



REVENUE

\$1.37M!

Goal: \$8.14M (-83.18%)

Select Date

1/1/2015



7/31/2020



PROFIT

\$0.86M!

Goal: \$4.07M (-78.83%)

Select Country

All



PROFIT MARGIN

62.96%✓

Goal: 50.03% (+25.84%)

Select Category

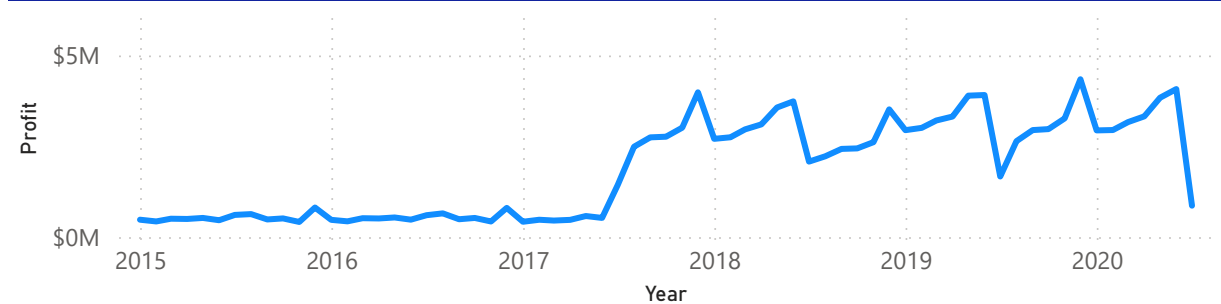
All



Product Details

Product	Total Orders	Total Revenue	Profit Margin	First Product Category
S-Works TT Helmet, Anniversary Edition	6,243	\$23,391,900	68.09%	Accessories
S-Works TT Helmet	6,142	\$21,980,700	66.67%	Accessories
Hydration Pack, 2.95L	16,025	\$16,780,808	61.53%	Accessories
Trek-150 Red, 62	1,067	\$8,867,429	39.91%	Accessories
GT MTB-200 Black, 38	1,622	\$8,284,583	45.97%	Accessories
GT MTB-200 Green, 38	1,482	\$7,556,890	45.96%	Accessories
Trek-150 Red, 52	938	\$7,553,874	39.91%	Accessories
Trek-150 Red, 56	902	\$7,412,471	39.91%	Accessories
GT MTB-200 Green, 42	1,413	\$7,327,674	45.96%	Accessories
Trek-150 Red, 48	819	\$6,910,120	39.91%	Accessories
GT MTB-200 Black, 46	1,334	\$6,790,446	45.97%	Accessories
GT MTB-200 Black, 42	1,246	\$6,456,294	45.97%	Accessories
Specialized Helmet	5,610	\$6,154,431	49.99%	Accessories
GT MTB-200 Green, 46	1,157	\$5,935,488	45.96%	Accessories
Trek-150 Red, 44	531	\$4,461,623	39.91%	Accessories
Multi-tool	6,443	\$3,538,739	79.10%	Accessories
Trek-250 Black, 52	578	\$3,511,275	36.96%	Accessories
Total	163,072	\$251,538,599	49.86%	Accessories

