

SALES - OVERVIEW

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

Date

29/12/2010 28/01/2014

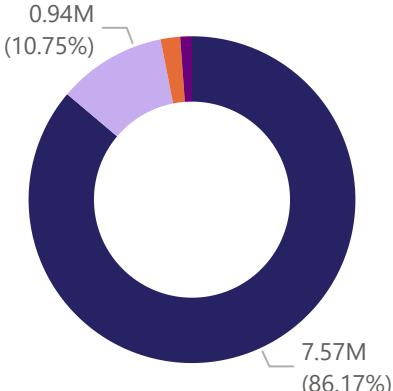
SalesTerritoryRegion

All

EnglishProductCategoryName

All

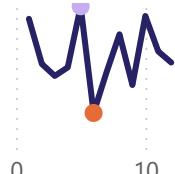
Tax ● Bikes ● Components ● Clothing



Revenue

▲ +69.2%

109.81M



Freight

69.18%

2.75M



Oder Qty

▲ +106.4%

275K



Date

29/12/2010 28/01/2014

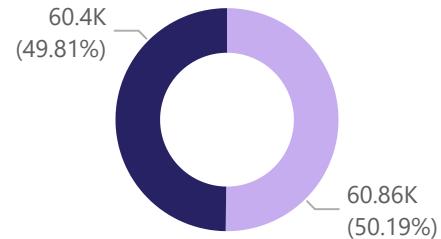
SalesTerritoryRegion

All

EnglishProductCategoryName

All

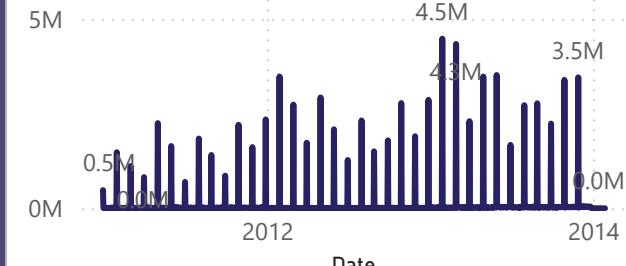
Sales ... ● reseller ● internet



SalesTe... ● Australia ● Canada ● Central



Total Cost



Top Products

Product Name

Profit

Profit YoY %

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

ResellerName	AnnualSales
Outdoor Equipment Store	3,000,000
Retail Mall	3,000,000
Vigorous Exercise Company	3,000,000
Health Spa, Limited	1,500,000
Brakes and Gears	800,000
Corner Bicycle Supply	800,000
Thorough Parts and Repair Services	800,000
Excellent Riding Supplies	300,000
Totes & Baskets Company	300,000

Customer Segmentation

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

View by month

All ▼

View by period

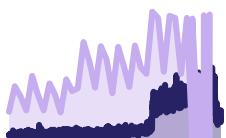
Date ▼
29/12/2010 calendar 28/01/2014 calendar

Active Customer

▲ +2.7%

18K

● internet ● reseller

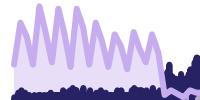


Active Champions

▼ +0.0%

1252

● internet ● reseller



Profit

▲ +112.4%

29.36M

Segment Distribution

Segment Name

● Lost

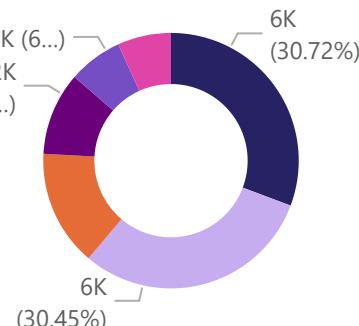
● Potential ...

● Big Spend...

● At Risk

● Loyal Cus...

