

ONLINE PROFIT ANALYSIS

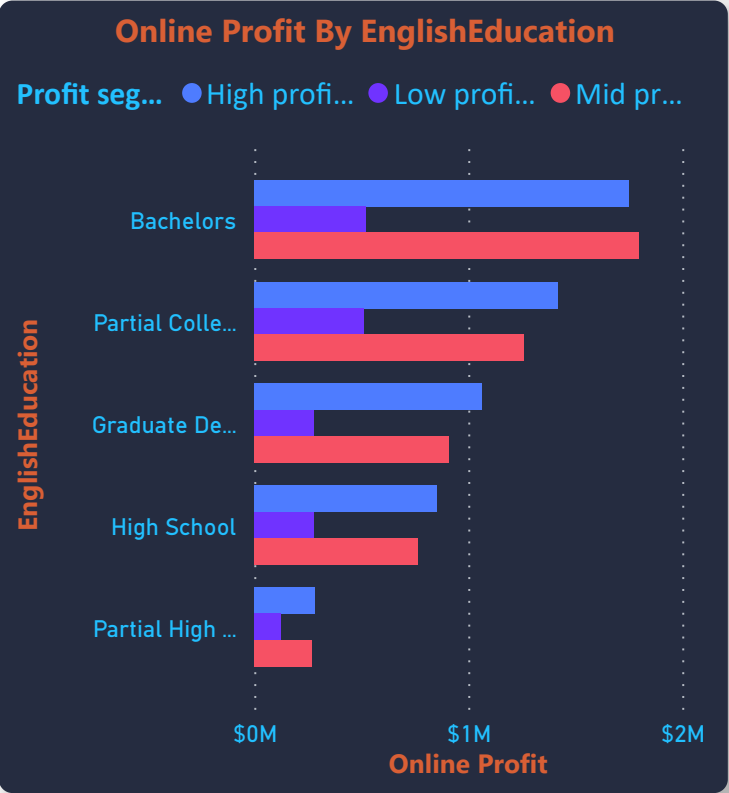
Order Date

12/29/2010

1/28/2014

City

All



English Country Region

Australia

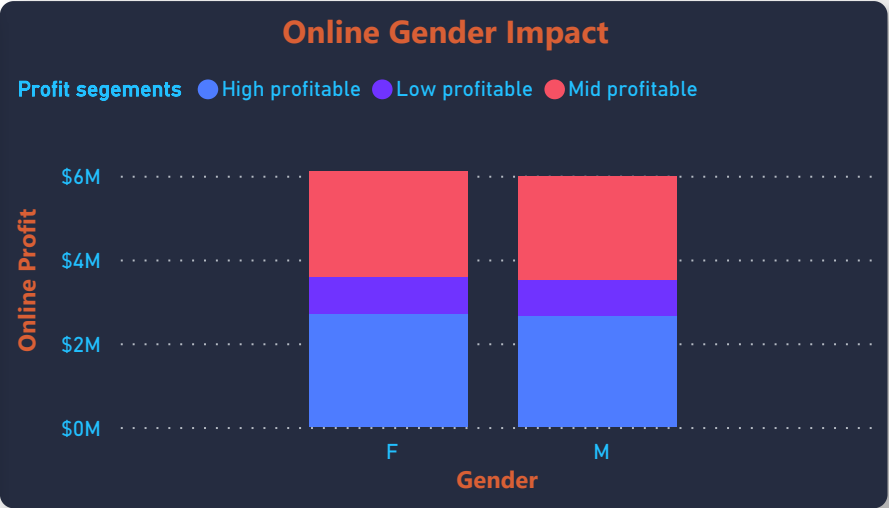
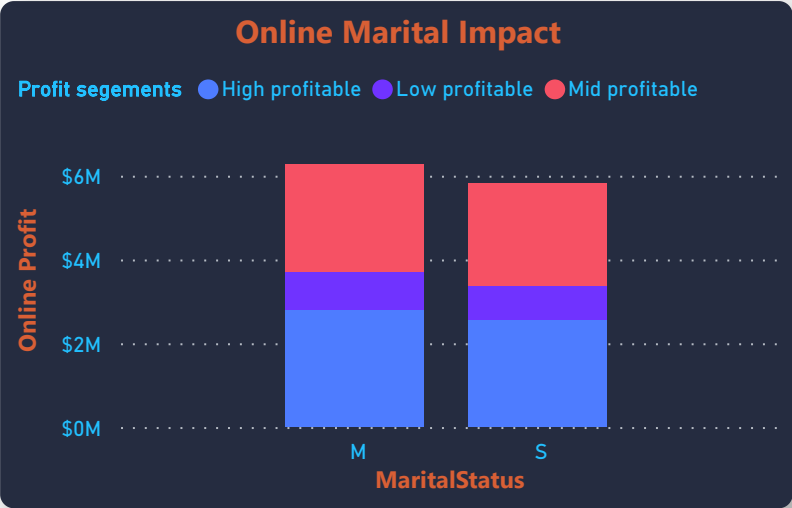
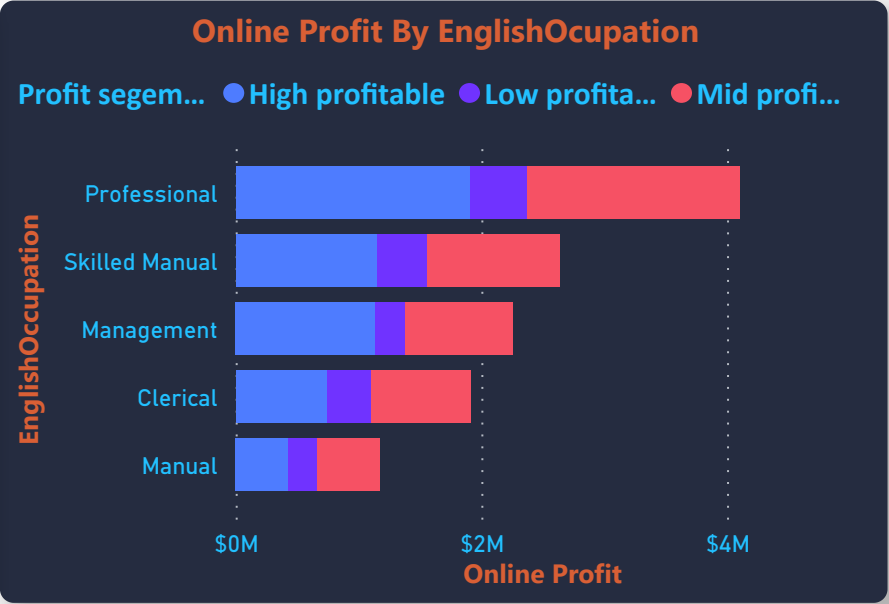
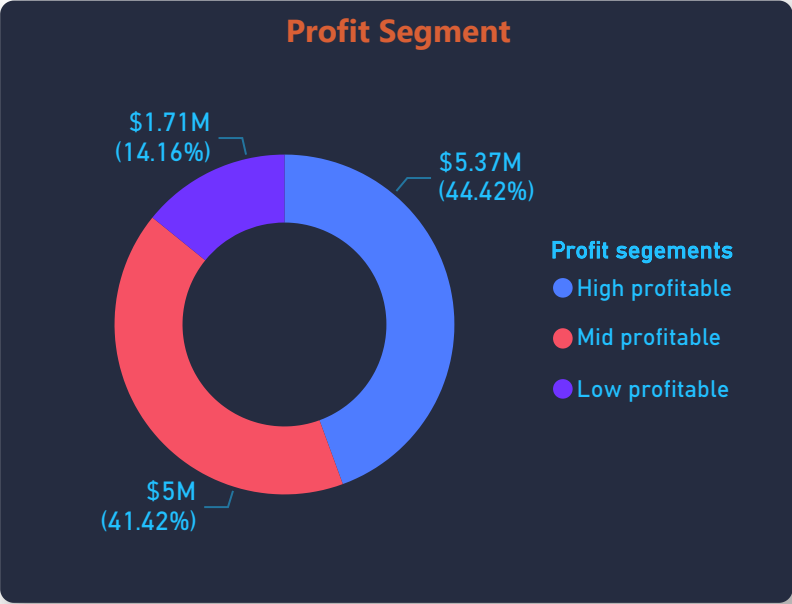
Canada