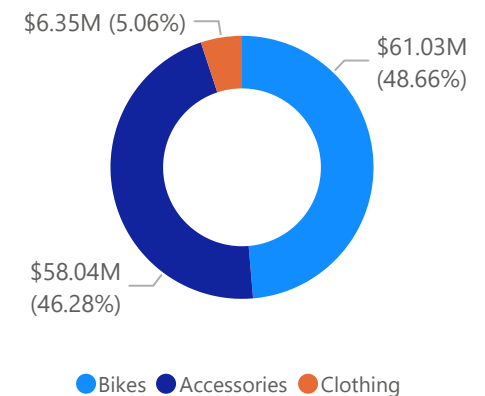
Profit by Period



Total Revenue by Country



Profit by Product Category





# Highest Performers By Category

## Top 5 Accessories

Product	Product Category	Sum of Quantity Sold	Sum of Revenue	Sum of Accessories % of Total
S-Works TT Helmet, Anniversary Edition	Accessories	99540	\$23,391,900.00	9.30%
S-Works TT Helmet	Accessories	97692	\$21,980,700.00	8.74%
Hydration Pack, 2.95L	Accessories	258206	\$16,780,807.94	6.67%
Specialized Helmet	Accessories	87933	\$6,154,430.67	2.45%
Multi-tool	Accessories	105634	\$3,538,739.00	1.41%
<b>Total</b>		<b>649005</b>	<b>\$71,846,577.61</b>	<b>28.56%</b>

## Top 5 Bikes

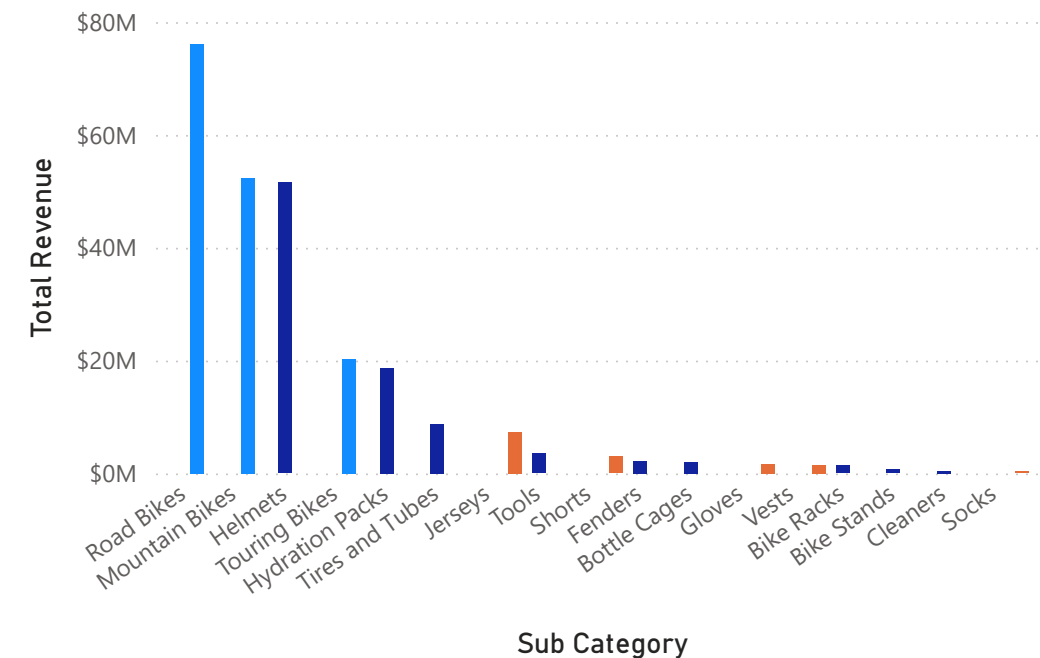
Product	Product Category	Sum of Quantity Sold	Sum of Revenue	Sum of Bikes % of Total
Trek-150 Red, 62	Bikes	2383	\$8,867,428.96	3.53%
GT MTB-200 Black, 38	Bikes	3471	\$8,284,582.80	3.29%
GT MTB-200 Green, 38	Bikes	3132	\$7,556,889.60	3.00%
Trek-150 Red, 52	Bikes	2030	\$7,553,873.60	3.00%
Trek-150 Red, 56	Bikes	1992	\$7,412,471.04	2.95%
<b>Total</b>		<b>13008</b>	<b>\$39,675,246.00</b>	<b>15.77%</b>

## Top 5 Clothing

Product	Product Category	Sum of Quantity Sold	Sum of Revenue	Sum of Clothing % of Total
LS Competition Jersey, L	Clothing	21798	\$1,133,496.00	0.45%
Bike Shorts, Padded, M	Clothing	16023	\$1,121,610.00	0.45%
LS Competition Jersey, XL	Clothing	17941	\$1,004,696.00	0.40%
Bike Shorts, Padded, S	Clothing	14578	\$991,304.00	0.39%
SS Throwback Jersey, S	Clothing	18217	\$983,718.00	0.39%
<b>Total</b>		<b>88557</b>	<b>\$5,234,824.00</b>	<b>2.08%</b>

