



Sales Performance Analysis

Country

All

▼

Sub Category

All

▼

Product Category

All

▼

Product Name

All

▼

Year

2015

2016

2017

Month

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

₹ 24.9M

Total Sales

25.2K

Total Orders

\$10.5M

Profit

₹ 9.4M

Previous Year Revenue

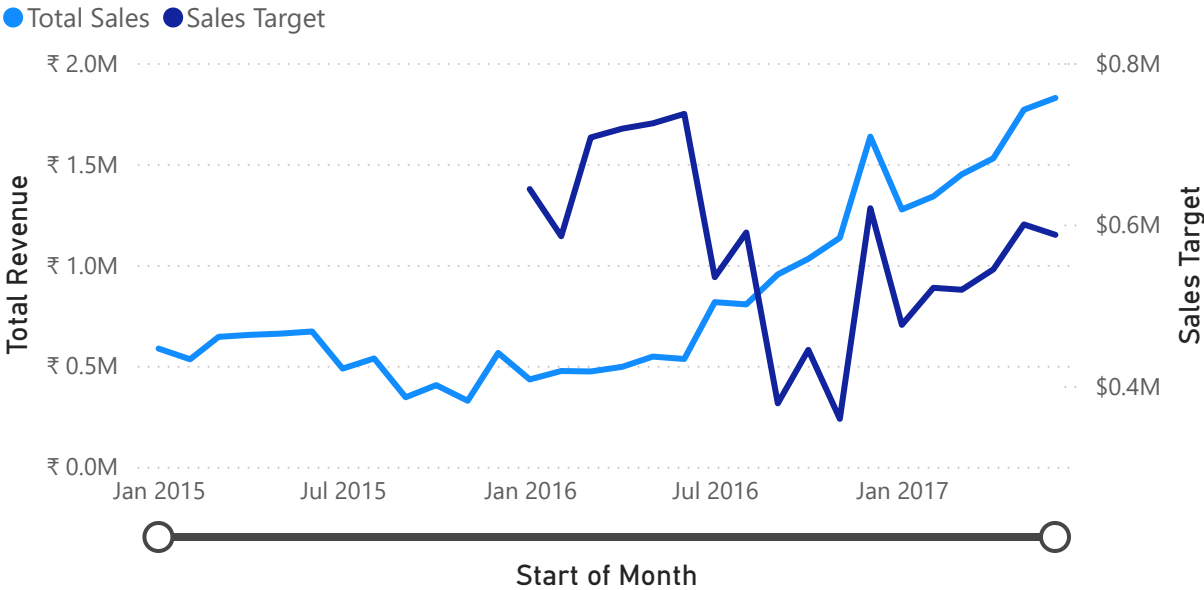
142%

Sales vs Target %

2.2%

Return %

Monthly Revenue



SALES BY PRODUCT CATEGORY



Monthly Revenue

₹ 1.83M✓

Prev Month Rev: ₹ 1.77M (+3.31%)

Monthly Orders

2146!

Prev Month Orders: 2165 (-0.88%)

Most Order Product Type

Tires and Tubes

Most Return Product Type

Shorts

TOP 10 PRODUCTS

	Revenue	Orders	Profit
Patch Kit/8 Patches	₹ 13,506	2952	\$8,455
Road Tire Tube	₹ 17,265	2173	\$10,808
AWC Logo Cap	₹ 35,882	2062	\$12,200
Mountain Tire Tube	₹ 28,333	2846	\$17,736
Mountain Bottle Cage	₹ 38,062	1896	\$23,827
Water Bottle - 30 oz.	₹ 39,755	3983	\$24,887
Sport-100 Helmet, Black	₹ 65,270	1940	\$41,936
Sport-100 Helmet, Blue	₹ 67,120	1995	\$43,125
Sport-100 Helmet, Red	₹ 73,444	2099	\$45,976
Fender Set - Mountain	₹ 87,041	1975	\$54,488