France

Germany

United Kingdom

United States



ONLINE REVENUE ANALYSIS

Order Date

12/29/2010



1/28/2014



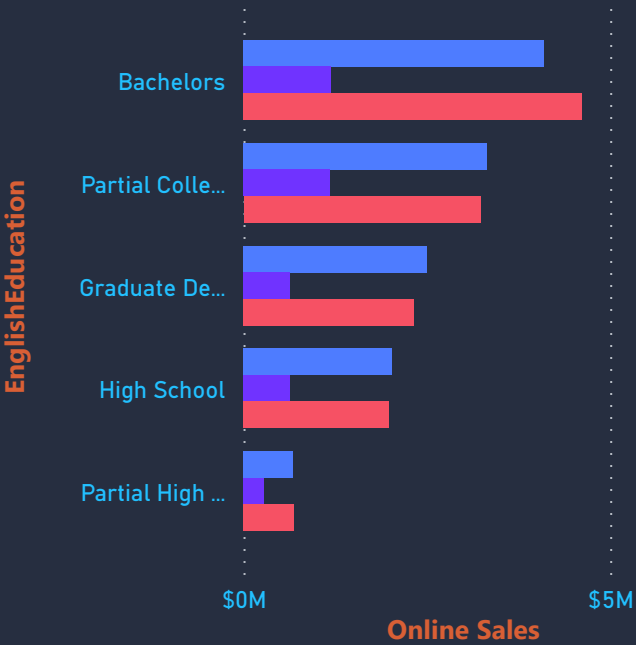
City

All



Online Revenue By EnglishEducation

Profit seg... ● High profi... ● Low profi... ● Mid pr...



English Country Region

Australia

Canada

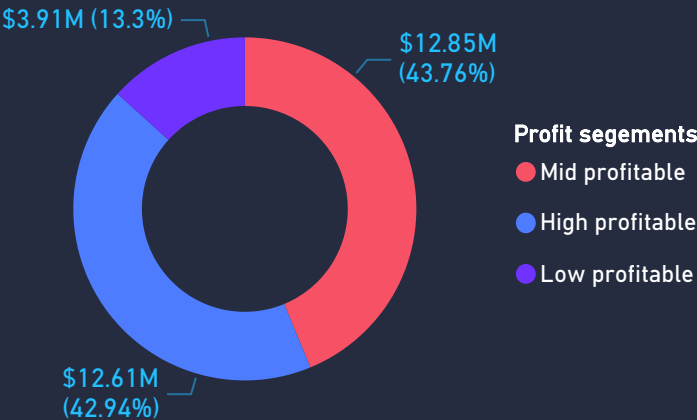
France

Germany

United Kingdom

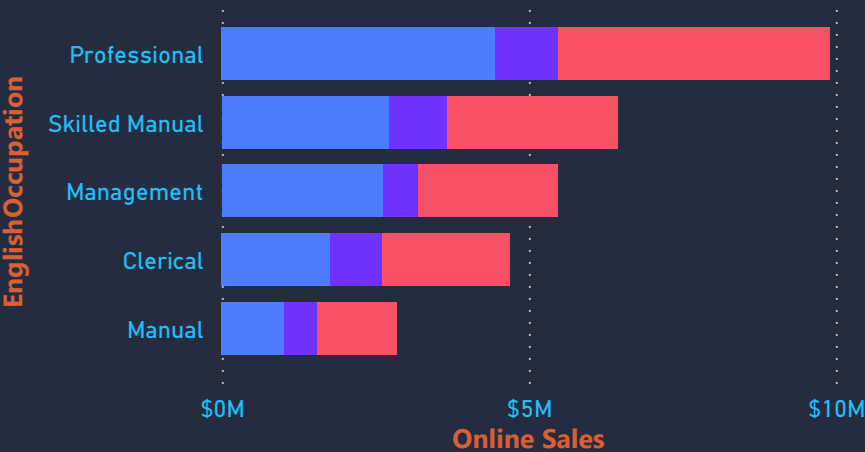
United States

Profit Segment



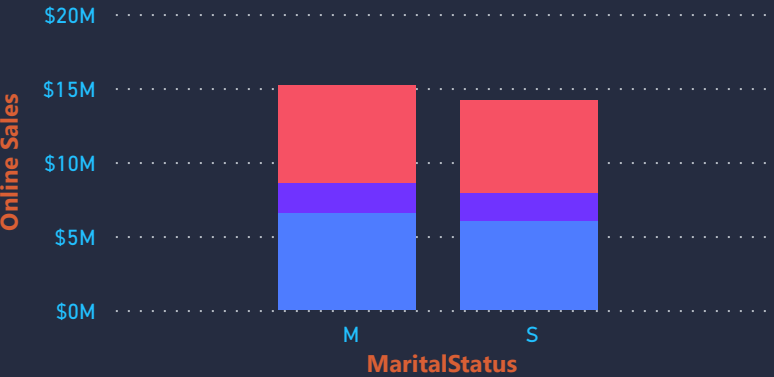
Online Revenue By EnglishOccupation

Profit segem... ● High profitable ● Low profita... ● Mid profi...



