

AHG
SALES
DASHBOARD

Country

AustraliaCanadaCentralFranceGermanyNortheastNorthwestSoutheastSouthwestUnited Kingdom



31K

Number of Transactions

275K

Item Sold

100.47M

TotalCost

9.85%

%Profit

9.90M

Total Profit

\$110.37M

Total_Sales

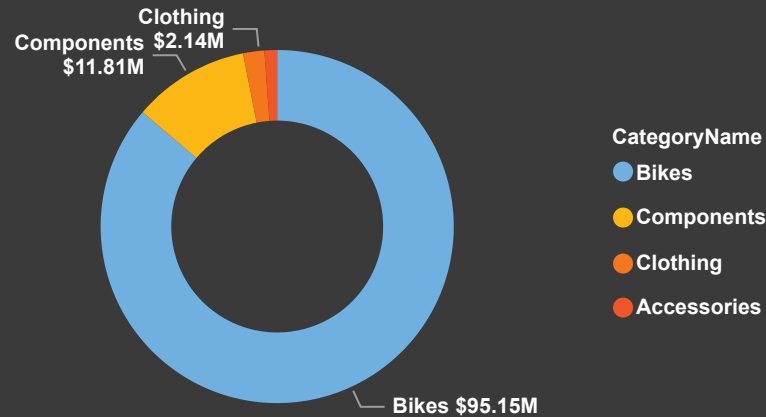
0.91

Cost/Sales

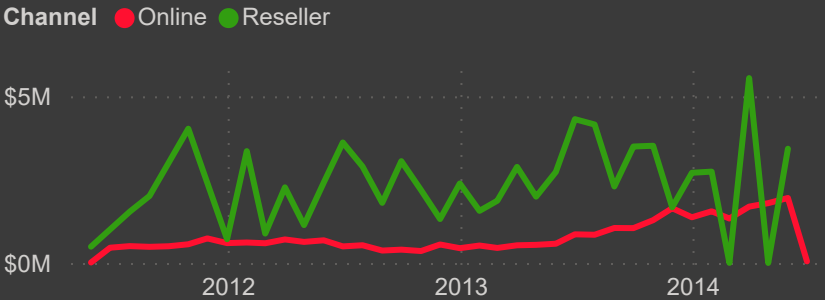
Percentage Profit and Revenue by Channel

Channel	% TotalProfit	%Total Sales
Online	118.07%	26.60%
Reseller	-18.07%	73.40%
Total	100.00%	100.00%

