

OVERVIEW

Product Category

All

Country

All

CustomerType

☐ Individual

☐ Reseller

01/01/2011

31/12/2014

TOTAL CUSTOMERS

19.820

TOTAL ORDERS

31.465

TOTAL SALES

\$109,85M

TOTAL PROFIT

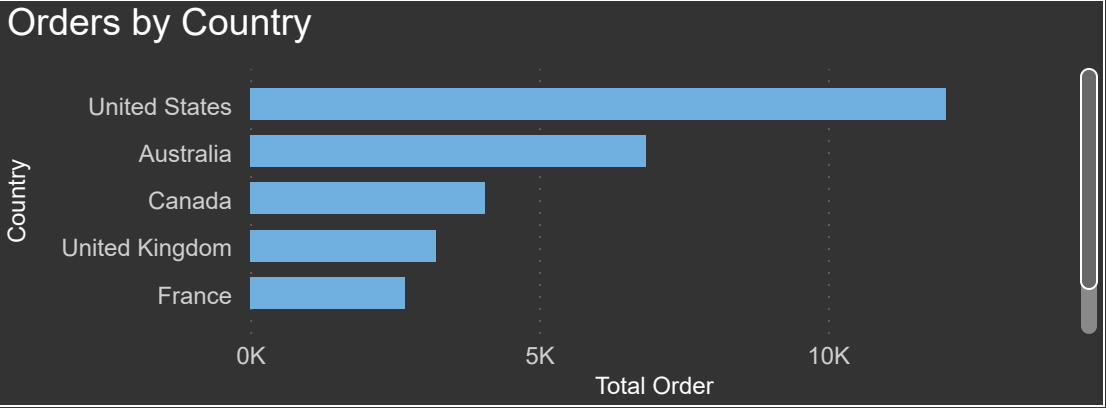
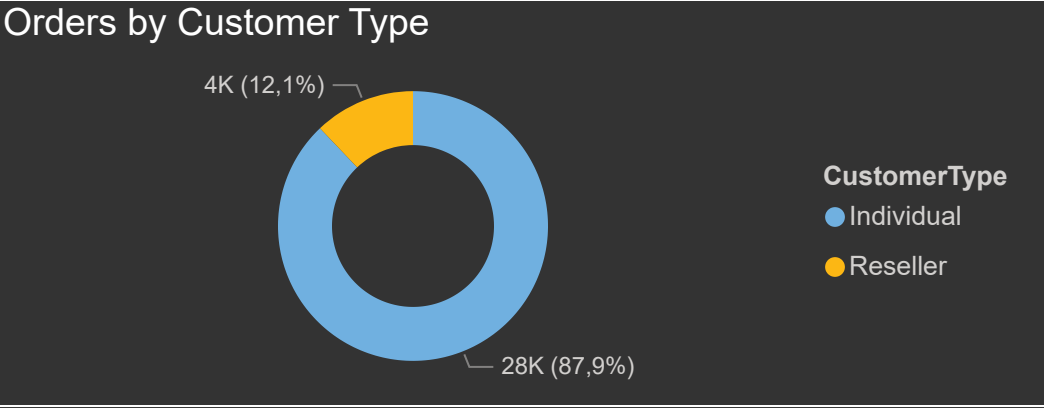
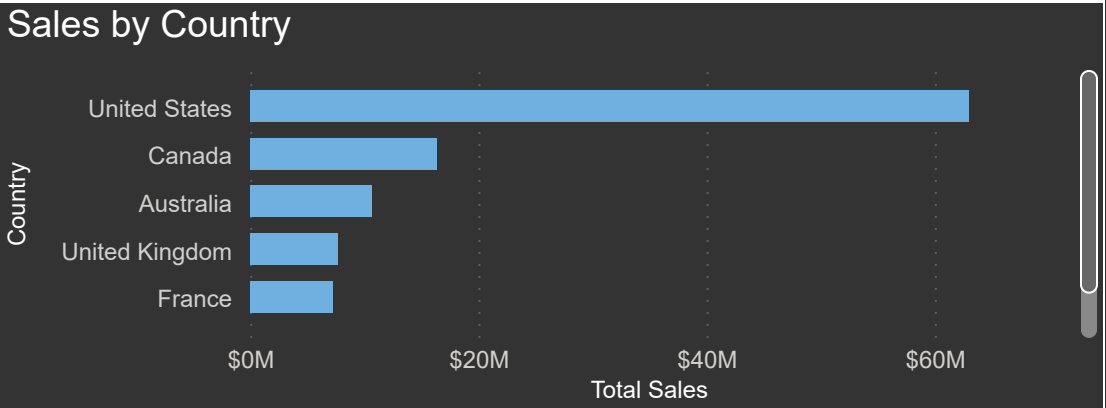
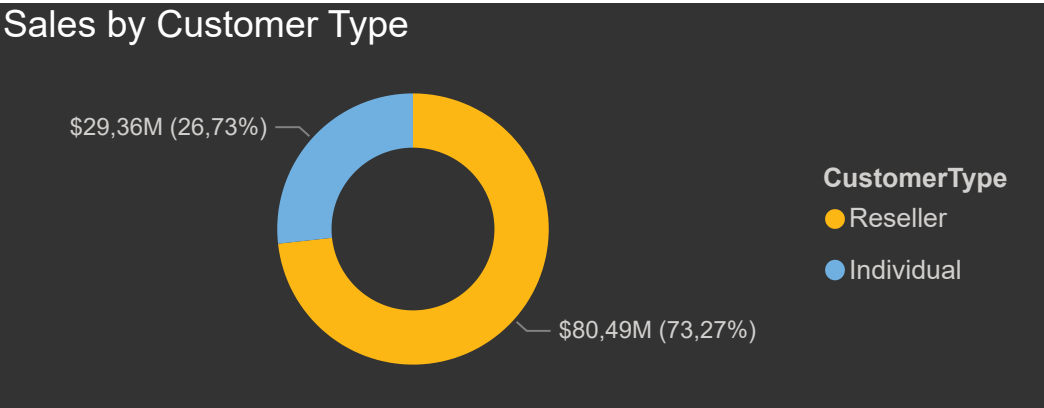
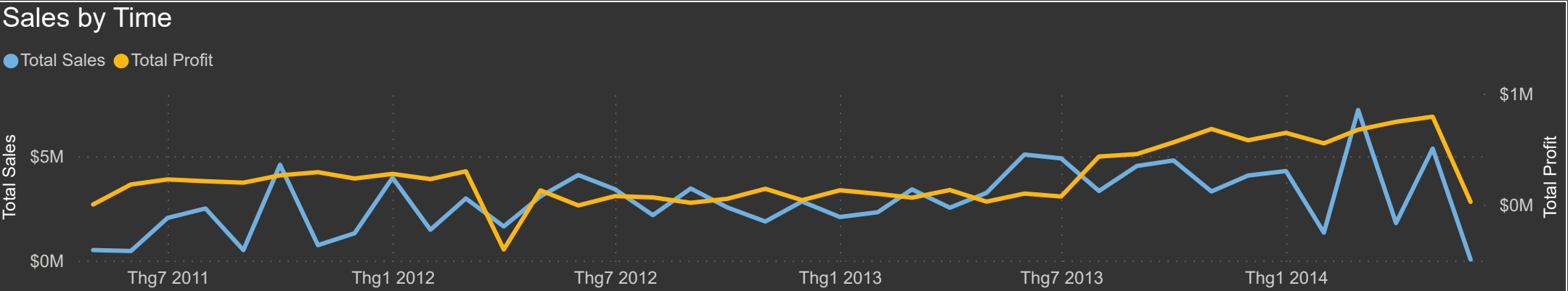
\$9,37M

