

Performance FY2002 - FY2004

Profit

Orders

Product

Select Fiscal Year

- ☐ Select all
- ☐ FY 2002
- ☐ FY 2003
- ☐ FY 2004

Select Sales Type

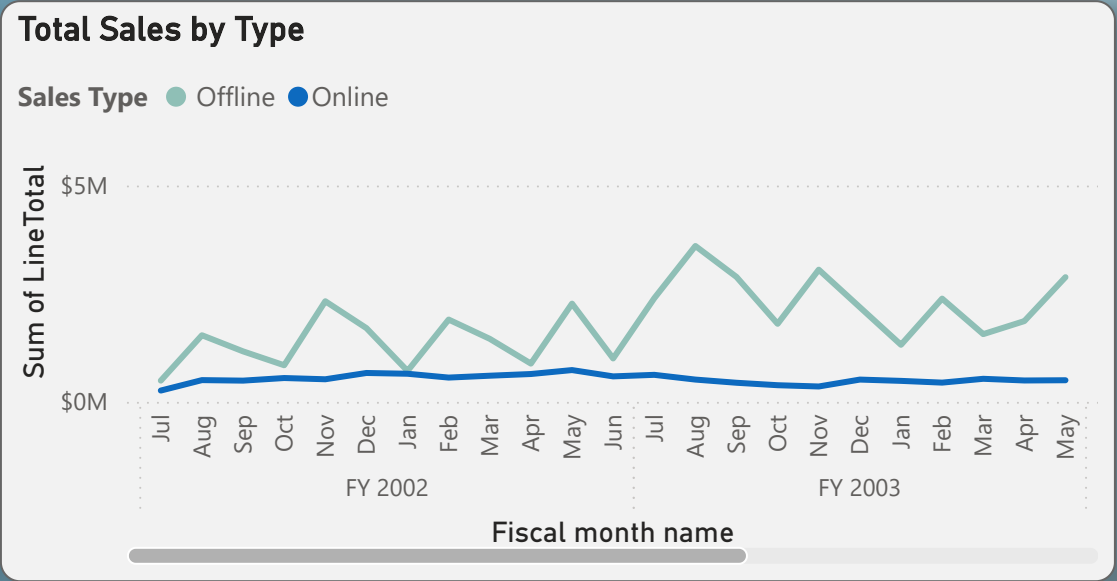
