



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

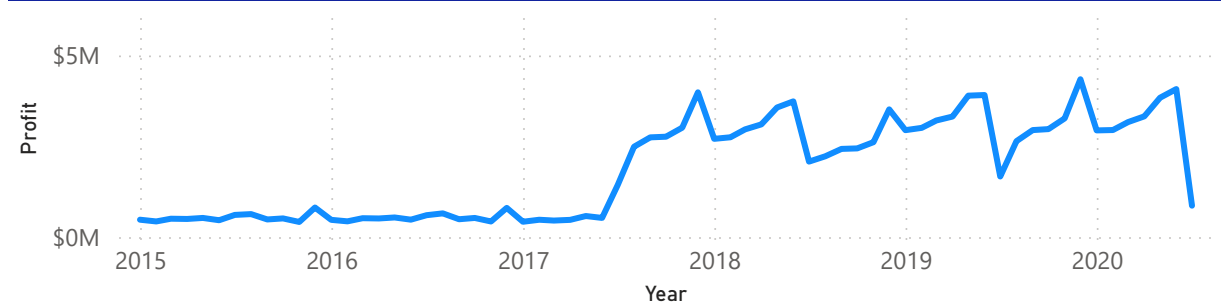
All



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            |

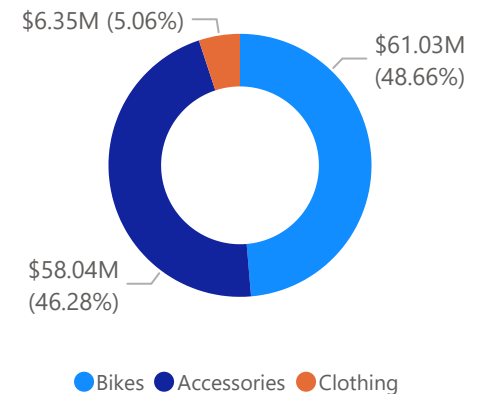
Profit by Period



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

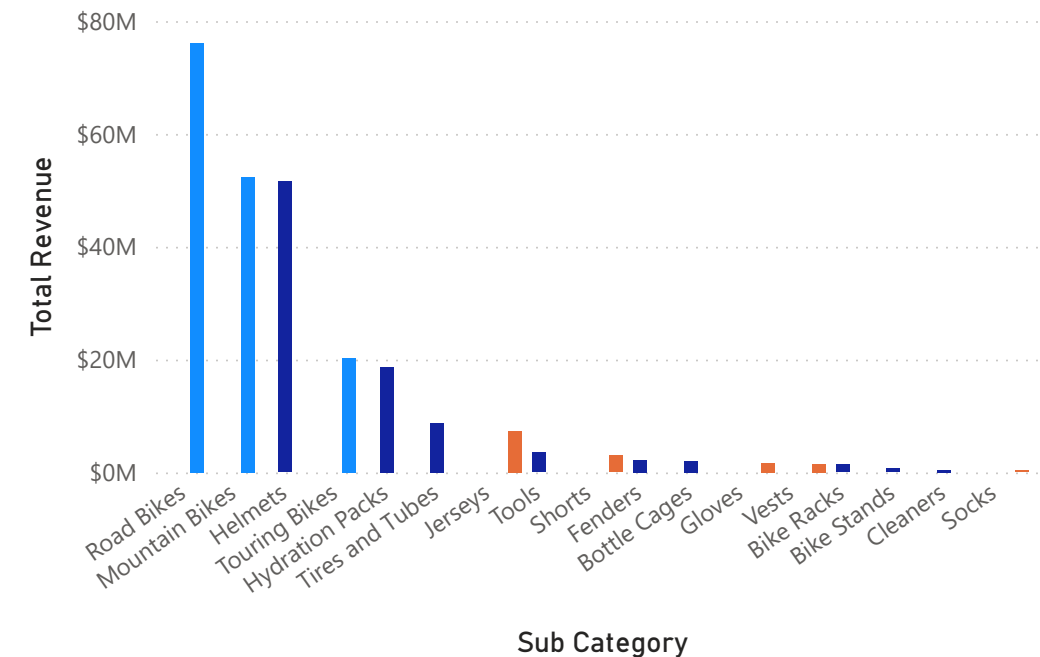
| Product              | Product Category | Sum of Quantity Sold | Sum of Revenue         | Sum of Bikes % of Total |
|----------------------|------------------|----------------------|------------------------|-------------------------|
| Trek-150 Red, 62     | Bikes            | 2383                 | \$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>               |

