OVERVIEW |

Sales
43.62M
vs LY: 33.52M (+30.12%)

Top 20 %Sales
54.1%

Profit Margin
14.3%
vs LY: 1.5% (+844.19%)

Sales Quantity
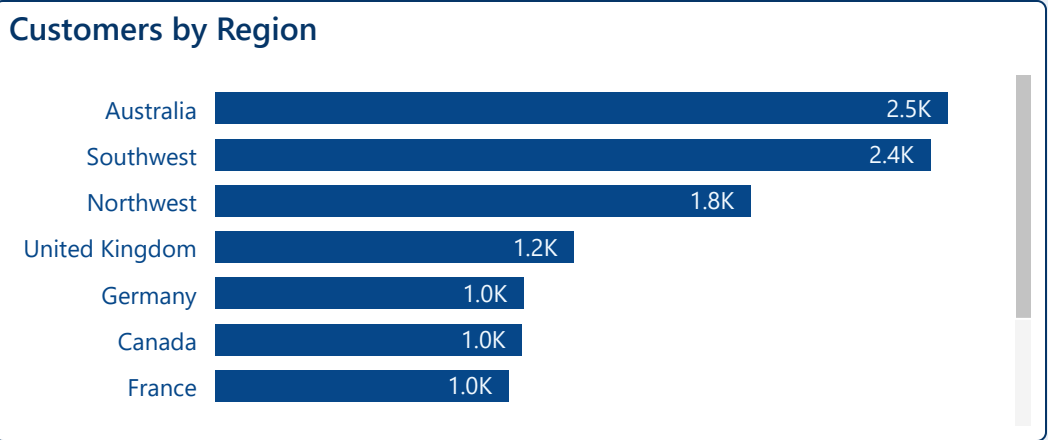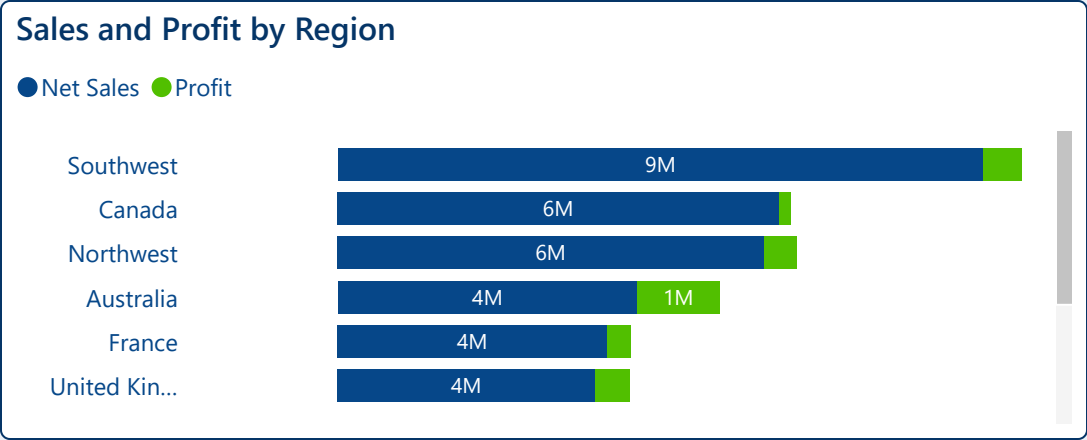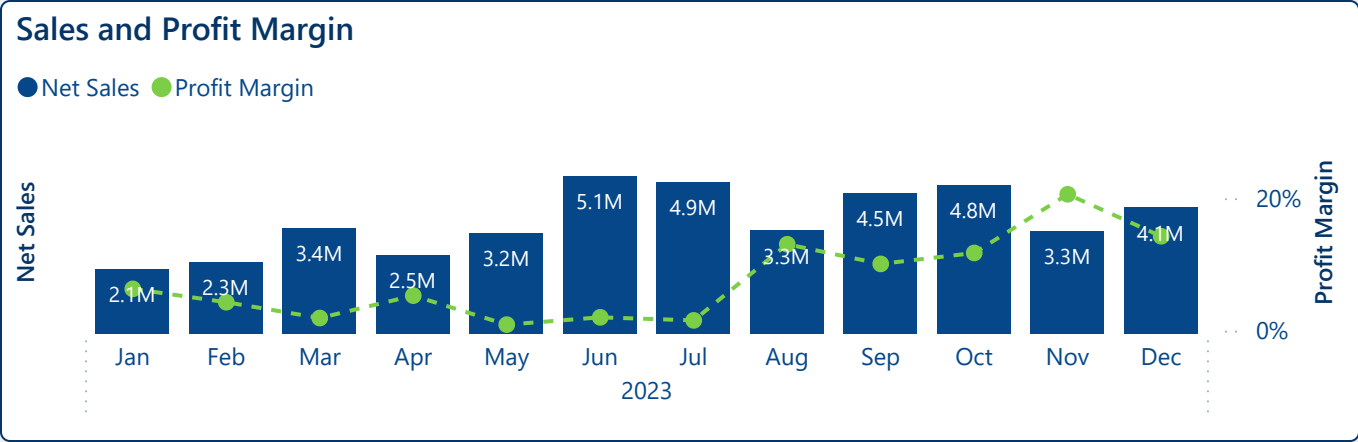### 11,049
vs LY: 378 (+2823.02%)

