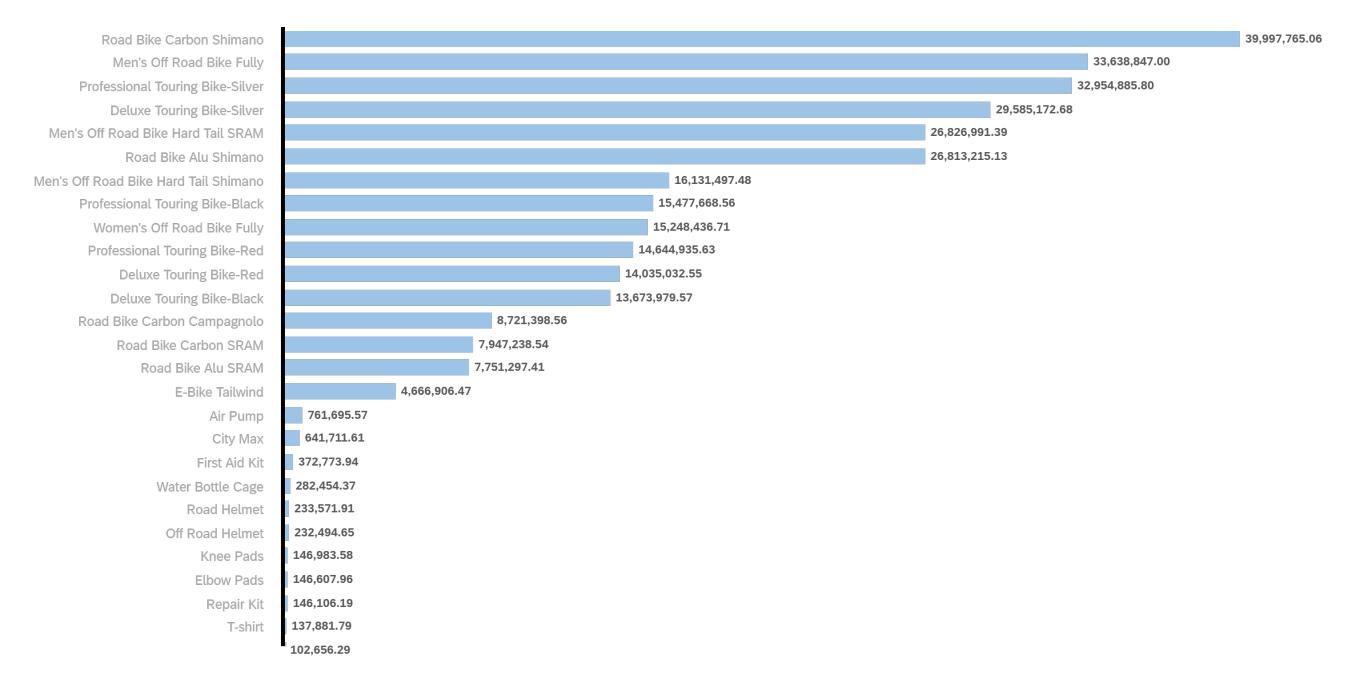


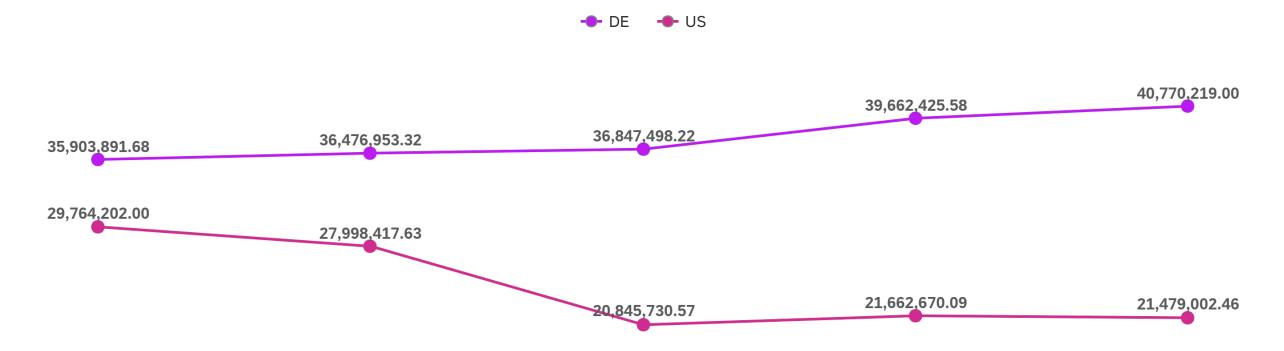
2015 recorded the highest revenue amounting 65,668,093.68

Revenue(USD) per Product description



Road Bike Carbon Shimano sells revenue is 39,997,765.06, making it the highest total revenue among the products over the years.

