

SALES TRACKER

OrderDate

1/1/2015

6/30/2017

CategoryName

All

Region

All

24.91M

Total Revenue

14.46M

COGS

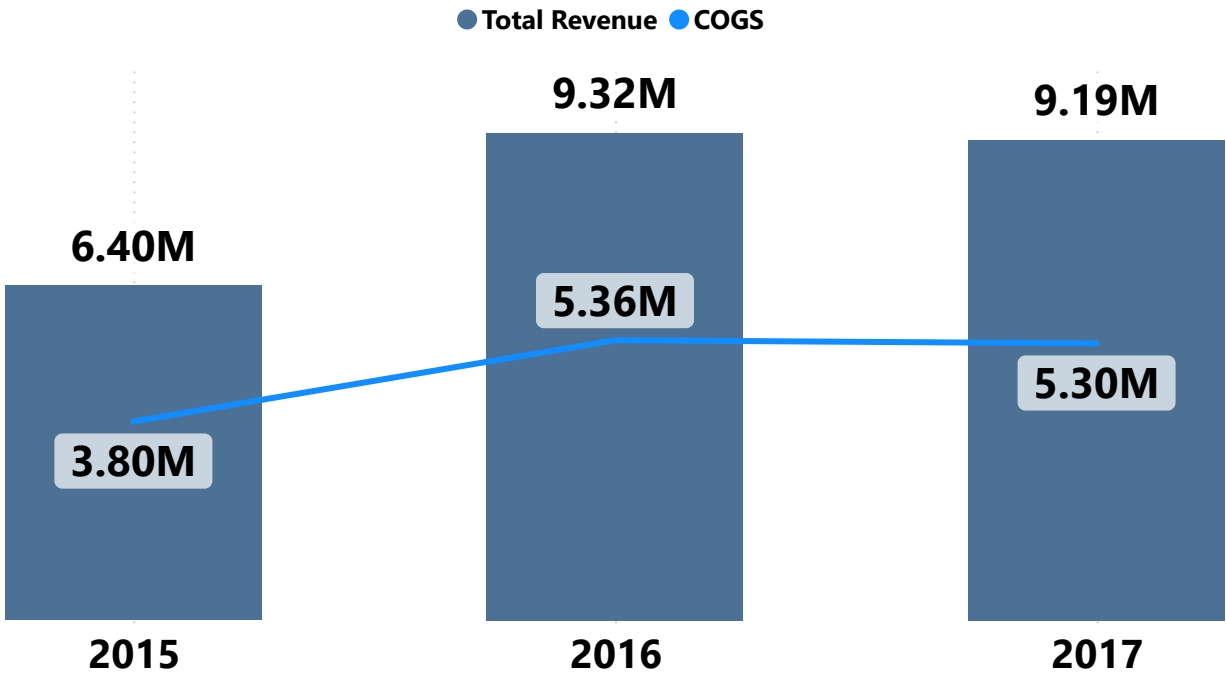
10.46M

Total Profit

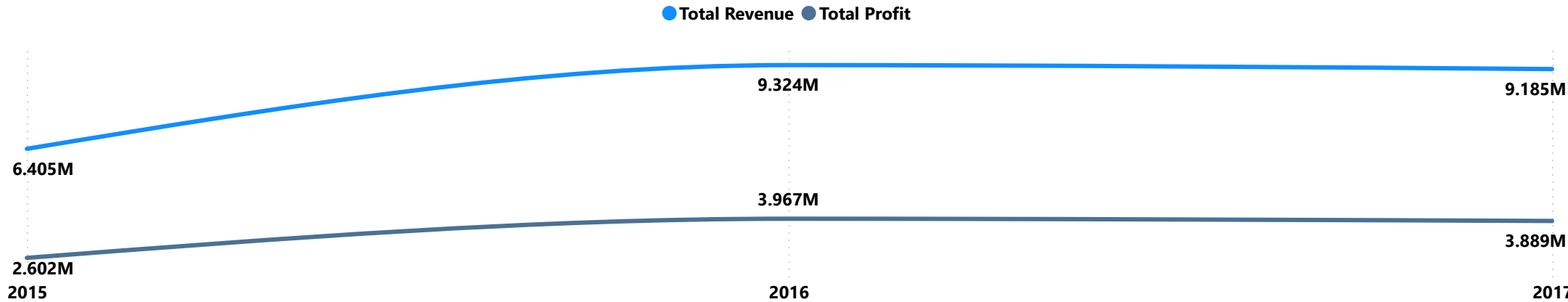
