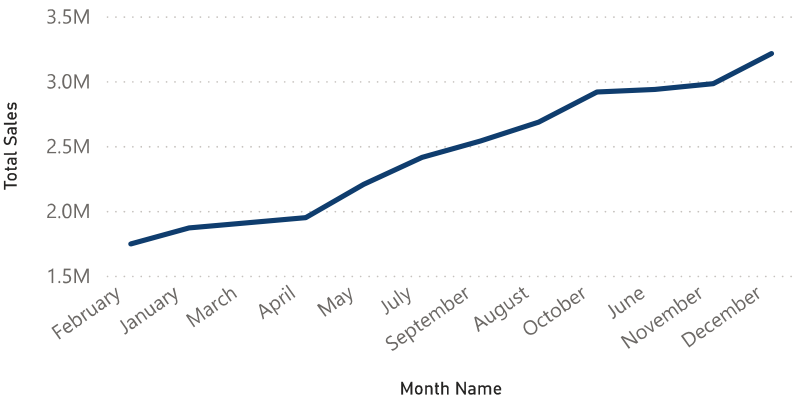
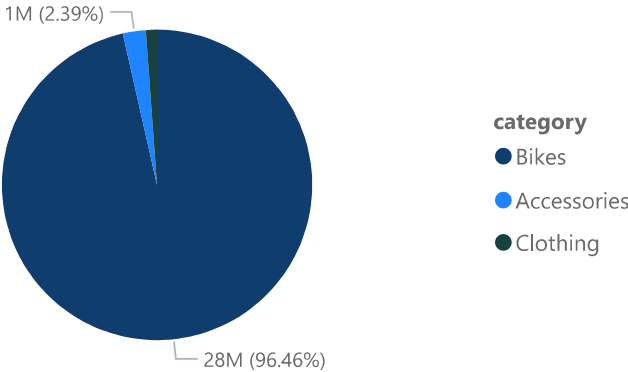


# Executive Summary

Total Sales by Month



Total Sales by Product Category



Total Sales

29M

Total Customers

18K

Total Orders

28K

Avg Shipping Delay

7

Average Order Value

1.06K

Year

2010 2014



Total Sales by Country



Category

- ☐ Accessories
- ☐ Bikes
- ☐ Clothing
- ☐ Components

Country

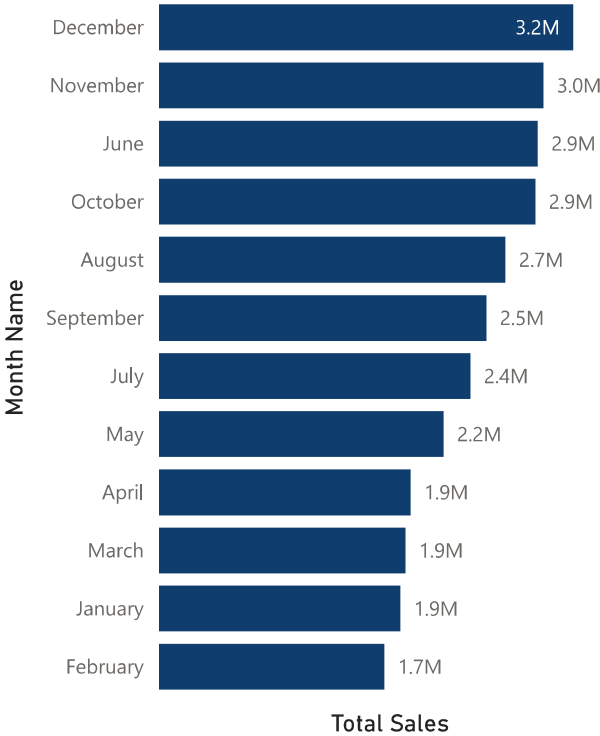
- ☐ Australia
- ☐ Canada
- ☐ France
- ☐ Germany
- ☐ United Kingdom
- ☐ United States

