

SALES - OVERVIEW

The Sales Overview page provides a clear snapshot of revenue, profit, order

Date

29/12/2010

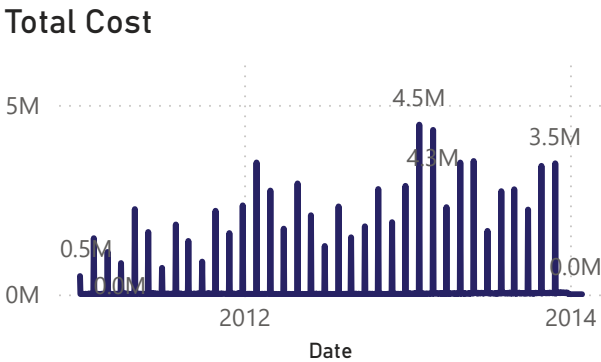
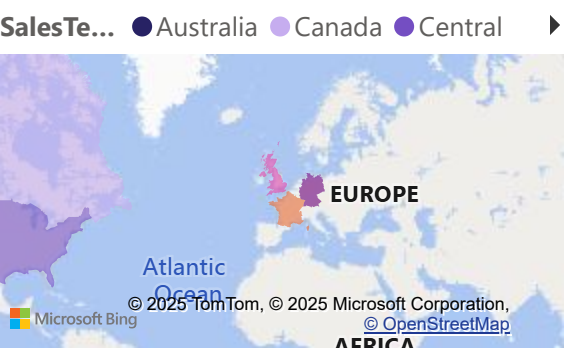
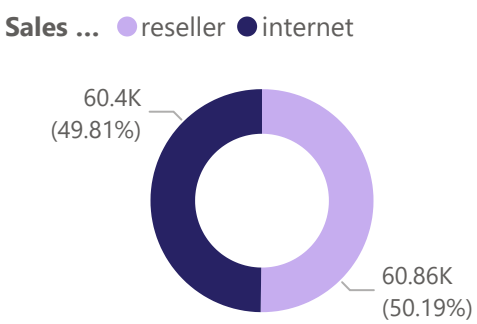
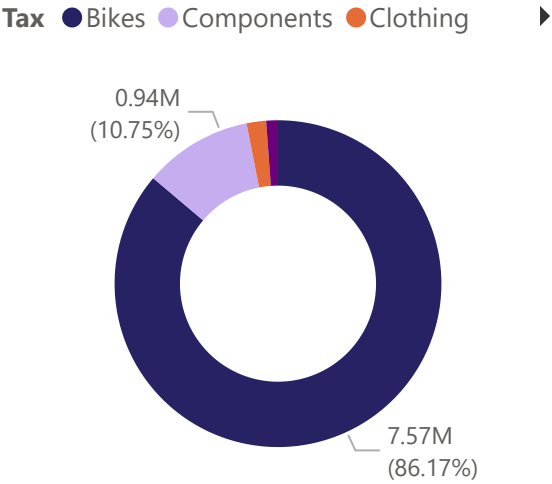
28/01/2014

SalesTerritoryRegion

All

EnglishProductCategoryName

All



Top Products		
Product Name	Profit	Profit YoY %
Tires and Tubes	154,048.68	3933.93%
Vests	99,467.61	506.23%
Helmets	226,406.73	330.60%
Shorts	155,945.59	276.83%
Mountain Bikes	5,932,916.14	120.93%
Mountain Frames	487,845.26	45.34%
Road Bikes	4,364,902.75	39.64%
Wheels	175,340.35	0.00%
Road Frames	138,871.18	-7.00%
Touring Bikes	217,277.71	-144.94%
Total	11,953,022.00	95.88%

Top Partners	
ResellerName	AnnualSales
Outdoor Equipment Store	3000000
Retail Mall	3000000
Vigorous Exercise Company	3000000
Health Spa, Limited	1500000
Brakes and Gears	800000
Corner Bicycle Supply	800000
Thorough Parts and Repair Services	800000
Excellent Riding Supplies	300000
Totes & Baskets Company	300000

Customer Segmentation

RFM segmentation groups customers by recency, frequency, and monetary value.