● Champions



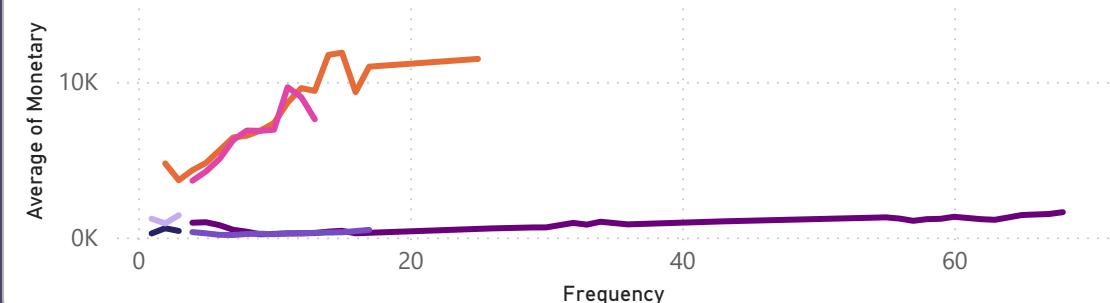
Top Country

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%

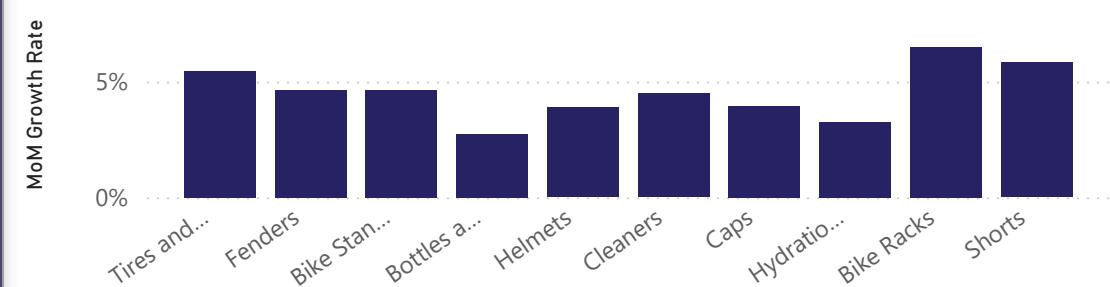
Internet Customer by Segment - Spending x Frequency

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



Top Trendy Products

CustomerType ● internet ● reseller



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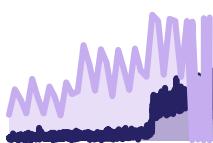


Active Customer

▲ +2.7%

635

● internet ● reseller

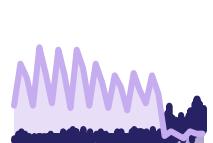


Active Champions

▼ +0.0%

130

● internet ● reseller



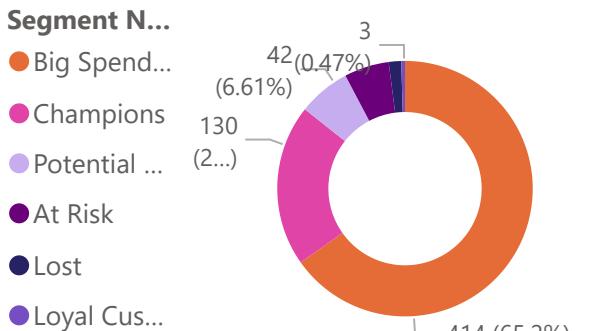
Profit

▲ +57.5%

80.45M

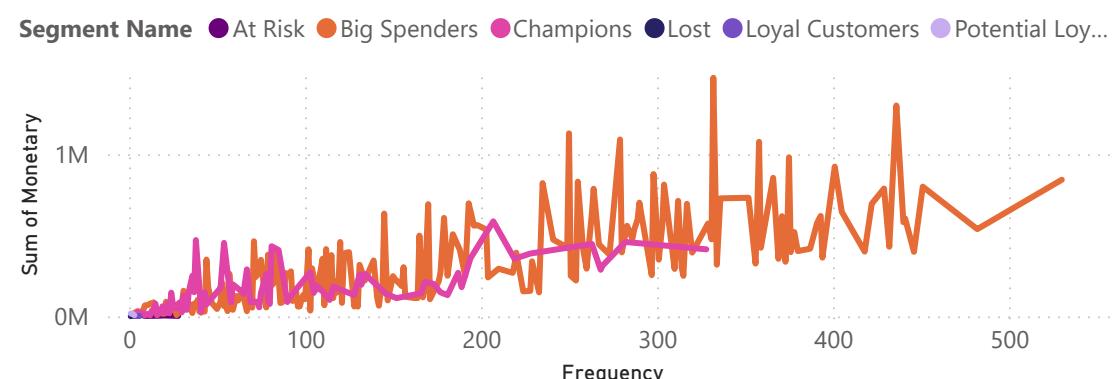
Segment Distribution

Segment Name



Reseller by Segment - Spending x Frequency

Segment Name



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

MoM Growth Rate

