

Retail Performance Report

Sales | Current Vs Prior Year

92,311,095✓

Last Year: 26,415,256 (+249.46%)

Orders | Current Vs Prior Year

861,132✓

Last Year: 264,674 (+225.36%)

Profit | Current Vs Prior Year

13,015,238✓

Last Year: 3,878,465 (+235.58%)

Profit Margin | Current Vs Prior Year

14.1%!

Last Year: 14.7% (-3.97%)

Discount offered | Current Vs Prior

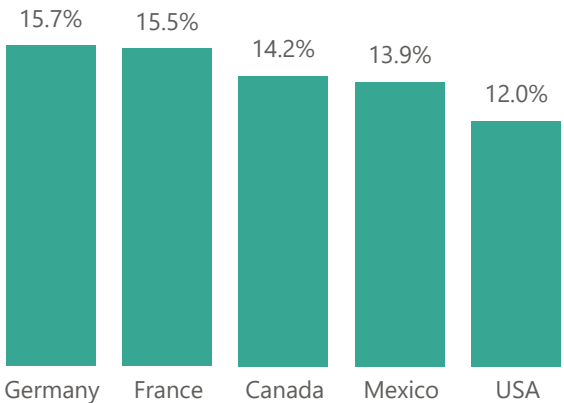
7,059,717✓

Last Year: 2,145,531 (+229.04%)

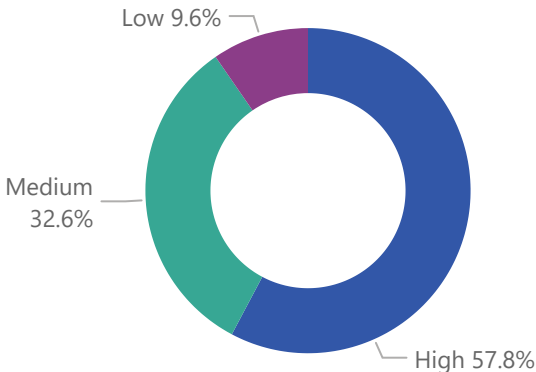
Orders by Country



Profit Margin by Country



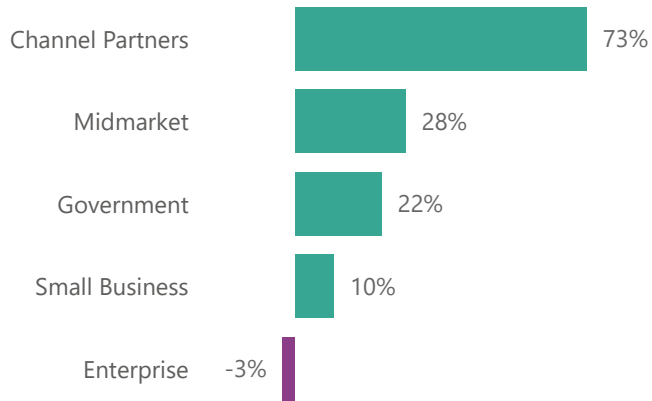
% of Discount by Discount Band



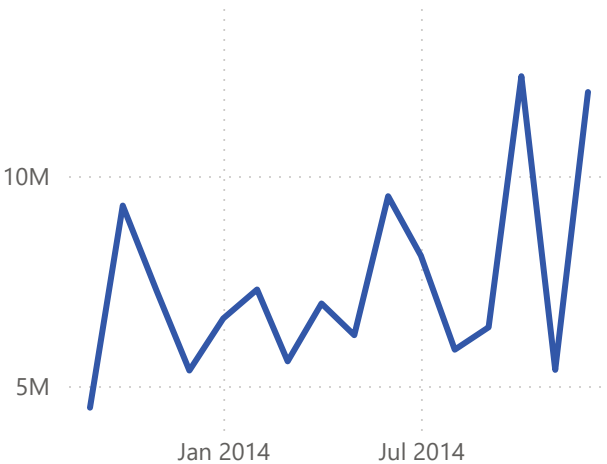
Profit Margin by Segment and Product

Segment	Profit Margin
Channel Partners	73.1%
Carretera	73.7%
Montana	73.5%
Velo	73.4%
VTT	73.1%
Paseo	73.0%
Amarilla	72.4%
Midmarket	27.7%
Montana	28.9%
Paseo	28.5%
Carretera	27.9%
VTT	27.3%
Velo	26.0%
Amarilla	25.6%
Government	21.7%
Carretera	23.0%
Velo	22.5%
VTT	22.3%
Amarilla	22.2%
Paseo	20.5%
Total	14.2%

Profit Margin by Segment



Sales by Year and Month



Top 3 Products by Sales

