



# Mercado US

StateProvinceName	City	EnglishProductCategoryName	Total sales	COGS	Gross revenue	% Gross margin	% Net margin	Total freight
Alabama	Birmingham	Bikes	\$ 5.836.345,82	\$ 3.415.391,96	\$ 2.420.953,86	41,48 %	30,98 %	\$ 145.908,7
Alabama	Florence	Bikes	\$ 5.836.345,82	\$ 3.415.391,96	\$ 2.420.953,86	41,48 %	30,98 %	\$ 145.908,7
Alabama	Huntsville	Bikes	\$ 5.836.345,82	\$ 3.415.391,96	\$ 2.420.953,86	41,48 %	30,98 %	\$ 145.908,7
Alabama	Mobile	Bikes	\$ 5.836.345,82	\$ 3.415.391,96	\$ 2.420.953,86	41,48 %	30,98 %	\$ 145.908,7
Alabama	Montgomery	Bikes	\$ 5.836.345,82	\$ 3.415.391,96	\$ 2.420.953,86	41,48 %	30,98 %	\$ 145.908,7
Arizona	Chandler	Bikes	\$ 5.836.345,82	\$ 3.415.391,96	\$ 2.420.953,86	41,48 %	30,98 %	\$ 145.908,7
Arizona	Gilbert	Bikes	\$ 5.836.345,82	\$ 3.415.391,96	\$ 2.420.953,86	41,48 %	30,98 %	\$ 145.908,7
Arizona	Mesa	Bikes	\$ 5.836.345,82	\$ 3.415.391,96	\$ 2.420.953,86	41,48 %	30,98 %	\$ 145.908,7
Arizona	Phoenix	Bikes	\$ 5.836.345,82	\$ 3.415.391,96	\$ 2.420.953,86	41,48 %	30,98 %	\$ 145.908,7
Arizona	Scottsdale	Bikes	\$ 5.836.345,82	\$ 3.415.391,96	\$ 2.420.953,86	41,48 %	30,98 %	\$ 145.908,7
Arizona	Surprise	Bikes	\$ 5.836.345,82	\$ 3.415.391,96	\$ 2.420.953,86	41,48 %	30,98 %	\$ 145.908,7
Arizona	Tucson	Bikes	\$ 5.836.345,82	\$ 3.415.391,96	\$ 2.420.953,86	41,48 %	30,98 %	\$ 145.908,7
California	Alhambra	Bikes	\$ 5.836.345,82	\$ 3.415.391,96	\$ 2.420.953,86	41,48 %	30,98 %	\$ 145.908,7
California	Alpine	Bikes	\$ 5.836.345,82	\$ 3.415.391,96	\$ 2.420.953,86	41,48 %	30,98 %	\$ 145.908,7
California	Auburn	Bikes	\$ 5.836.345,82	\$ 3.415.391,96	\$ 2.420.953,86	41,48 %	30,98 %	\$ 145.908,7
California	Baldwin Park	Bikes	\$ 5.836.345,82	\$ 3.415.391,96	\$ 2.420.953,86	41,48 %	30,98 %	\$ 145.908,7
California	Barstow	Bikes	\$ 5.836.345,82	\$ 3.415.391,96	\$ 2.420.953,86	41,48 %	30,98 %	\$ 145.908,7
California	Bell Gardens	Bikes	\$ 5.836.345,82	\$ 3.415.391,96	\$ 2.420.953,86	41,48 %	30,98 %	\$ 145.908,7
Total			\$ 5.836.345,82	\$ 3.415.391,96	\$ 2.420.953,86	41,48 %	30,98 %	\$ 145.908,7