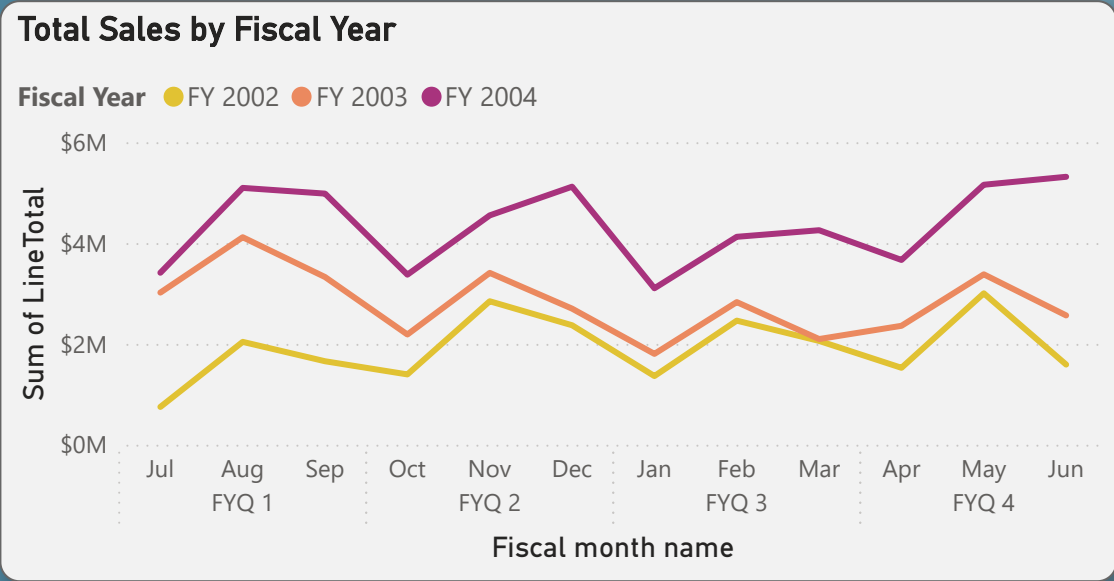
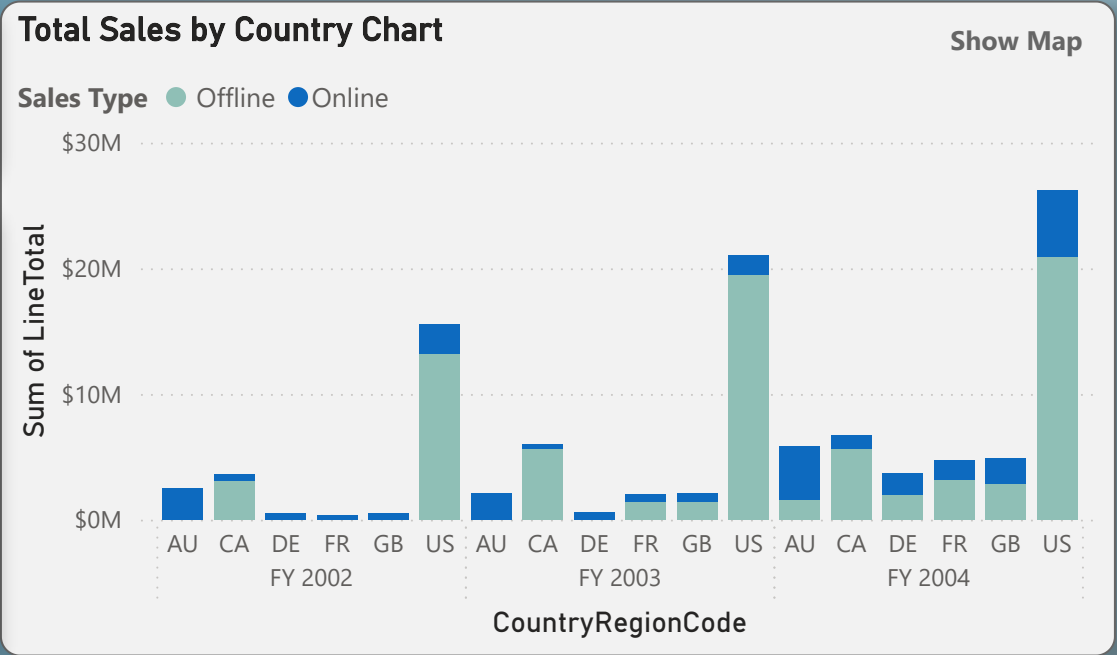
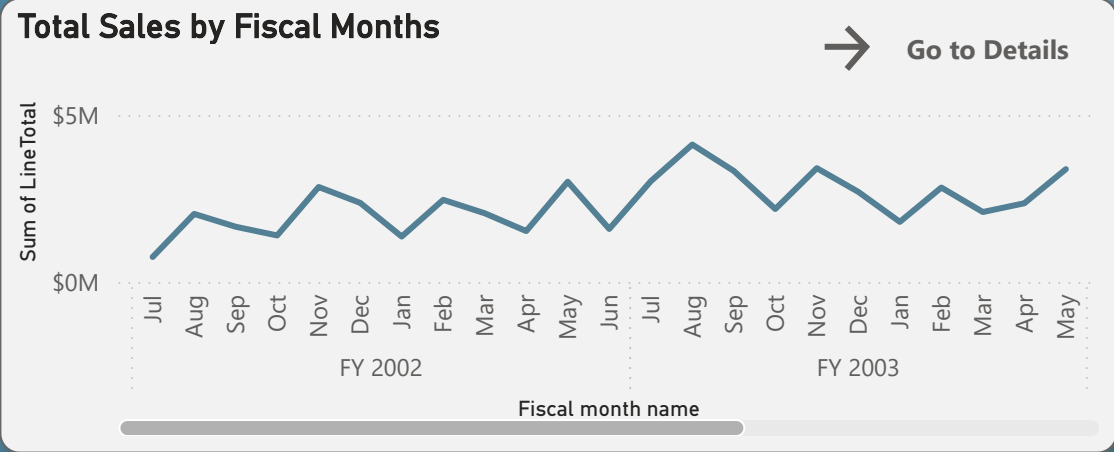
- ☐ Select all
- ☐ Offline
- ☐ Online

