

Retail Sales Analysis

Total Revenue

\$109.81M

Total No. of Product sold

275K

Profit

\$12.55M

Profit Margin

11.43%

Year

All

Quarterly Sales Performance



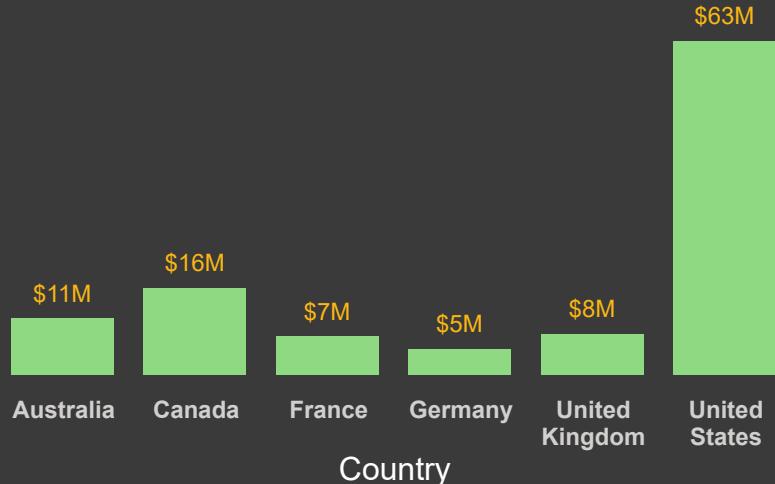
Top 5

Bottom 5

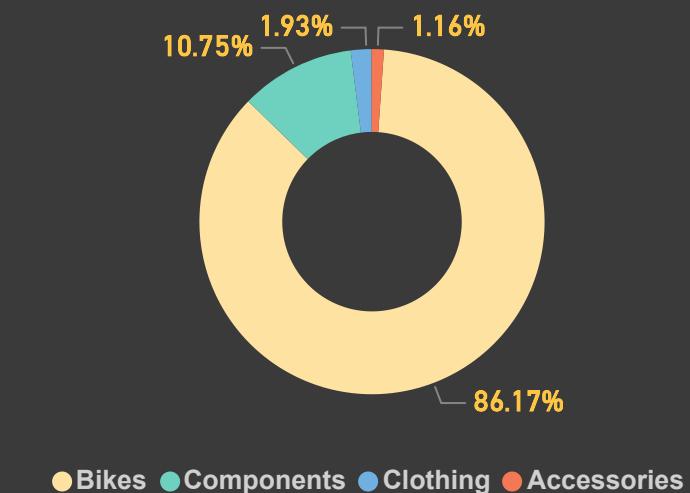
Top 5 selling Products

Mountain-200 Black, 38		\$4.4M
Mountain-200 Black, 42		\$4.0M
Mountain-200 Silver, 38		\$3.7M
Mountain-200 Silver, 42		\$3.4M
Mountain-200 Silver, 46		\$3.4M

Sales Performance by Regions



Sales by Category



Contribution of each Categories

Category	%CT Total Revenue	%CT Profit
Accessories	1.16%	5.05%
Bikes	86.17%	83.78%
Clothing	1.93%	2.94%
Components	10.75%	8.23%
Total	100.00%	100.00%

Performance of each Products Sub-category

Select Category

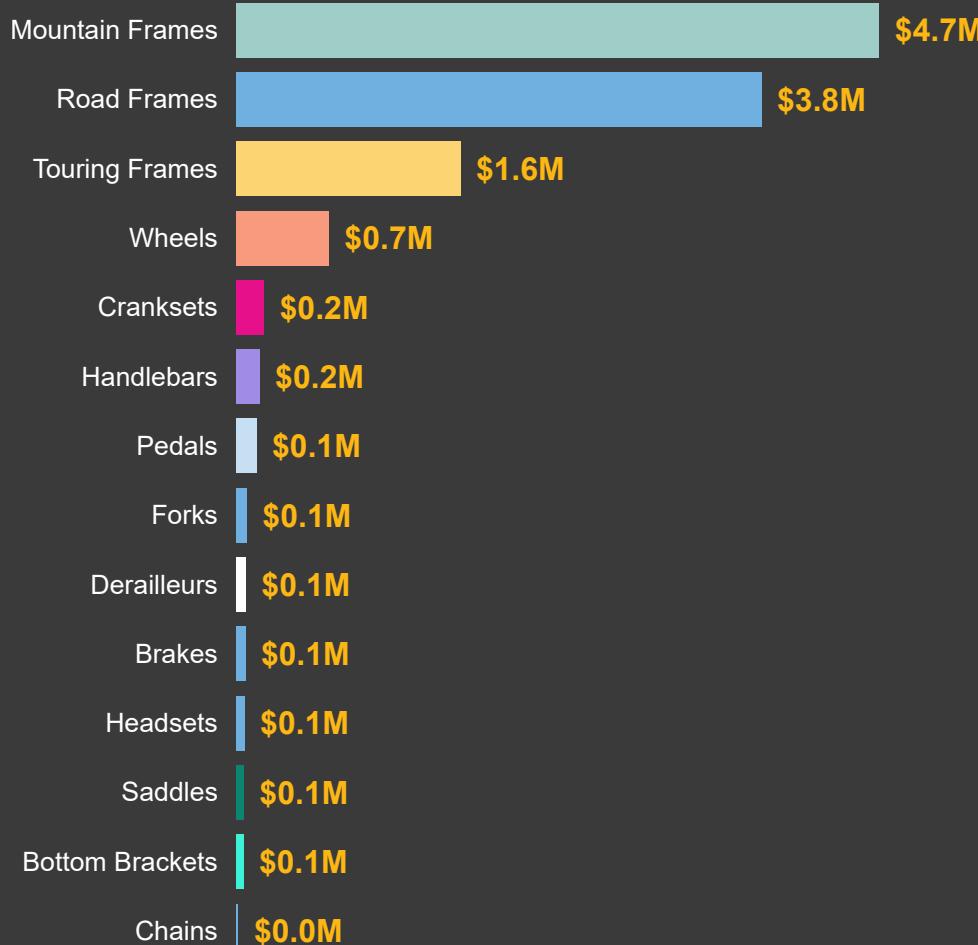
Accessories

Bikes

Clothing

Components

Sales by Subcategory



Performance of each sub category

Subcategory	Total Revenue	Total No. of Product sold	Profit
Touring Frames	\$16,42,327.69	3725	(\$5,573.41)
Chains	\$9,377.71	774	\$2,422.08
Bottom Brackets	\$51,826.37	921	\$13,474.82
Saddles	\$55,829.39	2145	\$14,476.55
Headsets	\$60,942.20	1009	\$15,448.05
Brakes	\$66,018.71	1035	\$17,077.70
Derailleurs	\$70,209.50	1166	\$18,147.48
Forks	\$77,931.69	634	\$20,187.09
Pedals	\$1,47,483.91	3931	\$38,250.97
Handlebars	\$1,70,591.32	3950	\$44,219.56
Cranksets	\$2,03,942.62	1107	\$52,778.81
Road Frames	\$38,49,853.34	11747	\$1,38,871.18
Wheels	\$6,79,070.07	5263	\$1,75,340.35
Mountain Frames	\$47,13,672.15	11620	\$4,87,845.26
Total	\$1,17,99,076.66	49027	\$10,32,966.48

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