Sales by Country



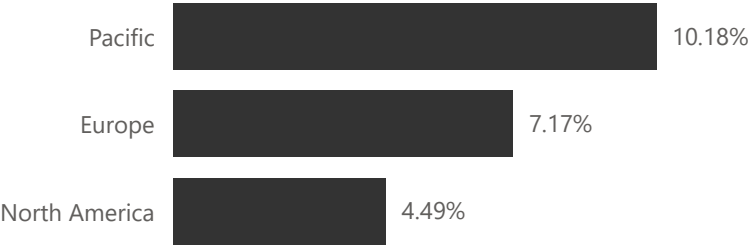
SALES BY REGION



SALES BY PROFIT



SALES BY RETURN %



SELECTED PRODUCT

All-Purpose
Bike Stand

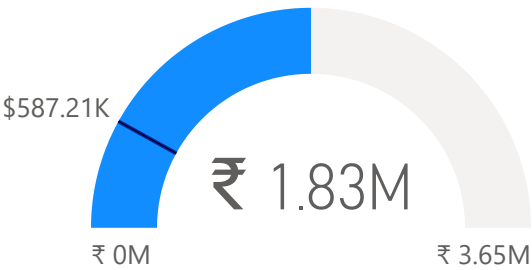
View By

☐ Total Sales

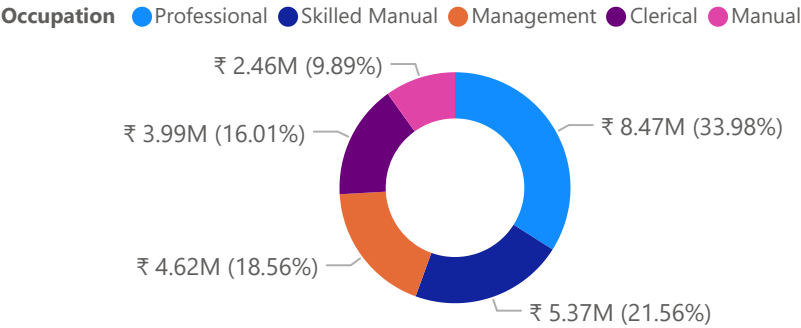
☐ Total Orders

☒ Profit

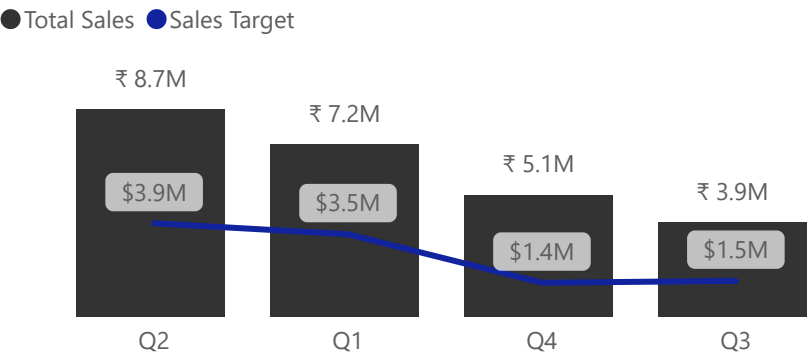
Sales vs Target



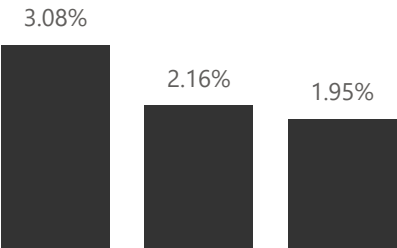
Total Sales by Customer Occupation



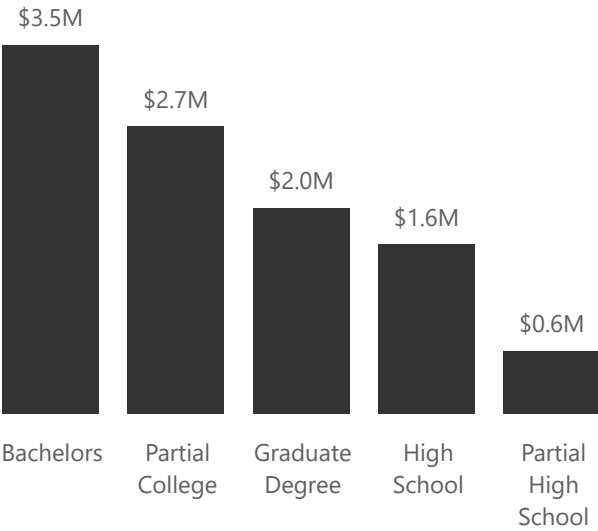
Total Sales and Sales Target by Quarter



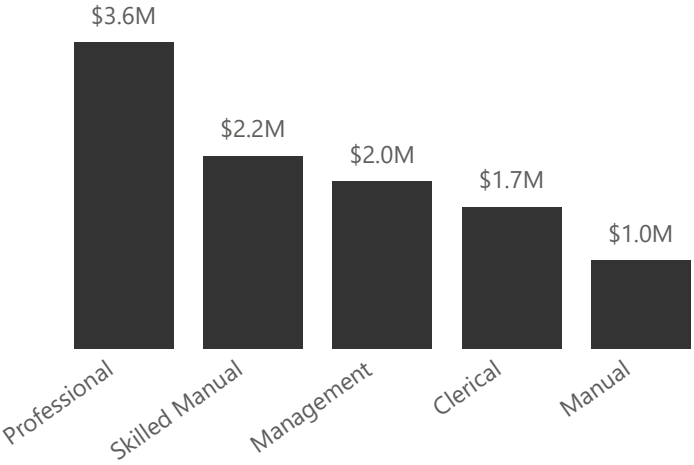
RETURN % PER CATEGORY



Sales Performance by Education



Sales Performance by Occupation



SubcategoryName	Total Sales	Total Orders	Profit
Road Bikes	₹ 1,12,87,182.6854	7099	\$43,68,347
Mountain Bikes	₹ 85,83,747.7498	4706	\$39,30,662
Touring Bikes	₹ 37,71,564.66	2124	\$14,27,160
Tires and Tubes	₹ 3,80,826.68	9084	\$2,38,396
Helmets	₹ 2,05,833.937	6034	\$1,31,036
Jerseys	₹ 1,58,564.9365	3113	\$44,956
Bottles and Cages	₹ 1,07,744.94	4485	\$67,448
Fenders	₹ 87,040.8	1975	\$54,488
Shorts	₹ 66,070.56	944	\$41,360
Gloves	₹ 62,261.1764	1332	\$36,578
Hydration Packs	₹ 38,218.05	695	\$23,924
Bike Stands	₹ 27,206	224	\$22,204

