



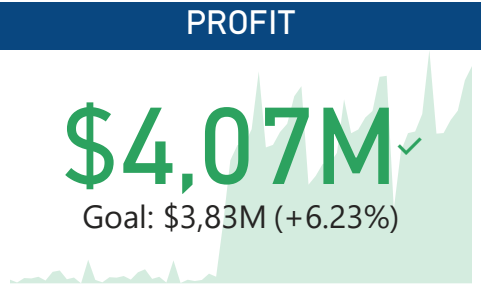
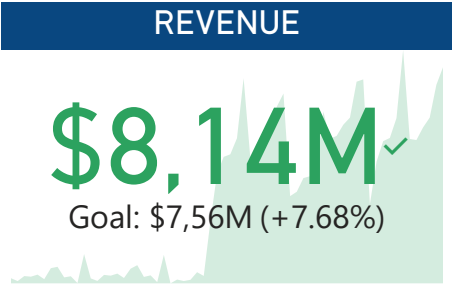
Select Date

Date

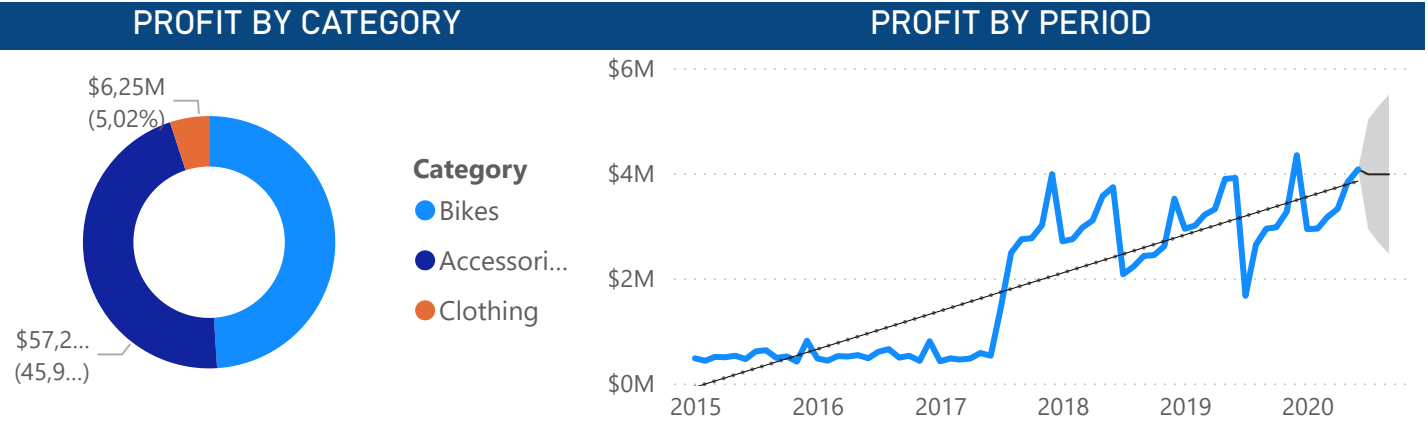
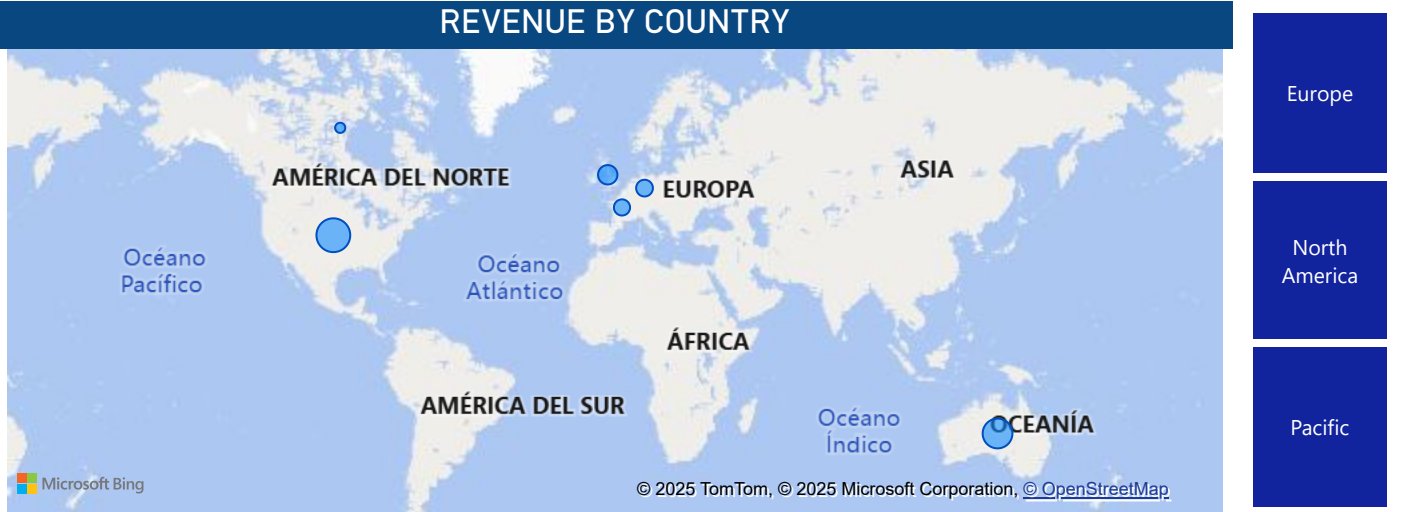
01/01/201530/06/2020

