



ADVENTURE
WORKS

F.T.P.

All

Year

All

Month

All

Quarter

All

Country

All

Category

All

\$24.91M

Net Revenue

\$14.46M

Total Cost

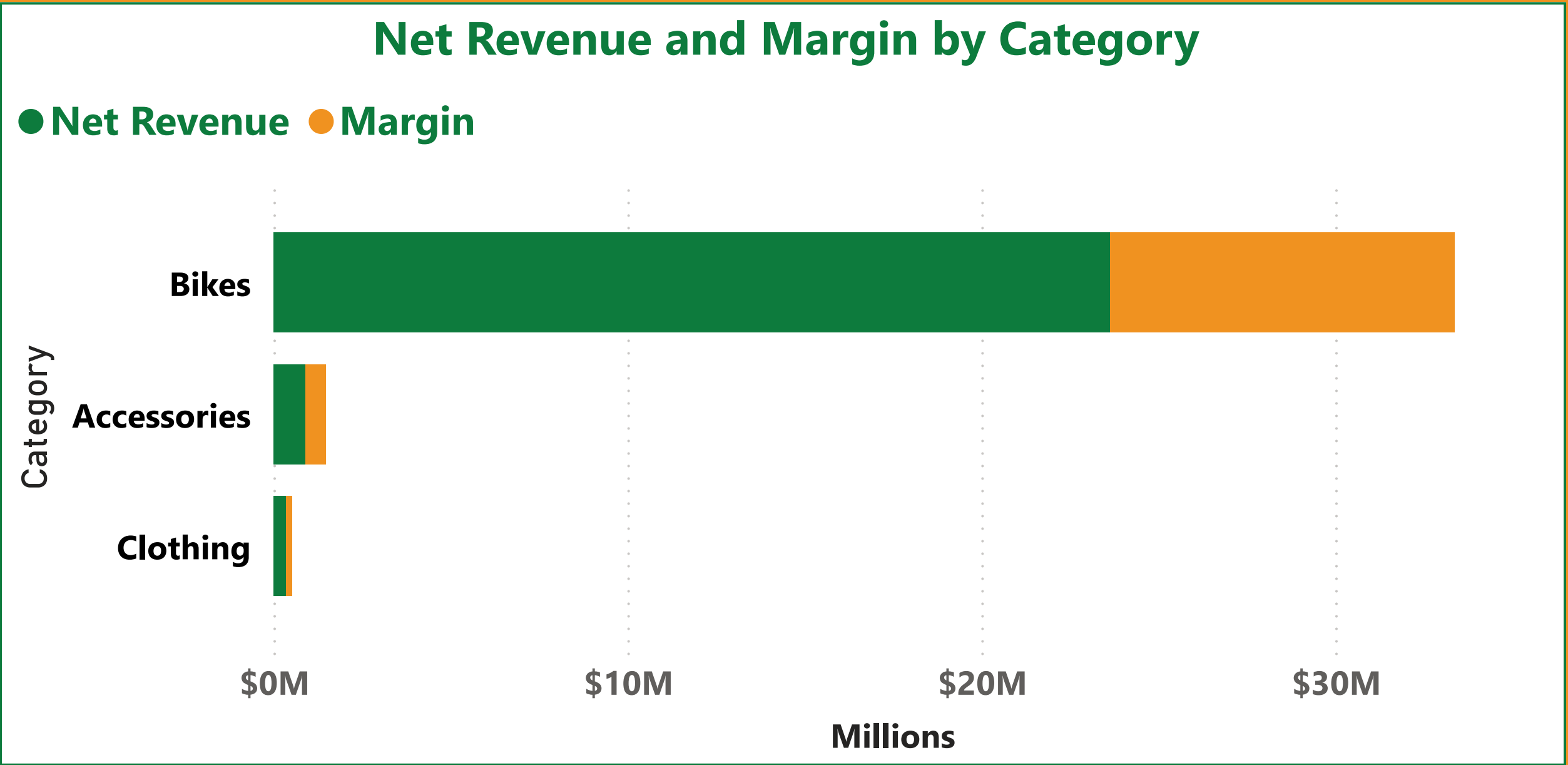
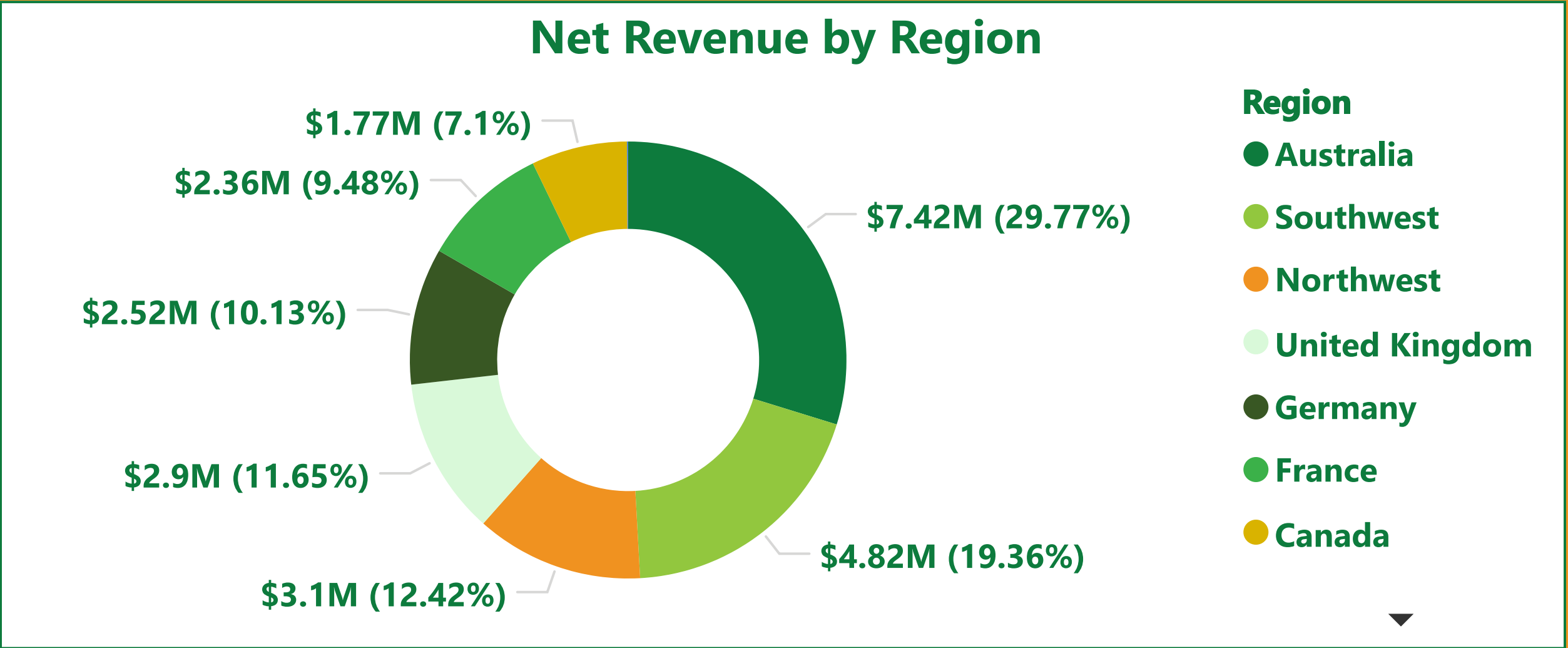
\$10.46M

