



Sales



\$109.81M

Sales Volume



274.78K

Total Cost



\$43.97M

Profit



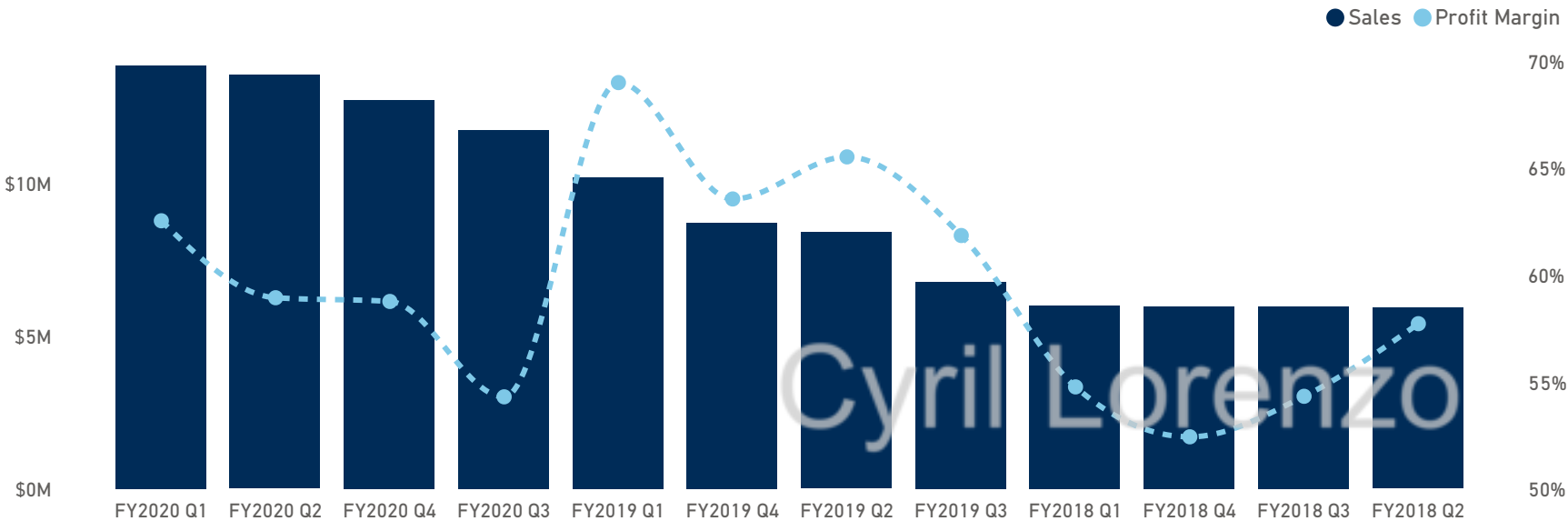
\$65.84M

Profit Margin



59.96%

Sales vs. Profit Margin by Fiscal Quarter



Units Sold by Country



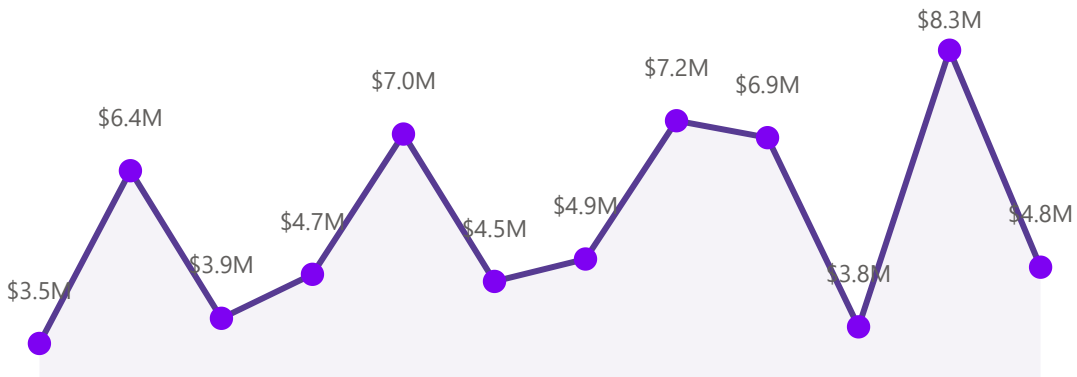
Insights

- At \$13,864,316.32, FY2020 Q1 had the highest Sales and was 134.06% higher than FY2018 Q2, which had the lowest Sales at \$5,923,348.74.
- FY2020 Q1 accounted for 12.63% of Sales.