# Sales Overview

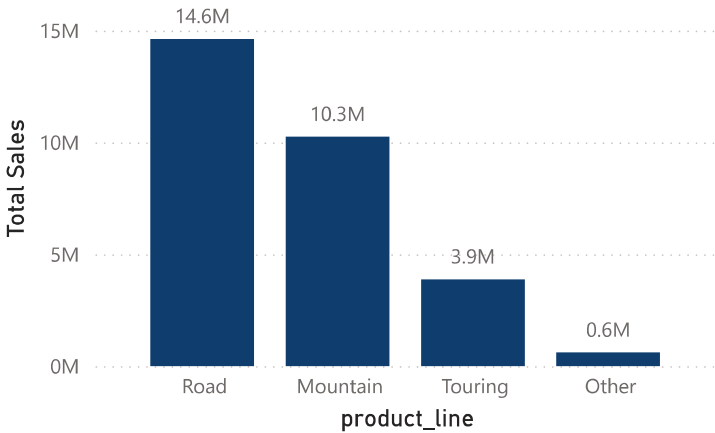
order_number	sales_amount	subcategory	customer_number
SO43697	3578	Road Bikes	AW00021768
SO43702	3578	Road Bikes	AW00027645
SO43703	3578	Road Bikes	AW00016624
SO43706	3578	Road Bikes	AW00027621
SO43707	3578	Road Bikes	AW00027616
SO43709	3578	Road Bikes	AW00016351
SO43710	3578	Road Bikes	AW00016517
SO43711	3578	Road Bikes	AW00027606
SO43712	3578	Road Bikes	AW00013513
SO43713	3578	Road Bikes	AW00027601
SO43714	3578	Road Bikes	AW00013591
SO43715	3578	Road Bikes	AW00016483
SO43716	3578	Road Bikes	AW00016529
SO43718	3578	Road Bikes	AW00027668
SO43719	3578	Road Bikes	AW00027612
SO43720	3578	Road Bikes	AW00013264
SO43721	3578	Road Bikes	AW00013590
SO43722	3578	Road Bikes	AW00013581

Year	Accessories	Bikes	Clothing
2013	667378	15353707	323409
2011		7075088	
2012	2146	5839443	642
2014	30332		15310
2010		43419	
	353	4615	24