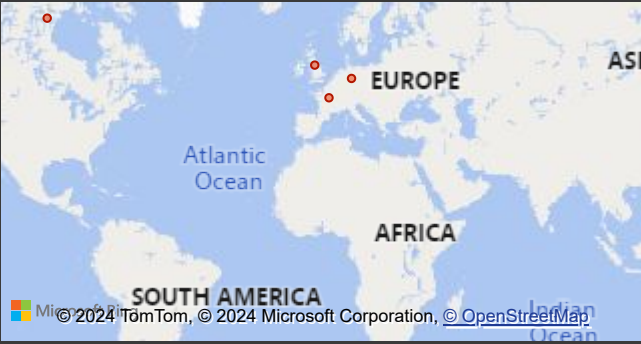
Total Sales by Category Name



Profit by Month-Year



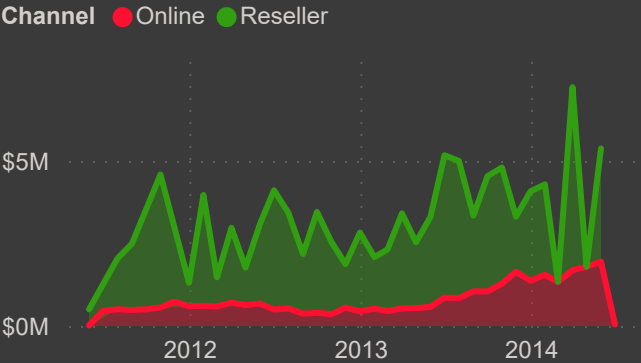
Total Sales by Country