Select Category

- ☐ Select all
- ☐ Accessories
- ☐ Bikes
- ☐ Clothing
- ☐ Components

Select Country

- ☐ Select all
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Sales Details FY2002 - FY2004

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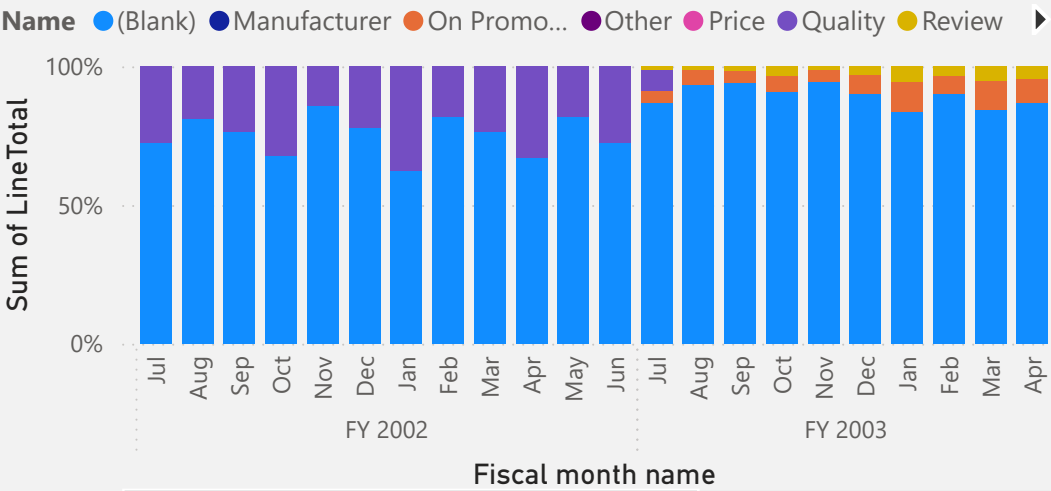
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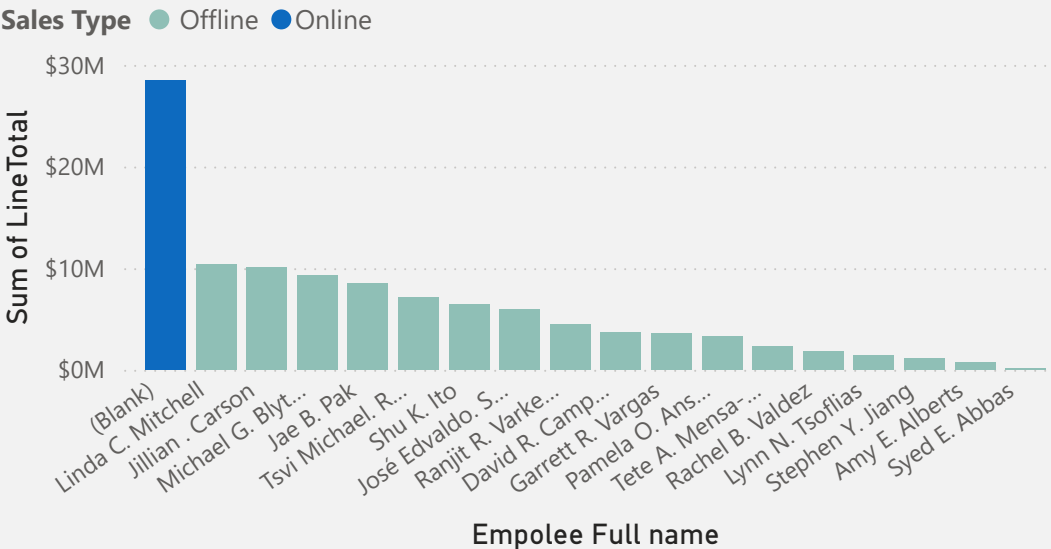
Sales by Fiscal Year

