



Sales Overview

Australia

Europe

North America

2011

2012

2013

2014

60398

Quantity

27659

Orders

29.359K

Sales Amount

12.081K

Profit

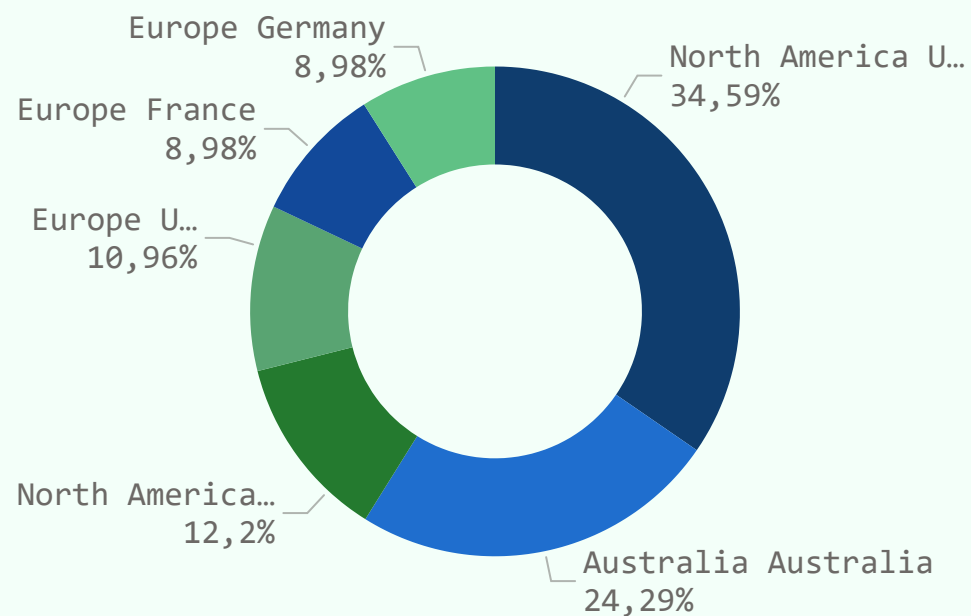
1.061

AOV

41,15 %

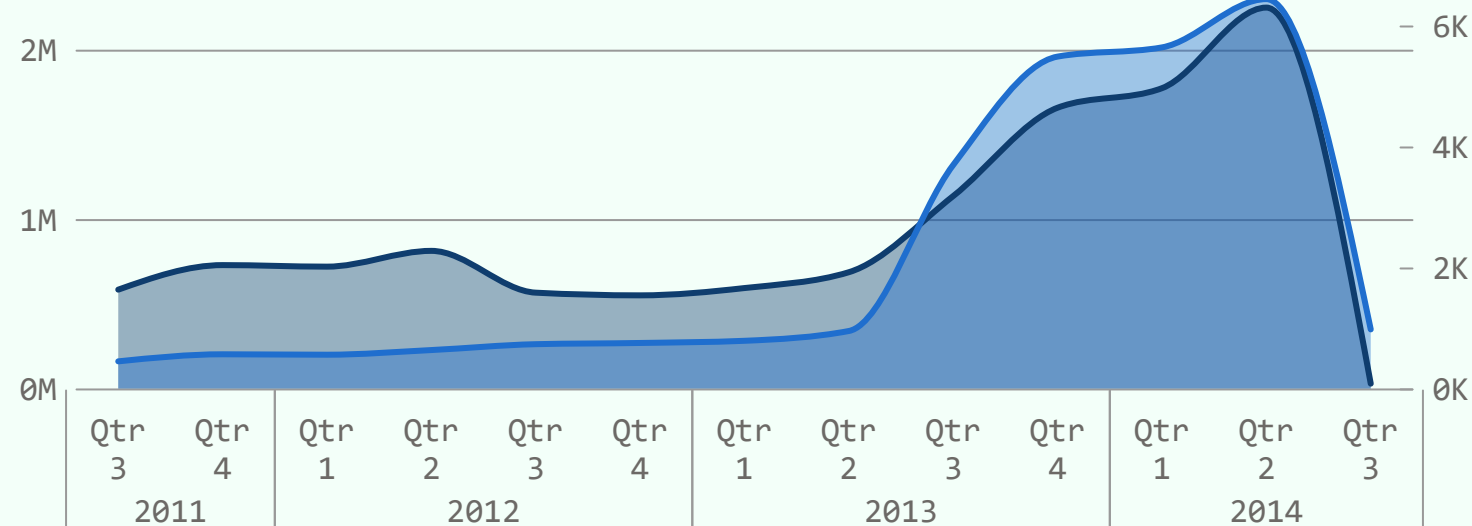
Profit Margin

Orders by Territory



Profit and Order Development

● Profit ● Orders



SalesOrders by Order, Due and Ship Date

Australia

Europe

North America

2011

2012

2013

2014

Year	Ordered	Orders Shipped	Orders Due Date
2011	1013	962	923
Qtr 3	448	414	383
July	146	106	79
August	156	161	157
September	146	147	147
Qtr 4	565	548	540
Total	27659	27659	27659

Average Days between Dates

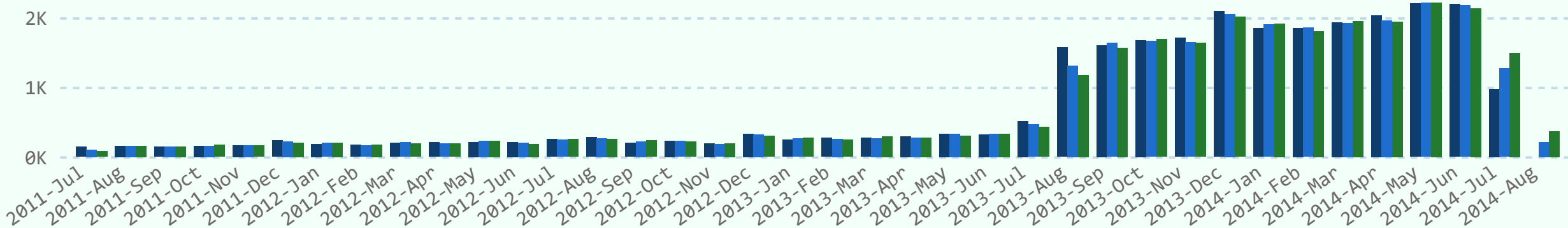
6,98	4,98	11,97
Order to Ship	Ship to Due	Order to Due

Total Ordered per Date

27659	27659	27659
Orders	Shipped	Due Date

Orders, Orders Shipped and Orders Due by YearMonth

●Orders ●Orders Shipped ●Orders Due



Product Sales

Australia

Europe

North America

2011

2012

2013

2014

KPIs by Product Category

Category	Quantity	Revenue	Profit
[-] Bikes	15205	28.318.145	11.505.797
[-] Road Bikes	8068	14.520.584	5.537.300
[-] Mountain Bikes	4970	9.952.760	4.513.624
[-] Touring Bikes	2167	3.844.801	1.454.873
[-] Accessories	36092	700.760	438.675
[-] Clothing	9101	339.773	136.413
Total	60398	29.358.677	12.080.884

Profit by Year, Quarter, Month

Year	Bikes	Accessories	Clothing	Total
[-] 2011	1.311.606			1.311.606
[-] 2012	2.646.850			2.646.850
[-] 2013	3.833.345	183.862	55.526	4.072.733
[-] 2014	3.713.995	254.813	80.887	4.049.695
Total	11.505.797	438.675	136.413	12.080.884

Quantity by Product

● Accessories ● Bikes ● Clothing

