

# Gearing Up For Growth: Uncovering Sprocket's Sales and Customer Value Trends

Total Sales

21.74M

Total Profit

10.83M

Total Orders

20K

Profit Margin

49.82%

Cancellation rate

0.90%

Average Order Value

1.11K

Product Line

Month

Order Combination

All

All

All

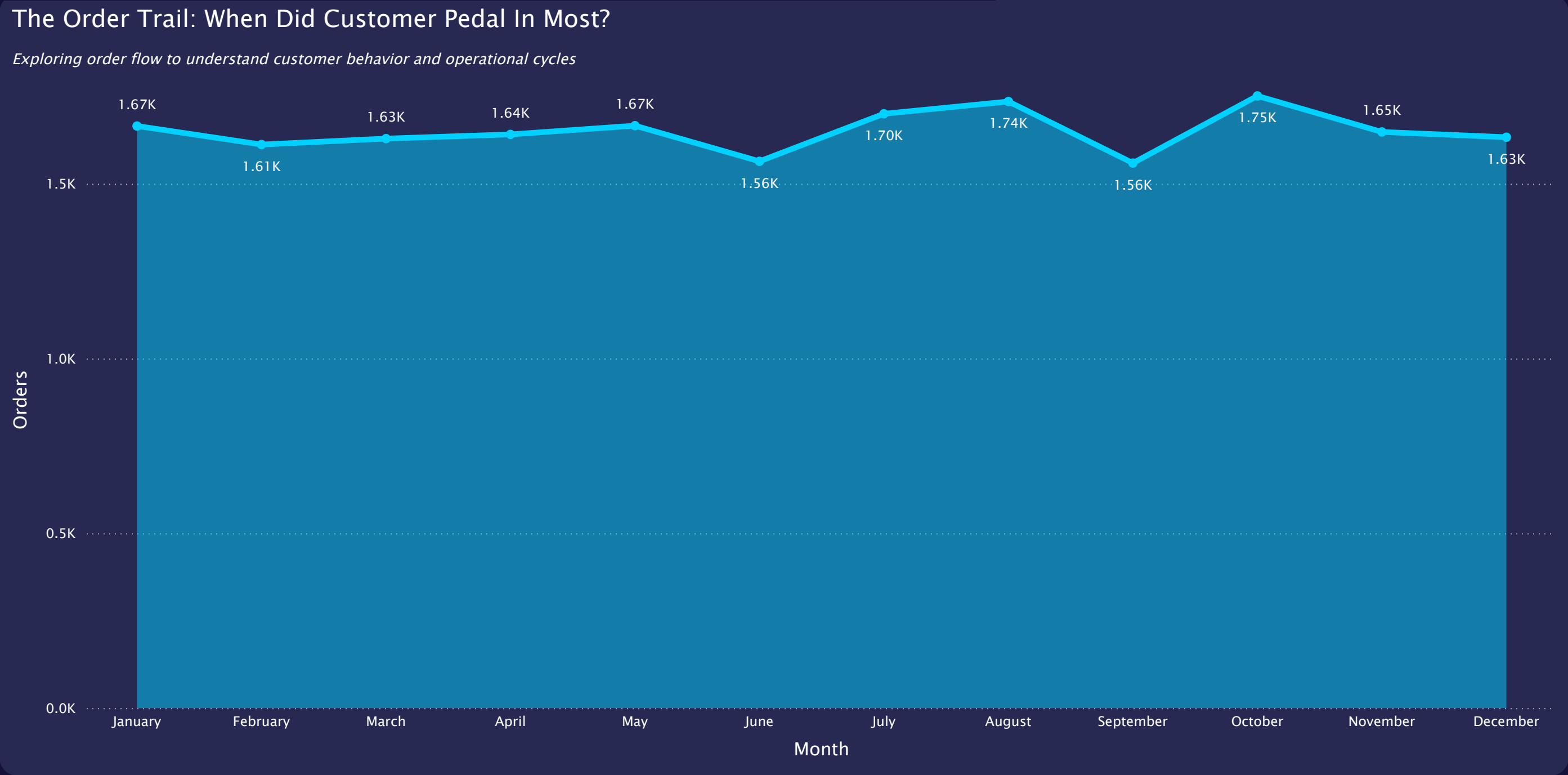
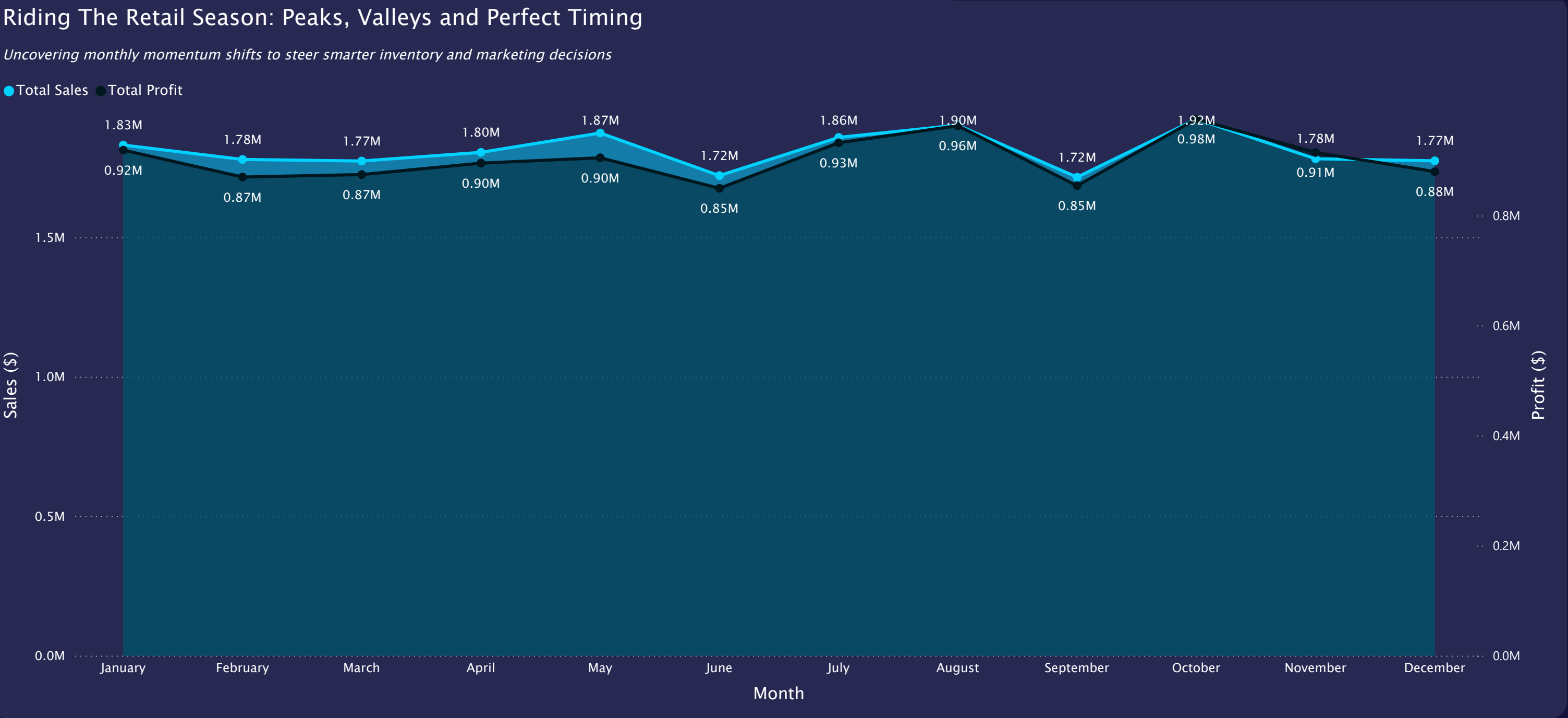
## The Road So Far: Monthly Performance Trends