Customers
11,095
vs LY: 3,162 (+250.89%)

Orders
14,182
vs LY: 3,915 (+262.25%)

Sales and Profit Margin

● Net Sales ● Profit Margin

Net Sales / Profit Margin — 2023

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2.1M	2.3M	3.4M	2.5M	3.2M	5.1M	4.9M	3.3M	4.5M	4.8M	3.3M	4.1M

%Profit by Category

Bikes 77.1%
Accessories 9.9%
Components 8.7%
Clothing

Sales and Profit by Region

● Net Sales ● Profit

Region	Net Sales
Southwest	9M
Canada	6M
Northwest	6M
Australia	4M / 1M
France	4M
United Kin...	4M

Customers by Region

Region	Customers
Australia	2.5K
Southwest	2.4K
Northwest	1.8K
United Kingdom	1.2K
Germany	1.0K
Canada	1.0K
France	1.0K

Region Performance

Continent	Country	%Sales	%Sales Quantity	%Orders	%Profit
⊞ North America		67.37%	70.05%	50.28%	30.08%
⊟ Europe	⊞ FR	8.73%	8.43%	8.98%	10.09%
	⊞ GB	8.33%	8.16%	10.77%	14.37%
	⊞ DE	5.88%	6.18%	8.71%	10.92%
⊞ Pacific		9.70%	7.18%	21.26%	34.55%

Product Performance

Product Category	Net Sales	vs LY	Sales Qua...	%Quantity	Profit	PM
⊞ Bikes	36,266,829	●	37,748	29%	2,585,427	7.1%
⊞ Clothing	1,067,690	●	37,180	28%	145,852	13.7%
⊞ Accessories	675,025	●	32,153	24%	332,157	49.2%
⊞ Components	5,612,935	●	24,707	19%	290,926	5.2%
Total	**43,622,479**		**131,788**	**100%**	**3,354,363**	**7.7%**

SALES |

Sales
43.62M
vs LY: 33.52M (+30.12%)

Profit
3.35M
vs LY: 0.95M (+253.76%)

