

Bike Sales Performance — Executive Overview

A consolidated view of sales, profitability, customer reach, and product performance across time, geography, and demographics.

 Total Revenue

84.826772M

 Total Profit

32M

Country

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

Year

- 2011
- 2012
- 2013
- 2014
- 2015
- 2016

 Profit Margin %

0.38

 Total Units Sold

1M

Sales Performance

Customer Insights

Geography Insights

Product Insights

Sales Performance Snapshot

39.57

Average Cost per Unit

24.03

Profit per Unit

63.60

Average Selling Price

53M

Total Cost

Overview

Ask a question about your data



Product_Category

All

Customer Insights

Clear all slicers

Geography Insights

Country

All

Product Insights

Try one of these to get started

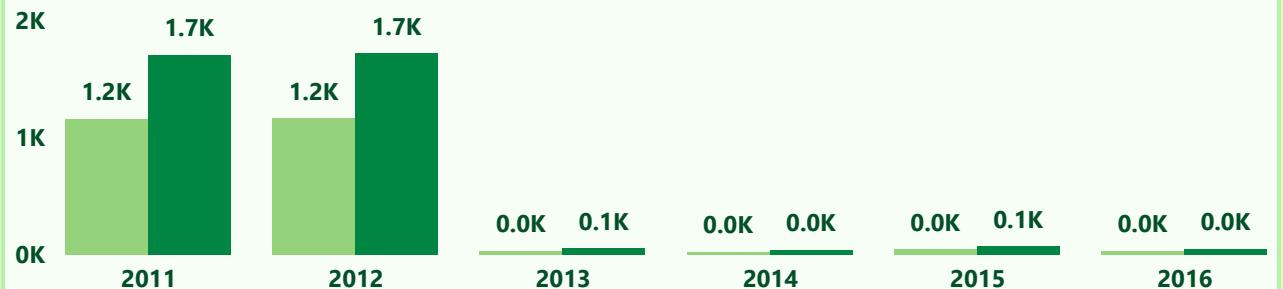
what is the total cost by country

what is the total profit by sub category

what is the average cost per unit by

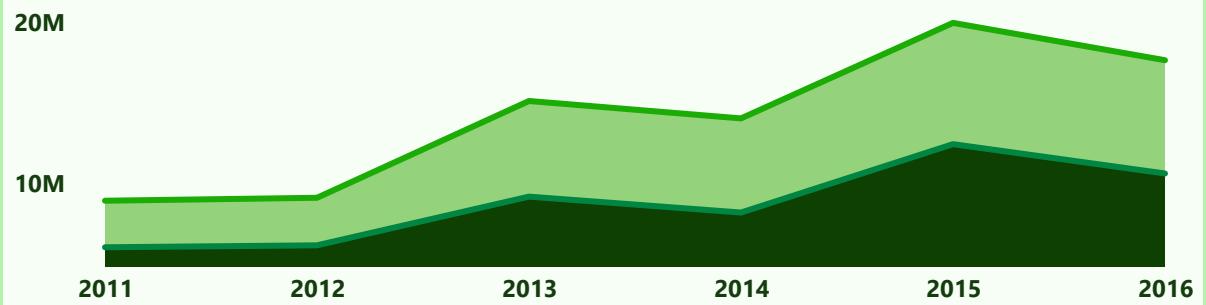
Average Selling Price vs Cost per Unit by Year

● Average Cost per Unit ● Average Selling Price



Revenue and Cost Trend Over Time

● Total Revenue ● Total Cost



Year	April	August	December	February	January	July	June	March	May	November	October	September	Total
2011	403	540	664	346	362	505	415	395	418	366	452	388	5254
2012	412	562	660	340	376	506	424	394	426	380	456	392	5328
2013	290	51068	65880	270	239	14057	318	271	332	54052	54048	51319	292144
2014	58511		52070	54622	30497	63605	54945	61981					376231
2015	454	49901	64901	392	369	13933	466	415	502	52682	52689	50193	286897
2016	57278		50698	53376	29510	62271	53761	60957					367851
Total	117348	102071	132105	104116	109344	89008	127499	110181	124616	107480	107645	102292	1333705