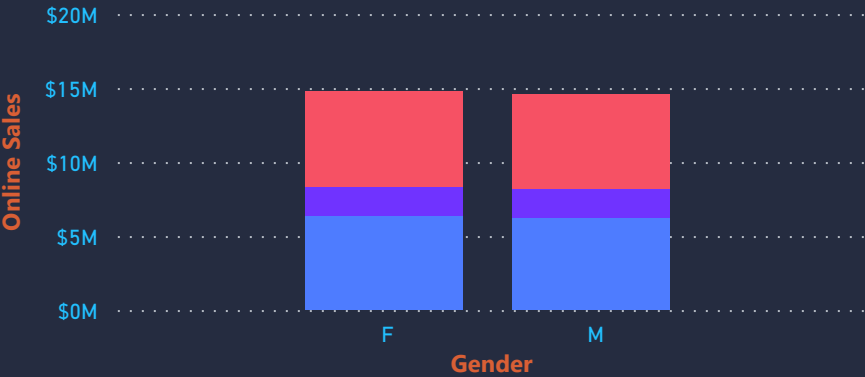
Online Marital Impact

Profit segements ● High profitable ● Low profitable ● Mid profitable



Online Gender Impact

Profit segements ● High profitable ● Low profitable ● Mid profitable



ONLINE COST ANALYSIS

Order Date

12/29/2010



1/28/2014



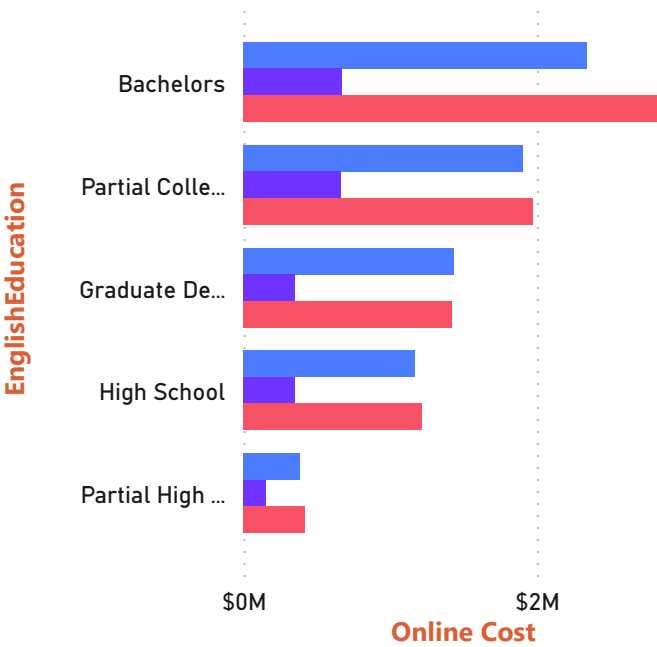
City

All



Online Cost By EnglishEducation

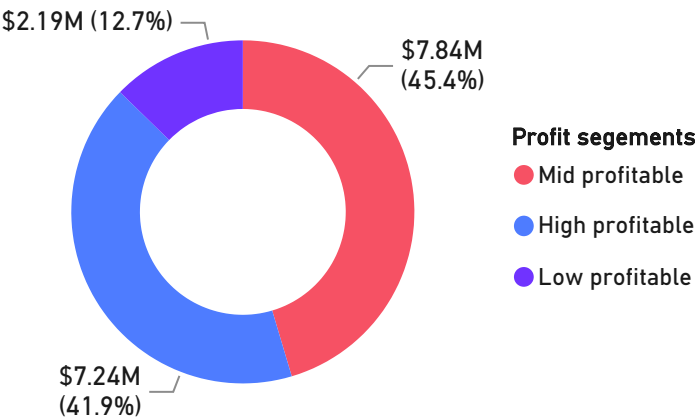
Profit seg... ● High profi... ● Low profi... ● Mid pr...



English Country Region

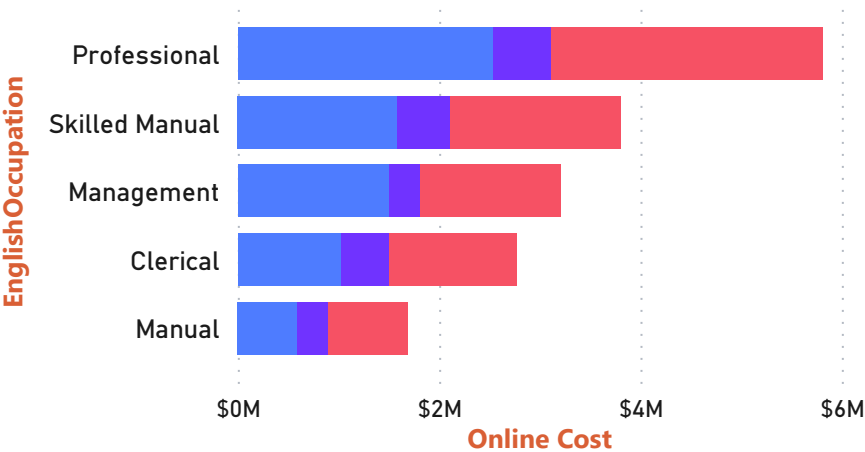


Profit Segment



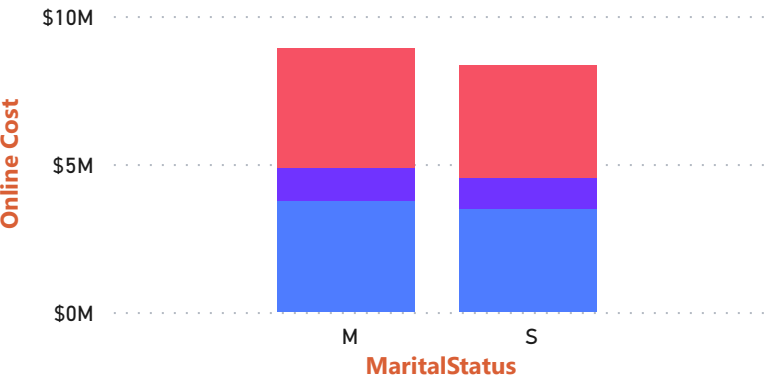
Online Cost By EnglishOccupation

Profit segem... ● High profitable ● Low profita... ● Mid profi...



