

# BIKE SALES DASHBOARD

2011

2013

Filter by Sub Categ...

All

30...

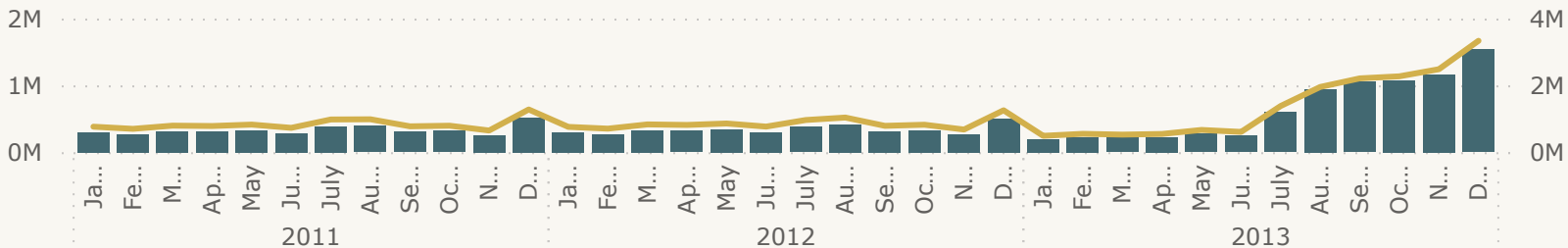
Total Order Qty

33M

Total Revenue

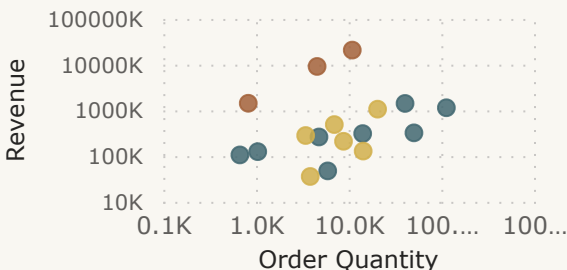
## Monthly Revenue

Sum of Profit\_Fix Sum of Revenue\_Fix

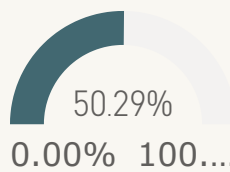


## OQ & Revenue by Sub Category

Accessories Bikes Clothing



## Avg of Profit Margin

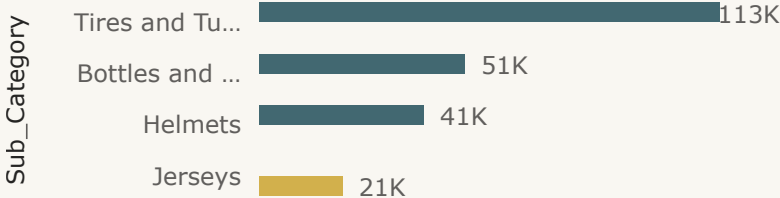


## Profit States



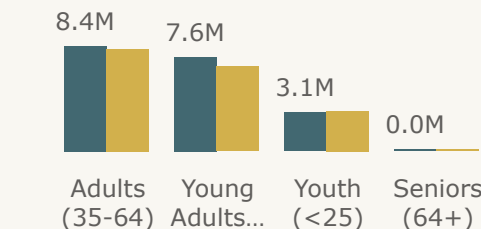
## Top 4 OQ by Sub Category

Product\_Cat... Accessories Clothing



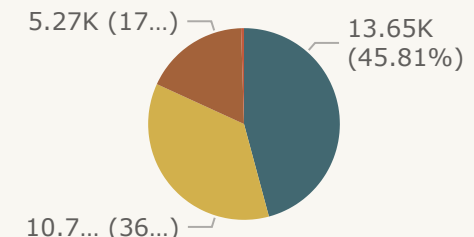
## Revenue by Age and Gender

F M



## Age Group

Adults (35-64) Young Adult...

