

Total Sales  
(This Year )

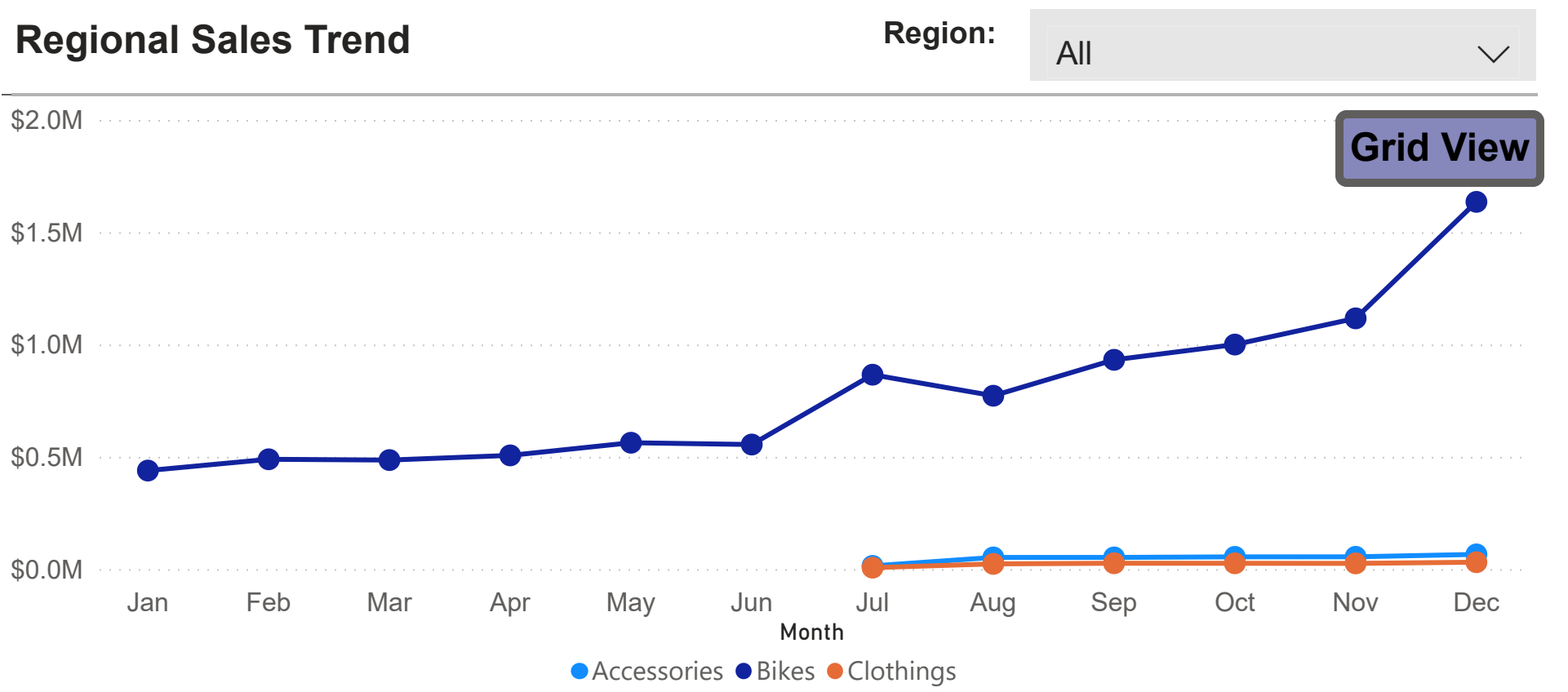
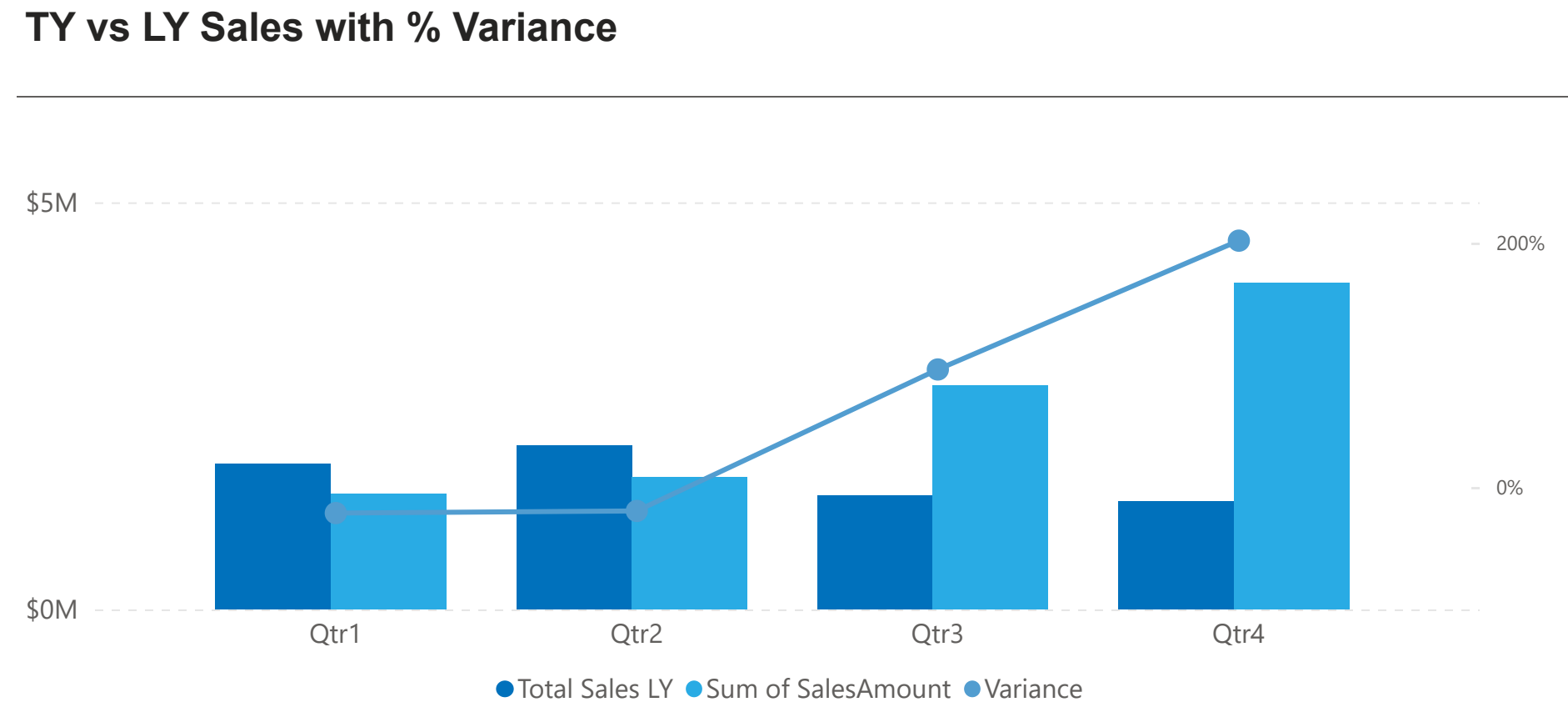
\$9.79M