PROFIT MARGIN

8,53%

ORDER SUCCESS RATE

100,00%



INDIVIDUAL CUSTOMERS

Product Category

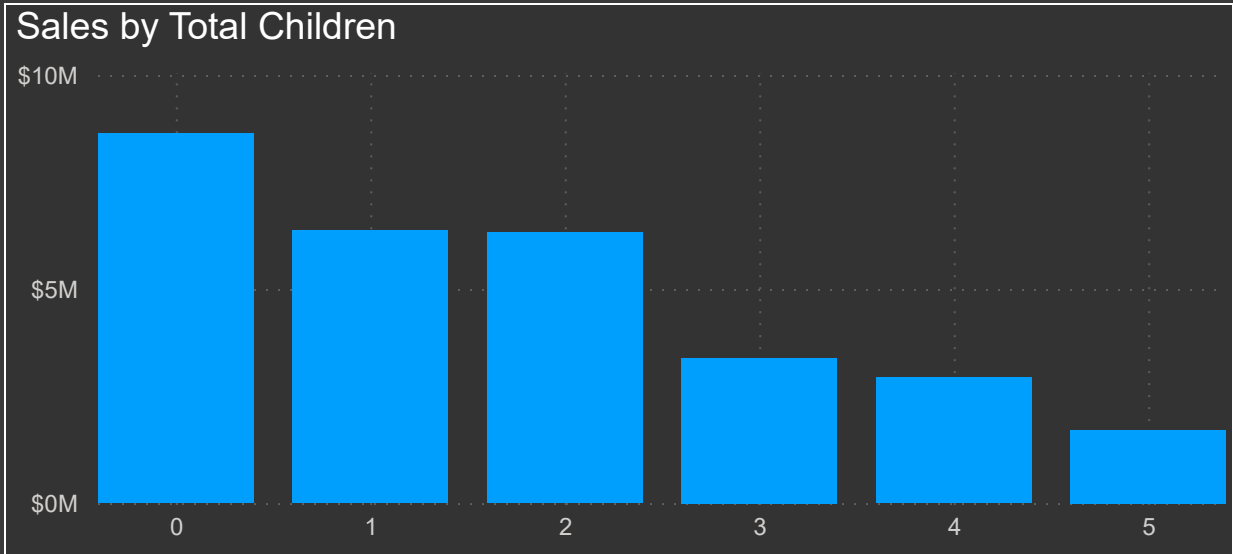