EnglishProductCategoryName

Accessories

Bikes

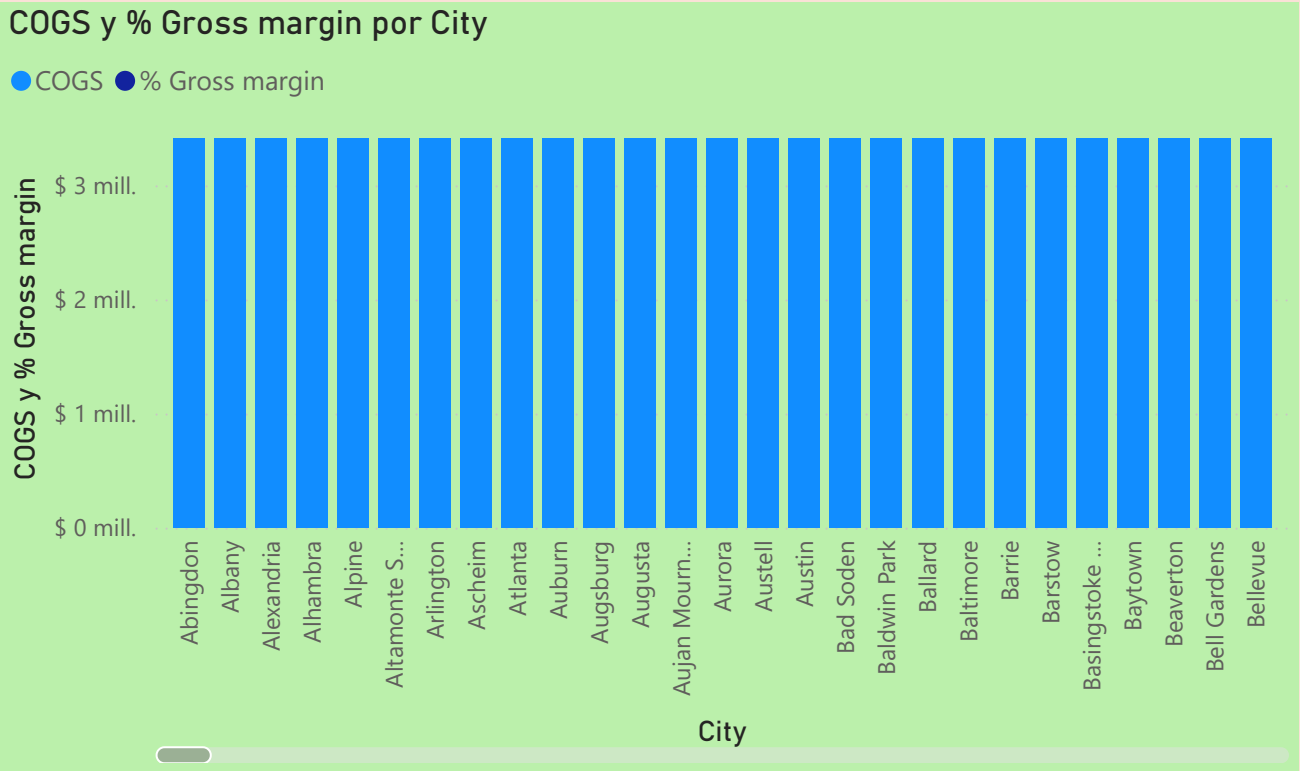
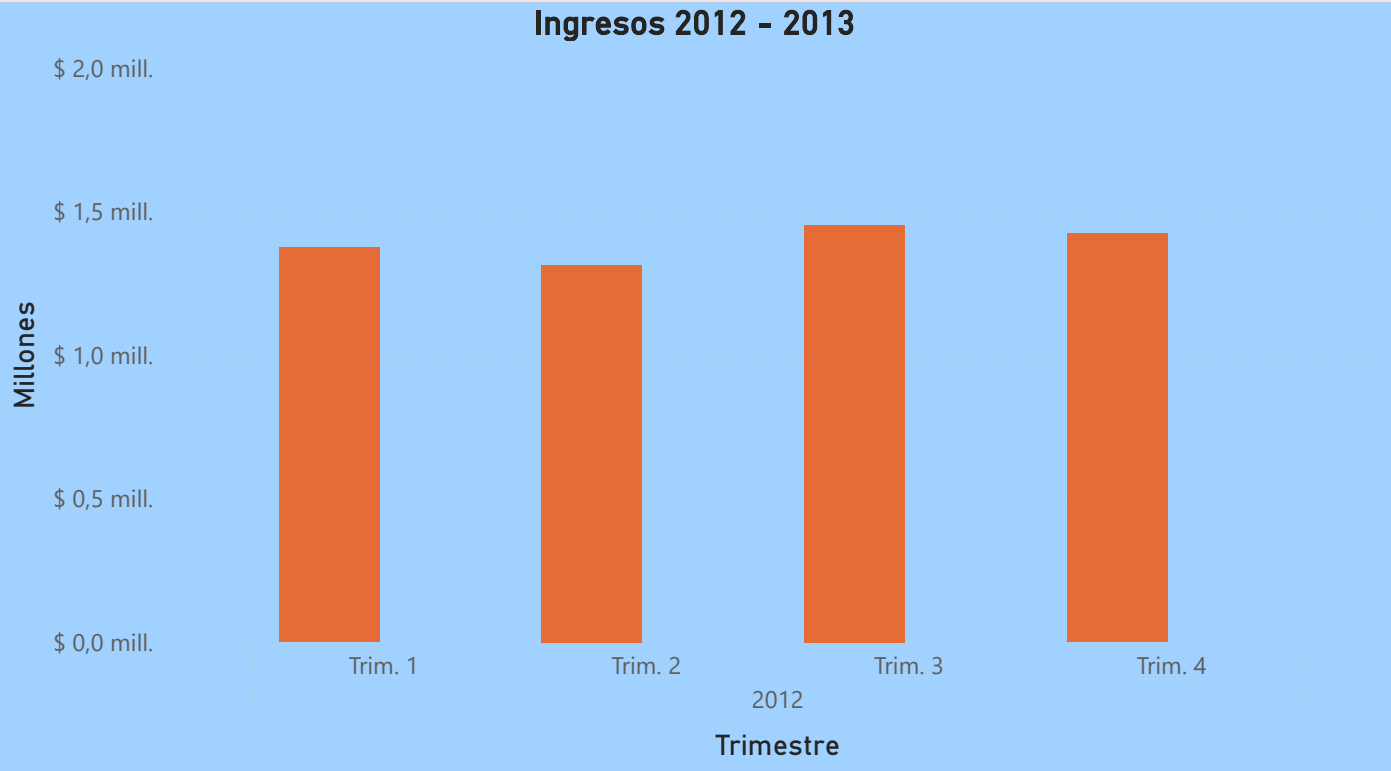
Clothing

