

- Australia
- Canada
- Central
- France
- Germany
- Northe...
- Northw...
- Southe...
- Southw...
- United Kingdom

| | |
|------|------|
| 2011 | 2013 |
| 2012 | 2014 |

Margen

0,09

Cantidad productos vendidos

61659✓

Objetivo: 50000 (+23.32 %)

Costo de ventas

100,47 mill.

Ganancia bruta total

9,37 mill.

Objetivo ganancia por año

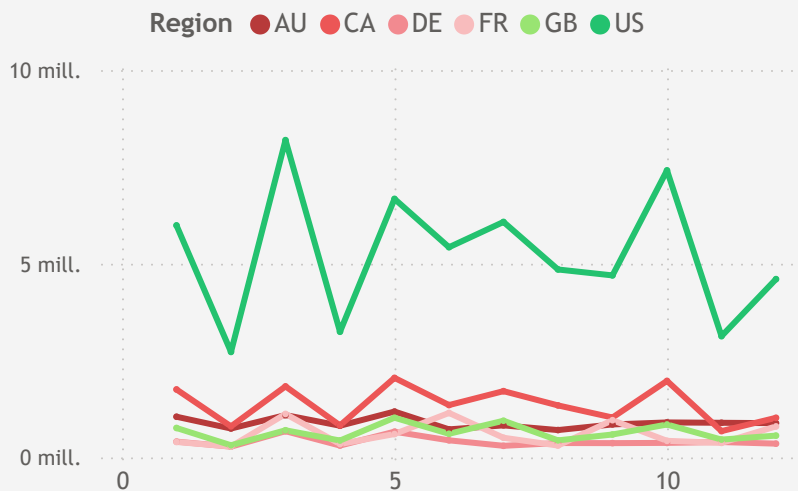
3,44 mill.✓

Objetivo: 1750000 (+96.71 %)

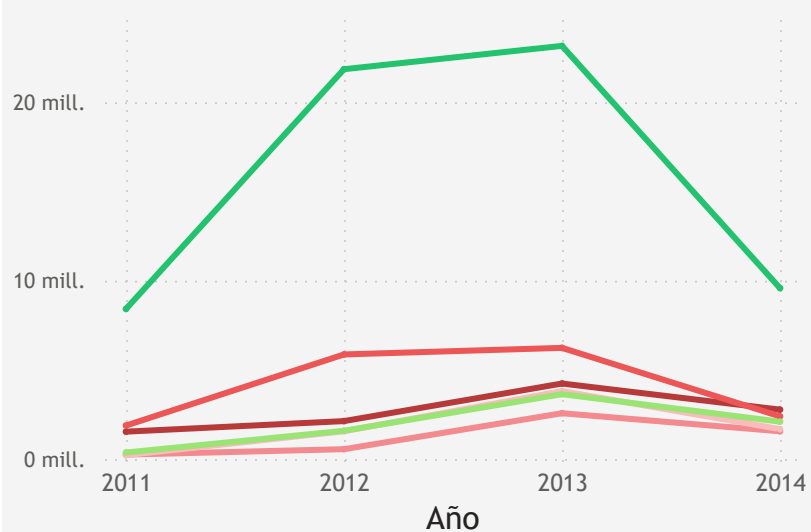
Ventas ultimo año

| Codigo país | name | Ganancia_Bruta |
|-------------|----------------|----------------|
| AU | Australia | 3.434.255,38 |
| CA | Canada | 404.316,41 |
| DE | Germany | 1.043.016,69 |
| FR | France | 893.094,68 |
| GB | United Kingdom | 1.231.909,12 |
| US | Central | -142.450,75 |
| US | Northeast | -269.493,18 |
| US | Northwest | 1.364.601,89 |
| US | Southeast | -151.057,42 |
| US | Southwest | 1.563.710,81 |