Brand

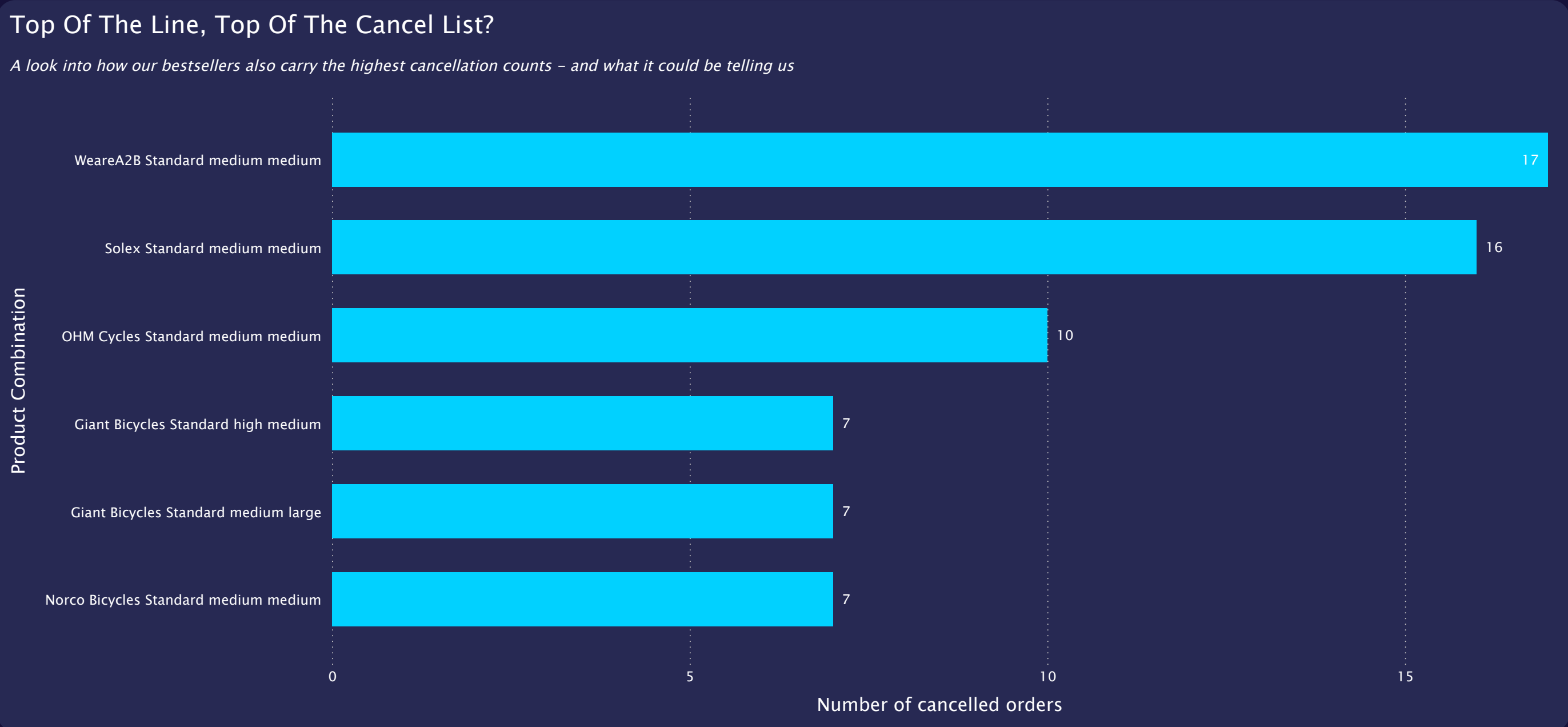
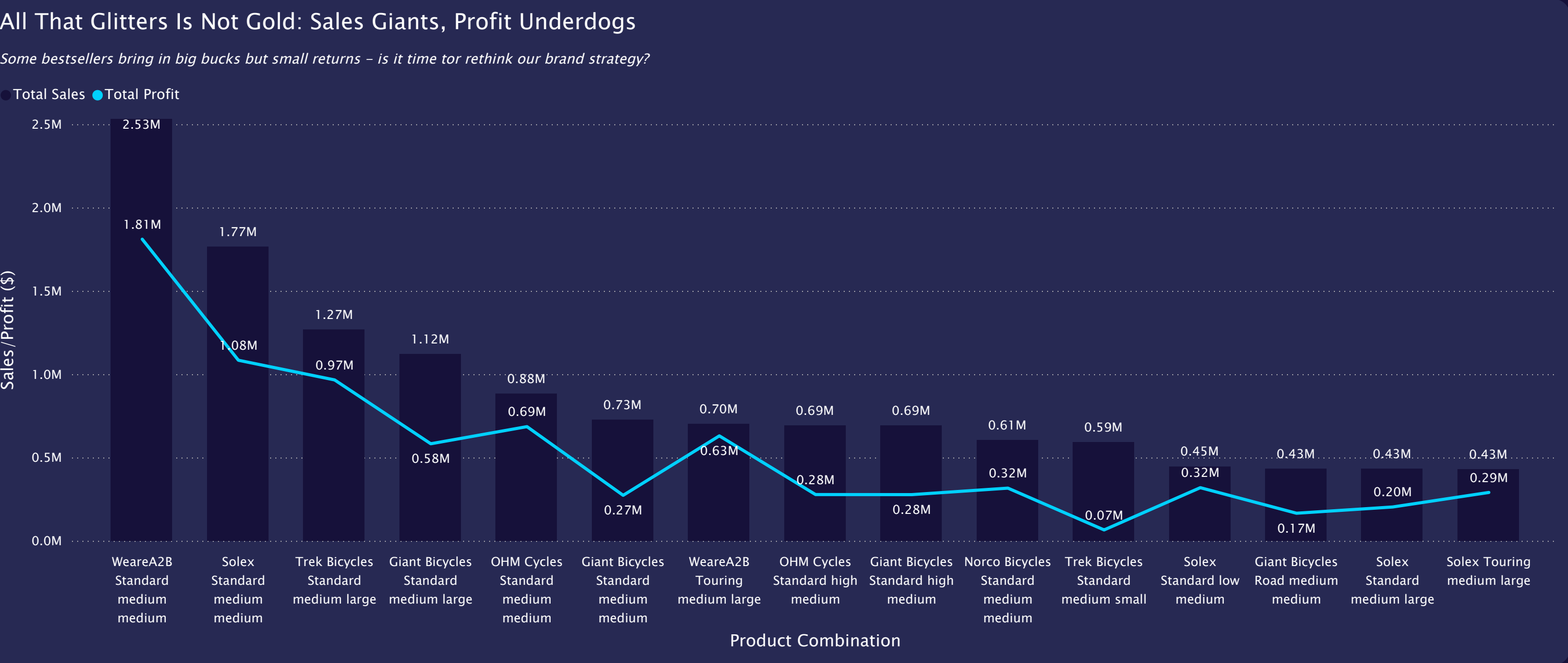
Wealth Segment