## Total Revenue by Sub Category and Product Category

Product Category ● Accessories ● Bikes ● Clothing





# Lowest Performers By Category

## Bottom 5 Accessories

Product	Product Category	Sum of Quantity Sold	Sum of Revenue	Average of Profit Margin	Sum of Accessories % of Total
Kit, Patch	Accessories	245947	\$489,434.53	51.26%	0.19%
Tube, Touring	Accessories	88718	\$487,061.82	59.02%	0.19%
Touring Tire	Accessories	16158	\$484,578.42	63.35%	0.19%
Tube, Tire Road	Accessories	97068	\$484,369.32	70.14%	0.19%
Chain Lube	Accessories	43239	\$431,957.61	69.97%	0.17%
<b>Total</b>		<b>491130</b>	<b>\$2,377,401.70</b>	<b>62.75%</b>	<b>0.95%</b>

## Bottom 5 Clothing

Product	Product Category	Sum of Quantity Sold	Sum of Revenue	Average of Profit Margin	Sum of Clothing % of Total
Vest, Cold Weather, M	Clothing	7726	\$486,738.00	61.90%	0.19%
Vest, Cold Weather, S	Clothing	7835	\$485,770.00	61.29%	0.19%
Vest, Cold Weather, L	Clothing	7226	\$462,464.00	62.50%	0.18%
Multi-sport Socks, M	Clothing	14832	\$163,003.68	72.70%	0.06%
Multi-sport Socks, L	Clothing	12769	\$159,612.50	76.00%	0.06%
<b>Total</b>		<b>50388</b>	<b>\$1,757,588.18</b>	<b>66.88%</b>	<b>0.70%</b>

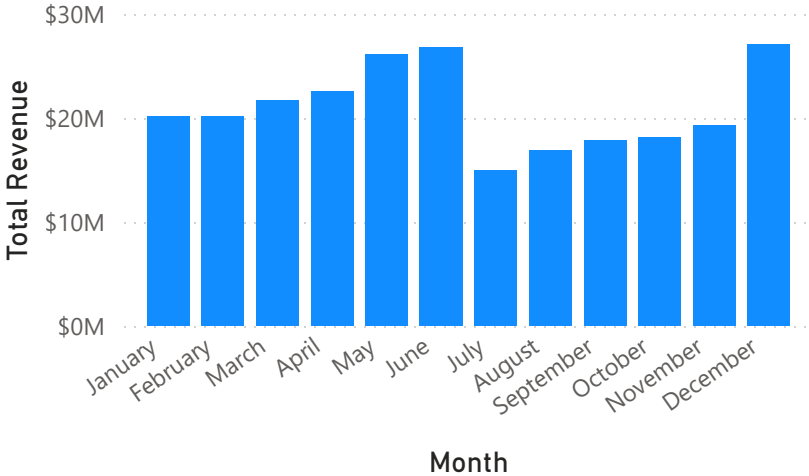
## Bottom 5 Bikes

Product	Product Category	Sum of Quantity Sold	Sum of Revenue	Average of Profit Margin	Sum of Bikes % of Total
GT MTB-500 Green, 44	Bikes	208	\$122,220.80	46.01%	0.05%
GT MTB-500 Green, 52	Bikes	201	\$118,107.60	46.01%	0.05%
Trek-650 Red, 52	Bikes	95	\$77,360.40	38.40%	0.03%
GT MTB-500 Green, 48	Bikes	112	\$65,811.20	46.01%	0.03%
GT MTB-500 Black, 52	Bikes	76	\$42,681.60	45.90%	0.02%
<b>Total</b>		<b>692</b>	<b>\$426,181.60</b>	<b>44.47%</b>	<b>0.17%</b>