Components

CalendarYear

2012

2013





Ingresos 2012

Ingresos 2013

Variación Ingresos

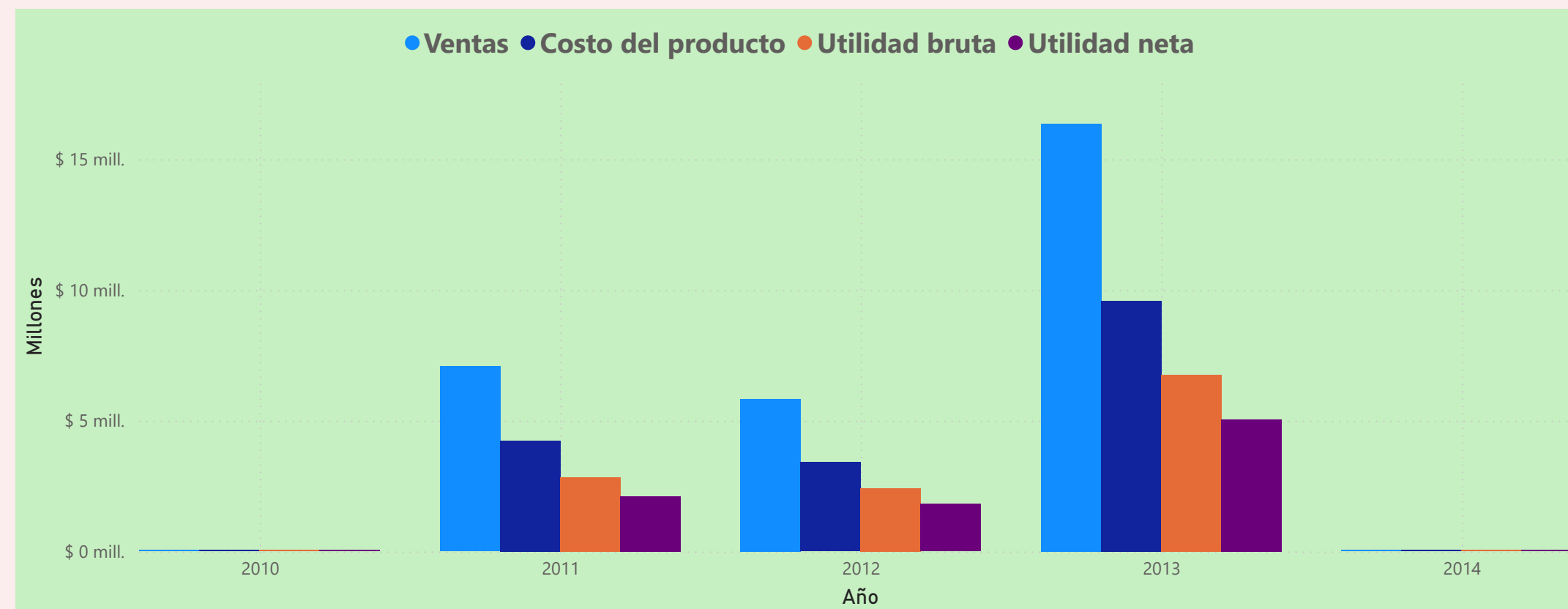
Variación Porcentual





## Utilidad neta por categoría

Ventas	Costo de producto	Utilidad bruta	utilidad neta
\$ 29,36 mill.	\$ 17,28 mill.	\$ 12,08 mill.	\$ 9,00 mill.





# Utilidad YoY

Utilidad bruta 2012

\$ 2,43 mill.

Utilidad bruta 2013

\$ 6,77 mill.

Porcentaje de variación YoY

278,64 %

Utilidad neta 2012

\$1,814545...

Utilidad neta 2013

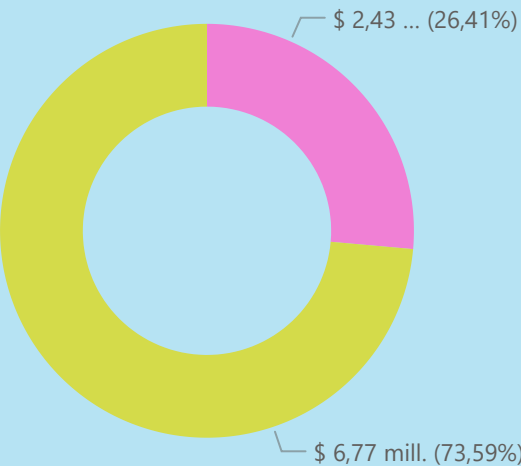
\$ 5,05 mill.

