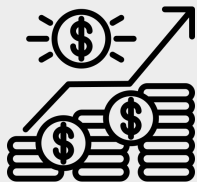


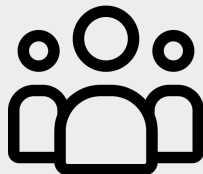
Year				
2010	2011	2012	2013	2014



Sales
29M



Orders
28K

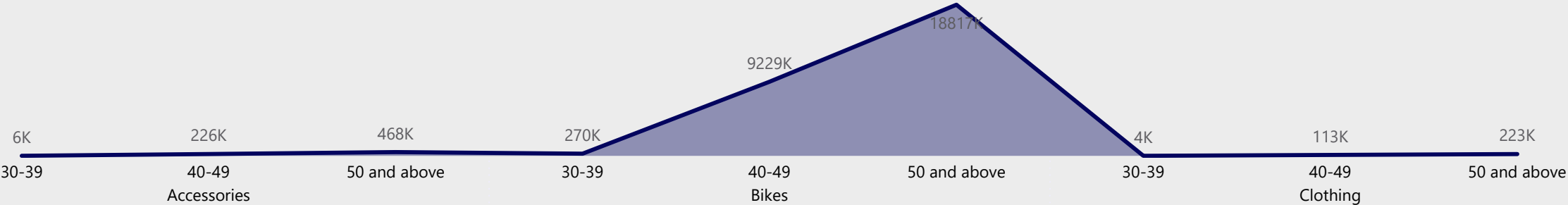


Customers
18.5K

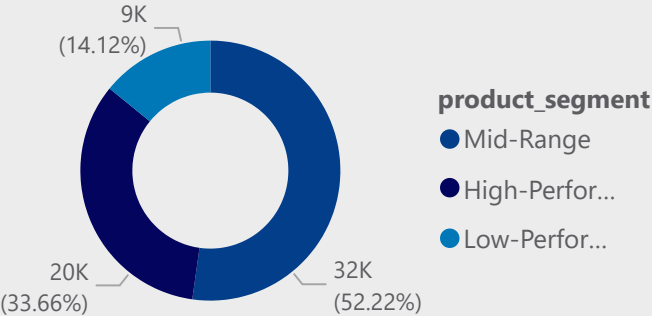


Products
130

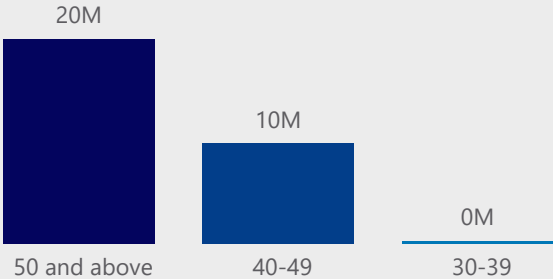
Sales by Category & age_range



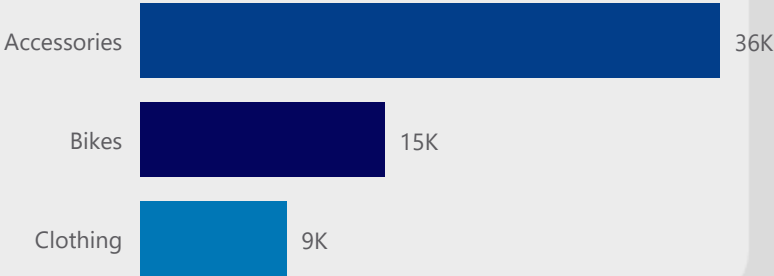
Orders by product_segment



Sales by Age_Group



Orders by Category



Year

2010

2011

2012

2013

2014

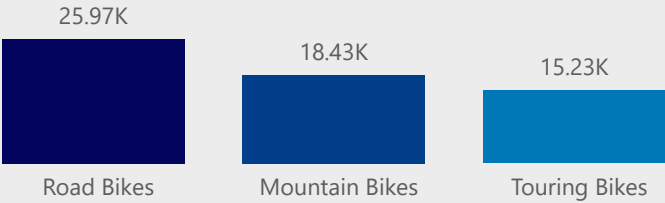
Sales by Category



Avg product_Monthly_Revenue by Category



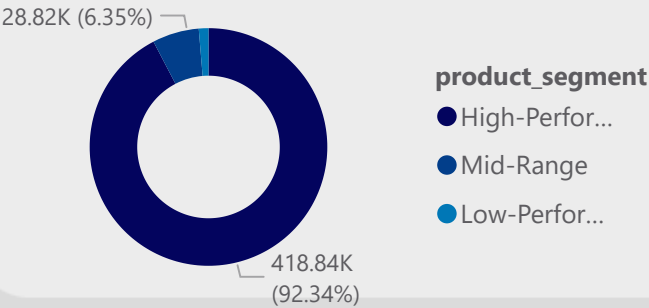
Bike_Category Revenue



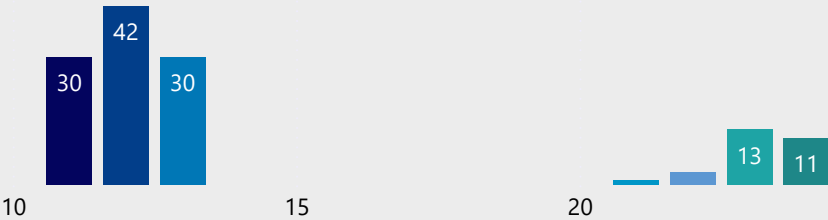
Total_products by Performance & Category



Sales by product_segment