Overall Sales Performance Index



Customer Revenue Drivers

Understanding how customer value, loyalty, and tenure drive revenue

633.04K

Revenue per Customer

134

Total Customers

50.21

Average Customer Age

Overview

Sales Performance

Geography Insights

Product Insights

Clear all slicers

Customer_Gender

Female

Male

Age_Group

Adults (35-64)

Seniors (64+)

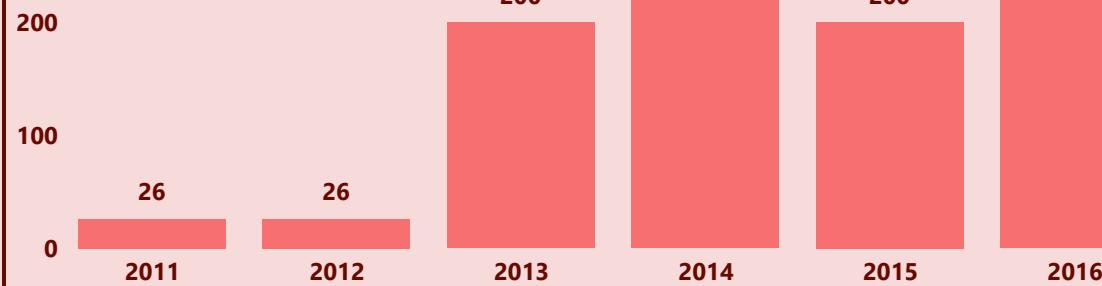
Young Adults (25-34)

Youth (<25)