Fiscal Year	Total Sales	Total Sales YTD	Total Sales YoY%
<input checked="" type="checkbox"/> FY 2002	\$23 049 669	\$23 049 669	
Jul	\$749 262	\$749 262	
Aug	\$2 039 591	\$2 788 853	
Sep	\$1 655 247	\$4 444 099	
Oct	\$1 394 240	\$5 838 339	
Nov	\$2 845 014	\$8 683 353	
Dec	\$2 369 059	\$11 052 412	
Jan	\$1 361 461	\$12 413 873	
Feb	\$2 460 603	\$14 874 476	
Mar	\$2 058 301	\$16 932 777	
Apr	\$1 525 174	\$18 457 951	
May	\$3 002 365	\$21 460 316	
Jun	\$1 589 353	\$23 049 669	
<input checked="" type="checkbox"/> FY 2003	\$33 775 743	\$33 775 743	47%
Mar	\$2 095 547	\$25 474 383	2%
May	\$3 379 077	\$31 211 558	13%
Dec	\$2 698 740	\$18 749 290	14%
Feb	\$2 828 243	\$23 378 836	15%
Nov	\$3 407 930	\$16 050 549	20%
Jan	\$1 801 303	\$20 550 593	32%
Apr	\$2 358 098	\$27 832 481	55%
Oct	\$2 185 503	\$12 642 620	57%
Jun	\$2 564 184	\$33 775 743	61%
Sep	\$3 325 373	\$10 457 117	101%
Aug	\$4 114 881	\$7 131 743	102%
Jul	\$3 016 862	\$3 016 862	303%
<input checked="" type="checkbox"/> FY 2004	\$52 136 359	\$52 136 359	54%
Total	\$108 961 771	\$52 136 359	92%