Select Category

All



PRODUCT DETAIL			
Product New	Total Orders	Total Revenue	Profit Margin
S-Works TT Helmet, Anniversary Edition	6.156	\$23.066.660	68,09 %
S-Works TT Helmet	6.056	\$21.709.350	66,67 %
Hydration Pack, 2.95L	15.859	\$16.617.683	61,53 %
Trek-150 Red, 62	1.067	\$8.867.429	39,91 %
GT MTB-200 Black, 38	1.622	\$8.284.583	45,97 %
GT MTB-200 Green, 38	1.482	\$7.556.890	45,96 %
Trek-150 Red, 52	938	\$7.553.874	39,91 %
Trek-150 Red, 56	902	\$7.412.471	39,91 %
GT MTB-200 Green, 42	1.413	\$7.327.674	45,96 %
Trek-150 Red, 48	819	\$6.910.120	39,91 %
GT MTB-200 Black, 46	1.334	\$6.790.446	45,97 %
GT MTB-200 Black, 42	1.246	\$6.456.294	45,97 %
Specialized Helmet	5.538	\$6.078.841	49,99 %
GT MTB-200 Green, 46	1.157	\$5.935.488	45,96 %
Trek-150 Red, 44	531	\$4.461.623	39,91 %
Trek-250 Black, 52	578	\$3.511.275	36,96 %
Multi-tool	6.349	\$3.489.762	79,10 %
Trek-250 Red, 58	495	\$2.863.391	36,96 %
Trek-250 Black, 58	443	\$2.627.104	36,96 %
Total	161.005	\$250.169.518	49,79 %





FINANCIAL ANALYSIS

Profit

Profit margin

\$124,55M

49,79 %

Select Date

Date

01/01/2015

30/06/2020



Price Range

High

Mid

Low

Customer Gender

F

M

Financial analysis by Product

Product Category	% of Profit	Profit	Profit Margin	Quantity Sold	Total Cost	Total Orders	Total Revenue
⊕ Accessories	45,68 %	\$57.276.805,04	65,14 %	1.729.228	\$30.655.981,17	108.167	\$87.932.786
⊕ Bikes	48,68 %	\$61.027.423,42	41,04 %	75.295	\$87.663.347,38	34.561	\$148.690.771
⊕ Clothing	4,98 %	\$6.248.761,8	46,13 %	289.731	\$7.297.199	18.277	\$13.545.961
Total	99,34 %	\$124.552.990,26	49,79 %	2.094.254	\$125.616.527,55	161.005	\$250.169.518

Financial analysis by Team

Continent	% of Profit	Profit	Profit Margin	Quantity Sold	Total Cost	Total Orders	Total Revenue
⊕ Europe	33,05 %	\$41.436.028,89	49,56 %	644.889	\$42.171.419	51.164	\$83.607.448
⊕ North America	42,36 %	\$53.106.826,54	51,27 %	1.036.466	\$50.472.324,2	76.140	\$103.579.151
⊕ Pacific	23,94 %	\$30.010.134,83	47,65 %	412.899	\$32.972.784,35	33.701	\$62.982.919
Total	99,34 %	\$124.552.990,26	49,79 %	2.094.254	\$125.616.527,55	161.005	\$250.169.518