Sales by Fiscal Year



Profit by Month



Sales Volume by Month



Fiscal Year	Sales	Sales YTD
<input checked="" type="checkbox"/> FY2018	\$23,860,893.13	\$11,932,336.73
<input type="checkbox"/> FY2019	\$34,070,112.67	\$15,485,554.21
January	\$1,847,692.08	\$1,847,692.08
March	\$2,092,434.59	\$2,092,434.59
October	\$2,157,287.8	\$2,157,287.8
April	\$2,405,971.41	\$2,405,971.41
December	\$2,624,078.72	\$2,624,078.72
February	\$2,829,361.72	\$2,829,361.72
June	\$2,850,649.92	\$2,850,649.92
July	\$2,939,691.1	\$2,939,691.1
September	\$3,287,606.21	\$3,287,606.21
May	\$3,459,444.49	\$3,459,444.49
Total	\$109,809,274	\$24,468,714.27



Sales



\$109.81M

Sales Volume



274.78K

Total Cost



\$43.97M

Profit



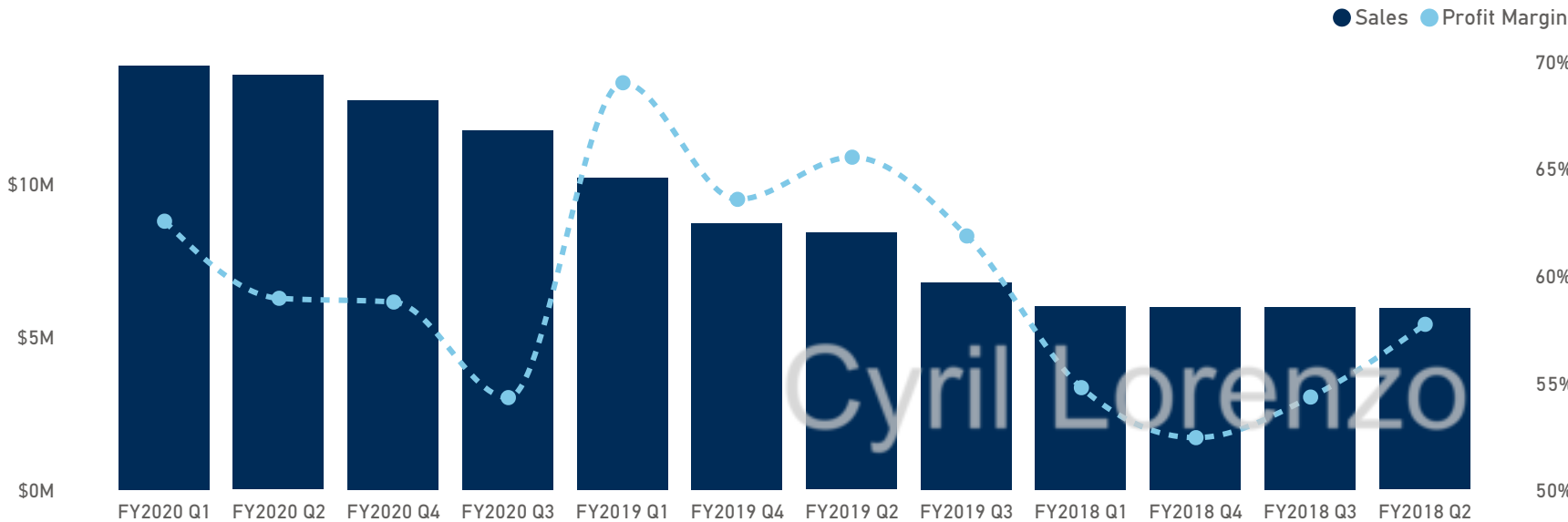
\$65.84M

Profit Margin



59.96%

Sales vs. Profit Margin by Fiscal Quarter



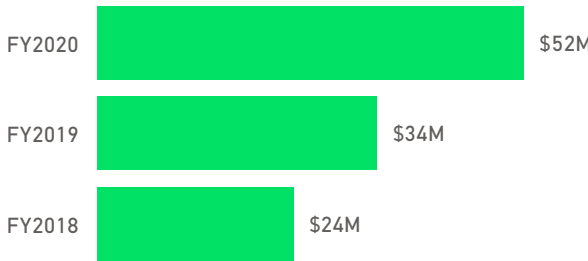
