

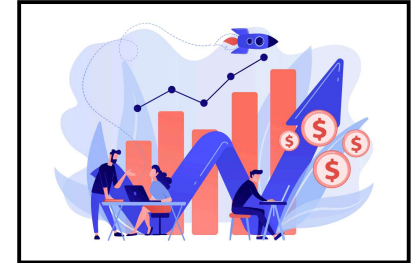
# BIKE SALES POWER BI DASHBOARD



**STORE BASED ANALYSIS**



**CATEGORY BASED ANALYSIS**




**SALES BASED ANALYSIS**



**Brand Based Analysis**



**STAFF BASED ANALYSIS**



Store Id

Multiple selections

Quarter

Multiple selections

Month

All

Year

2016

2018

State

Multiple selections

Brand Name

Multiple selections

Apply

Clear all slicers

Store Based Analysis

2046

\$1,562,118

\$1,172,295

\$1,745,070

1615

Total Orders Placed

Net Profit

Average Order Value

Total Profit

Total Shipped

Sum of total profit and Sum of net profit by Store Id and Year

Profit and Net Profit By Store

Year

2016

2017

2018

Sum of total profit

0.4M

0.2M

0.0M

1

2

3

Store Id

0.14M

0.13M

0.12M

0.48M

0.43M

0.27M

0.07M

0.07M

0.04M

store\_id

2

1

3

0.17M

0.39M

1.18M

Store 1 Net Profit

\$348.383K

Store 2 Net Profit

\$1.059222M

Store Id

Total Quantity

Net Profit

Total Profit

Sum of AVERAGE ORD

3

324

154513

172214

2

2090

1059222

1183573

Mountain Bikes

233

229717

258313

Electric Bikes

6

15694

17200

Cruisers Bicycles

887

470999

524600

Comfort Bicycles

356

179471

200390

Children Bicycles

608

163341

183070

1

667

348383


389283

Total

3081

1562118

1745070



Store Id

Multiple selections

Quarter

Multiple selections

Month

All

Year

20162018

State

Multiple selections

Category Name

All

Apply

Clear all slicers

Category Based Analysis

4722

Total Orders Placed

\$7,689,046

Net Profit

\$5,726,450

Average Order Value

\$8,579,054

Total Profit

1615

Total Shipped

Sum of total profit and Sum of net profit by Category Name

Profit By Category

Category Name

Mountain Bikes

Road Bikes

Cruisers Bicycles

Electric Bikes

Cyclocross Bicycles

Comfort Bicycles

Children Bicycles

0.0M0.5M1.0M1.5M2.0M2.5M3.0M3.5M

Sum of total profit

0.44M0.8M1.02M1.11M1.85M3.03M

Category Name

Mountain Bikes

Road Bikes

Cruisers Bicycles

Electric Bikes

Cyclocross Bicycles

Comfort Bicycles

Children Bicycles

Road Bikes Total Sales

\$1.665095M

Mountain Bikes Total Sales

\$2.715064M

Category Name	Total Quantity	Net Profit	Total Profit	Sum of AVERAGE ORDER VA
Cruisers Bicycles	2063	995007	1109168	744
Mountain Bikes	1755	2715064	3030793	2047
Children Bicycles	1179	292149	327900	218
Comfort Bicycles	813	394016	438515	289
Road Bikes	559	1665095	1852561	1235
Cyclocross Bicycles	394	711026	799877	519
Electric Bikes	315	916689	1020240	677
Total	7078	7689046	8579054	5726

Store Id

Multiple selections

Quarter

Multiple selections

Month

All

Year

2016

2018

State

Multiple selections

Brand Name

Multiple selections

Apply

Clear all slicers

Sales Based Analysis

2046

Total Orders Placed

\$1,562,118

Net Profit

\$1,172,295

Average Order Value

\$1,745,070

Total Profit

1615

Total Shipped

Sum of total profit and Sum of net profit by Year

Profit and Net Profit By Store

Sum of total profit

201620172018

Year

order\_date Year

201620172018


Sales in 2016

\$615.736K

Sales in 2017

\$562.696K

Year	Total Quantity	Net Profit
2016	1389	615736
2017	1149	562696
2018	543	383680
3	56	329000
2	333	241080
1	154	109690
Mountain Bikes	10	113200
Electric Bikes	5	131700
Cruisers Bicycles	70	545700
Comfort Bicycles	27	195900
Electra Townie Original 7D - 2017	2	91000
Total	3081	1562118



Store Id

Multiple selections

Quarter

Multiple selections

Month

All

Year

20162018

State

Multiple selections

Brand Name

Multiple selections

Apply

Clear all slicers

Brand Based Analysis

2882

Total Orders Placed

\$2,136,797

Net Profit

\$1,603,955

Average Order Value

\$2,386,511

Total Profit

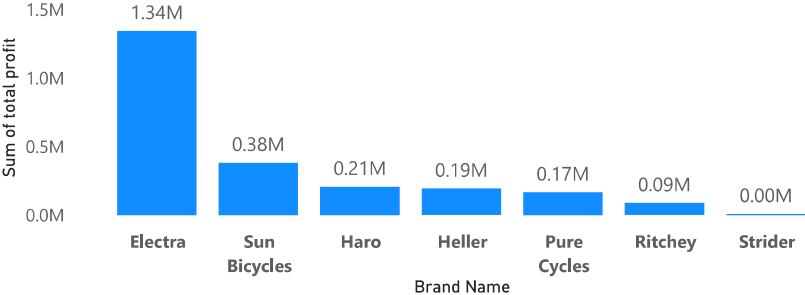
1615

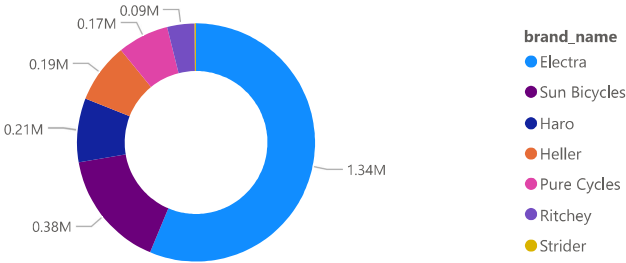
Total Shipped

Sum of total profit and Sum of net profit by Brand Name

Profit and Net Profit By Brand

Sum of total profit





brand\_name

Electra

Sun Bicycles

Haro

Heller

Pure Cycles

Ritchey

Strider

Trek Total Sales

5M

Surly Total Sales

950K

brand_name	Total Quantity	Net Profit	Total Profit	Sum of AVERAGE ORDER V
Electra	2612	1205271	1344170	89.
Haro	331	185370	207100	13.
Heller	138	171477	193800	13.
Pure Cycles	376	149470	166164	11.
Ritchey	118	78890	88500	5.
Strider	25	4320	4850	
Sun Bicycles	731	341999	381927	25.
Total	4331	2136797	2386511	160:

Staff

All

Quarter

Multiple selections

Month

All

Year

20162018

State

Multiple selections

Brand Name

Multiple selections

Apply

Clear all slicers

Staff Based Analysis

2882	\$2,136,797	\$1,603,955	\$2,386,511	1615
Total Orders Placed	Net Profit	Average Order Value	Total Profit	Total Shipped

Sum of total profit and Sum of net profit by Staffs

Profit and Net Profit By Staffs