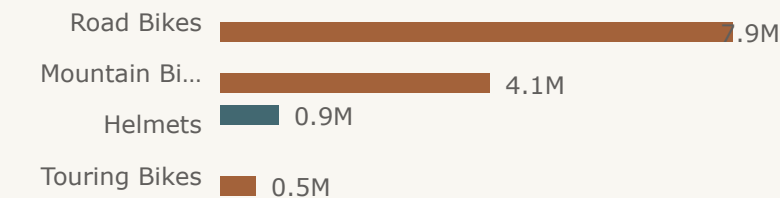


## Bottom 5 State by Revenue



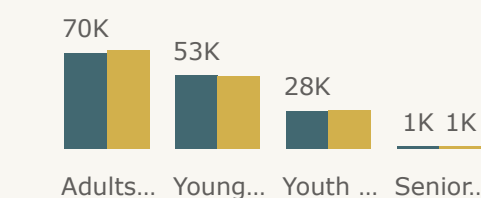
## Top 4 Profit by Sub Category

Product\_Cat... Accessories Bikes



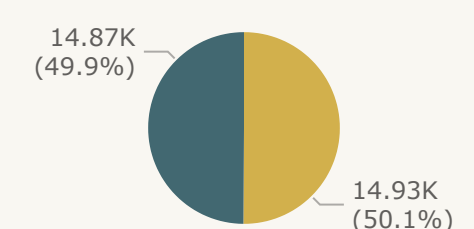
## Order Quantity by Age and Gender

F M




## Age Group


M F



# BIKE SALES DASHBOARD

Filter by Year

Filter by Sub Categ... 

All 

**660K** **38M**  
Total Order Qty Total Revenue

**Monthly Revenue**

Legend: Sum of Profit\_Fix (Dark Blue Bar), Sum of Revenue\_Fix (Yellow Line)

Month	Sum of Profit_Fix (M)	Sum of Revenue_Fix (M)
Jan 2015	0.3	0.5
Feb 2015	0.3	0.5
Mar 2015	0.3	0.5
Apr 2015	0.3	0.5
May 2015	0.4	0.6
Jun 2015	0.3	0.5
July 2015	0.8	1.0
Aug 2015	1.1	1.2
Sep 2015	1.2	1.3
Oct 2015	1.2	1.3
Nov 2015	1.4	1.5
Dec 2015	1.9	1.8
Jan 2016	1.3	2.5
Feb 2016	1.2	2.4
Mar 2016	1.3	2.5
Apr 2016	1.4	2.6
May 2016	1.6	2.8
Jun 2016	1.8	3.0
July 2016	0.3	0.5

● Sum of Profit\_Fix ● Sum of Revenue\_Fix

Month	Year	Sales (M)	Moving Average (M)
Jan	2015	0.3	0.3
Feb	2015	0.3	0.3
Mar	2015	0.3	0.3
Apr	2015	0.3	0.3
May	2015	0.4	0.4
Jun	2015	0.3	0.3
July	2015	0.8	0.7
Aug	2015	1.1	0.9
Sep	2015	1.2	1.0
Oct	2015	1.2	1.1
Nov	2015	1.4	1.2
Dec	2015	1.9	1.4
Jan	2016	1.3	1.0
Feb	2016	1.2	0.9
Mar	2016	1.3	1.0
Apr	2016	1.4	1.1
May	2016	1.7	1.3
Jun	2016	1.8	1.5
July	2016	0.3	0.3

# OQ and Revenue by Sub Category

● Accessories ● Bikes ● Clothing

Revenue

1000000K  
100000K  
10000K  
1000K  
100K  
10K

1K 10K 100K 1000K

Sub Category	OQ	Revenue
Accessories	1.5K	150K
Accessories	2.5K	250K
Accessories	8K	400K
Accessories	15K	100K
Accessories	25K	800K
Accessories	35K	1000K
Accessories	75K	800K
Accessories	150K	2500K
Bikes	3.5K	5000K
Bikes	6K	10000K
Bikes	7K	12000K
Clothing	6K	600K
Clothing	8K	100K
Clothing	10K	1000K
Clothing	15K	300K
Clothing	20K	200K
Clothing	30K	2500K

● Accessories ● Bikes ● Clothing

A scatter plot showing the relationship between the number of users (x-axis) and revenue (y-axis) on a log-log scale. The x-axis ranges from 1K to 1000K, and the y-axis ranges from 10K to 1,000,000K. Data points are categorized by color: red, yellow, and blue. The red points represent the highest revenue for a given number of users, while the blue points represent the lowest. The yellow points fall in between. The plot shows a general upward trend, indicating that revenue increases with the number of users, but the rate of increase varies across different user ranges.

Avg of Profit Margin

A gauge chart with a semi-circular arc. The arc is divided into two segments: a dark teal segment representing 53.44% and a light gray segment representing the remaining 46.56%. The text '53.44%' is displayed in the center of the arc. Below the arc, the labels '0.00%' and '100.00%' are positioned at the left and right ends of the scale, respectively.

Category	Value
Avg of Profit Margin	53.44%

A horizontal progress bar with a dark blue segment representing 53.44% of the total length. The percentage value '53.44%' is displayed in the center of the bar. The endpoints are labeled '0.00%' and '100.00%'.