Profit Margin
14.3%
vs LY: 1.5% (+844.19%)
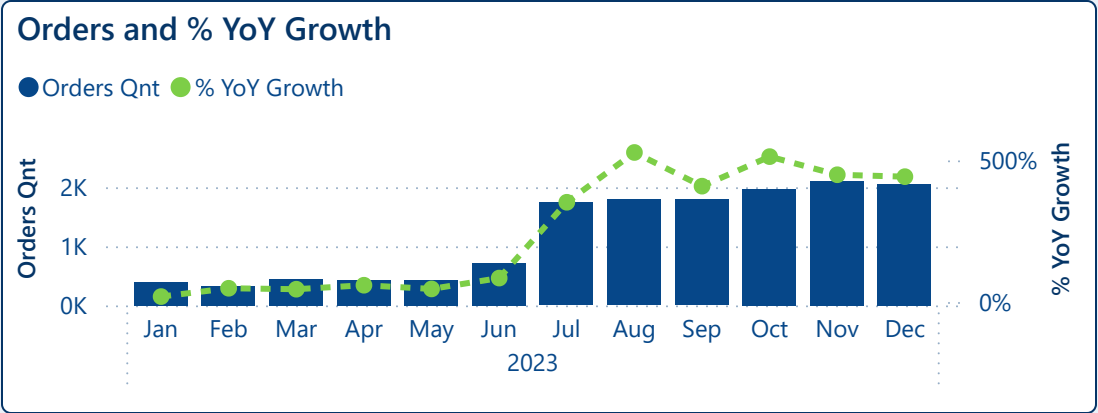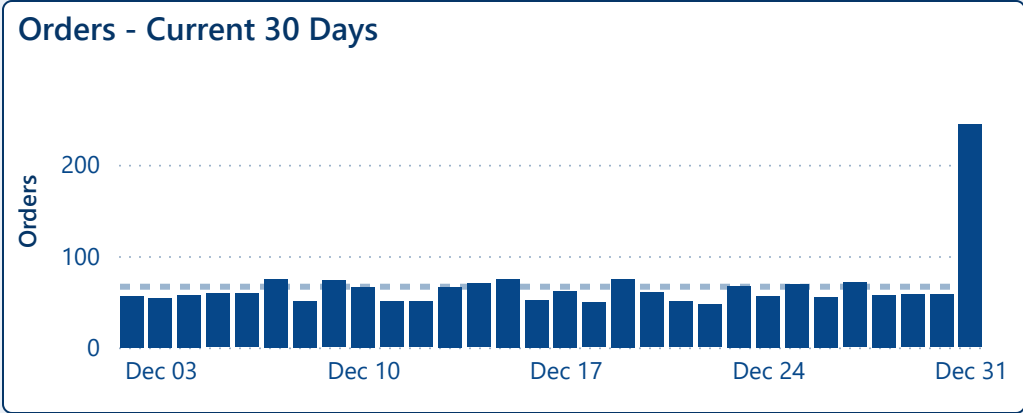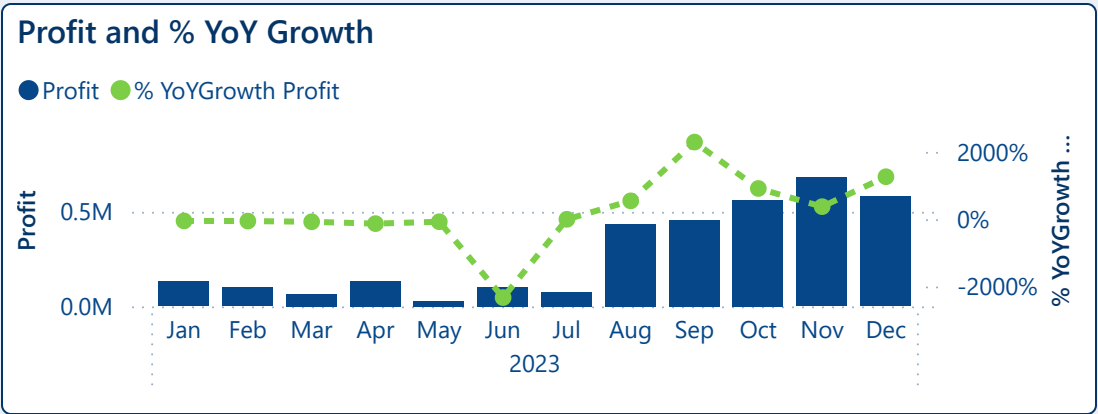
Sales Quantity
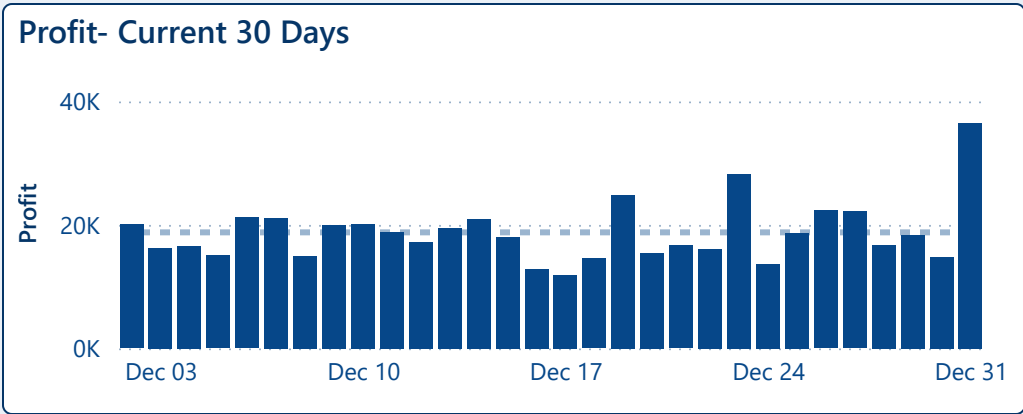### 11,049
vs LY: 378 (+2823.02%)