Sales by Reason



Sales by Sales Reps



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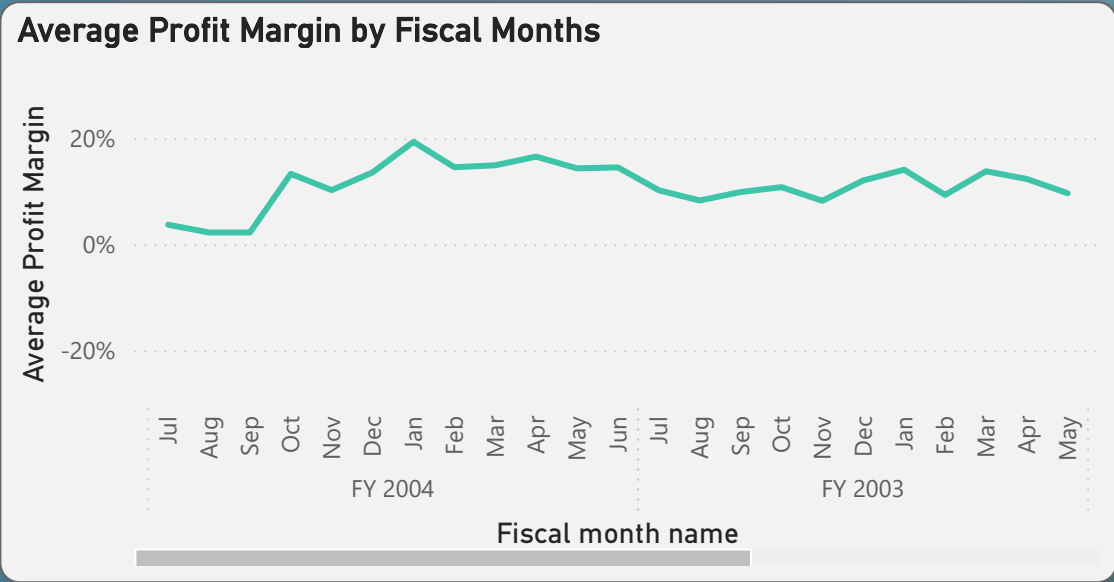
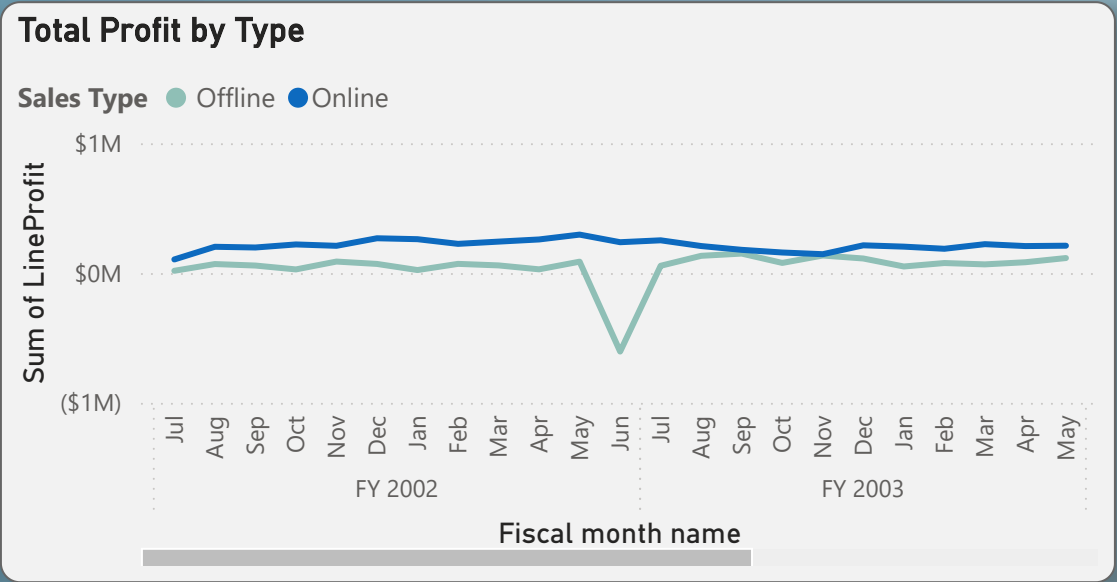
