

Total Sales

\$107.9M

Total Orders

28.3K

Avg Order Value

3.81K

Total Customers

19.8K

Date range

1/1/2022



4/30/2025



Monthly Sales Trend

\$6M

\$4M

\$2M

\$0M

\$0M

Sales by Product Category

\$100M

\$92.8M

\$50M

\$0M

\$11.8M

\$2.1M

\$1.2M

Bikes

Components

Clothing

Accessories

Sales by Territory

Southwest

Canada

Northwest

Australia

Central

Southeast

United Kingdom

France

Northeast

Germany

\$0M

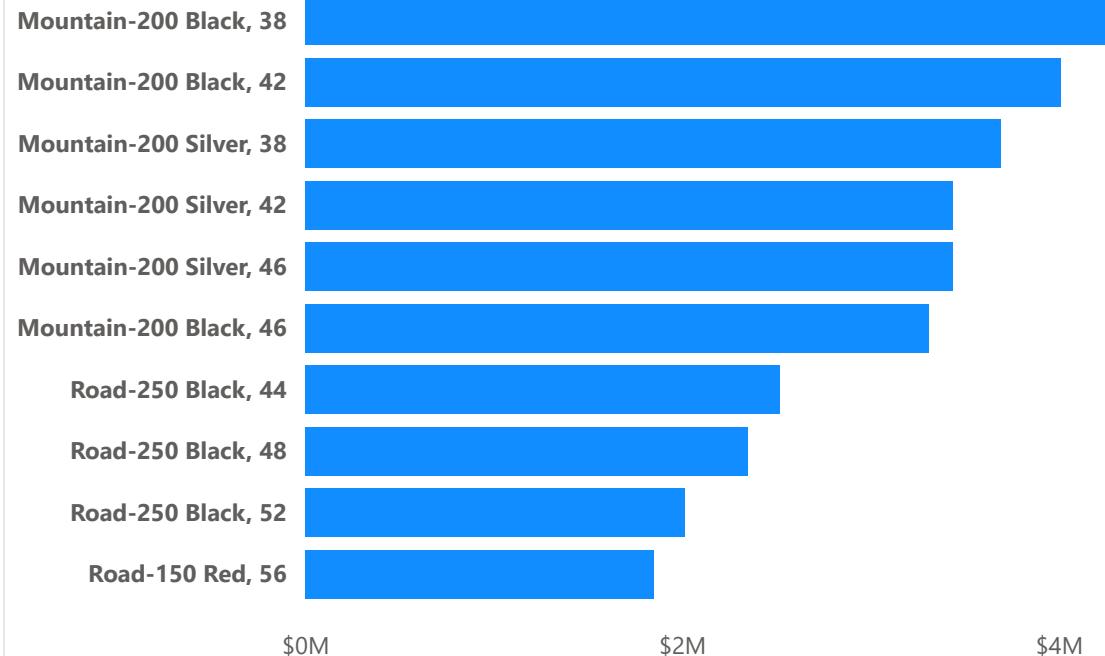
\$5M

\$10M

