SALES PERFORMANCE

2017   2020

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

Category ⌄
- ☐ Accessories
- ☐ Bikes
- ☐ Clothing
- ☐ Components

Overview

Product

SalesPerson

Recommendations

Total Revenue	YTD Revenue Growth
$77.55M	26.2%

Total Quantity	Total Order	Total Cost	Gross Profit Margin...
204K	**3,616**	**$72.3M**	**6.8%**

By Month

$7.0M $8.2M
$5.8M $9.5M $8.9M
$8.5M $5.6M $7.4M
$5.0M $4.9M
$3.7M $3.1M

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Category

🔒 Category   🔒 Product

Bikes
$64,069,033

Components
$11,226,375

Clothing
$1,714,056

Total Revenue
$77,548,570

Accessories
$539,106

Mountain-200 Black 38
$2,944,666

Mountain-200 Black 42
$2,517,355

Mountain-200 Silver 38
$2,240,091

Mountain-200 Silver 42
$2,108,686

⌄

SalesPerson Performance

Salesperson	Target ▼
Jillian Carson	71.3%
Jae Pak	69.9%
Tsvi Reiter	52.7%
Ranjit Varkey Chudukatil	48.9%
Linda Mitchell	42.3%
Rachel Valdez	40.8%
Lynn Tsoflias	37.9%
Michael Blythe	35.5%
Shu Ito	31.0%
José Saraiva	29.3%
David Campbell	21.7%
Garrett Vargas	16.1%
Tete Mensa-Annan	12.8%
Pamela Ansman-Wolfe	9.1%
Amy Alberts	7.7%
Syed Abbas	5.7%
Stephen Jiang	1.4%
Total	**18.1%**

PRODUCT PERFORMANCE

2017   2020

- [ ] Australia
- [ ] Canada
- [ ] France
- [ ] Germany
- [ ] United Kingdom
- [ ] United States

Category

- [ ] Accessories
- [ ] Bikes
- [ ] Clothing
- [ ] Components

Overview

Product

SalesPerson

Recommendations

Average Order Value	YoY_Sales Growth Rate	Total Quantity	Total Order
$21K	**26.2%**	**204K**	**3,616**

Product Category and SubCategory Profit

4M

2M

0M

Subcategory

Sales&Quantity by Color
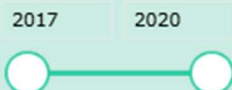
Color ● Black ● Blue ● Multi ● NA ▶

30K

25K

20K

15K

10K

5K

0K

$10K $100K $1,0.. $10,.. $100..

Total Quantity

Sum of Sales

Top Bottom Product Profit

Product	Value
Mountain-200 Black 38	$587K
Mountain-200 Black 42	$568K
Mountain-200 Silver 38	$404K
Touring-1000 Yellow 50	($91K)
Touring-1000 Yellow 46	($164K)
Touring-1000 Yellow 60	($192K)