Revenue(USD) by Year and Country

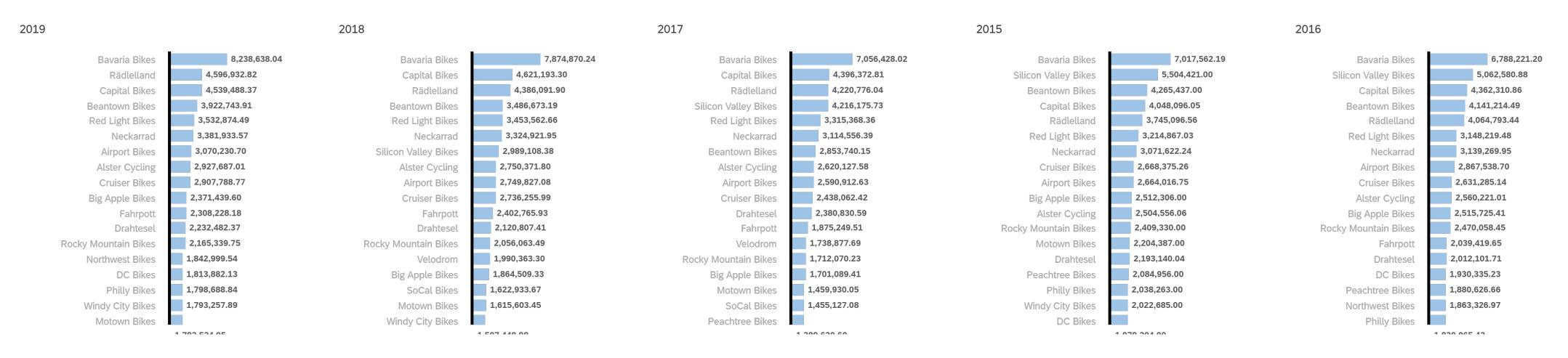


2015 2016 2017 2018 2019

From 2015 to 2019, Germany consistently outperformed US in revenue. Germany started at approximately \$35.9 million in 2015 and saw steady growth, reaching about \$40.77 million by 2019. US, while also growing, started at \$26.76 million in 2015 and ended with \$21.47 million in 2019. Although both countries experienced growth, Germany saw more consistent and significant increases over the years.

Revenue USD by Year and Customer Description

Revenue(USD)



GB lost the customer Silcon Valley in the year 2019, but as we can see from the revenue GB regained that customer back in 2020.