[illegible]

### Top 4 Order Quantity by Sub Category

Product\_Cat... Accessories Clothing

Sub_Category	Order Quantity	Product Category
Tires and Tu...	0.25M	Accessories
Bottles and ...	0.12M	Accessories
Helmets	0.09M	Accessories
Jerseys	0.04M	Clothing

Product\_Cat... ● Accessories ● Clothing

Sub_Category	Count
Tires and Tubes	0.25M
Bottles and Containers	0.12M
Helmets	0.09M
Jerseys	0.04M

# Revenue by Age and Gender

● F ● M

Age Group	F (Female)	M (Male)
Adults (35-64)	11M	10M
Young Adults (25-34)	7M	8M
Youth (<25)	2M	3M
Seniors (64+)	0M	0M

● F ● M

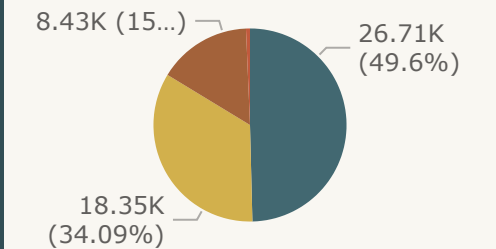
Age Group	Total	Health Plan Members
Adults (35-64)	11M	7M
Young Adults (18-34)	8M	3M
Youth (<25)	2M	0M
Seniors (64+)	0M	0M

### Age Group

A pie chart titled 'Age Group' showing the distribution of three age categories. The largest segment is 'Adults (35-64)' in dark blue, representing 49.6% (26.71K). The second largest is 'Young Adult...' in yellow, representing 34.09% (18.35K). The smallest segment is a brown slice representing 15... (8.43K). A legend at the top identifies the colors: dark blue for 'Adults (35-64)' and yellow for 'Young Adult...'. A right-pointing arrow is next to the legend text.

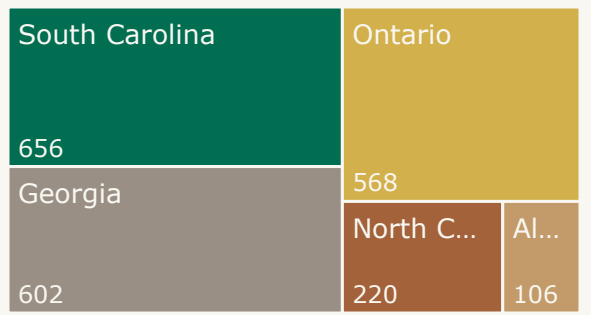
Age Group	Percentage	Count
Adults (35-64)	49.6%	26.71K
Young Adult...	34.09%	18.35K
Other	15...	8.43K

● Adults (35-64) ● Young Adult...



### Bottom 5 State by Revenue

South Carolina	Ontario	
656	568	
Georgia	North Carolina	Alabama
602	220	106



### Top 4 Profit by Sub Category

**Product\_Cat...** ● Accessories ● Bikes

Sub Category	Product Category	Profit (M)
Mountain Bikes	Bikes	5.1M
Road Bikes	Bikes	5.0M
Helmets	Accessories	2.0M
Touring Bikes	Bikes	1.8M

Product\_Cat... ● Accessories ● Bikes

Item	Count
Mountain Bikes	5.1M
Road Bikes	5.0M
Helmets	2.0M
Touring Bikes	1.8M

### OQ by Age and Gender

Legend: F (Female), M (Male)

Age Group	F (Female)	M (Male)
Adults (35-64)	0.16M	0.16M
Young Adults (18-34)	0.11M	0.11M
Youth (<25)	0.05M	0.05M
Seniors (64+)	0.00M	0.00M

● F ● M

Age Group	Current Membership (M)	Target Membership (M)
Adults (35-64)	0.16	0.17
Young Adults (18-34)	0.11	0.12
Youth (<25)	0.05	0.06
Seniors (64+)	0.00	0.00

### Age Group

A pie chart titled 'Age Group' showing the distribution of age groups by gender. The chart is divided into two segments: a larger yellow segment representing Males (M) and a smaller dark blue segment representing Females (F). The legend at the top shows a yellow circle for M and a dark blue circle for F. The yellow segment is labeled '27.85K (51.73%)' and the dark blue segment is labeled '25.99K (48.27%)'.

Gender	Count	Percentage
M	27.85K	51.73%
F	25.99K	48.27%

M F