Total products by Lifespan



category	lifespan	recency_in_months
Accessories	12.86	139.00
Clothing	12.55	139.00
Bikes	15.23	145.59

Year

2010

2011

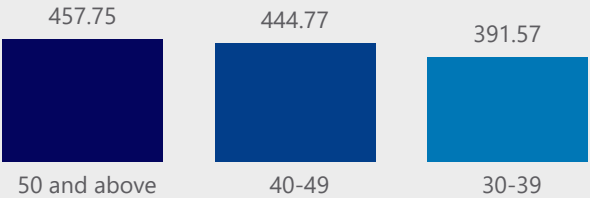
2012

2013

2014

customer_name	Sales	Orders
Jordan Turner	15998	9
Willie Xu	13489	6
Kaitlyn Henderson	13294	5
Nichole Nara	13294	5
Margaret He	13268	5
Randall Dominguez	13265	5
Adriana Gonzalez	13242	5
Rosa Hu	13215	5
Brandi Gill	13195	5
Brad She	13172	5
Francisco Sara	13164	5
Maurice Shan	12909	6
Janet Munoz	12488	6
Lisa Cai	11468	7
Franklin Xu	11285	6
Lacey Zheng	11248	7

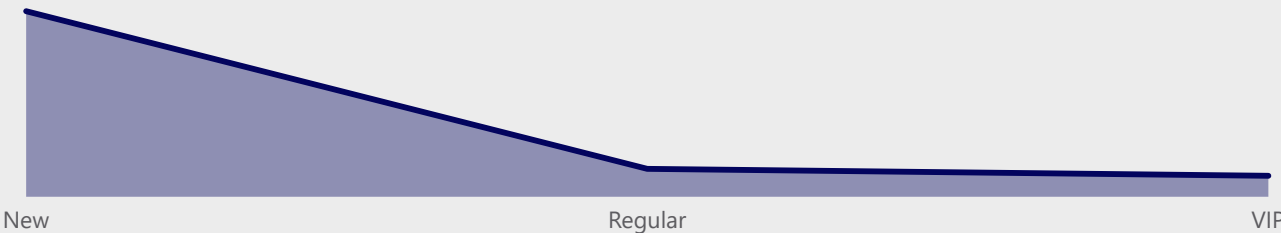
Monthly_spending by Age



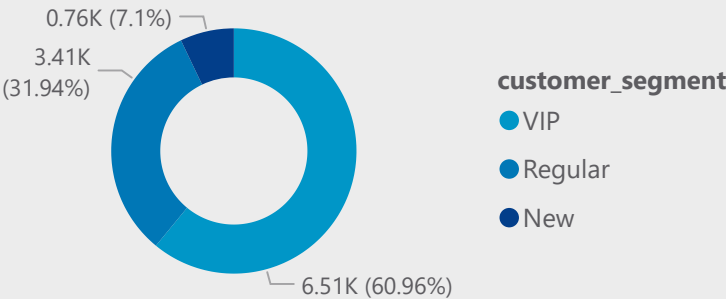
Order_Value by Age



Total_Customers by Segmentation



Avg Sales by Customer_segment



Total Customers by Lifespan

