

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

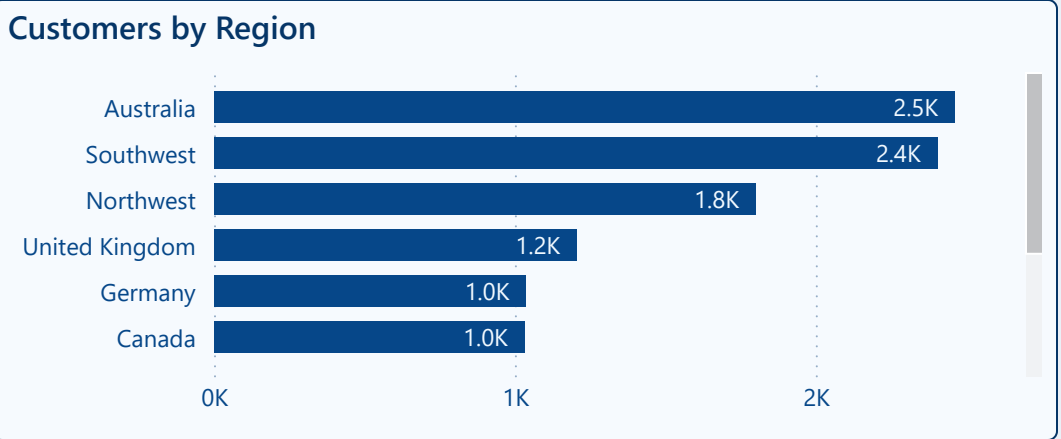
