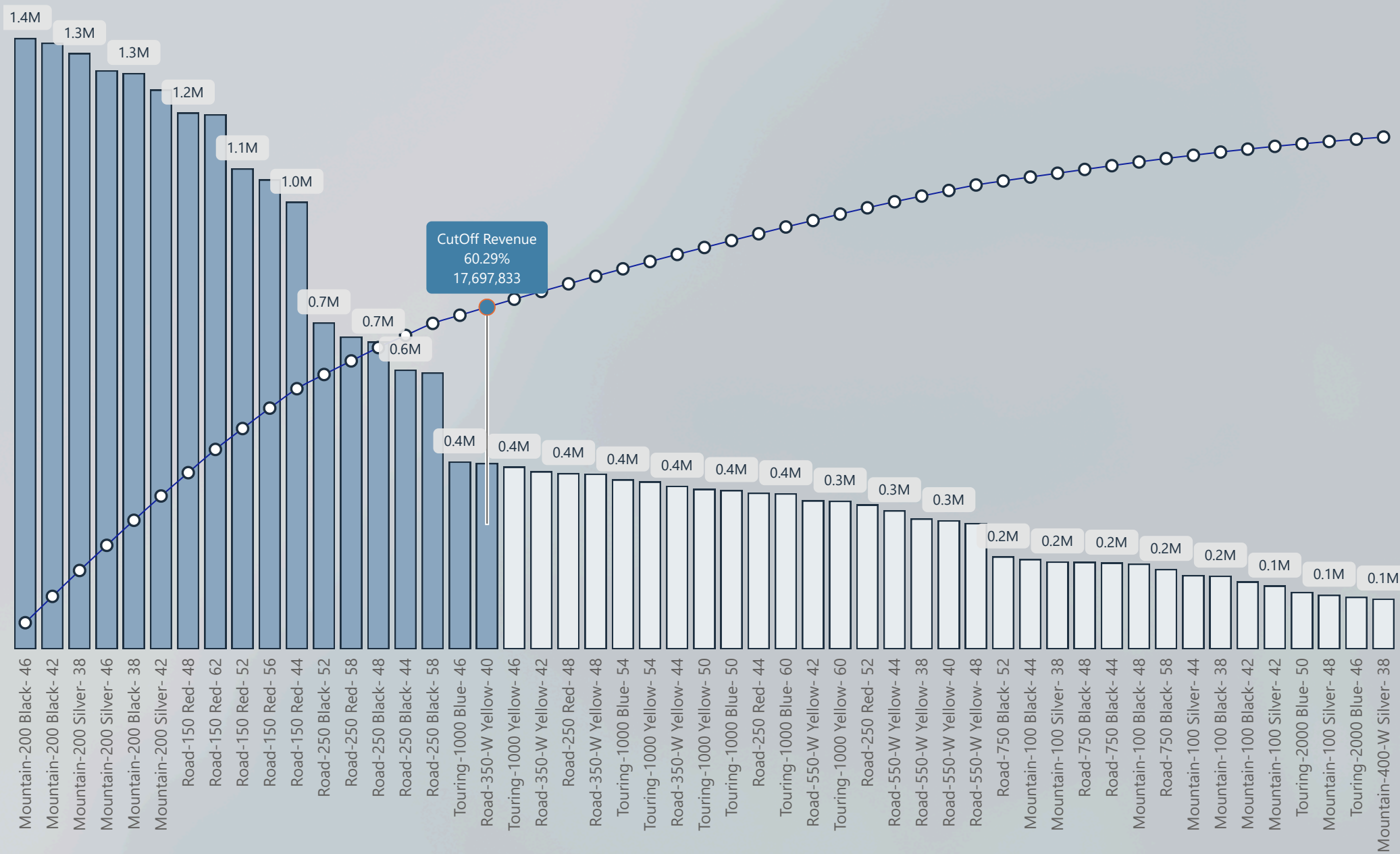


Pareto Analysis

Applies the 80/20 rule to show that roughly 80% of total revenue comes from 20% of products, helping identify top-performing items for focused decision-making

Revenue Analysis by Products

60.0% of Revenue comes from 18 Products Highlighted below



Year

2010

2011

2012

2013

2014

Month

All

Total Sales Analysis by Product

Product	Rank	Total Sales	% of T.Sales	Cumulative Rev	Cumulative %
Mountain-200 Black- 46	1	1,373,454	4.68%	1,373,454	4.68%
Mountain-200 Black- 42	2	1,363,128	4.64%	2,736,582	9.32%
Mountain-200 Silver- 38	3	1,339,394	4.56%	4,075,976	13.88%
Mountain-200 Silver- 46	4	1,301,029	4.43%	5,377,005	18.32%
Mountain-200 Black- 38	5	1,294,854	4.41%	6,671,859	22.73%
Mountain-200 Silver- 42	6	1,257,368	4.28%	7,929,227	27.01%
Road-150 Red- 48	7	1,205,786	4.11%	9,135,013	31.12%
Road-150 Red- 62	8	1,202,208	4.10%	10,337,221	35.21%
Road-150 Red- 52	9	1,080,556	3.68%	11,417,777	38.89%
Road-150 Red- 56	10	1,055,510	3.60%	12,473,287	42.49%
Road-150 Red- 44	11	1,005,418	3.42%	13,478,705	45.91%
Road-250 Black- 52	12	734,425	2.50%	14,213,130	48.42%
Road-250 Red- 58	13	702,666	2.39%	14,915,796	50.81%
Road-250 Black- 48	14	691,213	2.35%	15,607,009	53.16%
Road-250 Black- 44	15	628,384	2.14%	16,235,393	55.30%
Road-250 Black- 58	16	622,026	2.12%	16,857,419	57.42%
Touring-1000 Blue- 46	17	421,968	1.44%	17,279,387	58.86%
Road-350-W Yellow- 40	18	418,446	1.43%	17,697,833	60.29%
Touring-1000 Yellow- 46	19	410,048	1.40%	18,107,881	61.68%
Road-350-W Yellow- 42	20	399,735	1.36%	18,507,616	63.04%
Road-250 Red- 48	21	395,766	1.35%	18,903,382	64.39%
Road-350-W Yellow- 48	22	394,632	1.34%	19,298,014	65.74%
Total		29,356,250	100.00%	29,356,250	100.00%