

# Regional Analysis

Select Date

01/01/2005

31/12/2014



\$109.81M

Total Sales

60K

Total Quantity IS

\$65.84M

Gross Profit

59.96%

% Gross profit



This visual does not support exporting.

Select Subcategory

All



Select category

All



Internet Sales :

\$29.36M

Total Inter...

\$17.28M

Total Cost IS

\$12.08M

Margin IS

41.21%

% Margin IS

Reseller Sales :

\$80.45M

Total Resell...

\$26.69M

Total Cost ...

\$53.76M

Margin RS

66.82%

% Margin RS

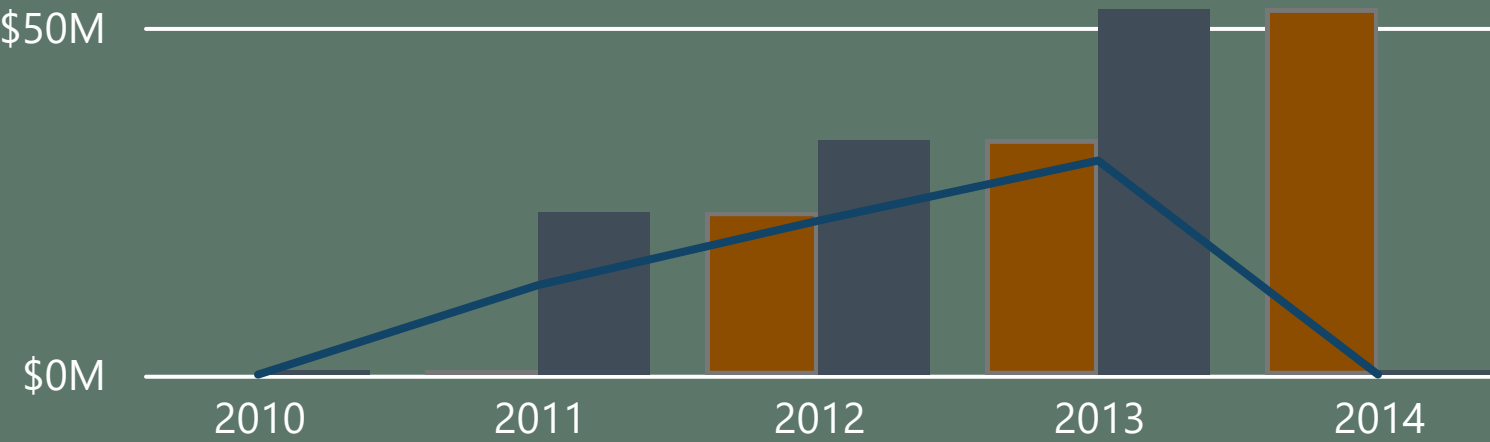
Total Sales by StateProvinceName



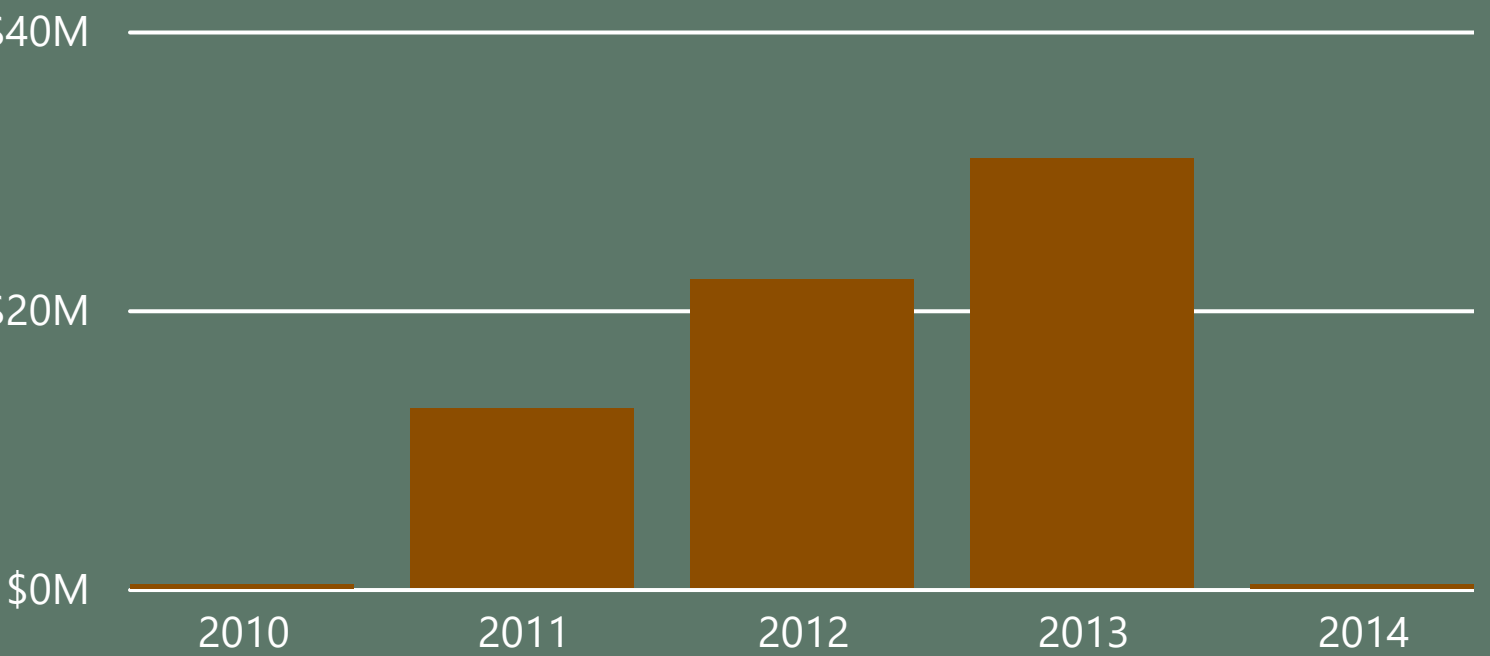
EnglishProductCategoryName	Total Sales
<b>Accessories</b>	<b>\$1,272,057.89</b>
Pumps	\$13,514.69
Locks	\$16,225.22
Cleaners	\$18,406.97
Bike Stands	\$39,591.00
Fenders	\$46,619.58
Bottles and Cages	\$64,274.79
Hydration Packs	\$105,826.42
Bike Racks	\$237,096.16
Tires and Tubes	\$246,454.53
Helmets	\$484,048.53
<b>Clothing</b>	<b>\$2,117,613.45</b>
Socks	\$29,745.13
Caps	\$51,229.45
Bib-Shorts	\$166,739.71
Tights	\$201,833.01
Gloves	\$242,795.87
Vests	\$259,488.37
Shorts	\$413,522.52
<b>Total</b>	<b>\$109,809,274.20</b>

Total Sales PY, Total Sales and Gross Profit by CalendarYear

Total Sales PY Total Sales Gross Profit



Gross Profit by CalendarYear



# Regional Analysis

Select Date

01/01/2005

31/12/2014



\$109.81M

Total Sales

60K

Total Quantity IS

\$65.84M

Gross Profit

59.96%

% Gross profit



This visual does not support exporting.

Select Subcategory

All



Select category

All



Internet Sales :

\$29.36M

Total Inter...

\$17.28M

Total Cost IS

\$12.08M

Margin IS

41.21%

