

VARIANCE ANALYSIS

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