

SALES OVERVIEW

Country ▼

All ▼

category ▼

All ▼

subcategory ▼

All ▼

Total Customers

18,484

New Customers

0

Customer Lifetime Value

575

Average Order Value

984

Repeat Purchase Rate

37.14%

Year	2010	2011	2012	2013	2014	Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec



Total Cost

3,367,221

Quantity Sold

1,551

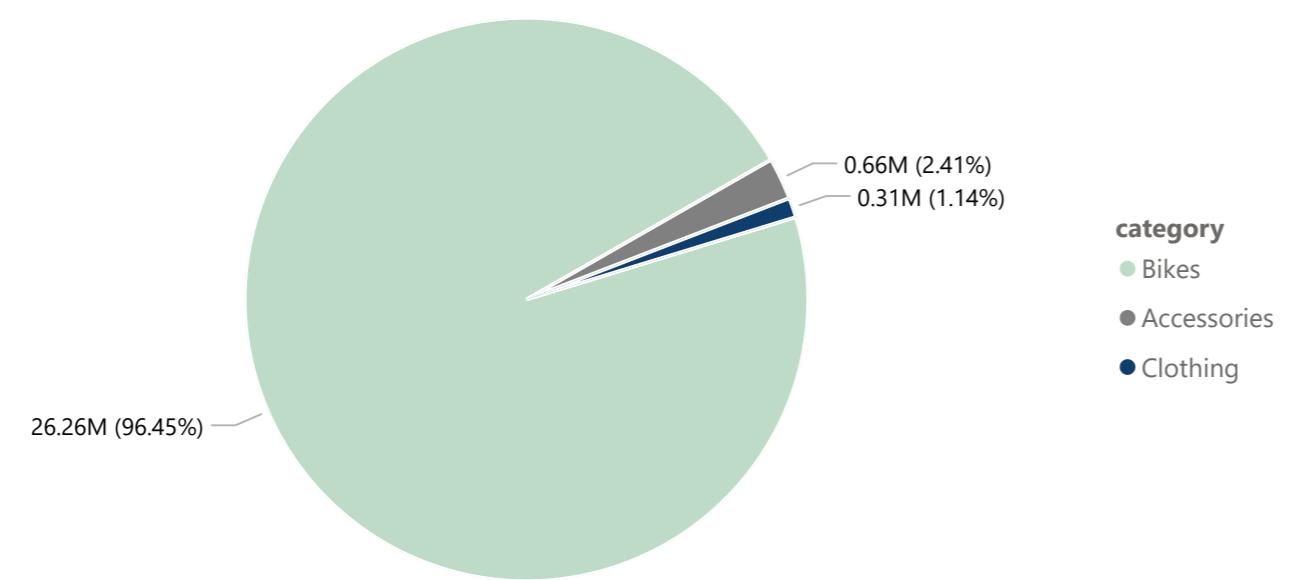
Gross Profit (USD)