View by month

All

View by period

Date

29/12/2010

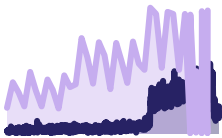
28/01/2014

Active Customer

+2.7%

18K

internet reseller

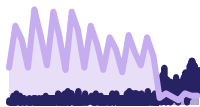


Active Champions

+0.0%

1252

internet reseller



Profit

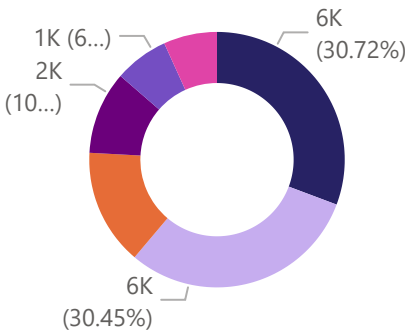
+112.4%

29.36M

Segment Distribution

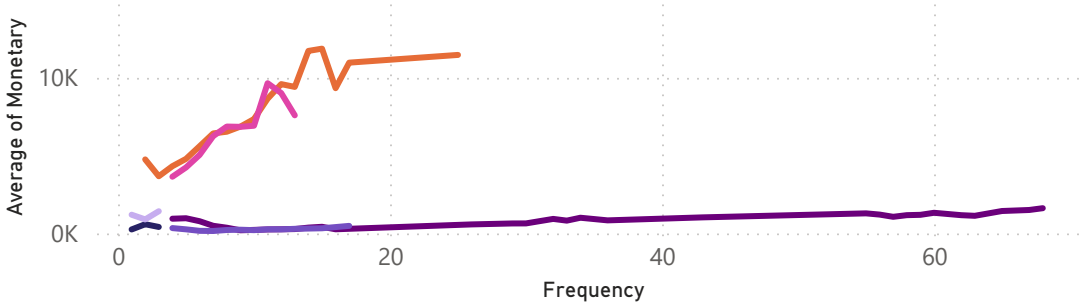
Segment N...

- Lost
- Potential ...
- Big Spend...
- At Risk
- Loyal Cus...
- Champions



Internet Customer by Segment - Spending x Frequency

Segment Name At Risk Big Spenders Champions Lost Loyal Customers Potential Lo...

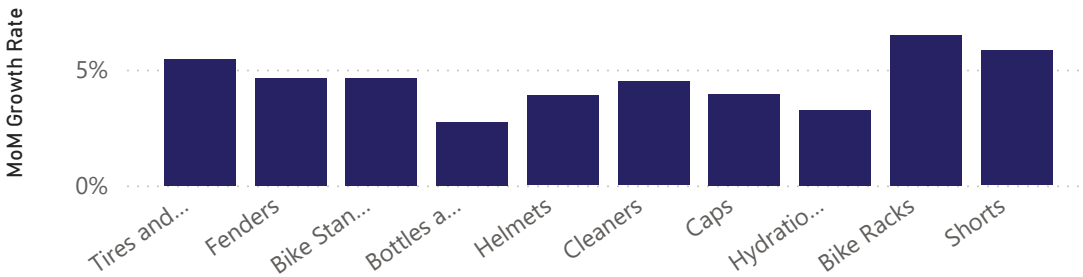


Top Country

SalesTerritoryCountry	Product Sales MoM %
Canada	6.68%
Australia	4.98%
United States	4.98%
United Kingdom	4.75%
Germany	4.41%
France	3.74%
Total	5.08%

Top Trendy Products

CustomerType internet reseller



### Customer Segmentation

RFM segmentation groups customers by recency, frequency, and monetary value.

#### View by month

All

#### View by period

Date

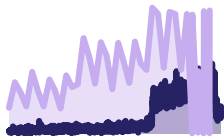
29/12/2010 28/01/2014

#### Active Customer

+2.7%

635

internet reseller

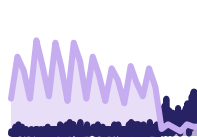


#### Active Champions

+0.0%

130

internet reseller



#### Profit

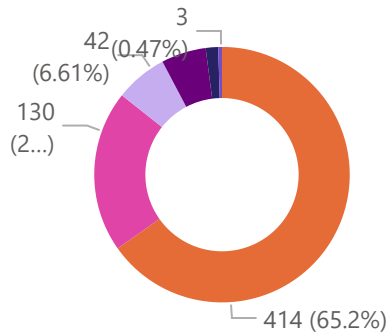
+57.5%

80.45M

#### Segment Distribution

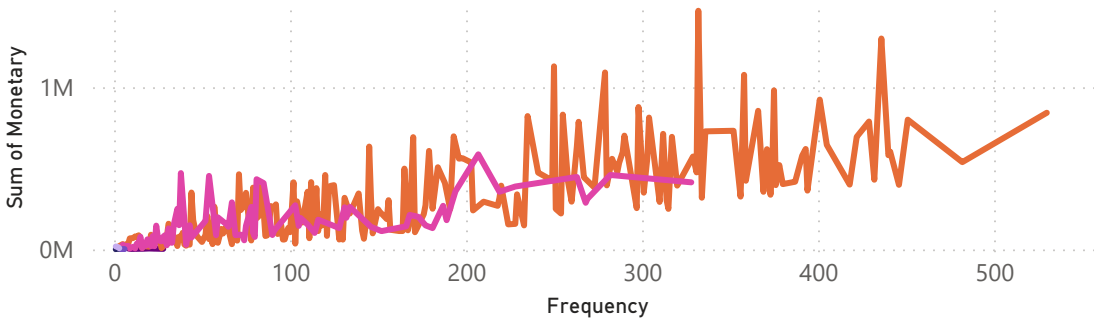
##### Segment N...

- Big Spend...
- Champions
- Potential ...
- At Risk
- Lost
- Loyal Cus...



#### Reseller by Segment - Spending x Frequency

Segment Name At Risk Big Spenders Champions Lost Loyal Customers Potential Loy...



#### Top Country

SalesTerritoryCountry	Product Sales MoM %
Australia	0.08%
Germany	0.07%
Canada	0.06%
United Kingdom	0.05%
France	0.04%
United States	0.03%
Total	0.04%

#### Top Trendy Products

