

# Revenue and Profit by Product Category



## Total Revenue

\$85.271.008

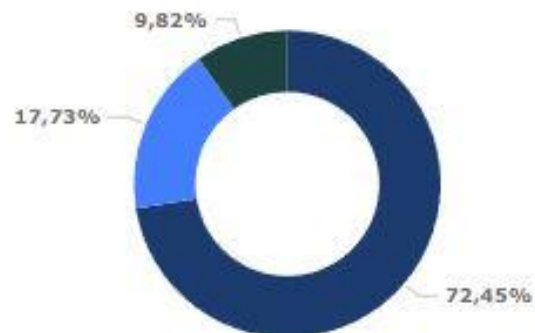
## Total Profit

\$32 mill.

## Profit Margin

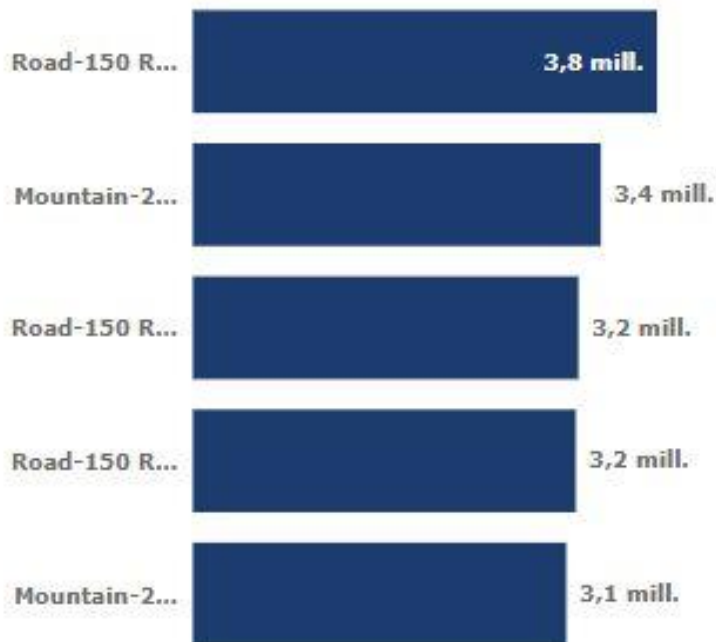
37,79 %

## % 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

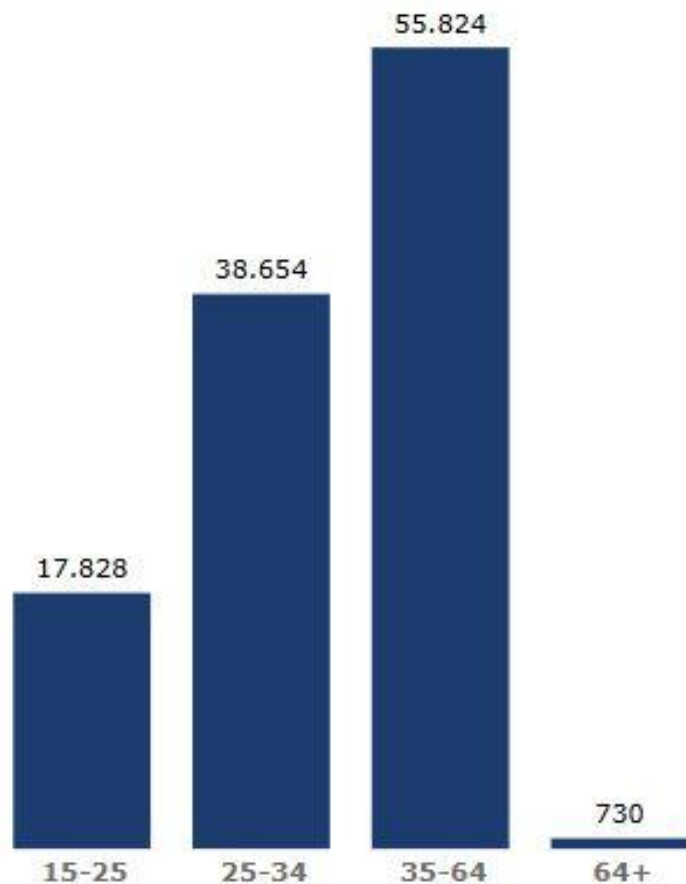


● Bikes ● Accessories ● Clothing

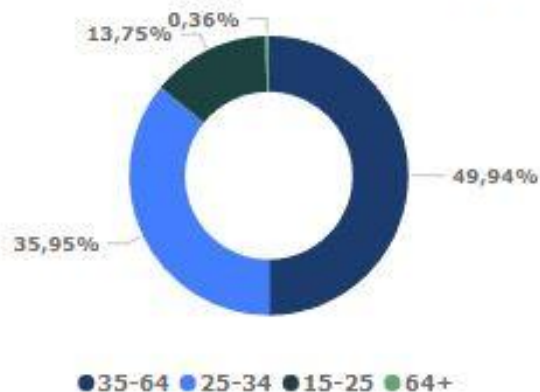
# Revenue and Profit by Age Group



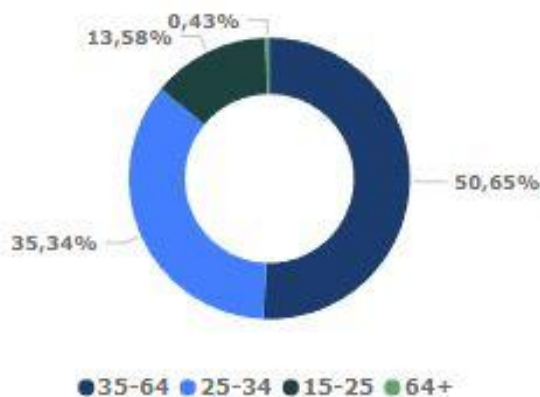
## Number of Customers by Age Group



## % Revenue per Age\_Group



## % Profit per Age\_Group



2011

