Sales Performance

KPI Overview

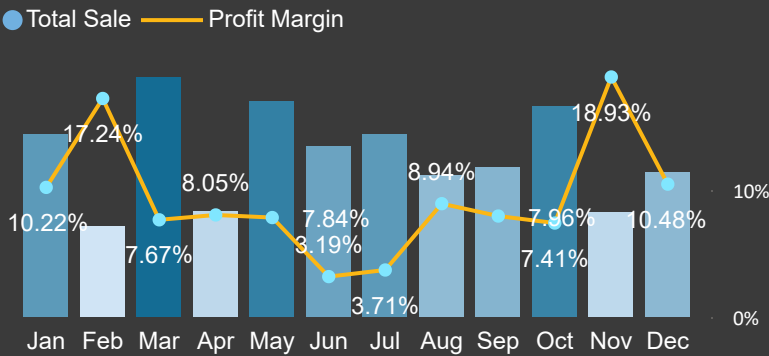| TOTAL YTD CUSTOMER	TOTAL YTD ORDERS	TOTAL YTD ITEMS	TOTAL YTD SALE	TOTAL YTD PROFIT
10.35K ▲ 45.98%	37.34K ▲ 44.46%	61.66K ▲ 28.91%	20.06M ▲ 22.34%	3.44M ▲ 58.06%

Region
All

Continent
All

SubCategory
All

Category
All

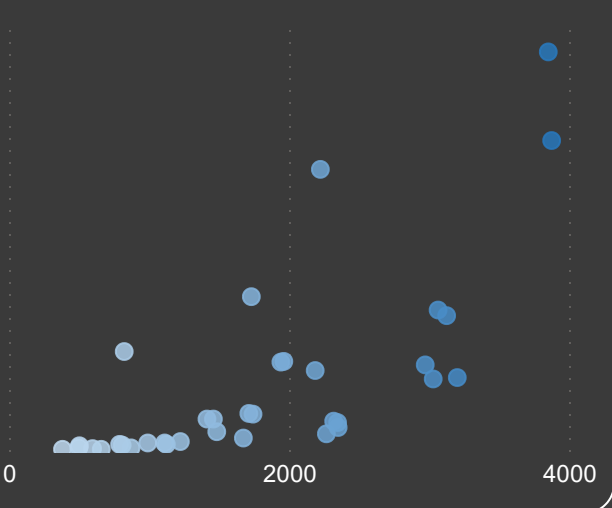### Total Sale and Profit Margin by Month

● Total Sale — Profit Margin

17.24%
10.22%
8.05%
7.67%
7.84%
3.19%
3.71%
8.94%
7.41%
7.96%
18.93%
10.48%

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

10%
0%

Sales Target By Month

8.21M ✓

Target: 7.35M (+11.7%)
December

Sales by Method

29.36M
80.49M

● In Store ● Online
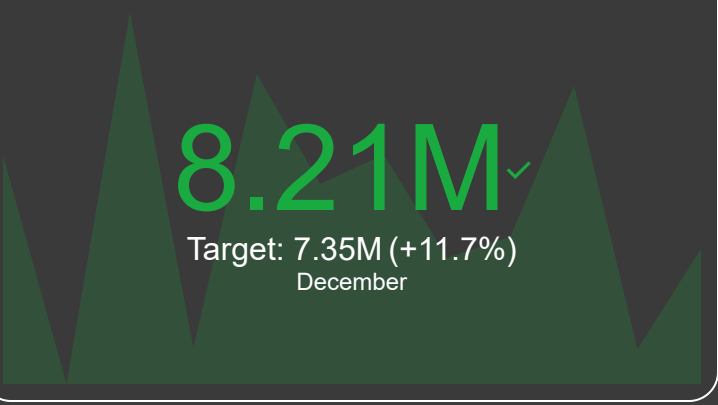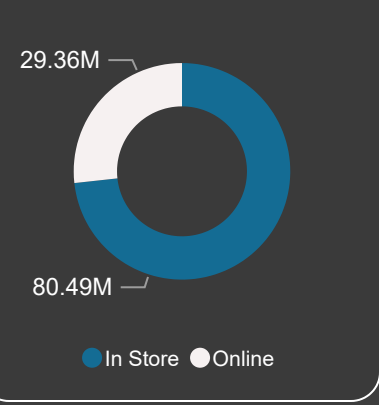
Order and Discount Correlation

