



Europe Bike Store Sales

January/2011 - July/2016

Product Category

All

1/1/2011



7/31/2016



HOME



Best/Worst Sellers

BUSIEST MONTHS & TIMES

MONTHLY

There are **maximum** orders from month of **June and December**

YEARLY

Orders were **highest** in **2014** and **2016**

SALES PERFORMANCE

Product Category

The **Bike** Product Category contributes **the most** to both total sales and total orders

Age Group

Adults (35-64) are the **largest** group of buyers by age category

Country

The United States has the **highest** number of orders, surpassing **Australia**



85M

Total Revenue



754.37

Average Orders Value



1M

Total Product Sold



113K

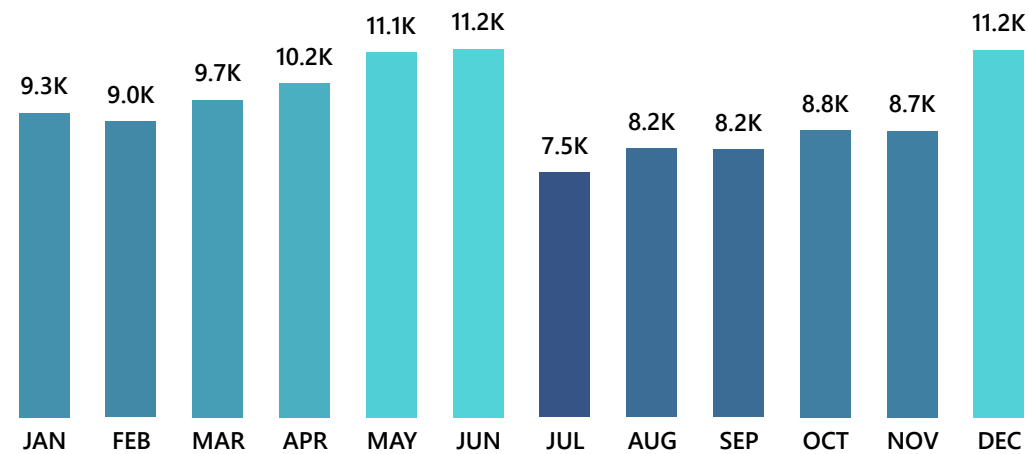
Total Orders



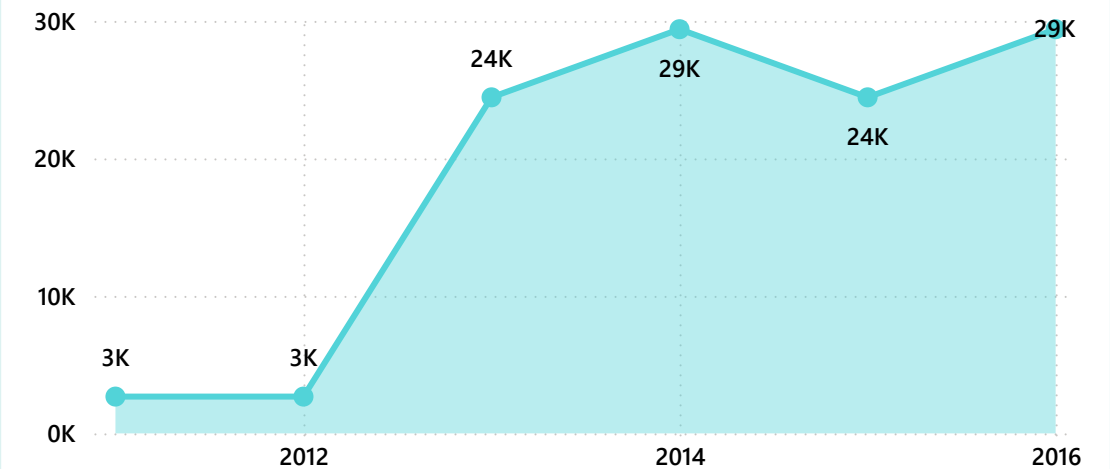
11.90

Average Product per Orders

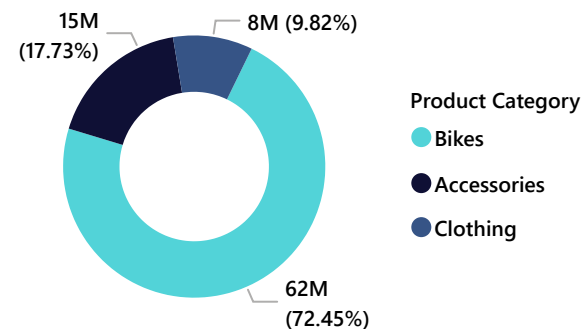
Monthly Trend By Total Orders



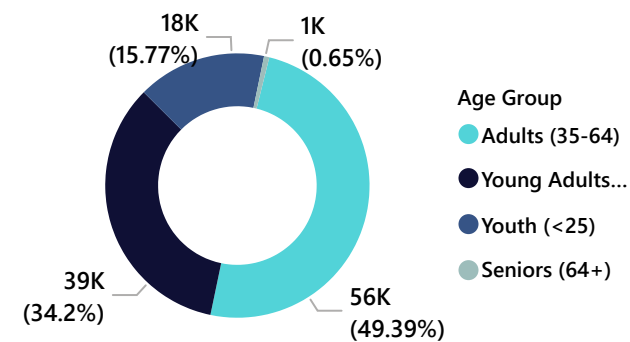
Yearly Trend By Total Orders



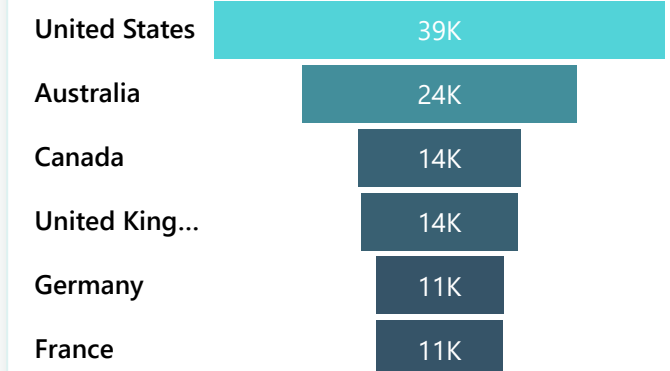
Total Revenue by Product Category



Total Orders by Age Group



Total Orders by Country