Gross Profit

41.97%

Margin %

Revenue & Profit Per Order			
Category	SubcategoryName	NRPO	GPRO
Accessories	Bike Racks	\$120	\$75
Accessories	Bike Stands	\$159	\$100
Accessories	Bottles and Cages	\$7	\$4
Accessories	Cleaners	\$8	\$5
Accessories	Fenders	\$22	\$14
Accessories	Helmets	\$34	\$22
Accessories	Hydration Packs	\$55	\$34
Accessories	Tires and Tubes	\$13	\$8
Bikes	Mountain Bikes	\$1,824	\$835
Bikes	Road Bikes	\$1,590	\$615
Bikes	Touring Bikes	\$1,776	\$672
Clothing	Caps	\$9	\$3
Clothing	Gloves	\$24	\$14
Clothing	Jerseys	\$51	\$14
Clothing	Shorts	\$70	\$44
Clothing	Socks	\$9	\$6
Clothing	Vests	\$64	\$40
Total		\$296	\$124





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84K

Order Quantity

25K

Unique Orders

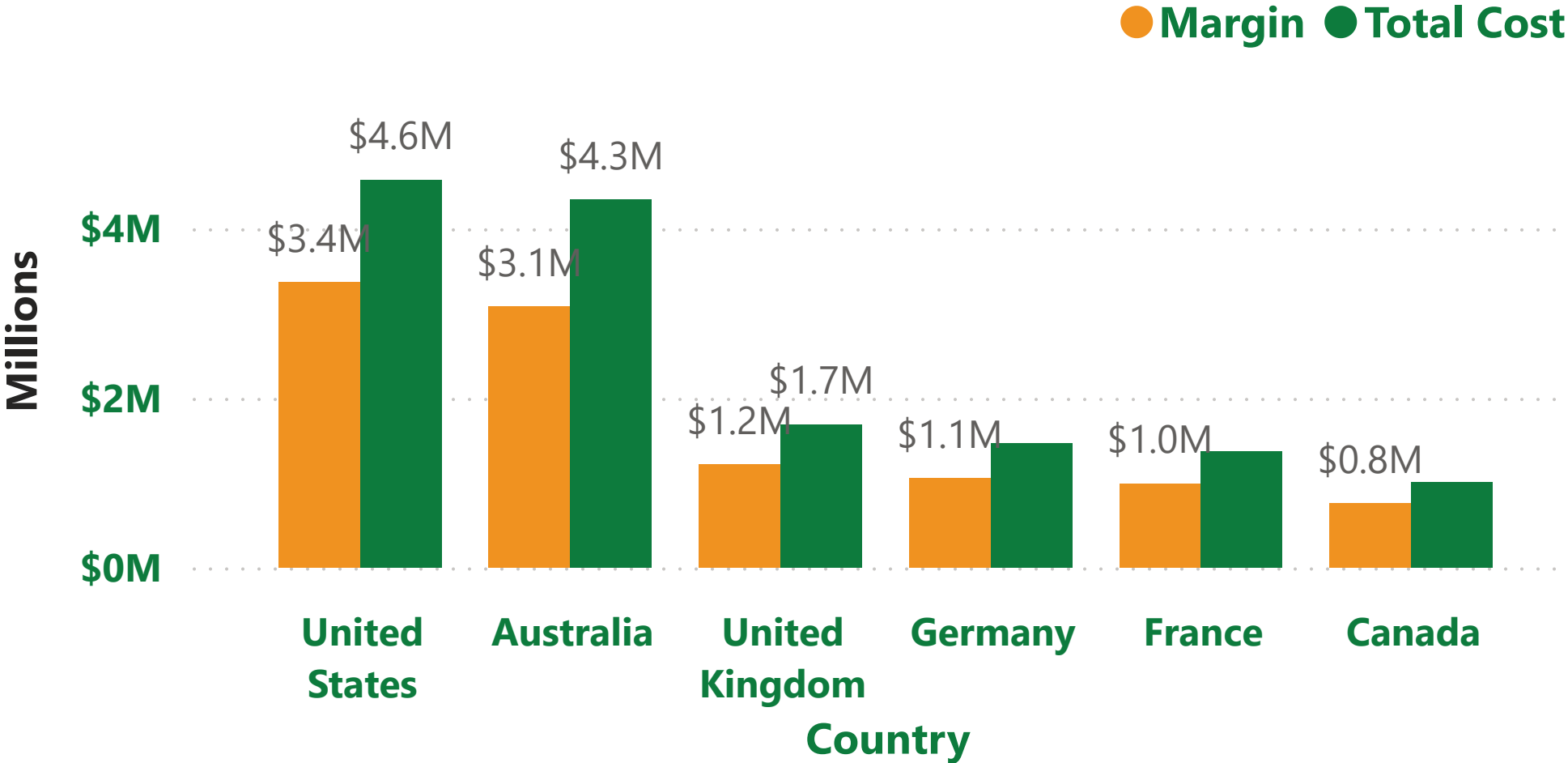
1828

Total Return Order

18K

Total Customers

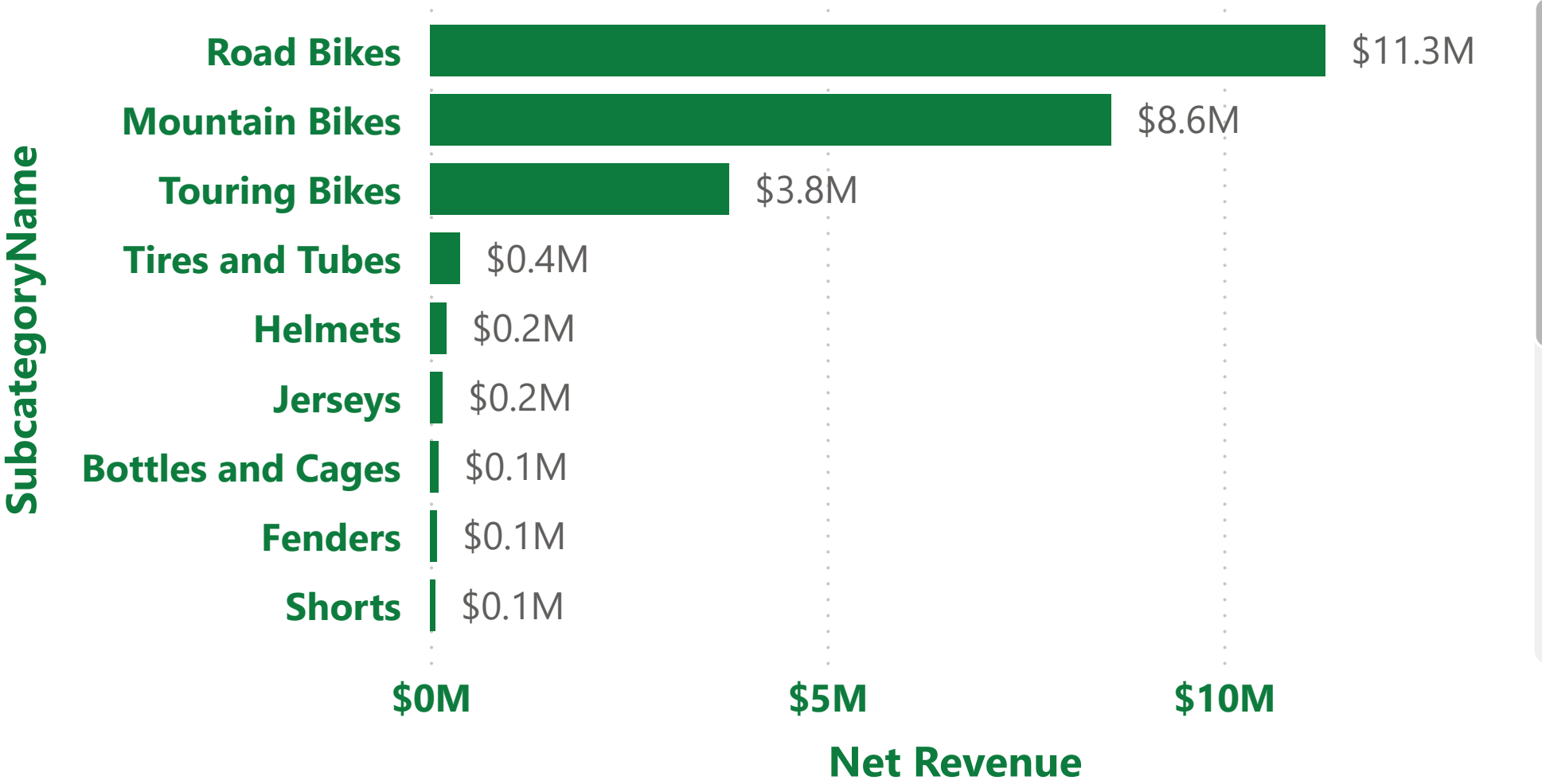
Margin and Total Cost by Country



Net Revenue by Country and Category



Net Revenue by SubcategoryName





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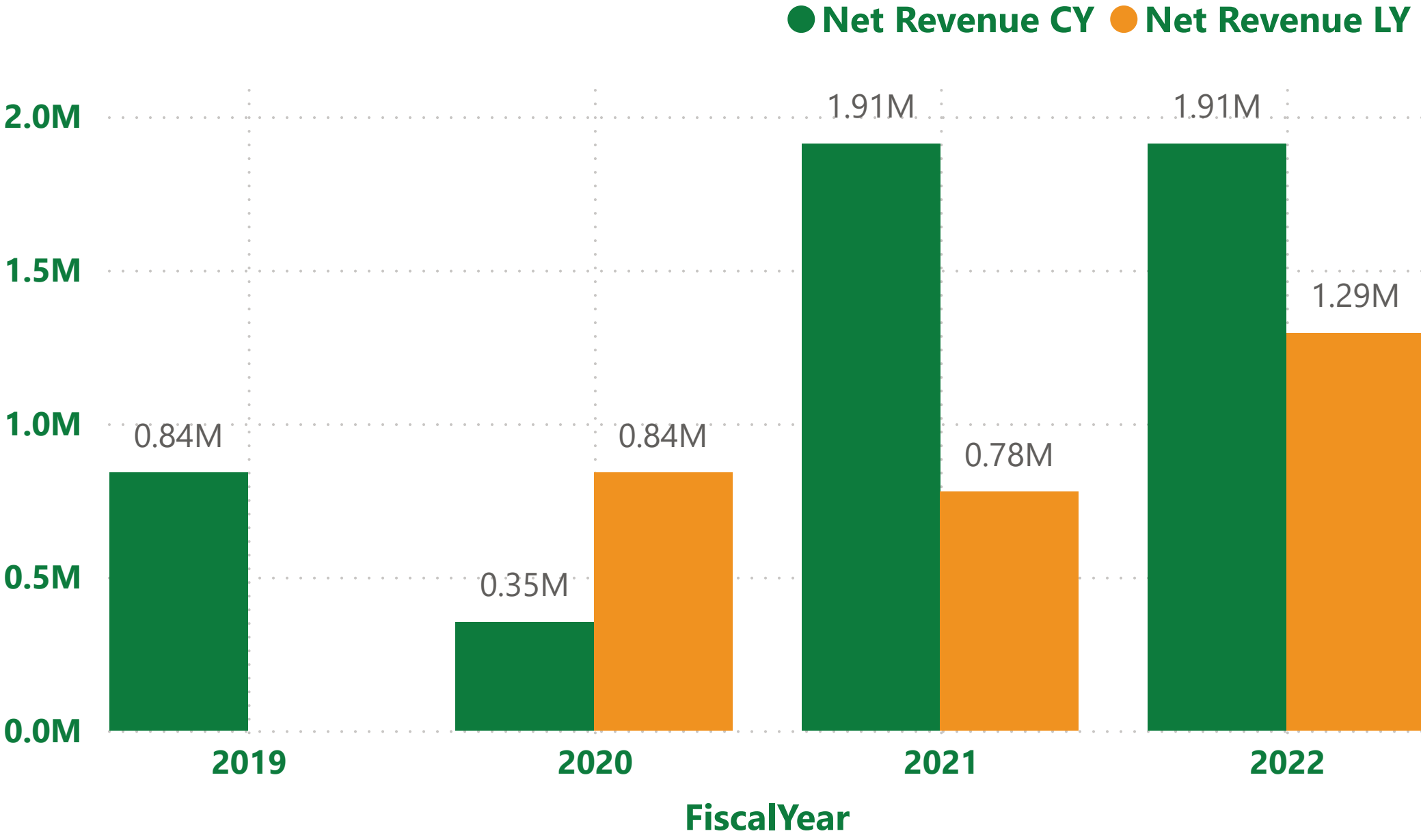
Country