Revenue(USD) by Month Name and Year

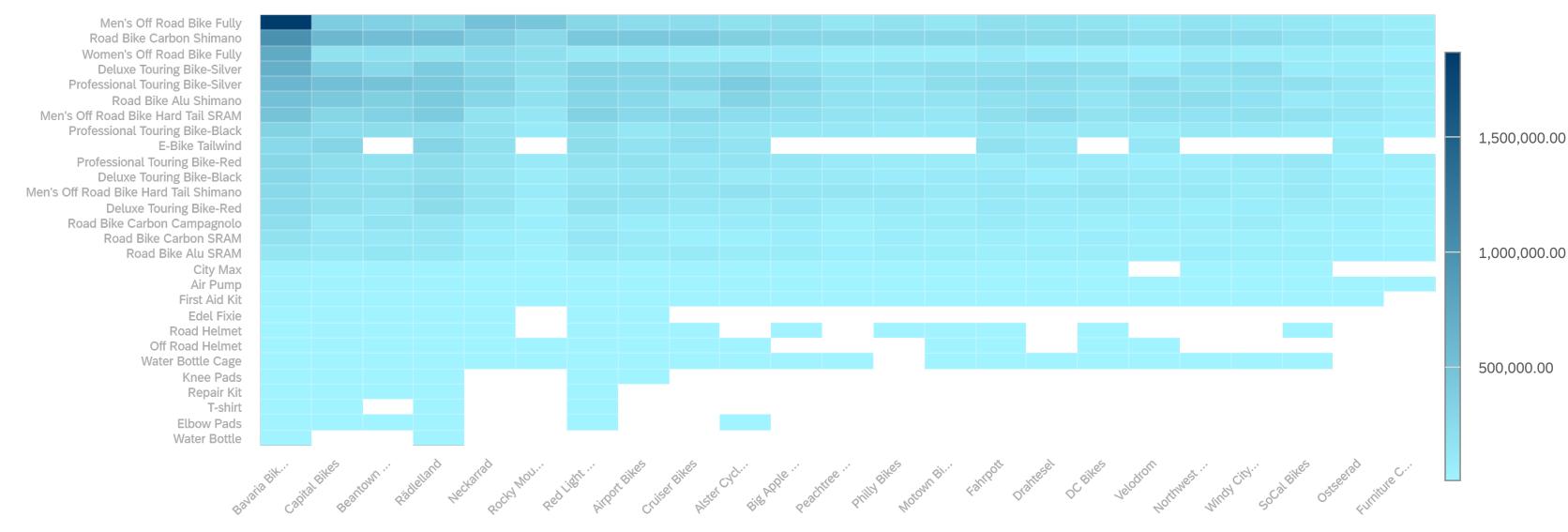
2019	8,453,227.96	5,812,615.46	1,151,556.42	1,976,980.03	1,145,341.07	6,527,203.26	13,056,184.75	3,014,735.75	11,643,631.43	1,256,554.16	3,051,473.54	5,159,717.63	15,000,000.00
2018	8,524,158.26	5,239,140.02	1,103,733.44	2,044,480.56	1,139,316.64	6,685,454.04	14,120,259.86	2,920,842.89	11,084,327.40	1,201,351.08	2,823,848.85	4,438,182.63	12,500,000.00
2017	7,799,748.78	5,324,608.01	1,095,392.28	1,868,616.25	1,014,014.07	6,246,829.01	13,191,138.51	2,923,697.36	10,084,024.96	1,085,440.69	2,699,761.10	4,359,957.77	7,500,000.00
2016	8,896,286.21	6,324,513.13	1,058,360.27	2,184,374.37	1,362,592.41	7,058,589.12	15,071,334.94	3,274,040.66	11,281,288.09	1,056,049.12	2,657,009.63	4,250,933.00	5,000,000.00
2015	9,039,176.15	6,085,755.06	1,261,042.55	2,281,571.68	1,314,734.20	7,185,474.74	14,285,164.91	3,111,636.78	11,782,782.90	1,368,601.17	3,099,753.48	4,852,400.05	2,500,000.00
	April	August	December	February	January	July	June	March	May	November	October	September	

The data shows a clear pattern of seasonality in revenue across the years, with June consistently being a high revenue month in most years, especially in 2015, 2016, and 2018. Another noticeable peak occurs around October, particularly in 2018 and 2019.

The seasonality pattern is similar from year to year with slight shifts.

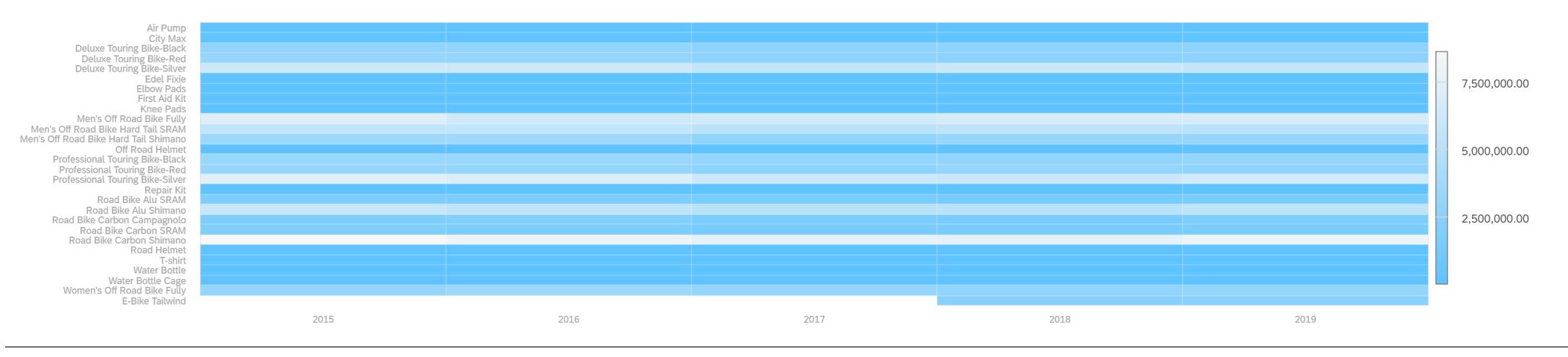
Revenue(USD) by Customer description and Product Description

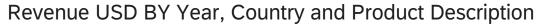
1 Filter | Top N (AUTO)



The dark blue represents the customer that contributed the heighest revenue, Bavaria Bikes.

