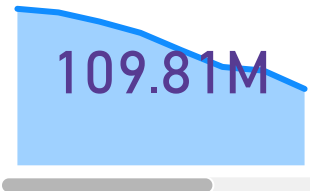
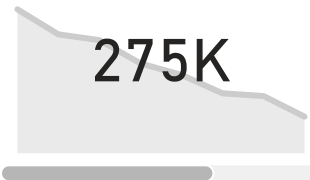


Overall Sales Summary

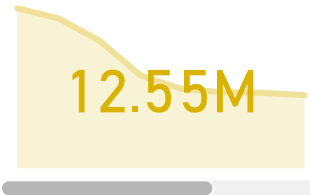
Sales



Order Quantity



Profit

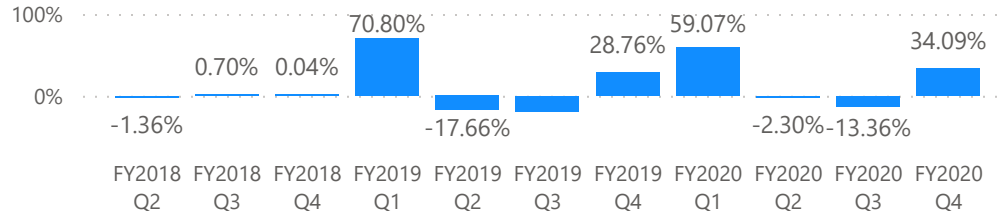


Channels

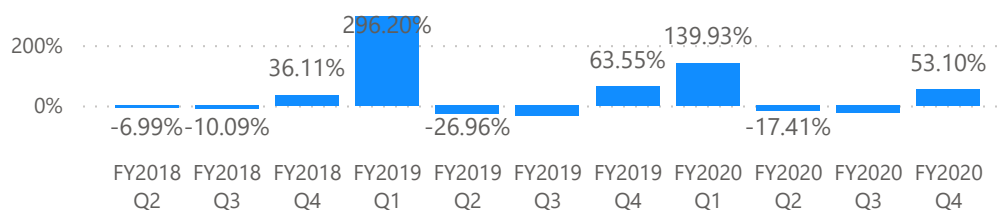
Internet Sales

29.36M

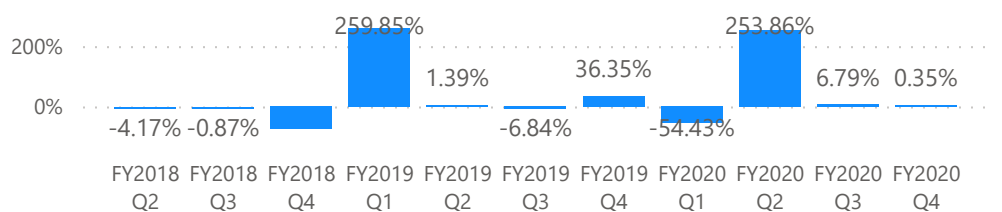
Sales Amount QoQ%



Order Quantity QoQ%

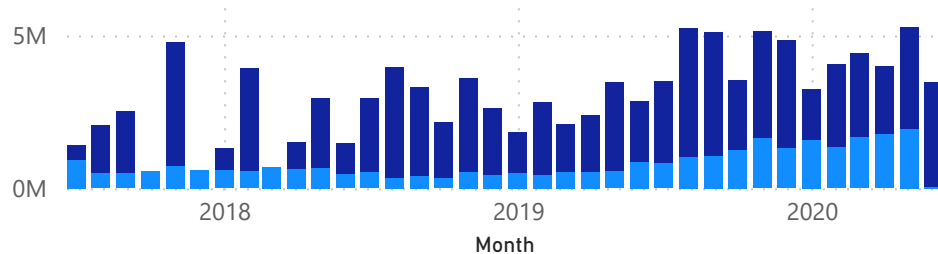


Profit QoQ%



Sales Amount by Month and Channel

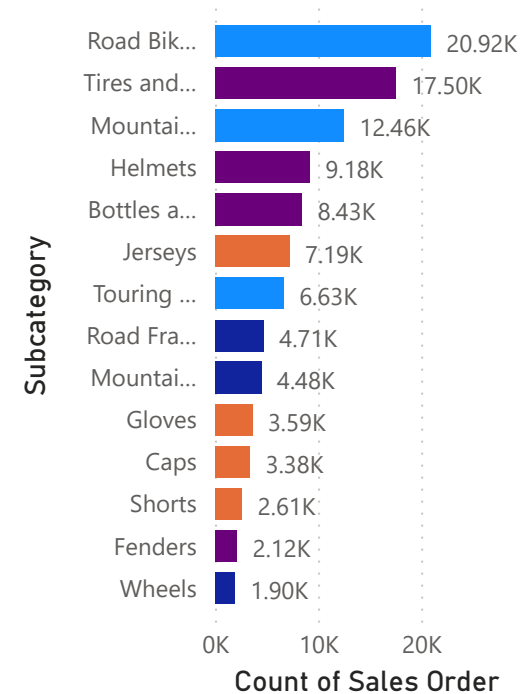
Channel Internet Reseller



Products

Total Sales Order by Subcategory

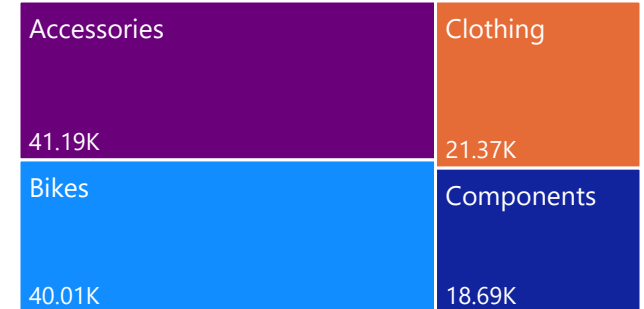
Catego... Accessories Bikes



Sales Amount of Resellers by Country-Reigon



Total Sales Order by Category



Product	Sum of Profit
All-Purpose Bike Stand	24,783.97
AWC Logo Cap	-1,203.20
Bike Wash - Dissolver	8,538.59
Total	12,551,366.25