41.97%

Profit Margin %

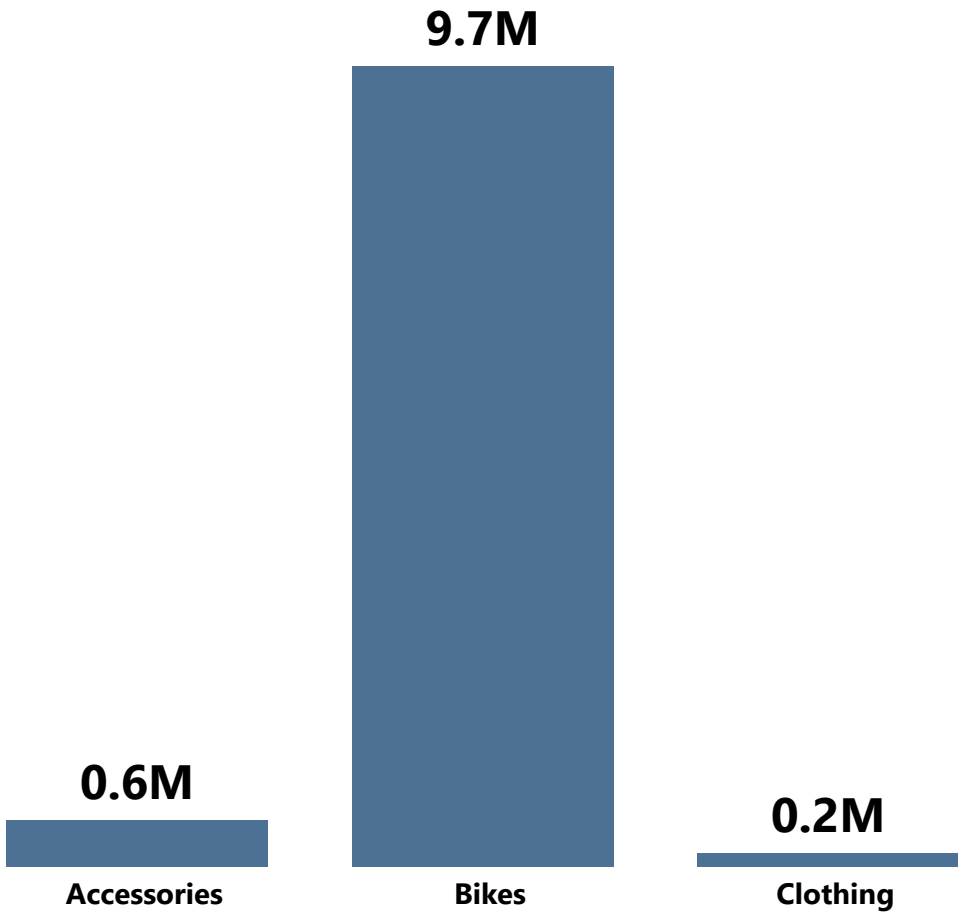
Annual Comparison: Revenue vs Cost



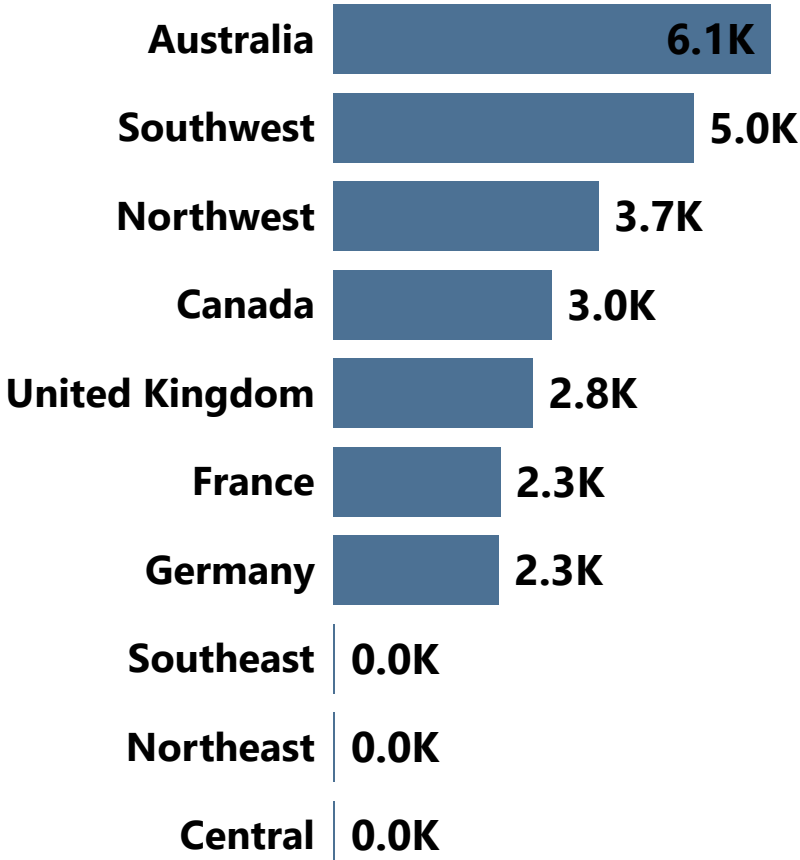
Revenue & Profit Trend Over Time



