

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

63.60

Average Selling Price

24.03

Profit per Unit

53M

Total Cost

Product_Category

All

Clear all slicers

Country

All

Overview

Customer Insights

Geography Insights

Product Insights



Ask a question about your data



Try one of these to get started

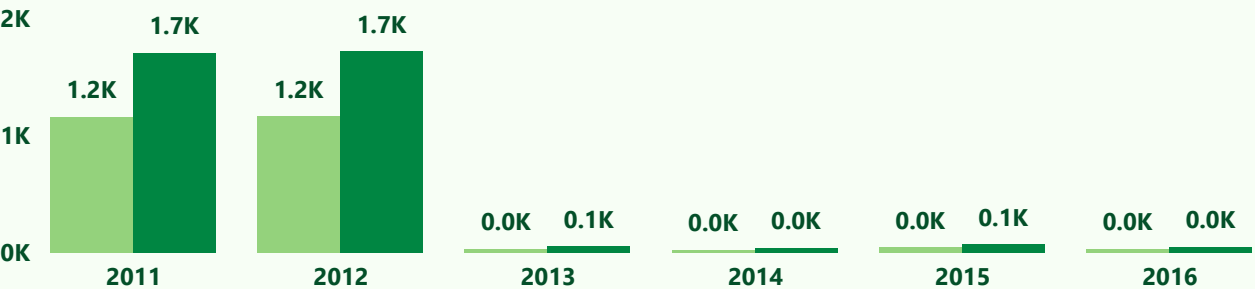
what is the total cost by country

what is the total profit by sub category

what is the average cost per unit by

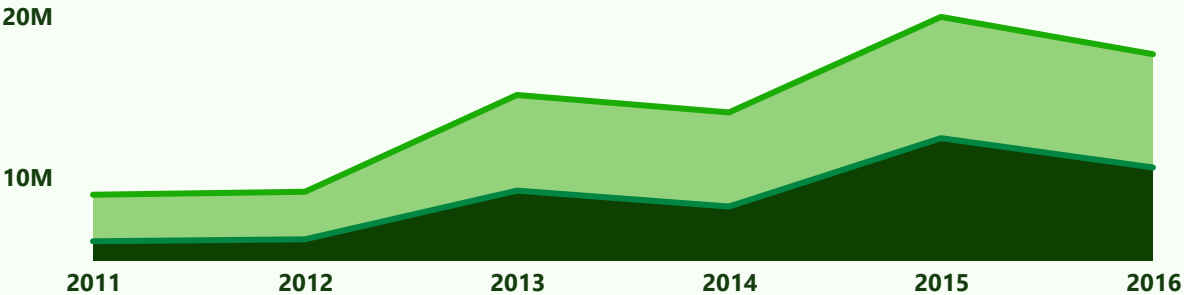
Average Selling Price vs Cost per Unit by Year

● 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

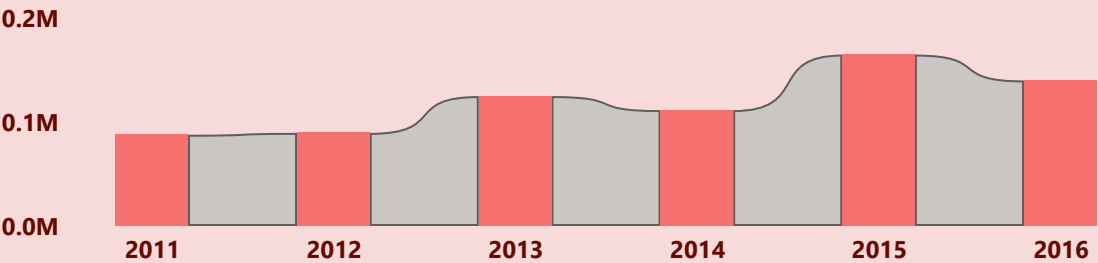
☐ Adults (35-64)

☐ Seniors (64+)

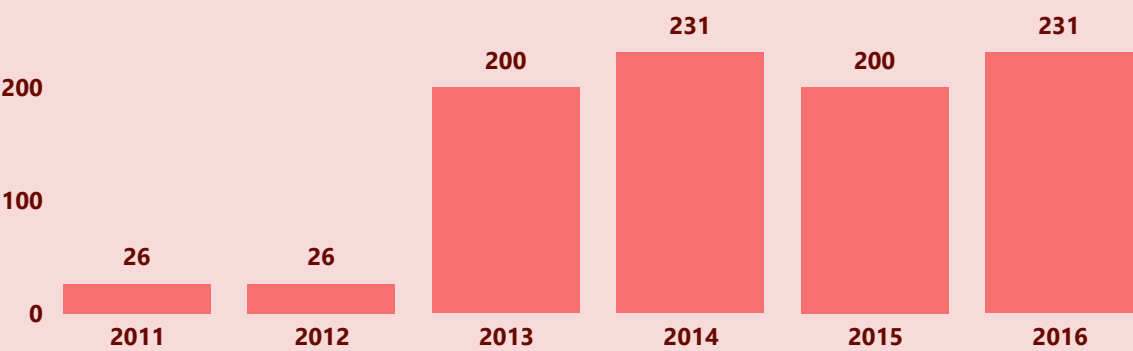
☐ Young Adults (25-34)