3.72M

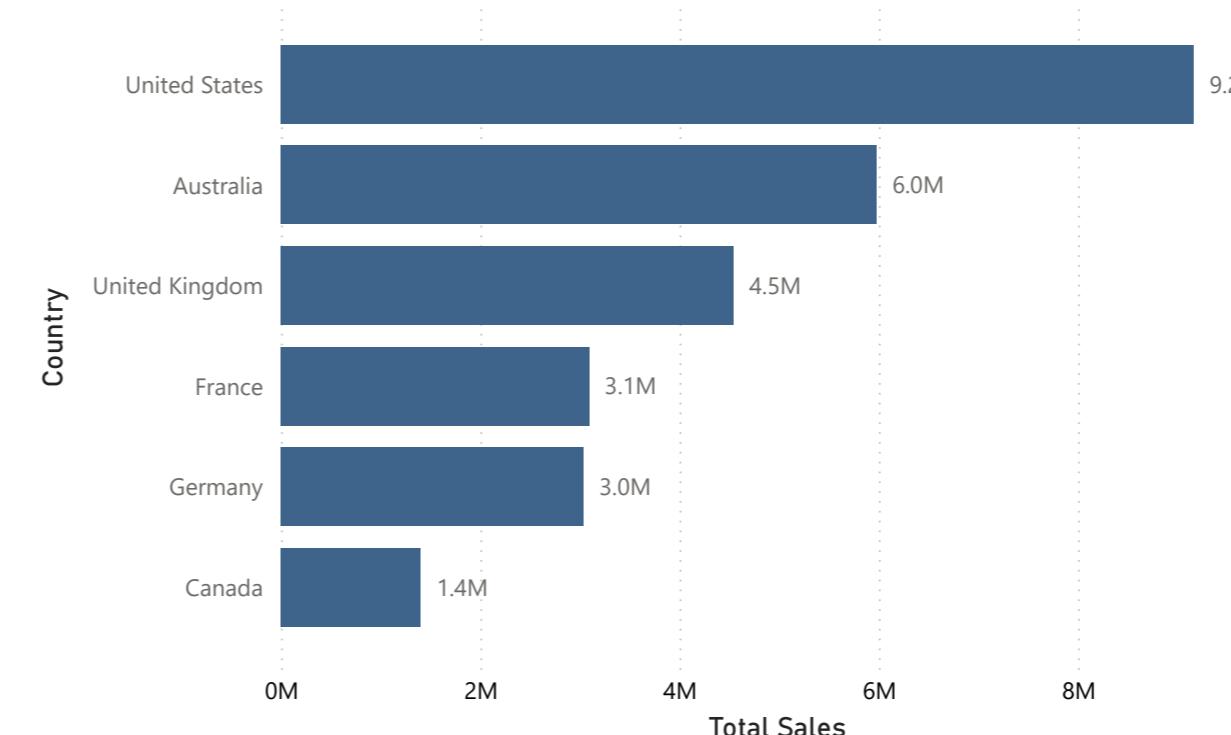
Profit Margin

5471.91%

Revenue Distribution by Product Category



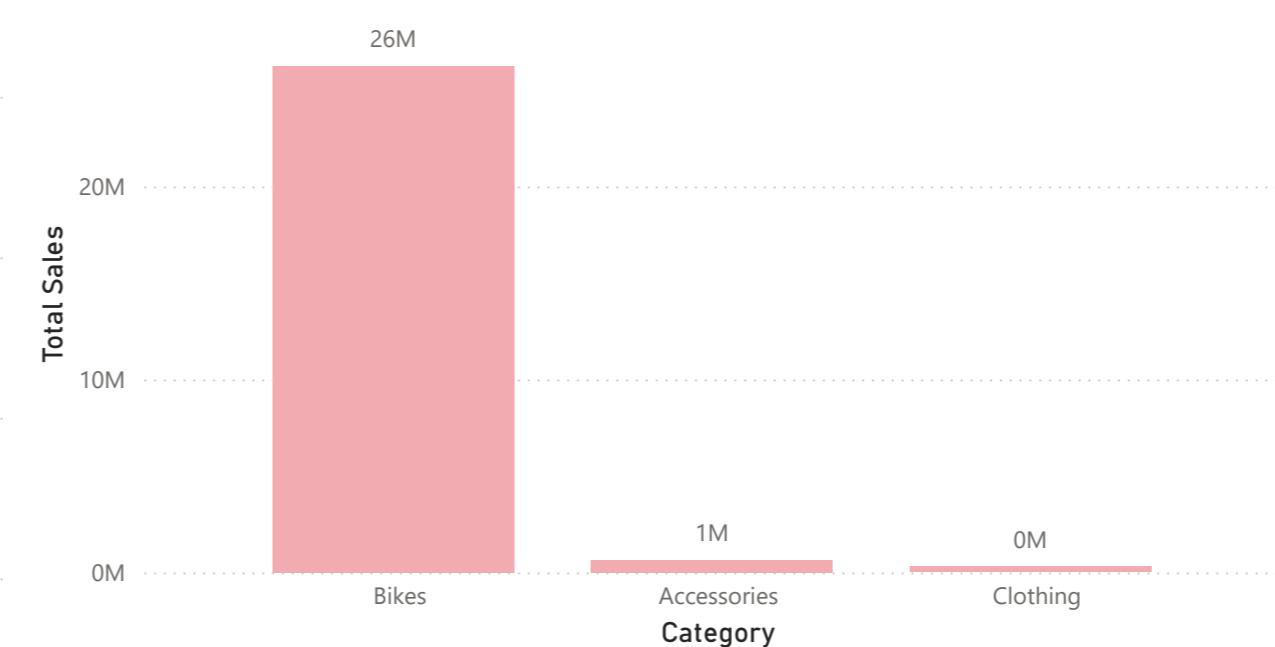
Total Sales (USD) By Country



Total Sales (USD) Per Month



Total Sale by Product Category



Top 5 Customer by Total Sales

full_name	Sum of sales_amount_usd	Sum of quantity
Jordan Turner	17,902.00	20
Kaitlyn Henderson	15,553.98	14
Nichole Nara	15,553.98	13
Margaret He	15,523.56	14
Willie Xu	13,424.74	9
Total	77,958.26	70

Top 5 Products by Total Sales

product_name	Sum of sales_amount_usd	Sum of quantity
Mountain-200 Black- 38	1,240,113.09	582
Mountain-200 Silver- 46	1,261,731.57	580
Mountain-200 Silver- 38	1,272,584.65	596
Mountain-200 Black- 42	1,288,239.30	614
Mountain-200 Black- 46	1,318,219.89	620
Total	6,380,888.50	2992

Top 5 Products by Quantity

product_name	Sum of sales_amount_usd	Sum of quantity
Sport-100 Helmet- Red	74,032.70	2230
Water Bottle - 30 oz.	19,466.45	4249
Mountain Tire Tube	14,268.05	3096
Road Tire Tube	9,087.56	2376
Patch Kit/8 Patches	5,954.92	3191
Total	122,809.68	15142