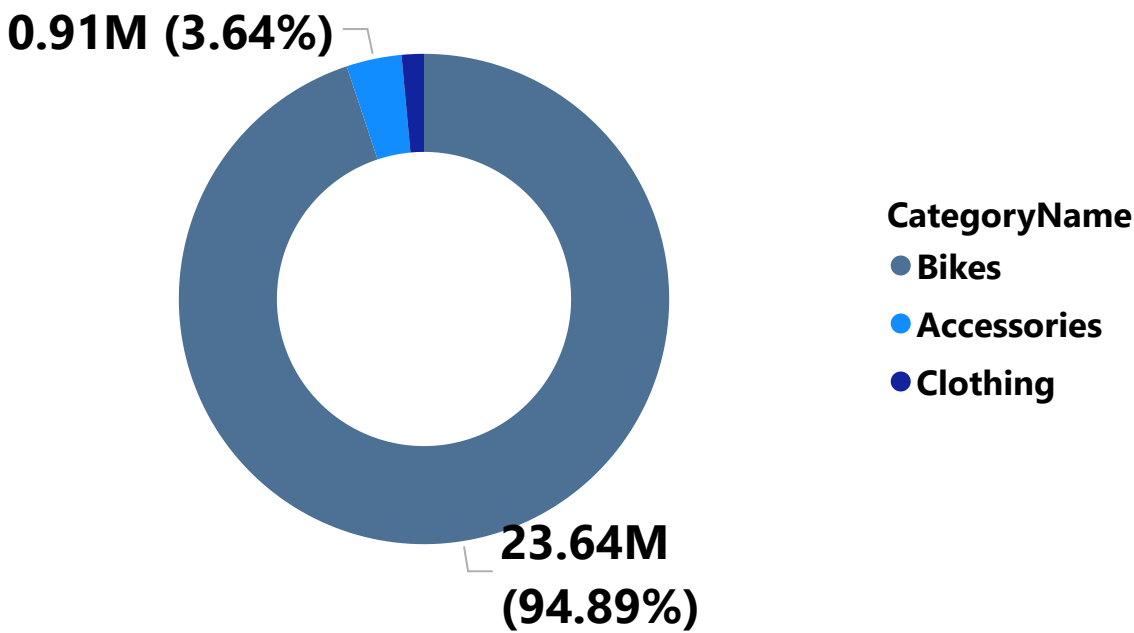
Profit Distribution by Category



Total Orders by Region



Revenue Distribution by Category



Product Performance

OrderDate

1/1/2015

6/30/2017

CategoryName

All

SubcategoryN...