Overall PM% Top 20 Products Sales%

30.30% 32.60%



Products

Profit Margin

Sales

Profit

Overall PM%

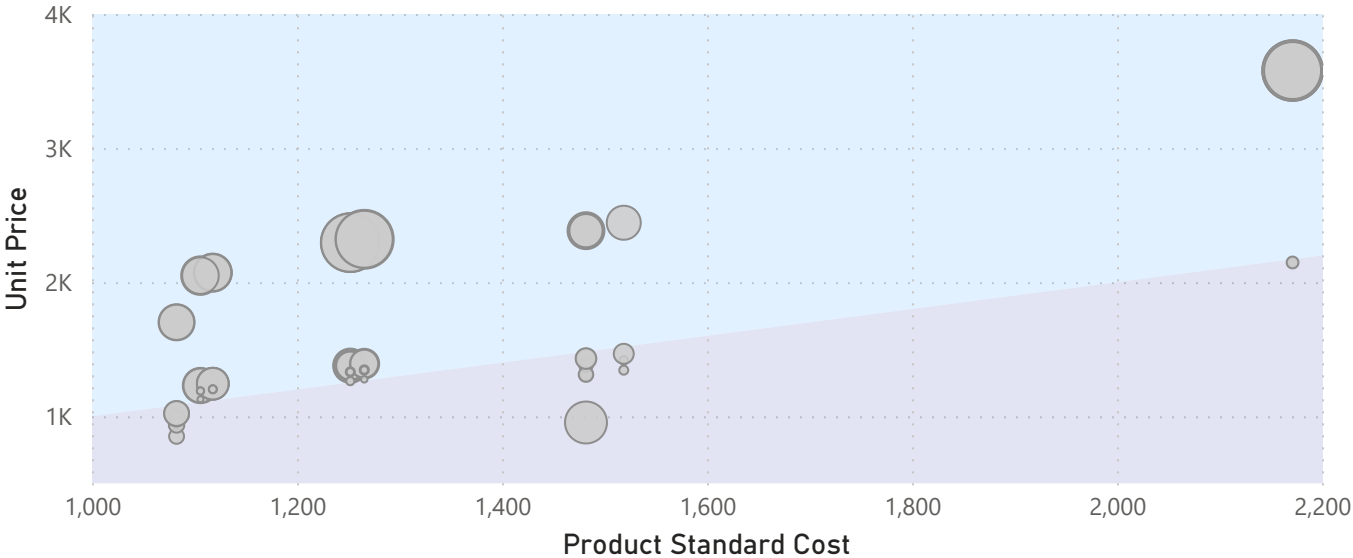
35.80M

6.20M

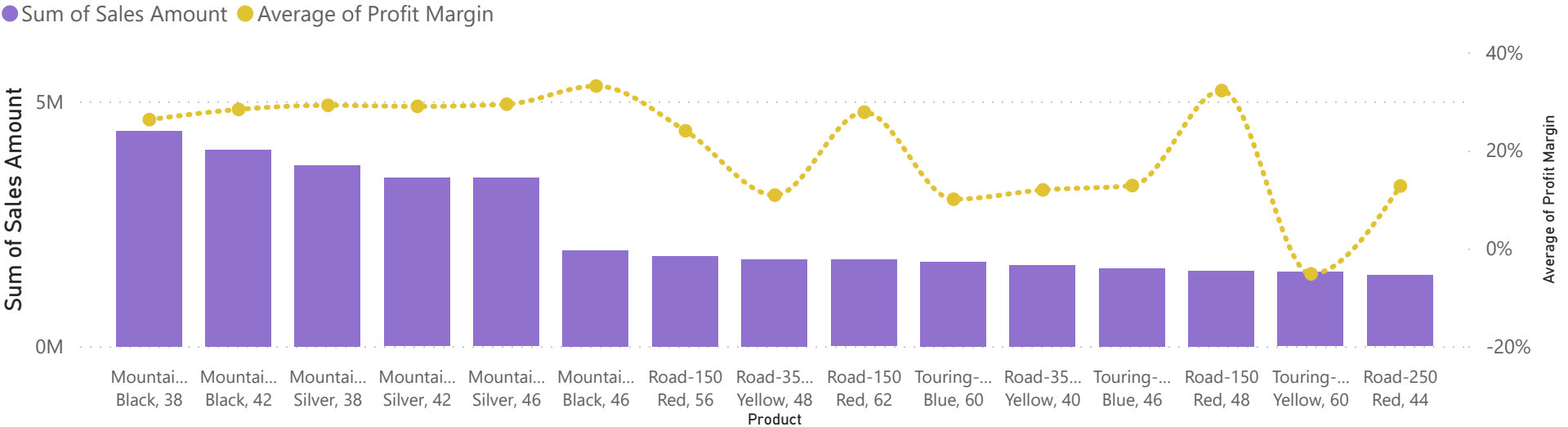
23.35%

Product	Profit Margin	Sum of Sales Amount
Mountain-200 Black, 38	46.03%	340,150
Mountain-200 Black, 42	46.03%	383,180
Mountain-200 Silver, 38	46.03%	360,420
Mountain-200 Silver, 42	46.03%	347,990
Mountain-200 Silver, 46	46.03%	370,780
Mountain-200 Black, 38	45.45%	954,710
Mountain-200 Black, 42	45.45%	979,960
Mountain-200 Black, 46	45.45%	961,600
Mountain-200 Silver, 38	45.45%	979,030
Mountain-200 Silver, 42	45.45%	909,430
Mountain-200 Silver, 46	45.45%	930,310
Road-150 Red, 48	39.32%	1,205,870
Road-150 Red, 56	39.32%	1,055,580
Road-150 Red, 62	39.32%	1,202,290
Touring-1000 Blue, 46	37.84%	421,980
Touring-1000 Blue, 60	37.84%	350,450
Touring-1000 Yellow, 60	37.84%	333,760
Road-250 Red, 44	37.84%	351,840
Road-350-W Yellow, 40	36.36%	418,440
Road-350-W Yellow, 48	36.36%	394,620
Mountain-200 Silver, 38	10.06%	95,690
Mountain-200 Silver, 42	10.06%	113,090
Mountain-200 Silver, 46	10.06%	113,090
Mountain-200 Silver, 38	10.06%	186,420
Mountain-200 Silver, 42	10.06%	167,780
Mountain-200 Silver, 46	10.06%	99,420
Total		35,798,281

Unit Price, Product Standard Cost, and Profit



Sales Amount and Profit by Top N Product



Pareto Analysis

TopN Products Sales

TopN Products

35.80M

Category

Accessories

Clothing

Bikes

Components

Fiscal Year

All



7/1/2017



6/15/2020



Channels



Customer Analysis

Customer Inquiry

Customer	Customer ID
Aaron Adams	AW00028866
Aaron Alexander	AW00020285
Aaron Allen	AW00020075
Aaron Baker	AW00017862
Aaron Bryant	AW00012067
Aaron Butler	AW00021414
Aaron Campbell	AW00021151
Aaron Carter	AW00027916
Aaron Chen	AW00028187