Total Sales  
(Last Year )

\$6.53M

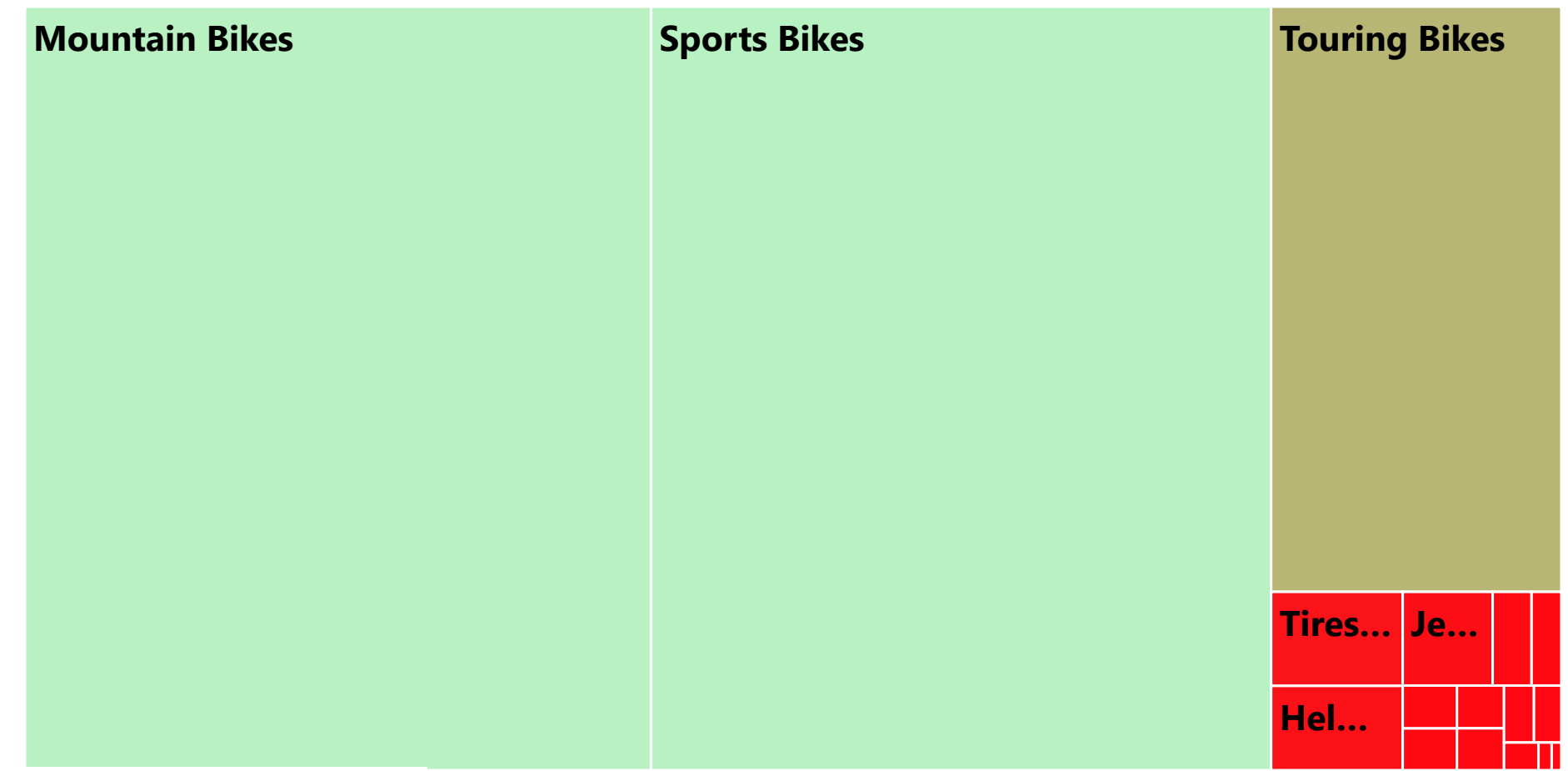
Variance Sales  
(in % )

