

# Revenue and Profit

Select Date Range (Default: THIS QUARTER)

Apr 1, 2004 - Jun 30, 2004

Revenue YTD

\$32.14M

⬆ 66.5%

Compared to last year

Profit YTD

625.1K

⬇ -93%

Compared to last year

Revenue

\$17.97M

⬆ 27%

Compared to  
last period

Total Product Expenses

\$17.07M

⬆ 18%

Profit

900.7K

⬆ 427%

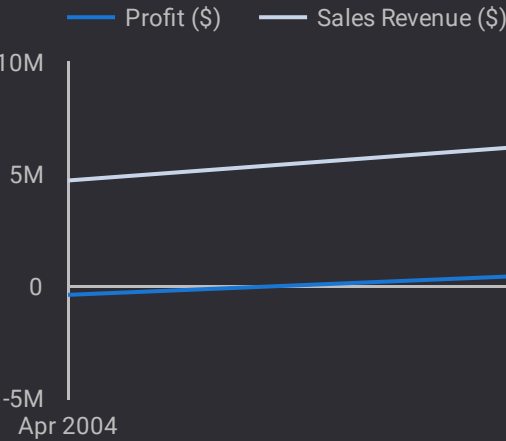
Avg. Order Value

\$26.47K

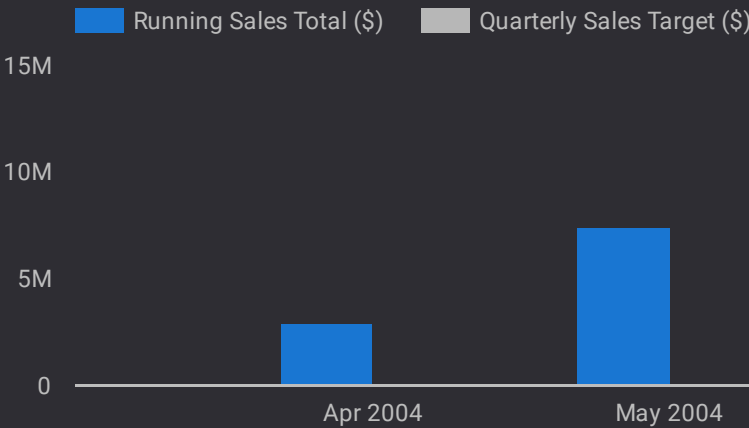
⬆ 26%

## Are We profitable?

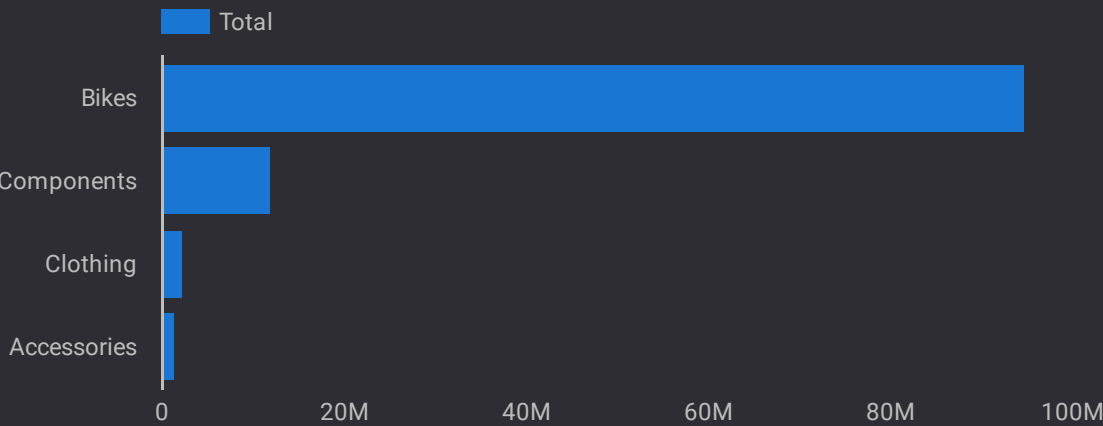
TIP: Hover over the graphs to select additional metrics or drill up/down