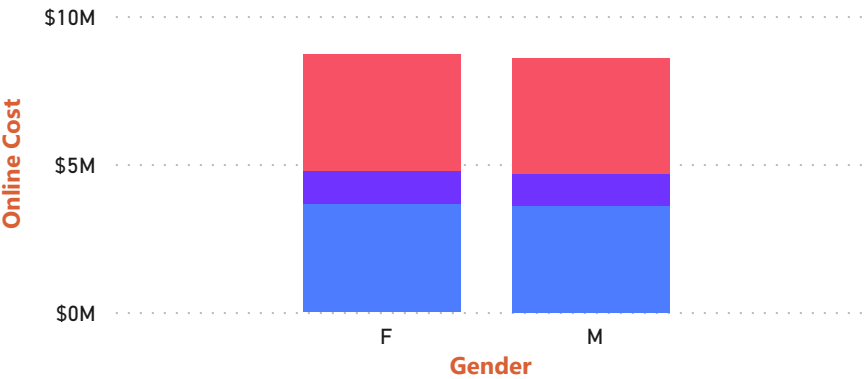
Online Marital Impact

Profit segements ● High profitable ● Low profitable ● Mid profitable



Online Gender Impact

Profit segements ● High profitable ● Low profitable ● Mid profitable



ONLINE VOLUME ANALYSIS

Order Date

12/29/2010 1/28/2014

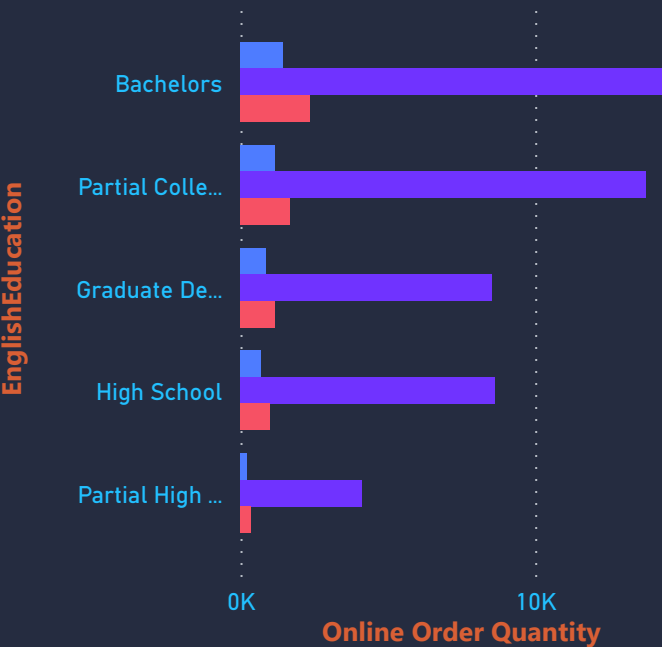


City

All

Online Profit By EnglishEducation

Profit seg... ● High profi... ● Low profi... ● Mid pr...