Number of Transactions by Month and Channels

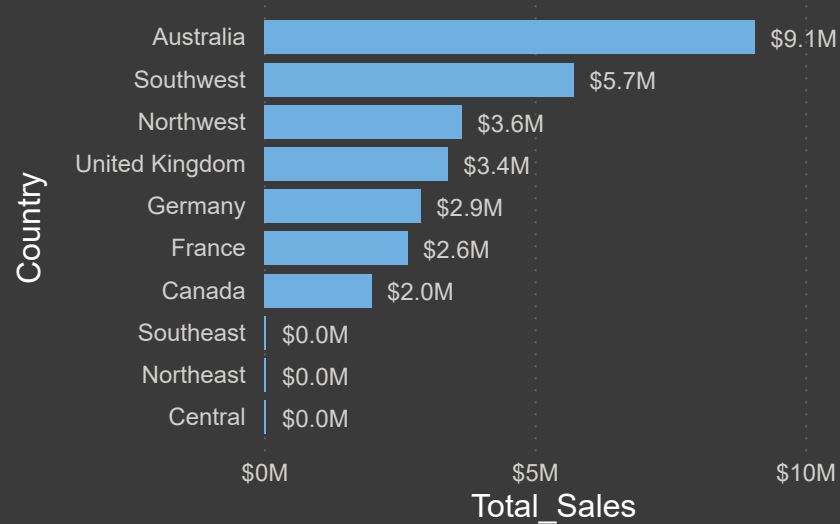


Revenue by Month Year



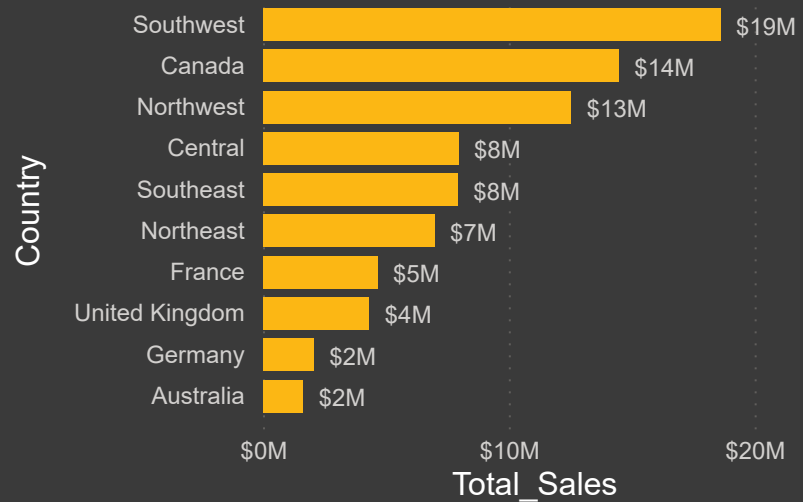