All

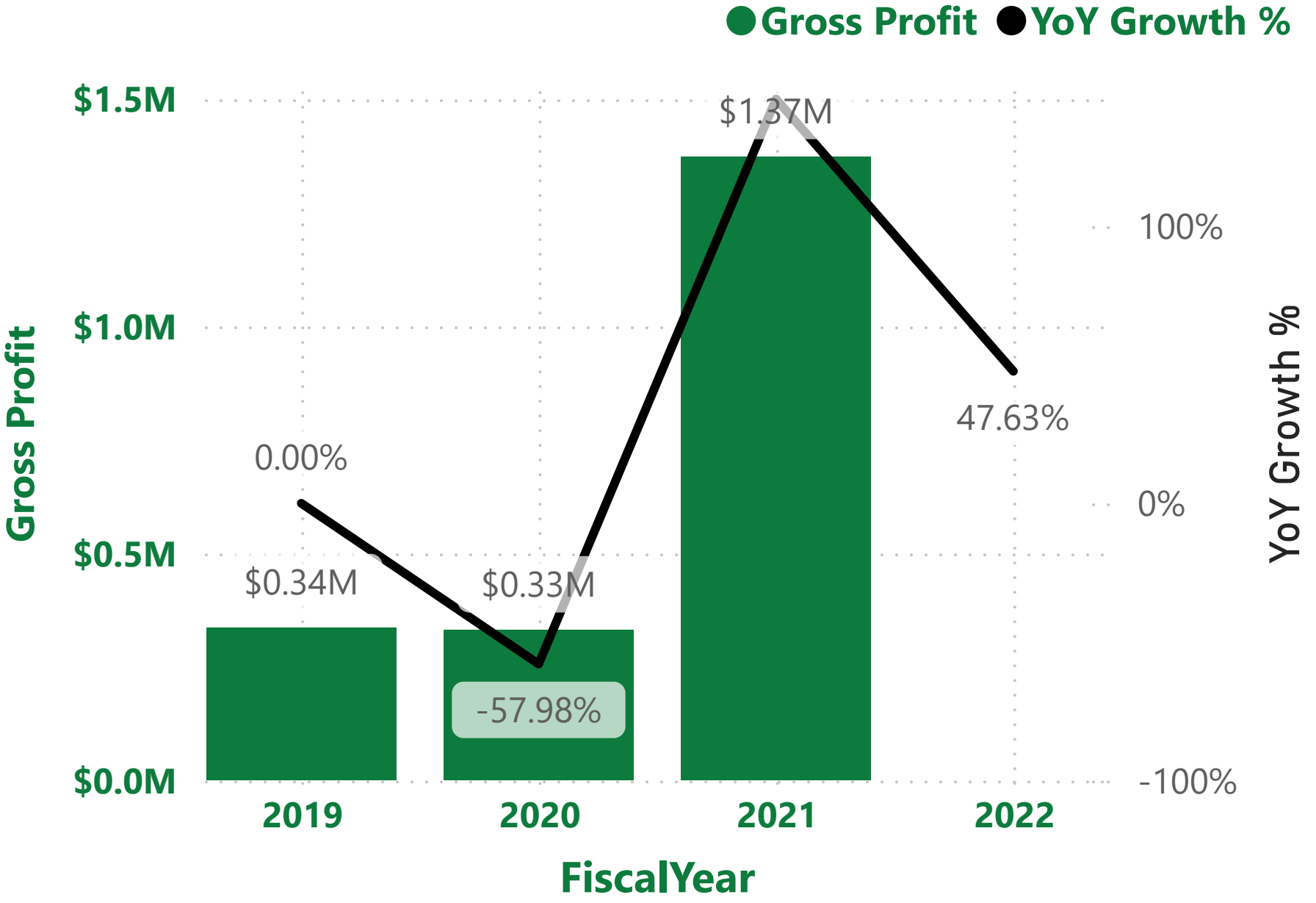
Category

All

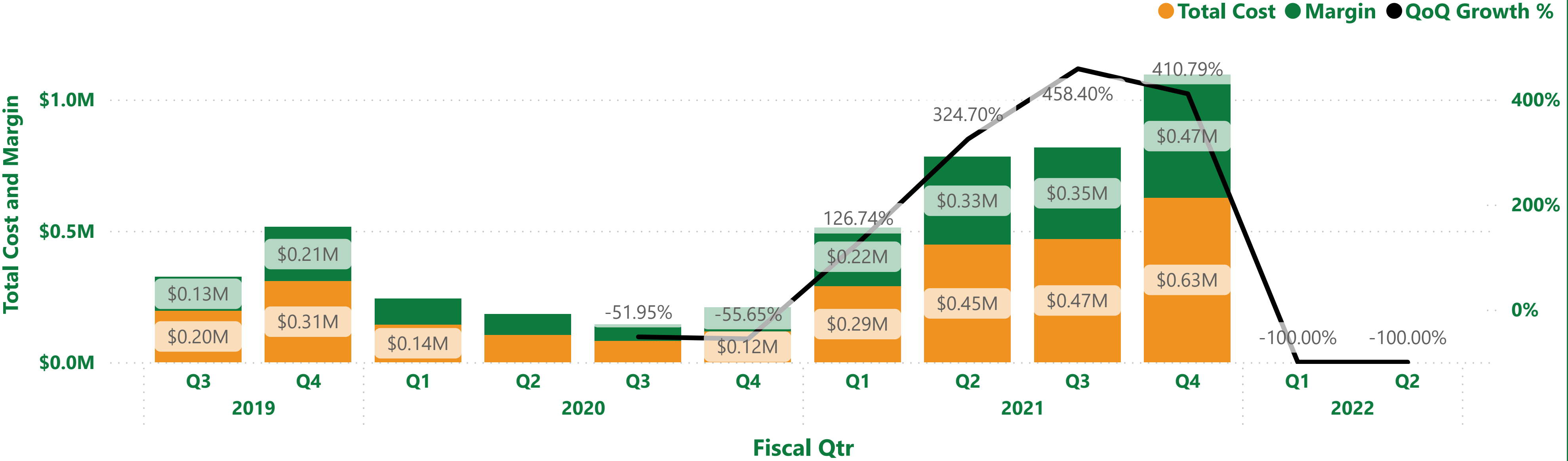
Net Revenue CY and Net Revenue LY by FiscalYear