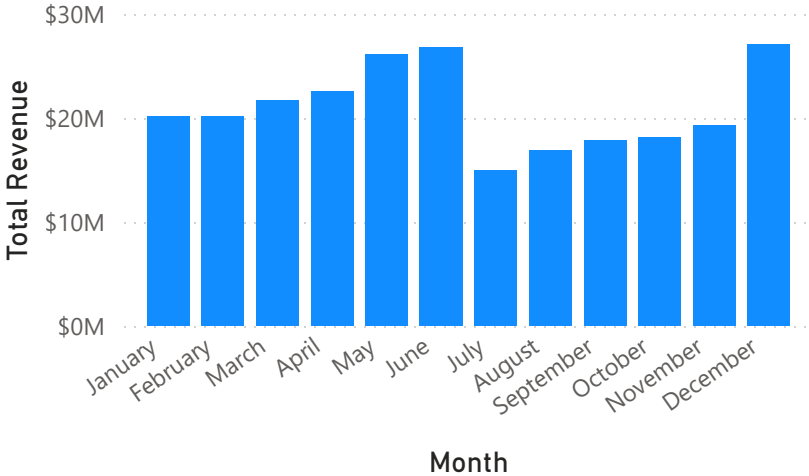
## Bottom 5 Bikes

| 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>            |

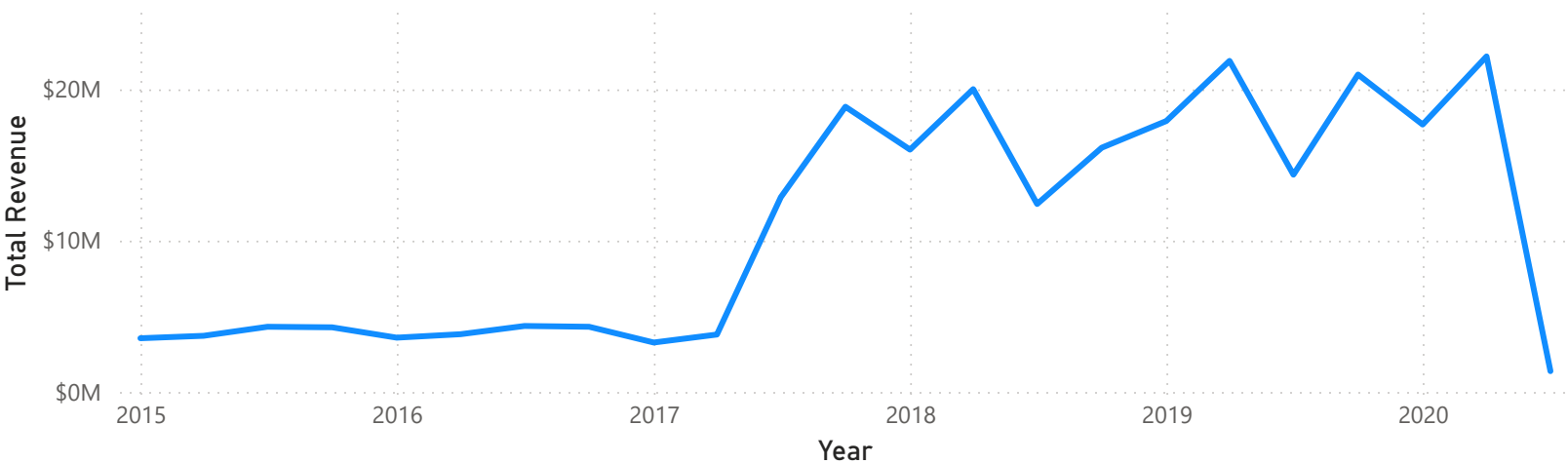


# Seasonality & Location Analysis

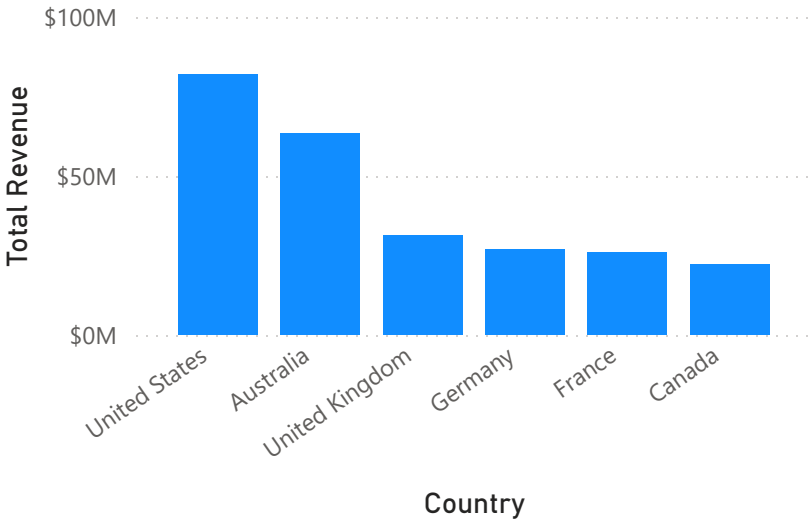