Porcentaje de variación neta

144,42 %

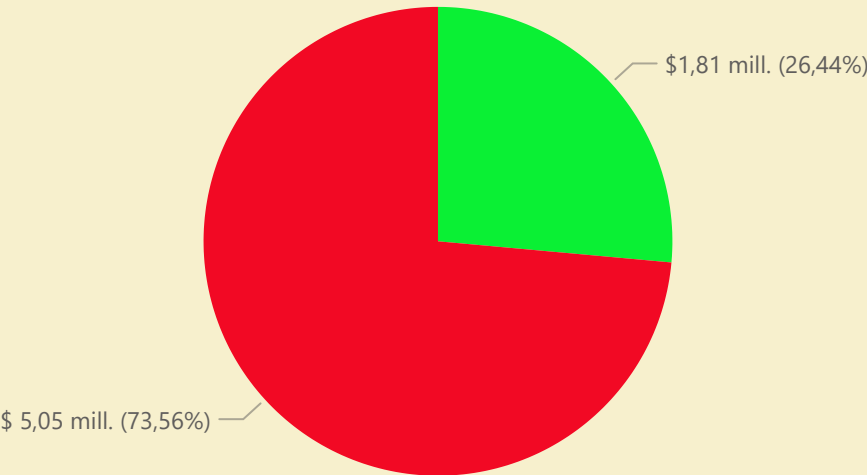
Utilidad Bruta 2012 vs 2013

OrderDate... 2012 2013



Utilidad Neta 2012 vs 2013

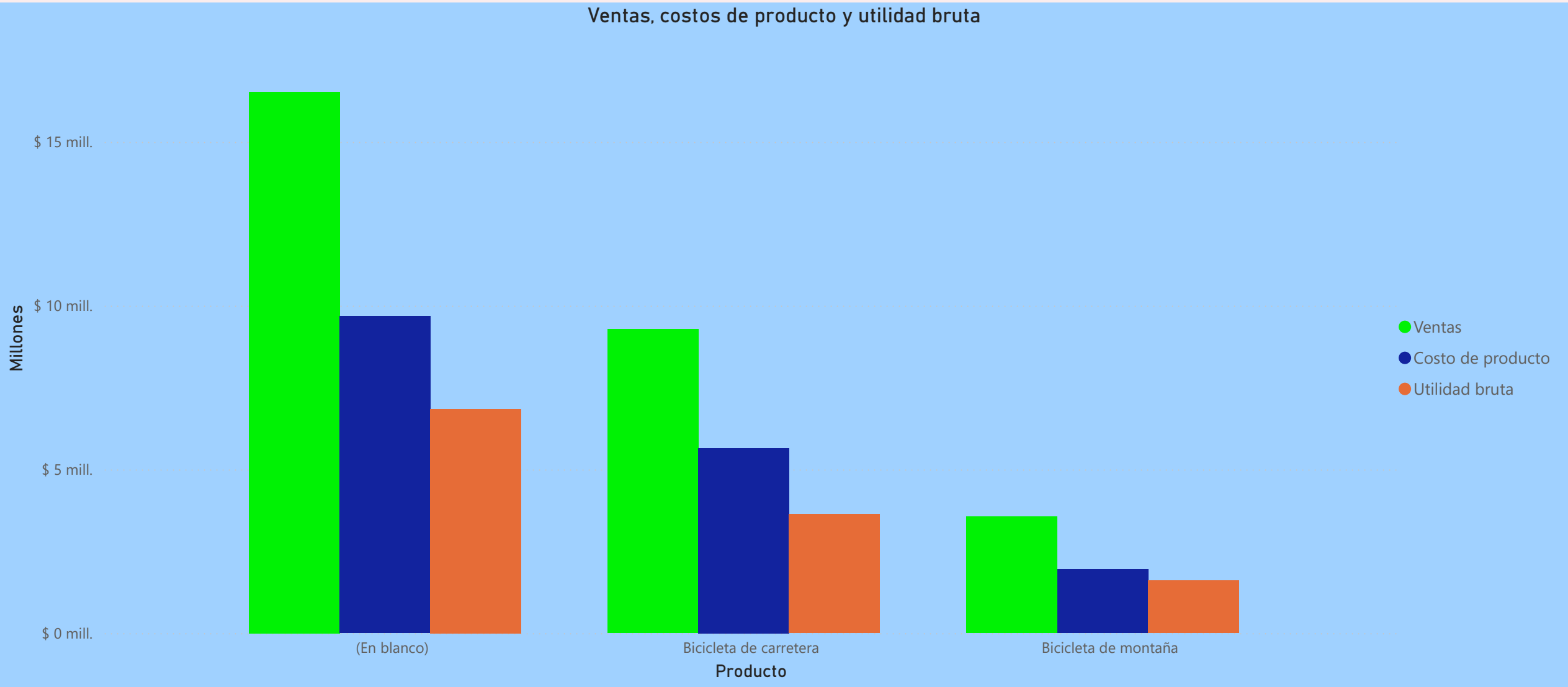
OrderDate Año 2012 2013