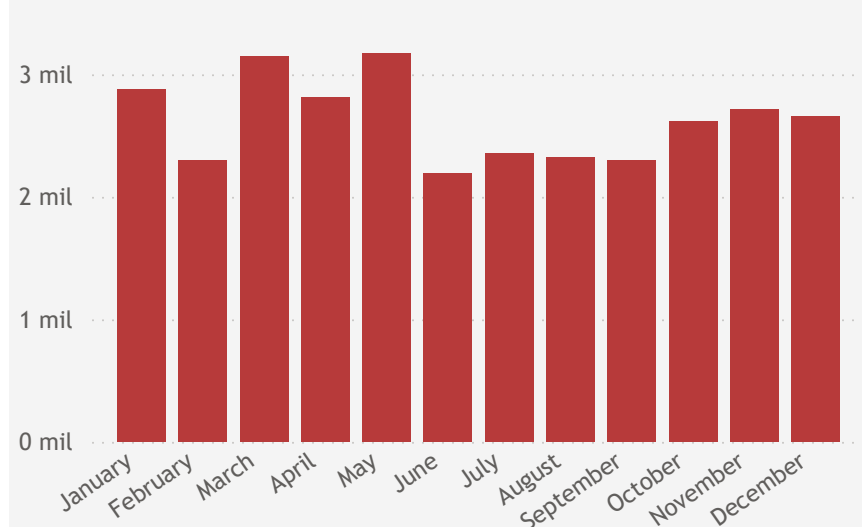
Ventas por mes segun territorio



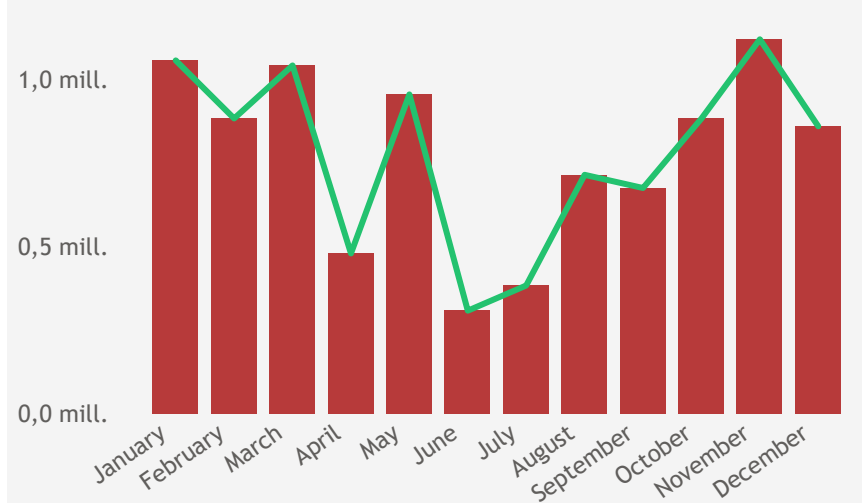
Ventas por año segun territorio



Cantidad de productos vendidos



Ventas por mes



gasto promedio por orden

3,09 mil

Objetivo: 3000 (+3.1 %)

| | |
|------|------|
| 2011 | 2013 |
| 2012 | 2014 |



Participación de producto en ventas.