Online Sales by Country

Channel ● Online



Reseller Sales by Country

Channel ● Reseller



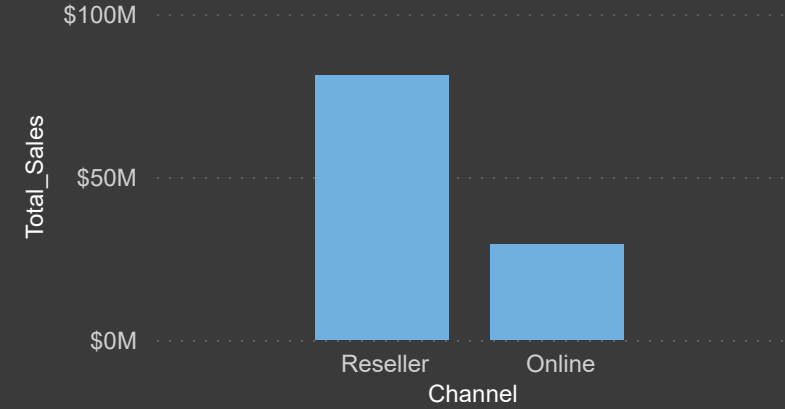
2011

2012

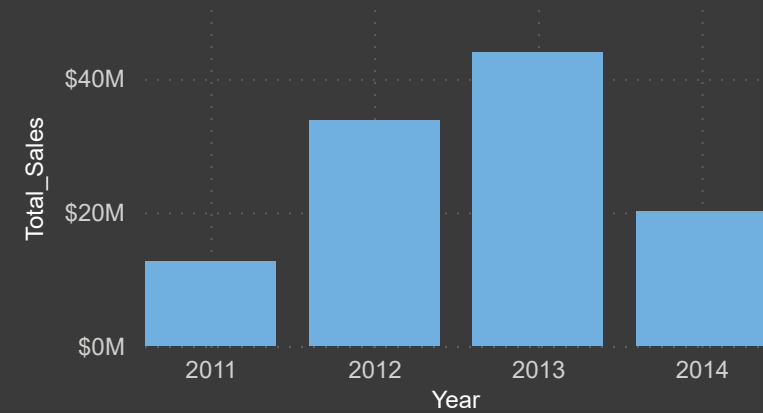