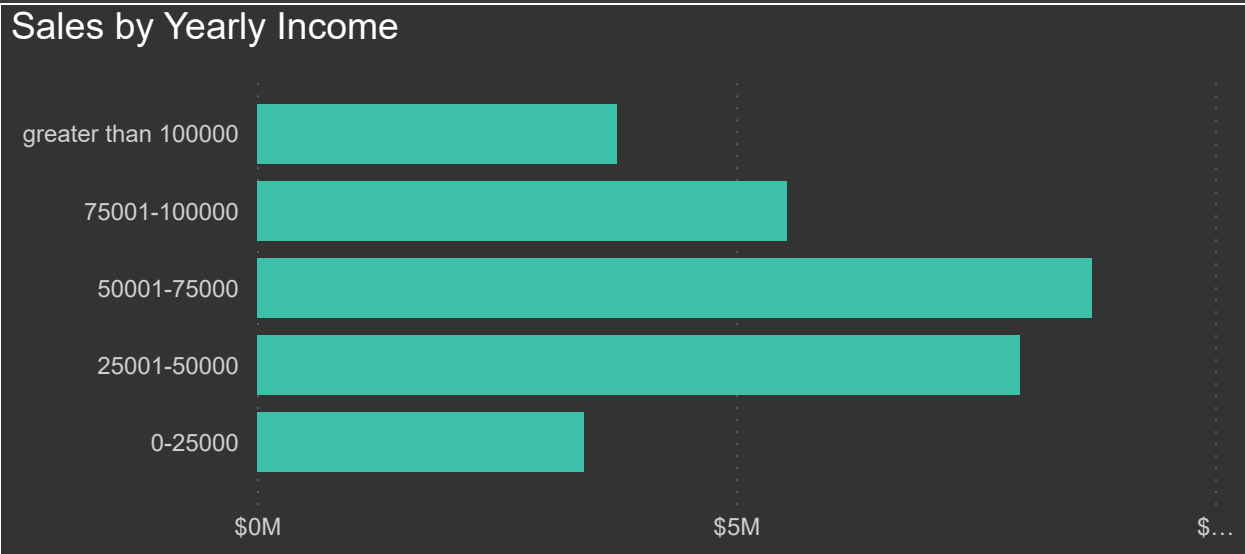
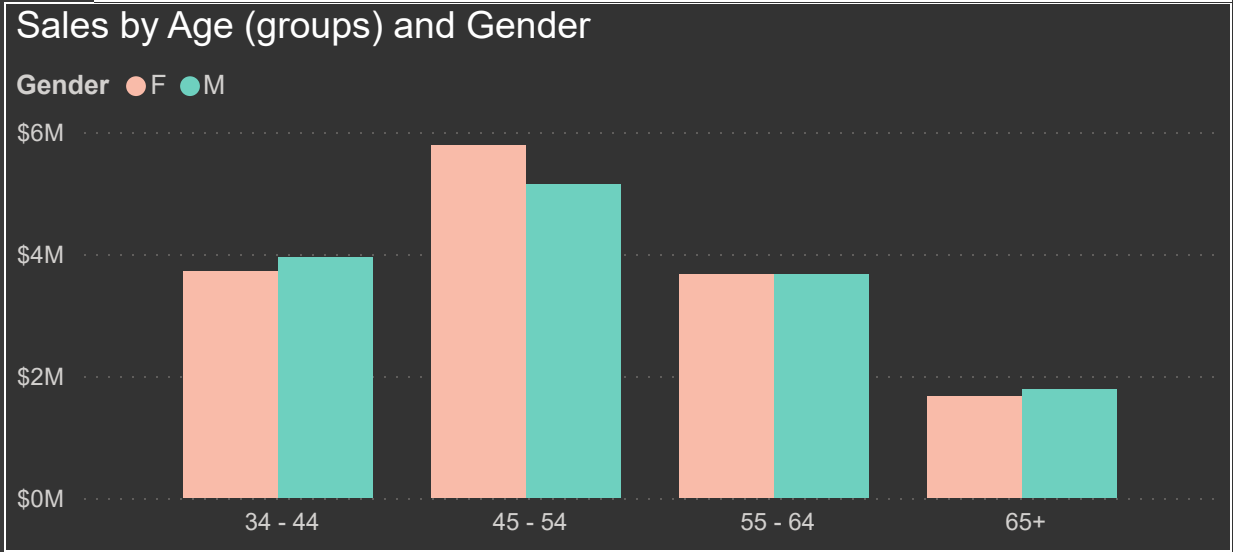
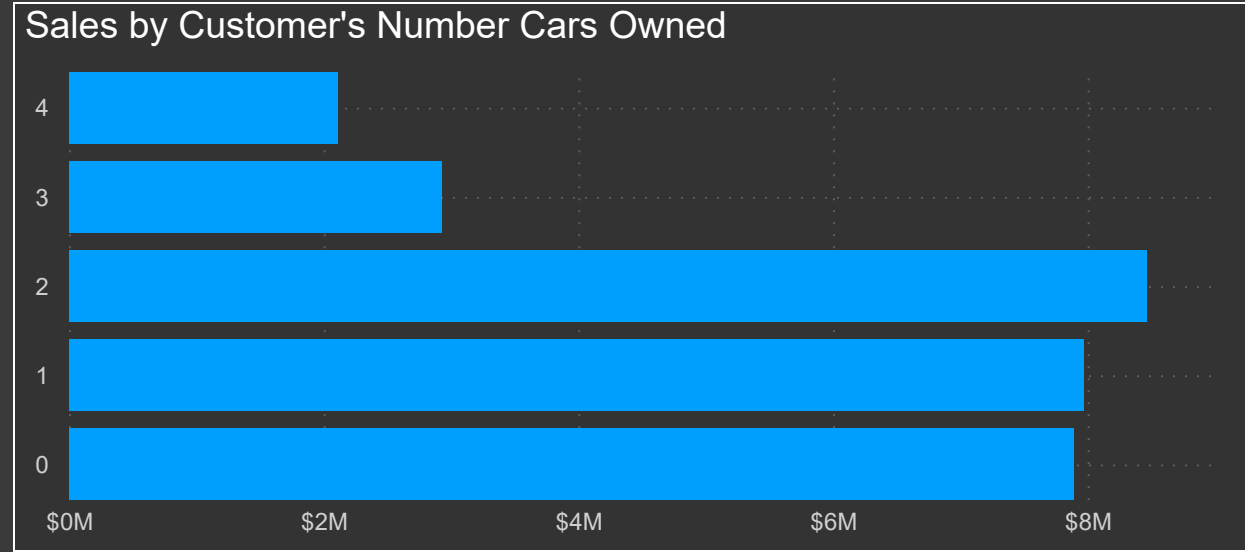
All

