Area-based KPI ANALYSIS

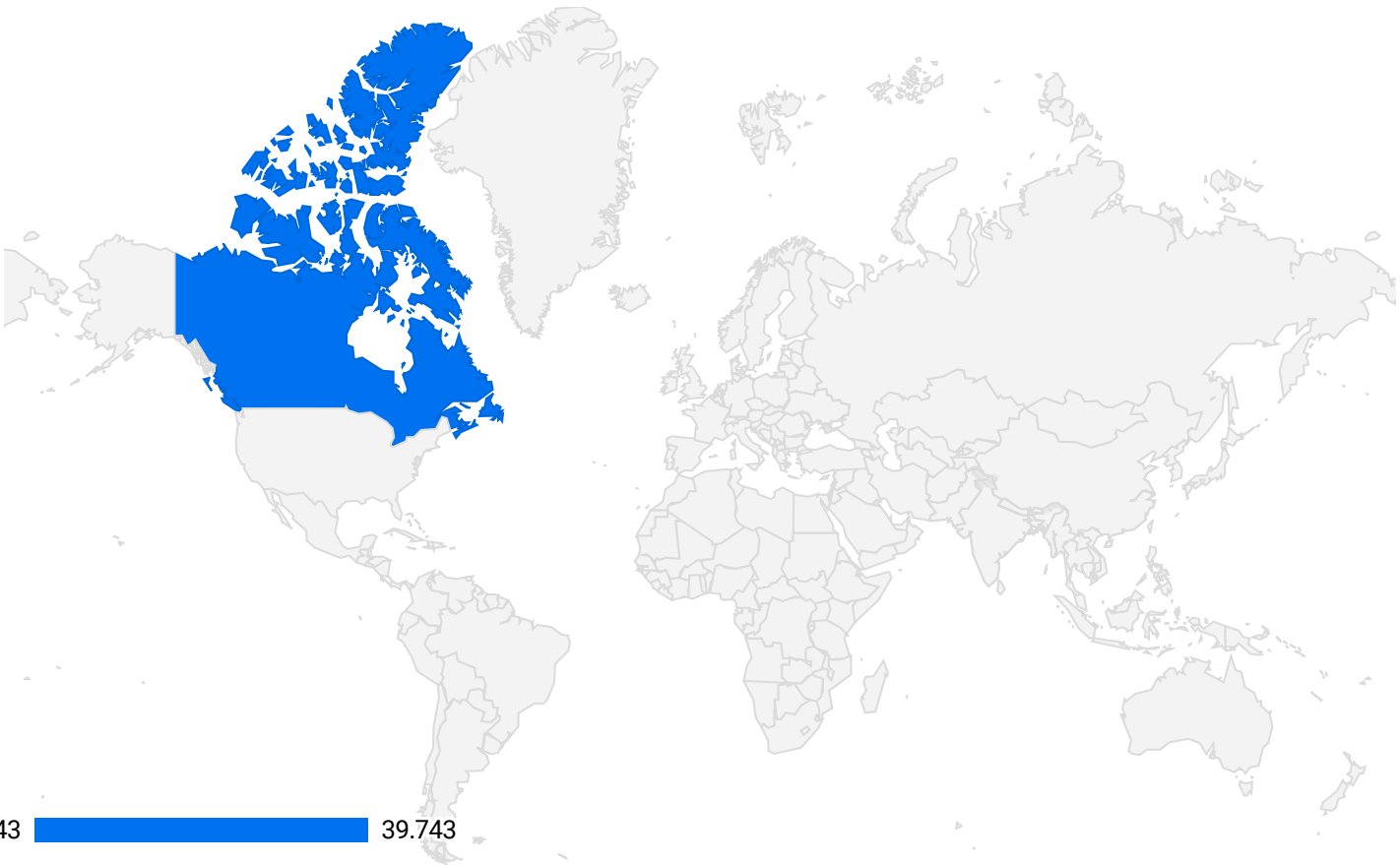| SalesAmount	OrderQuantity	TotalProductCost
77,55 Mln €	204.114,0	76,43 Mln €

39.743   39.743

OrderDate ▼

OrderQuantity by subcategory ▼

Order Quantity per SubCategory

- Road Bikes — 18,7%
- Mountain Bikes — 11%
- Jerseys — 9%
- Helmets — 6,1%
- Road Frames
- Gloves
- Touring Bikes
- Mountain Frames
- Shorts
- Altri — 29%
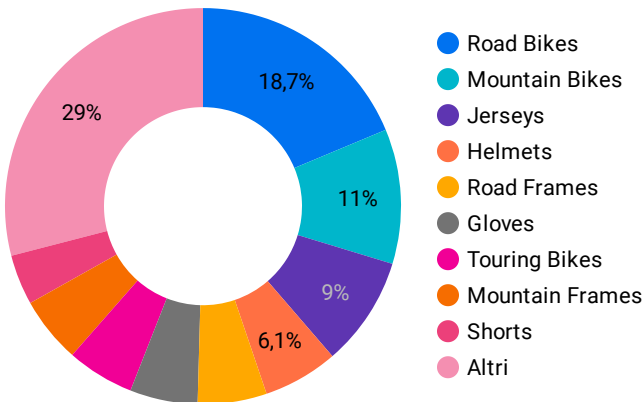
Revenue per SubCategory