Total Revenue by Month



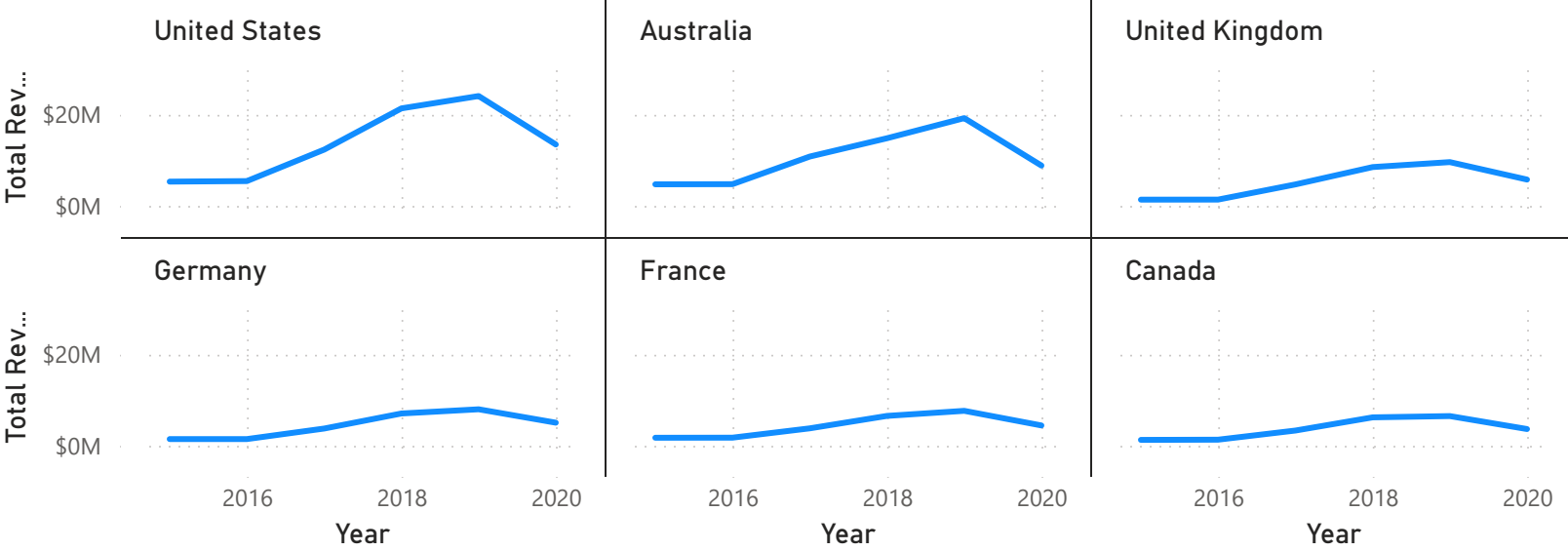
Total Revenue by Year and Quarter



Total Revenue by Country



Total Revenue by Year and Country

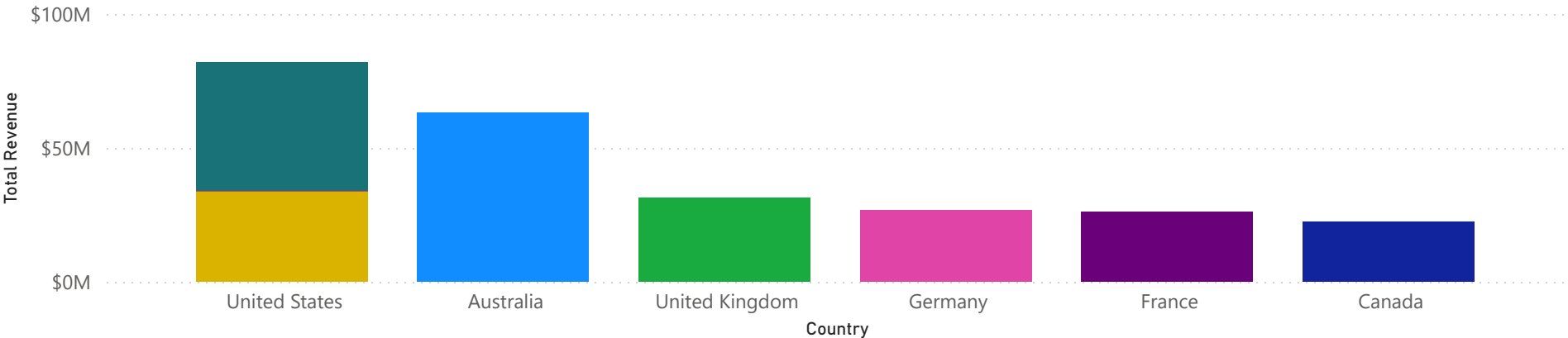