Country

All

01/01/2011

31/12/2014



RESELLER CUSTOMERS

Product Category

All

Country

All

01/01/2011

31/12/2014

TOP 20 TOTAL RESELLER
SALES %

13,46%

TOP 20 TOTAL RESELLER
PROFIT %

21,26%

WORST 20 TOTAL RESELLER
SALES %

16,00%

WORST 20 TOTAL RESELLER
SALES %

48,12%

TOP 20 BEST PROFITABLE RESELLER

Name	Total Sales	Total Profit	Profit Margin
Top Sports Supply	\$602.559,89	\$38.696,43	6,42%
Permanent Finish Products	\$577.089,57	\$38.671,12	6,70%
Brakes and Gears	\$877.107,19	\$38.042,24	4,34%
Latest Sports Equipment	\$724.299,64	\$37.916,96	5,23%
Registered Cycle Store	\$580.222,33	\$35.848,98	6,18%
Great Bikes	\$700.803,79	\$33.670,45	4,80%
Closeout Boutique	\$536.546,12	\$33.346,35	6,22%
Field Trip Store	\$671.618,03	\$32.627,68	4,86%
Extraordinary Bike Works	\$418.436,53	\$31.723,77	7,58%
The Gear Store	\$618.616,13	\$30.727,20	4,97%
Resale Services	\$492.362,76	\$30.488,80	6,19%
Safe Cycles Shop	\$443.316,11	\$30.047,47	6,78%
Metropolitan Bicycle Supply	\$559.620,95	\$29.278,58	5,23%
Leather Seat Factory	\$472.819,05	\$28.908,87	6,11%
Original Bicycle Supply Company	\$416.653,48	\$28.208,47	6,77%
Real Sporting Goods	\$399.011,95	\$27.658,36	6,93%
Rural Cycle Emporium	\$443.861,82	\$27.476,72	6,19%
Better Bike Shop	\$422.706,60	\$26.053,70	6,16%
eCommerce Bikes	\$446.013,54	\$23.103,21	5,18%
Sturdy Toys	\$427.890,84	\$22.998,45	5,37%
Total	\$10.831.556,32	\$625.493,81	5,77%

TOP 20 WORST PROFITABLE RESELLER

Name	Total Sales	Total Profit	Profit Margin
Westside Plaza	\$534.956,28	(\$73.315,55)	-13,70%
Outdoor Equipment Store	\$746.317,53	(\$67.828,49)	-9,09%
Retail Mall	\$799.277,90	(\$65.776,97)	-8,23%
Fitness Toy Store	\$727.272,65	(\$63.705,35)	-8,76%
Excellent Riding Supplies	\$853.849,18	(\$63.507,64)	-7,44%
Totes & Baskets Company	\$816.755,58	(\$60.114,74)	-7,36%
Health Spa, Limited	\$730.798,71	(\$59.331,01)	-8,12%
Eastside Department Store	\$636.226,47	(\$59.152,48)	-9,30%
First Bike Store	\$711.864,76	(\$56.391,11)	-7,92%
Corner Bicycle Supply	\$787.773,04	(\$55.915,38)	-7,10%
Golf and Cycle Store	\$585.516,43	(\$55.256,66)	-9,44%
Farthermost Bike Shop	\$693.502,49	(\$53.011,31)	-7,64%
Metropolitan Equipment	\$643.745,90	(\$51.646,62)	-8,02%
Thorough Parts and Repair Services	\$740.985,83	(\$49.161,78)	-6,63%
Modular Cycle Systems	\$586.524,95	(\$48.733,45)	-8,31%
Perfect Toys	\$391.040,59	(\$47.414,38)	-12,13%
Reasonable Bicycle Sales	\$572.035,11	(\$46.830,08)	-8,19%
Sheet Metal Manufacturing	\$617.340,46	(\$46.361,09)	-7,51%
Camping and Sports Store	\$343.349,78	(\$45.765,52)	-13,33%
Rally Master Company Inc	\$355.141,98	(\$45.319,38)	-12,76%
Total	\$12.874.275,62	(\$1.114.539,01)	-8,66%

