

Products XL (Extended version) Views by: Total Sales

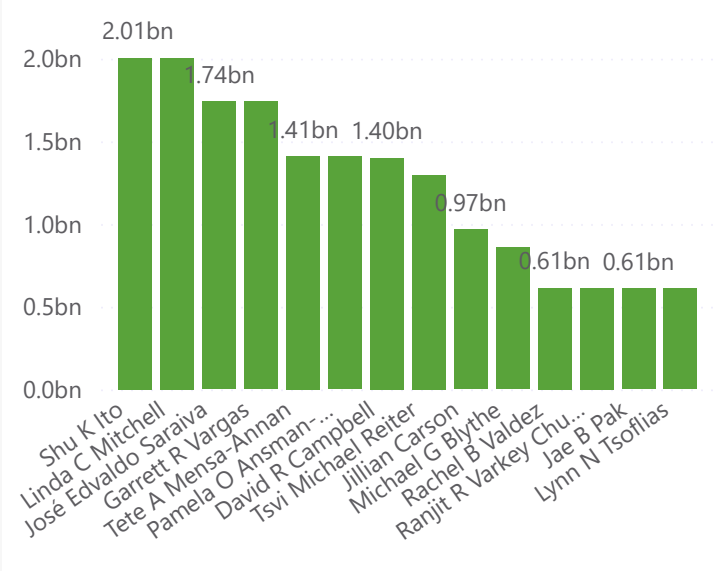
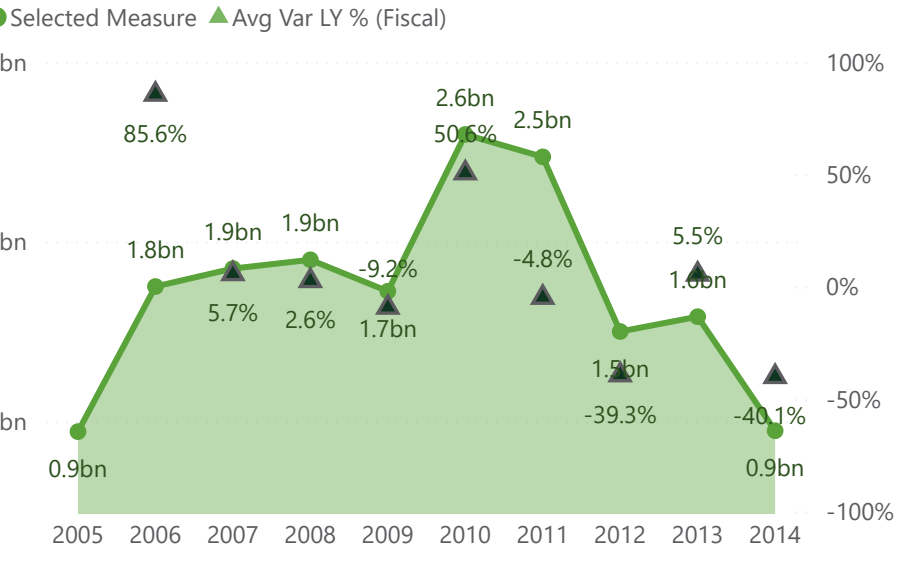
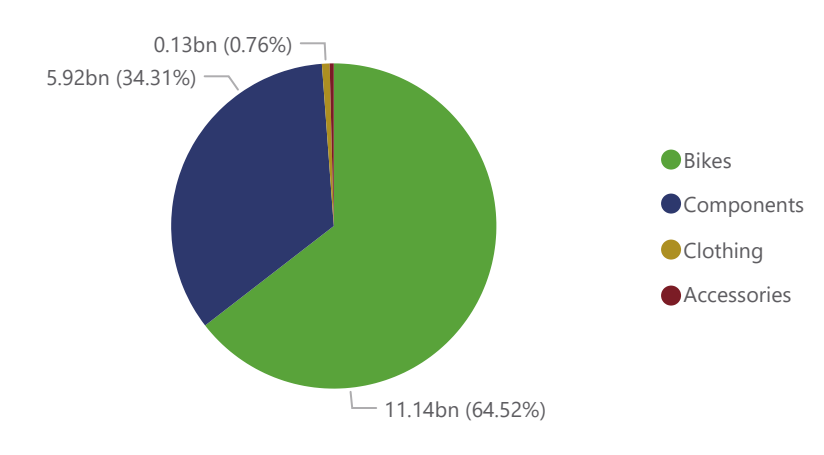
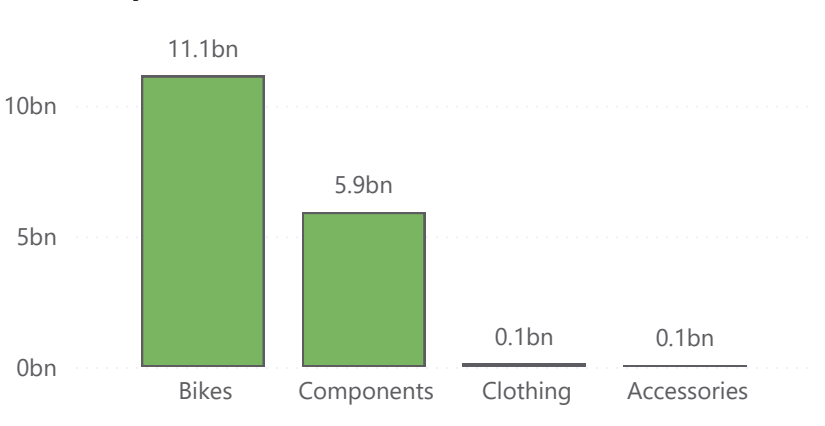
- Select a Measure:
- ☐ Avg Discounts
 - ☐ Avg Product Costs
 - ☐ Avg Sales (no discounts)
 - ☐ Avg Sales (w/discounts)
 - ☐ Avg Unit Price
 - ☐ Avg Units
 - ☐ Gross Margins\$
 - ☐ Gross Margins%

