

Revenue and Profit by Product Category



Total Revenue

\$85.271.008

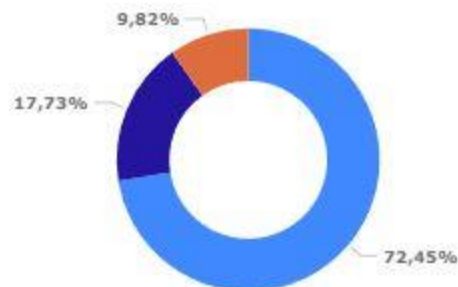
Total Profit

\$32 mill.

Profit Margin

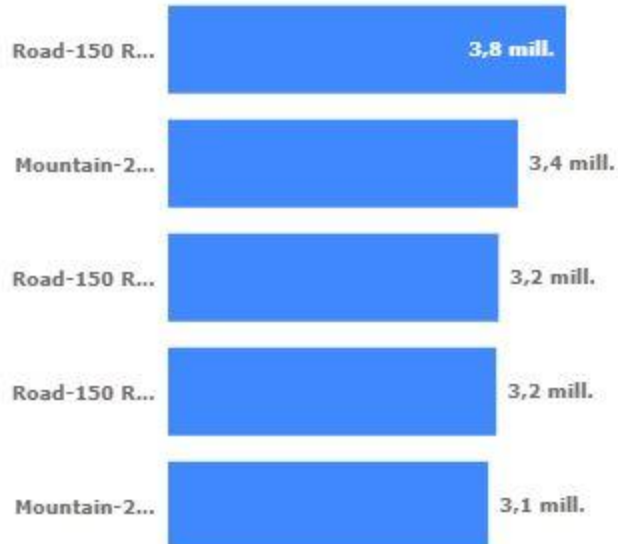
37,79 %

% Revenue per Category



● Bikes ● Accessories ● Clothing

Revenue per Product - Top 5



2011

2014

Australia

Germany

2012

2015

Canada

United Kingdom

2013

2016

France

United States



% Profit per Category

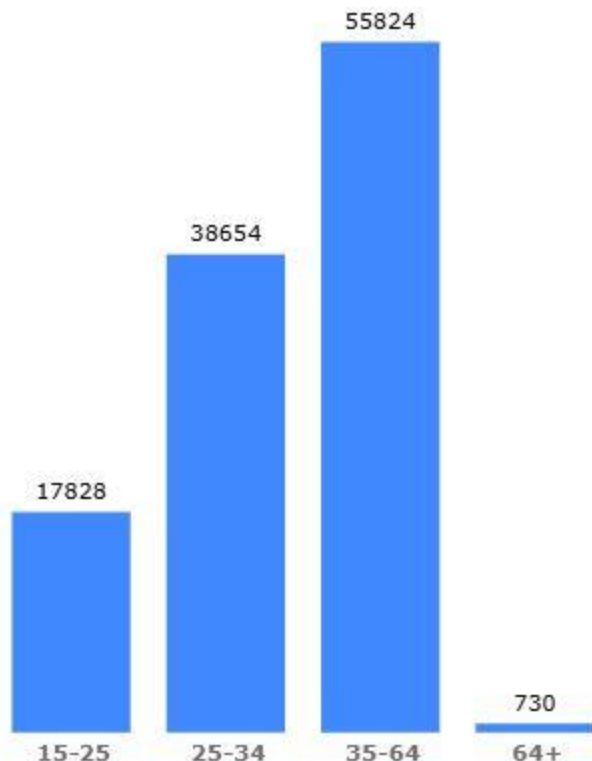


● Bikes ● Accessories ● Clothing

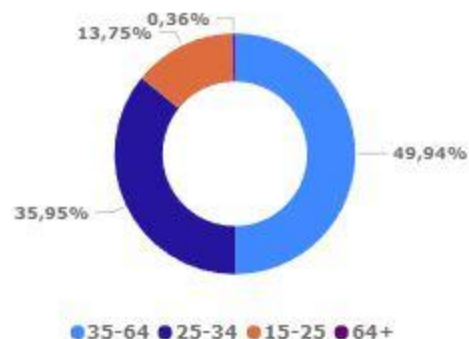
Revenue and Profit by Age Group



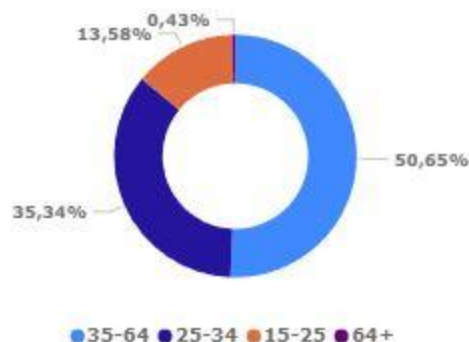
Number of Customers by Age Group



% Revenue per Age_Group



% Profit per Age_Group



2011

2016