Units Sold by Country



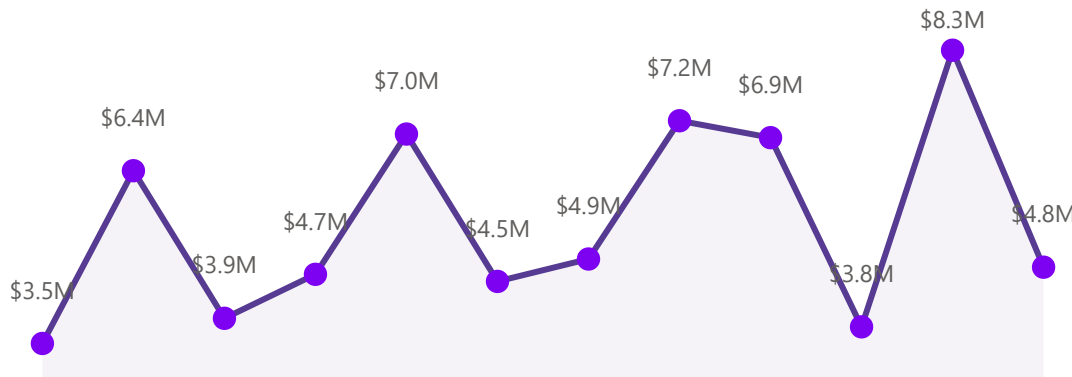
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- At \$13,864,316.32, FY2020 Q1 had the highest Sales and was 134.06% higher than FY2018 Q2, which had the lowest Sales at \$5,923,348.74.
- FY2020 Q1 accounted for 12.63% of Sales.

Sales by Fiscal Year



Profit by Month



Sales Volume by Month



Fiscal Year	Sales	Sales YTD
FY2020	\$51,878,268.2	\$24,468,714.27
May	\$5,265,796.22	\$5,265,796.22
August	\$5,247,164.93	\$5,247,164.93
November	\$5,151,895.52	\$5,151,895.52
September	\$5,104,087.65	\$5,104,087.65
December	\$4,851,192.87	\$4,851,192.87
March	\$4,429,831.99	\$4,429,831.99
February	\$4,070,045.08	\$4,070,045.08
April	\$4,002,613.99	\$4,002,613.99
October	\$3,542,149.22	\$3,542,149.22
July	\$3,513,063.74	\$3,513,063.74
Total	\$109,809,274	\$24,468,714.27