Revenue USD by Year and Product Description





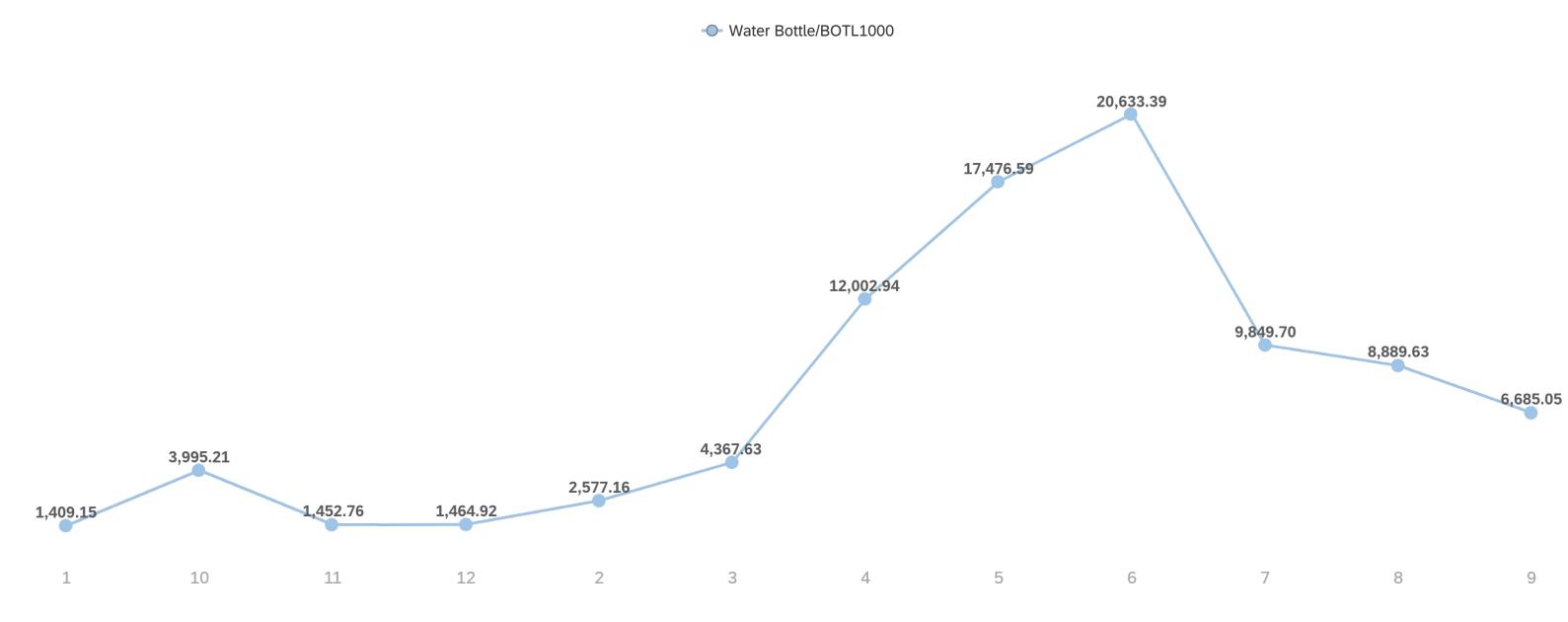
1 Filter



The product that showed a dramatic change in revenue is Ebike Tailwind. The product was only sold in Germany and had a dramatic increase in revenue from zero to approximately 2.3 million.