All

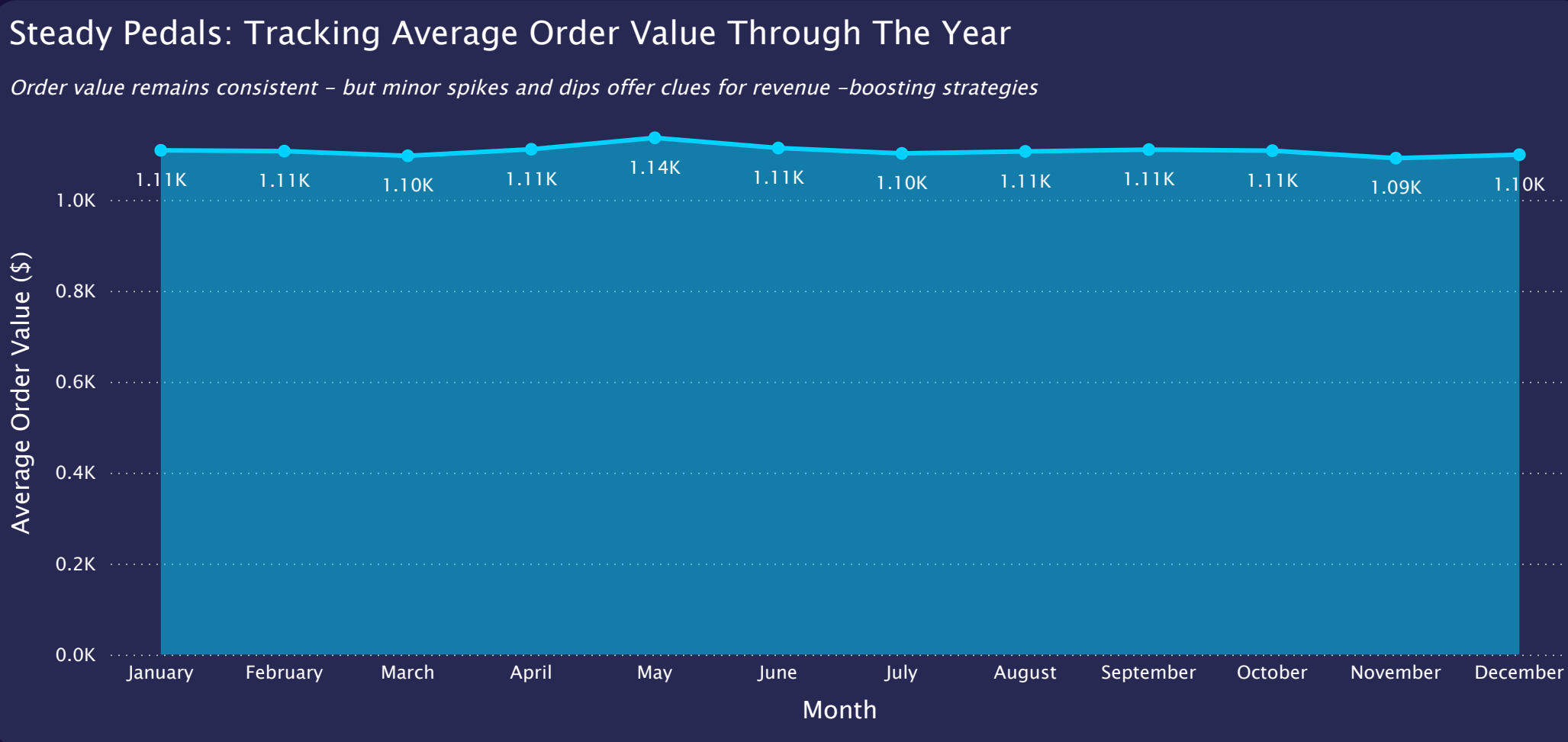
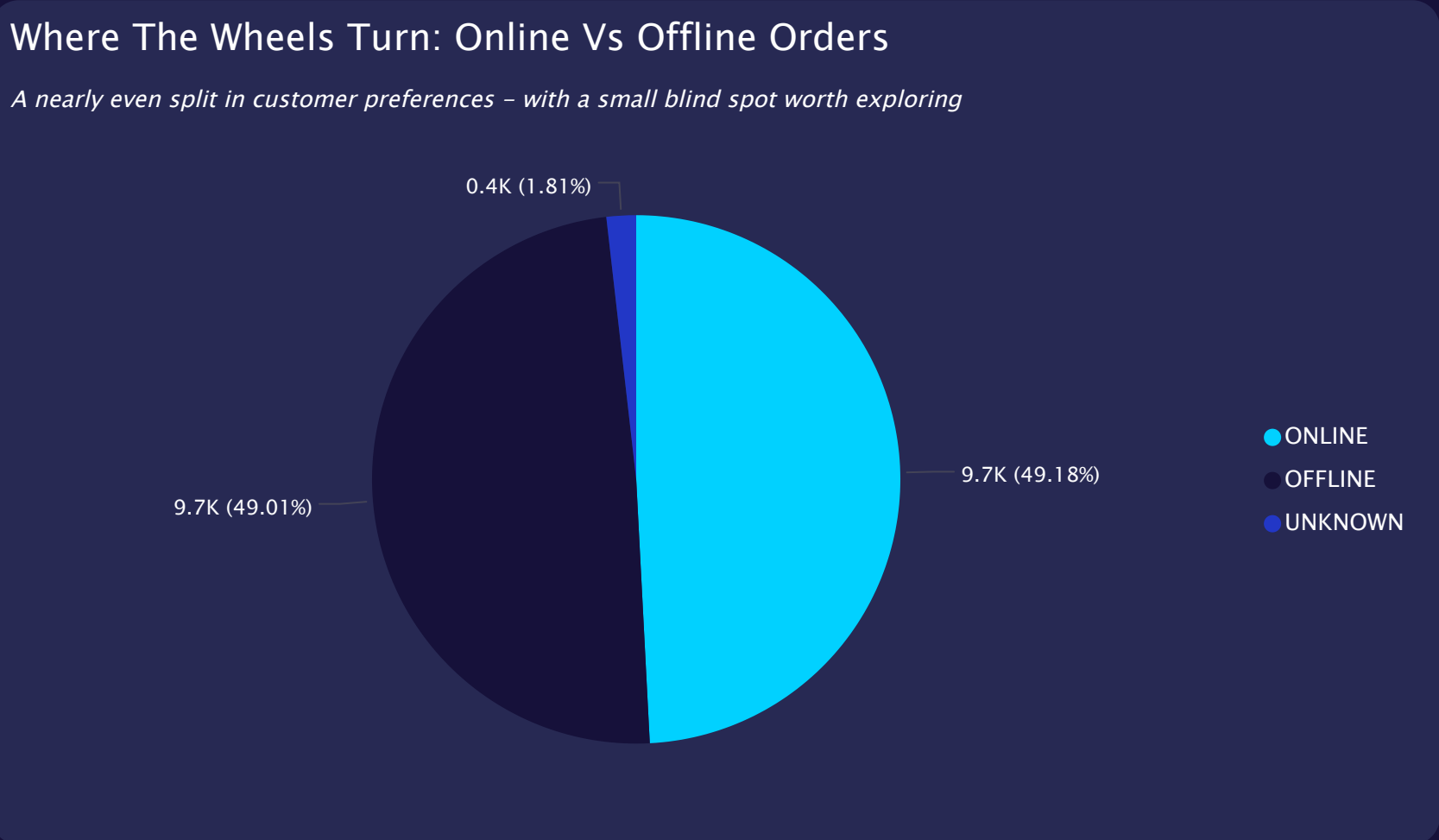
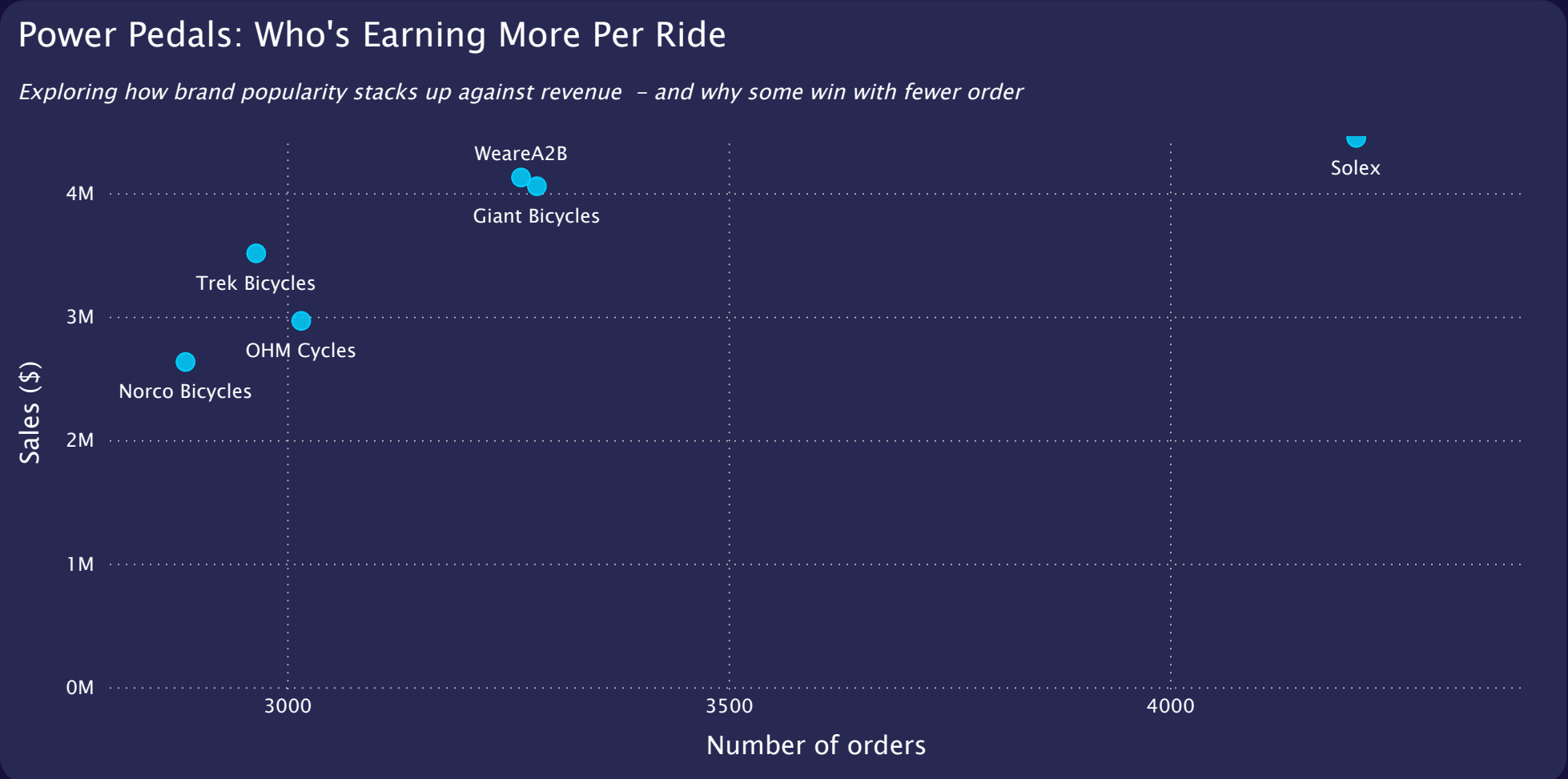
All



