

Overview

Date

4/16/2011

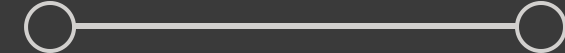
9/22/2014

Product

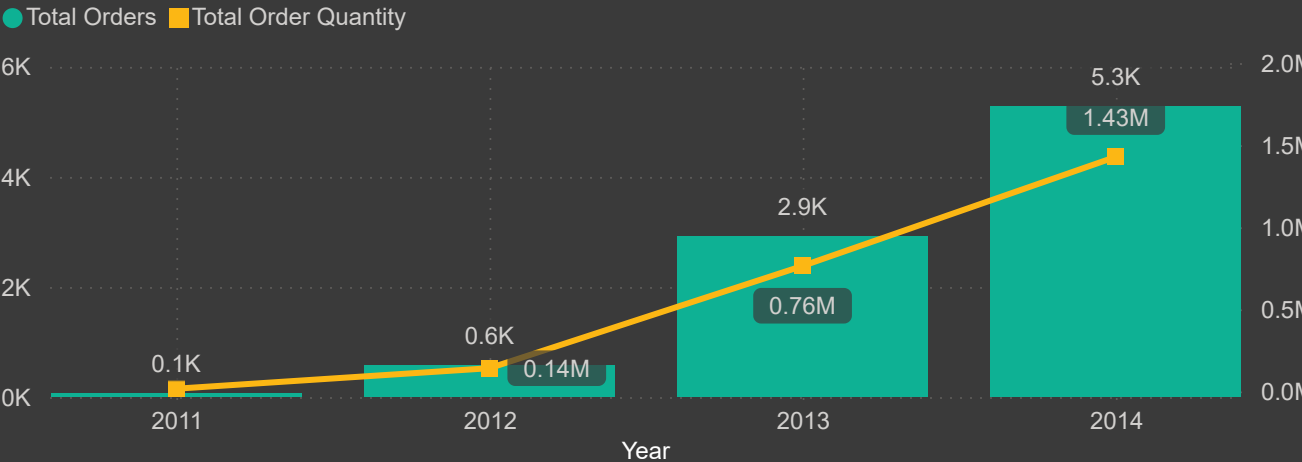
All

Location

All



Total Orders and Total Order Quantity by Year



8845

Total Orders

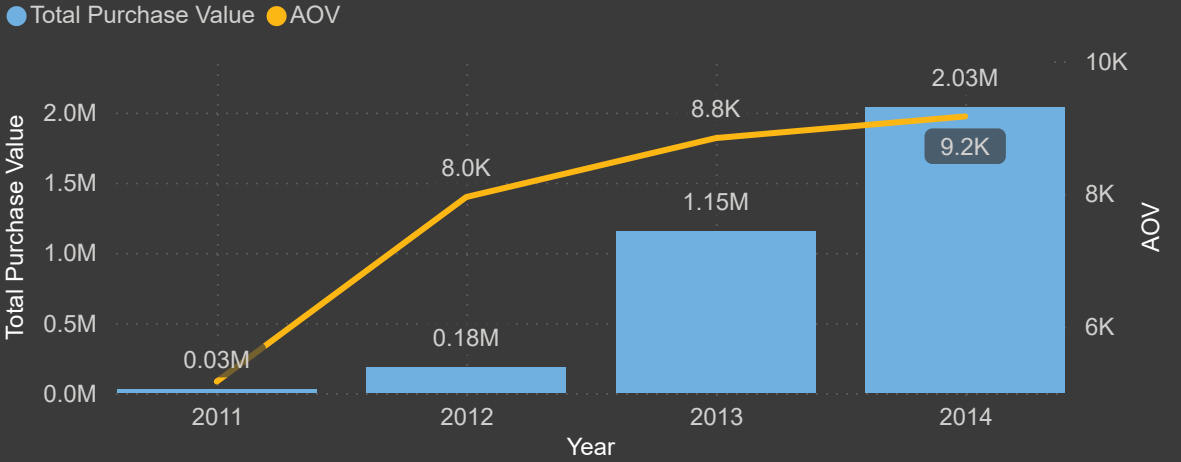
63.8M

Total Purchase Value

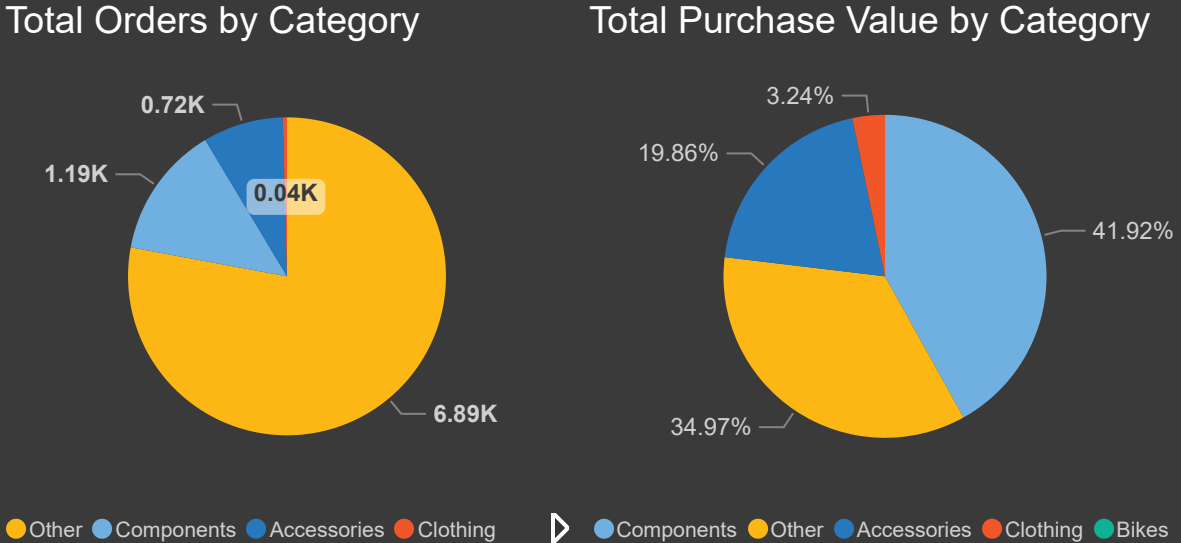
2.35M

Total Order Quantity

Total Purchase Value, AOV by Year



Summary Orders						
Category	Subcategory	ProductName	ProductID	Total Orders	Total Order Quantity	Total Purchase Value
Other	Other	HL Crankarm	319	130	71500.00	3358797.7
Other	Other	Chainring Bolts	320	125	375.00	17804.4
Other	Other	Chainring Nut	321	125	375.00	15943.1
Other	Other	Chainring	322	124	7440.00	199625.6
Component s	Pedals	LL Mountain Pedal	935	102	56100.00	1766561.0
Component s	Pedals	ML Mountain Pedal	936	102	56100.00	2709041.0
Other	Other	HL Spindle/Axle	524	102	56100.00	759874.5



Status Order

Overview

Status Order

Insight & Recomme...