Total Sales by Month



Total Sales by Product Line

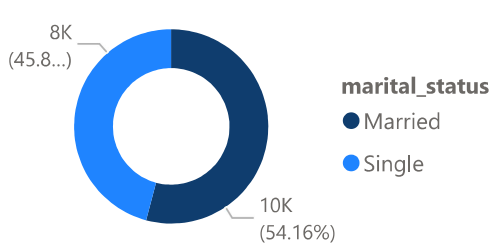


Total Sales by Year

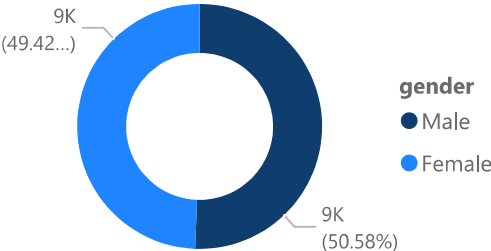


# Customers Insights

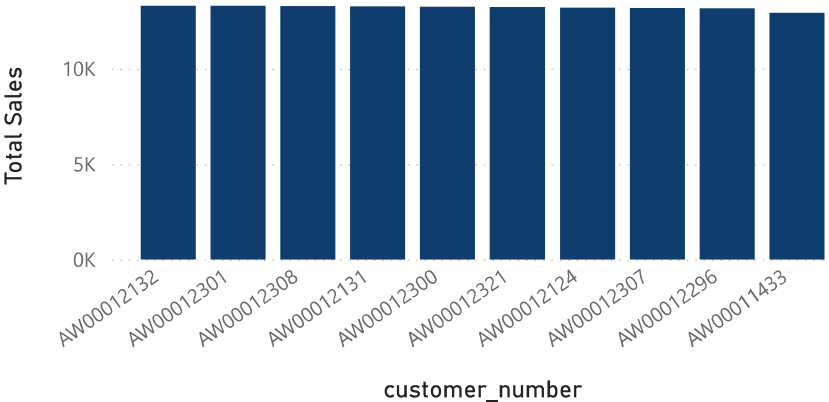
Customers by Marital Status



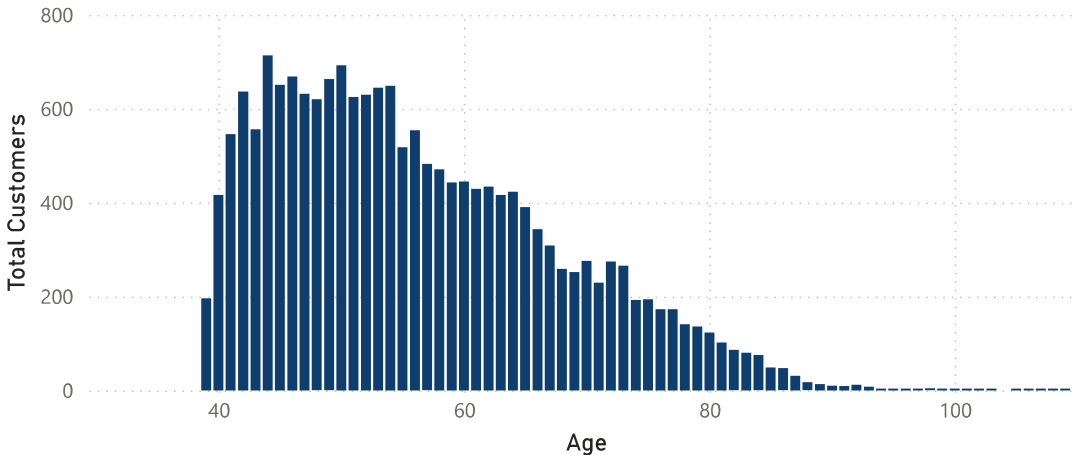
Customers by Gender



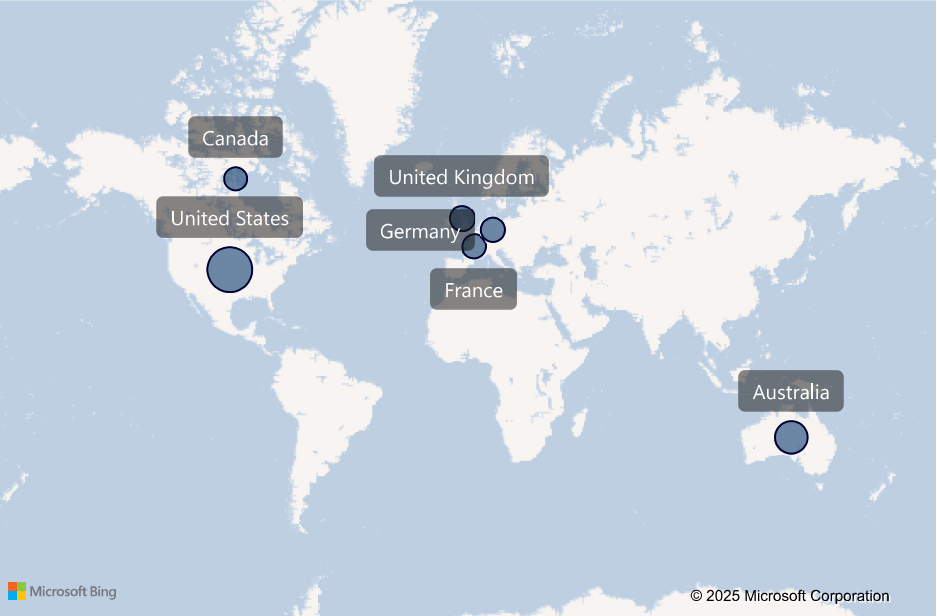
Top 10 Customers by Revenue



