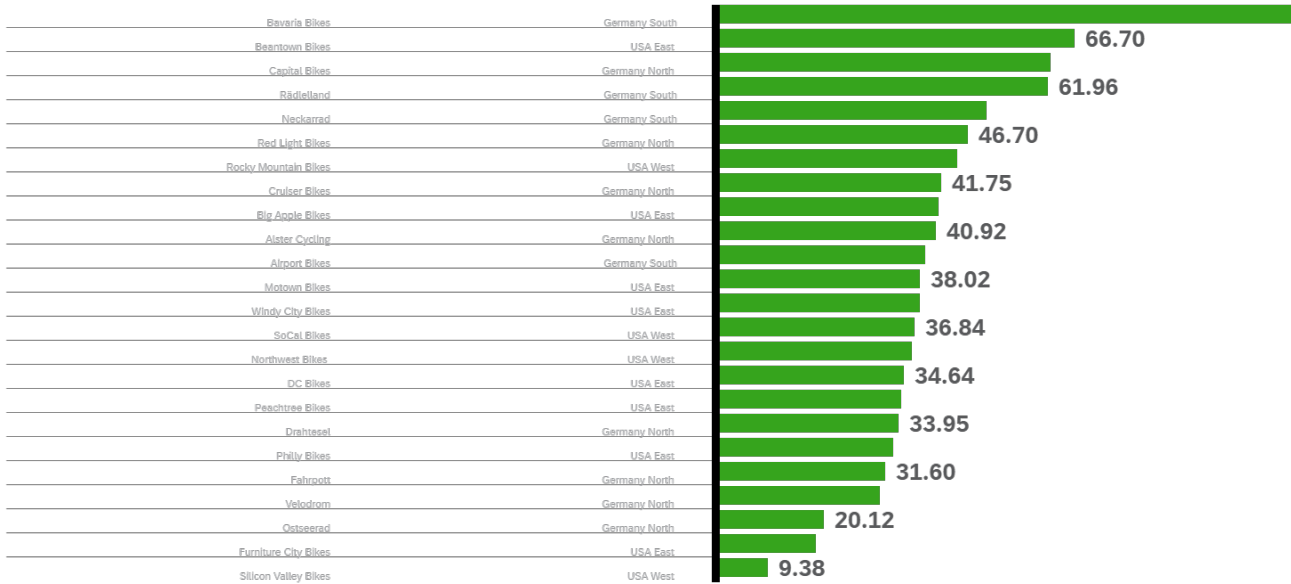


# Revenue per Customer and Sales organization

## Revenue per Customer, Sales Organization

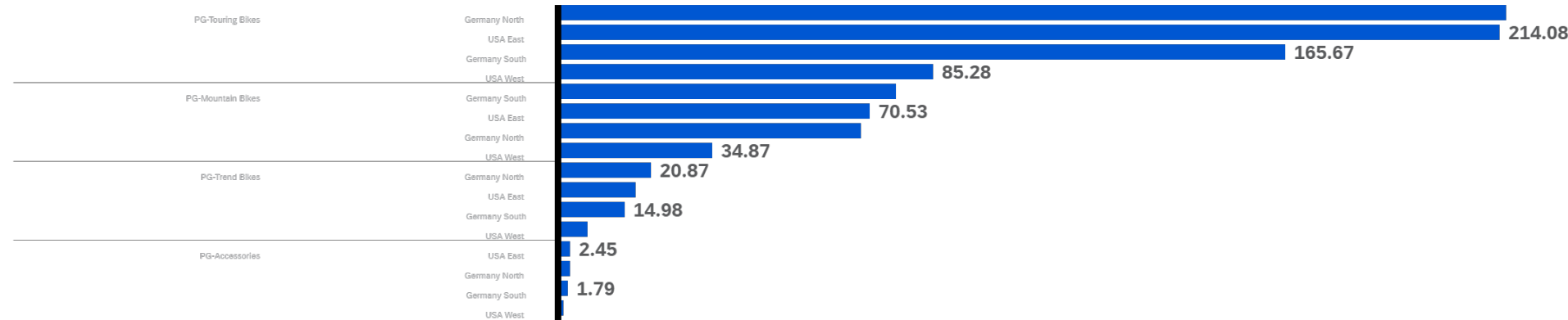
in \$, €



# Revenue per product and Sales organization

## Revenue per Product, Sales Organization

in €, \$



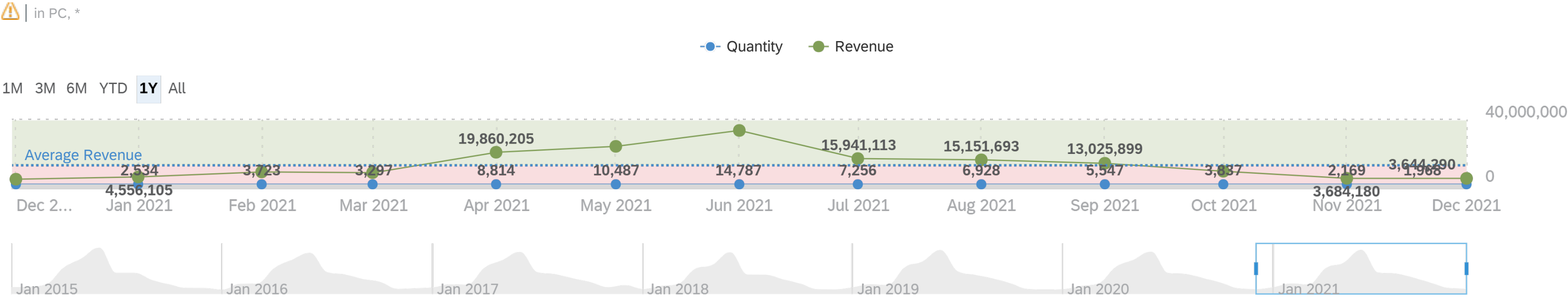
# Table Analysis by Customer

Customer Measures Analysis				
		Revenue	Cost	Discount
Rocky Mountain Bikes		44,807,633.92 \$	25,789,191.33 \$	1,344,229.25 \$
Silicon Valley Bikes		9,380,721.32 \$	5,386,535.95 \$	469,036.46 \$
DC Bikes		34,642,267.83 \$	20,122,190.15 \$	1,039,268.08 \$
Northwest Bikes		36,310,113.83 \$	21,080,426.07 \$	1,089,303.18 \$
Airport Bikes		38,784,796.39 €	20,483,667.79 €	1,163,543.46 €
Alster Cycling		40,923,448.53 €	21,565,726.73 €	1,227,703.76 €
Bavaria Bikes		108,016,036.80 €	56,356,889.43 €	5,400,805.29 €
Capital Bikes		62,477,209.54 €	32,871,977.15 €	1,874,316.40 €
Cruiser Bikes		41,750,947.51 €	21,927,367.44 €	1,252,528.35 €
Total		380,717,773.20	190,000,000.00	6,000,000.00