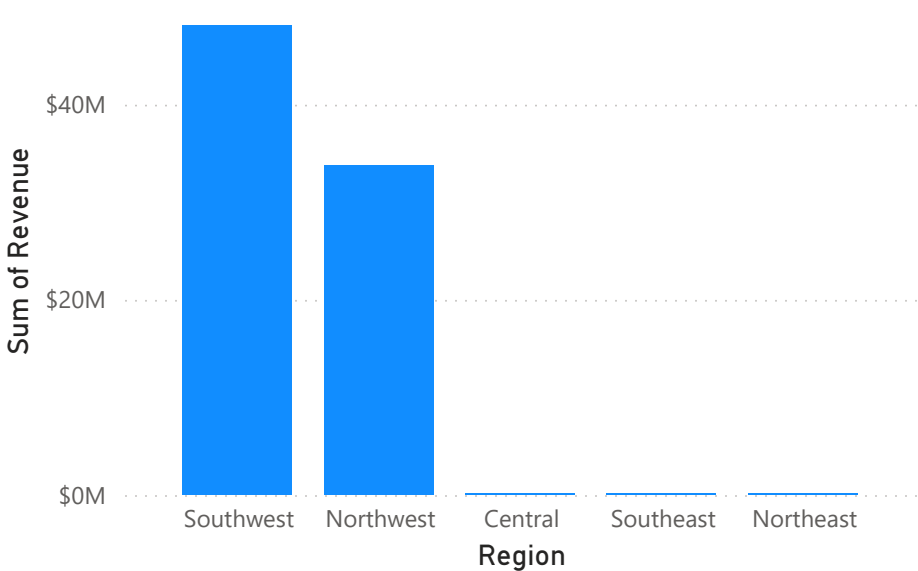
# Regional Analysis

Total Revenue by Country and Region

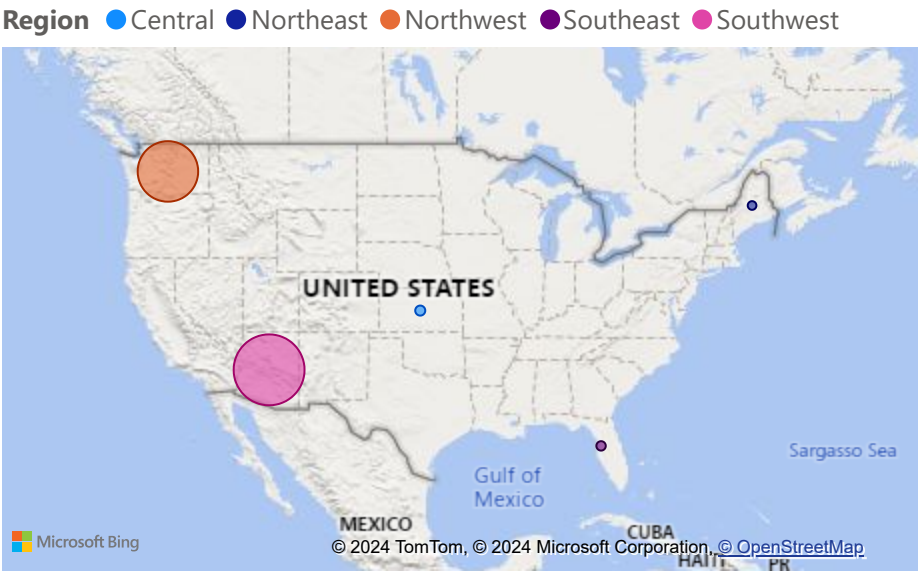
Region Australia Canada Central France Germany Northeast Northwest Southeast Southwest United Kingdom