274.78K

Sales Volume



\$109.81M

Sales



Top 20 Products Sales %

42.91%



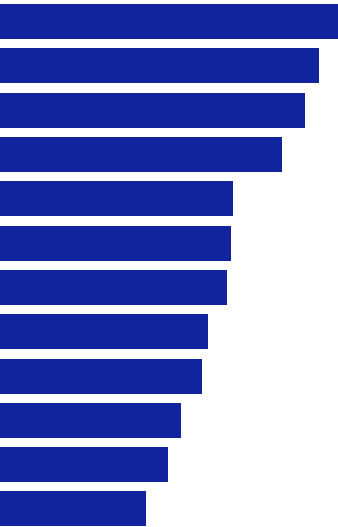
59.96%

Profit Margin

Total No. of Products

397

Sales Volume by Month

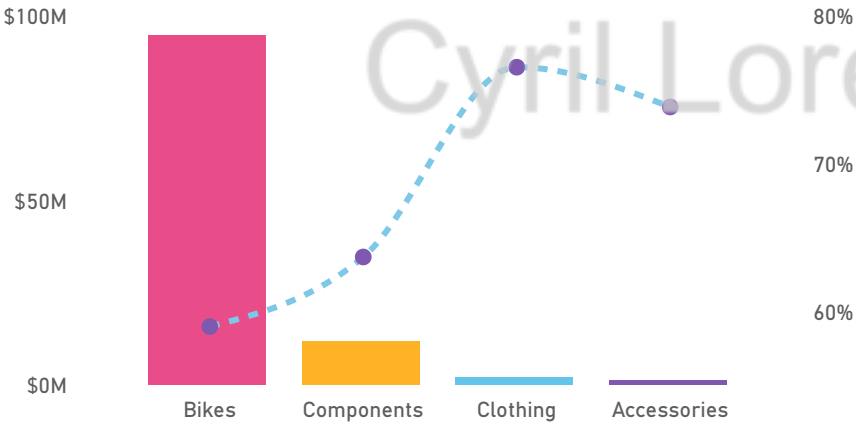


0K

20K

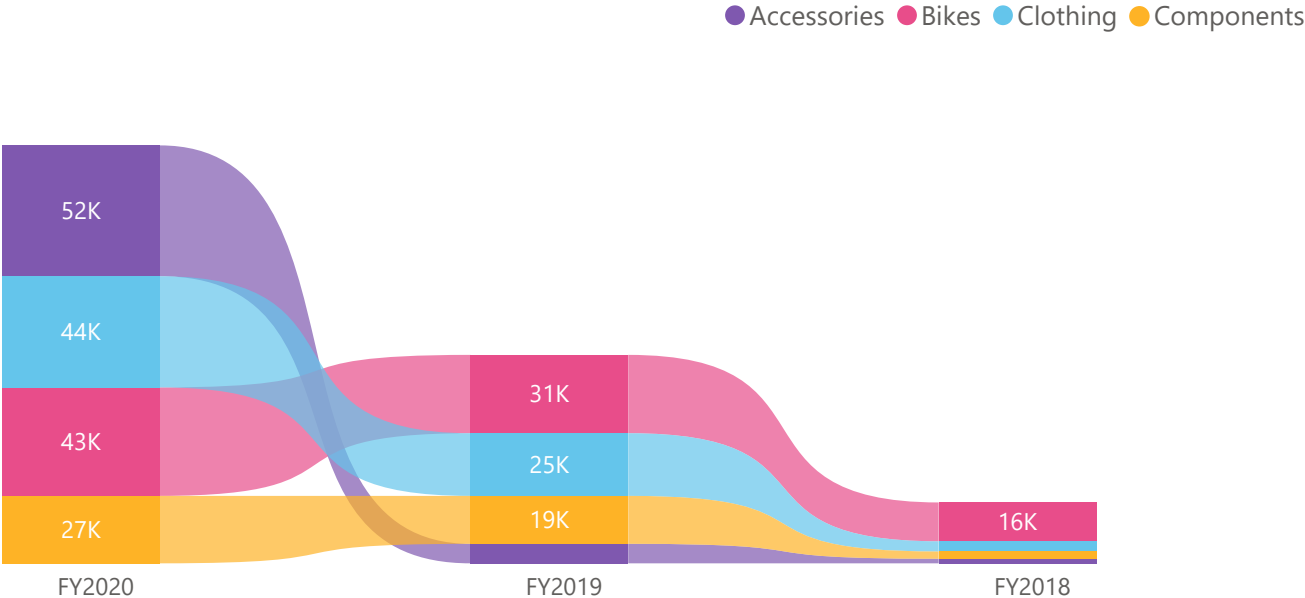
40K

Sales vs. Profit Margin by Category



Product	Sales	Profit
Women's Tights, S	\$90,550.87	\$77,622.7
Women's Tights, M	\$17,727.68	\$14,201.0
Women's Tights, L	\$93,554.43	\$80,038.0
Women's Mountain Shorts, S	\$137,164.38	\$120,199.7
Women's Mountain Shorts, M	\$57,685.55	\$39,856.9
Women's Mountain Shorts, L	\$136,774.19	\$118,264.9
Water Bottle - 30 oz.	\$28,654.32	\$19,887.7
Touring-3000 Yellow, 62	\$351,547.83	\$204,348.4
Touring-3000 Yellow, 58	\$130,898.64	\$57,529.0
Touring-3000 Yellow, 54	\$196,810.06	\$92,063.7
Total	\$109,809,274	\$65,837,557.4