% Margin IS

Reseller Sales :

\$80.45M

Total Resell...

\$26.69M

Total Cost ...

\$53.76M

Margin RS

66.82%

% Margin RS

Country	Total Sales	Total Internet Sales IS	Total Reseller Sales RS	Total Cost	Total Cost IS	Total Cost RS	Gross Profit	Margin IS	Margin RS	% Gross profit	% Margin IS	% Margin RS
Australia	\$30,953,012.60	\$29,358,677.2207	\$1,594,335.3767	\$18,084,494.955	\$17,277,793.5757	\$806,701.3793	\$12,868,517.6424	\$12,080,883.645	\$787,633.9974	41.57%	41.21%	49.40%
Canada	\$43,736,602.82	\$29,358,677.2207	\$14,377,925.5965	\$22,055,829.8423	\$17,277,793.5757	\$4,778,036.2666	\$21,680,772.9749	\$12,080,883.645	\$9,599,889.3299	49.57%	41.21%	66.77%
France	\$33,966,215.16	\$29,358,677.2207	\$4,607,537.935	\$18,578,101.4652	\$17,277,793.5757	\$1,300,307.8895	\$15,388,113.6905	\$12,080,883.645	\$3,307,230.0455	45.30%	41.21%	71.78%
Germany	\$31,342,665.26	\$29,358,677.2207	\$1,983,988.0373	\$17,984,101.5397	\$17,277,793.5757	\$706,307.964	\$13,358,563.7183	\$12,080,883.645	\$1,277,680.0733	42.62%	41.21%	64.40%
United Kingdom	\$33,637,686.05	\$29,358,677.2207	\$4,279,008.8266	\$18,639,294.2281	\$17,277,793.5757	\$1,361,500.6524	\$14,998,391.8192	\$12,080,883.645	\$2,917,508.1742	44.59%	41.21%	68.18%
United States	\$82,966,478.43	\$29,358,677.2207	\$53,607,801.2102	\$35,018,769.9966	\$17,277,793.5757	\$17,740,976.4209	\$47,947,708.4343	\$12,080,883.645	\$35,866,824.7893	57.79%	41.21%	66.91%
Total	\$109,809,274.20	\$29,358,677.2207	\$80,450,596.9823	\$43,971,624.1484	\$17,277,793.5757	\$26,693,830.5727	\$65,837,650.0546	\$12,080,883.645	\$53,756,766.4096	59.96%	41.21%	66.82%