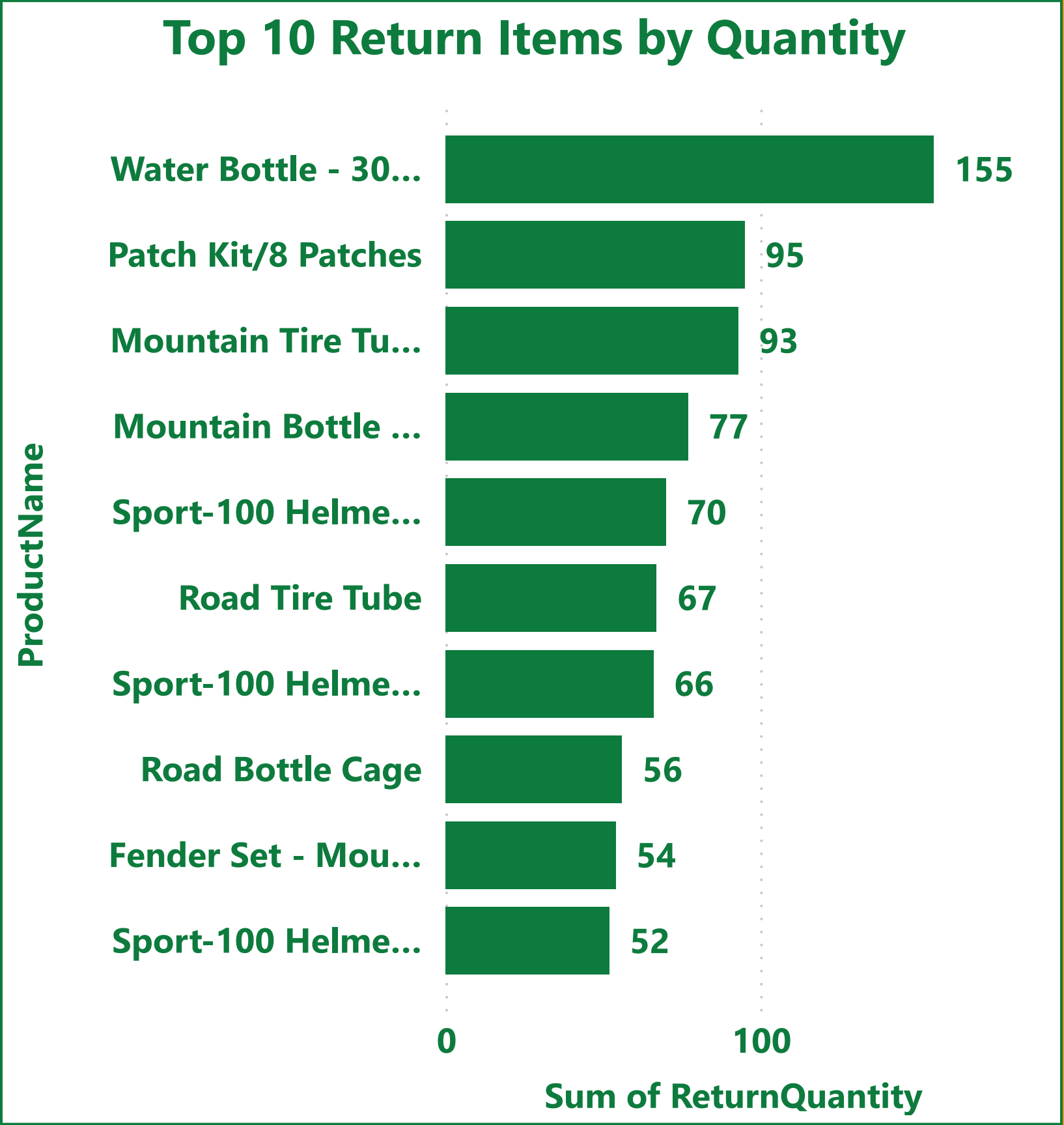
