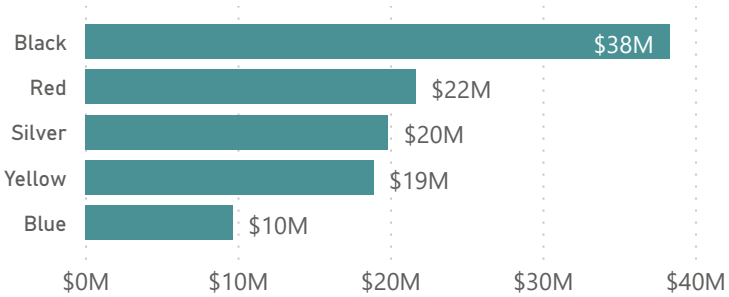
Top Country

Top 5 ProductName by Country

ProductName AWC Logo Cap Long-Sleeve Logo Jersey, L Sport-100 Helmet, Black Sport-100 Helmet, Blue Water Bottle - 30 oz.

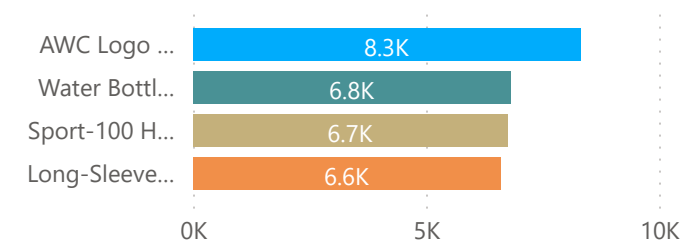


Top 5 Revenue by Color

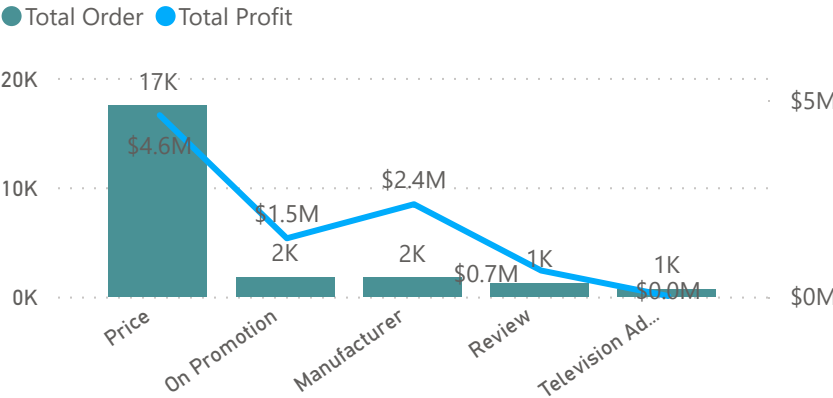


Top 4 Product Name by List Price

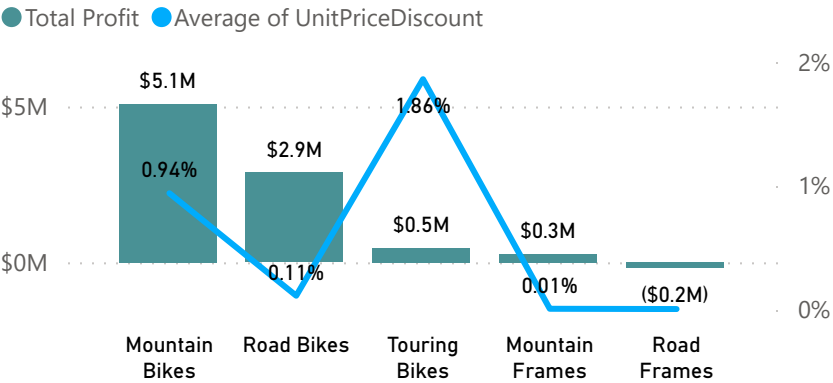
ListPrice 4.99 8.99 34.99 49.99



Orders and Profit by Customer Purchase Reason

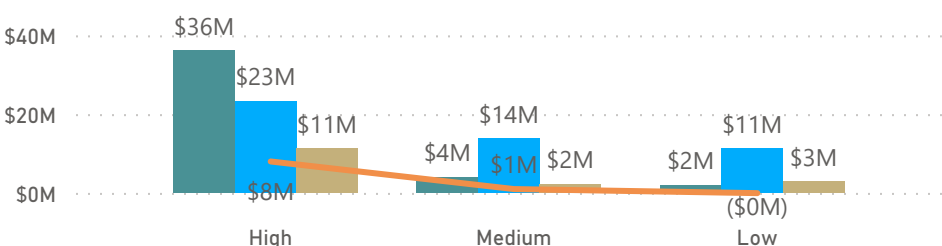