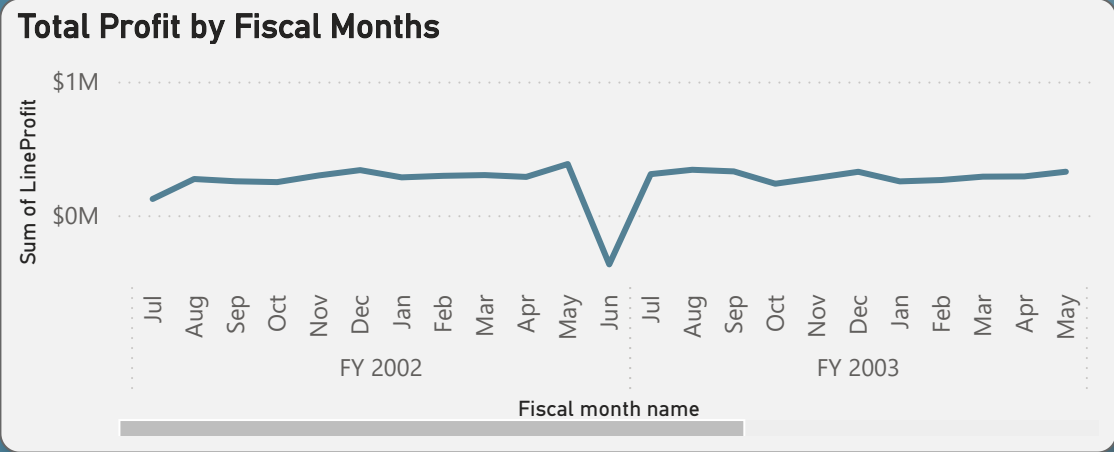
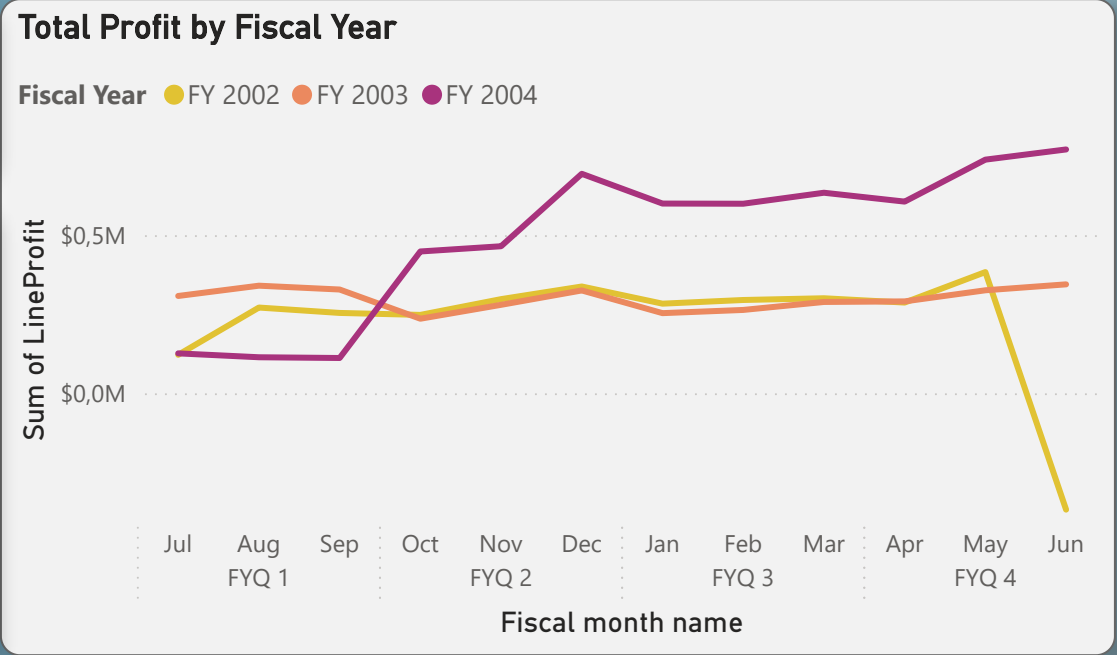
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Sales