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Best/Worst Sellers

BEST SELLERS

REVENUE

The Road-150(Red) contributes to maximum revenue

QUANTITY

The Water Bottle-30 oz contributes to maximum order quantity

TOTAL ORDERS

The Water Bottle-30 oz contributes to maximum total order

SALES PERFORMANCE

REVENUE

The Mountain-500 Black (52) has the lowest product by revenue

QUANTITY

The Mountain-500 Black (52) has the lowest sales quantity

TOTAL ORDERS

The Mountain-500 Black (52) has the lowest total orders



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Total Revenue



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Total Product Sold



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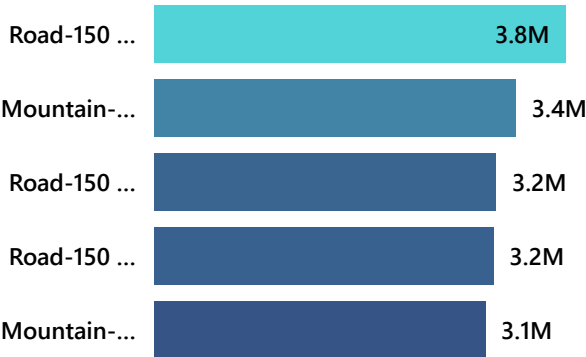
Total Orders



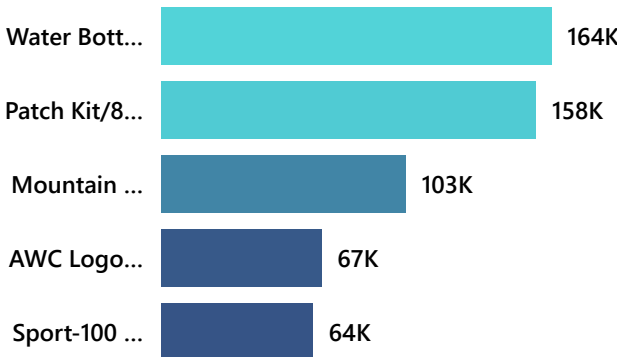
11.90

Average Product per Orders

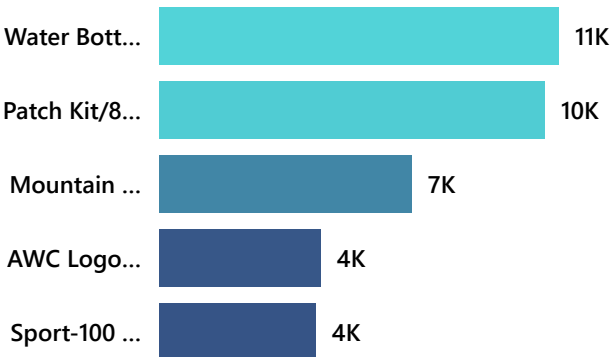
Top 5 Product by Revenue



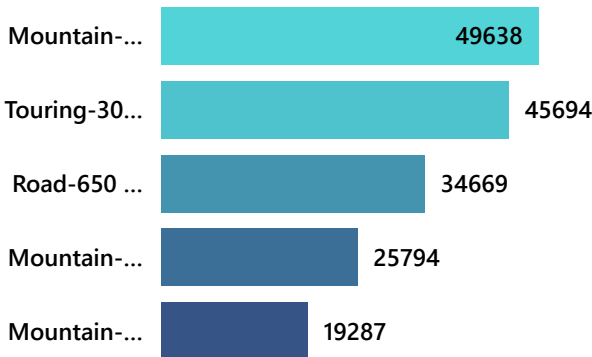
Top 5 Product by Quantity



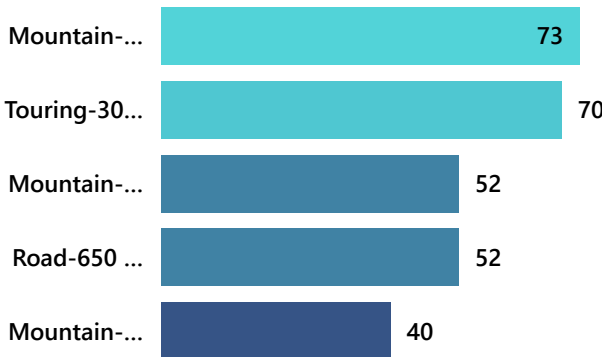
Top 5 Product by Total Orders



Bottom 5 Product by Revenue



Bottom 5 Product by Quantity



Bottom 5 Product by Total Orders