## Winner, Losers and Missed Gears



## How Our Customers Ride



# Beyond The Cart: A Journey Through Our Customer's Behavior

Total Customers

4K

% Repeat Customers

100%

Top wealth segment

Mass Customer

Top segment sales %

50.26%

Top job industry

Manufacturing

Top job industry sales %

19.99%

% Car owners

49.40%

Average Order Value

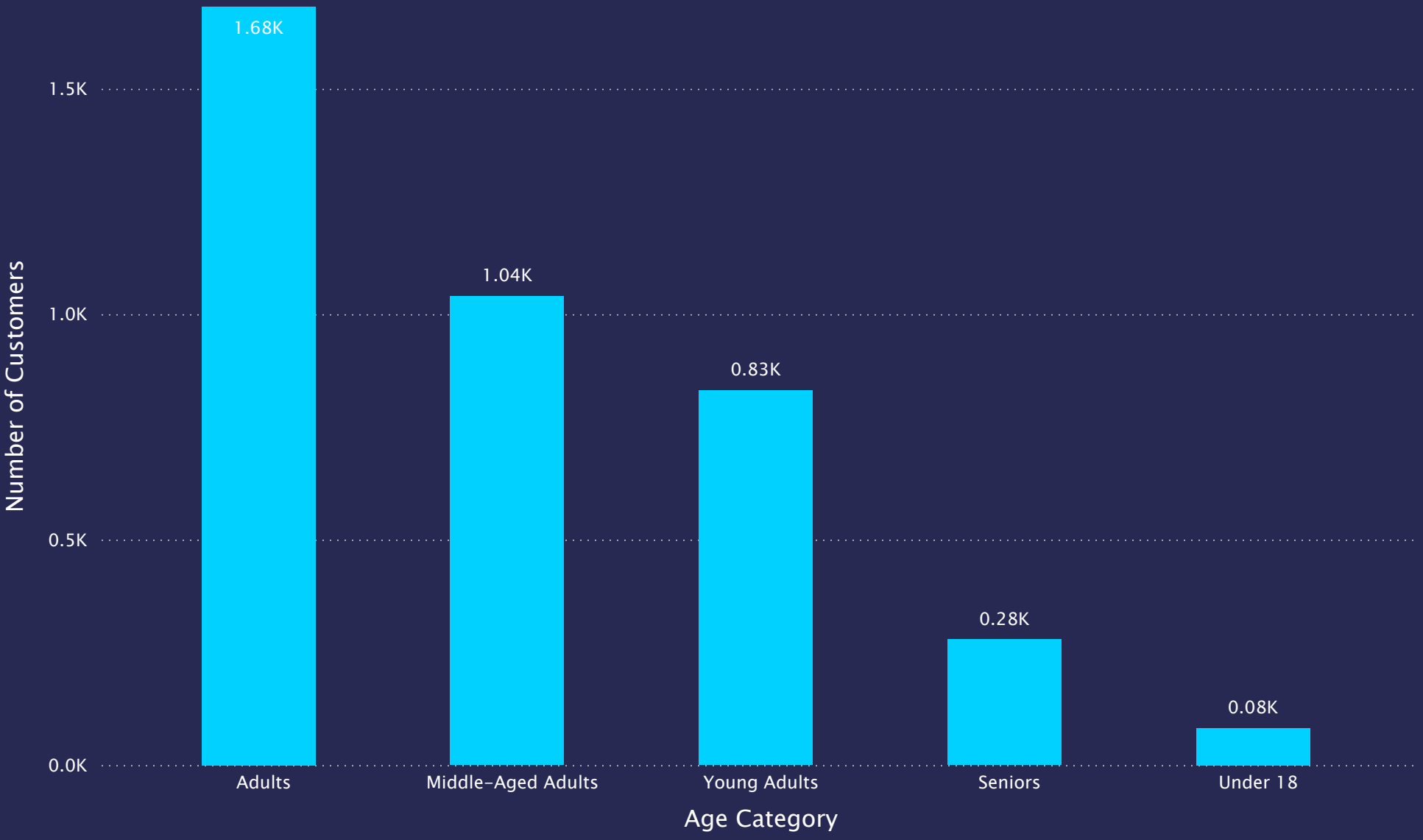
1.11K

## Know Your Crowd

Understanding who we serve – from their age and job to how wealthy they are

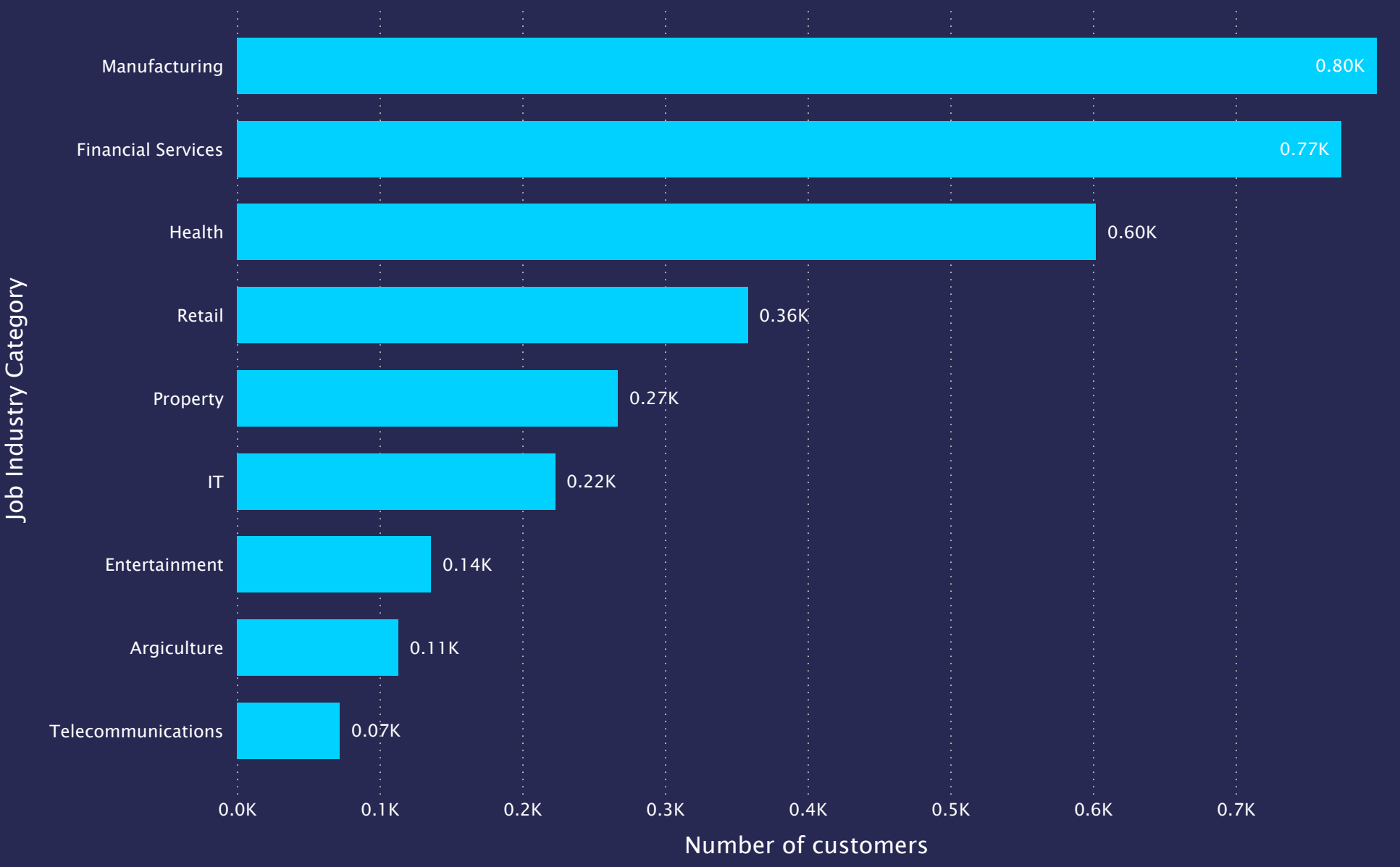
Age In The Saddle: Who Rides With Sprocket?

Adults aged 30–55 make up the bulk of our customer base – but there is untapped potential in younger and older riders



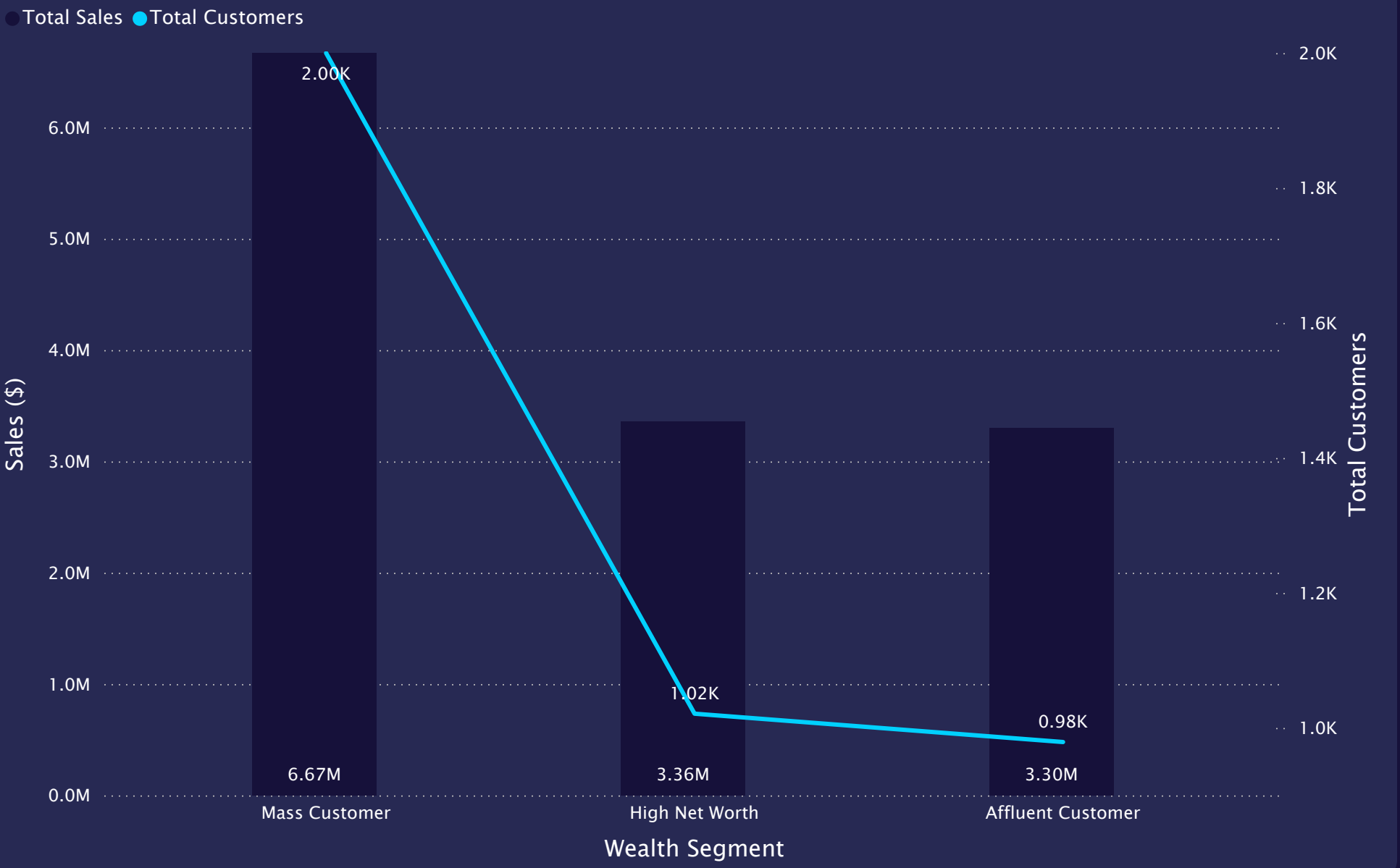
Jobs That Drive Our Wheels

Profiling the top industries our customers come from – helping us understand who's fueling our sales



Rolling In Revenue: Who's Spending And How Much?

