CUSTOMER ANALYSIS -DASHBOARD

Select all Australia Canada France Germany United... United...



ПМ

□NA

Occupation

Clerical

Management

Manual

Professional

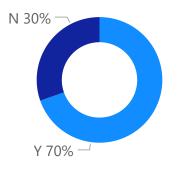
Skilled Manual

Avg. Income

57K

CustomerKey	Profit Sales ▼	
11433	5,078.13	12,407.95
11439	4,985.73	12,015.40
11241	4,825.48	11,330.45
11417	4,688.14	11,085.75
11420	4,642.11	11,022.40
11242	4,519.42	10,852.03

Sales By Home Owner



Total Sales

25M

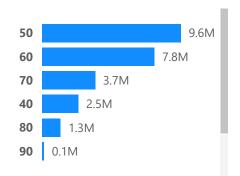
Total Qty

84K

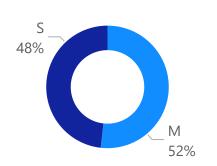
Total Order

25K

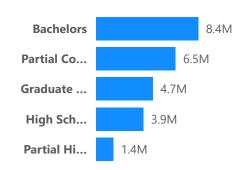
Sales by Age Group



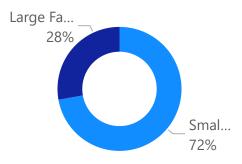
Sales By Marital Status



Sales by Education Level



Sales By Family Size



Date

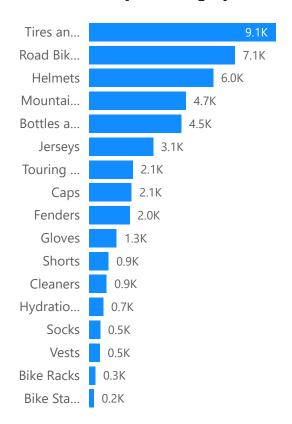
01-01-2015 🗐 30-06-2017 🗒

Hydration Pack - 70 oz.

Total Order by CategoryName

Accessories	Bikes
	14K
	Clothing
17K	7K

Total Order by SubcategoryName



Monthly Revenue

Monthly Return Quantity

Goal: 169 (+1.18%)

Monthly Quantity

Goal: 8199 (+0.74%)

1.83M~ Goal: 1.77M (+3.31%)

Top Product(Order)

Water Bottle - 30 oz.

Top Product(Profit)

Mountain-200 Black, 46

Total Order By Country



ProductName Total Order % of Return Qty

	•	
Water Bottle - 30 oz.	3983	1.95%
Patch Kit/8 Patches	<mark>2</mark> 952	1.61%
Mountain Tire Tube	2 846	1.64%
Road Tire Tube	2173	1.55%
Sport-100 Helmet, Red	2099	3.33%
AWC Logo Cap	2062	1.11%
Sport-100 Helmet, Blue	1995	3.31%
Fender Set - Mountain	1975	1.36%
Sport-100 Helmet, Black	1940	2.68%
Mountain Bottle Cage	1896	2.02%
Road Bottle Cage	1668	1.68%
Touring Tire Tube	1364	1.64%
HL Mountain Tire	1305	3.75%
ML Mountain Tire	1059	1.32%
LL Road Tire	957	2.26%
ML Road Tire	868	1.51%
Touring Tire	863	1.22%
Bike Wash - Dissolver	850	1.47%
HL Road Tire	795	3.52%
LL Mountain Tire	788	2.50%

695

3.60%