United States Sale By Region



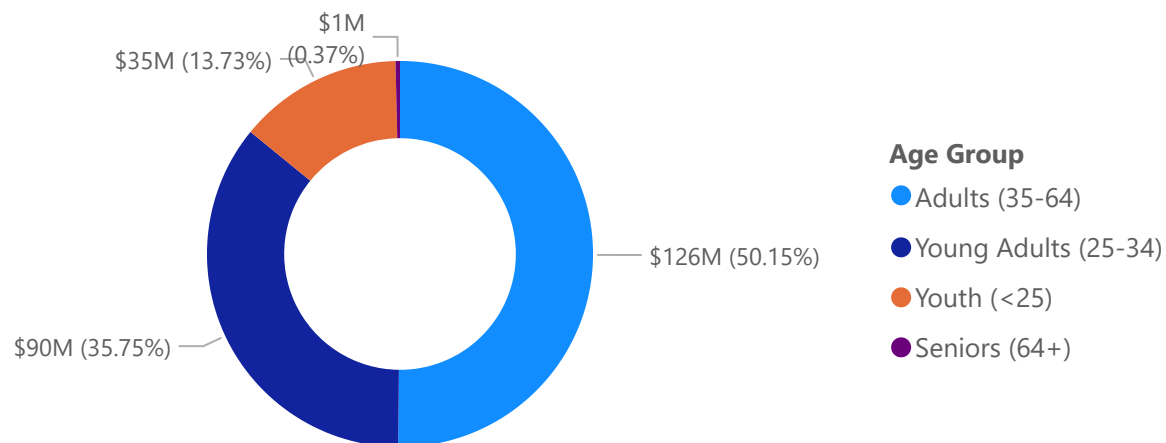
Sum of Revenue by Region



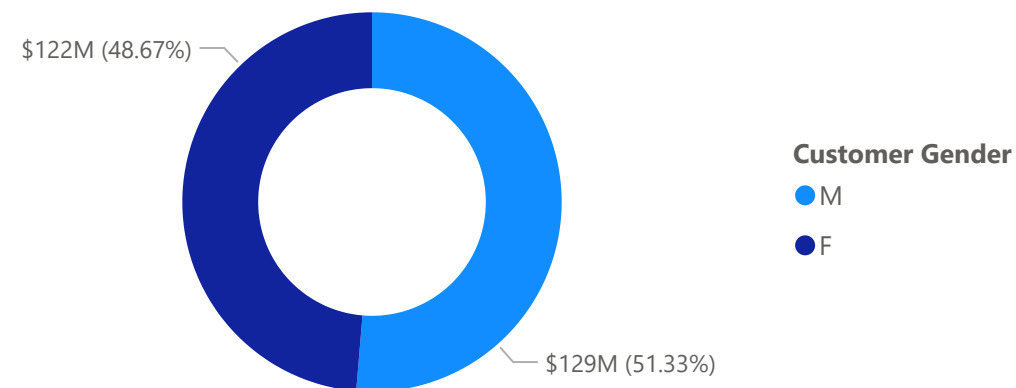


# Age & Gender Analysis

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 ×

