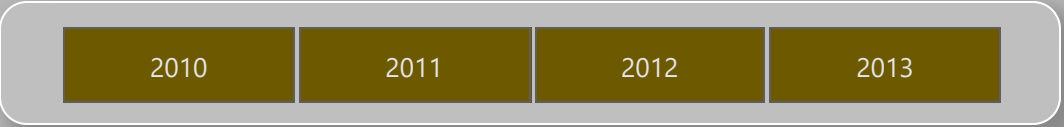




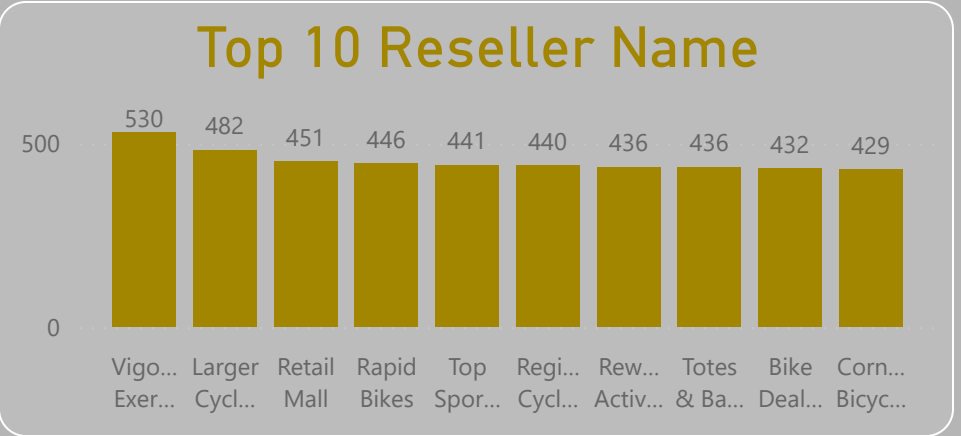
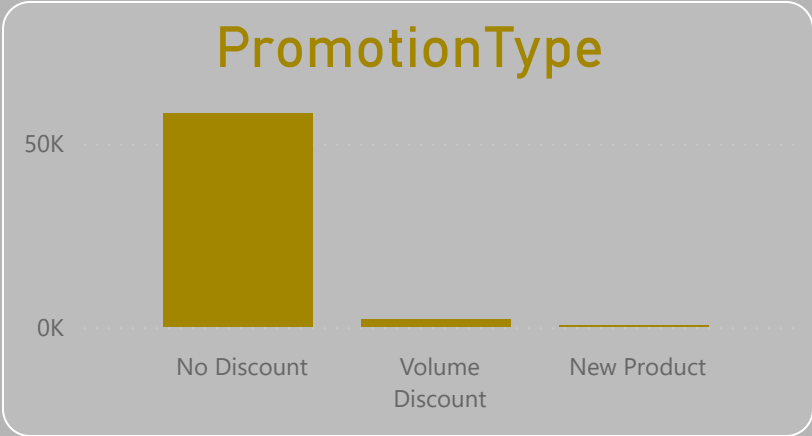
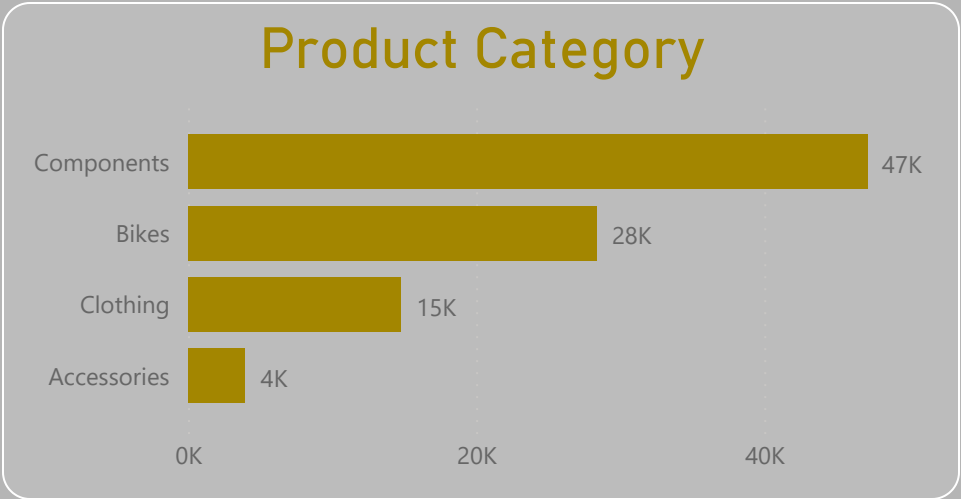
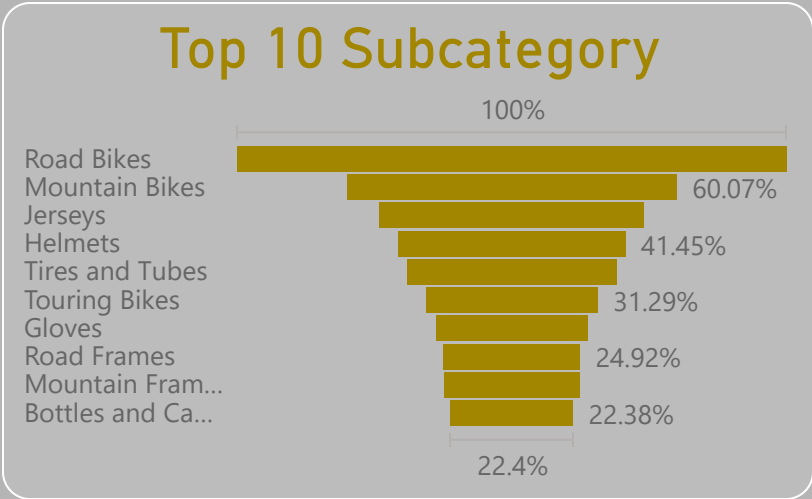
ESSIES LTD PERFORMANCE REPORT