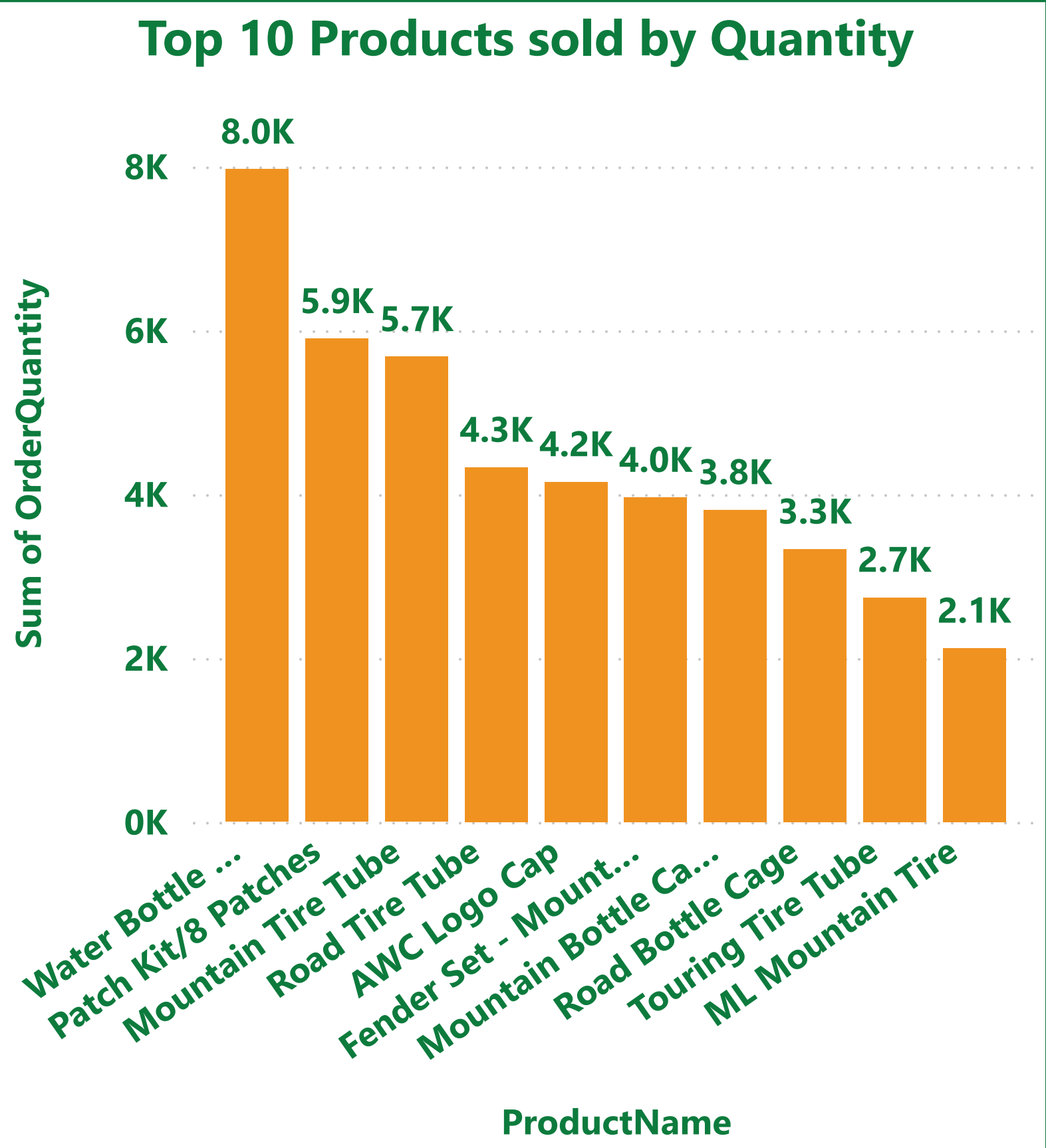
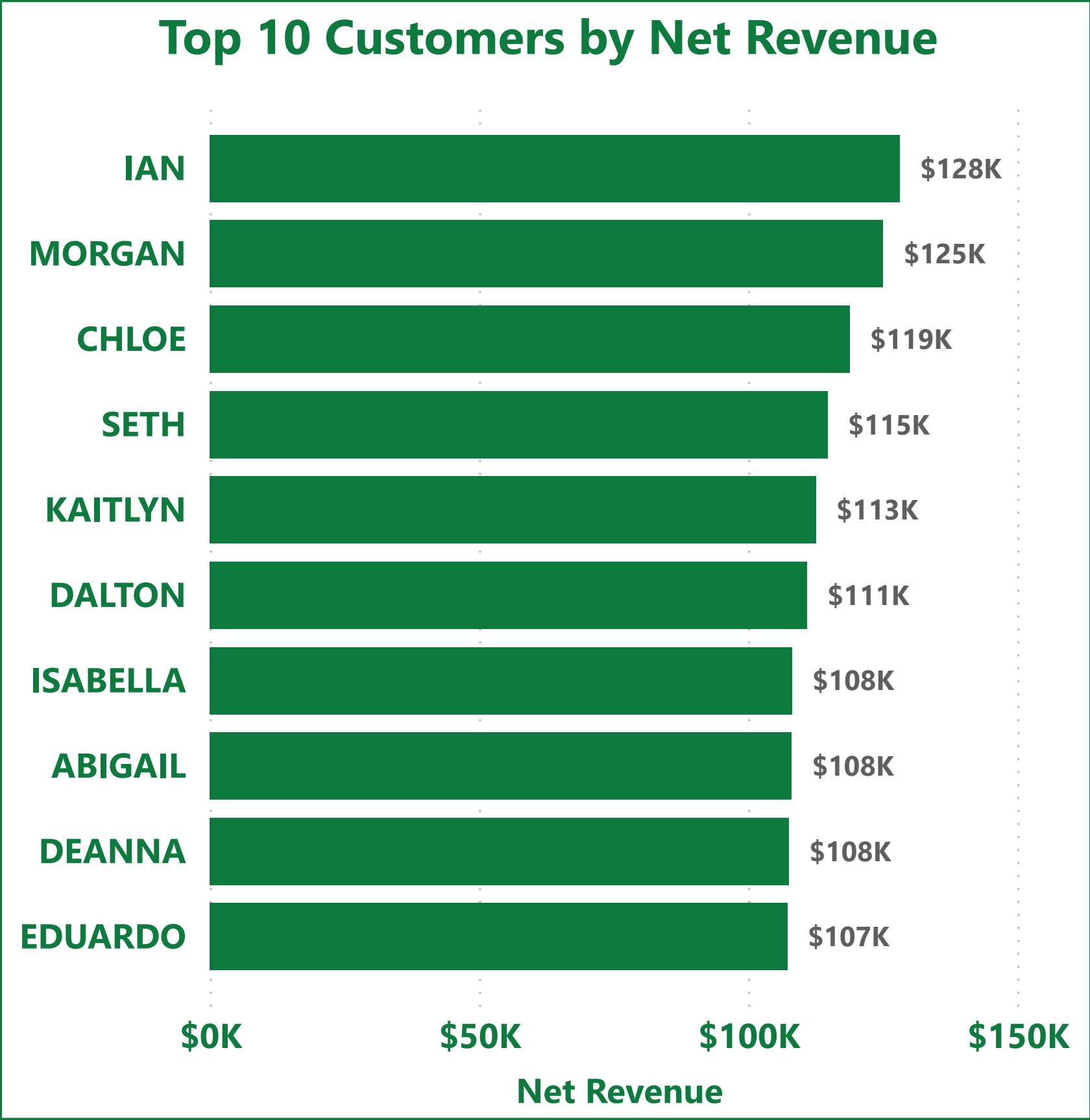