☐ Youth (<25)

Revenue per Customer by Year



Avg Orders per Customer by Year



Total Customers by Customer Value Tier

Low Value

134

Mid Value

97

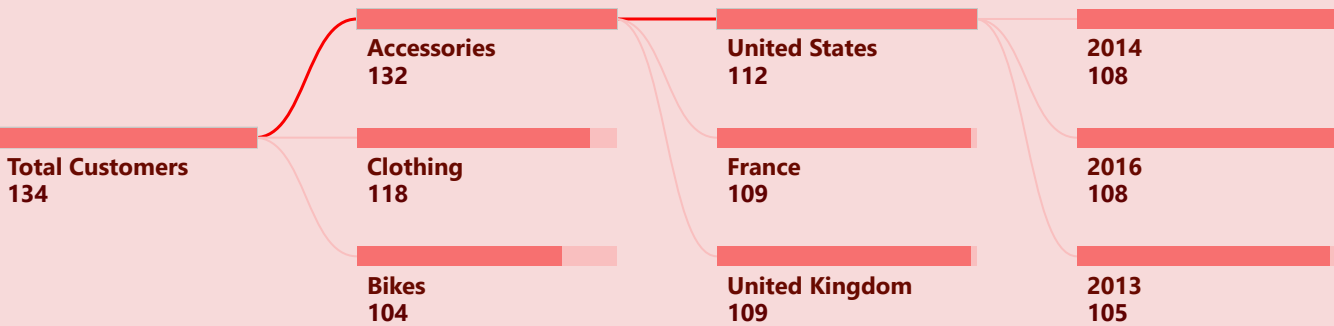
High Value

55

Product_Category x

Country x

Year x



Geographic Revenue & Market Concentration

Revenue Concentration Level

All

Market Size Tier

All

Overview

Sales Performance

Customer Insights

Product Insights

6

Active Countries

14.14M

Avg Revenue per Country

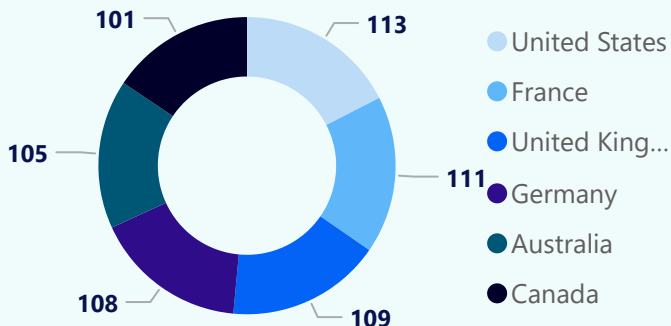
53

Active States

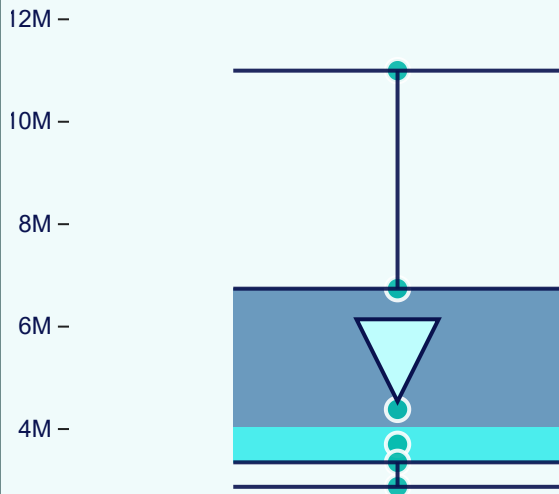
28M

Top Country Revenue

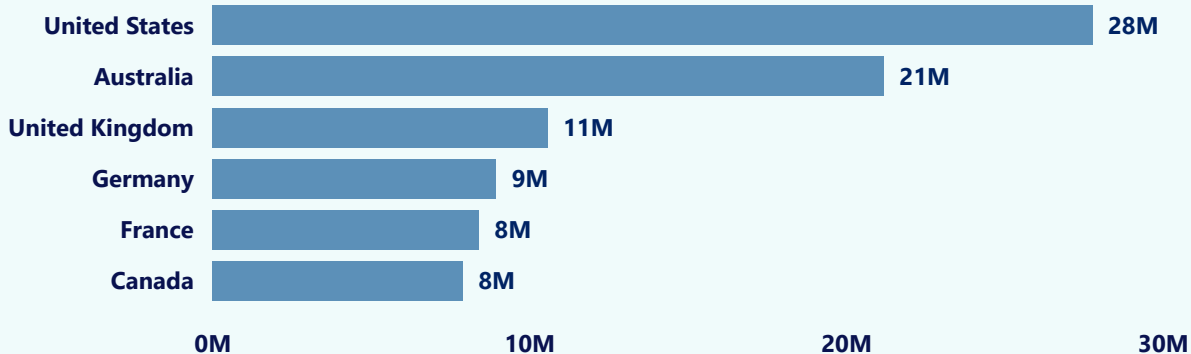
Total Customers by Country



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

Clear all slicers

614.69K

Avg Revenue per Product

4M

Top Product Revenue