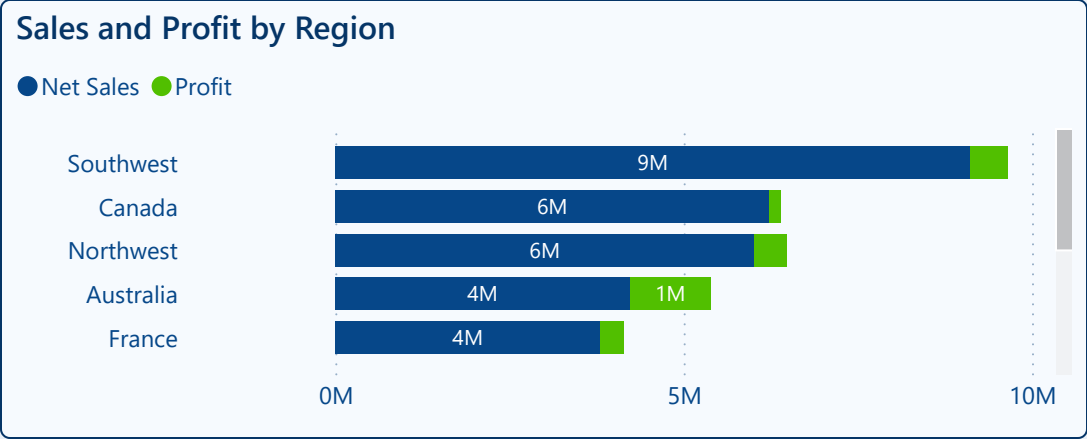
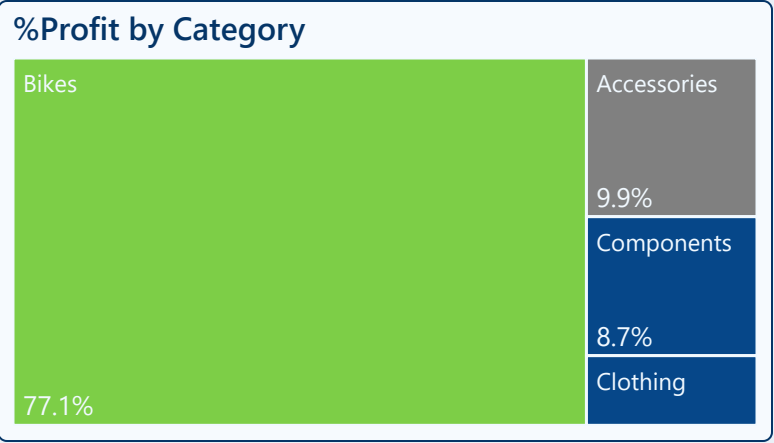
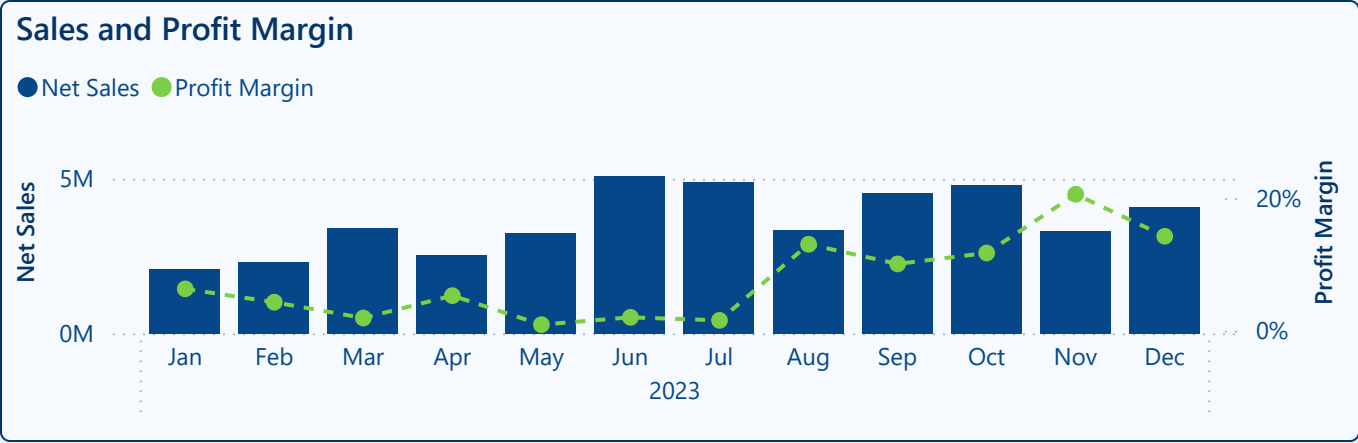
11,095