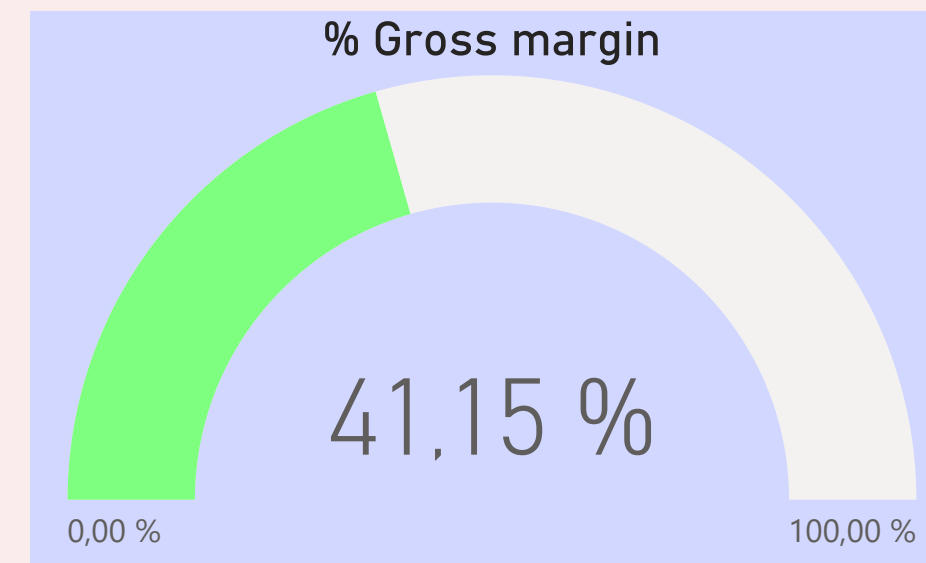
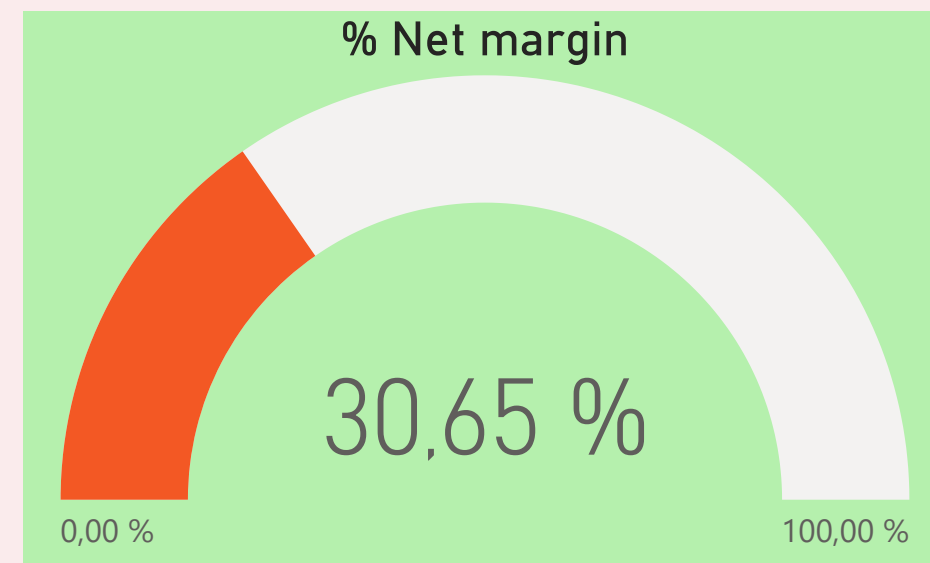
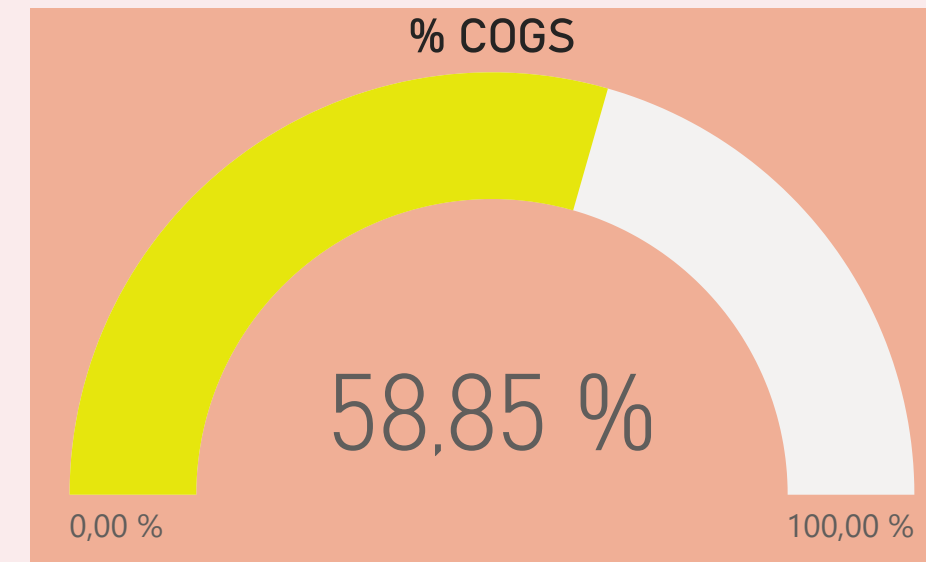
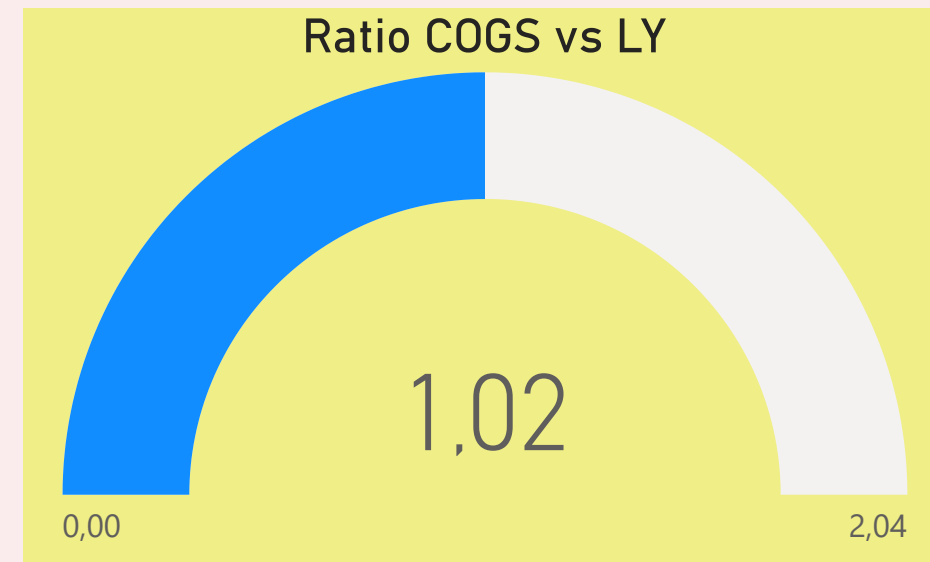
# Utilidad por categoría y sub-categoría