2016



Australia

Germany

Canada

United Kingdom

France

United States

Accessories

Bikes

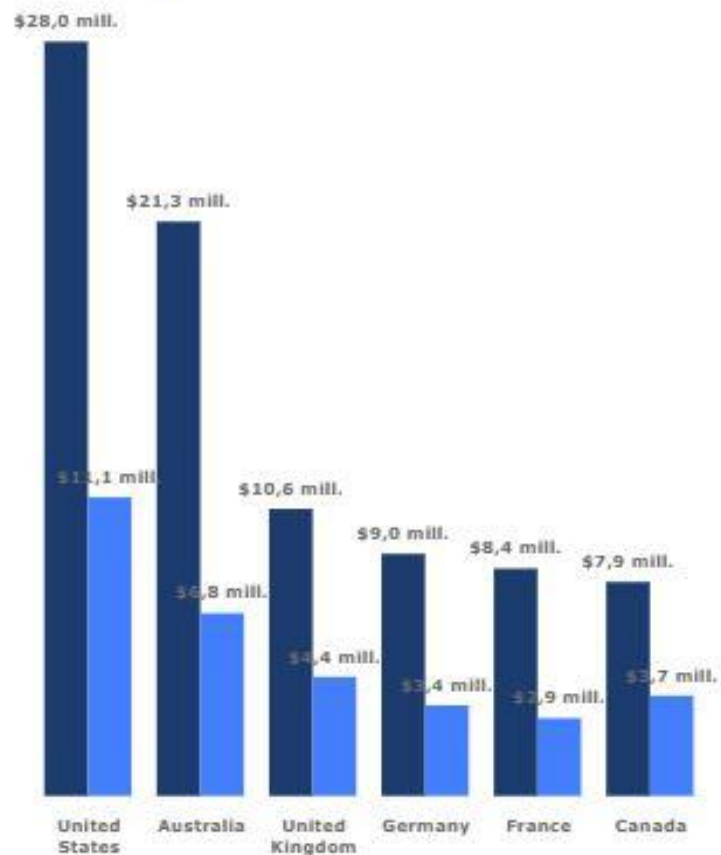
Clothing

# 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

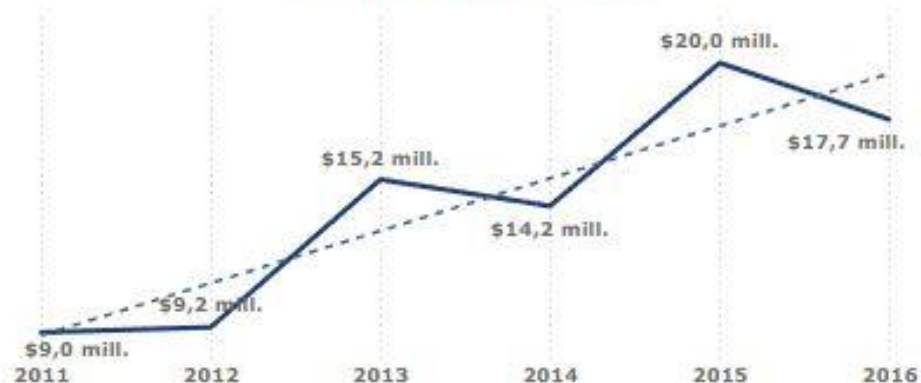
Bikes

Clothing

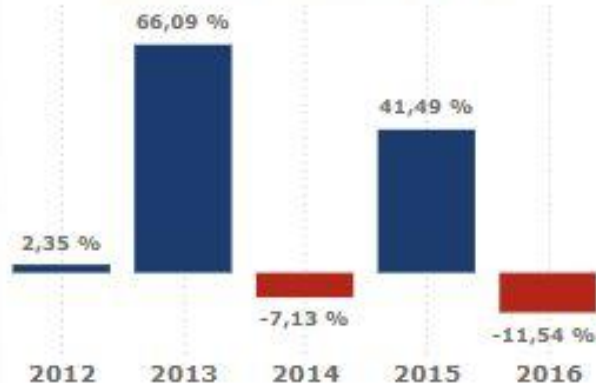
# Revenue and Profit over Time



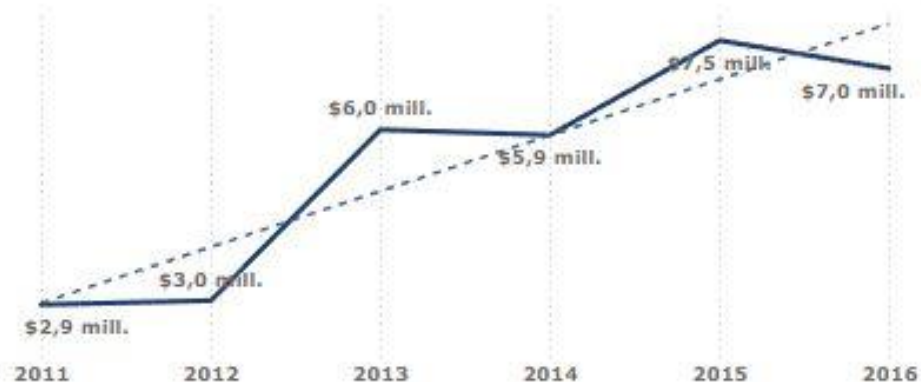
## Annual Revenue



## Revenue Variation %



## Annual Profit



## Profit Variation %



Australia

Germany

Canada

United Kingdom

France

United States



Accessories

Bikes

Clothing