Product Name

All

Status

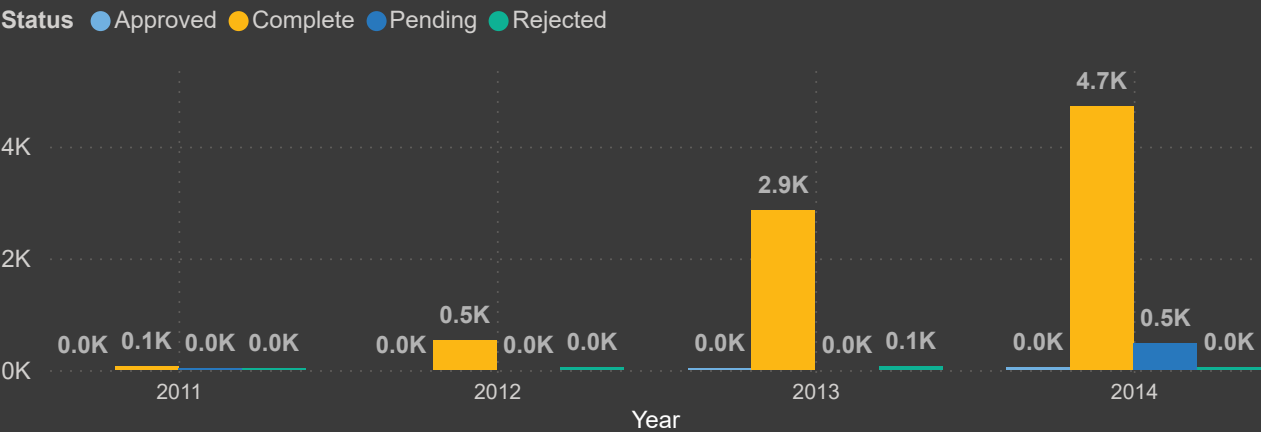
All

Location Name

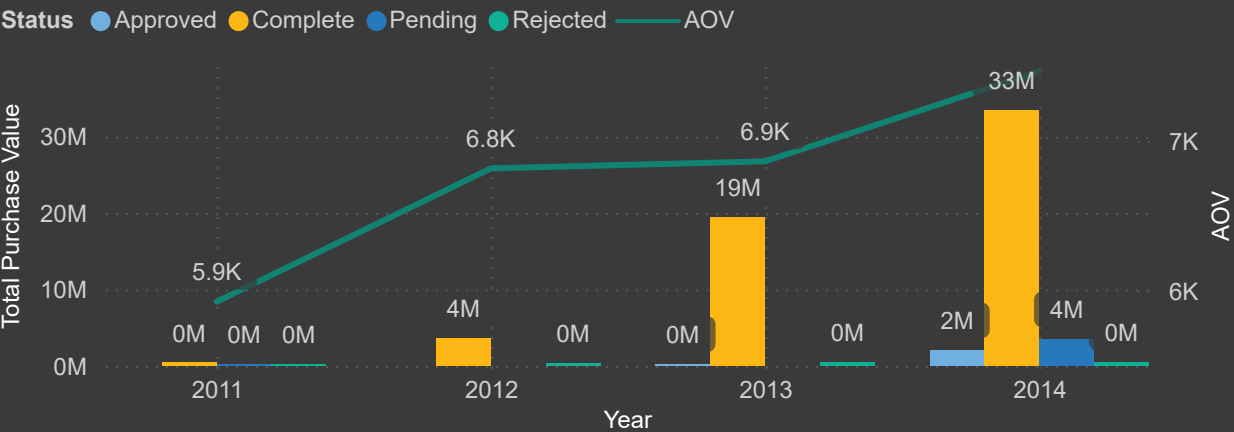
All



Total Orders by Status by Year

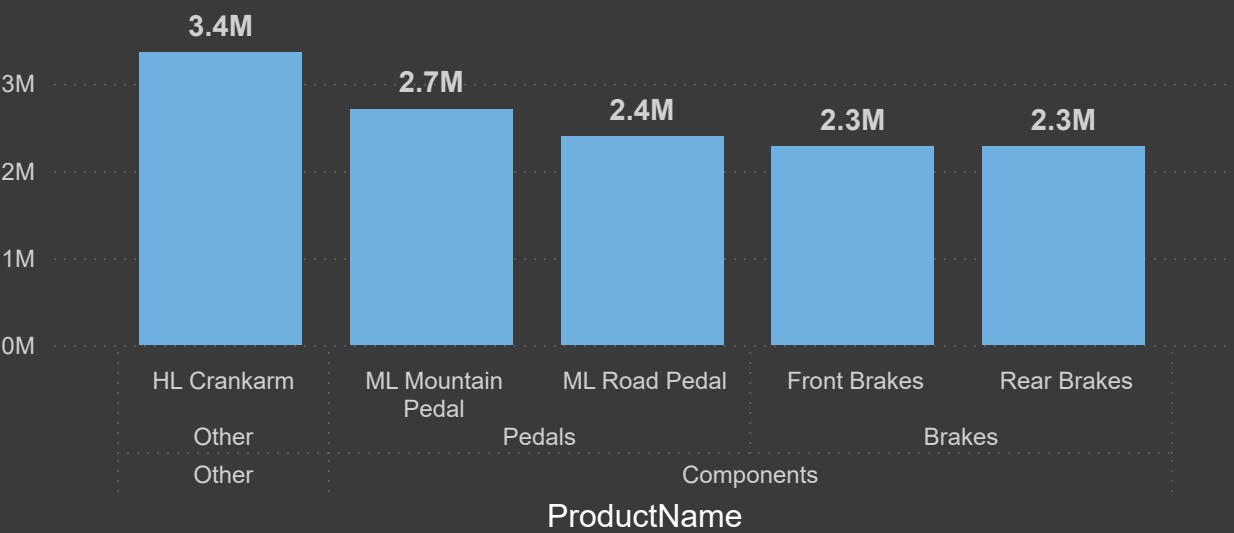


Total Purchase by Status by Category



Available Location							
LocationID	Location	Shelf	Bin	Total Orders	UnitPrice	Total Order Quantity	Total Purchase Value
60	Final Assembly	A	1	50	0.21	62500.00	13125.0
60	Final Assembly	A	2	50	0.21	62500.00	13125.0
6	Miscellaneous Storage	G	1	50	0.21	62500.00	13125.0
6	Miscellaneous Storage	G	2	50	0.21	62500.00	13125.0
1	Tool Crib	H	1	50	0.21	62500.00	13125.0
1	Tool Crib	H	2	50	0.21	62500.00	13125.0
1	Tool Crib	E	24	102	31.49	56100.00	1766561.0
Total				8845		2348637.00	63791994.8

Top 5 Purchase Value by Category, Subcategory and ProductName



Insight & Recommend

Overview

Status
Order

Insight &
Recommend

Insight

1. Overall Performance:

- Total orders: **8,845**.
- Total purchase value: **\$63.79M**.
- Average Order Value (AOV): Indicates a consistent performance trend across the analyzed years.
- Total Quantity Order: **2.35M**

2. Yearly Trends:

- There appears to be a gradual increase in total orders and total purchase value over the years, with significant growth in specific periods like **2013–2014**.

3. Top Performing Categories:

- The **Components** category has the highest total purchase value at **41.92% of overall sales**.
- **Pedals and Brakes subcategories** dominate the performance within Components.

4. Top Products:

- **HL Crankarm** leads with a purchase value of **\$3.36M**.
- Other high-performing products include **ML Mountain Pedal, ML Road Pedal, and Front/Rear Brakes**.

5. Order Status Analysis:

- A majority of orders are categorized as **Approved** and **Complete**, which reflects good operational efficiency.
- A smaller percentage of orders are **Pending** or **Rejected**, highlighting areas for improvement.

Recommendations:

1. Boost High-Performing Products:

- Focus marketing and sales efforts on high-performing items like **HL Crankarm** and **Chainring Bolts** from Other Category, as they have shown strong demand and revenue generation.

2. Optimize Inventory Management:

- Address rejected quantities by reviewing quality control processes and ensuring suppliers meet higher standards.

3. Expand Strong Categories:

- Increase product diversity in the **Components and Accessories** categories to leverage their established popularity.

4. Monitor Pending and Rejected Orders:

- Regularly review the reasons behind pending or rejected orders to identify and address bottlenecks in the order processing system.

5. Yearly Growth Strategy:

- Analyze what led to the significant increase in orders and purchase value during **2013–2014**, and replicate those strategies in future operations.