Contrasting frequency and spend across wealth segment to inform smarter targeting

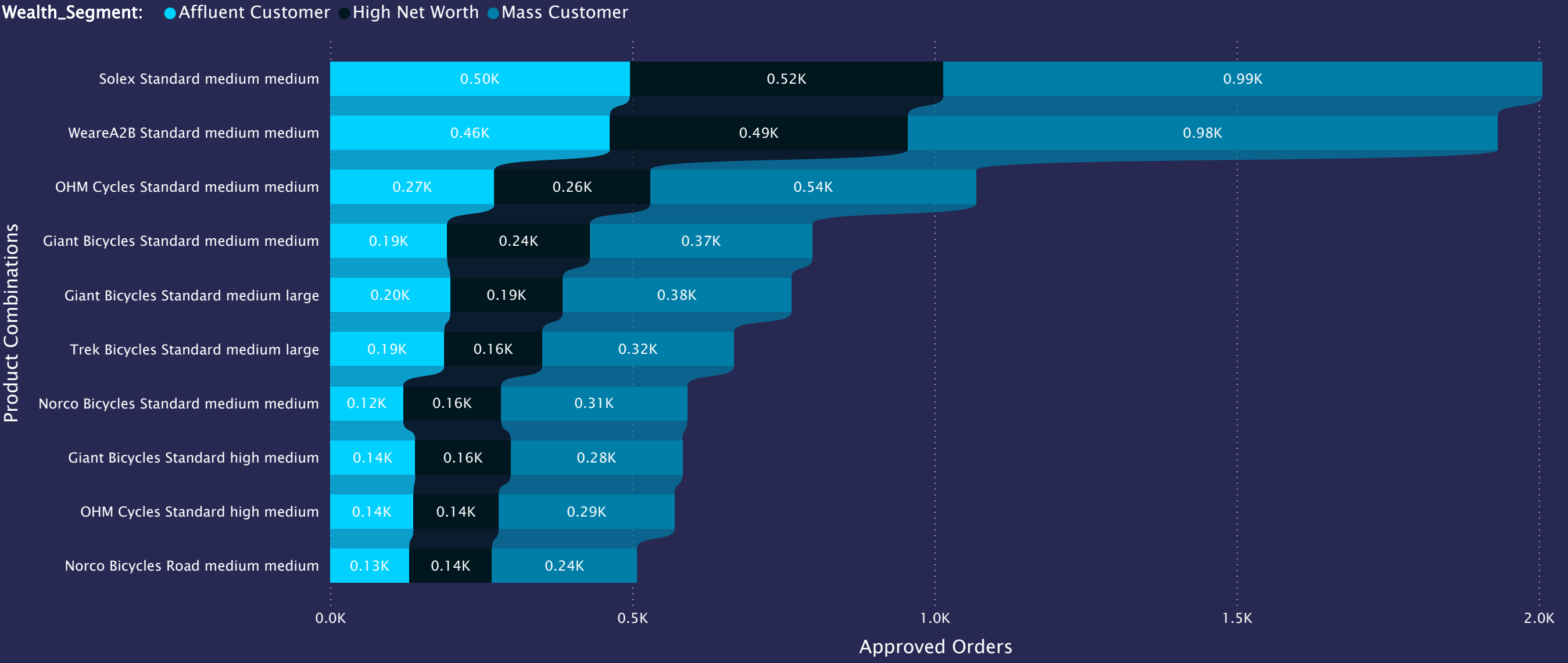


## Behind The Buy

What they buy, how often and what keeps them coming bac

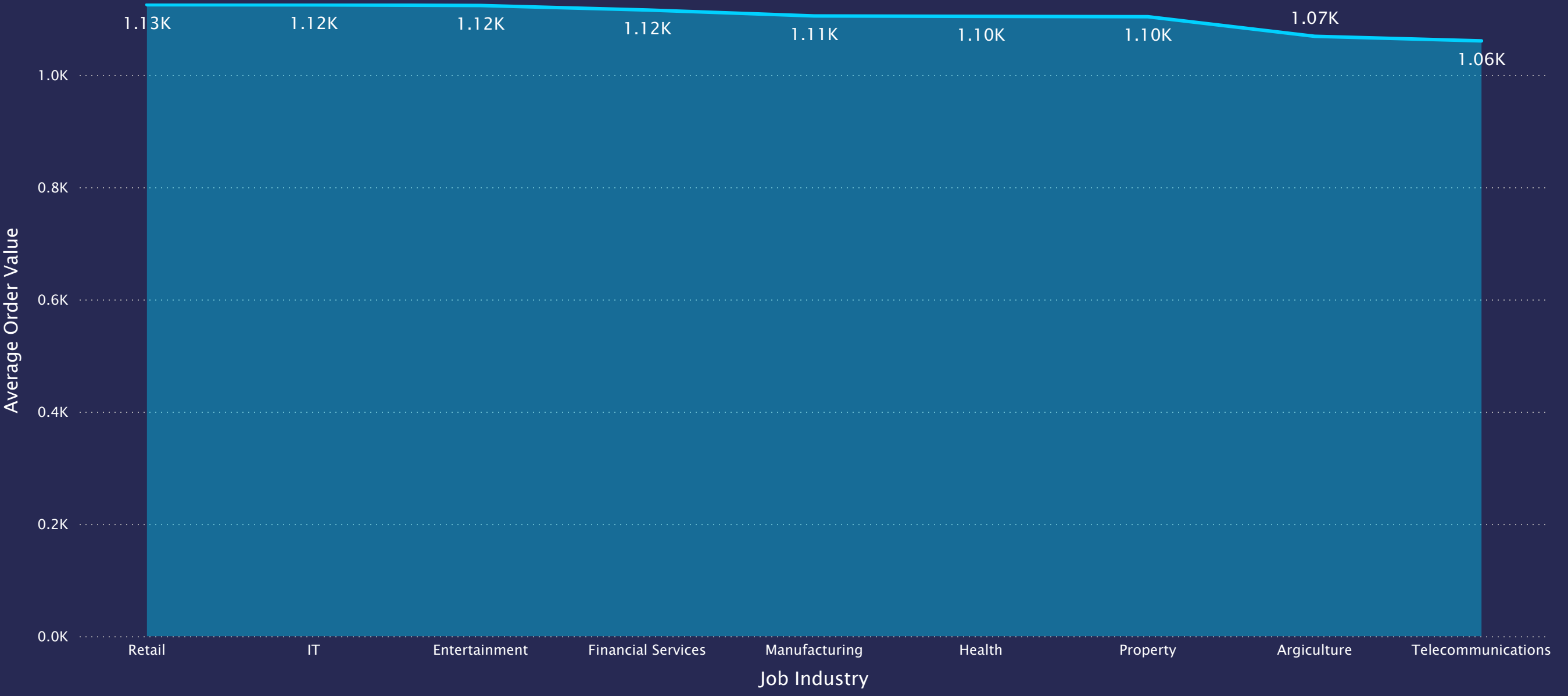
Ride Of Choice Across The Wealth Lane

Tracking the top 10 product combinations favored by different customer tiers – because every wallet rides differently



Spending Power By Profession

Exploring how Average order value varies across different job industries – does where you work shape how you spend?



Top 10 Revenue Drivers: Who Keeps The Wheels Turning?

These ten customers have contributed the most to our revenue – revealing opportunities for retention, rewards and look-alike marketing



Product Line

- ☐ Mountain
- ☐ Road
- ☐ Standard
- ☐ Touring

Brand

- ☐ Giant Bicycles
- ☐ Norco Bicycles
- ☐ OHM Cycles
- ☐ Solex
- ☐ Trek Bicycles
- ☐ WeareA2B