Orders
14,182
vs LY: 3,915 (+262.25%)

Order Value
3.08K
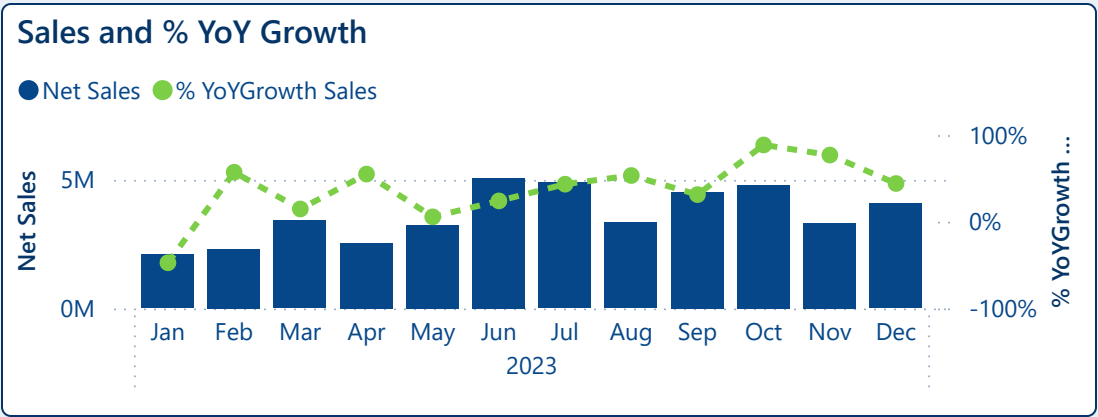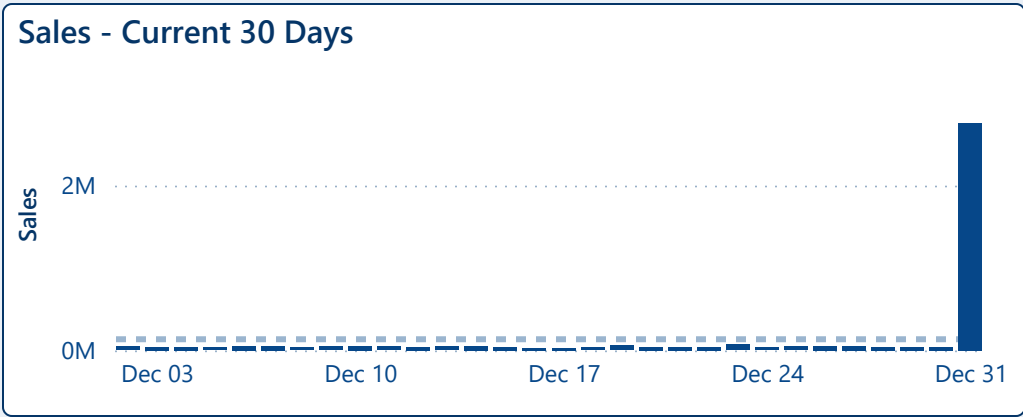
Sales - Current 30 Days