Sales Volume by Fiscal Year and Category



Category	Minimum Price	Median Price	Maximum Price	Sales Volume	
Accessories	\$0.86	\$8.04	\$333,293	61,931	\$1,2
Bike Racks	\$44.88	\$44.88	\$35,724.48	3,166	\$
Bike Stands	\$59.47	\$59.47	\$14,808.03	249	
Bottles and Cages	\$1.87	\$1.87	\$22,092.38	10,552	
Cleaners	\$2.97	\$2.97	\$3,941.19	3,319	
Fenders	\$8.22	\$8.22	\$17,434.62	2,121	
Helmets	\$12.03	\$13.09	\$120,326.15	19,541	\$
Hydration Packs	\$20.57	\$20.57	\$22,092.18	2,761	\$
Locks	\$10.31	\$10.31	\$2,670.29	1,086	
Pumps	\$8.25	\$8.25	\$2,202.75	1,130	
Tires and Tubes	\$0.86	\$1.87	\$92,000.93	18,006	\$
Bikes	\$294.58	\$884.71	\$38,851,425.98	90,220	\$94,6
Mountain Bikes	\$294.58	\$1,117.86	\$13,082,303.25	28,321	\$36,
Road Bikes	\$343.65	\$713.08	\$19,314,177.56	47,148	\$43,
Touring Bikes	\$461.44	\$755.15	\$6,454,945.17	14,751	\$14,
Clothing	\$3.36	\$26.18	\$497,854.66	73,598	\$2,1
Bib-Shorts	\$37.12	\$37.12	\$28,062.72	3,111	\$
Caps	\$5.23	\$6.92	\$22,305.56	8,311	
Gloves	\$9.16	\$9.16	\$39,394.66	12,983	\$
Jerseys	\$29.08	\$38.49	\$271,673.1	22,711	\$
Shorts	\$24.75	\$26.18	\$67,484.23	9,965	\$
Socks	\$3.36	\$3.36	\$4,810.72	5,217	
Tights	\$30.93	\$30.93	\$29,971.17	4,562	\$
Vests	\$23.75	\$23.75	\$34,152.5	6,738	\$
Total	\$0.86	\$38.49	\$43,971,716.51	274,776	\$10



274.78K

Sales Volume



Top 100 Customers Sales %

0.89%



\$109.81M

Sales



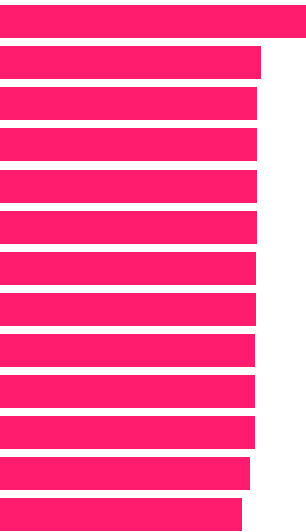
59.96%

Profit Margin

Total No. of Customers

18.49K

Sales by Customers



\$0K

\$10K

\$20K

Customer	January	February	March	April	May	June	July	August	September	October	November	December
Aaron Adams												
Aaron Alexander					1							
Aaron Allen					1							
Aaron Baker		2										
Aaron Bryant												
Aaron Butler					2							
Aaron Campbell		2										
Aaron Carter					2							
Aaron Chen												
Aaron Coleman					3							
Aaron Collins				3				1				
Aaron Diaz								2				
Aaron Edwards												
Aaron Evans												
Aaron Flores												
Total	5,411	4,826	5,834	5,819	6,202	3,751	4,389	4,379				

Customer	Accessories	Bikes	Clothing
Zoe Watson	3		1
Zoe Torres	2		
Zoe Sanders	1		
Zoe Sanchez	2		1
Zoe Rogers	2		
Zoe Rivera	2	1	
Zoe Richardson	2		
Zoe Reed	1	1	
Zoe Ramirez	1		2
Zoe Peterson	3	2	
Zoe Murphy	3		1
Zoe Morris	3		
Zoe Morgan	3		
Zoe Kelly	2		
Zoe James	7		1
Zoe Howard	2		
Zoe Gray	1		
Zoe Cox	1	2	
Zoe Cooper	1		1
Zoe Cook	3		
Zoe Brooks			1
Zoe Bell	1		
Zoe Bailey	1	2	
Zachary Zhang	3		1
Total	36,092	15,205	9,101