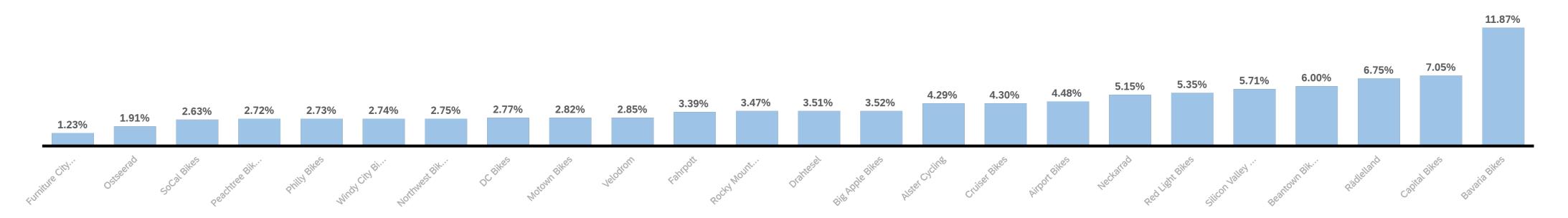
Revenue(USD) per MONTH and Product

1 Filter



Percentage: Revenue USD by Customer Description and Year

in %



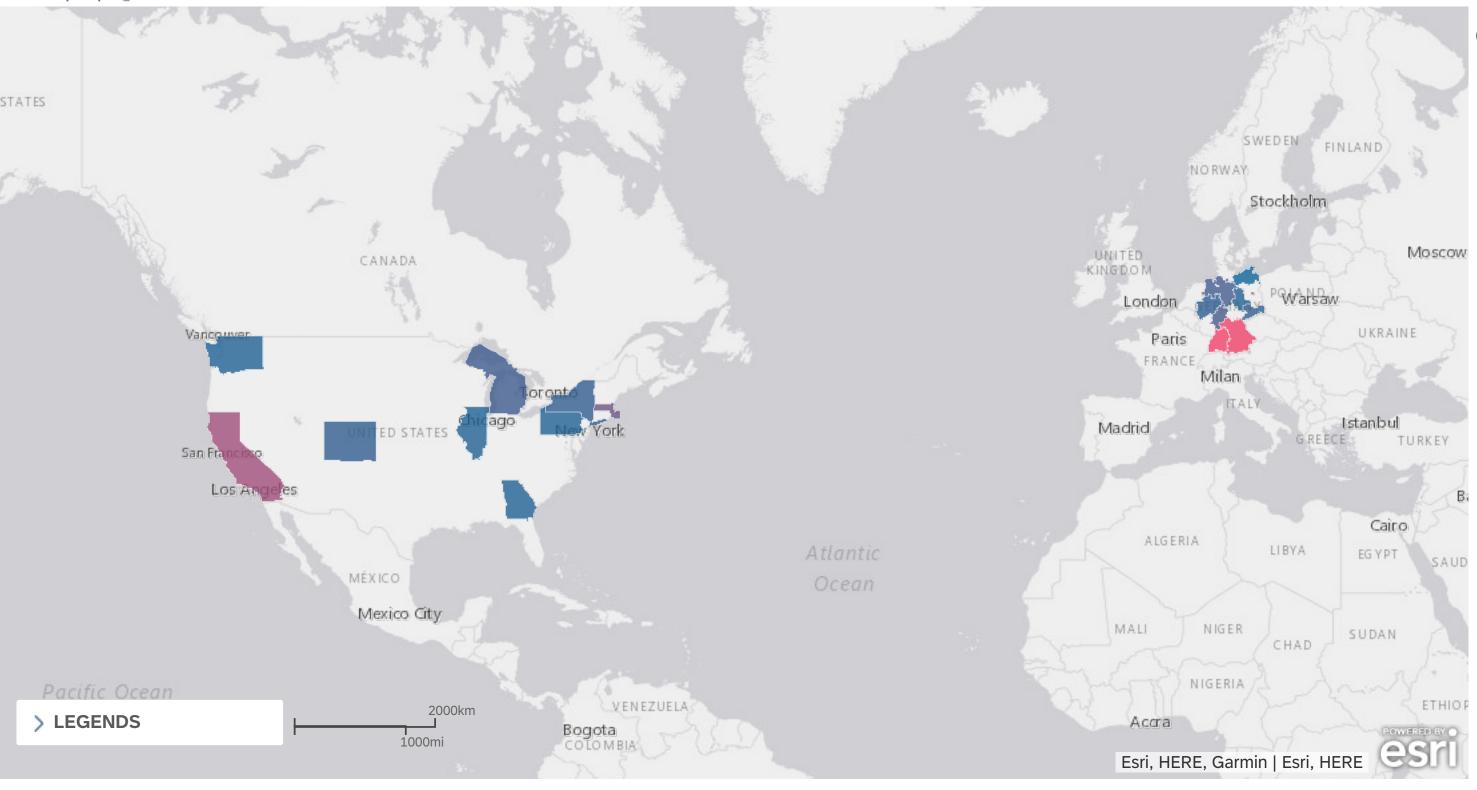


in % | 1 Filter



Bavaria Bikes made the highest percentage contribution amounting 11.9%. The trend of Bavaria's has been consistent throughout the years with a variation of Approx. 2%.

2015 2016 2017 2018 2019



Germany region overall made the highest revenue.