SpanishProductSubcategoryName				Bicicleta de carretera			Bicicleta de montaña			Total
SpanishProductCategoryName	Total sales	Total product cost	Gross revenue	Total sales	Total product cost	Gross revenue	Total sales	Total product cost	Gross revenue	Total sales
Bicicleta				\$ 9.278.687,49	\$ 5.647.341,52	\$ 3.631.345,96	\$ 3.555.531,05	\$ 1.949.268,15	\$ 1.606.262,91	\$ 12.834.210,55
Total	\$ 16.524.458,68	\$ 9.681.183,91	\$ 6.843.274,77	\$ 9.278.687,49	\$ 5.647.341,52	\$ 3.631.345,96	\$ 3.555.531,05	\$ 1.949.268,15	\$ 1.606.262,91	\$ 29.358.612,11





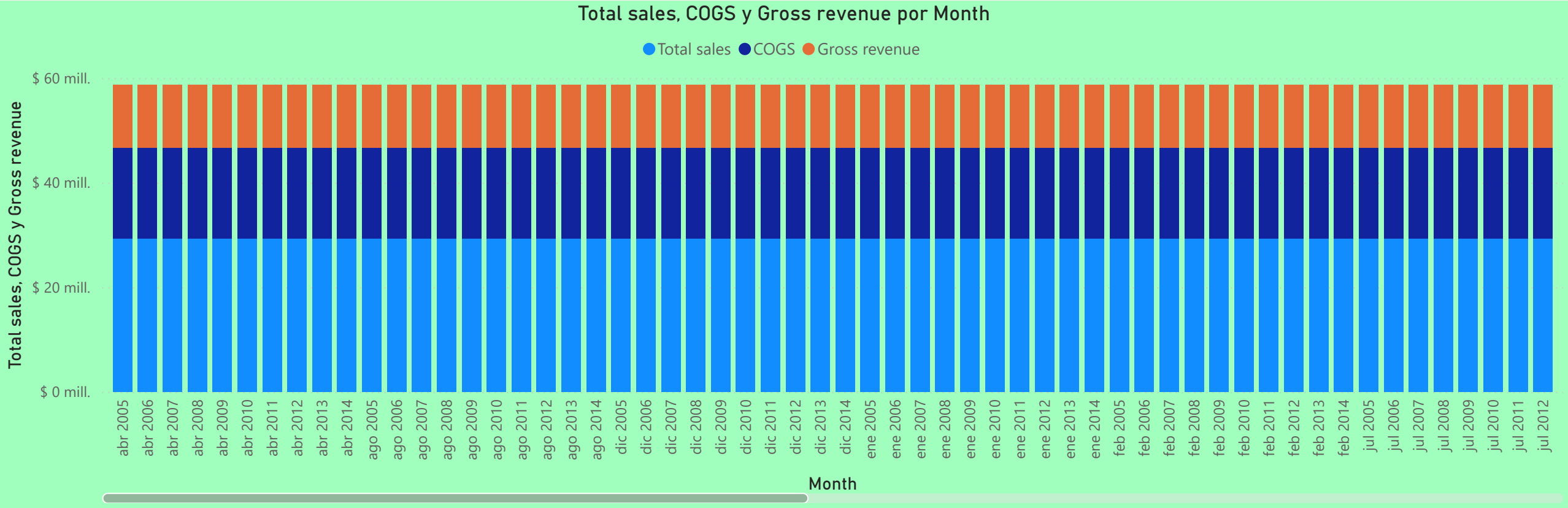
## Ratio COGS vs LY





# Distribución TOTAL SALES, COGS Y GROSS REVENUE por MES

Total sales	COGS	Gross revenue	Suma de Year
\$ 29,36 mill.	\$ 17,28 mill.	\$ 12,08 mill.	7 mill.