Orders

Product



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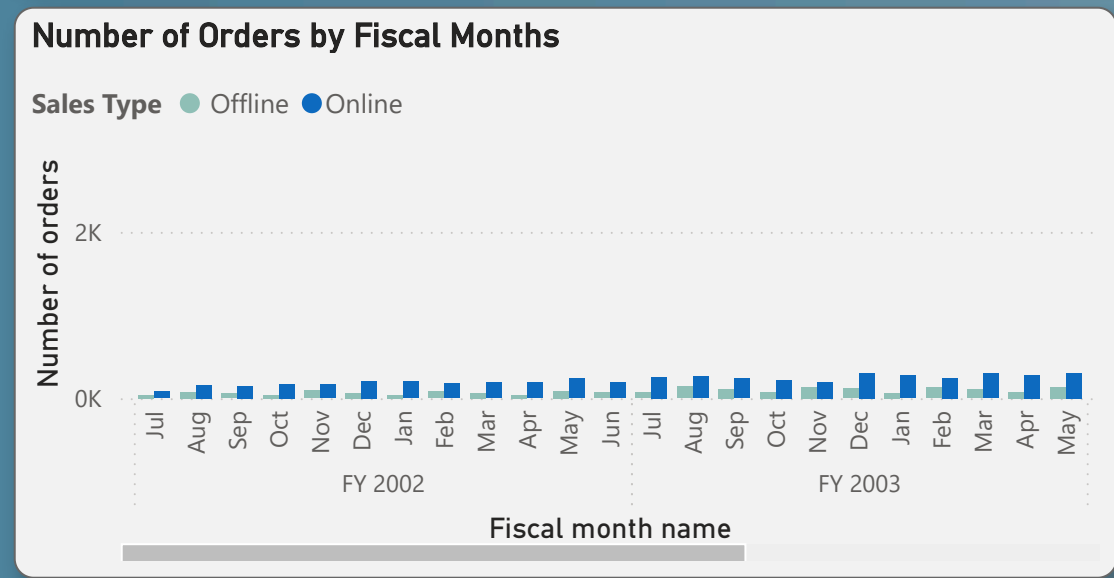
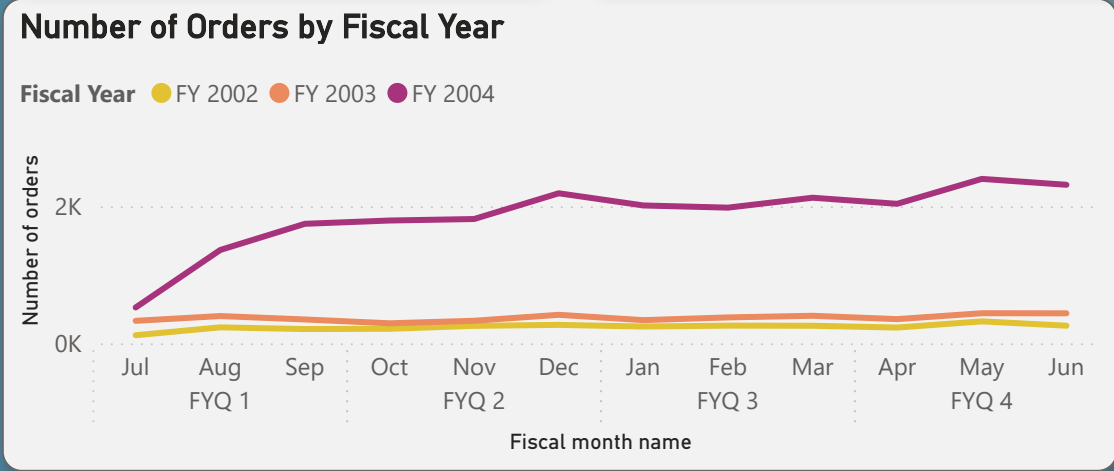
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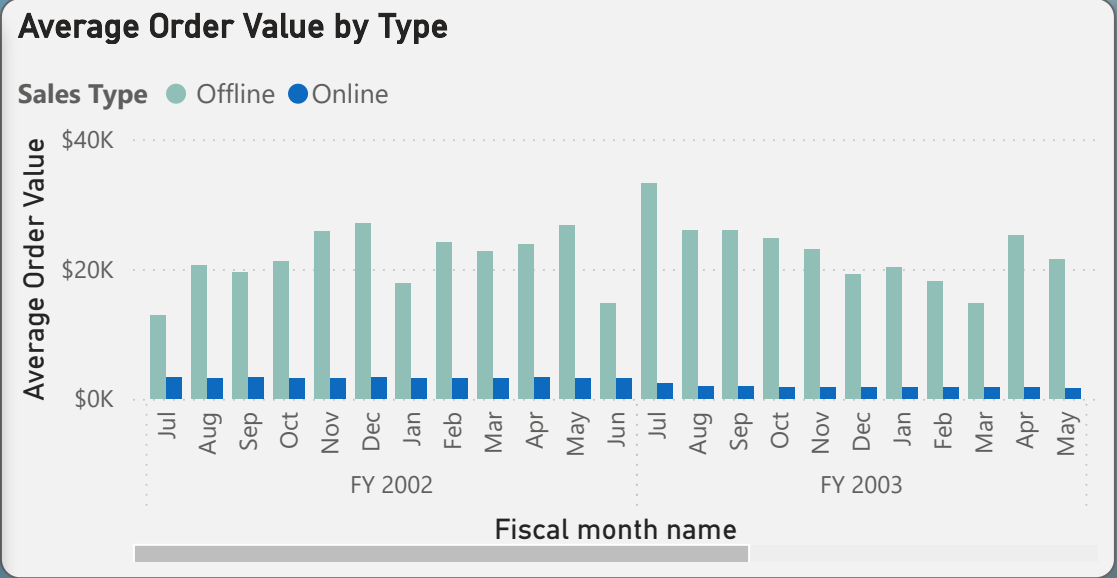
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Orders by days of delivery