($200K) $0K $200K $400K $600K

SALESPERSON PERFORMANCE

2017   2020

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

Category ∨
- ☐ Accessories
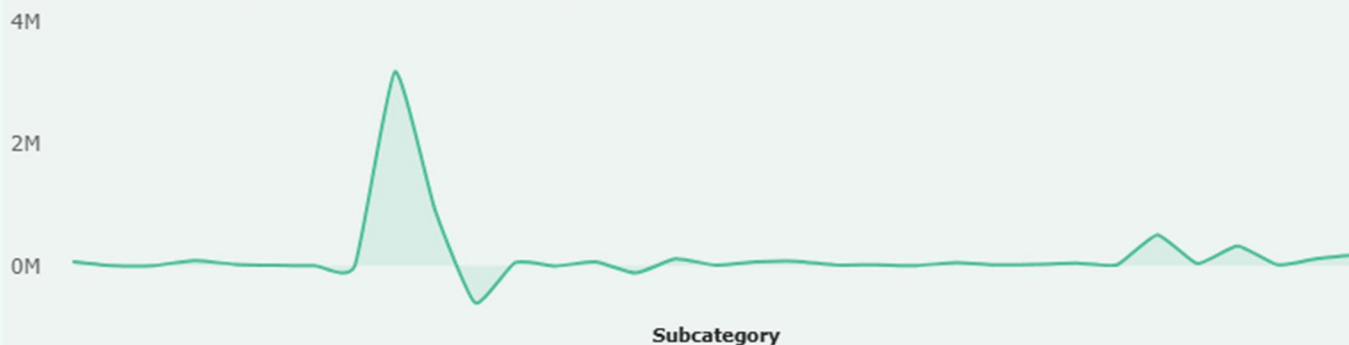- ☐ Bikes
- ☐ Clothing
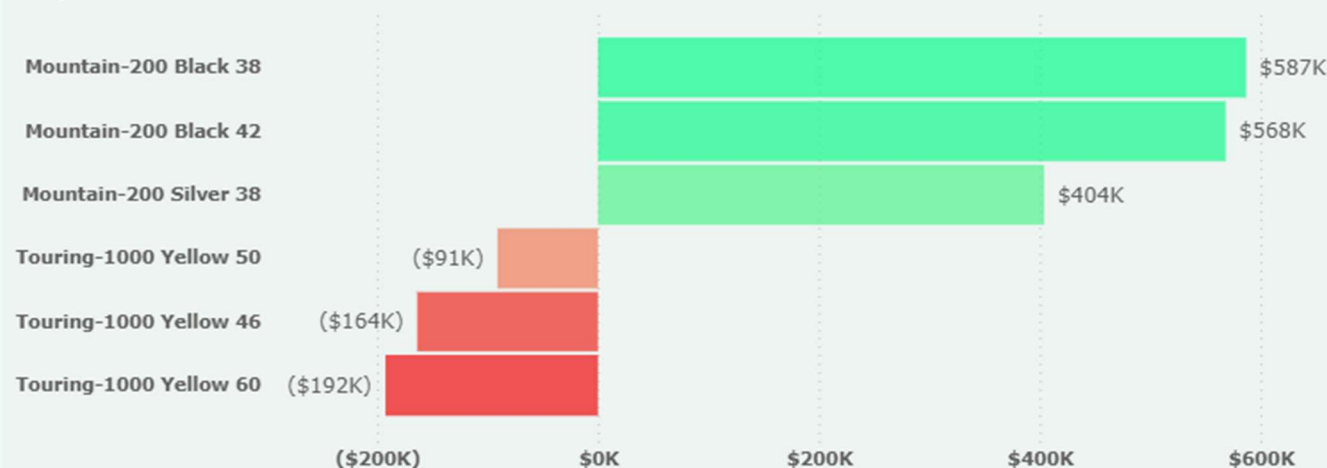- ☐ Components

Overview

Product
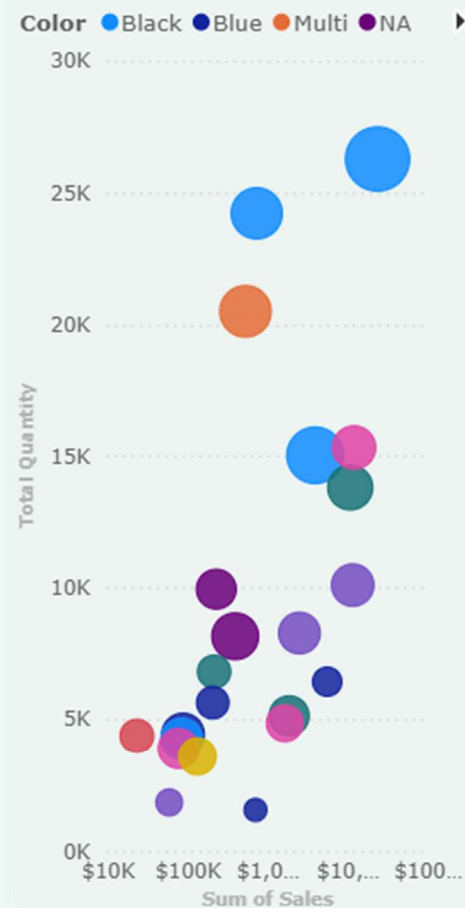
SalesPerson

Recommendations

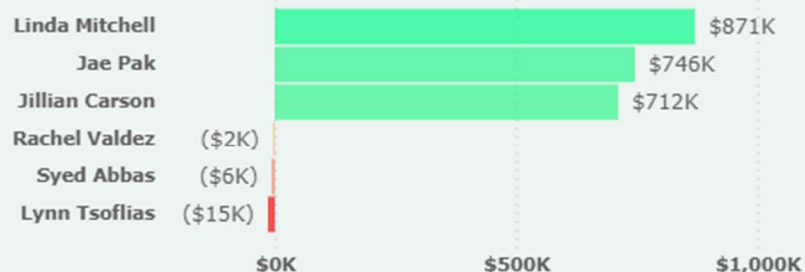| Avg. Sales Volume	Total Revenue	Total Quantity	Total Order	Total Cost	Gross Profit Margi...
$379.9	**$77.55M**	**204K**	**3,616**	**$72.3M**	**6.8%**