Profit and Average of Discount by Subcategory



Revenue and Profit by Class and ProductLine

ProductLine Mountain Road Touring Total Profit



RFM ANALYSIS

Customer Segments



All



Country



All



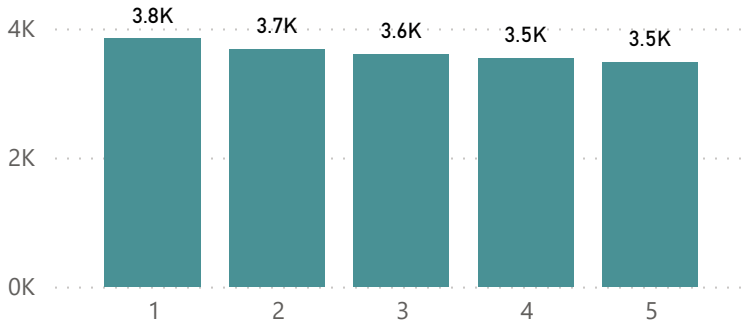
5/31/2011



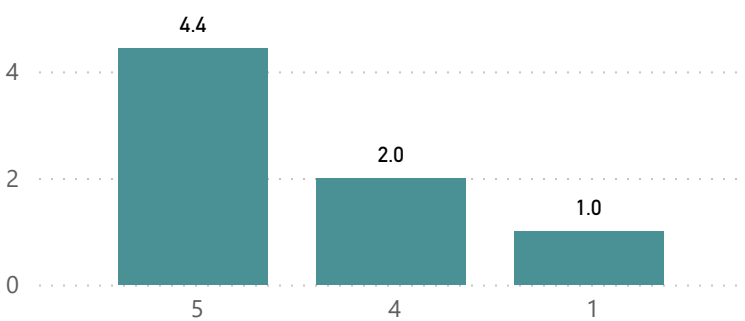
6/30/2014



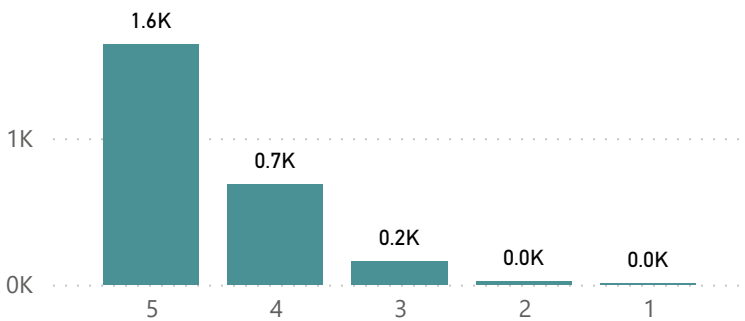
R Score and Average R Value



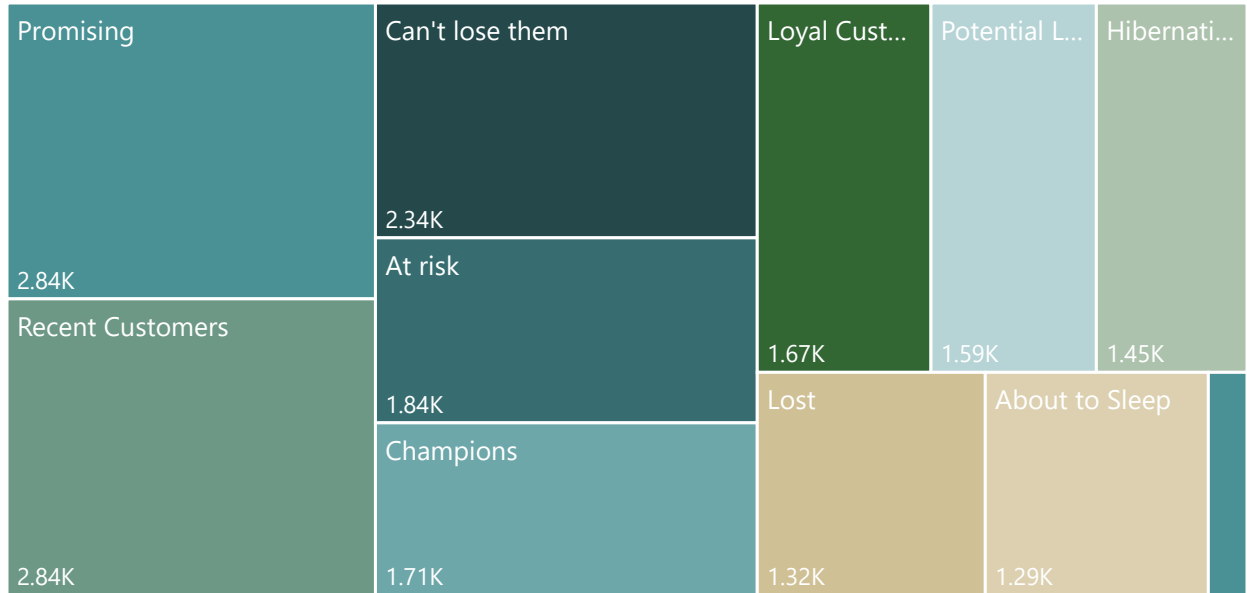
F Score and Average F Value



M Score and Average M Value



Customer Segments



Revenue and Profit by Customer Segments