0   2000   4000

Total Customer and Total Orders by Year
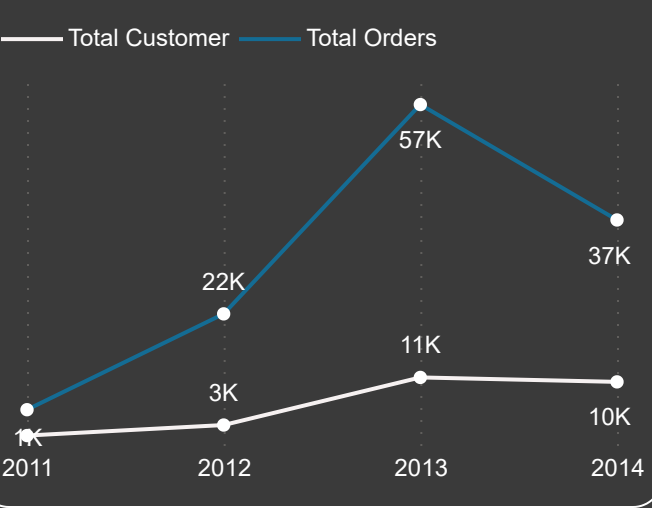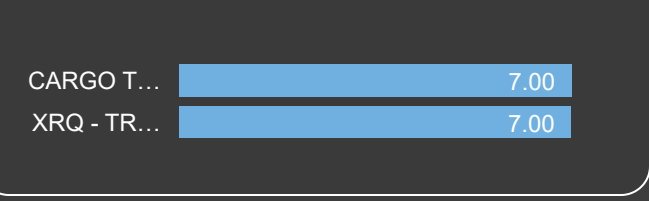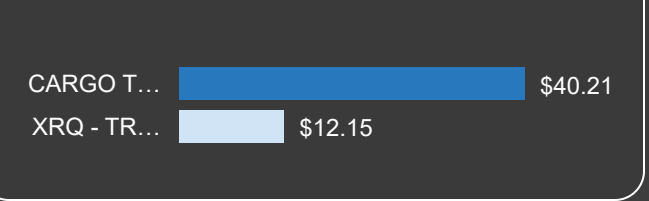
— Total Customer — Total Orders