Sales Target

Salesperson	Target	%GT Profit	% Total Revenue
Linda Mitchell	42.3%	16.56%	13.10%
Jillian Carson	71.3%	13.53%	12.58%
Michael Blythe	35.5%	11.30%	11.54%
Jae Pak	69.9%	14.19%	10.44%
Tsvi Reiter	52.7%	9.43%	9.00%
Shu Ito	31.0%	5.34%	8.10%
José Saraiva	29.3%	7.17%	7.14%
Ranjit Varkey Chudukatil	48.9%	5.00%	5.71%
David Campbell	21.7%	7.07%	4.66%
Garrett Vargas	16.1%	3.12%	4.50%
Pamela Ansman-Wolfe	9.1%	5.81%	4.11%
Tete Mensa-Annan	12.8%	1.39%	2.82%
Rachel Valdez	40.8%	-0.04%	2.17%
Lynn Tsoflias	37.9%	-0.28%	1.57%
Stephen Jiang	1.4%	0.04%	1.38%
Amy Alberts	7.7%	0.48%	0.95%
Syed Abbas	5.7%	-0.12%	0.22%
Total	**18.1%**	**100.00%**	**100.00%**

Target of SalePerson by Product

Category ×

- Bikes 15%
- Components 3%
- Target 18%
- Clothing 0%
- Accessories 0%

Top & Bottom 3 Salesperson by Profit

Salesperson	Profit
Linda Mitchell	$871K
Jae Pak	$746K
Jillian Carson	$712K
Rachel Valdez	($2K)
Syed Abbas	($6K)
Lynn Tsoflias	($15K)

$0K $500K $1,000K
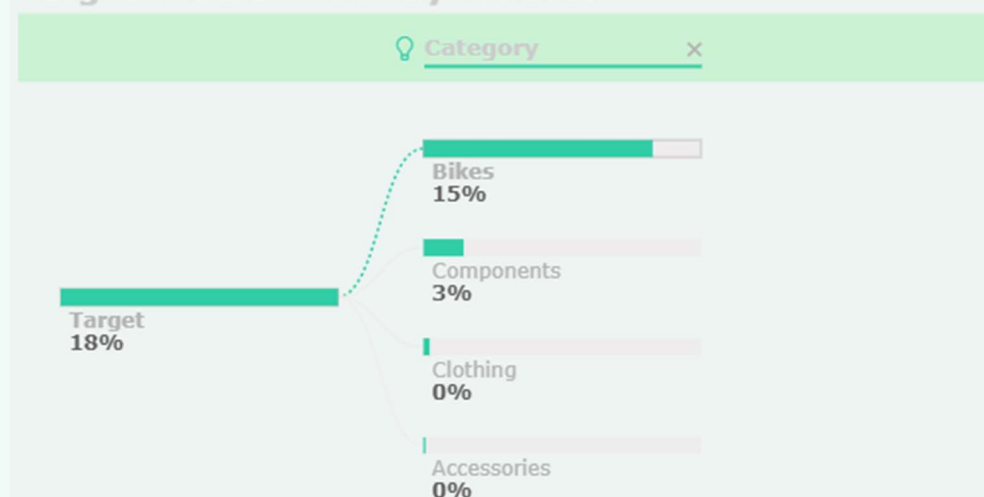
Top & Bottom 3 Reseller by Profit

Reseller	Profit
Latest Sports Equip...	$165K
Great Bikes	$139K
Brakes and Gears	$137K
Westside Plaza	($16K)
Camping and Sports...	($22K)
Metro Metals Co.	($26K)

$0K $100K $200K
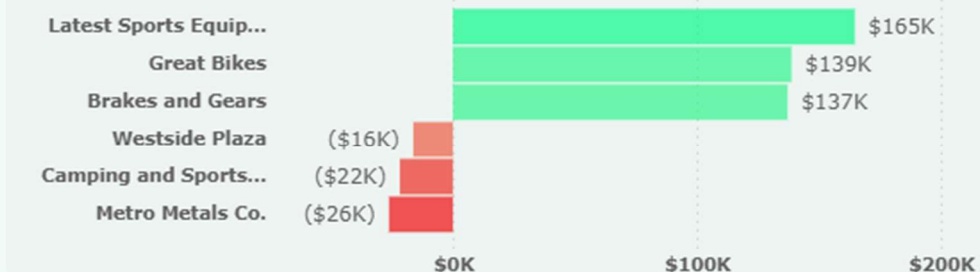
Sales Performance Insights

1. Sales Team Effectiveness

Top Performers

Jillian Carson (71.3%) and Jae Pak (69.9%) are delivering exceptional sales performance.