PRODUCT ANALYSIS

Country

All

CustomerType

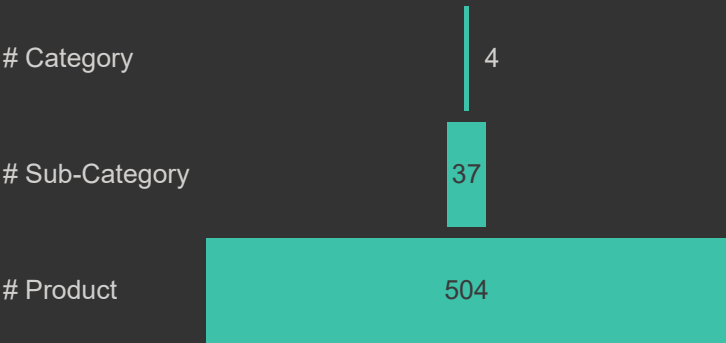
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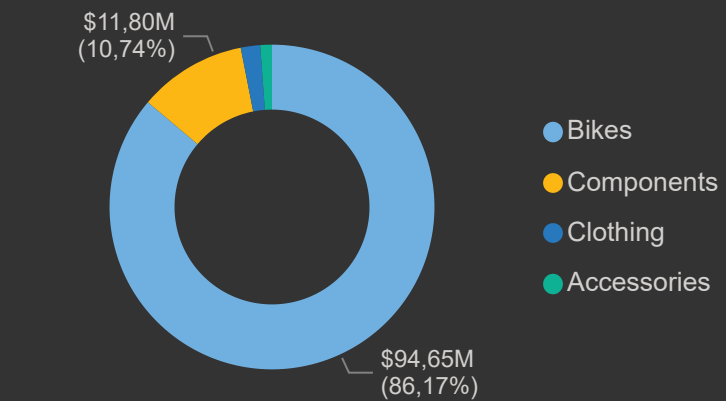
Category, # Sub-Category and # Product



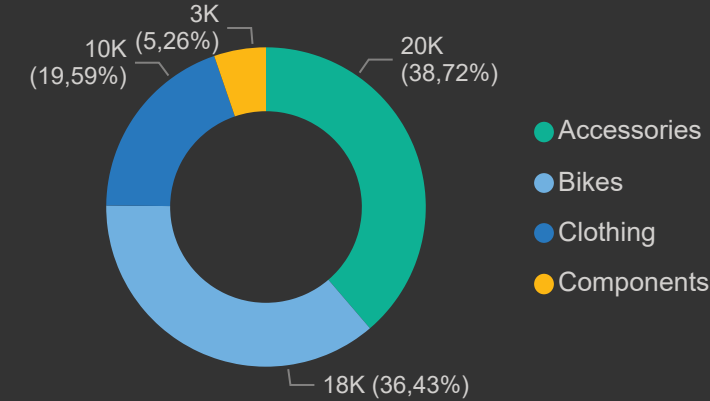
Top 20 Sales by Product



Sales by Category



Orders by Category



Name	Total Order	Total Sales	%Sales
Mountain-200 Black, 38	1.252	\$4.400.592,80	4,01%
Mountain-200 Black, 42	1.177	\$4.009.494,76	3,65%
Mountain-200 Silver, 38	1.094	\$3.693.678,03	3,36%
Mountain-200 Silver, 42	1.040	\$3.438.478,86	3,13%
Mountain-200 Silver, 46	1.054	\$3.434.256,94	3,13%
Mountain-200 Black, 46	1.059	\$3.309.673,22	3,01%
Road-250 Black, 44	705	\$2.516.857,31	2,29%
Road-250 Black, 48	712	\$2.347.655,95	2,14%
Road-250 Black, 52	667	\$2.012.447,78	1,83%
Road-150 Red, 56	475	\$1.847.818,63	1,68%
Road-350-W Yellow, 48	566	\$1.774.883,56	1,62%
Road-150 Red, 62	470	\$1.769.096,69	1,61%
Touring-1000 Blue, 60	439	\$1.721.242,51	1,57%
Road-350-W Yellow, 40	573	\$1.657.198,18	1,51%
Total	9.235	\$47.120.773,25	42,90%