All

25.16K

Total Invoices

130

Total Products

84.17K

Total Quantity

14.46M

COGS

24.91M

Total Revenue

Product Performance

Cost by Product Revenue by Product Profit by Product

Bikes

13.92M

23.64M

9.73M

Accessories

Clothing

Sold Qty by Product Category

Accessories

57.81K

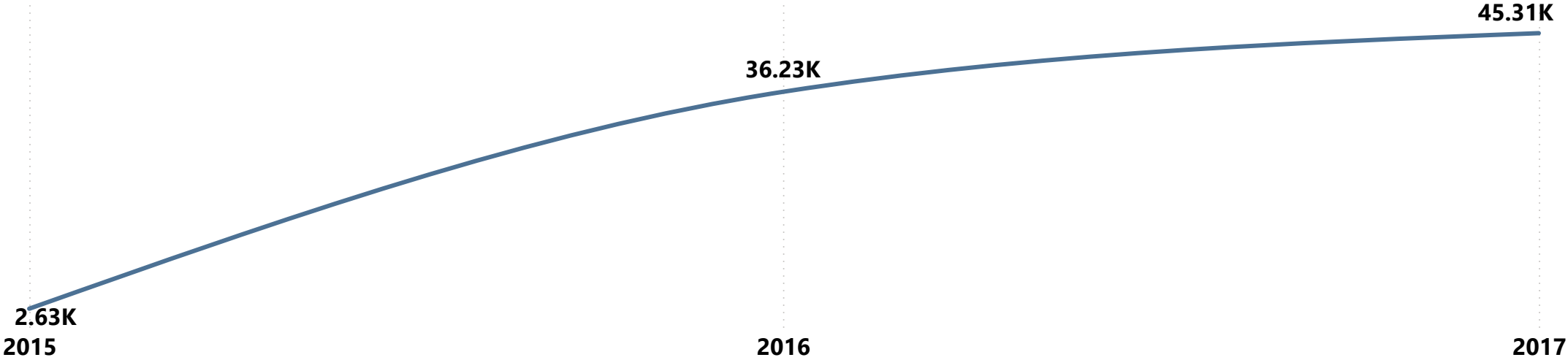
Bikes

13.93K

Clothing

12.44K

Sold Quantity Trend Over Time



| CategoryName | SubcategoryName | COGS | Total Revenue | Total Profit | Profit Margin % | Total Orders | Total Qty |
|--------------|-------------------|---------------|---------------|--------------|-----------------|--------------|-----------|
| Accessories | Bike Racks | 13,553.76 | 36,240.00 | 22,686.24 | 62.60% | 302 | |
| | Bike Stands | 13,915.04 | 37,206.00 | 23,290.96 | 62.60% | 234 | |
| | Bottles and Cages | 40,297.21 | 107,744.94 | 67,447.73 | 62.60% | 4485 | |
| | Cleaners | 5,072.45 | 13,562.70 | 8,490.25 | 62.60% | 850 | |
| | Fenders | 32,553.18 | 87,040.80 | 54,487.62 | 62.60% | 1975 | |
| | Helmets | 74,797.54 | 205,833.94 | 131,036.40 | 63.66% | 6034 | |
| | Hydration Packs | 14,293.58 | 38,218.05 | 23,924.47 | 62.60% | 695 | |
| | Tires and Tubes | 142,430.29 | 380,826.68 | 238,396.39 | 62.60% | 9084 | |
| | Total | 336,913.05 | 906,673.11 | 569,760.06 | 62.84% | 16983 | |
| Bikes | Mountain Bikes | 4,653,086.18 | 8,583,747.75 | 3,930,661.57 | 45.79% | 4706 | |
