

SALES OVERVIEW

Country

▼

All

category

▼

All

subcategory

▼

All

Year

▼

2010

2011

2012

2013

2014

Month

▼

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Total Sales (USD)

9,162,327

Goal: 5446933 (+68.21%)

United States

Total Cost

3,367,221

Quantity Sold

1,551

Gross Profit (USD)

3.72M

Profit Margin

5471.91%

Total Customers

18,484

New Customers

0

Customer Lifetime Value

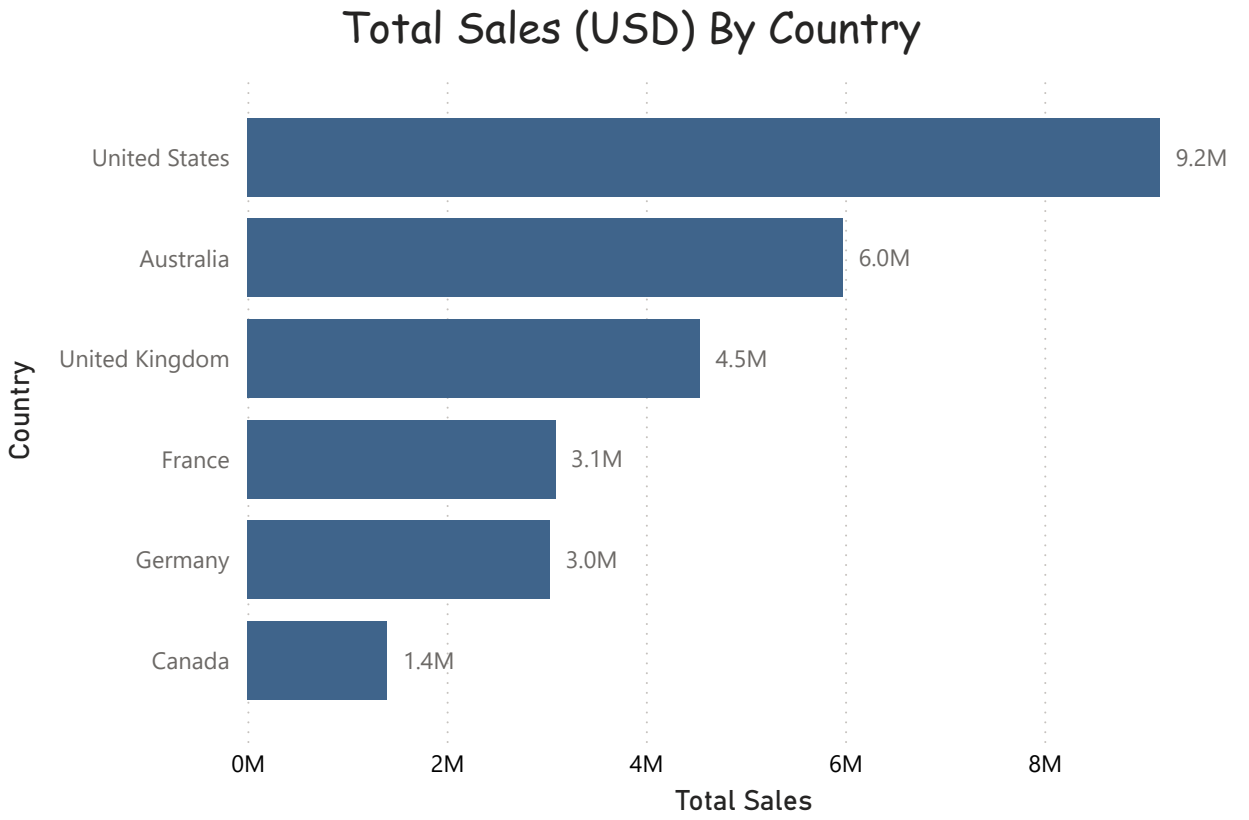
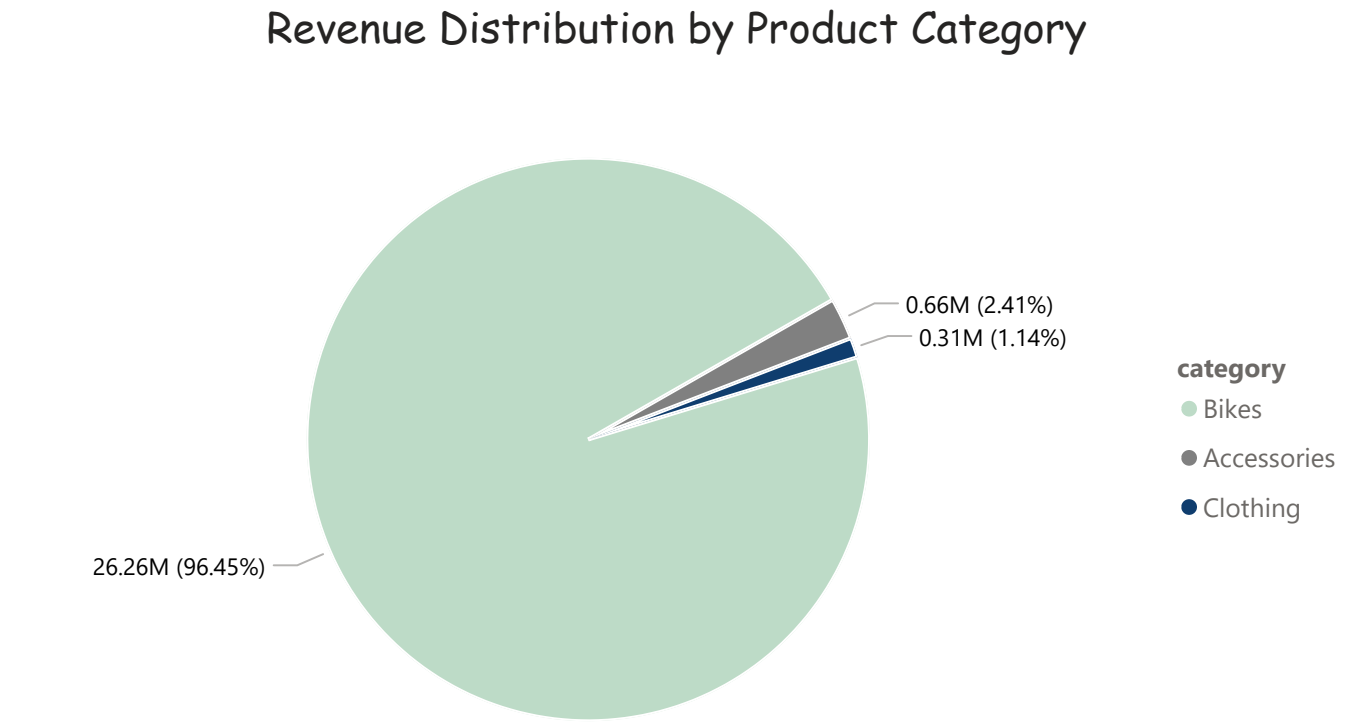
575