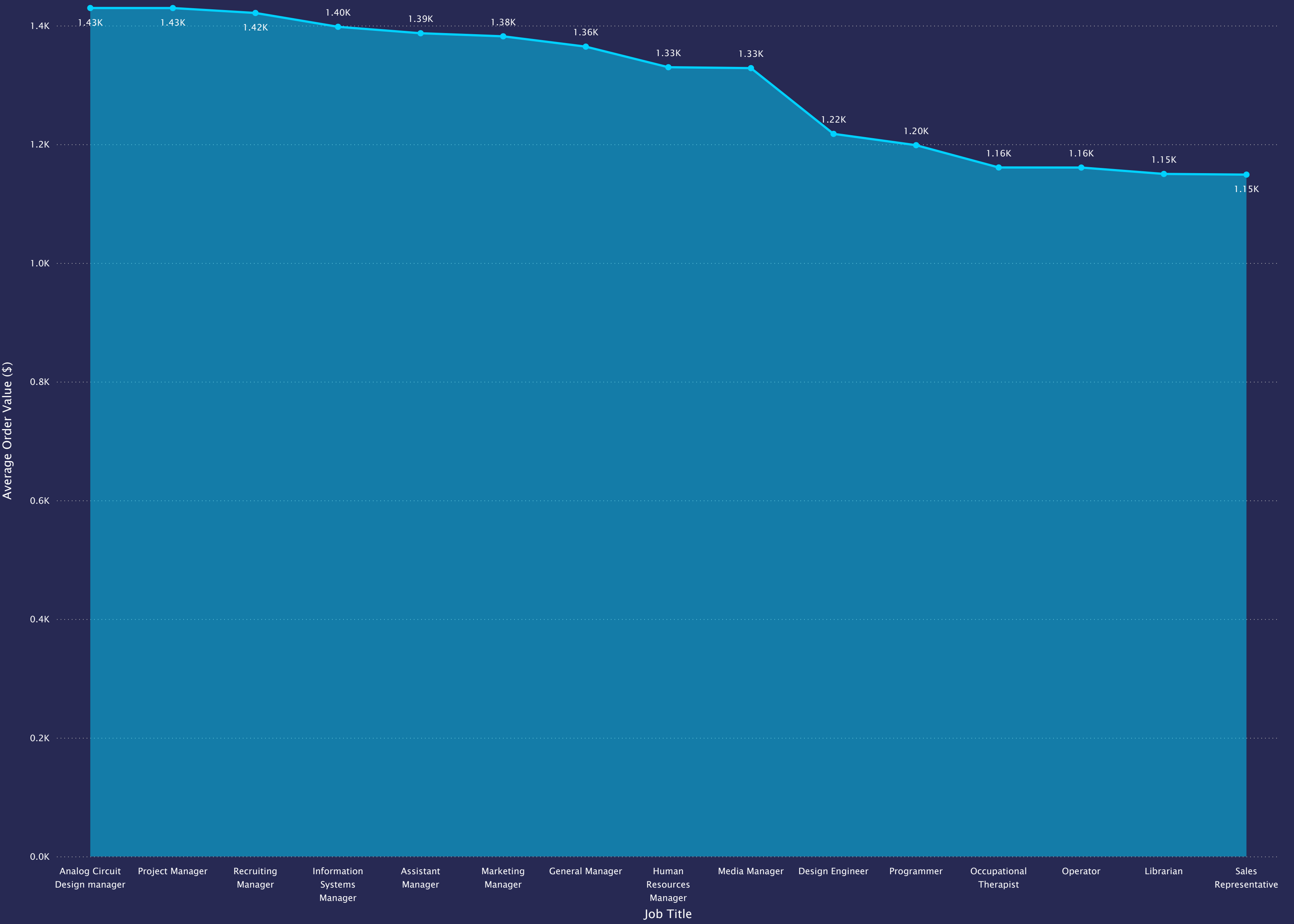
Month

- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October
- ☐ November
- ☐ December

## Profitable Profiles

Top Earners: Which Job Titles Spend The Most?

AOV insights reveal strategic targeting opportunities based on actual spend patterns



