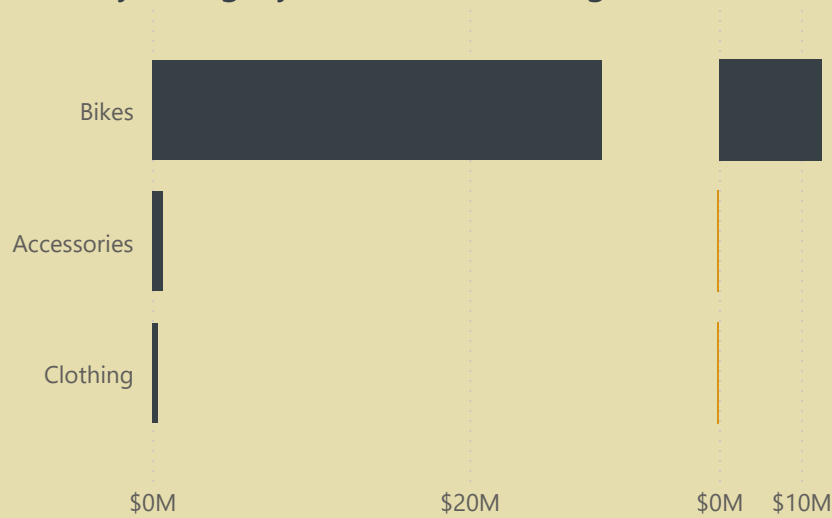


Variance Analysis

Sales by Category & Variance to Target



Sales by Product & Variance to target

Category	Sales	Target sales	Variance	Variance %
<div><div></div>Clothing</div>	\$3,22,677	₹ 3,33,741	(\$11,064)	-3.3%
Socks	\$4,882	₹ 5,449	(\$567)	
Caps	\$18,834	₹ 20,371	(\$1,537)	
Jerseys	\$1,65,066	₹ 1,70,938	(\$5,872)	
Vests	\$33,465	₹ 34,565	(\$1,101)	
Shorts	\$67,050	₹ 68,453	(\$1,403)	
Gloves	\$33,380	₹ 33,965	(\$585)	
<div><div></div>Accessories</div>	\$6,67,015	₹ 6,87,607	(\$20,592)	-3.0%
Tires and Tubes	\$2,31,300	₹ 2,42,777	(\$11,477)	
Bottles and Cages	\$55,031	₹ 57,369	(\$2,338)	
Helmets	\$2,15,923	₹ 2,21,905	(\$5,982)	
Hydration Packs	\$38,823	₹ 39,803	(\$980)	
Bike Stands	\$37,842	₹ 38,757	(\$915)	
Bike Racks	\$36,960	₹ 36,861	\$99	
Fenders	\$44,268	₹ 43,670	\$598	
Cleaners	\$6,869	₹ 6,465	\$404	
<div><div></div>Bikes</div>	\$2,83,18,145	₹ 1,58,48,226	\$1,24,69,919	78.7%
Touring Bikes	\$38,44,801	₹ 40,55,965	(\$2,11,164)	
Mountain Bikes	\$99,52,760	₹ 65,34,364	\$34,18,396	
Road Bikes	\$1,45,20,584	₹ 52,57,897	\$92,62,687	
Total	\$2,93,07,837	₹ 1,68,69,574	\$1,24,38,263	73.7%

Variance by Months