English Country Region

Australia

Canada

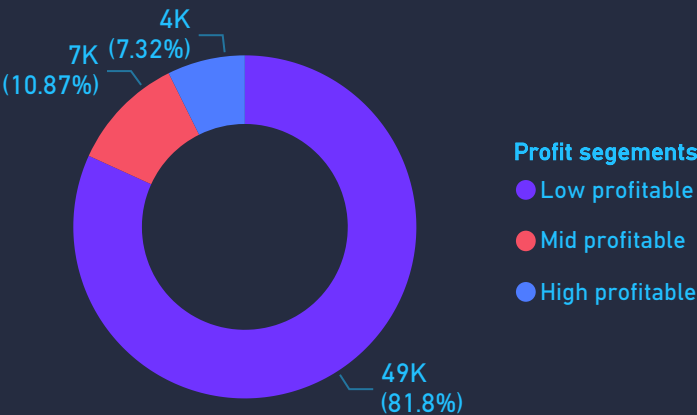
France

Germany

United Kingdom

United States

Profit Segment



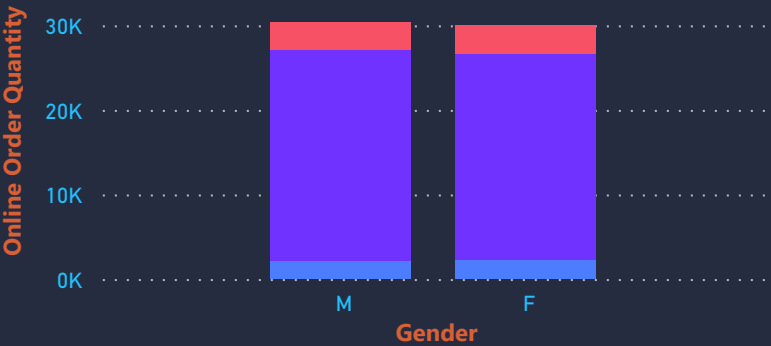
Online Profit By EnglishOccupation

Profit segem... ● High profitable ● Low profitable ● Mid profitable



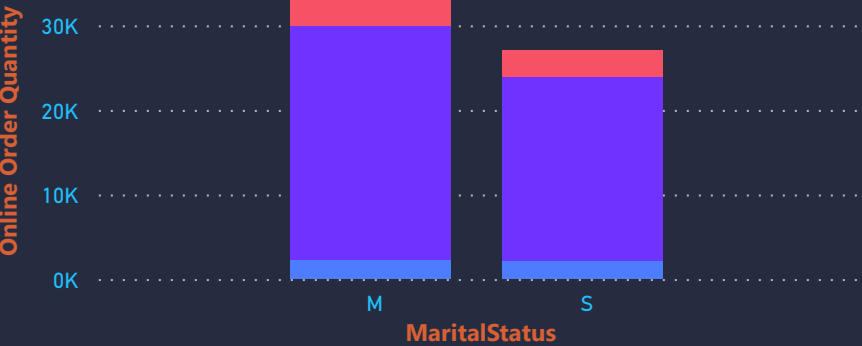
Online Gender Impact

Profit segments ● High profitable ● Low profitable ● Mid profitable



Online Marital Impact

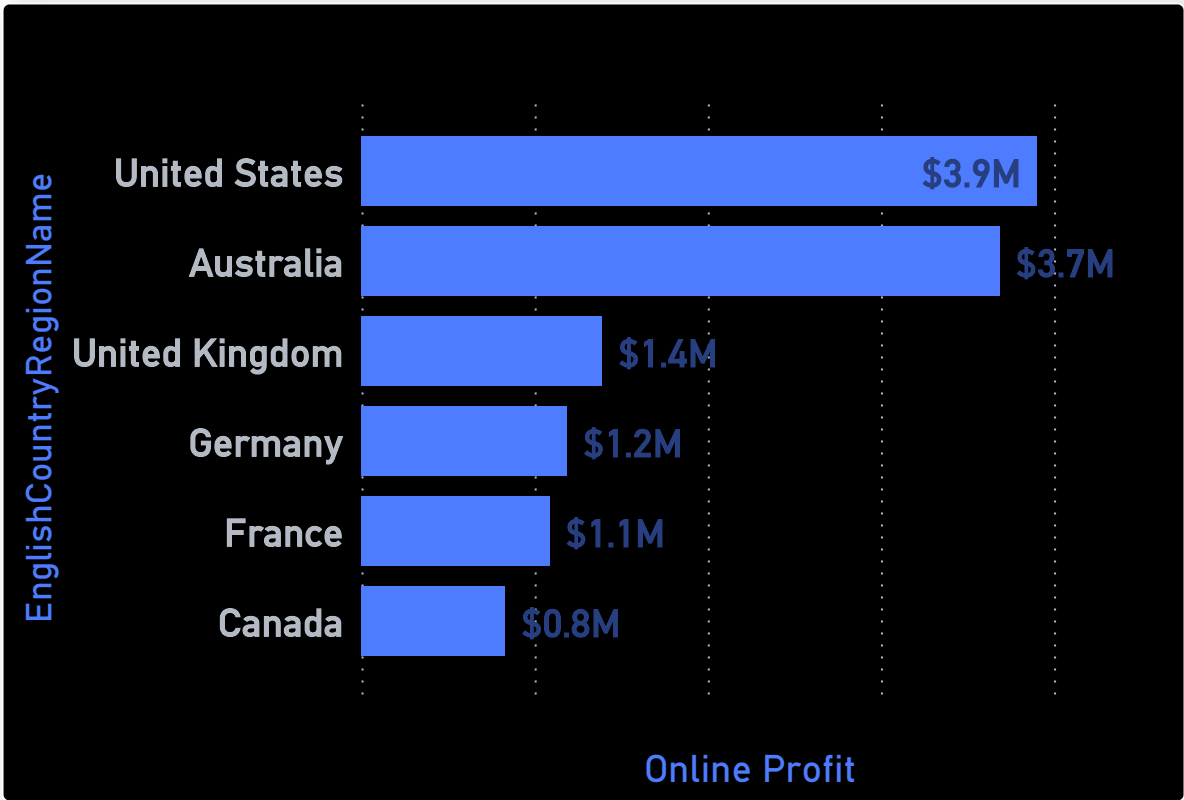
Profit segments ● High profitable ● Low profitable ● Mid profitable



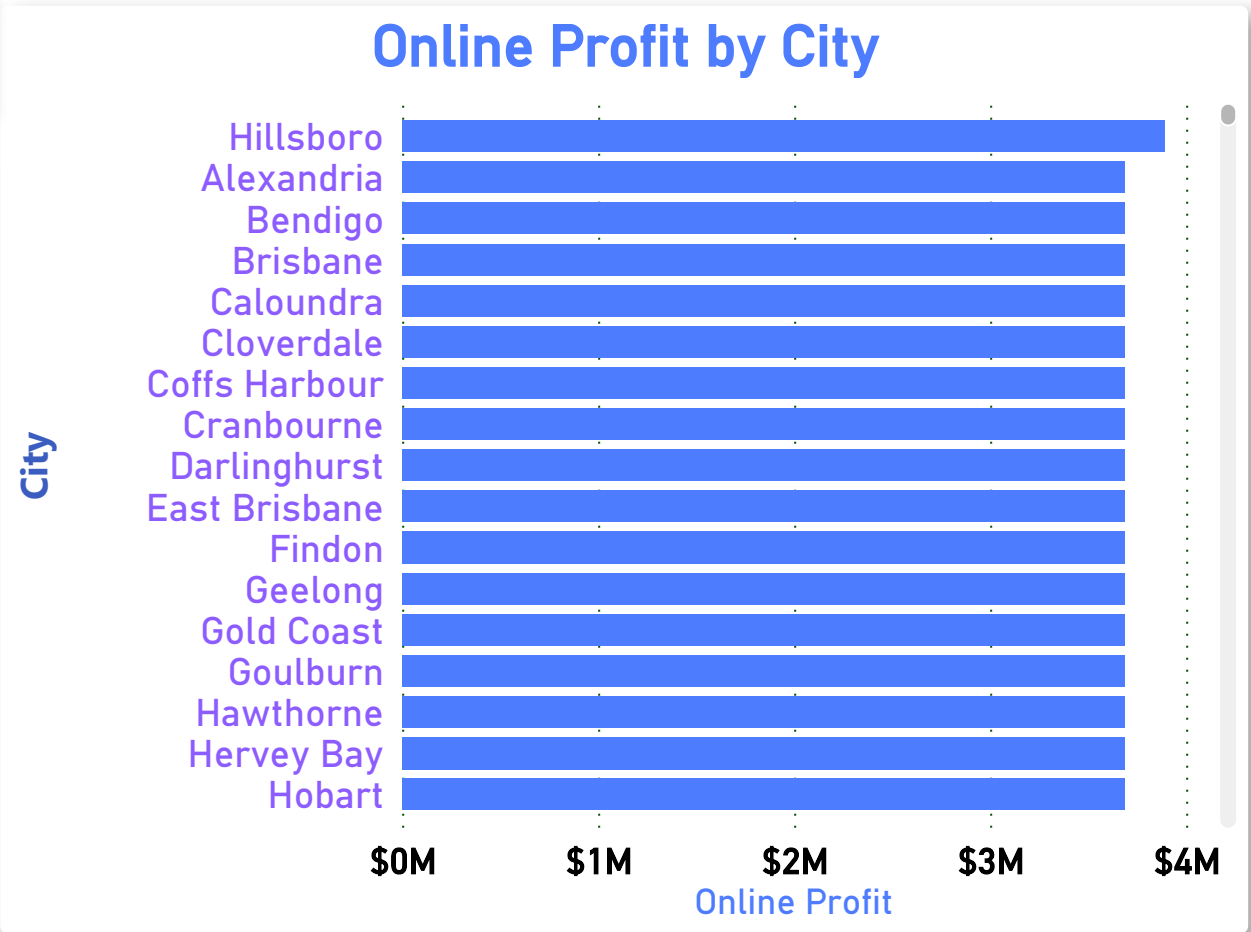
PROFITABILITY BY COUNTRY AND CITY

\$12.08M

Online Profit



Calender Year					>
January	March	May	July	September	
February	April	June	August	October	