Profit- Current 30 Days

Orders - Current 30 Days

Sales and % YoY Growth
● Net Sales ● % YoYGrowth Sales

Profit and % YoY Growth
● Profit ● % YoYGrowth Profit

Orders and % YoY Growth
● Orders Qnt ● % YoY Growth

PRODUCT |

Sales
43.62M
vs LY: 33.52M (+30.12%)

Top 20 %Sales
54.1%

Profit Margin
14.3%
vs LY: 1.5% (+844.19%)

Sales Quantity
11,049
vs LY: 378 (+2823.02%)

Orders
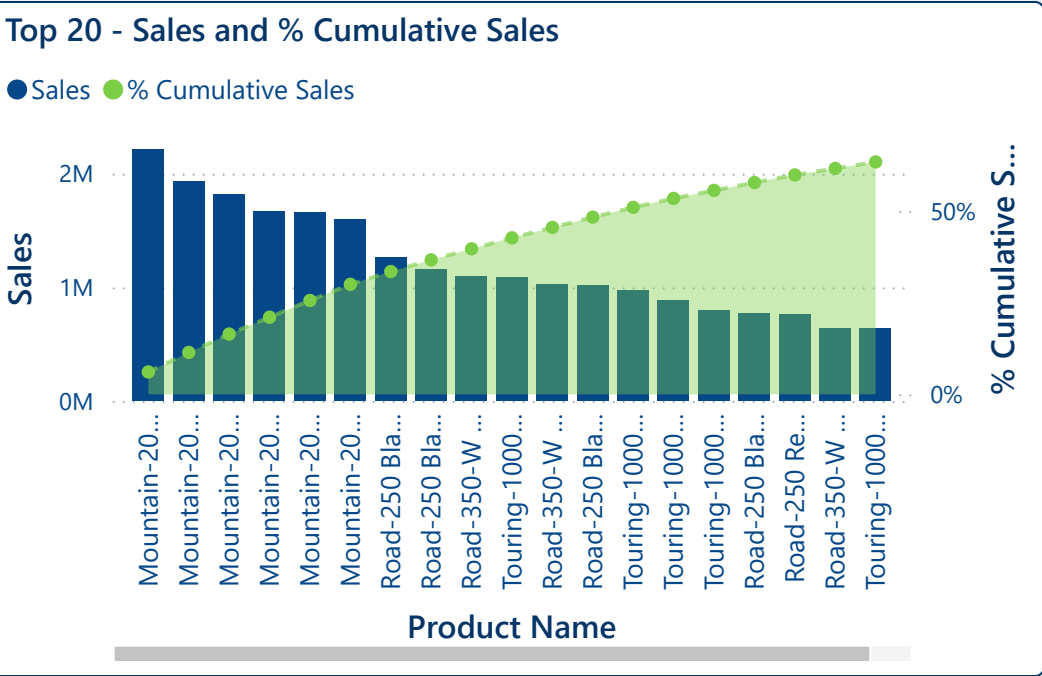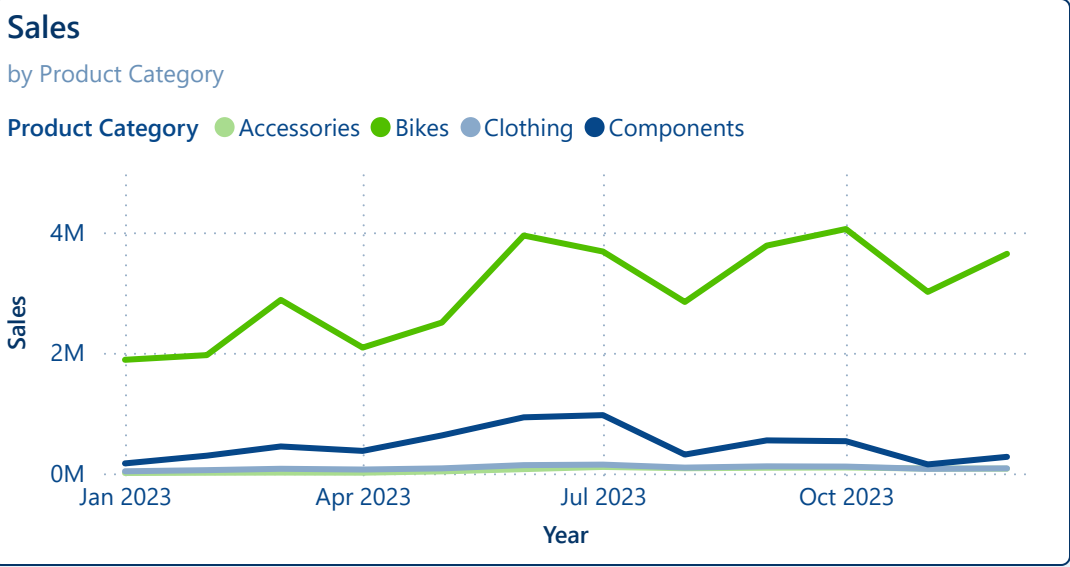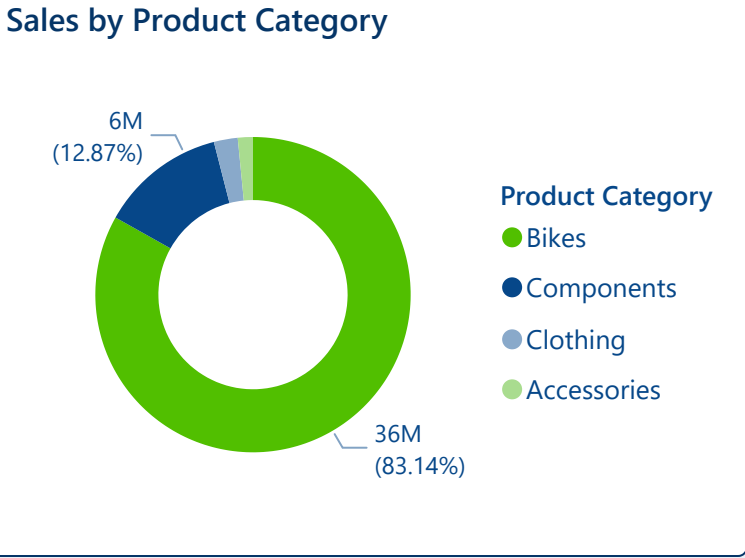**14,182**
vs LY: 3,915 (+262.25%)

Products
295

Select Metric
- ■ Sales
- ☐ Sales Quantity
- ☐ Profit

Sales by Product Category

6M (12.87%)
36M (83.14%)