57K
22K
11K
3K
10K
37K
1K

2011   2012   2013   2014

Avg Shipping time

| CARGO T... | 7.00 |
| XRQ - TR... | 7.00 |

Shipping Cost

| CARGO T... | $40.21 |
| XRQ - TR... | $12.15 |

Product Details

Region

All

Continent

All

SubCategory

All

Category

All

109.85M Total Sale	**9.37M** Total Profit

121K Total Orders

2.27 Avg Items Per Order

$905.45 Avg Amount Sales Per Order

$77.25 Avg Profit Per Order

Total Sale By Product

- Bikes: 94.65M
- Components: 11.80M
- Clothing: 2.12M
- Accessories: 1.27M

Total Profit by Category

- Bikes: 7.9M
- Accessories: 0.6M
- Components: 0.5M
- Clothing: 0.3M

Total Orders by Category

- Accessories: 41K
- Bikes: 40K
- Clothing: 21K
- Components: 19K
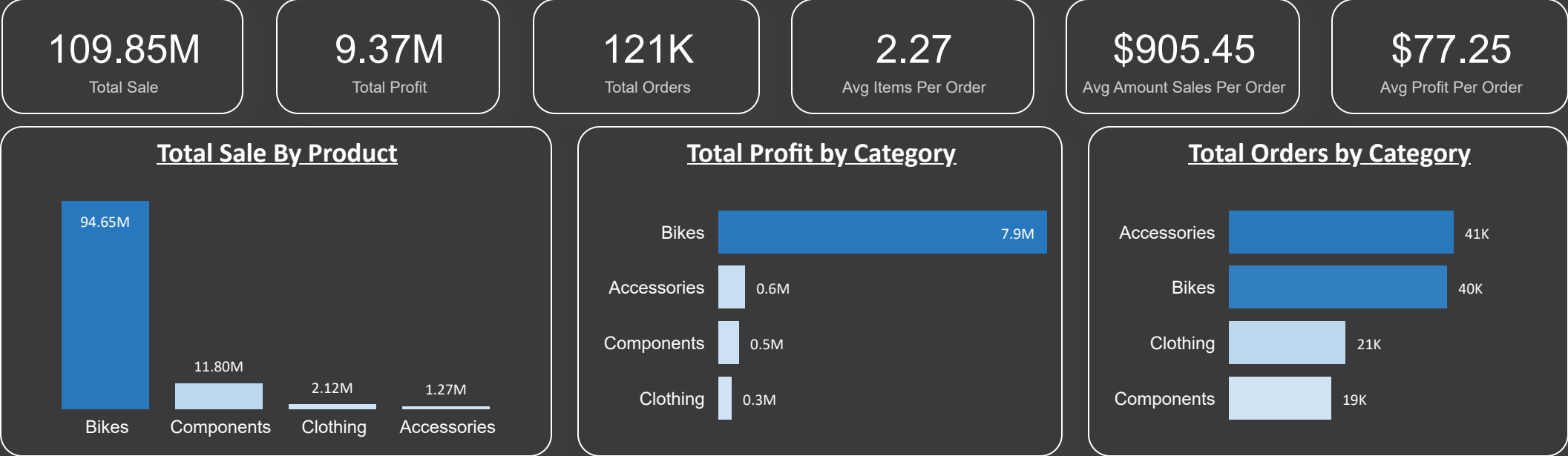
Sales By Continent

Continent	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Europe	1,559,910.20	865,451.31	2,493,997.76	1,081,376.63	2,285,656.92	2,193,076.60	1,748,076.23	1,111,484.46	1,914,857.47	1,646,354.62	1,225,442.12	1,711,999.97	**19,837,684.28**
North America	7,740,247.97	3,520,763.20	10,020,554.62	4,066,548.35	8,723,490.91	6,773,232.44	7,785,872.52	6,190,222.17	5,724,973.38	9,381,451.77	3,805,172.17	5,620,831.66	**79,353,361.16**
Pacific	1,048,159.52	743,859.58	1,090,795.92	816,115.65	1,181,559.62	722,031.12	824,958.87	703,711.39	849,303.64	900,859.82	892,057.76	881,923.07	**10,655,335.96**
Total	**10,348,317.69**	**5,130,074.10**	**13,605,348.30**	**5,964,040.63**	**12,190,707.45**	**9,688,340.15**	**10,358,907.61**	**8,005,418.02**	**8,489,134.49**	**11,928,666.21**	**5,922,672.04**	**8,214,754.70**	**109,846,381.40**

Sales Performance

Region
All

Continent
All

SubCategory
All

Category
All

19K	**$5.75K**	**6.35**	**14.38**	**6022**	**8748**
Total Customer	Avg Sales Per Customer	Avg Orders By Customer	Avg Items Per Customer	Total New Customers	Customer Churn

Total Customer By Time

- 2011: 1.41K
- 2012: 3.16K
- 2013: 11.10K
- 2014: 10.35K

Total Sale by Gender

- 14.55M (49.54%)
- 14.81M (50.46%)