Month

All

Brand

All

Product Line

All

# Pedaling Towards Growth: Navigating Geographic Insights And Market Expansion

Top State by Sales

New South Wales

% Sales of Top state

53.05%

Top State by Customer Count

New South Wales

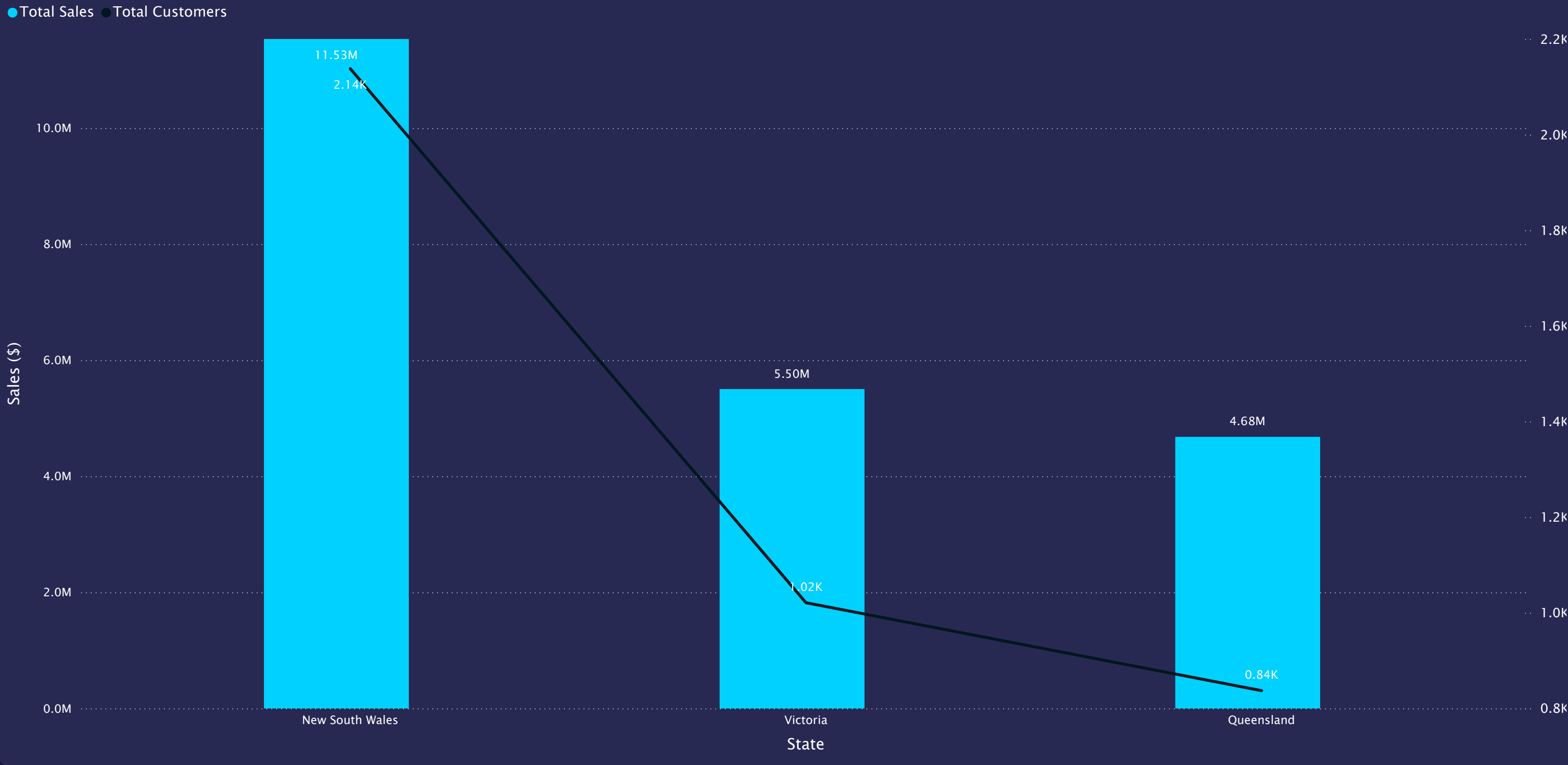
% Count of Top State

53.45%

## Finding Our Footing: Where Are Our Customers Pedaling From?

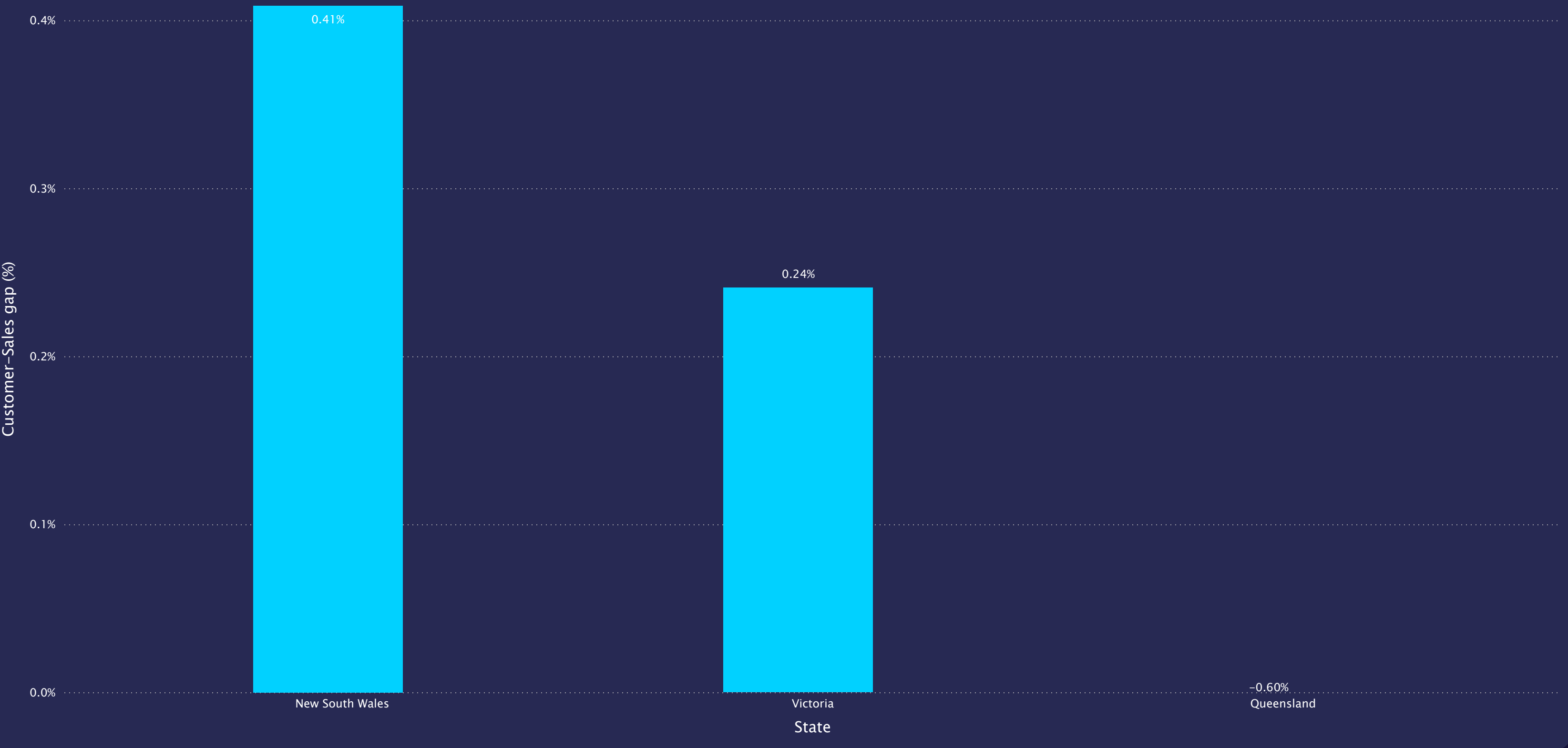
Customer vs Revenue: Sprocket State-Level Market Pulse

A side by side view of where our customers live vs where they buy – to guide smarter regional strategies