49.93% ▲



Sales Performance by Sub-Category for All

( Right cilick to drill through on any Sub-Category to see the Product Details )



Note :- HeatMap drive the last Graph

Top 20 Customers for All

Note :- The Above line chart drive below Heatmap

| Month     | Category | Product            | This year Sales  |                  | Previous Year Sale |                  | Variance |
|-----------|----------|--------------------|------------------|------------------|--------------------|------------------|----------|
| December  | Bikes    | Mountain-100 Black | \$6,32,469.39    | <div></div>      | \$2,32,641.8452    | <div></div>      | 171.86%  |
| November  | Bikes    | Mountain-100 Black | \$4,60,654.52    | <div></div>      | \$92,722.8112      | <div></div>      | 396.81%  |
| October   | Bikes    | Mountain-100 Black | \$4,08,070.8     | <div></div>      | \$1,52,414.5158    | <div></div>      | 167.74%  |
| September | Bikes    | Mountain-100 Black | \$3,93,819.4     | <div></div>      | \$84,571.0612      | <div></div>      | 365.67%  |
| July      | Bikes    | Mountain-100 Black | \$3,74,723.06    | <div></div>      | \$1,11,164.695     | <div></div>      | 237.09%  |
| August    | Bikes    | Mountain-100 Black | \$3,12,800.28    | <div></div>      | \$1,33,794.0608    | <div></div>      | 133.79%  |
| May       | Bikes    | Mountain-100 Black | \$2,80,061.282   | <div></div>      | \$1,52,324.55      | <div></div>      | 83.86%   |
| June      | Bikes    | Mountain-100 Black | \$2,78,280.0406  | <div></div>      | \$1,49,074.56      | <div></div>      | 86.67%   |
| April     | Bikes    | Mountain-100 Black | \$2,22,574.9254  | <div></div>      | \$1,38,799.59      | <div></div>      | 60.36%   |
| March     | Bikes    | Mountain-100 Black | \$2,18,409.7648  | <div></div>      | \$1,32,074.61      | <div></div>      | 65.37%   |
| February  | Bikes    | Mountain-100 Black | \$2,18,342.8006  | <div></div>      | \$60,924.82        | <div></div>      | 258.38%  |
| January   | Bikes    | Mountain-100 Black | \$1,89,432.2118  | <div></div>      | \$1,21,949.64      | <div></div>      | 55.34%   |
| Total     |          |                    | \$39,89,638.4752 | ₹ 39,89,638.4752 | \$15,62,456.7592   | ₹ 15,62,456.7592 | 155.34%  |