## Ingresos YoY

Total ventas

**\$ 29,36 mill.**

Ingresos 2012

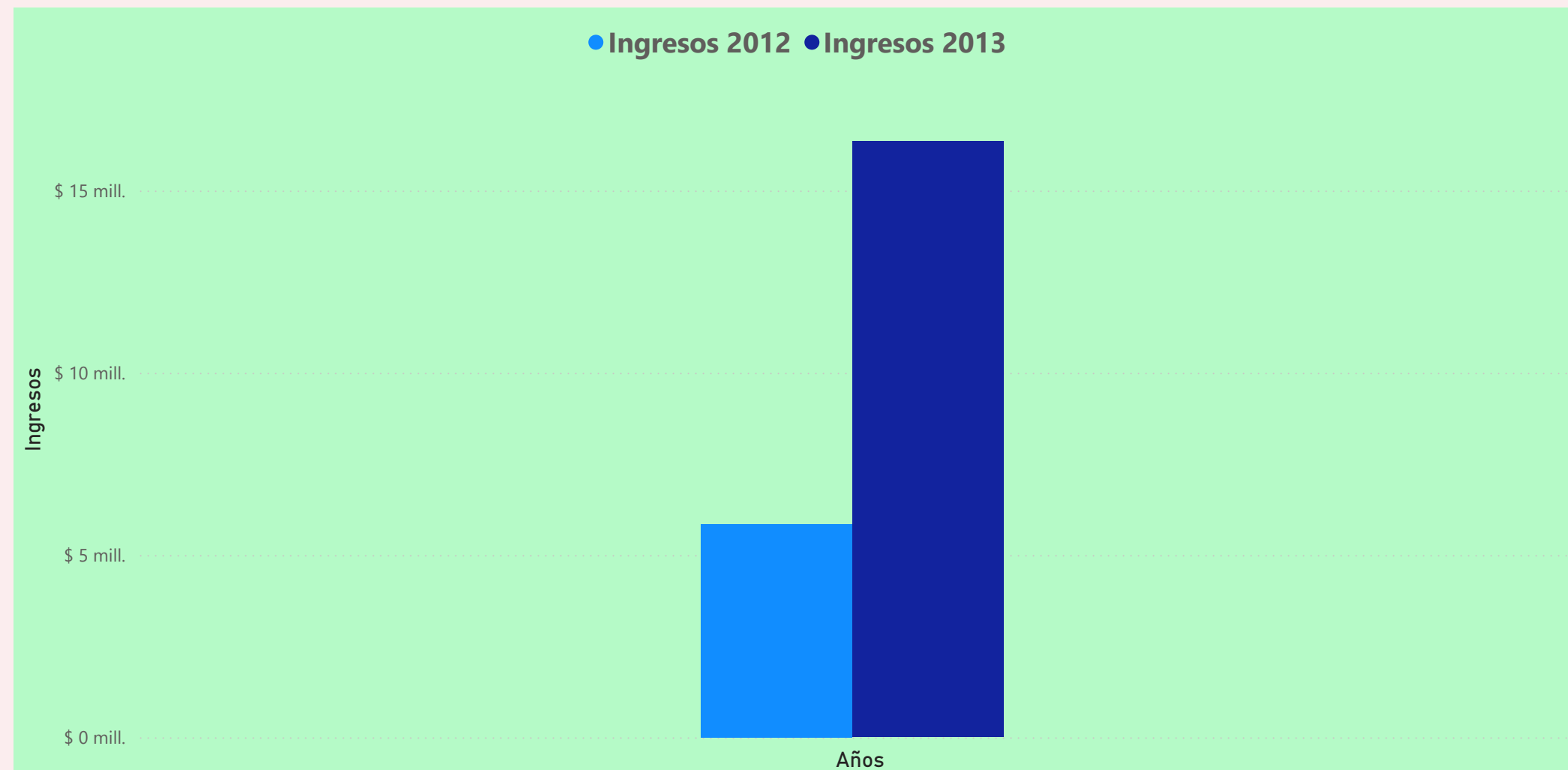
**\$ 5,84 mill.**

Ingresos 2013

**\$ 16,35 mill.**

% de variación de ingresos

**179,87 %**



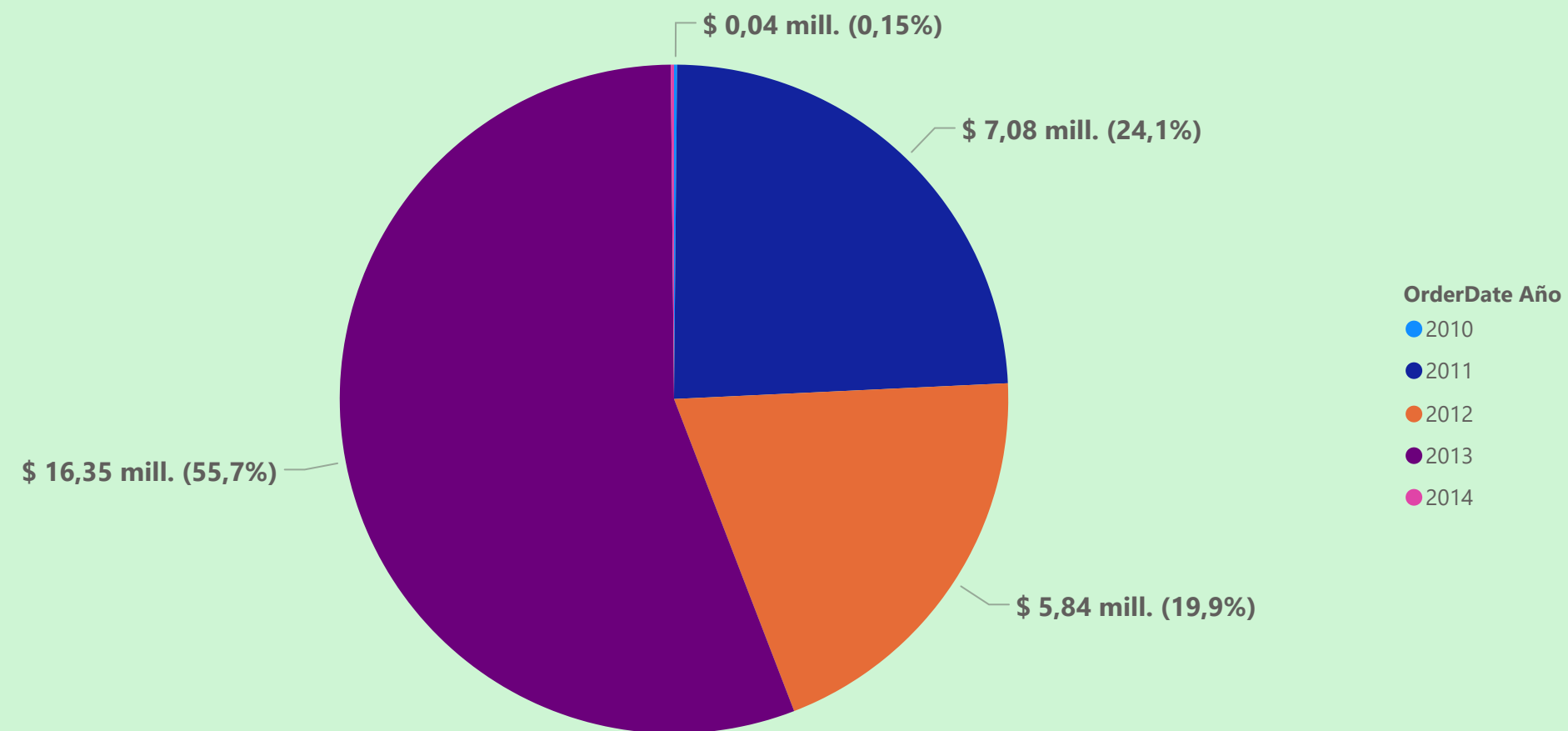




## Ventas

Total sales  
**\$ 29,36 mill.**

### Total ventas por Año





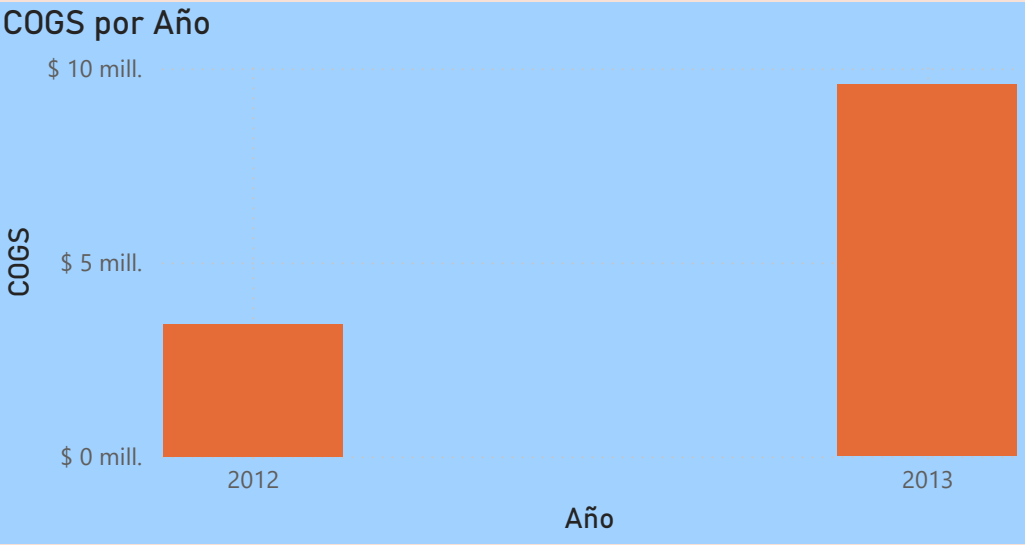
# Costos

COGS

\$ 17,28 mill.

\$ 9.586.139,37	2013
COGS	Año

\$ 3.414.478,17	2012
COGS	Año



Porcentaje de variación

180,75 %

## Ventas por país

**\$ 29,36 mill.**

18 mil

**60 mil**

158

SalesTerritoryCountry
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# Cientes por país

## Cientes por país

Customers	SalesTerritoryCountry
7819	United States
3591	Australia
1913	United Kingdom
1810	France
1780	Germany
1571	Canada
18484	

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Seleccionar todo

Total sales

Utilidad bruta

Utilidad neta

COGS

% Gross margin

% Net margin

Total freight