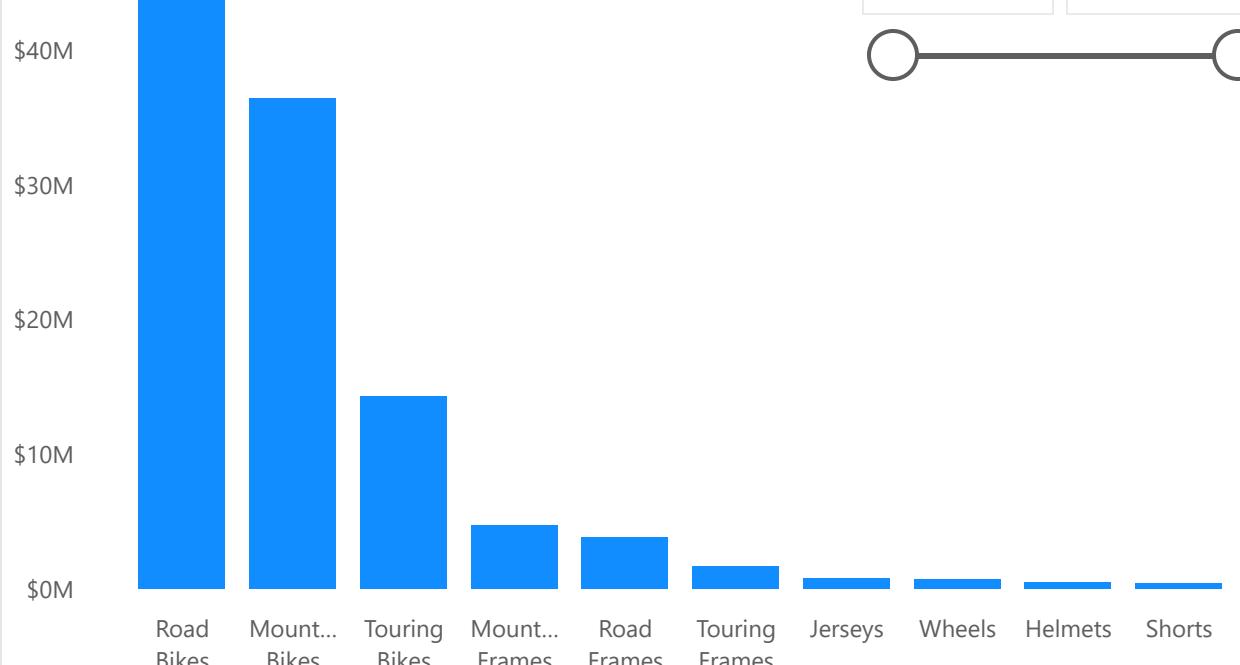
\$15M

\$20M

Top 10 Products by Sales



Sales by Product Subcategory

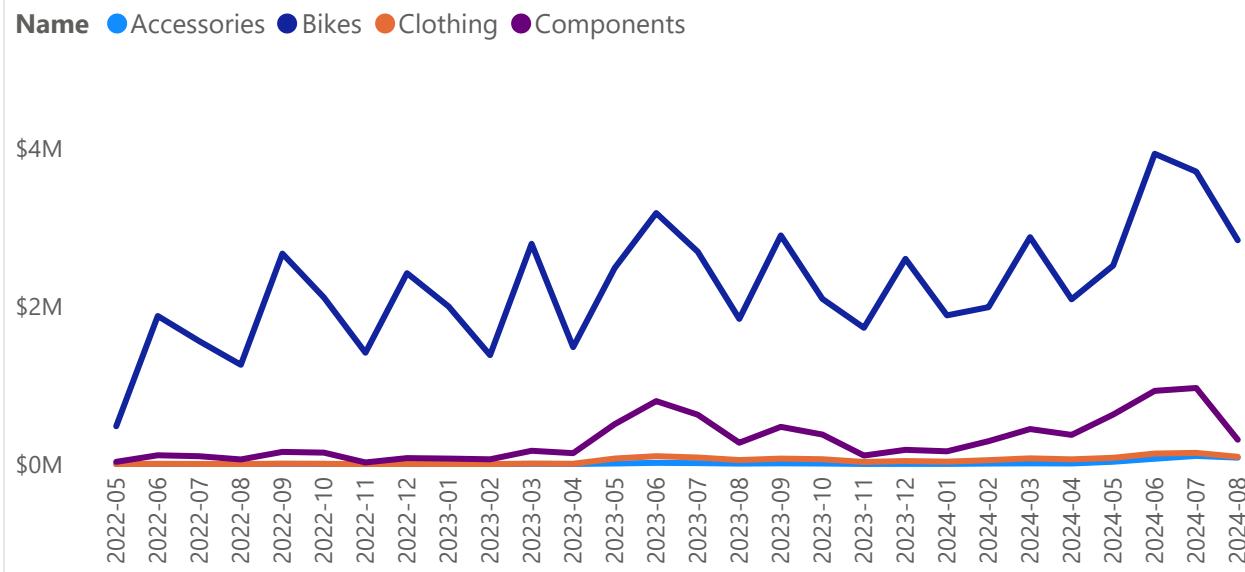


Date range

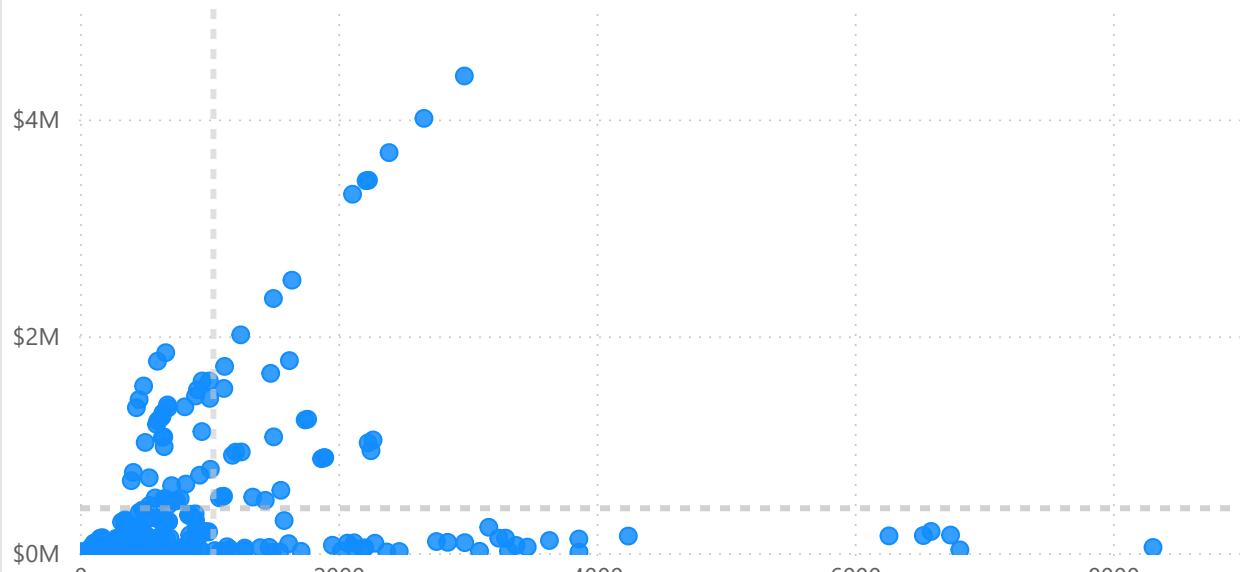
1/1/2022

12/31/2025

Category Sales Trend



Revenue vs Units Sold (Product-level)



Active Customers**19K****Returning Customers****7K****Revenue per Active Customer****5.75K****Customers for 80% of Sales****1.6K****Date range**

1/1/2022



12/31/2025

**Revenue Concentration — Top Customers (Pareto)**

Sorted by Total Sales (descending)

● Total Sales
— Cumulative Revenue % of Total

\$1.0M

100 %

\$0.5M

80 %

\$0.0M

60 %

40 %

Customer Distribution by Revenue Band

60 %

TopN Customers

300



40 %

20 %

0 %

58.1 %

15.7 %

14.9 %

8.9 %

0.6 %

0.3 %

0.3 %

1.2 %

< 1\$K

1\$K-2.5\$K

2.5\$K-5\$K

5\$K-10\$K

10\$K-25\$K

25\$K-50\$K

50\$K-100\$K

100\$K+

Revenue Share — Top Customers

34M (30.95%)

75.85M (69.05%)

- Sales (Top N Customers)
- Sales (All Other Customers)