Overview

Retail Sale

Direct Sale



ESSIES LTD RETAIL SALE

2010

2011

2012

2013

Overview

Retail Sale

Direct Sale

Total Amount

\$80.45M

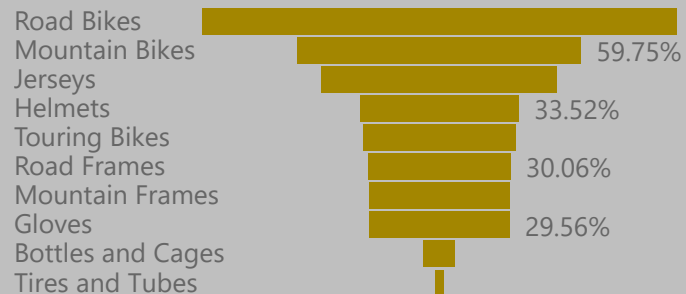
Total Unit Sold

214K

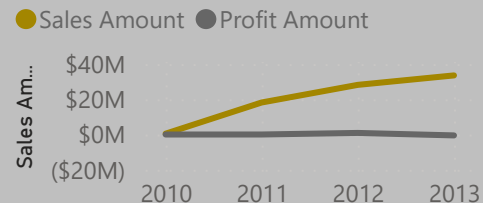
Total Profit

\$470.48K

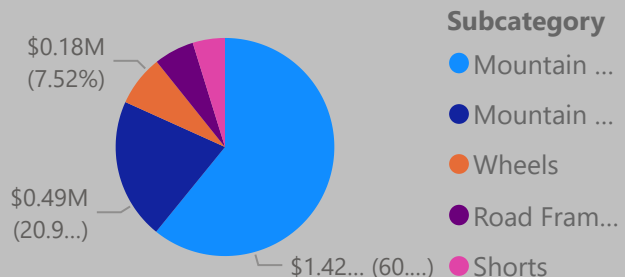
Top 10 Subcategory by Order Quantity



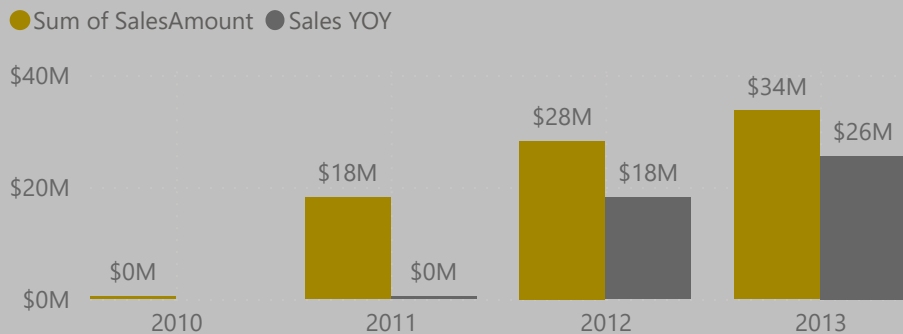
Sales Amount and Profit Amount by Year



Top 5 Subcategories by Profit Margin



Sales Year On Year



Insights

Subcategory	Order Quantity	Sales Amount	Sum of Profit Margin
Bib-Shorts	3111	\$166,739.7086	\$51,256.5887
Bike Racks	2838	\$197,736.156	\$70,366.716
Bottles and Cages	2571	\$7,476.6036	\$2,678.3463
Bottom Brackets	921	\$51,826.374	\$13,474.8204
Brakes	1035	\$66,018.711	\$17,077.701