vs LY: 3,162 (+250.89%)

Orders

14,182

vs LY: 3,915 (+262.25%)



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

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%)

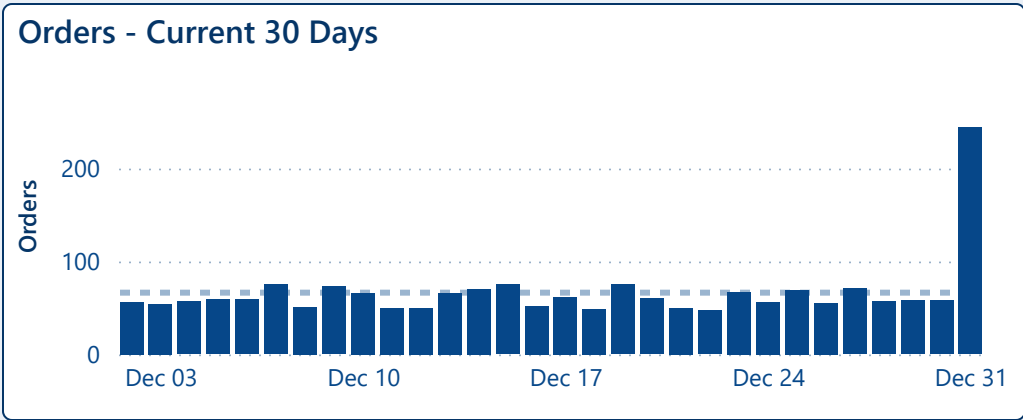
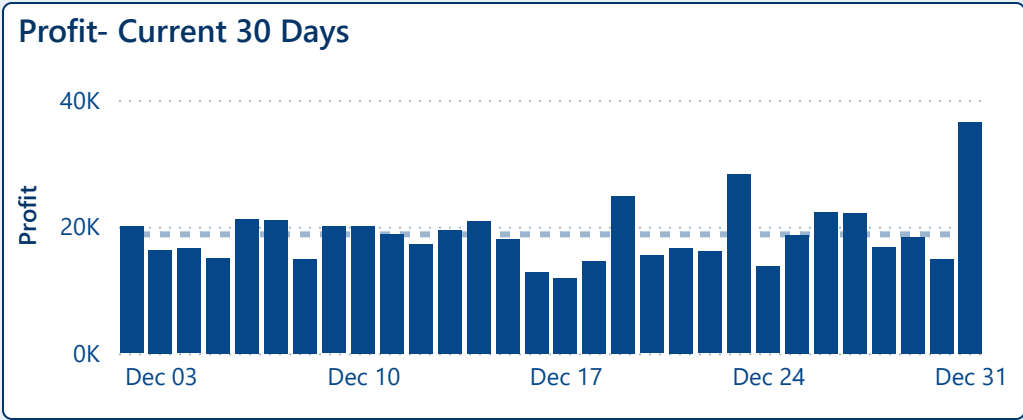
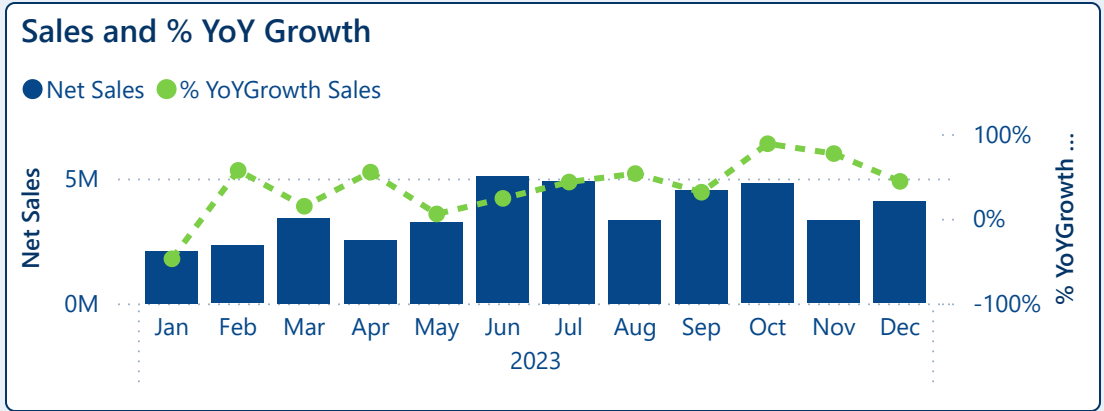
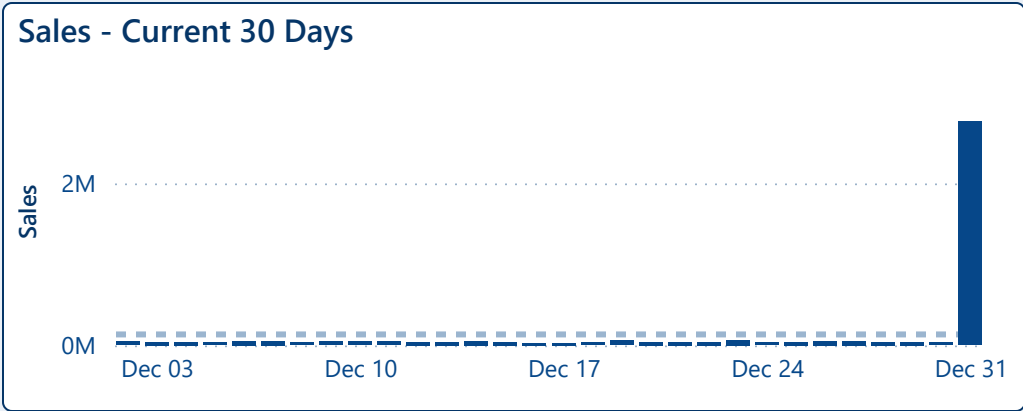
Orders

14,182

vs LY: 3,915 (+262.25%)