Recommendation: Document and share their effective sales techniques to replicate success across the wider team.

Underperformers

Stephen Jiang (1.4%), Syed Abbas (5.7%), and Amy Alberts (7.7%) are consistently underperforming.

Recommendation: Implement tailored coaching, review territory allocations, and reassess incentive structures to support performance improvement.

2. Product and Category Performance

High-Performing Products

The "Mountain-200 Black 38" and "Mountain-200 Black 42" models are significant revenue drivers.

Recommendation: Focus on strategic promotions, bundling offers, and loyalty schemes centred around these high-performing items.

Underperforming Categories

Clothing and Accessories continue to contribute less to revenue and profitability.

Recommendation: Consider refreshing product ranges, rebranding efforts, or limited-period promotional campaigns to stimulate demand.

3. Monthly Sales Trends

Identified Revenue Gaps

January ($3.7M), June ($3.1M), and October ($4.9M) underperform in comparison to peak months.

Recommendation: Examine seasonal trends and implement targeted marketing and resourcing strategies to address these fluctuations.

4. Financial Performance

Gross Profit Margin

The current gross profit margin of 6.8% suggests there may be inefficiencies in cost management.

Recommendation: Carry out a detailed cost-to-margin analysis per product and sales channel. Consider renegotiating supplier terms or exploring premium pricing strategies where feasible.

Product Performance Snapshot (2017–2020)

1. Overall Sales Momentum

- **Year-on-Year Growth:** 26.2%, reflecting sustained positive growth.
- **Average Order Value:** $21K, indicating high-value transactions.
- **Total Quantity Sold:** 204,000 units across 3,616 orders, confirming strong market demand.

2. Product-Level Profitability

Top 3 Products by Profit

- Mountain-200 Black 38 — $587K profit
- Mountain-200 Black 42 — $568K profit
- Mountain-200 Silver 38 — $404K profit

Strategic Recommendations

Sales Team Development

- **Support Low Performers:** Provide structured coaching and clearer performance metrics for Stephen Jiang, Syed Abbas, and Amy Alberts.
- **Replicate High Performance:** Capture and standardise the sales techniques of Jillian Carson and Jae Pak for internal best-practice training.

Product and Category Strategy

- **Capitalise on Best-Sellers:** Maintain strong stock levels and prioritise promotions for Mountain-200 models. Consider cross-selling and loyalty initiatives.
- **Revamp Weak Categories:** Refresh the offering in Clothing and Accessories. Introduce seasonal campaigns or reposition the categories to appeal to evolving customer preferences.

Monthly Revenue Optimisation

- **Address Low Revenue Months:** Focus on January, June, and October with tailored promotional activity and demand planning based on historical performance.

Profitability and Cost Management

- **Improve Margins:** Identify high-revenue but low-margin sales. Explore cost reduction measures through supplier renegotiations or differentiated pricing for premium products.

Additional Insights

1. Salesperson Profitability

- **Top Performer:** Linda Mitchell led with $871K profit and contributed 16.56% of gross profit.
- **Underperformers:** Lynn Tsoflias and Syed Abbas recorded negative profit margins, with Rachel Valdez generating a loss of ($2K) despite 2.17% revenue share.
- **Recommendation:** Undertake performance reviews and address sales strategies leading to profit erosion.

2. Sales Target Allocation

Sales targets are heavily skewed towards Bikes (15%), with limited focus on Components (3%) and none on Clothing or Accessories, which represent untapped upsell opportunities.

Recommendation: Rebalance sales efforts to include underutilised categories and support margin growth.

3. Reseller Profitability

- **High Performer:** Latest Sports Equipment yielded £165K profit, demonstrating a successful partnership.
- **Low Performers:** Metro Metals Co. and Camping and Sports contributed losses of ($26K) and ($22K) respectively.
- **Recommendation:** Review partnership agreements and evaluate the commercial viability of each reseller. Consider renegotiating terms or phasing out loss-making relationships.

Conclusion

The business has demonstrated robust growth, underpinned by strong individual performers and high-margin products. However, performance gaps exist within the sales team, product mix, and across monthly cycles. Addressing these issues through targeted interventions, better cost control, and more strategic focus will enable the organisation to improve profitability, sustain growth, and optimise operational efficiency.