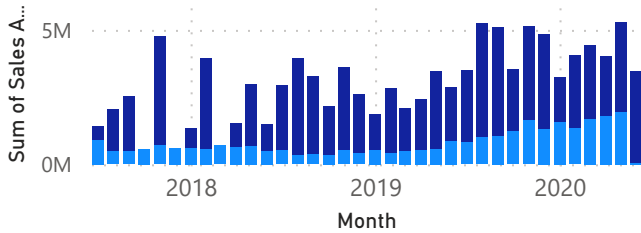
Name Search

Search

- ☐ Aaron Adams
- ☐ Aaron Alexander
- ☐ Aaron Allen
- ☐ Aaron Baker
- ☐ Aaron Bryant
- ☐ Aaron Butler
- ☐ Aaron Campbell
- ☐ Aaron Carter

Sales Amount by Month and Channel

Channel ● Internet ● Reseller

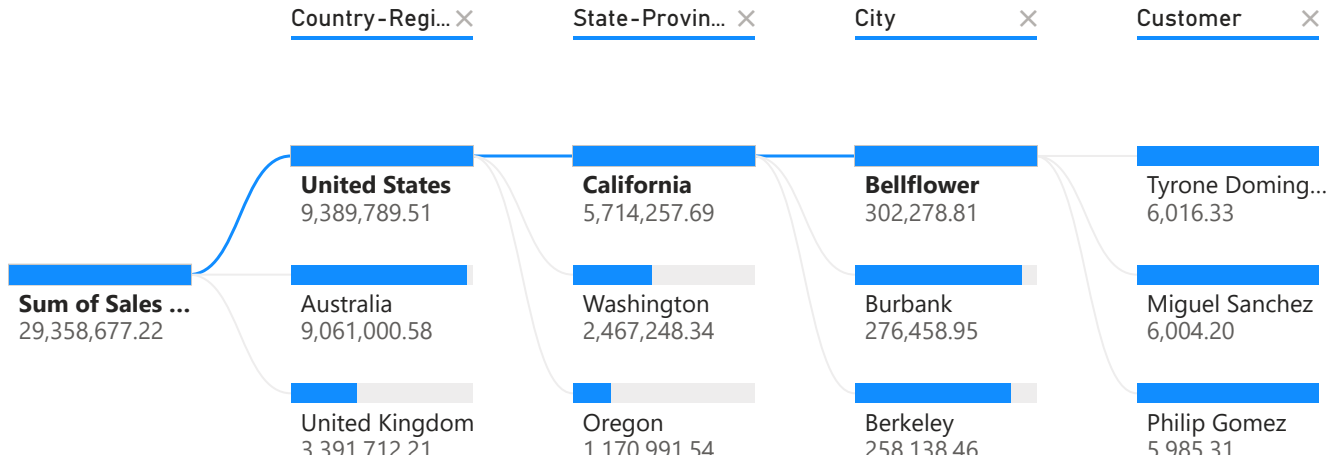


Total Sales Amount by Category



Internet

Internet Sales Breakdown



Country-Reigon, State-Province, and City

- ☐ Australia
- ☐ Canada
- ☐ France
- ☐ Germany
- ☐ United Kingdom

Fiscal Year

All



Reseller

Reseller ID	Reseller	Sum of Sales Amount	Profit Mar
AW00000001	A Bike Store	85,177.08	-10.0
AW00000001	A Bike Store	85,177.08	-1.1
AW00000001	A Bike Store	85,177.08	-1.1
AW00000001	A Bike Store	85,177.08	-1.1
AW00000001	A Bike Store	85,177.08	1.3
AW00000001	A Bike Store	85,177.08	1.3
AW00000001	A Bike Store	85,177.08	1.3
AW00000001	A Bike Store	85,177.08	1.3
AW00000001	A Bike Store	85,177.08	1.3
AW00000001	A Bike Store	85,177.08	1.5
AW00000001	A Bike Store	85,177.08	1.5
AW00000001	A Bike Store	85,177.08	40.4
AW00000002	Progressive Sports	25,199.50	-28.3
Total		80,450,596.98	

Reseller Sales Amount by City