State	Total Sales	Total Internet Sales IS	Total Reseller Sales RS	Total Cost	Total Cost IS	Total Cost RS	Gross Profit	Margin IS	Margin RS	% Gross profit	% Margin IS	% Margin RS
Alabama	\$29,404,106.25	\$29,358,677.2207	\$45,429.029	\$17,298,695.268	\$17,277,793.5757	\$20,901.6923	\$12,105,410.9817	\$12,080,883.645	\$24,527.3367	41.17%	41.21%	53.99%
Alberta	\$30,754,703.64	\$29,358,677.2207	\$1,396,026.4188	\$17,648,481.0821	\$17,277,793.5757	\$370,687.5064	\$13,106,222.5574	\$12,080,883.645	\$1,025,338.9124	42.62%	41.21%	73.45%
Arizona	\$30,791,262.79	\$29,358,677.2207	\$1,432,585.5698	\$17,741,094.0178	\$17,277,793.5757	\$463,300.4421	\$13,050,168.7727	\$12,080,883.645	\$969,285.1277	42.38%	41.21%	67.66%
Bayern	\$29,560,882.09	\$29,358,677.2207	\$202,204.871	\$17,347,839.4134	\$17,277,793.5757	\$70,045.8377	\$12,213,042.6783	\$12,080,883.645	\$132,159.0333	41.31%	41.21%	65.36%
Brandenburg	\$29,475,374.46	\$29,358,677.2207	\$116,697.24	\$17,335,624.3346	\$17,277,793.5757	\$57,830.7589	\$12,139,750.1261	\$12,080,883.645	\$58,866.4811	41.19%	41.21%	50.44%
British Columbia	\$32,778,306.98	\$29,358,677.2207	\$3,419,629.7618	\$18,342,505.0834	\$17,277,793.5757	\$1,064,711.5077	\$14,435,801.8991	\$12,080,883.645	\$2,354,918.2541	44.04%	41.21%	68.86%
Brunswick	\$29,683,700.13	\$29,358,677.2207	\$325,022.913	\$17,389,519.8398	\$17,277,793.5757	\$111,726.2641	\$12,294,180.2939	\$12,080,883.645	\$213,296.6489	41.42%	41.21%	65.63%
California	\$39,122,947.93	\$29,358,677.2207	\$9,764,270.7083	\$20,472,212.8148	\$17,277,793.5757	\$3,194,419.2391	\$18,650,735.1142	\$12,080,883.645	\$6,569,851.4692	47.67%	41.21%	67.28%
Charente-Maritime	\$29,358,677.22	\$29,358,677.2207		\$17,277,793.5757	\$17,277,793.5757		\$12,080,883.645	\$12,080,883.645		41.15%	41.21%	
Colorado	\$31,754,591.06	\$29,358,677.2207	\$2,395,913.843	\$17,970,423.208	\$17,277,793.5757	\$692,629.6323	\$13,784,167.8557	\$12,080,883.645	\$1,703,284.2107	43.41%	41.21%	71.09%
Connecticut	\$30,484,377.63	\$29,358,677.2207	\$1,125,700.407	\$17,730,017.9013	\$17,277,793.5757	\$452,224.3256	\$12,754,359.7264	\$12,080,883.645	\$673,476.0814	41.84%	41.21%	59.83%
England	\$33,637,686.05	\$29,358,677.2207	\$4,279,008.8266	\$18,639,294.2281	\$17,277,793.5757	\$1,361,500.6524	\$14,998,391.8192	\$12,080,883.645	\$2,917,508.1742	44.59%	41.21%	68.18%
Total	\$109,809,274.20	\$29,358,677.2207	\$80,450,596.9823	\$43,971,624.1484	\$17,277,793.5757	\$26,693,830.5727	\$65,837,650.0546	\$12,080,883.645	\$53,756,766.4096	59.96%	41.21%	66.82%