Group	7	8
Europe	99,89%	0,11%
France	100,00%	
Germany	99,64%	0,36%
United Kingdom	100,00%	
North America	100,00%	
Canada	100,00%	
Central	100,00%	
Northeast	100,00%	
Northwest	100,00%	
Southeast	100,00%	
Southwest	100,00%	
Pacific	100,00%	
Total	99,97%	0,03%



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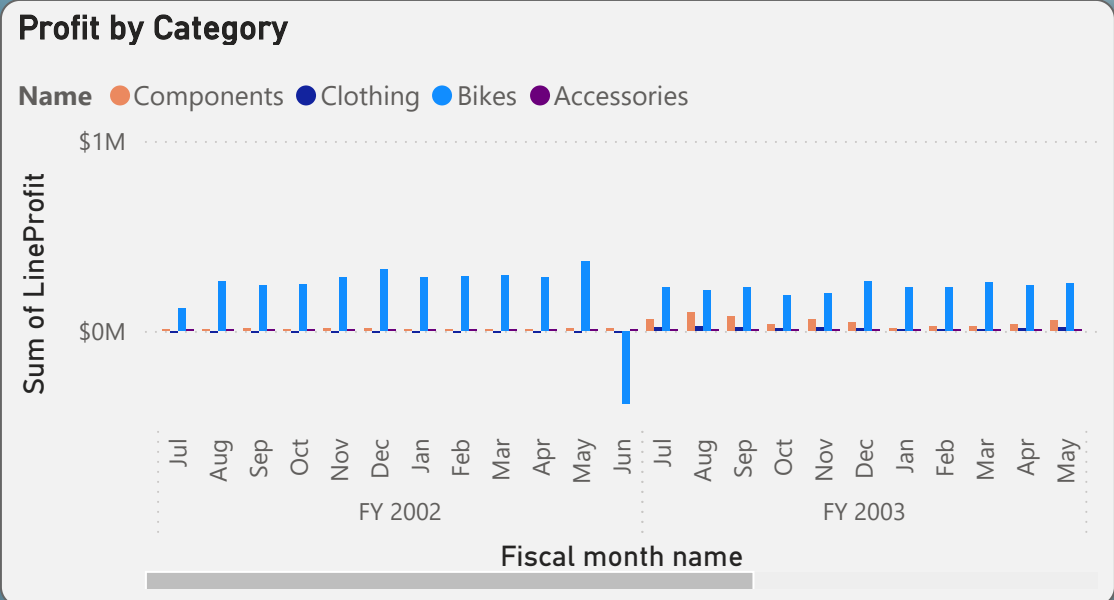
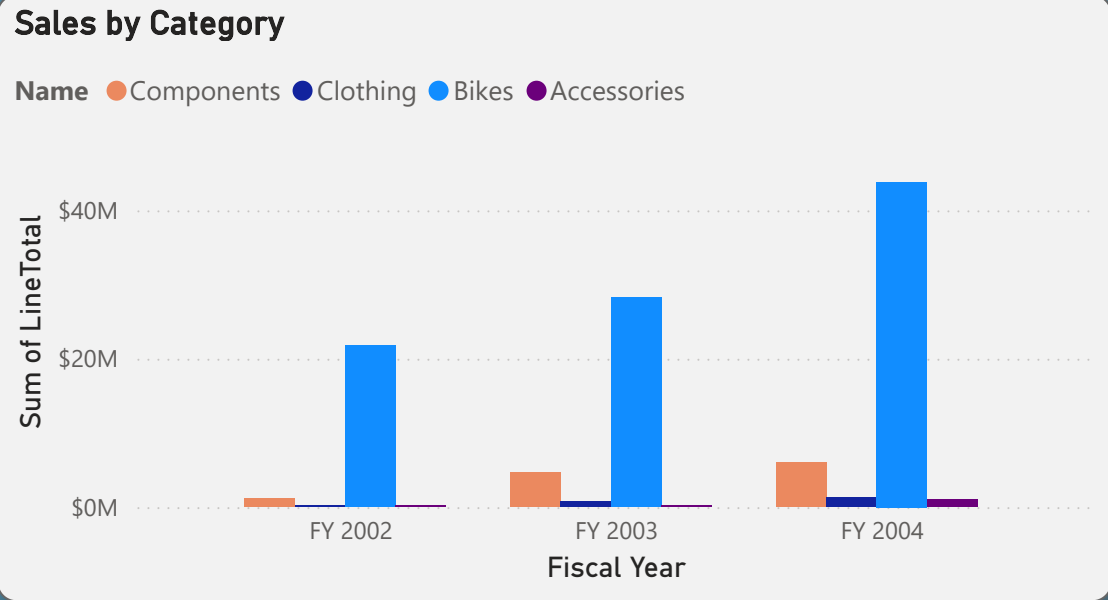
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Product details

Name	Number of orders	Total Sales	Average Order Value	Total Profit	Average Profit Margin
<div>Bikes</div>	17885	\$93 864 628	\$5 248	\$10 208 837	10,9%
<div>+ Road Bikes</div>	9335	\$43 641 655	\$4 675	\$4 278 680	9,8%
<div>+ Mountain Bikes</div>	6021	\$36 133 408	\$6 001	\$5 791 105	16,0%
<div>+ Touring Bikes</div>	2529	\$14 089 564	\$5 571	\$139 052	1,0%
<div>Components</div>	2646	\$11 799 077	\$4 459	\$1 032 966	8,8%
<div>+ Mountain Frames</div>	860	\$4 713 672	\$5 481	\$487 845	10,3%
<div>+ Road Frames</div>	1013	\$3 849 853	\$3 800	\$138 871	3,6%
<div>+ Touring Frames</div>	272	\$1 642 328	\$6 038	(\$5 573)	-0,3%
<div>+ Wheels</div>	716	\$679 070	\$948	\$175 340	25,8%
<div>+ Cranksets</div>	261	\$203 943	\$781	\$52 779	25,9%
<div>+ Handlebars</div>	1010	\$170 591	\$169	\$44 220	25,9%
Total	29587	\$108 961 771	\$3 683	\$12 194 403	11,2%