Product Category
- ● Bikes
- ● Components
- ● Clothing
- ● Accessories

Sales
by Product Category

Product Category   ● Accessories   ● Bikes   ● Clothing   ● Components

Jan 2023   Apr 2023   Jul 2023   Oct 2023
Year

Top 20 - Sales and % Cumulative Sales
● Sales   ● % Cumulative Sales

Product Name

Product Category	Sales	vs LY	Sales Quantity	%Quantity	Profit	PM
⊟ Bikes	36,266,829	●	37,748	29%	2,585,427	7.1%
⊞ Road Bikes	14,819,267	●	16,698	13%	588,864	4.0%
⊞ Mountain ...	13,030,875	●	11,734	9%	2,416,703	18.5%
⊞ Touring Bi...	8,416,688	●	9,316	7%	-420,141	-5.0%
⊞ Components	5,612,935	●	24,707	19%	290,926	5.2%
⊟ Clothing	1,067,690	●	37,180	28%	145,852	13.7%
⊞ Jerseys	402,271	●	12,104	9%	-82,388	-20.5%
⊞ Shorts	237,573	●	5,761	4%	87,775	36.9%
⊞ Vests	170,681	●	4,537	3%	62,932	36.9%
⊞ Gloves	105,683	●	5,952	5%	39,283	37.2%
⊞ Tights	62,278	●	1,398	1%	19,033	30.6%
⊞ Bib-Shorts	50,218	●	936	1%	15,472	30.8%
Total	**43,622,479**	●	**131,788**	**100%**	**3,354,363**	**7.7%**

REGION |

Select Metric ⌄

- ☐ Sales
- ☑ Sales Quantity
- ☐ Profit
- ☐ Orders Quantity

Sales

43.62M

vs LY: 33.52M (+30.12%)

Profit Margin

1.3%

vs LY: -4.5% (+129.08%)

Sales Quantity

131,788

vs LY: 3,915 (+3266.23%)

Orders

14,182

vs LY: 3,915 (+262.25%)

Sales Quantity by Country

Microsoft Azure

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Sales Quantity

Region	Accessories	Bikes	Clothing	Components	Total
Southwest	6,209	8,107	7,167	5,199	**26,682**
Canada	5,457	5,603	7,063	4,430	**22,553**
Northwest	4,125	5,226	4,149	3,952	**17,452**
France	2,865	3,130	2,897	2,221	**11,113**
United Kingdom	3,189	2,961	2,881	1,725	**10,756**
Australia	4,074	2,797	1,914	674	**9,459**
Central	1,103	2,957	2,847	1,905	**8,812**
Northeast	1,286	2,577	2,966	1,970	**8,799**
Total	**32,153**	**37,748**	**37,180**	**24,707**	**131,788**

Region Performance

Continent	Country	%Sales	%Sales Quantity	%Orders	%Profit
⊟ North America	⊞ US	53.09%	52.94%	37.00%	25.36%
	⊞ CA	14.28%	17.11%	13.28%	4.71%
⊟ Europe	⊞ FR	8.73%	8.43%	8.98%	10.09%
	⊞ GB	8.33%	8.16%	10.77%	14.37%
	⊞ DE	5.88%	6.18%	8.71%	10.92%
⊟ Pacific	⊞ AU	9.70%	7.18%	21.26%	34.55%

Customers

11,095

vs LY: 3,915 (+183.4%)

Sales

43.62M

vs LY: 33.52M (+30.12%)

Profit

3.35M

vs LY: 0.95M (+253.76%)

