



OVERVIEW

TREND

PRODUCT

CHANNEL

TERRITORY

Fiscal Year

All

Ranking

10

Region

All

Category

Accessories

Clothing

Bikes

Components

## Sales by Channel



\$1,061

AOV Internet

18484

# of Active Customers



\$21.19K

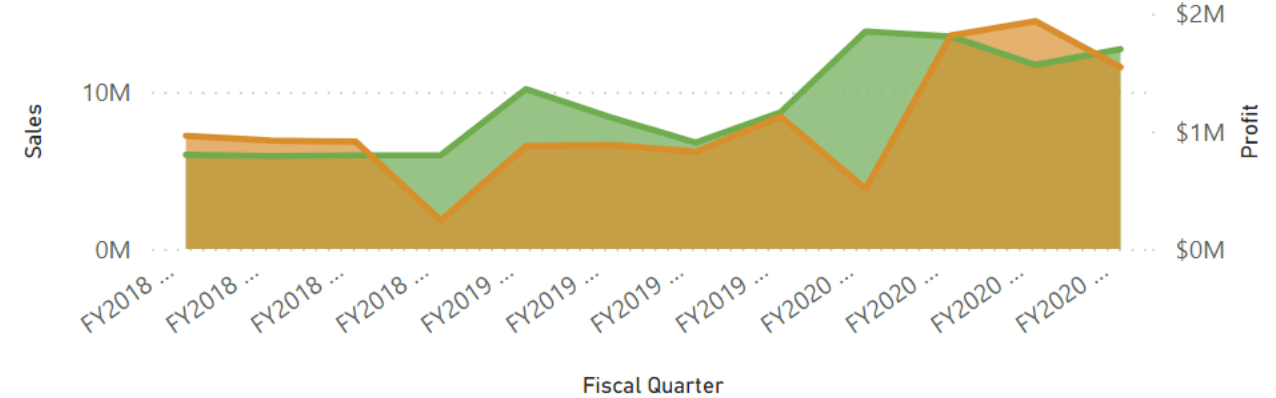
AOV Reseller

635

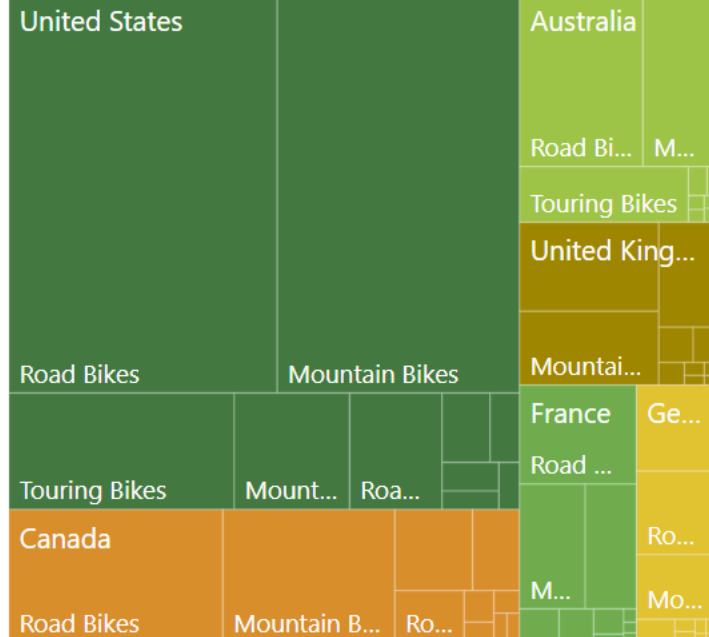
# of Active Resellers

## Sales and Profit by Fiscal Quarter

Sales Profit



## Sales by Country and Subcategory



## Sales by Country and Category

Category Accessories Bikes Clothing Components



Group Sales Sales%

Europe	19.80M	18.03%
North America		
Canada	16.36M	14.89%
United States		
Central	7.91M	7.20%
Northeast	6.94M	6.32%
Northwest	16.08M	14.65%
Southeast	7.88M	7.18%