Average Order Value

984

Repeat Purchase Rate

37.14%

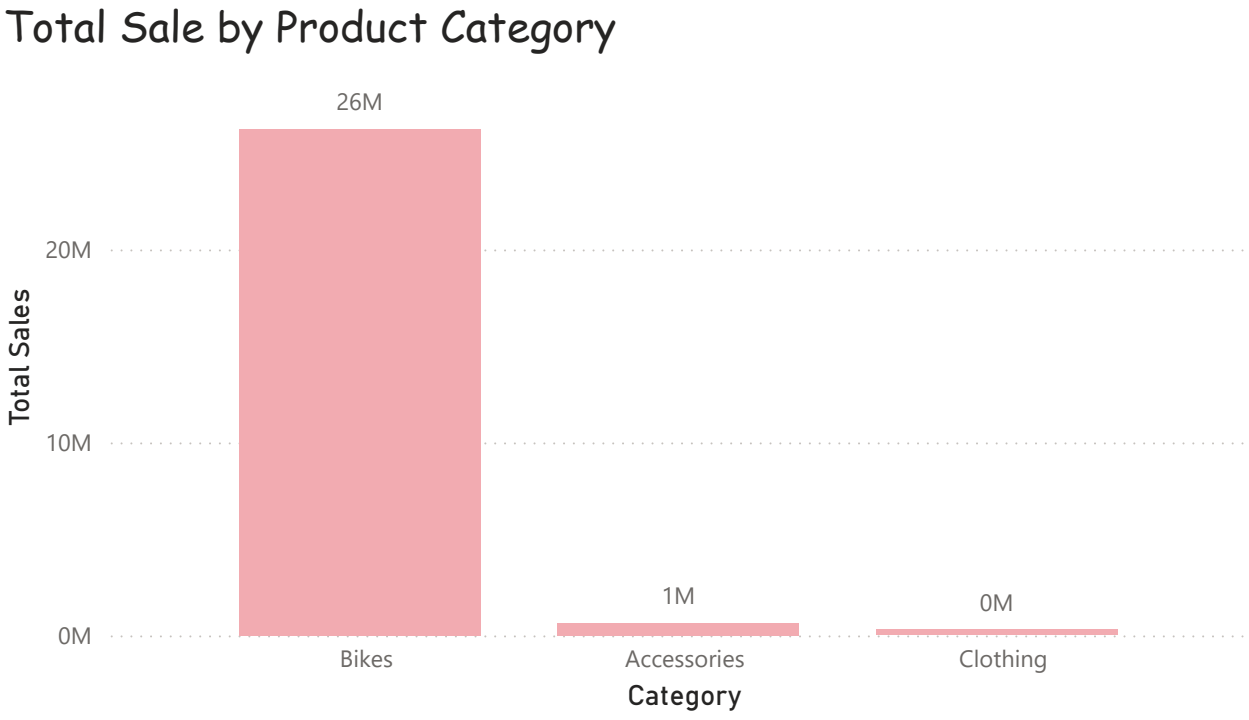
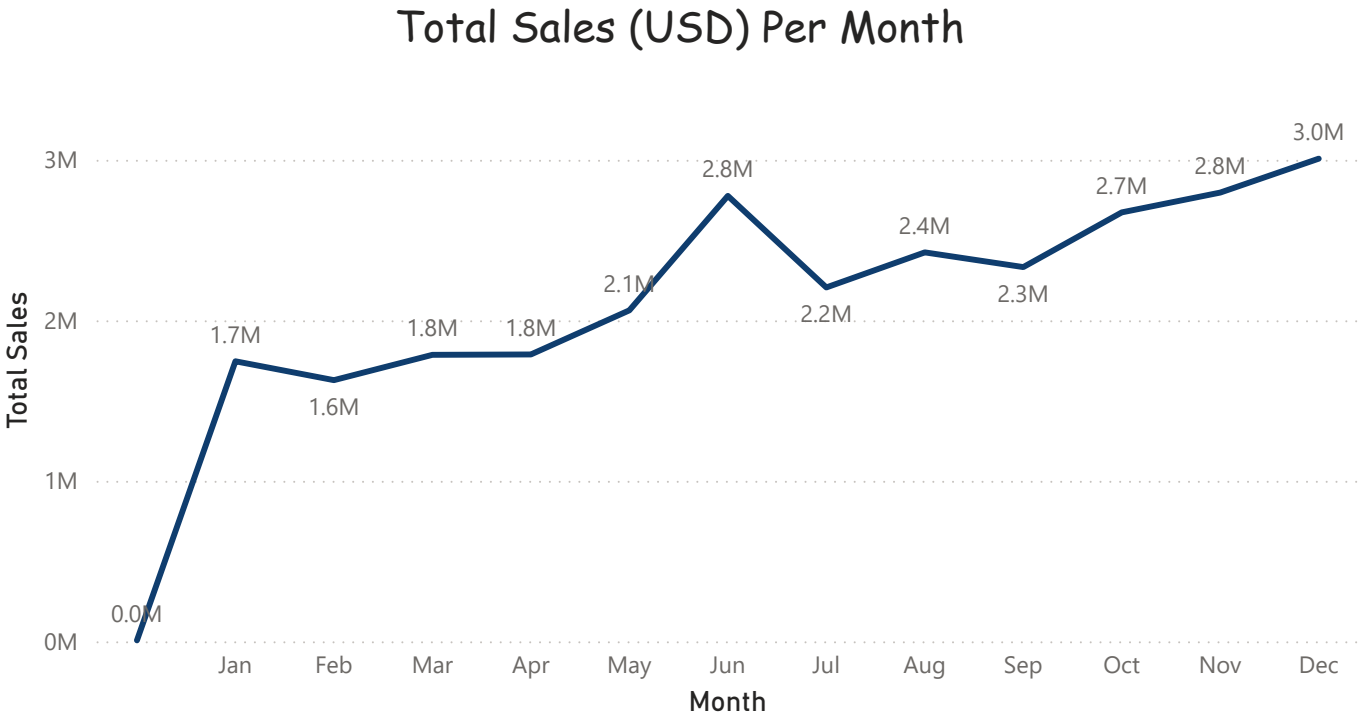


Top 5 Customer by Total Sales

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