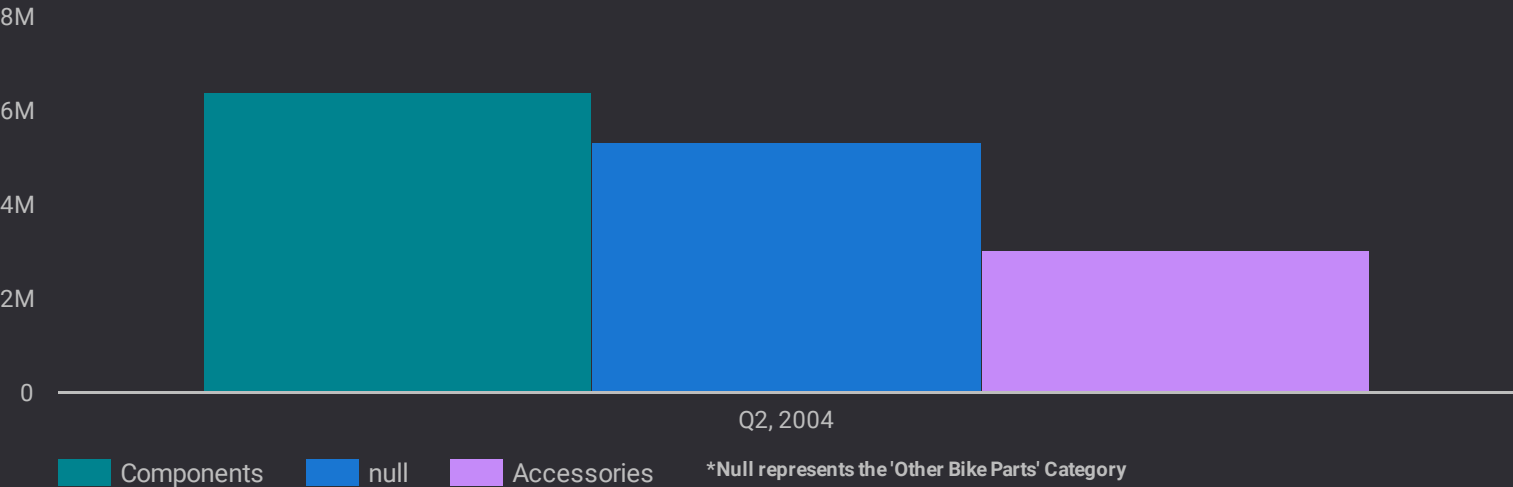
## Is Sales Team Reaching Sales Targets?



## What Products Generate most Revenue?



## What Product Categories Generate the Most Expenses?



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## Are We profitable?

Year Month ▾	Sales Revenue (\$)	Expenses (\$)	Profit (\$)
Jun 2004	\$6,728,034.99	\$6,072,538.57	\$655,496.42
May 2004	\$6,518,825.23	\$5,893,228.46	\$625,596.76
Apr 2004	\$4,722,890.74	\$5,103,271.45	\$-380,380.71

## What Products Generate most Expenses?

Category Names	SubCategory Names	LineTotal
Components	Pedals	\$3,196,312.35
	Saddles	\$2,068,535.7
	Brakes	\$1,093,415.4
	Chains	\$11,332.44
Other Bike Parts	Other bike parts	\$5,334,264.6
Accessories	Tires and Tubes	\$3,008,168.62

## What Products Generate most Revenue?

Product Category	ProductSubcategory	Total
Bikes	Road Bikes	\$43,909,437.51
	Mountain Bikes	\$36,445,443.94
	Touring Bikes	\$14,296,291.26
Components	Mountain Frames	\$4,713,930.23
	Road Frames	\$3,851,350.6
	Touring Frames	\$1,642,327.69
	Wheels	\$680,831.35
	Cranksets	\$203,942.62
	Handlebars	\$170,591.32
	Pedals	\$147,483.91
	Forks	\$77,931.69
	Derailleurs	\$70,209.5
	Brakes	\$66,018.71
	Headsets	\$60,942.2
	Saddles	\$55,829.39
Clothing	Bottom Brackets	\$51,826.37
	Chains	\$9,377.71
	Jerseys	\$752,259.39
	Shorts	\$413,600.51