Order Value

3.08K



Sales

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

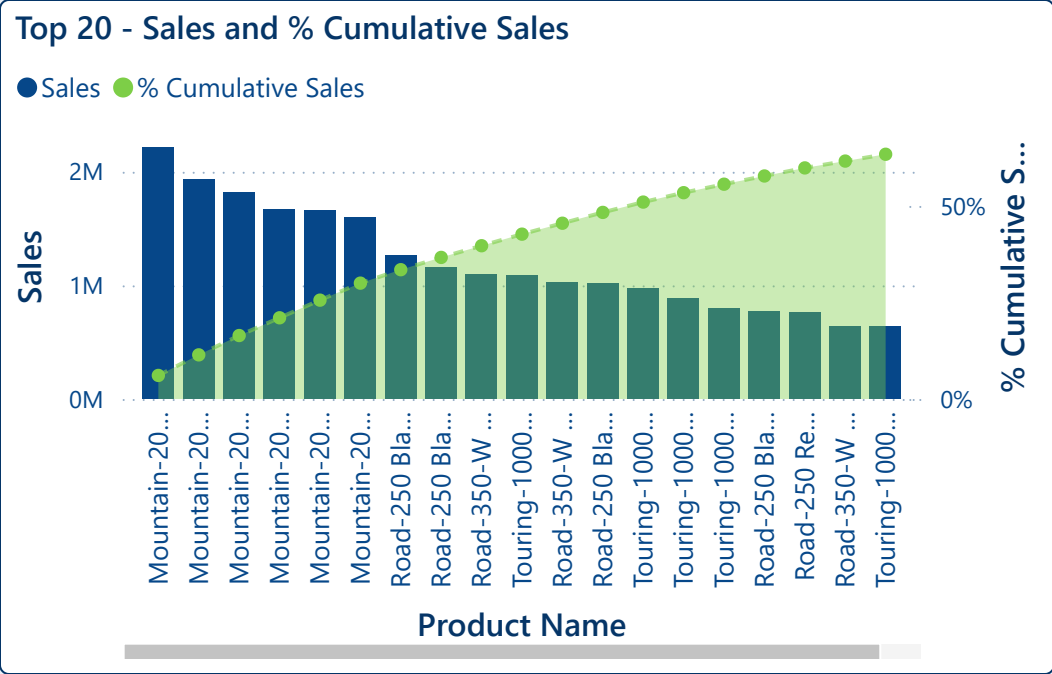
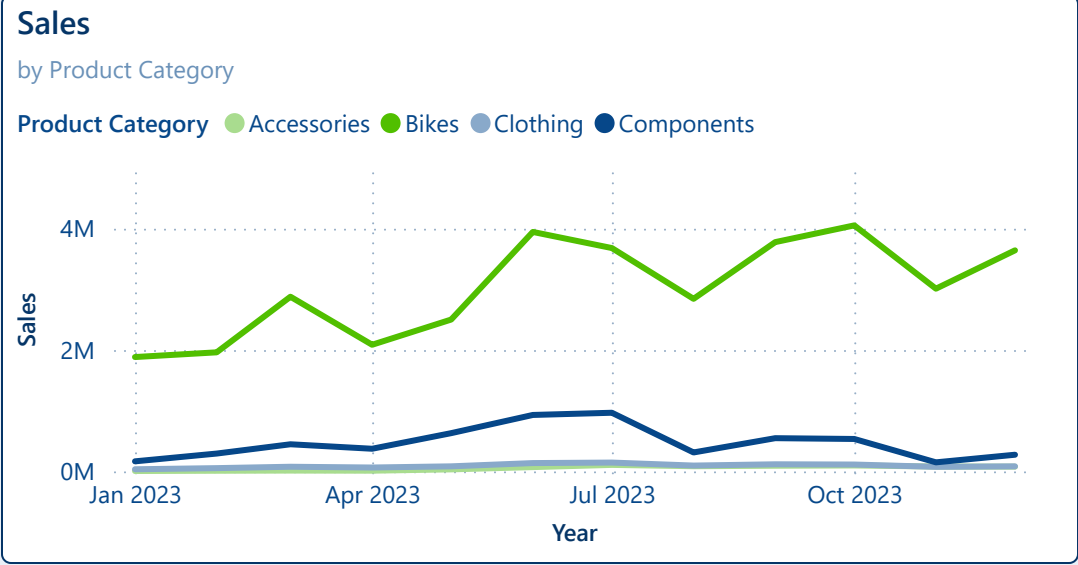
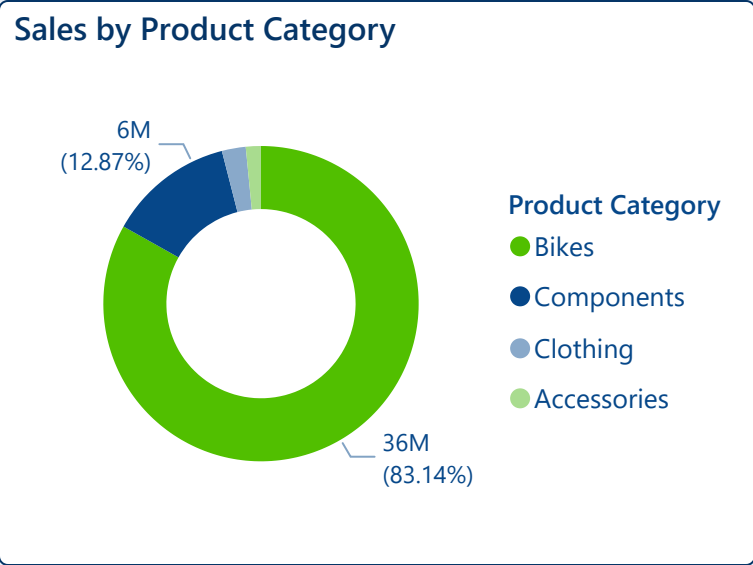
295