17.27bn

Select Products:

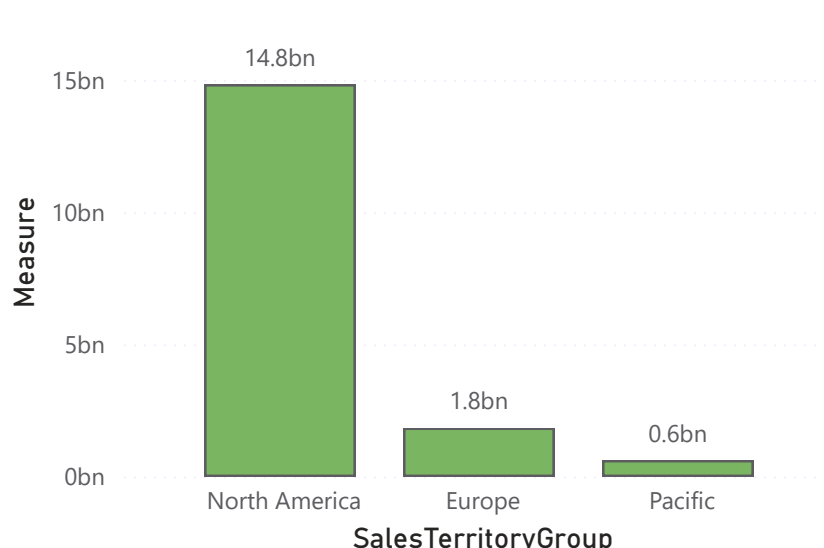
- ☒ Accessories
- ☒ Bikes
- ☒ Clothing
- ☒ Components