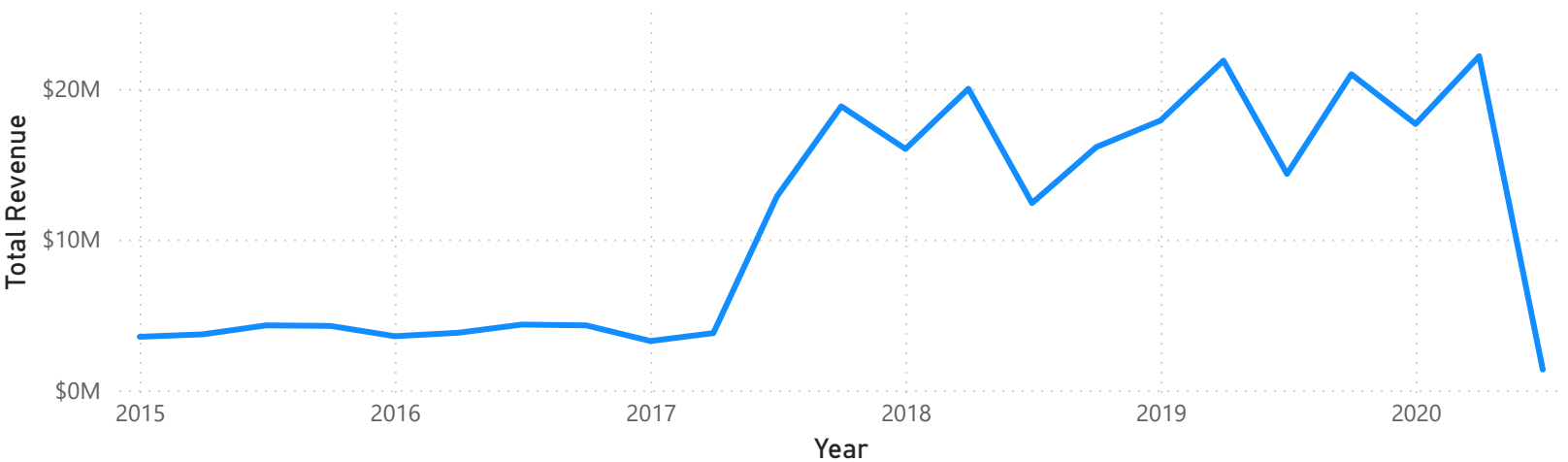


# Seasonality & Location Analysis

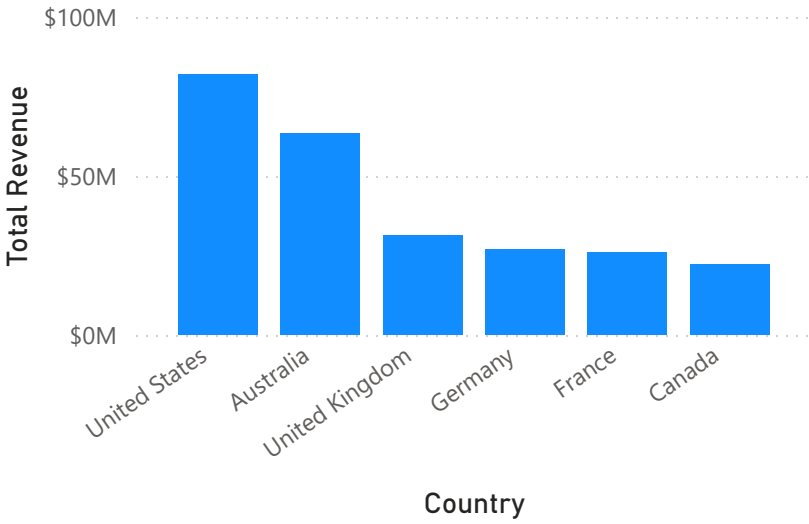
Total Revenue by Month



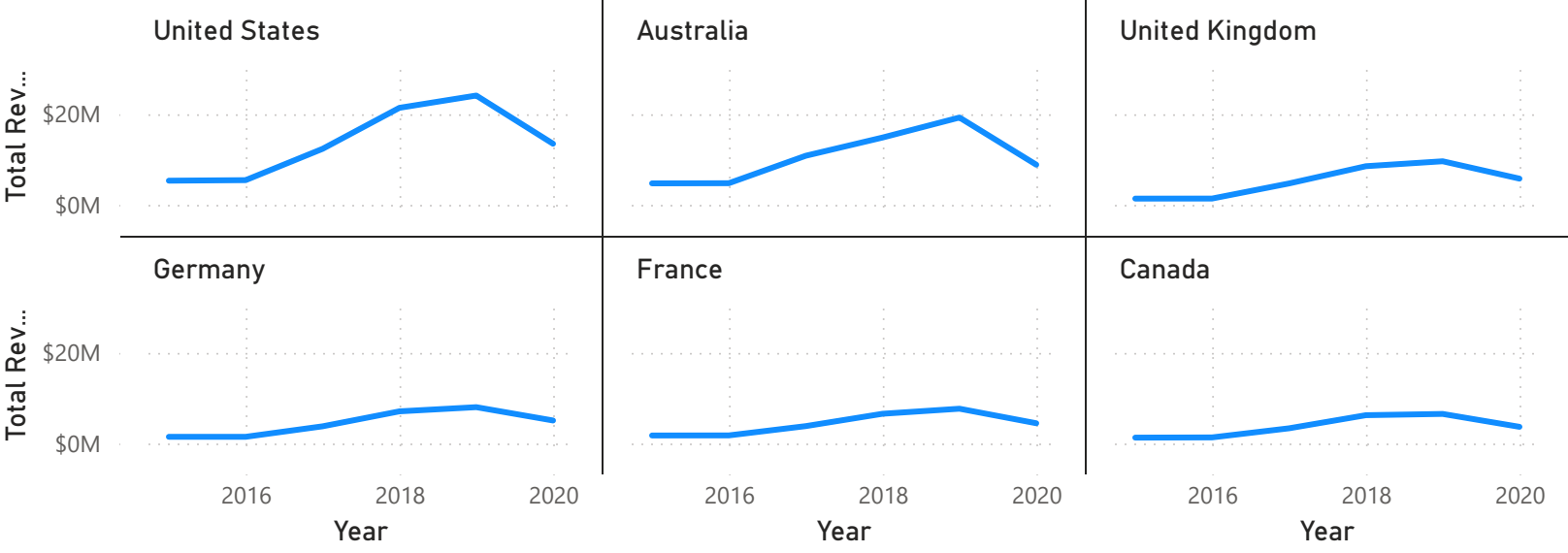