SALES REASON

City

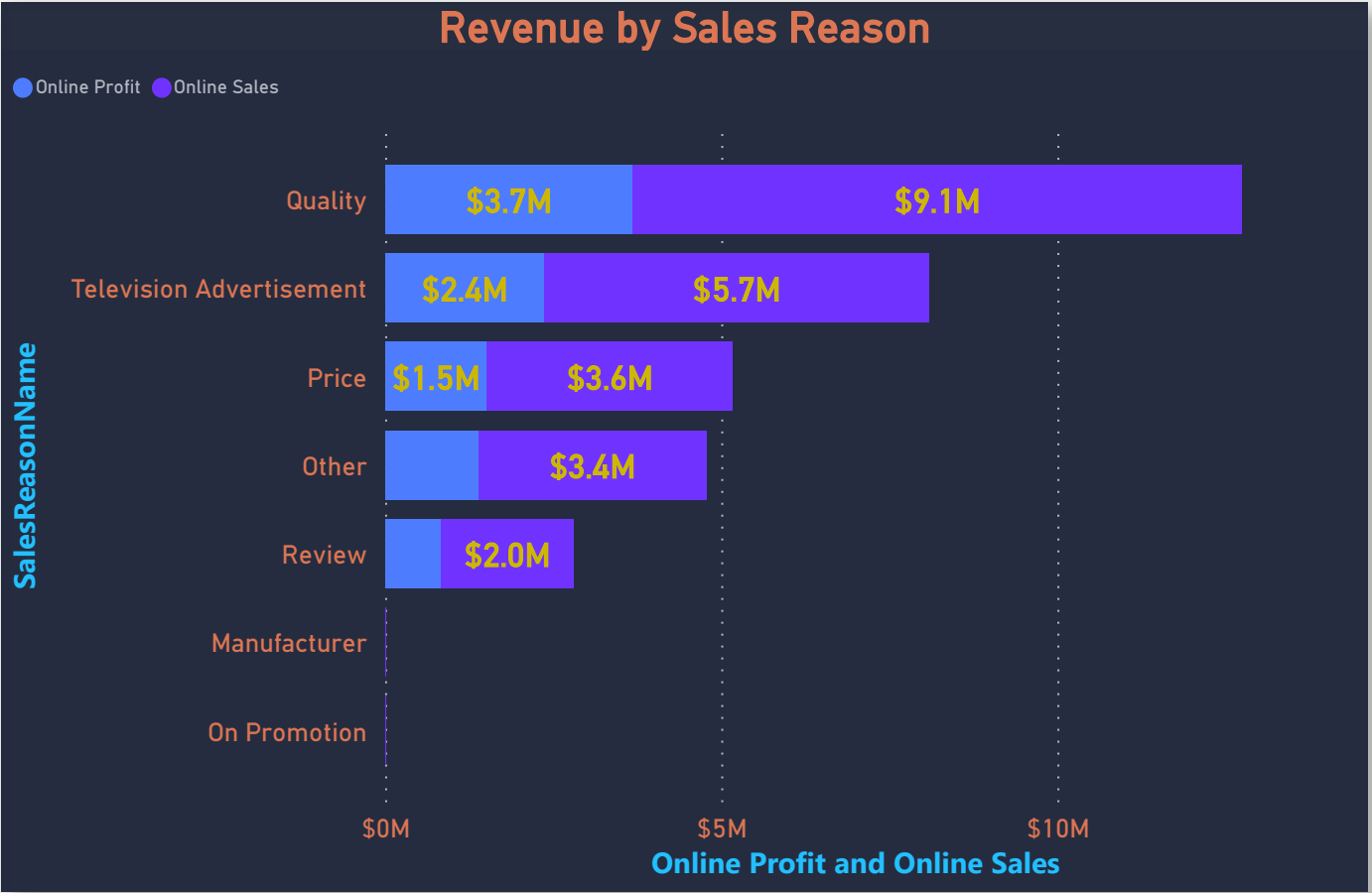
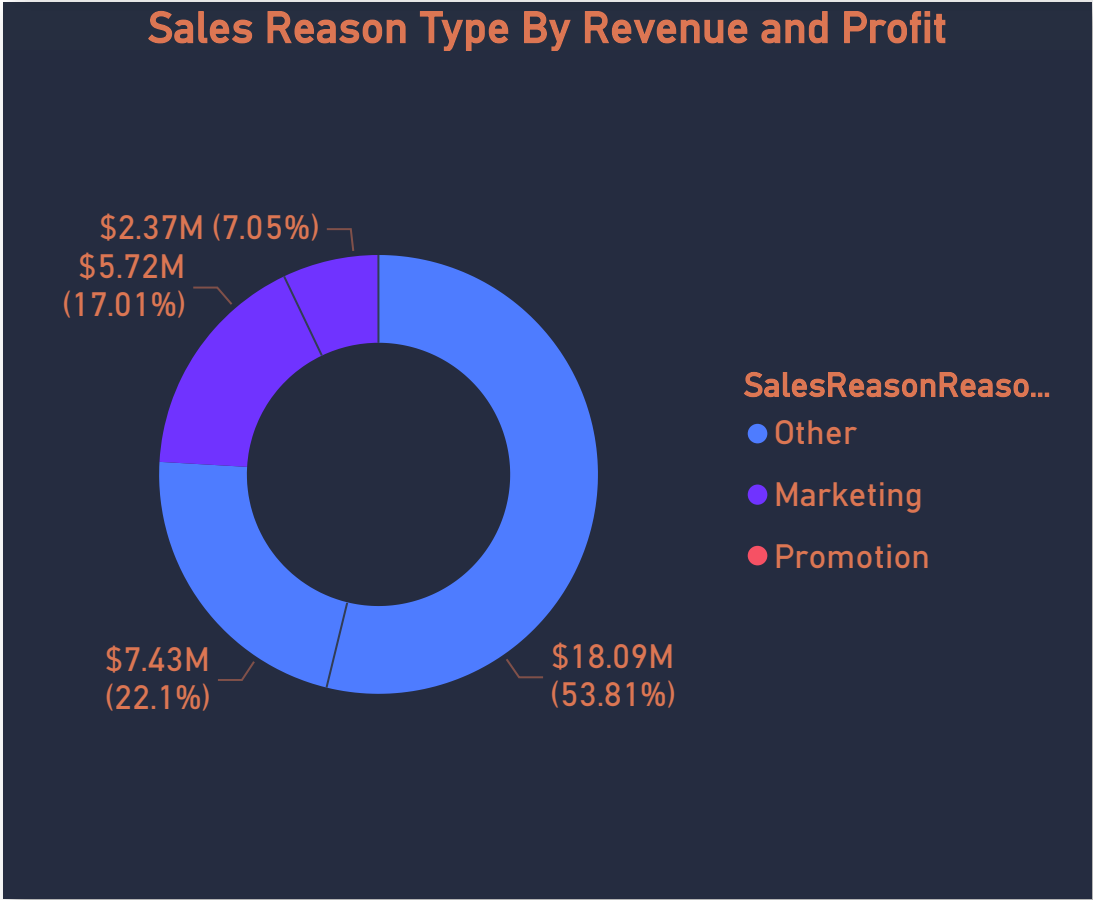
All