Australia

Germany

Canada

United Kingdom

France

United States

Accessories

Bikes

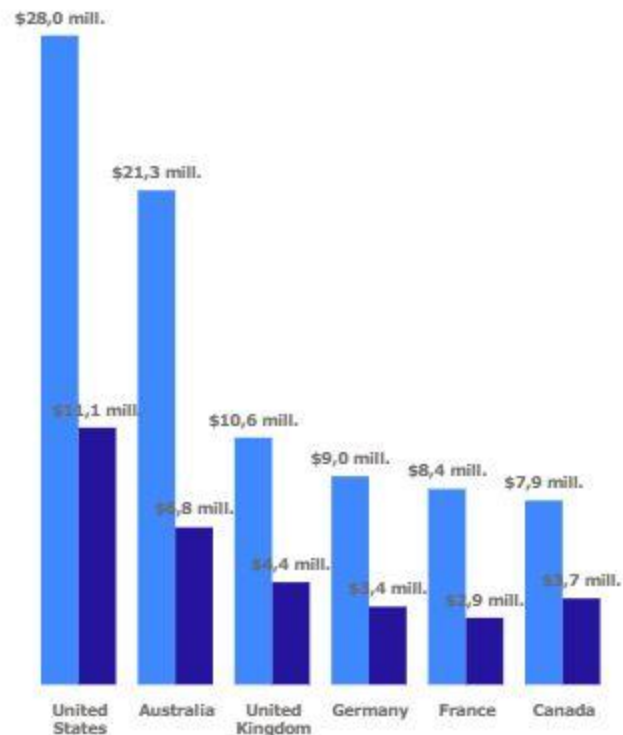
Clothing

Revenue and Profit by Country



Revenue & Profit per Country

● Total Revenue ● Total Profit



Revenue per Country

● United States ● Australia ● United Kingdom ● Germany ● France ● Canada



2011

2014

2012

2015

2013

2016



Accessories

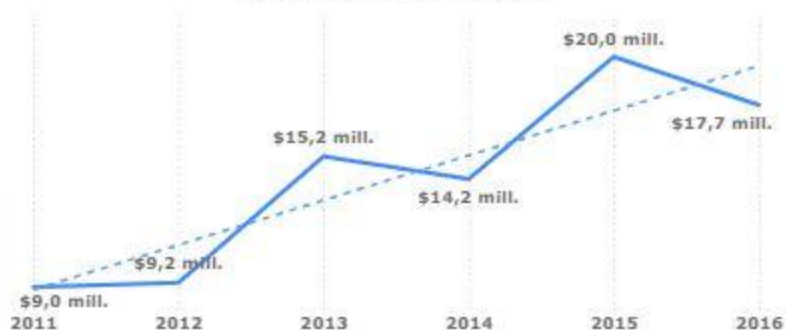
Bikes

Clothing

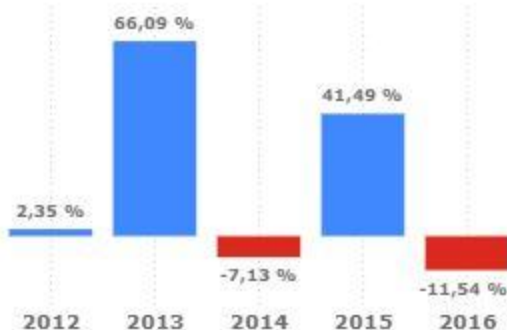
Revenue and Profit over Time



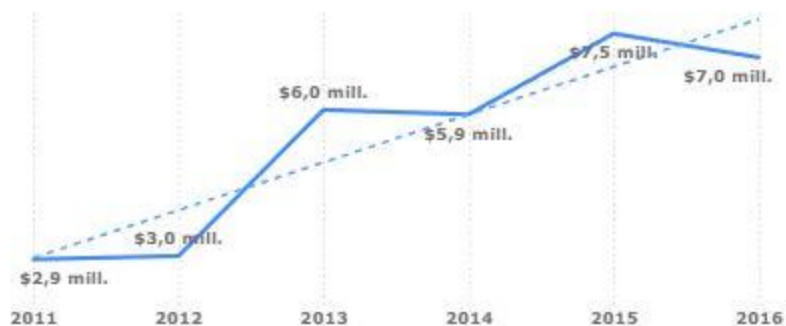
Annual Revenue



Revenue Variation %



Annual Profit



Profit Variation %



Australia

Germany

Canada

United Kingdom

France

United States



Accessories

Bikes

Clothing