Total Revenue by Year and Quarter



Total Revenue by Country



Total Revenue by Year and Country

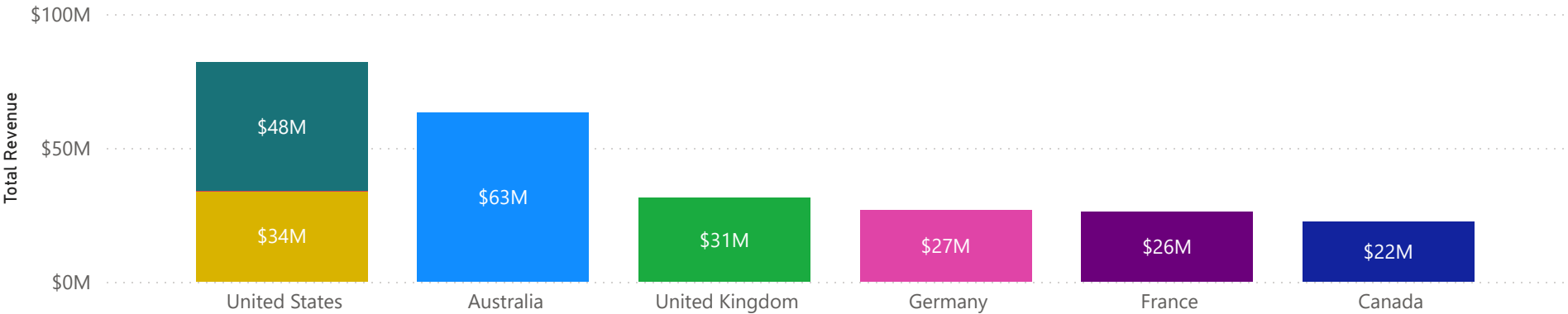




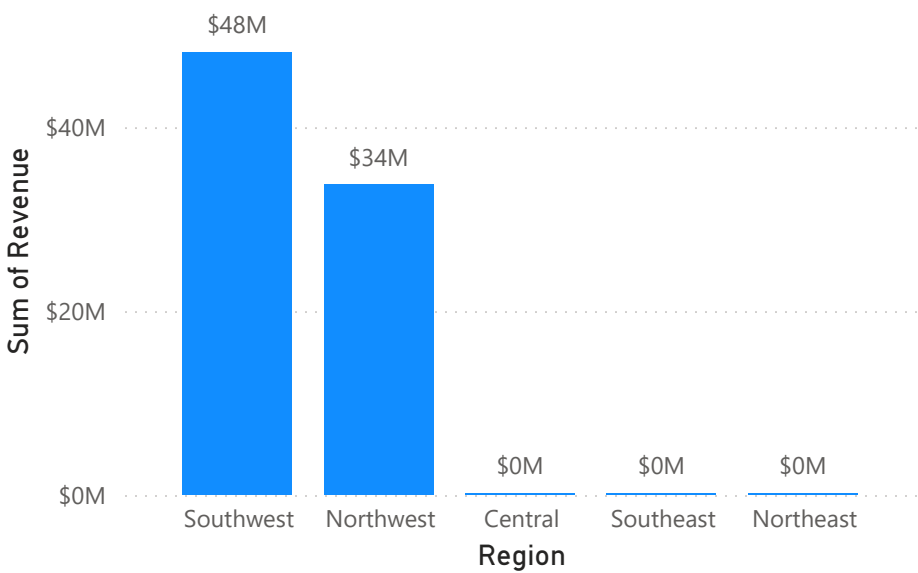