Order Date

12/29/20101/28/2014

English Country Region

AustraliaCanadaFranceGermanyUnited KingdomUnited States



Product Category

Select all

(Blank)

Accessories

Bikes

Clothing

Components

EnglishPromotionName	Combined Sales	Combined Profit
Half-Price Pedal Sale	\$80,450,596.9823	\$470,482.6033
LL Road Frame Sale	\$80,450,596.9823	\$470,482.6033
Mountain Tire Sale	\$80,450,596.9823	\$470,482.6033
Mountain-100 Clearance Sale	\$80,450,596.9823	\$470,482.6033
Mountain-500 Silver Clearance Sale	\$80,450,596.9823	\$470,482.6033
No Discount	\$107,758,204.0648	\$11,676,358.6309
Road-650 Overstock	\$80,450,596.9823	\$470,482.6033
Sport Helmet Discount-2002	\$80,450,596.9823	\$470,482.6033
Sport Helmet Discount-2003	\$80,450,596.9823	\$470,482.6033
Touring-1000 Promotion	\$80,481,589.8923	\$482,210.3206
Touring-3000 Promotion	\$80,465,443.9823	\$476,100.7073
Total	\$109,809,274.203	\$12,551,366.2483

EnglishPromotionName	Online Order Quantity	Reseller Profit
Half-Price Pedal Sale		
LL Road Frame Sale		
Mountain Tire Sale		
Mountain-100 Clearance Sale		
Mountain-500 Silver Clearance Sale		
No Discount	58247	
Road-650 Overstock		
Sport Helmet Discount-2002		
Sport Helmet Discount-2003		
Touring-1000 Promotion	13	
Touring-3000 Promotion	20	
Total	60398	

SalesReasonName	Combined Profit	Combined Sales
Demo Event	\$470,482.6033	\$80,450,596.9823
Magazine Advertisement	\$470,482.6033	\$80,450,596.9823
Manufacturer	\$475,815.0295	\$80,450,596.9823
On Promotion	\$473,385.3656	\$80,450,596.9823
Other	\$1,860,973.3813	\$80,450,596.9823
Price	\$1,990,113.8997	\$80,450,596.9823
Quality	\$4,156,337.6796	\$80,450,596.9823
Review	\$1,300,404.1045	\$80,450,596.9823
Sponsorship	\$470,482.6033	\$80,450,596.9823
Television Advertisement	\$2,842,246.0007	\$80,450,596.9823
Total	\$12,551,366.2483	\$109,809,274.203

EnglishPromotionType	Combined Profit
No Discount	\$11,676,358.6309
Volume Discount	\$1,328,144.3206
New Product	\$487,828.4113
Discontinued Product	\$470,482.6033
Total	\$12,551,366.2483

EnglishPromotionType	Online Profit	Reseller Profit
No Discount	\$11,205,876.0276	\$470,482.6033
Volume Discount	\$857,661.7961	\$470,482.6033
New Product	\$17,345.8213	\$470,482.6033
Discontinued Product		\$470,482.6033
Total	\$12,080,883.645	\$470,482.6033

2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
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January	February	March	April	May	June	July	August	September
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5 TOP SALES REASON

English Country Region

Australia	Canada	France	Germany	United Kingdom	United States
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City