2013

2014

Total Sales by Channel



Total Sales by Year



2011

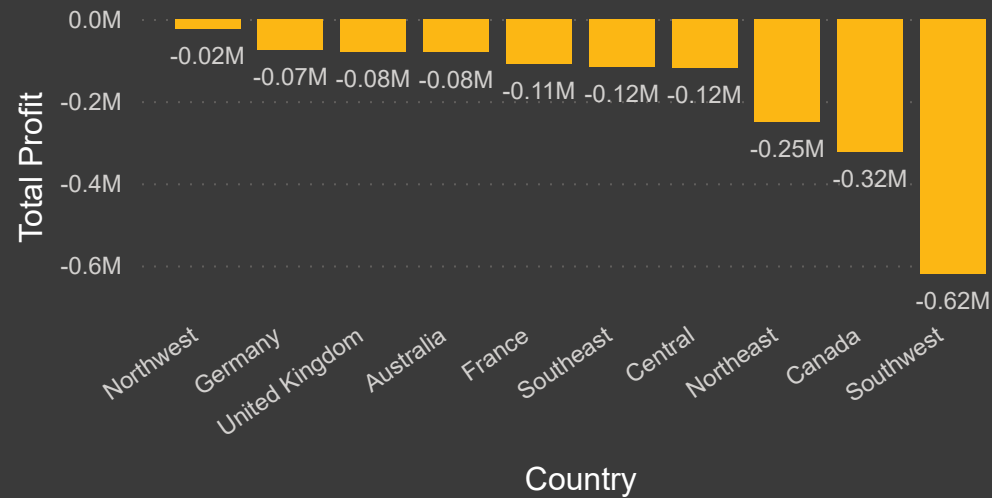
2012

2013

2014