Total Customers by Age



Total Customers by country



# Product Performance

category

Accessories

Bikes

Clothing

Components

product\_line

Mountain

Other

Road

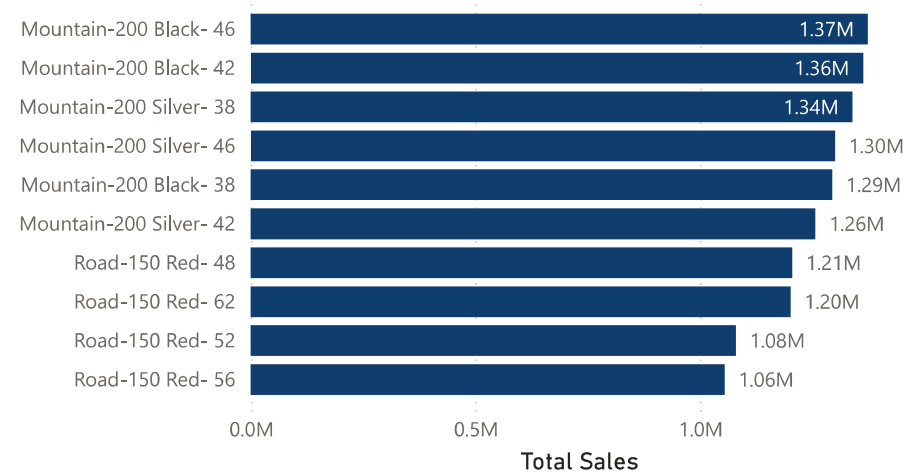
Touring

maintenance\_required

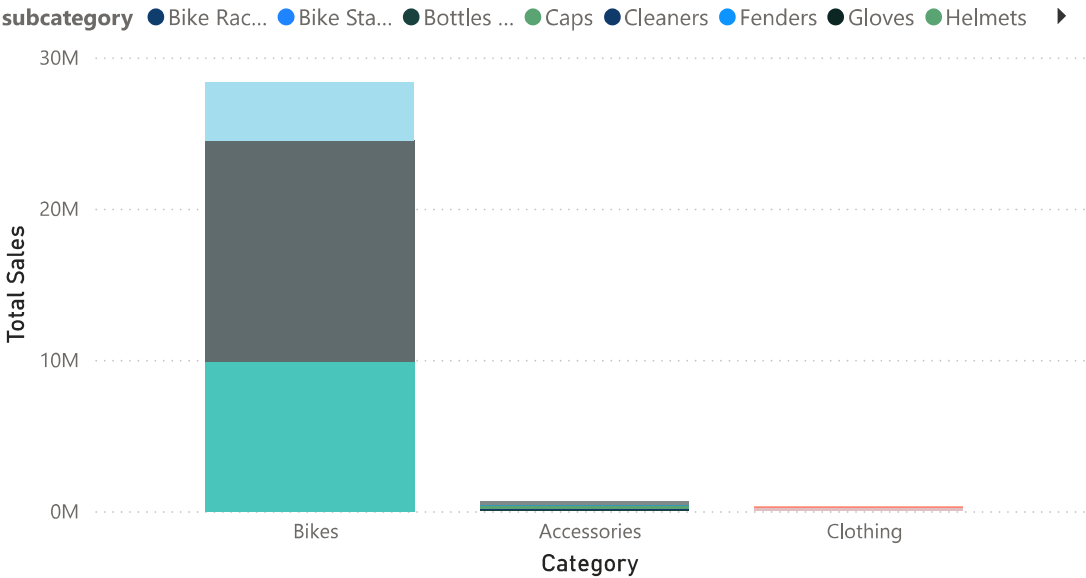
No

Yes

Top 10 Products by Sales



Total Sales by Category and Subcategory



Total Sales by Cost