All

Order Date

12/29/2010

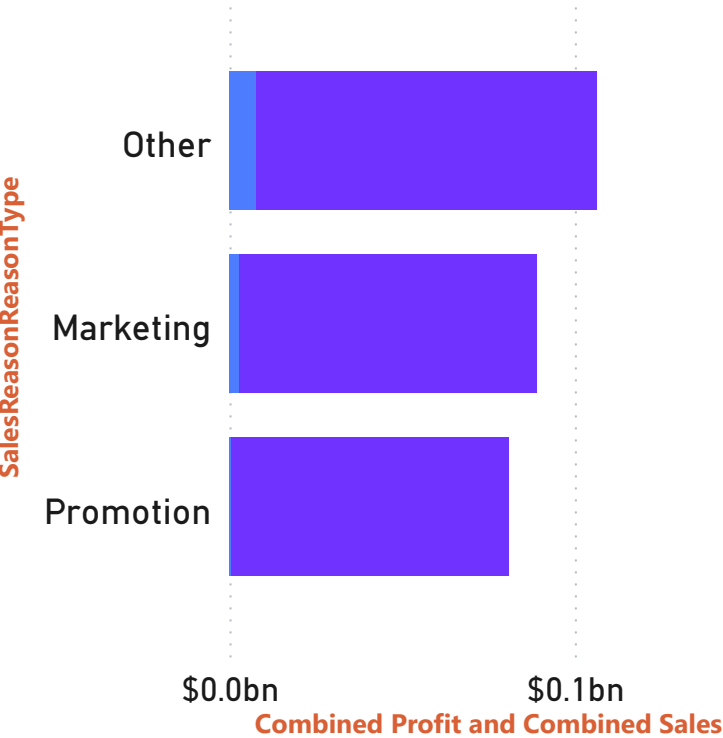


1/28/2014

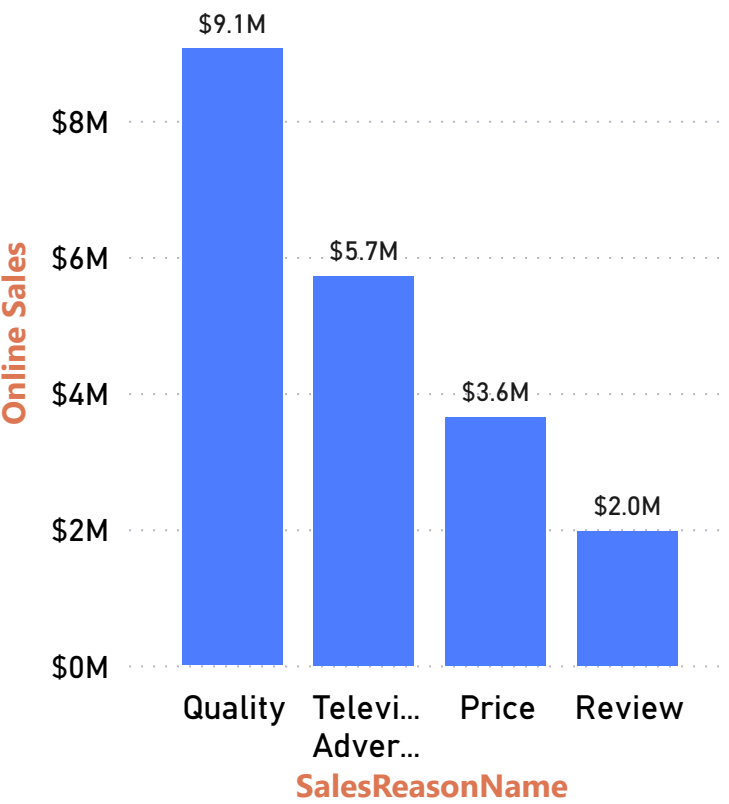


Combined Profit & Sales By SalesReasonTypes

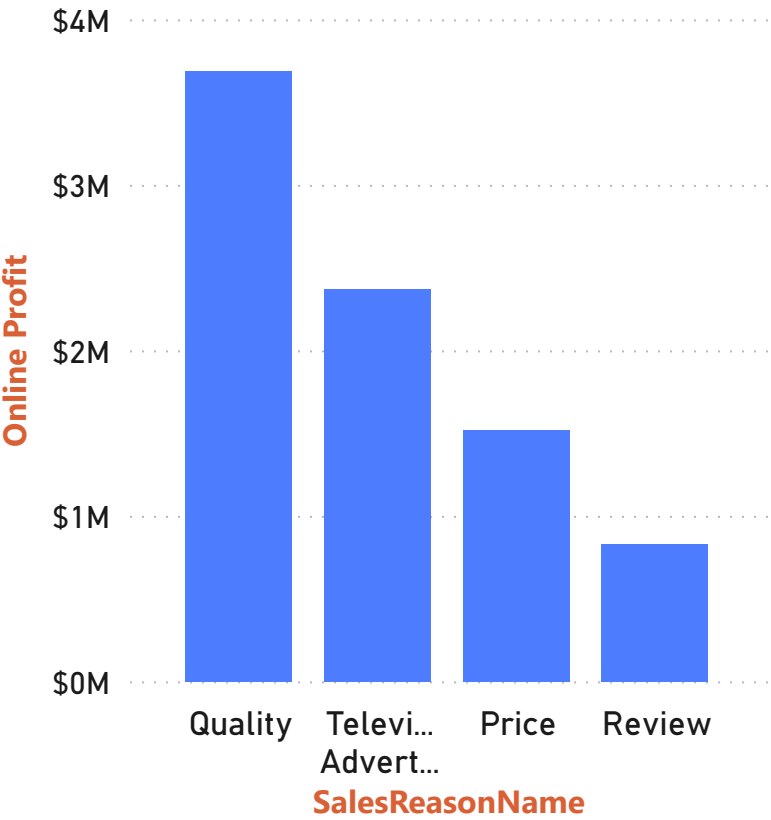
Combined Profit Combined Sales



Online Sales by EnglishOccupation



Online Profit By EnglishOccupation



DECISION ENGINE

18K

Total Customer

606

Total Product

0.11

Total Profit Margin

\$25.55K

Online Profit YTD

\$45.69K

Online Sales YTD

(\$491.87K)

Reseller Profit YTD

\$33.57M

Reseller Sales YTD

\$12.08M

Online Profit

\$470.48K

Reseller Profit

\$29.36M

Online Sales

\$80.45M

Reseller Sales

\$17.28M

Online Cost

\$79.98M

Reseller Cost

60K

Online Order Quantity

214K

Reseller Order Quanti...

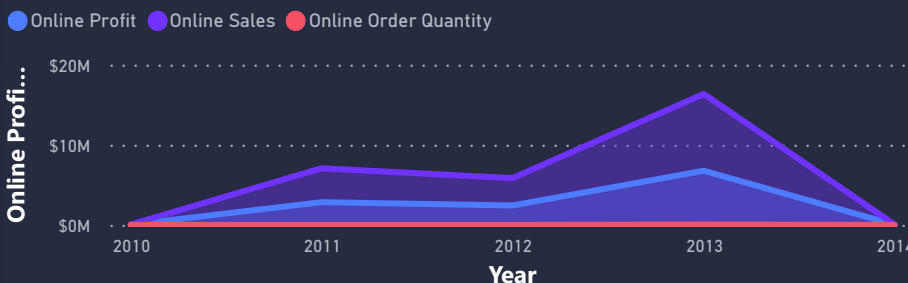
Profit



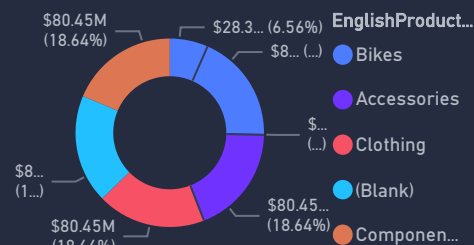
Online Profit and Online Sales by EnglishProductSubcategoryName



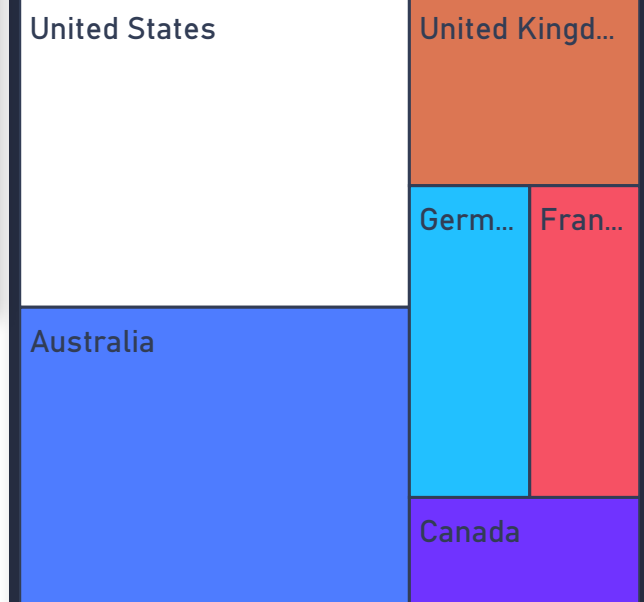
Online Profit, Online Sales and Online Order Quantity by Year



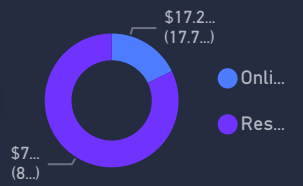
Online Sales and Reseller Sales by EnglishProductCategoryName



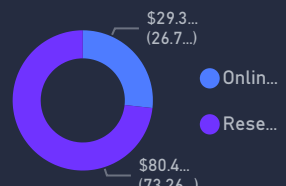
SalesAmount by EnglishCountryRegionName



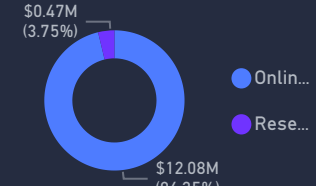
Online Cost and Reseller Cost



Online Sales and Reseller Sales



Online Profit and Reseller Profit



Online Profit and Reseller Profit