USER PERSONA

Quantity sold

2.094.254

Select Date

Date

01/01/2015

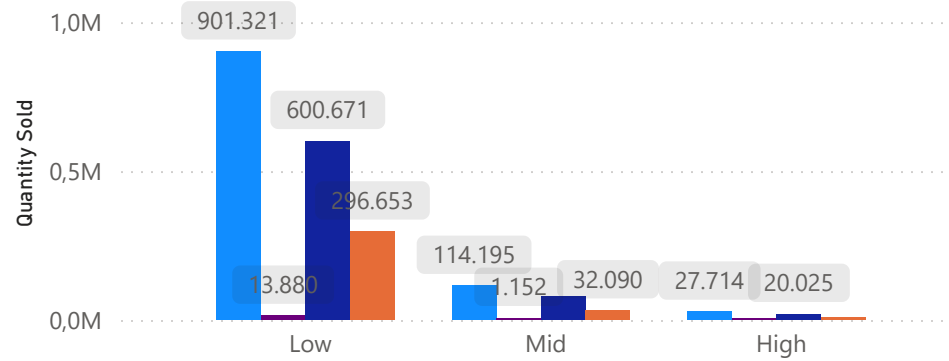
30/06/2020

Product, subproduct

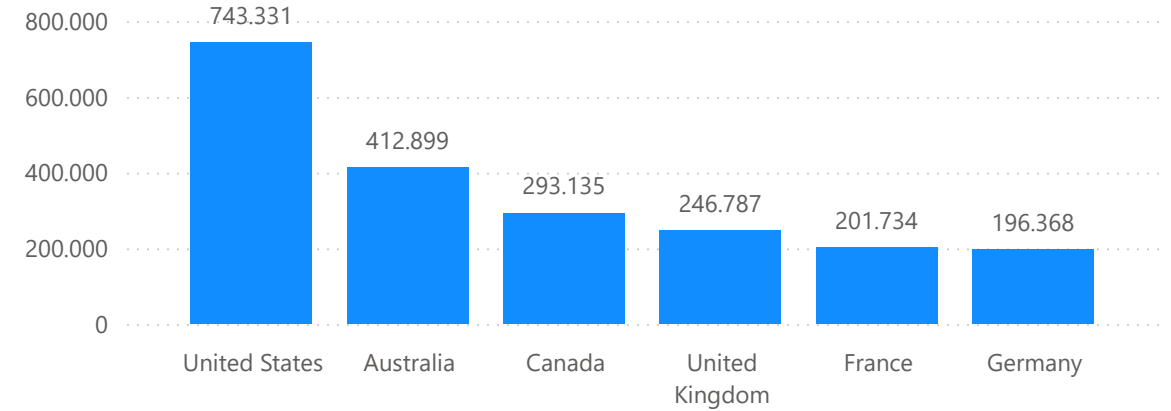
- ☐ Select all
- ☒ Accessories
- ☒ Bikes
- ☒ Clothing

Sold by Price Range & Age Group

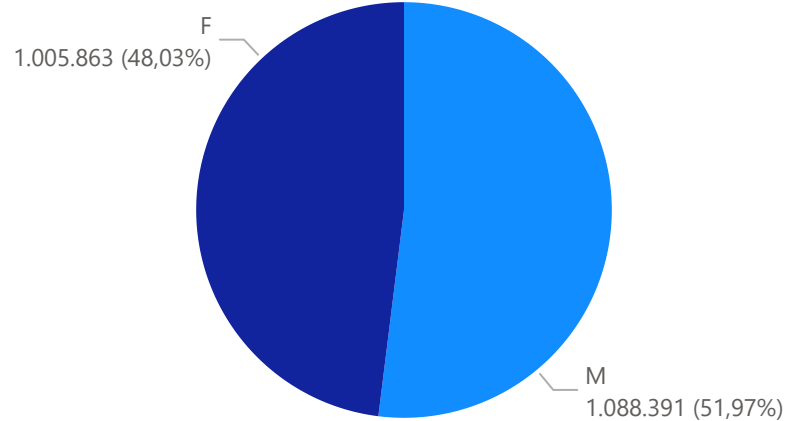
Age Group ● Adults (35-64) ● Seniors (64+) ● Young Adults (25-34) ● Youth (<25)



Sold per country



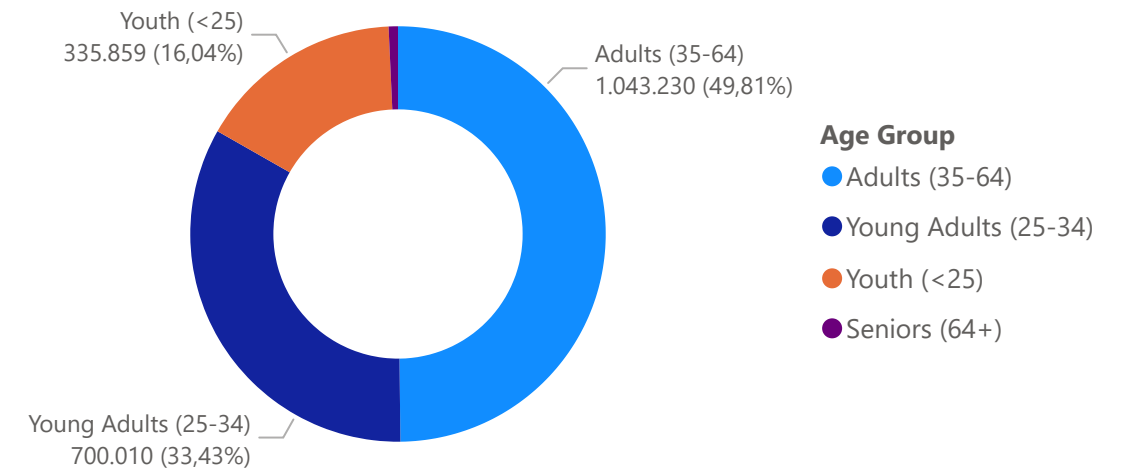
Clients per gender



Customer Gender

- M
- F

Quantity Sold by age group



Age Group

- Adults (35-64)
- Young Adults (25-34)
- Youth (<25)
- Seniors (64+)