Customers Are There – But Are We?

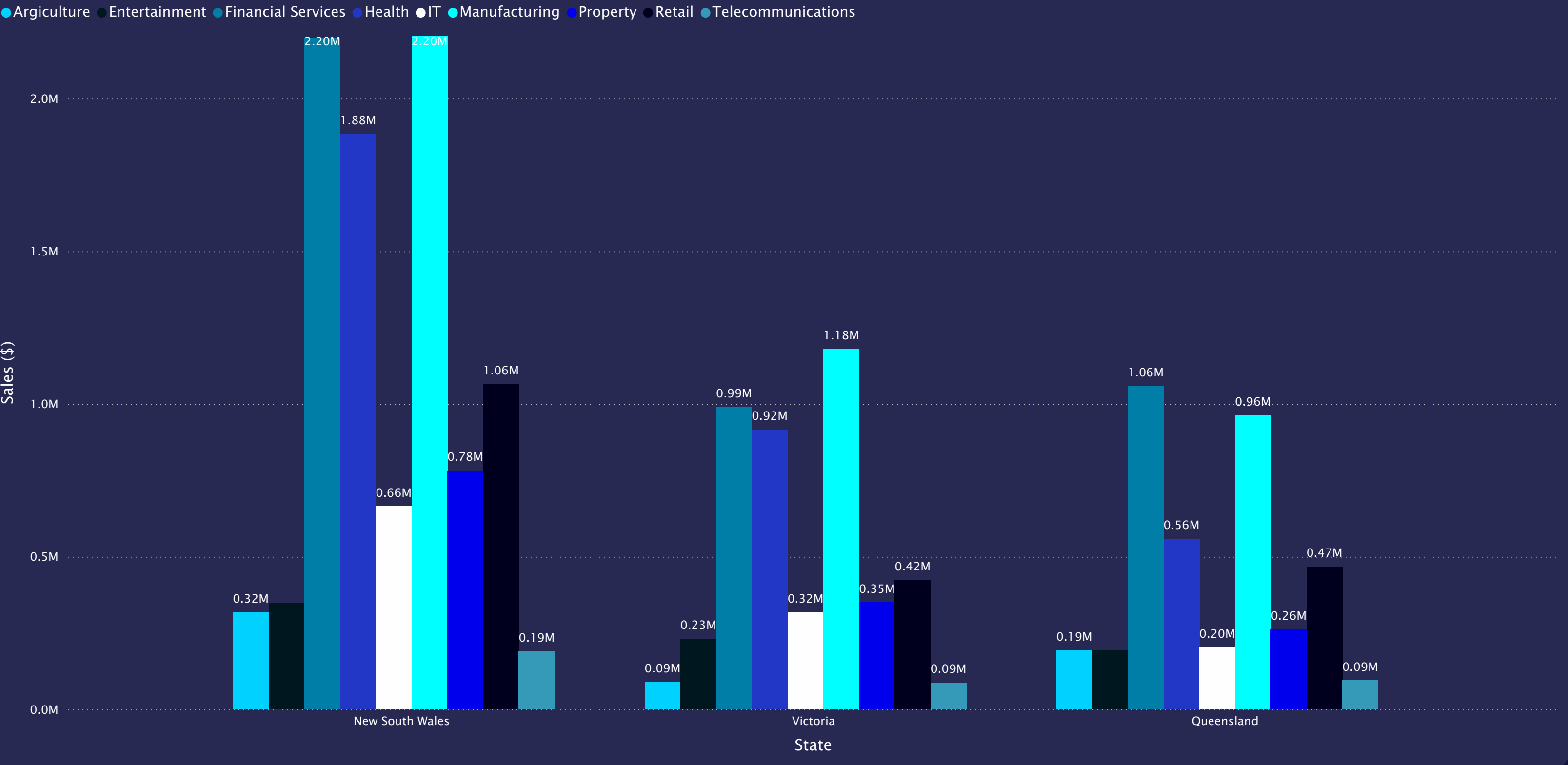
Spotlighting geographic gaps between where Sprocket customers live and where purchases happen



## Riding In The Right Lane: Maximizing Revenue With Te Right Job Categories

Mapping The Revenue Potential: Job Categories By State

Exploring state level variations in sales by job category to identify targeted market opportunities



Mapping Sprocket's Profitability Potential: Job Categories By State

Exploring state level variations in profitability by job category to identify targeted market opportunities