Customer	Customer ID	Sales	Profit	Profit Margin	Count
Aaron Adams	AW00028866	\$117.96			
Aaron Alexander	AW00020285	\$69.99	\$43.81	62.59%	1
Aaron Allen	AW00020075	\$3,399.99	\$1,487.84	43.76%	1
Aaron Baker	AW00017862	\$1,750.98	\$629.98	35.98%	2
Aaron Bryant	AW00012067	\$133.96	\$60.5	45.16%	5
Aaron Butler	AW00021414	\$14.98	\$9.37	62.55%	2
Aaron Campbell	AW00021151	\$1,155.48	\$429.31	37.15%	2
Aaron Carter	AW00027916	\$39.98	\$25.02	62.58%	2
Aaron Chen	AW00028187	\$39.98	\$25.02	62.58%	2
Aaron Coleman	AW00016749	\$61.96	\$38.78	62.59%	3
Aaron Collins	AW00027663	\$6,047.32	\$2,342.51	38.74%	4
Aaron Diaz	AW00018695	\$6,029.57	\$2,300.36	38.15%	3
Aaron Edwards	AW00019692	\$94.48	\$59.14	62.60%	2
Aaron Evans	AW00025415	\$2,433.04	\$932.78	38.34%	4
Aaron Flores	AW00014617	\$1,538.56	\$679.45	44.16%	5
Aaron Foster	AW00015566	\$4,912.47	\$2,066.31	42.06%	10
Aaron Gonzales	AW00018804	\$1,810.46	\$667.21	36.85%	4
Aaron Gonzalez	AW00020123	\$132.97	\$58.3	43.84%	3
Aaron Green	AW00024953	\$27.28	\$17.07	62.57%	2
Aaron Griffin	AW00023791	\$71.58	\$44.81	62.60%	3
Aaron Hall	AW00027246	\$28.99	\$18.15	62.61%	1
Aaron Hayes	AW00015568	\$3,112.97	\$1,356.9	43.59%	3
Aaron Henderson	AW00028762	\$27.28	\$17.07	62.57%	2
Aaron Hernandez	AW00018770	\$94.48	\$59.14	62.60%	2
Total		\$29,358,677.89	\$12,080,819.83	41.15%	60,398