# Regional Analysis

Total Revenue by Country and Region

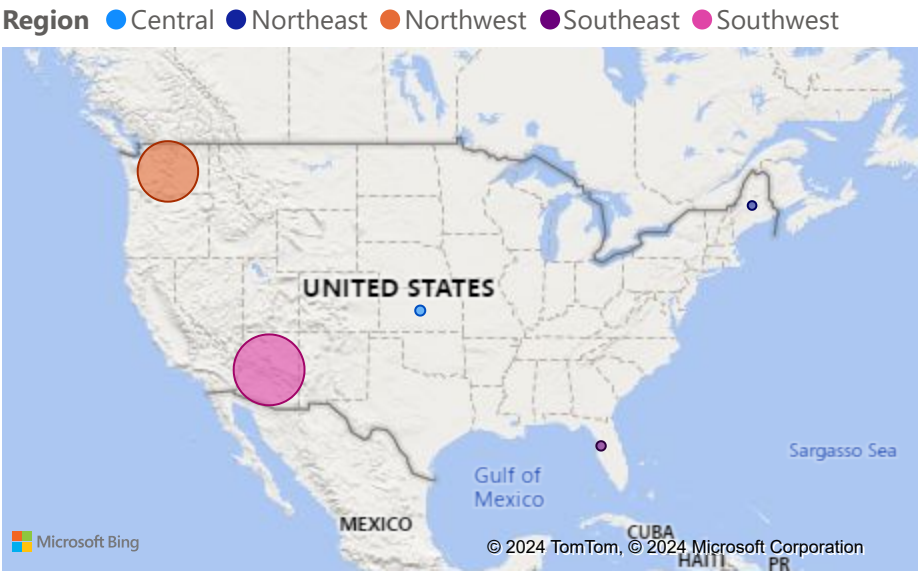
Region Australia Canada Central France Germany Northeast Northwest Southeast Southwest United Kingdom