Revenue per Customer by Year



Avg Orders per Customer by Year



Total Customers by Customer Value Tier

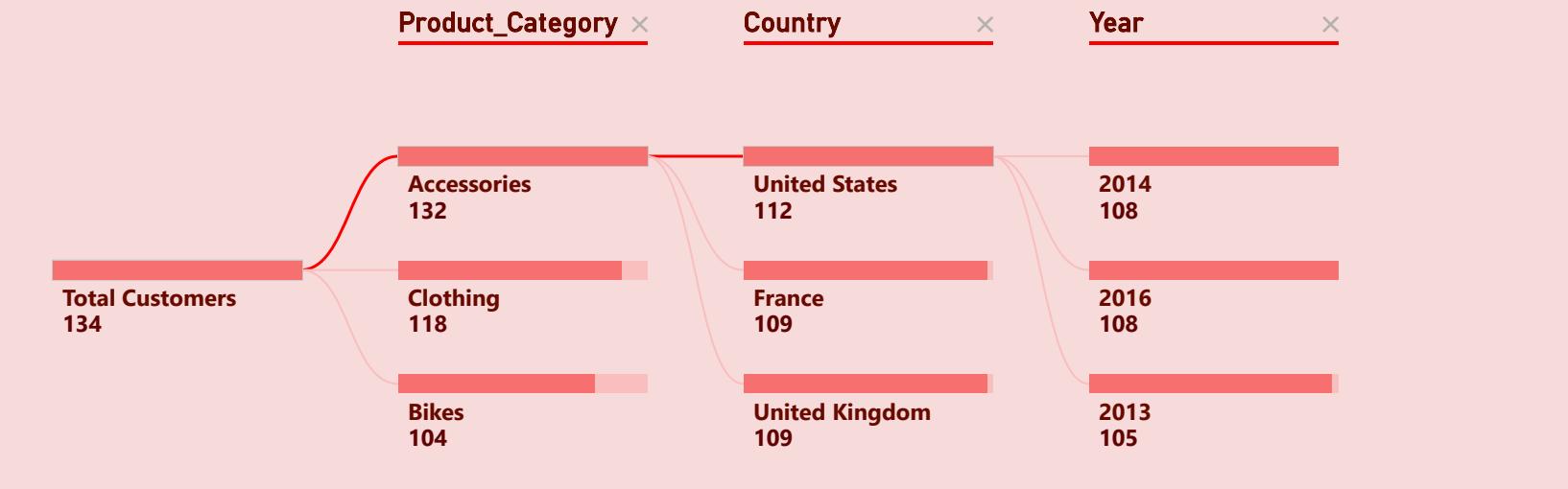
Low Value

Mid Value

97

High Value

134



Geographic Revenue & Market Concentration

Overview

Sales Performance

Customer Insights

Product Insights

Revenue Concentration Level

All

Market Size Tier

All

6

Active Countries

14.14M

Avg Revenue per Country

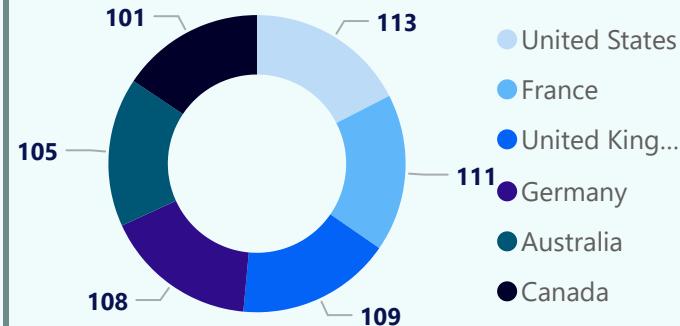
53

Active States

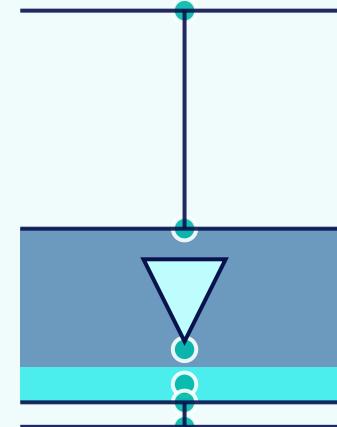
28M

Top Country Revenue

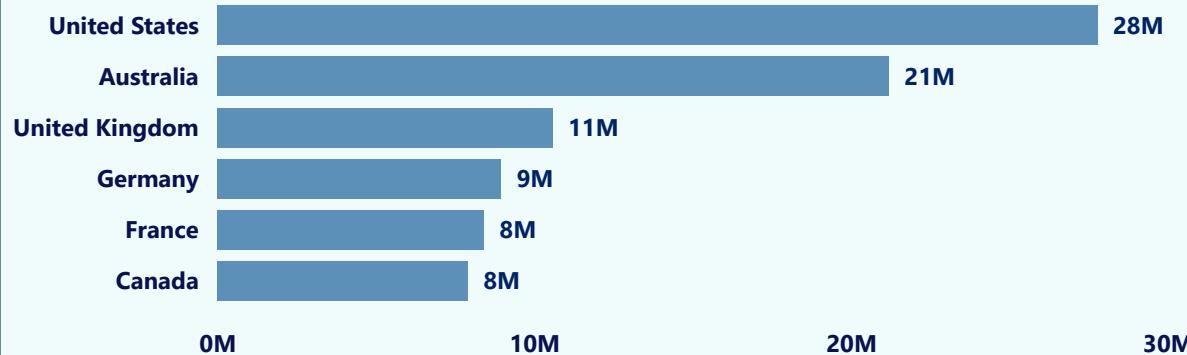
Total Customers by Country



Total Profit by Country



Revenue by Country



Clear all slicers

Year

All

Underperforming Markets

Country	Total Revenue	Total Units Sold	Total Cost
Germany	8956724	124755	5606733
France	8414745	127872	5542663
United Kingdom	10575628	155769	6191641
Canada	7906182	190202	4204163
Australia	21196395	261227	14455873
United States	27777098	473880	16779460
Total	84826772	1333705	52780533

Product Performance Analysis

138

Active Products

0.04

Top Product Revenue Share

Customer Gender

Female

Male

Overview

Sales Performance

Customer Insights

Geography Insights

Year Month

All

614.69K

Avg Revenue per Product

4M

Top Product Revenue

Total Revenue by Product Category

Bikes 61M

Accessories 15M

Clothing 8M

0M

20M

40M

60M

Total Customers by Product Category



Total Units Sold by Year and Product Category

● Accessories ● Bikes ● Clothing

0.4M

0.2M

0.0M

2011

2012

2013

2014

2015

2016

Clear all slicers

Product_Category

Sub_Category

Product