Fiscal Year

All

Channel

☐ Internet

☐ Reseller

Category, Subcategory

☐ Accessories

☐ Bikes

☐ Clothing

☐ Components



274.78K

Sales Volume



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Sales



\$43.97M

Total Cost



Profit

\$65.84M

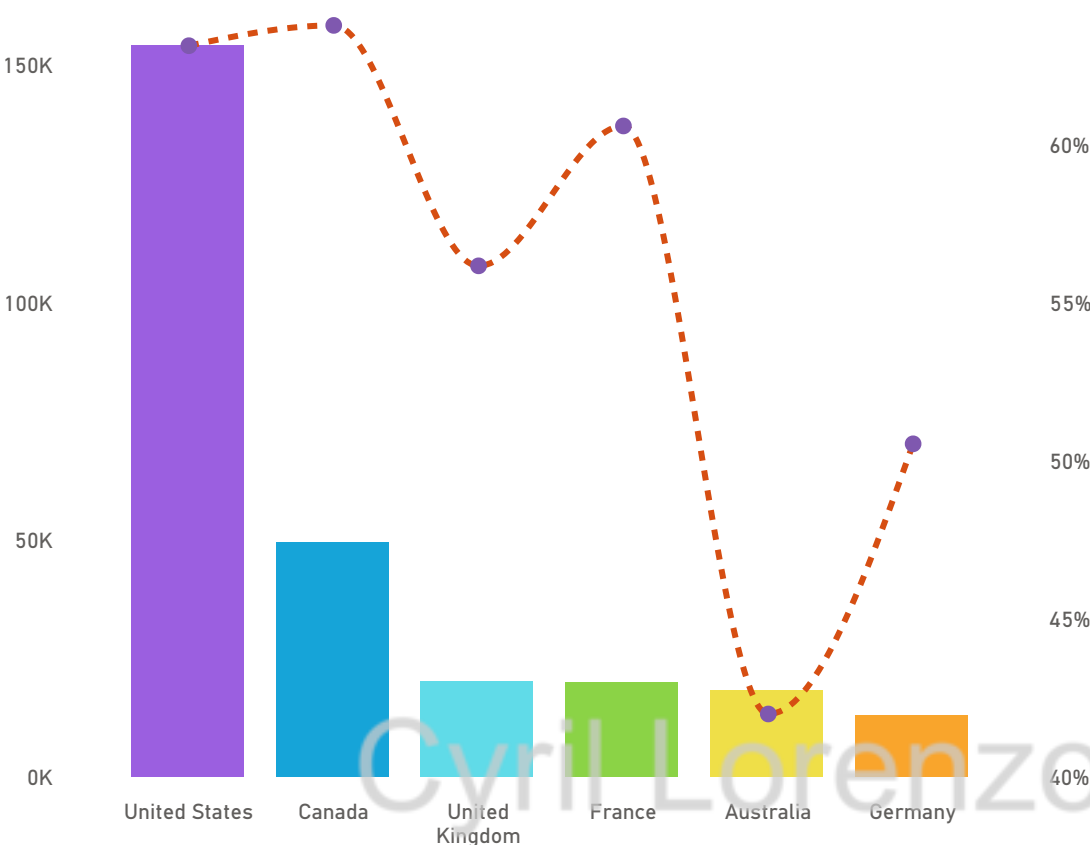


Profit Margin

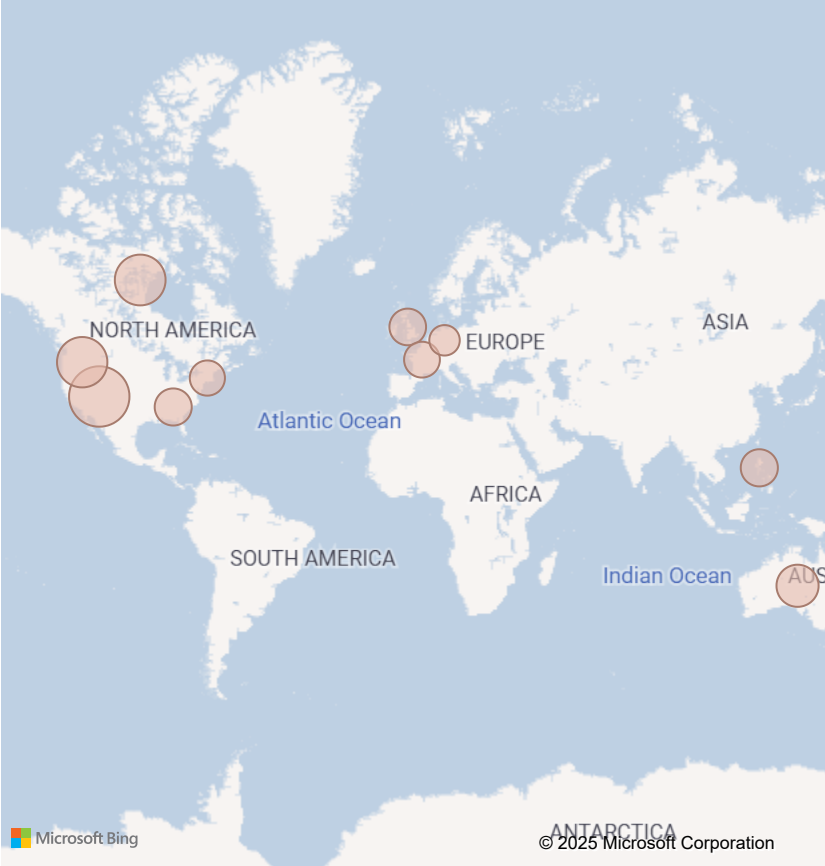
59.96%



Sales vs. Profit Margin by Country



Sales by Region



Category	Australia	Canada	France
Accessories	\$162,638.18	\$221,505.58	\$111,438.18
Bikes	\$10,175,870.58	\$13,457,683.09	\$6,114,241.09
Clothing	\$113,175.73	\$432,112.35	\$155,127.35
Components	\$203,651.08	\$2,244,469.58	\$870,748.58
Total	\$10,655,335.57	\$16,355,770.6	\$7,251,555.57

Group	Sales	Profit
Pacific	\$10,655,335.57	\$4,473,478.57
Australia	\$10,655,335.57	\$4,473,478.57
North America	\$79,353,361.53	\$50,197,554.91
Southwest	\$24,184,610.03	\$14,852,458.89
United States	\$24,184,610.03	\$14,852,458.89
Southeast	\$7,879,654.6	\$5,031,362.54
Total	\$109,809,274	\$65,837,557.49

Sales Amount by Country