Total Sale by Occupation

● Clerical ○ Manage… ● Manual ● Professi… ● Skilled …

2011: 0.6M, 1.3M
2012: 1.1M, 1.3M, 0.7M, 1.9M, 1.5M
2013: 1.7M, 2.1M, 1.0M, 3.7M, 2.2M
2014: 1.3M, 1.7M, 3.0M, 1.8M
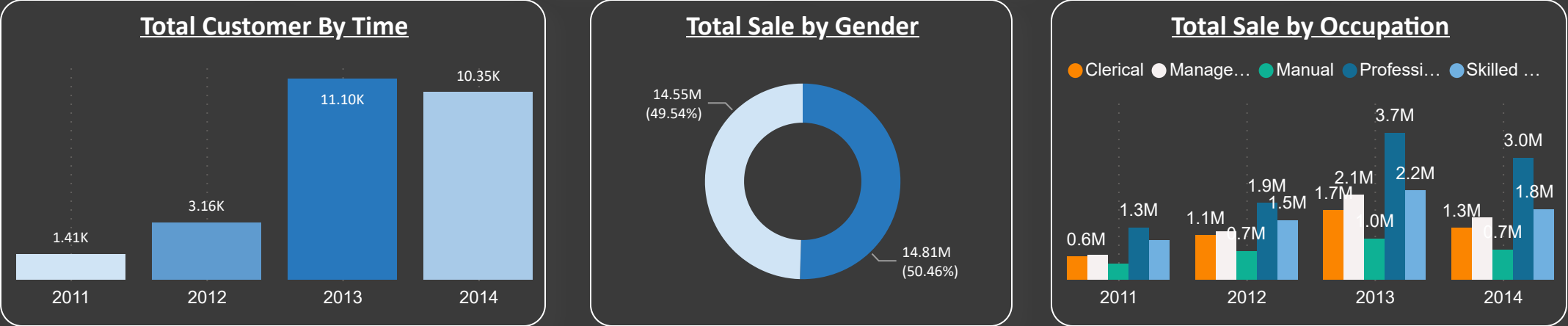
Customer Sales Details

Customer Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Roger Harui	66,993.83		201,980.86			184,612.98	20,544.70		182,275.47	67,458.96		153,436.69	**877,303.48**
Andrew Dixon	207,186.98			144,129.00	80,450.38		194,154.61	25,686.52		202,241.70			**853,849.18**
Reuben D'sa	189,519.34			100,174.86	64,704.88		174,047.06	73,761.53		239,701.11			**841,908.77**
Robert R.Vessa	54,553.84		211,558.46			165,193.06	13,196.05		176,788.12	43,615.42		151,850.62	**816,755.58**
Ryan Calafato		157,208.15	58,676.12		268,012.54			189,099.69			86,733.54	39,547.85	**799,277.90**
Joseph N.Castellucio	206,433.47			145,589.18	50,937.38		160,729.23	20,644.23		203,439.55			**787,773.04**
Kirk DeGrasse	134,041.57			104,482.96	85,393.74		251,659.96			170,739.29			**746,317.53**
Lindsey R.Camacho	57,142.94		199,597.76			155,008.37	19,734.87		129,825.48	47,716.90		131,959.51	**740,985.83**
Robin M.McGuigan		132,029.57	57,193.11		246,986.91			185,952.86			80,914.12	27,722.16	**730,798.71**
Stacey M.Cereghino		129,249.02	52,815.31		241,693.50			204,096.43			71,326.96	28,091.42	**727,272.65**
Richard Bready		114,668.57	70,533.02		166,568.94			223,390.42			116,561.94	32,576.73	**724,299.64**
Valerie M.Hendricks		124,719.71	66,479.71		176,226.34			182,651.95			142,044.28	19,742.78	**711,864.76**
François Ferrier		89,967.26	91,335.49		194,683.43			142,810.51			128,973.91	53,033.19	**700,803.79**
Blaine Dockter		61,206.48	189,821.15			143,178.47	16,544.55		124,242.14	57,804.97		100,604.74	**693,502.40**
Total	**10,348,317.69**	**5,130,074.10**	**13,605,348.30**	**5,964,040.63**	**12,190,707.45**	**9,688,340.15**	**10,358,907.61**	**8,005,418.02**	**8,489,134.49**	**11,928,666.21**	**5,922,672.04**	**8,214,754.70**	**109,846,381.40**