Products by selected measure



EnglishProductCategory Name	2005	2006	2007	2008	2009	2010	2011
Bikes	608,996,287.15	1,128,829,750.75	1,194,532,457.79	1,224,653,094.68	1,111,851,669.56	1,677,414,798.15	1,594,000,000.00
Road Bikes	296,260,484.51	549,631,206.50	582,286,432.81	598,420,202.99	540,633,512.89	818,671,034.85	777,000,000.00
Mountain Bikes	213,206,134.37	393,612,276.50	416,828,506.41	425,015,612.52	386,611,219.75	584,577,484.61	554,000,000.00
Touring Bikes	99,529,668.27	185,586,267.74	195,417,518.56	201,217,279.18	184,606,936.92	274,166,278.69	262,000,000.00
Components	323,390,460.95	601,424,951.92	634,666,125.22	652,490,722.67	592,400,371.60	889,131,403.41	848,000,000.00
Road Frames	156,907,474.79	291,286,037.27	306,185,173.39	316,131,679.53	286,005,066.55	432,500,160.30	411,000,000.00
Mountain Frames	106,735,035.89	199,603,116.07	210,818,223.80	216,169,053.88	196,726,709.92	294,165,827.49	281,000,000.00
Touring Frames	36,622,496.21	67,417,080.06	71,896,543.40	73,136,895.32	67,217,672.87	98,607,948.81	95,000,000.00
Wheels	9,757,153.56	18,412,610.09	19,417,223.45	19,988,167.04	18,199,031.69	27,163,249.97	25,000,000.00
Total	943,427,911.20	1,750,799,380.12	1,850,696,446.79	1,899,405,880.85	1,724,405,456.74	2,596,875,468.00	2,472,000,000.00

Geographies by selected measure



What are Reseller Transaction Count by AllSegments ?

MeasureName

Avg Discounts

Avg Product Costs

Avg Sales (no discounts)

Avg Sales (w/discounts)

Avg Unit Price

Avg Units

Gross Margins\$

Segment Slicer:

AllSegments

AnnualSalesSegment

BusinessType

OrderFrequency

ProductLine

ResellerSegment

Transaction Count

11.67M

Distinct Resllers#

701

1

AllSegments

100.00%

% of Total

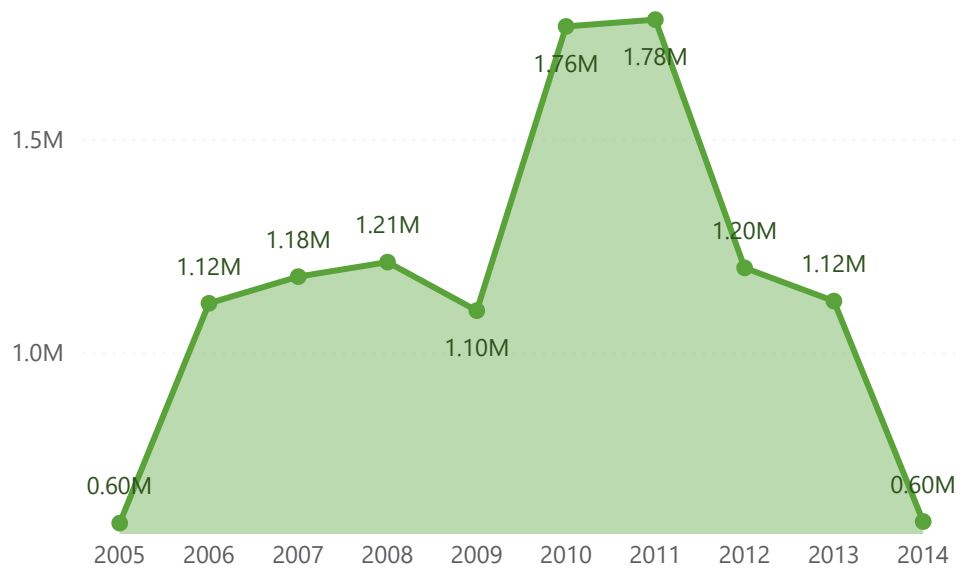
11,669,638.00

Selected Measure

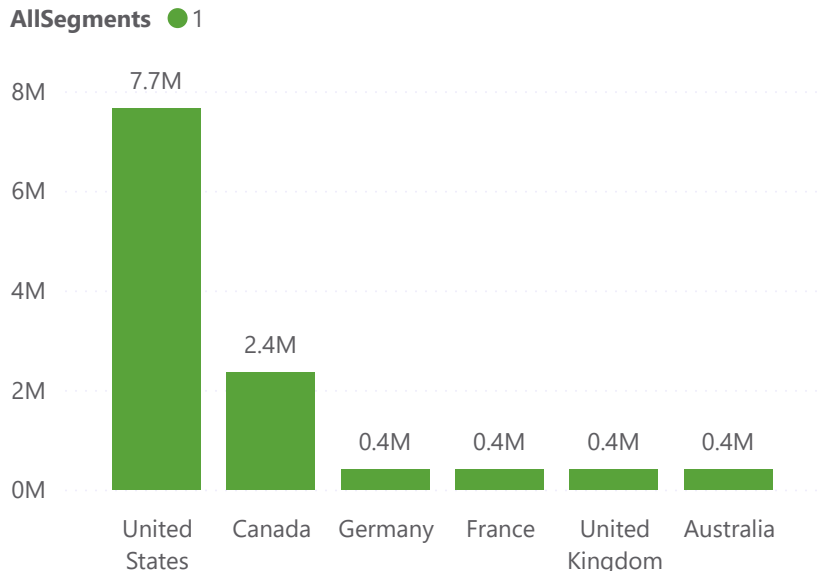
AllSegments ● 1

11.67M (100%)

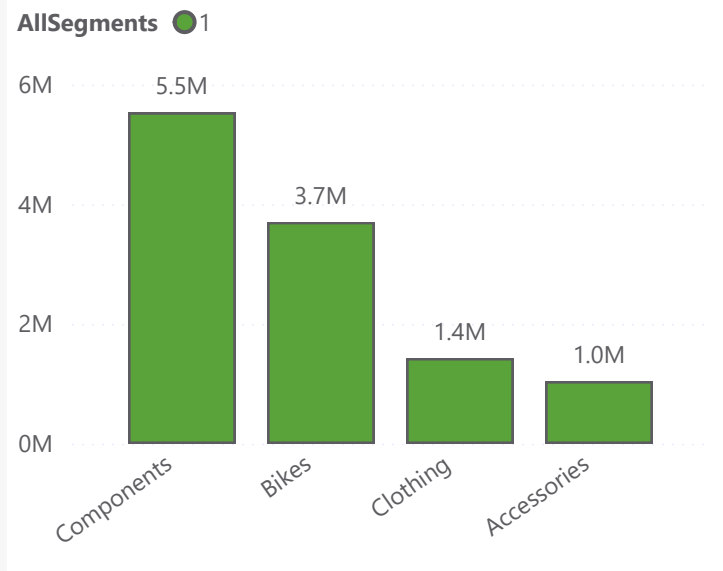
Selected Measure by FiscalYear



Selected Measure and % of Total by RegionName and AllSegments



Products by selected measure



ResellerName	AnnualR...	Phone	StateProvinceNa...	City	PostalCode	AllSegments	Selected Measure	ReSeller CountXL
Roadway Supplies	300,000	962-555-0144	Utah	Riverton	84065	1	32,149.00	1
Downtown Hotel	300,000	147-555-0192	Nevada	Fernley	89408	1	31,924.00	1
Fitness Supplies	80,000	390-555-0150	Washington	Sequim	98382	1	31,888.00	1
Rugged Bikes	300,000	839-555-0198	Washington	Everett	98201	1	31,863.00	1
Raw Materials Inc	300,000	962-555-0166	Washington	Redmond	98052	1	31,829.00	1
Scooters and Bikes St...	80,000	810-555-0198	Oregon	Beaverton	97005	1	31,795.00	1
Outstanding Cycles	300,000	695-555-0161	Washington	Spokane	99202	1	31,760.00	1
Fashionable Bikes and...	300,000	115-555-0113	Utah	Park City	84098	1	31,747.00	1
The Bike Shop	300,000	957-555-0125	Washington	Puyallup	98371	1	31,621.00	1
Authorized Bike Sales...	300,000	947-555-0143	Washington	Renton	98055	1	31,601.00	1
Total							11,669,638.00	701

Shu K Ito

1,353,825.00

Selected Measure

11.60%

% of Total

Linda C Mitchell

1,352,488.00

Selected Measure

11.59%

% of Total

Garrett R Vargas

1,178,558.00

Selected Measure

10.10%

% of Total

José Edvaldo Saraiva

1,175,799.00

Selected Measure

10.08%

% of Total