9309

Total Customers

\$9.79M

Sales

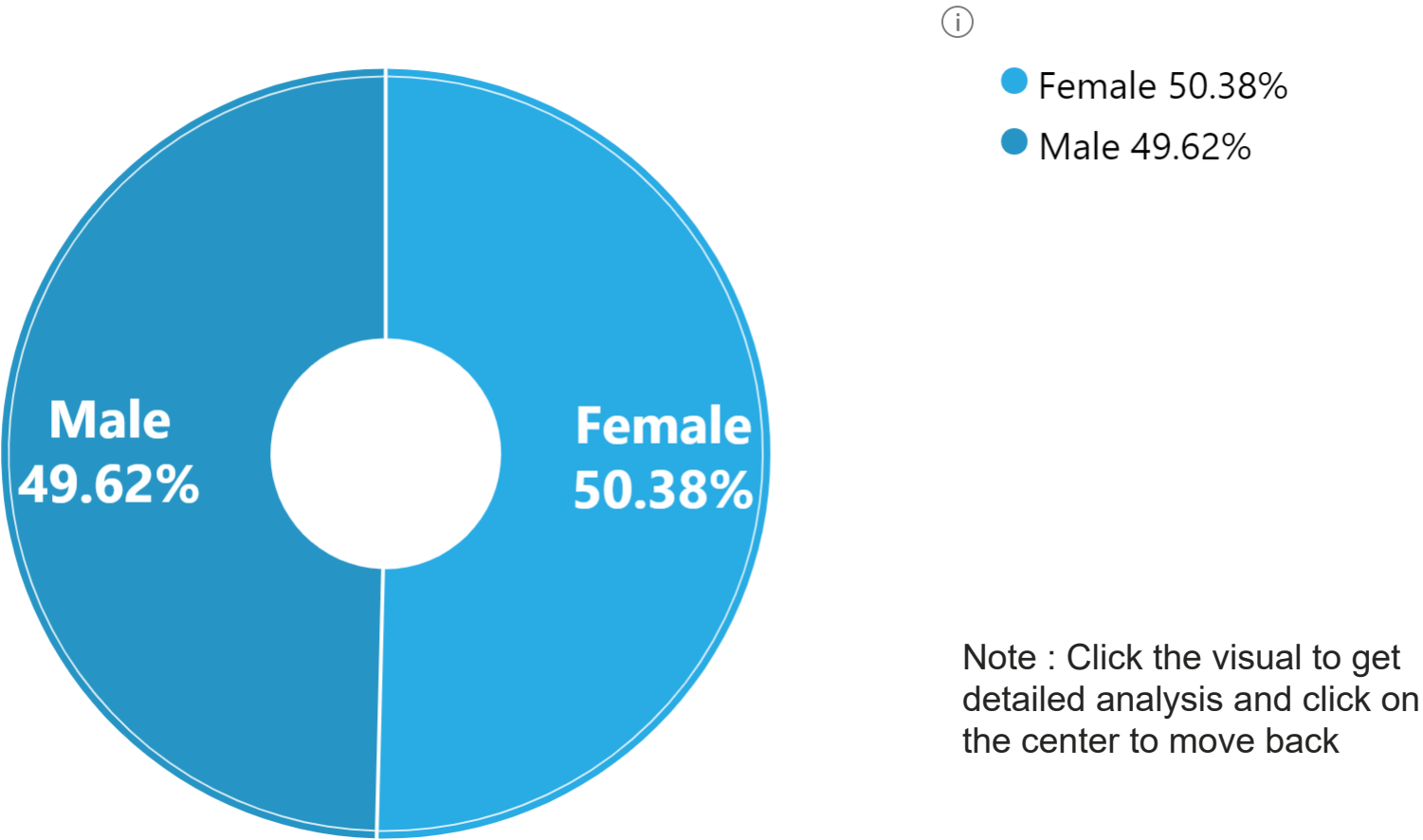
\$938.69K

Discount

\$2.94M

Profit

Sales Breakdown by Customer Demographics



Countrywise Sales Analysis



Income Range

Select all

\$0

\$25,001

\$50,001

\$75,001

| Product                 | Order Quantity |
|-------------------------|----------------|
| Water Bottle - 30 oz.   | 504            |
| Mountain Tire Tube      | 446            |
| Patch Kit/8 Patches     | 411            |
| Fender Set - Mountain   | 260            |
| Sport-100 Helmet, Red   | 258            |
| Sport-100 Helmet, Blue  | 256            |
| Mountain Bottle Cage    | 252            |
| Road Tire Tube          | 250            |
| AWC Logo Cap            | 243            |
| Sport-100 Helmet, Black | 241            |
| HL Mountain Tire        | 220            |
| Road Bottle Cage        | 191            |
| Total                   | 7118           |

Top 5 sales for 2015