Profit Margin

14.3%
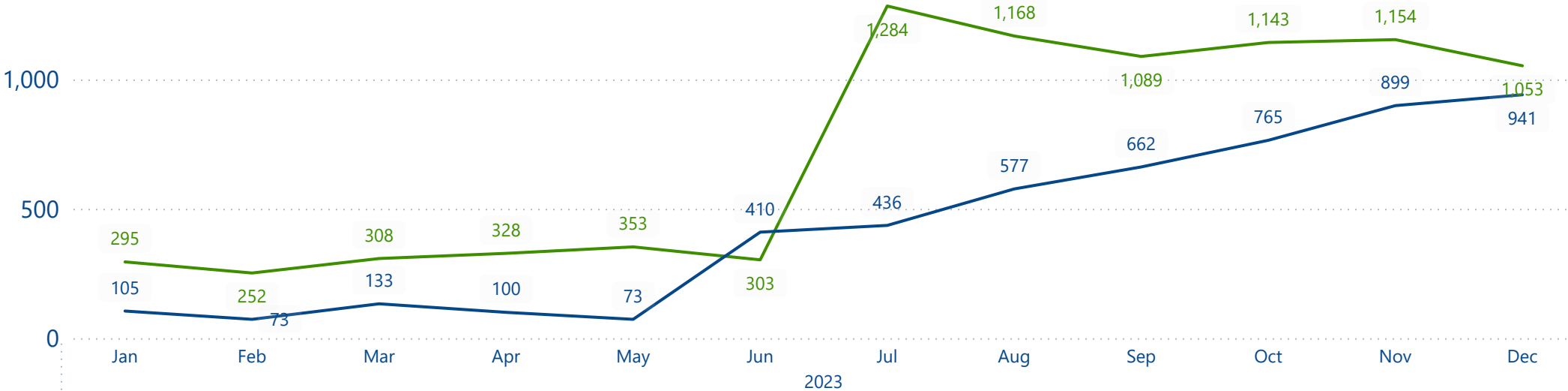
vs LY: 1.5% (+844.19%)

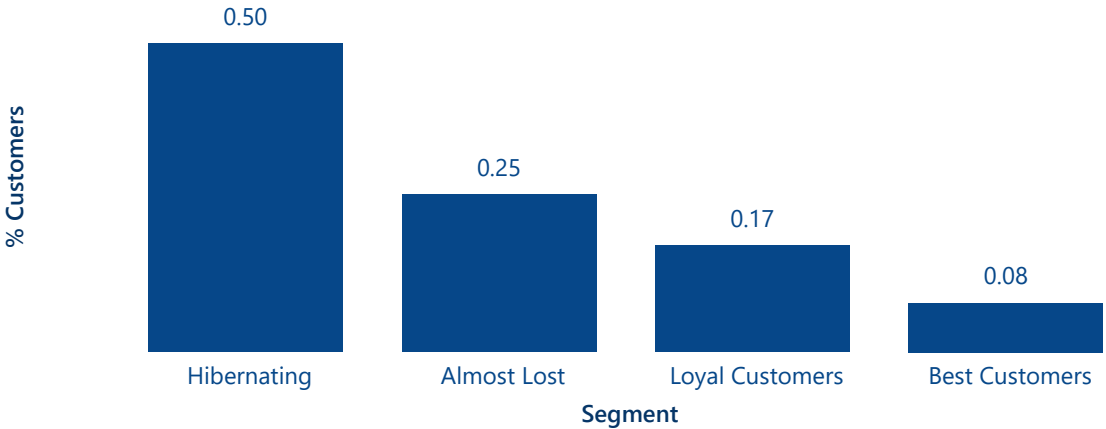## Sales Quantity

11,049

vs LY: 378 (+2823.02%)

Orders

14,182

vs LY: 3,915 (+262.25%)

Number of Customers

● New Customers ● Retained Customers

New Customers: 295, 252, 308, 328, 353, 303, 1,284, 1,168, 1,089, 1,143, 1,154, 1,053

Retained Customers: 105, 73, 133, 100, 73, 410, 436, 577, 662, 765, 899, 941

Months: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec — 2023

User Segmentation

Segment	% Customers
Hibernating	0.50
Almost Lost	0.25
Loyal Customers	0.17
Best Customers	0.08

Customer Segmentation Overview (2023)

Customers are segmented using Recency, Frequency, and Monetary (RFM) analysis—measuring how recently, how often, and how much each customer spent. This helps identify engagement levels and prioritize marketing efforts:

- **Hibernating**: Long time since last purchase, low activity.
- **Almost Lost**: Previously active, now at risk of churn.
- **Loyal Customers**: Consistent high spenders with less recent activity.
- **Best Customers**: Most engaged and high-spending.