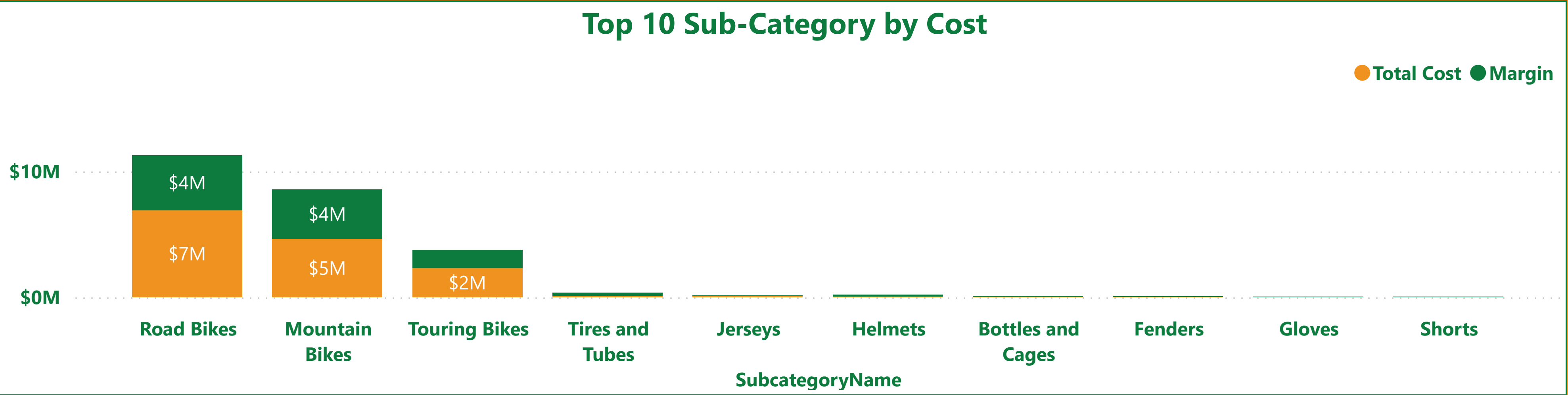


