

SALES & BUDGET ANALYSIS

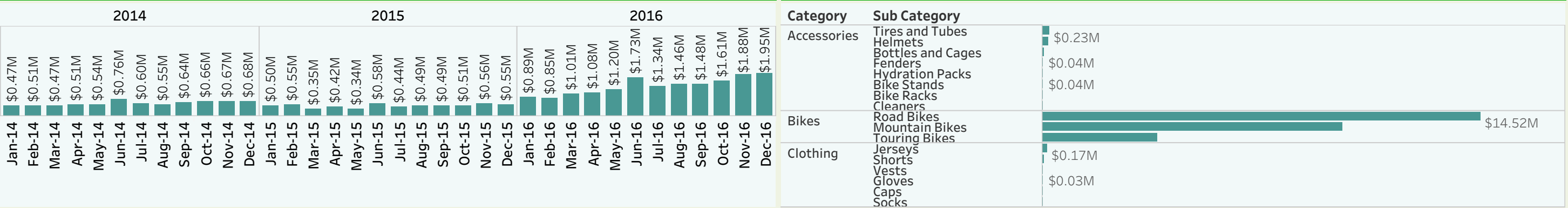
SALES ANALYSIS (2014-2016)

SELECT YEAR

Total Sales

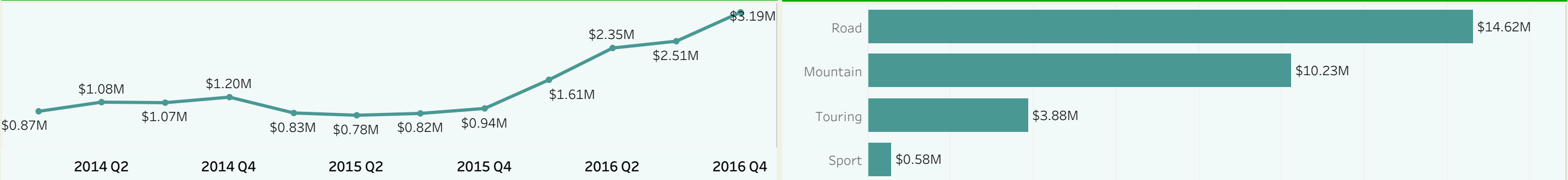
Sales by Category

All



Total Product Cost

Sales by Product Line



SALES & BUDGET ANALYSIS

PROFIT ANALYSIS									
PROFIT		TOTAL ORDERS		TOTAL REVENUE		PROFIT MARGIN %		Select Category	
Revenue		CTR		Revenue		Profit Margin		All	
Revenue Countribution by Countries					Profit contribution by Country				
United States	<div></div>				31.97%	Country	Region		
Australia	<div></div>					Australia	Australia	<div></div>	30.54%
United Kingdom	<div></div>				11.56%	Canada	Canada	<div></div>	6.84%
Germany	<div></div>				9.86%	France	France	<div></div>	9.00%
France	<div></div>				9.01%	Germany	Germany	<div></div>	9.83%
Canada	<div></div>				6.71%	United Kingdom	United Kingdom	<div></div>	11.52%
Profit Margin by Region					United States	Southwest	<div></div>	19.64%	
Central	<div></div>				45.02%		Northwest	<div></div>	12.56%
Northeast	<div></div>						Southeast	<div></div>	0.04%
Southeast	<div></div>				43.39%		Northeast	<div></div>	0.02%
Canada	<div></div>				41.60%		Central	<div></div>	0.01%
Northwest	<div></div>				41.06%				
Southwest	<div></div>				41.06%				
France	<div></div>				40.98%				
Germany	<div></div>								
United Kingdom	<div></div>								
Australia	<div></div>								