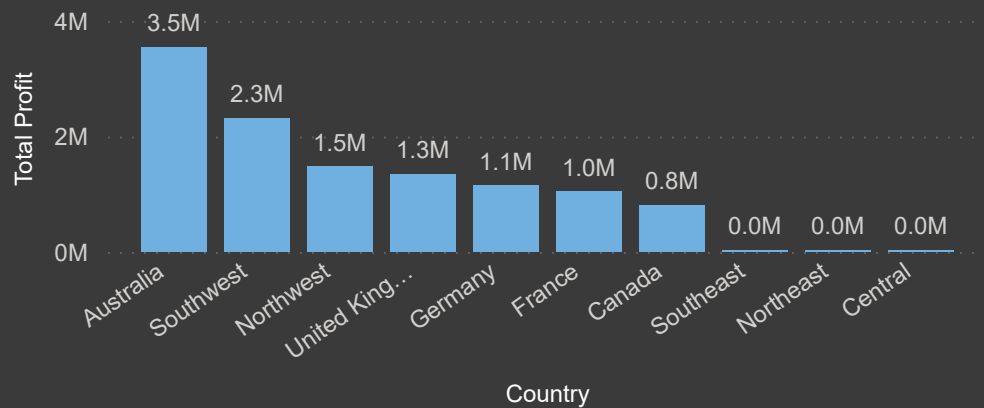
Reseller Profit by Country

Channel ● Reseller



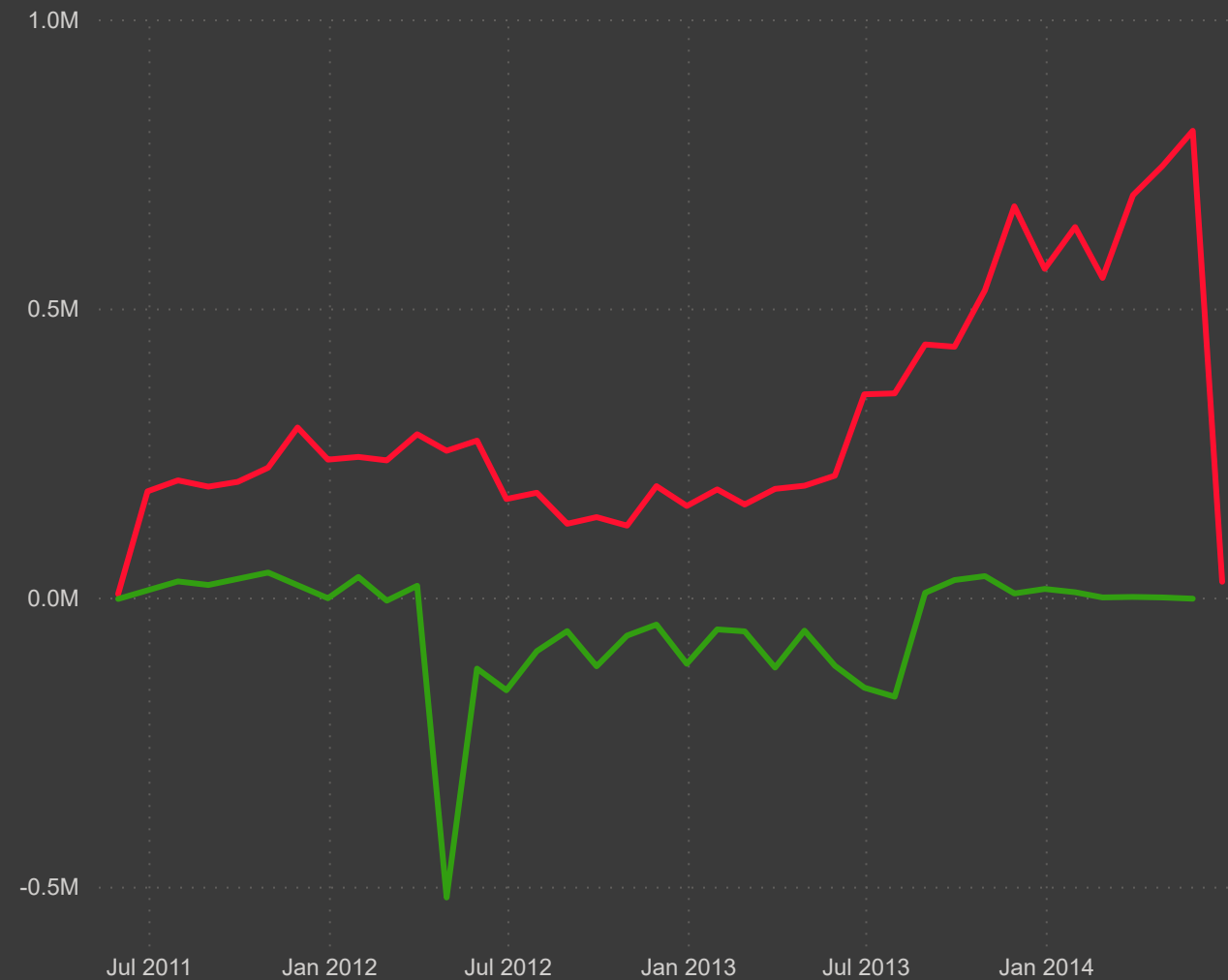
Online Profit by Country

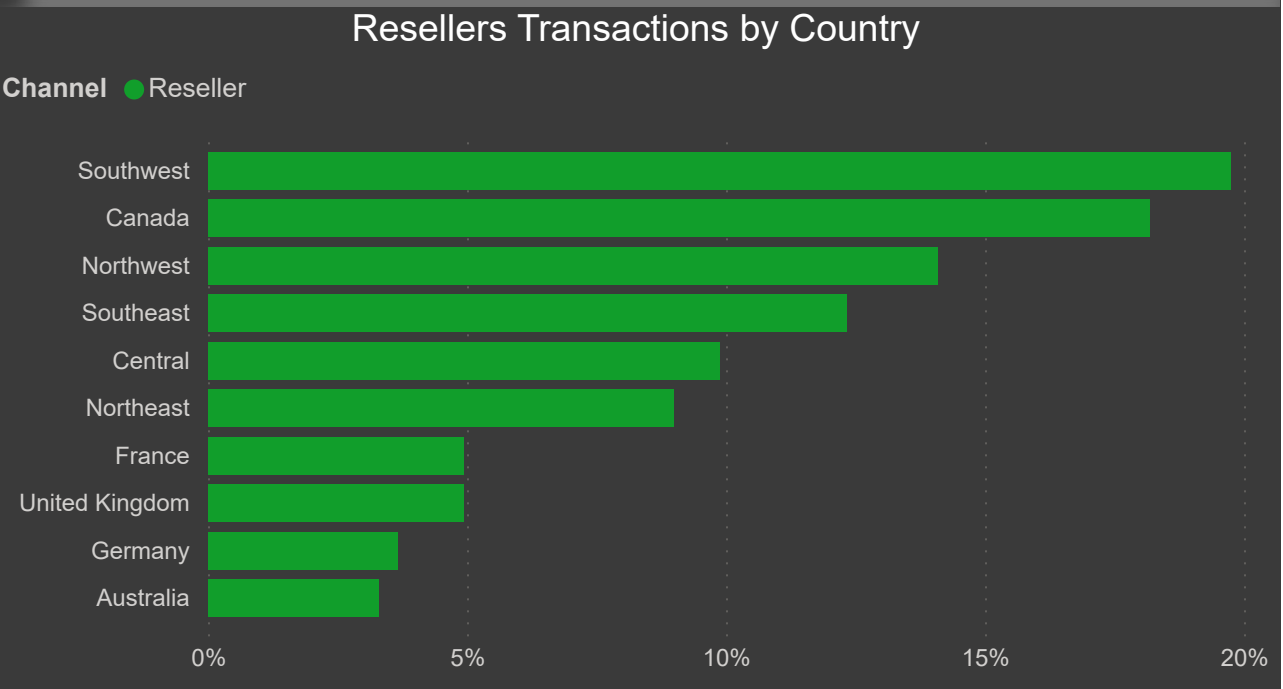