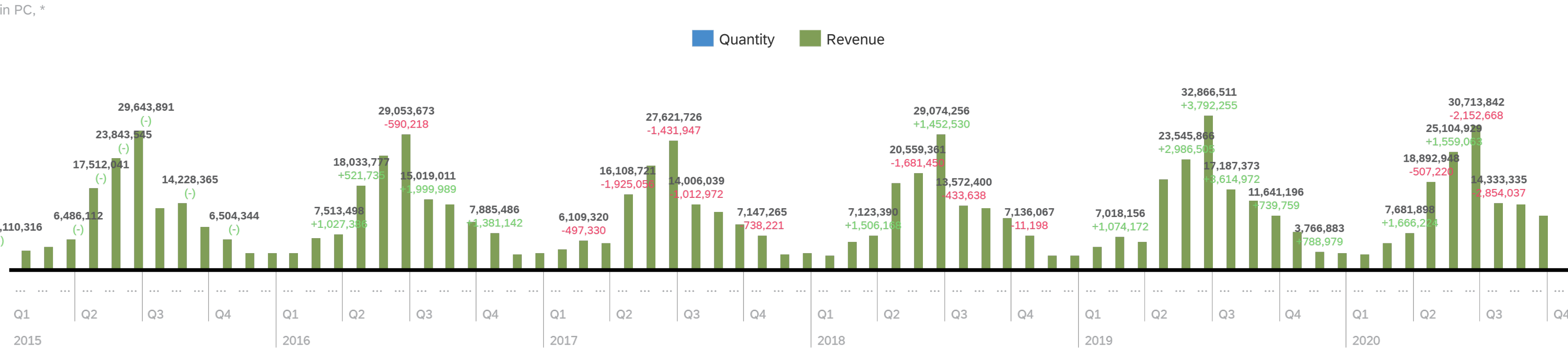
# Table Analysis by Product

Product Measures Analysis				
		Revenue	Cost	Discount
Product Group Bikes	Germany North	307,791,969.40 €	161,959,213.10 €	5,755,641.12 €
	Germany South	259,306,083.78 €	135,879,928.59 €	9,939,506.91 €
	USA East	304,614,757.04 \$	176,768,670.09 \$	9,922,386.00 \$
	USA West	127,338,215.18 \$	73,677,735.45 \$	4,007,761.18 \$
PG-Accessories	Germany North	2,409,722.99 €	1,003,912.73 €	44,954.25 €
	Germany South	1,786,333.35 €	743,584.05 €	66,674.60 €
	USA East	2,453,938.29 \$	1,127,844.87 \$	79,917.43 \$
	USA West	891,546.60 \$	409,456.75 \$	28,160.57 \$
PG-Mountain Bikes	Germany North	68,862,310.53 €	34,369,654.55 €	1,266,117.69 €
	Germany South	70,000,000.00	30,000,000.00	1,000,000.00

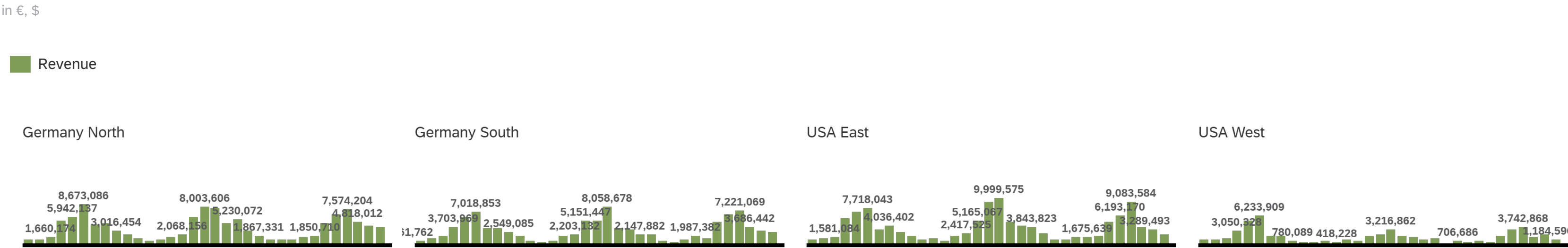
Quantity, Revenue per Date



Key Figure Variance over Time

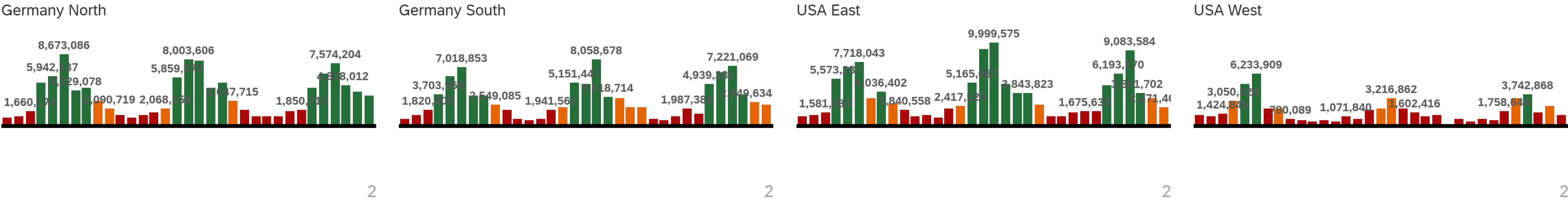


Trellis Chart



Trellis Chart

in €, \$



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		Measures	Cost
Sales Organization	Product		
Germany North	Product Group Bikes	▲	161,959,213.10 €
	PG-Accessories	■	1,003,912.73 €
	Water Bottle	■	37,023.52 €
	Water Bottle Cage	■	96,766.82 €
	Elbow Pads	■	71,565.23 €
	First Aid Kit	■	155,015.96 €
	Knee Pads	■	75,228.36 €