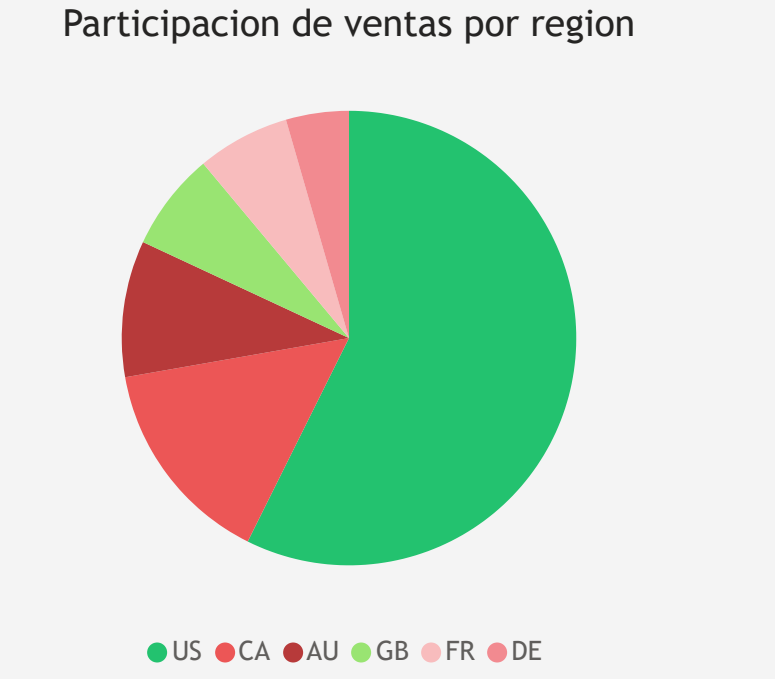
| name | cantidad _vendida | Rotación Producto |
|---------------------------------|-------------------|-------------------|
| AWC Logo Cap | 8311 | 0,03 |
| Water Bottle - 30 oz. | 6815 | 0,02 |
| Sport-100 Helmet, Blue | 6743 | 0,02 |
| Long-Sleeve Logo Jersey, L | 6592 | 0,02 |
| Sport-100 Helmet, Black | 6532 | 0,02 |
| Sport-100 Helmet, Red | 6266 | 0,02 |
| Classic Vest, S | 4247 | 0,02 |
| Patch Kit/8 Patches | 3865 | 0,01 |
| Short-Sleeve Classic Jersey, XL | 3864 | 0,01 |
| Long-Sleeve Logo Jersey, M | 3636 | 0,01 |
| Half-Finger Gloves, M | 3464 | 0,01 |
| Full-Finger Gloves, L | 3378 | 0,01 |
| Bike Wash - Dissolver | 3319 | 0,01 |
| Women's Mountain Shorts, S | 3296 | 0,01 |
| Women's Mountain Shorts, L | 3244 | 0,01 |
| Hitch Rack - 4-Bike | 3166 | 0,01 |
| Mountain Tire Tube | 3095 | 0,01 |
| Long-Sleeve Logo Jersey, XL | 2980 | 0,01 |
| Mountain-200 Black, 38 | 2977 | 0,01 |
| Short-Sleeve Classic Jersey, L | 2848 | 0,01 |
| Hydration Pack - 70 oz. | 2761 | 0,01 |
| Mountain-200 Black, 42 | 2664 | 0,01 |
| Racing Socks, L | 2473 | 0,01 |
| Mountain-200 Silver, 38 | 2394 | 0,01 |
| Road Tire Tube | 2376 | 0,01 |

Top 5 productos mas vendidos

| Nombre | Cantidad | Promedio de unit_price |
|----------------------------|----------|------------------------|
| AWC Logo Cap | 8311 | 7,67 |
| Water Bottle - 30 oz. | 6815 | 4,80 |
| Sport-100 Helmet, Blue | 6743 | 30,37 |
| Long-Sleeve Logo Jersey, L | 6592 | 34,90 |
| Sport-100 Helmet, Black | 6532 | 30,45 |

Top 5 productos menos vendidos

| Nombre | Cantidad | Promedio de unit_price |
|----------------------------------|----------|------------------------|
| ML Mountain Frame-W - Silver, 38 | 7 | 218,45 |
| LL Touring Frame - Blue, 58 | 4 | 200,05 |
| LL Touring Frame - Blue, 62 | 15 | 200,05 |
| LL Mountain Frame - Black, 40 | 8 | 149,87 |
| LL Mountain Frame - Black, 52 | 15 | 149,87 |
| LL Road Seat/Saddle | 10 | 16,27 |



| | | | | | | | | | |
|-----------|--------|---------|--------|---------|-----------|-----------|-----------|-----------|----------------|
| Australia | Canada | Central | France | Germany | Northeast | Northwest | Southeast | Southwest | United Kingdom |
|-----------|--------|---------|--------|---------|-----------|-----------|-----------|-----------|----------------|