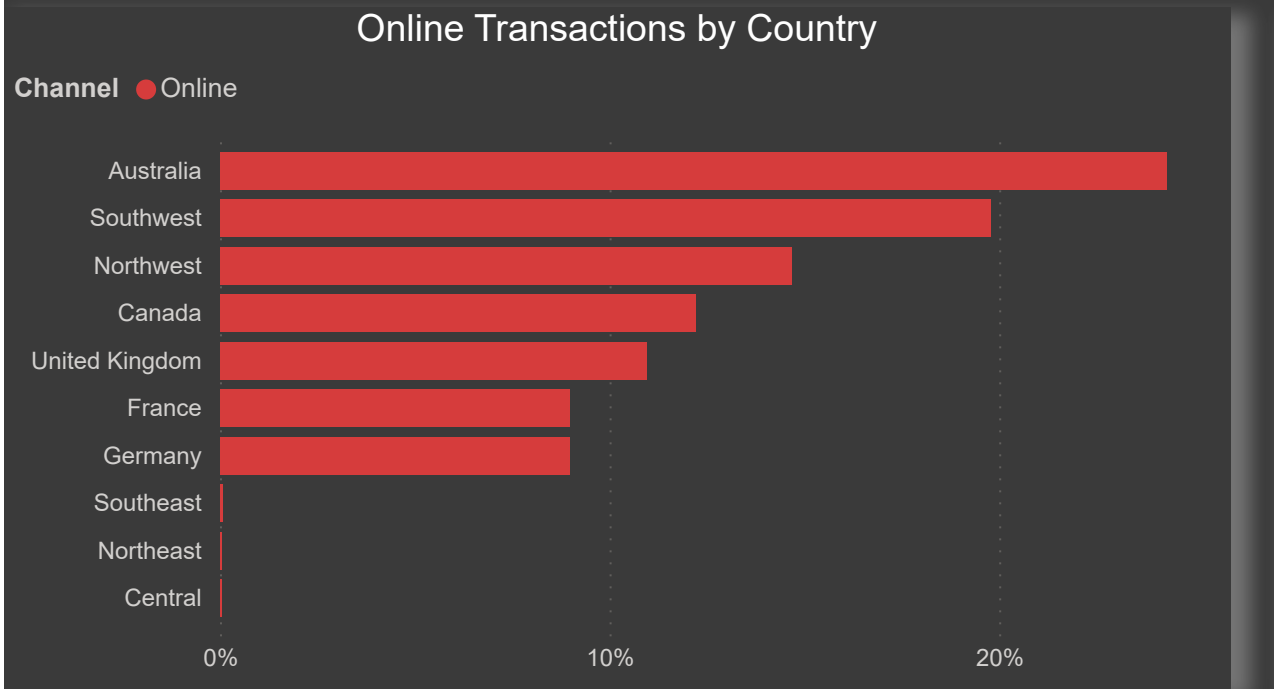
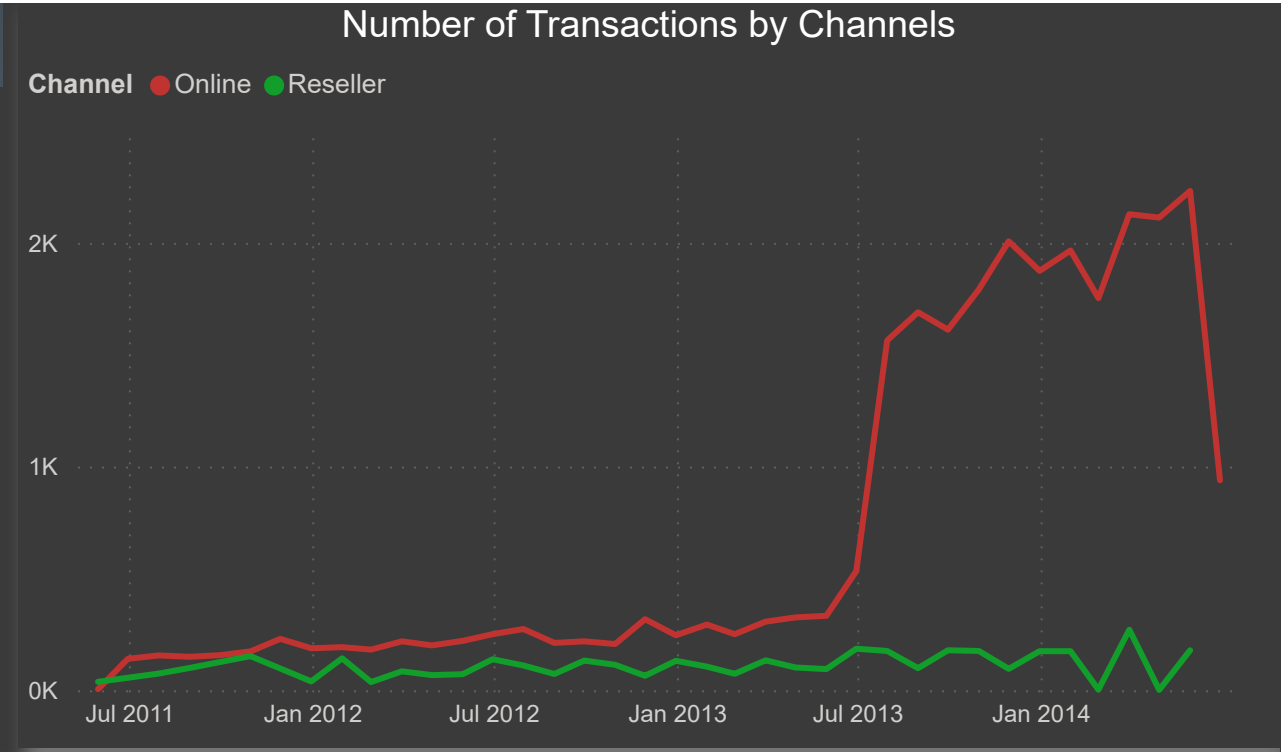
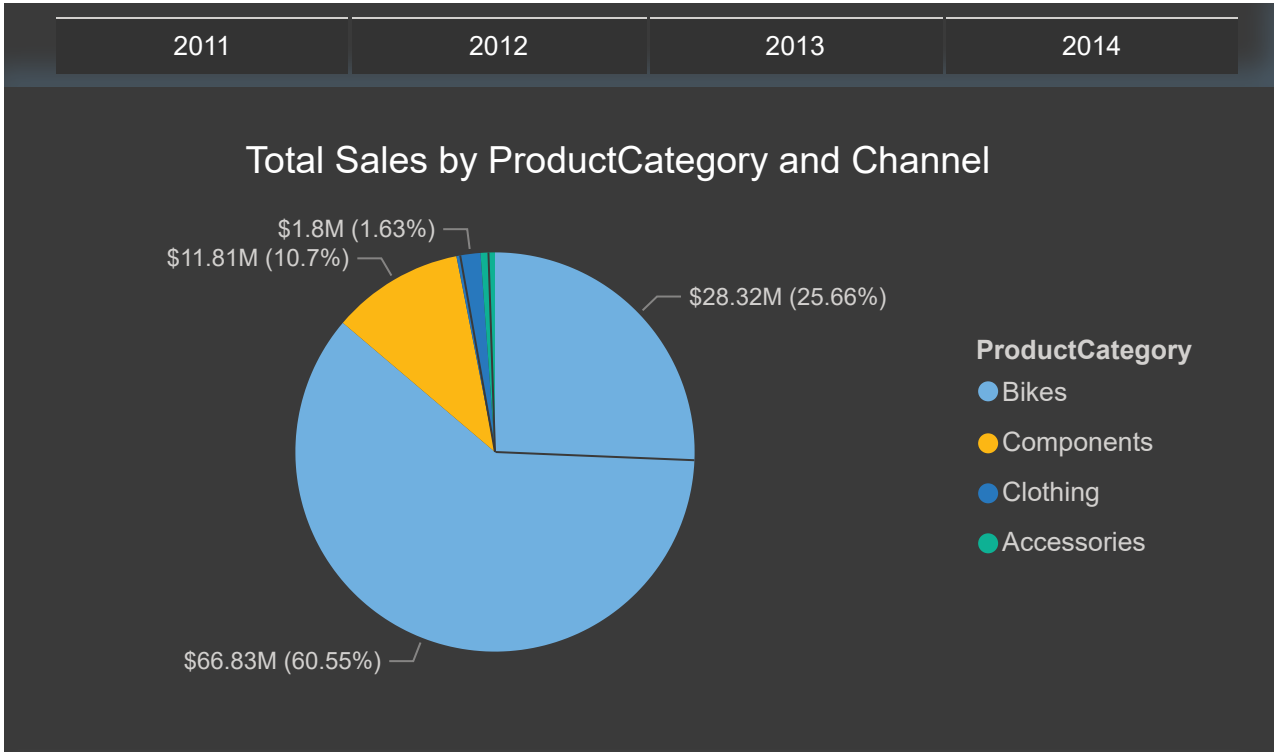
Channel ● Online