Caps	6121	\$31,541.3461	(\$5,731.4583)
Total	214378	\$80,450,596.9823	\$470,482.6033

ESSIES LTD DIRECT SALES

2010

2011

2012

2013

Total Amount

\$29.36M

Total Unit Sold

60K

Total Profit

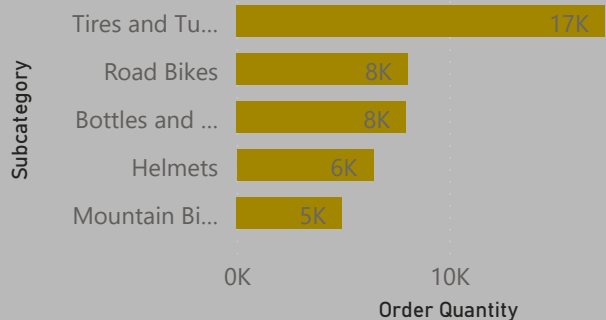
\$12.08M

Overview

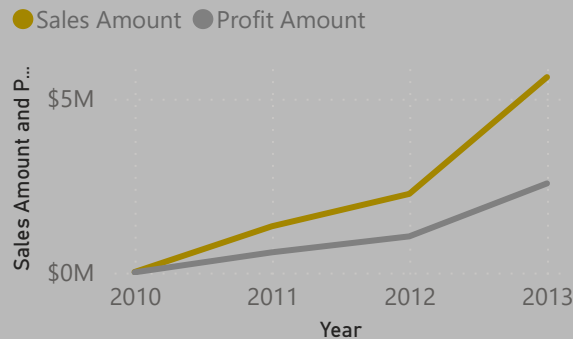
Retail Sale

Direct Sale

Top 10 Subcategory by Order Quantity



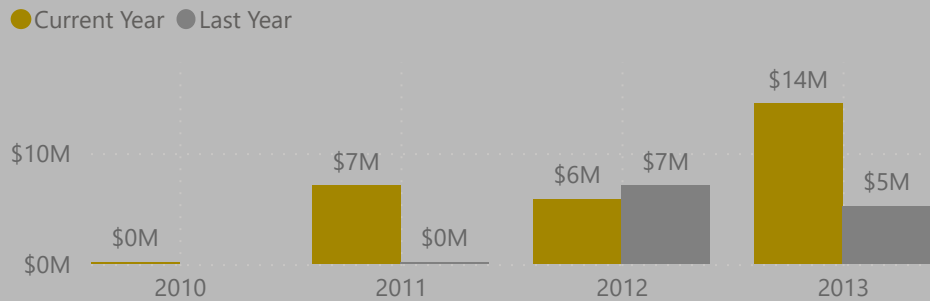
Monthly Profit & Sales



Sum of SalesAmount by ProductCategory



Sales Year On Year



Insights

Subcategory	Sale Amount	Order Quantity	Profit Margin
Bike Racks	\$39,360	328	\$24,639.36
Bike Stands	\$39,591	249	\$24,783.966
Bottles and Cages	\$56,798.19	7981	\$35,555.3477
Caps	\$19,688.1	2190	\$4,528.263
Cleaners	\$7,218.6	908	\$4,518.8436
Total	\$29,358,677.2207	60398	\$12,080,883.645