Gross Profit and YoY Growth % by FiscalYear

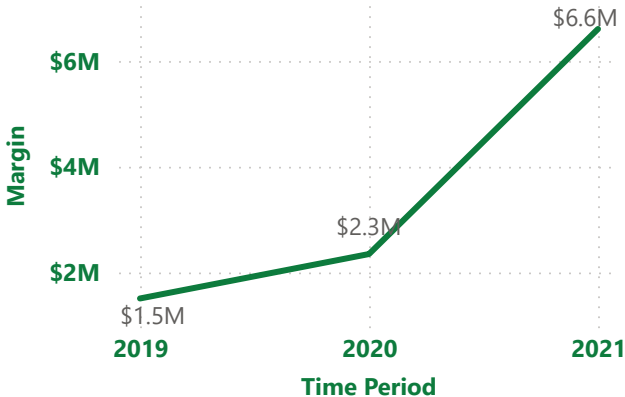


Total Cost, Margin and QoQ Growth % by FiscalYear and Fiscal Qtr





Margin by Different Time Period



FiscalYear	Fiscal Qtr	Net Revenue	Net Revenue LQ	Net Revenue LY	Net Revenue CY
2020	Q1	\$1,366,630.697799998	1,982,678.60		5,110,284.30
2021	Q1	\$2,572,293.348000318	1,574,317.14	1,366,630.70	5,525,160.89
2022	Q1		5,123,233.36	2,572,293.35	9,185,449.45
2020	Q2	\$1,294,649.280899996	1,366,630.70		6,404,933.58
2021	Q2	\$3,799,042.898000547	2,572,293.35	1,294,649.28	9,324,203.79
2022	Q2			3,799,042.90	9,185,449.45
2019	Q3	\$1,760,974.998400003			1,760,975.00
2020	Q3	\$1,378,550.402099997	1,294,649.28	1,760,975.00	1,378,550.40
2021	Q3	\$4,062,216.083300593	3,799,042.90	1,378,550.40	4,062,216.08
2019	Q4	\$1,982,678.603200002	1,760,975.00		3,743,653.60
2020	Q4	\$1,574,317.143599988	1,378,550.40	1,982,678.60	2,952,867.55
2021	Q4	\$5,123,233.264002254	4,062,216.08	1,574,317.14	9,185,449.45
Total		\$24,914,586.8193038		15,729,137.37	9,185,449.45