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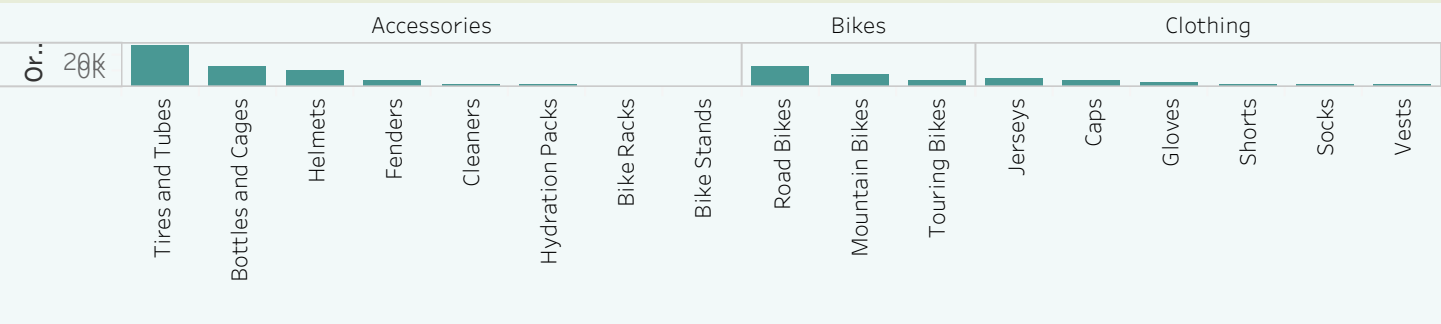
VARIANCE ANALYSIS

Total Sales for the Products			Variance of subcategory from the Target Sales		
Bikes	Road Bikes	<div></div> \$ 14,520,584		<div></div> \$3,418,396	
	Mountain Bikes	<div></div> \$ 9,952,760		<div></div> \$9,262,687	
	Touring Bikes	<div></div> \$ 3,844,801	-\$211,164		
Accessories	Tires and Tubes	<div></div> \$ 231,300		-\$11,477	
	Helmets	<div></div> \$ 215,923		-\$5,982	
	Bottles and Cages	\$ 55,031		-\$2,338	
	Fenders	\$ 44,268			\$598
	Hydration Packs	\$ 38,823		-\$980	
	Bike Stands	\$ 37,842		-\$915	
	Bike Racks	\$ 36,960			\$99
	Cleaners	\$ 6,869			\$404
Clothing	Jerseys	<div></div> \$ 165,066		-\$5,872	
	Shorts	\$ 67,050		-\$1,403	
	Vests	\$ 33,465		-\$1,101	
	Gloves	\$ 33,380		-\$585	
	Caps	\$ 18,834		-\$1,537	
	Socks	\$ 4,882		-\$567	

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CUSTOMER ANALYSIS

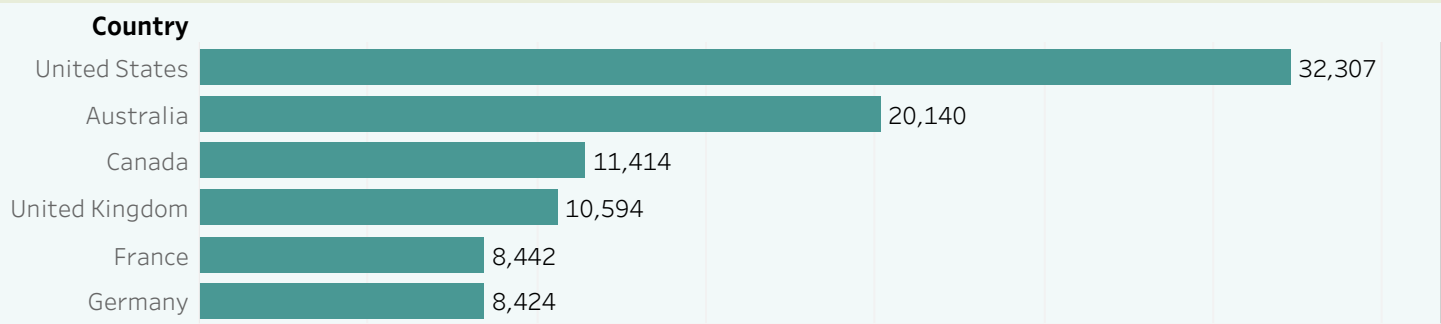
Product Quantity ordered by Customers



Total Customer in different Countries



Products order from country



Total Spend Vs. Average Spend on the Products

