EXECUTIVE DASHBOARD

Years (order_date)

- 2016
- 2017
- 2018

state

- CA
- NY
- TX

store_name

- Baldwin Bikes
- Rowlett Bikes
- Santa Cruz Bikes

Total Revenue

Revenue by Month

Revenue Per State

Sum of Revenue
962600.76 — 5826242.21

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Total

- 21%
- 11%
- 68%

- Baldwin Bikes
- Rowlett Bikes
- Santa Cruz Bikes

REVENUE PER BRAND

Brand	Revenue
Trek	6129381.61
Electra	1344143.79
Surly	1063135.82
Sun Bicycles	381919.69
Haro	207096.69
Heller	193798.71
Pure Cycles	166164
Ritchey	88498.82
Strider	4849.75

Revenue Per Category

Category	Revenue
Mountain Bikes	3030775.71
Road Bikes	1852555.6
Cruisers Bicycles	1109151.04
Electric Bikes	1020236.85
Cyclocross Bicycles	799874.6
Comfort Bicycles	438506.87
Children Bicycles	327888.21

Top 10 Customers

Customer	Revenue
Pamelia Newman	37801.84
Abby Gamble	37500.89
Sharyn Hopkins	37138.86
Lyndsey Bean	35857.86
Emmitt Sanchez	34503.82
Melanie Hayes	34390.88
Debra Burks	30645.87
Elinore Aguilar	29661.83
Corrina Sawyer	29214.89
Shena Carter	27618.95

Revenue Per Rep

Rep	Revenue
Marcelene Boyer	2938888.73
Venita Daniel	2887353.48
Genna Serrano	952722.26
Mireya Copeland	837423.65
Kali Vargas	516695.17
Layla Terrell	445905.59