Select Metric

Sales

Sales Quantity

Profit



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%
Clothing	1,067,690		37,180	28%	145,852	13.7%
Jerseys	402,271		12,104	9%	-82,388	-20.5%
Gloves	105,683		5,952	5%	39,283	37.2%
Shorts	237,573		5,761	4%	87,775	36.9%
Vests	170,681		4,537	3%	62,932	36.9%
Caps	23,583		3,768	3%	-2,500	-10.6%
Socks	15,404		2,724	2%	6,245	40.5%
Tights	62,278		1,398	1%	19,033	30.6%
Total	43,622,479		131,788	100%	3,354,363	7.7%

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

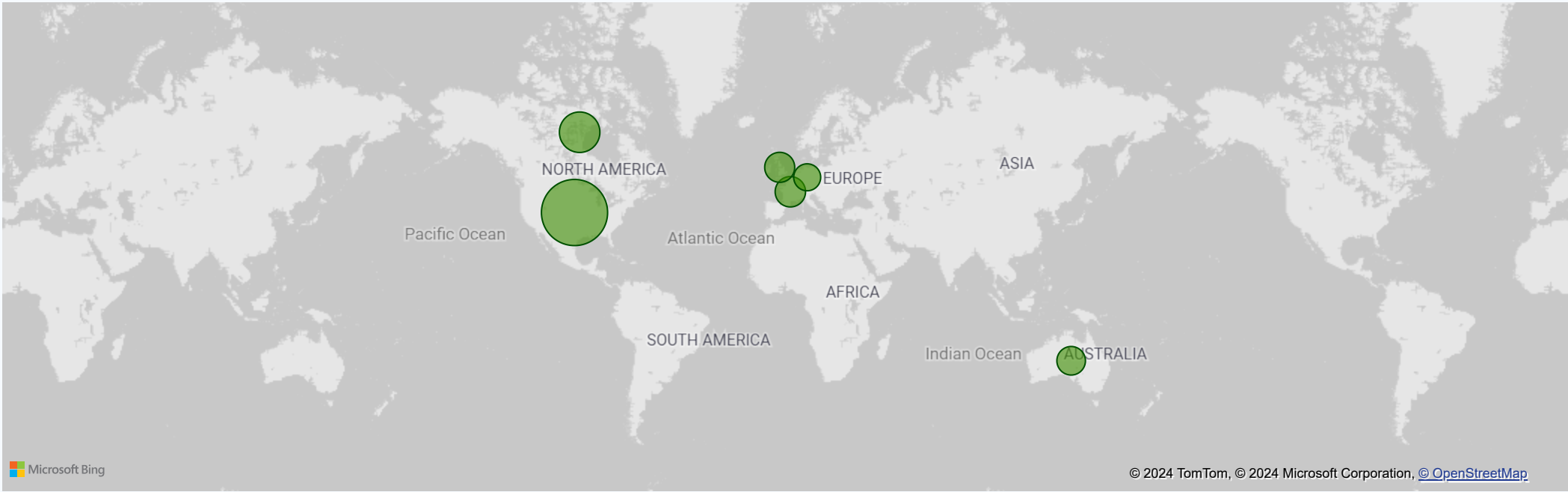
vs LY: 3,915 (+3266.23%)

Orders

14,182

vs LY: 3,915 (+262.25%)

Sales Quantity by Country



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%