Profit by Month-Year

Channel ● Online ● Reseller





2011

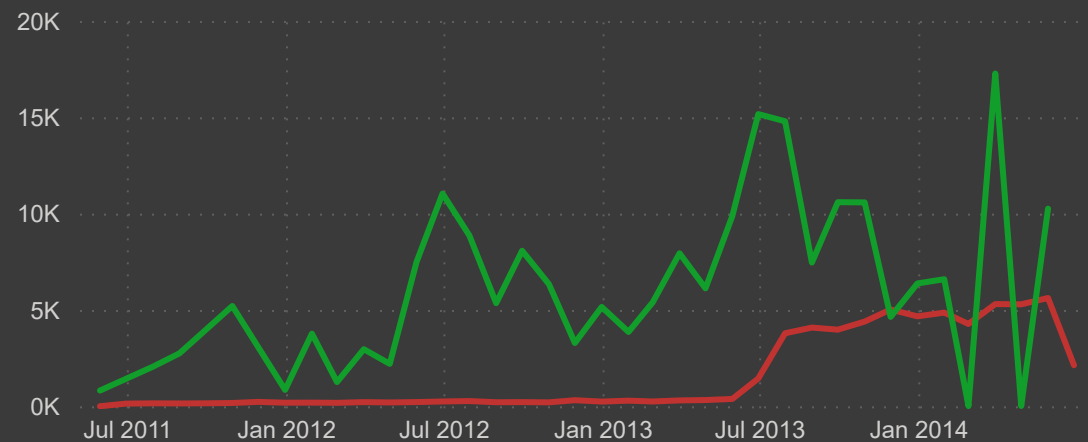
2012

2013

2014

Items sold by Channel YOY

Channel ● Online ● Reseller



Sales by Channel YOY

Channel ● Online ● Reseller



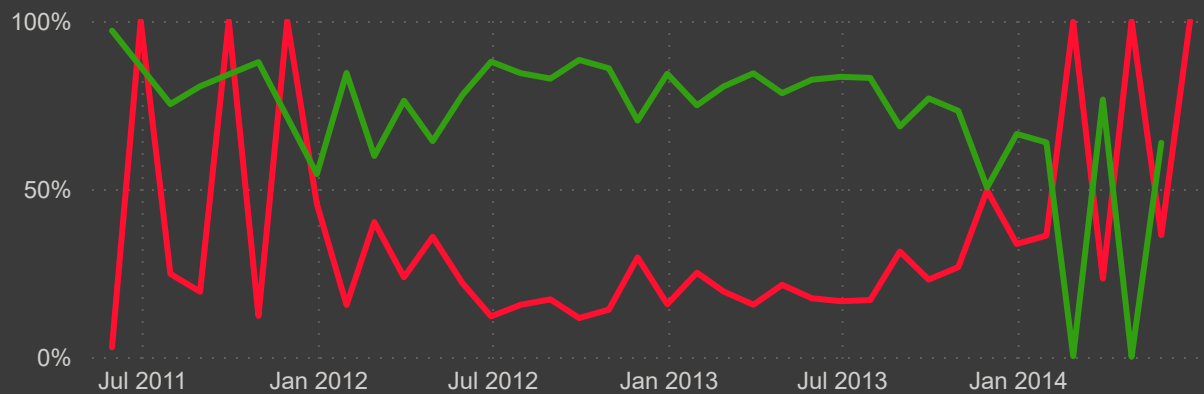
Number of Transactions by Channels YOY

Channel ● Online ● Reseller



Percentage Sales by Channel

Channel ● Online ● Reseller



2011	2012	2013	2014
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Accessories Sales by Channel

Channel ● Online ● Reseller



Clothing Sales by Channel

Channel ● Online ● Reseller



Components Sales by Channel

Channel ● Reseller



Bikes Sales by Channel

Channel ● Online ● Reseller