- Road Bikes — 37%
- Mountain Bikes — 33,4%
- Touring Bikes — 12,3%
- Mountain Frames
- Road Frames
- Touring Frames
- Wheels
- Jerseys
- Shorts
- Altri
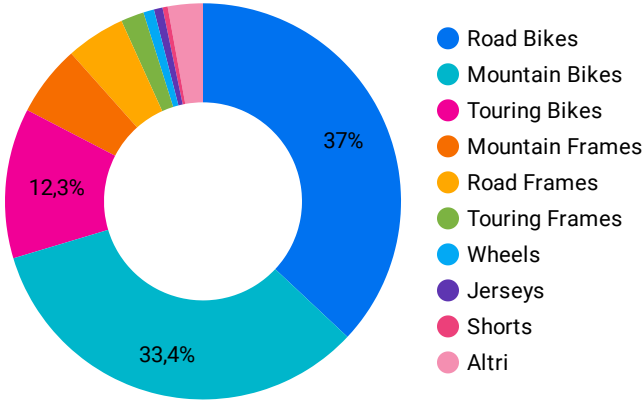
Product cost per SubCategory

- Road Bikes — 38,9%
- Mountain Bikes — 31,7%
- Touring Bikes — 13,7%
- Mountain Frames
- Road Frames
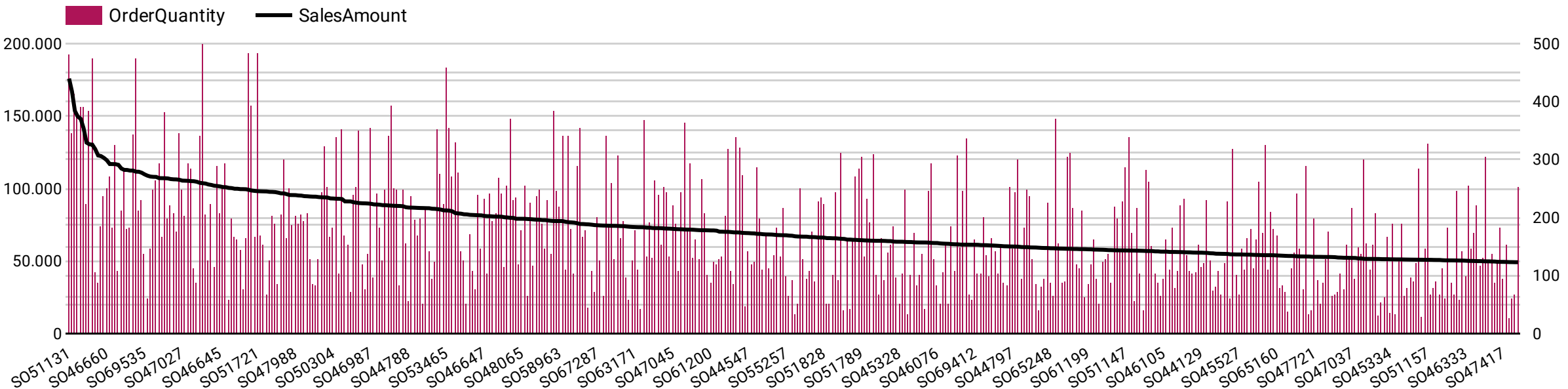- Touring Frames
- Jerseys
- Wheels
- Shorts
- Altri
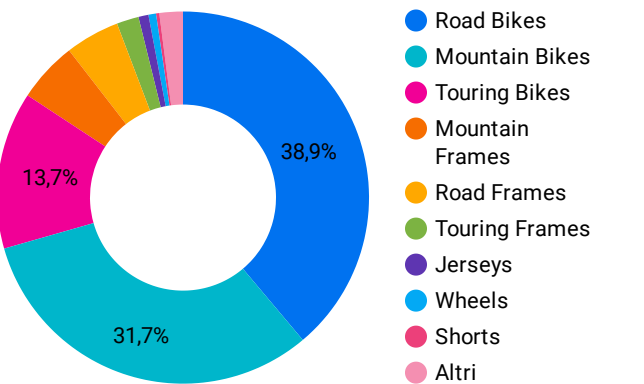
Breakdown of sales by product and order

OrderQuantity

| 1 | 44 |

Sales vs. Quantity by ordernumber

■ OrderQuantity — SalesAmount

Sales vs. Quantity by product

■ OrderQuantity — SalesAmount