United States Sale By Region



Sum of Revenue by Region

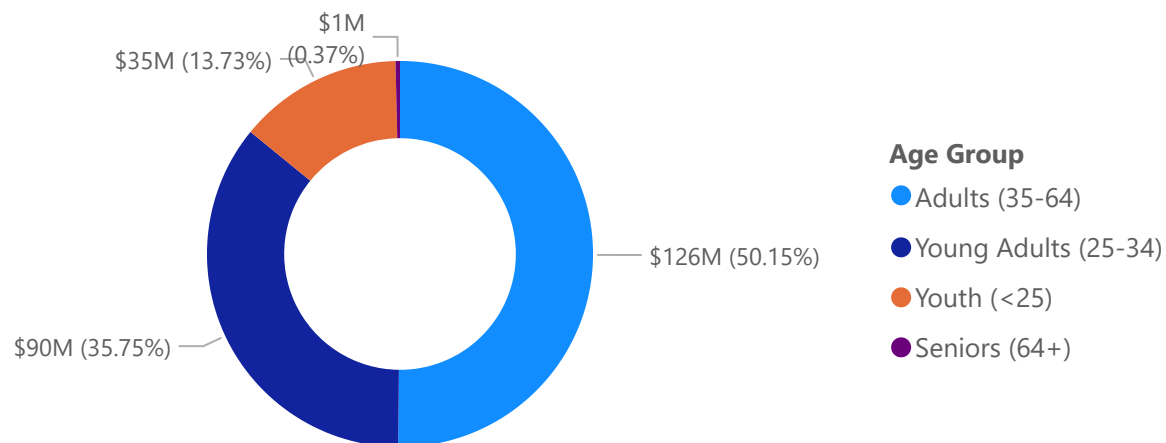


Country	Region	Total Revenue
Australia	Australia	\$63,211,015
United States	Southwest	\$48,141,106
United States	Northwest	\$33,719,826
United Kingdom	United Kingdom	\$31,248,431
Germany	Germany	\$26,783,465
France	France	\$25,952,267
Canada	Canada	\$22,290,154
United States	Central	\$101,383
United States	Southeast	\$61,902
United States	Northeast	\$29,051
Total		\$251,538,599

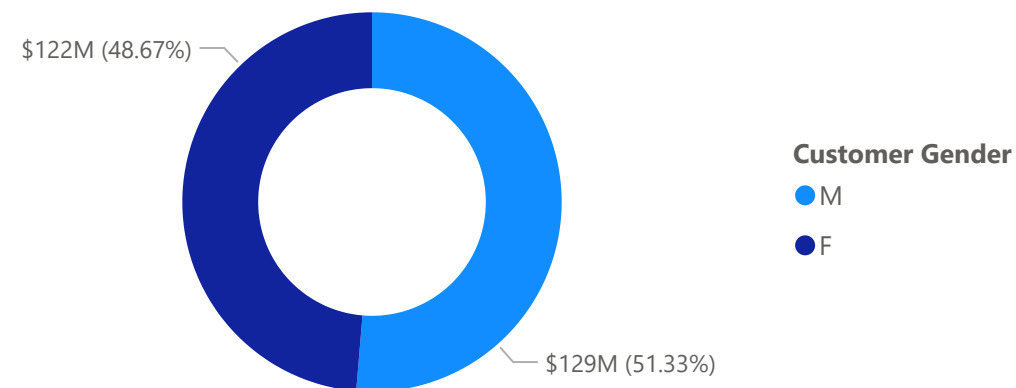


# Age & Gender Analysis

Total Revenue by Age Group



Total Revenue by Customer Gender



# Decomposition Tree

Country ×  
United States

Year ×  
2019

Quarter ×  
Qtr 4

Product Category ×  
Bikes

Sub Category ×  
Mountain Bikes

Age Group ×