| | Road Bikes | 6,918,836.03 | 11,287,182.69 | 4,368,346.65 | 38.70% | 7099 | |
| | Touring Bikes | 2,344,404.61 | 3,771,564.66 | 1,427,160.05 | 37.84% | 2124 | |
| | Total | 13,916,326.82 | 23,642,495.10 | 9,726,168.27 | 41.14% | 13929 | |
| Clothing | Caps | 23,682.29 | 35,882.07 | 12,199.79 | 34.00% | 2062 | |
| | Gloves | 25,682.76 | 62,261.18 | 36,578.42 | 58.75% | 1332 | |
| | Jerseys | 113,608.69 | 158,564.94 | 44,956.25 | 28.35% | 3113 | |

OrderDate

1/1/2015

6/30/2017

Territories

All

Products

All

Customers

All

25.16K

Orders

990.1

AOV

1.83K

Returns

2.17%

Return Rate %



Revenue vs Profit by Continent

Total Revenue Total Profit

North America

9.71M

4.12M

Europe

7.79M

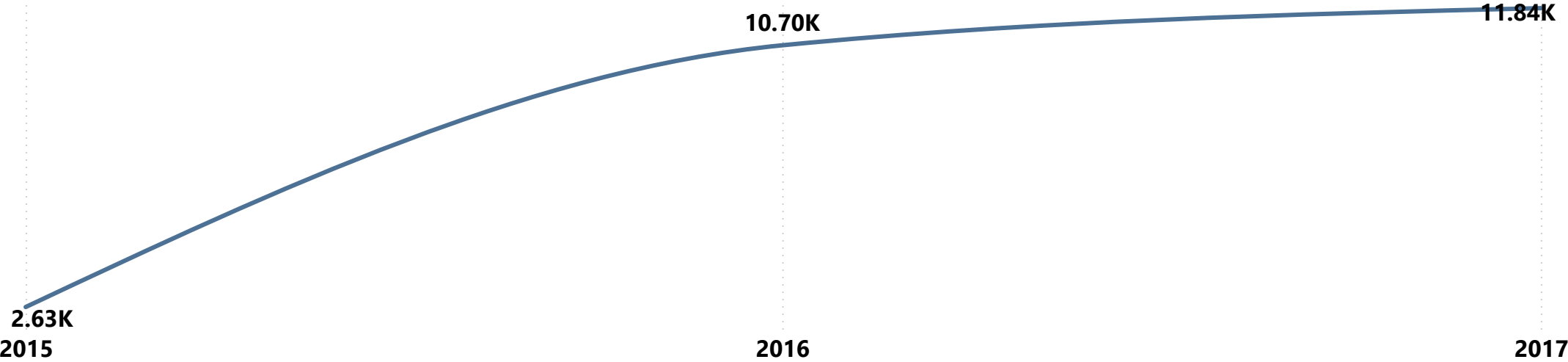
3.26M

Pacific

7.42M

3.08M

Total Orders Trend Over Time



Total Returns by CategoryName

Accessories

1130

Bikes

429

Clothing

269

Orders vs Returns Funnel

Total Orders

25164

Total Returns

1828

Net Revenue After Returns

24149309

Draw you report with AI

OrderDate

1/1/2015

6/30/2017

Category Name

All

Region, Country

All

18.15K

Total Customers

25K

Total Orders

84.17K

Total Quantity...

1.83K

Total Returns

24.91M

Total Revenue

Draw your Report

Ask AI

Ask a question about your data

Try one of these to get started

top last names by total orders

top last names by total profit

Show all suggestions

Total Profit

10,457,715