EnglishProductName TOPN Sales Subcategory TOPN Sales

Mountain-200 Black, 38	\$4.40M	Wheels	\$0.68M
Mountain-200 Black, 42	\$4.01M	Touring Frames	\$1.64M
Mountain-200 Black, 46	\$3.31M	Touring Bikes	\$14.30M
Mountain-200 Silver, 38	\$3.69M	Shorts	\$0.41M
Mountain-200 Silver, 42	\$3.44M	Road Frames	\$3.85M
Mountain-200 Silver, 46	\$3.43M	Road Bikes	\$43.88M
Road-150 Red, 56	\$1.85M	Mountain Frames	\$4.71M
Road-250 Black. 44	\$2.52M	Mountain Bikes	\$36.45M



OVERVIEW

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TERRITORY

## TERRITORY

## KPI

- ☐ Cost CI
- ☐ Profit CI
- ☒ Sales CI

## Compare

- ☐ Period Over Period
- ☒ Year Over Year

## Periods

Multiple selections

## Region Profit Margin

Region	Profit Margin
Australia	10.66M
Canada	16.36M
Central	7.91M
France	7.25M
Germany	4.88M
Northeast	6.94M
Northwest	16.08M
Southeast	7.88M
Southwest	24.18M
United Kingdom	7.67M
Total	109.81M

Fiscal Year, Fiscal Quarter, Month...

All

Country

All

Category

All

ModelName

All

Channel

All

## SelectedKPI by Country

United States

Canada

United Ki...

Australia

France

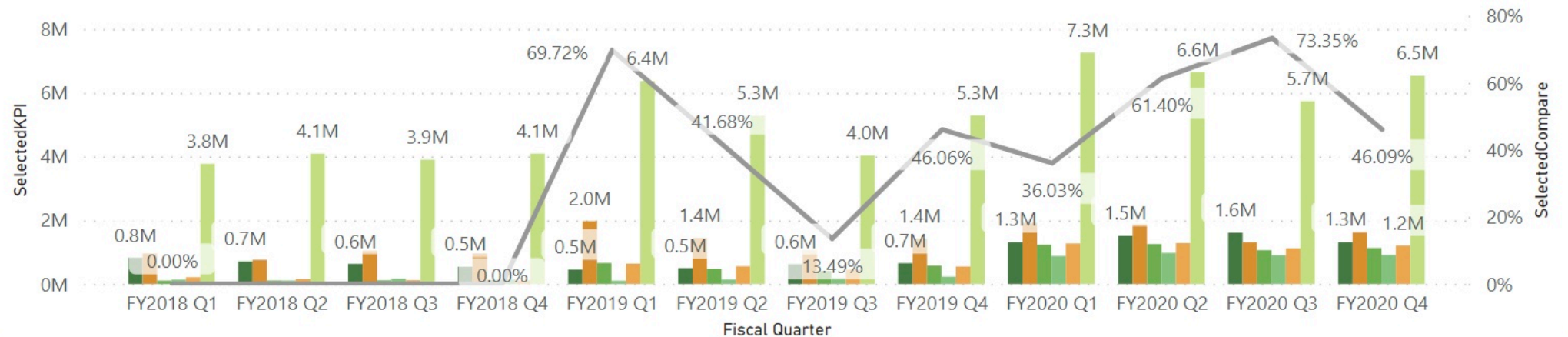
Germany

## Country



## SelectedKPI and SelectedCompare by Fiscal Quarter and Country

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



## CHANNEL

## KPI

- ☐ Cost CI  
☐ Profit CI  
☒ Sales CI

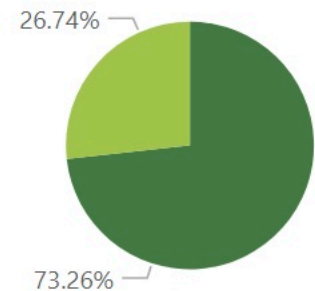
## Compare

- ☐ Period Over Period  
☒ Year Over Year

## Periods

Multiple selections

## SelectedKPI by Channel


Ch... ☒ Reseller ☐ Internet

Fiscal Year, Fiscal Quarter, Month...

All

Country

All

Category

All

ModelName

All

Channel

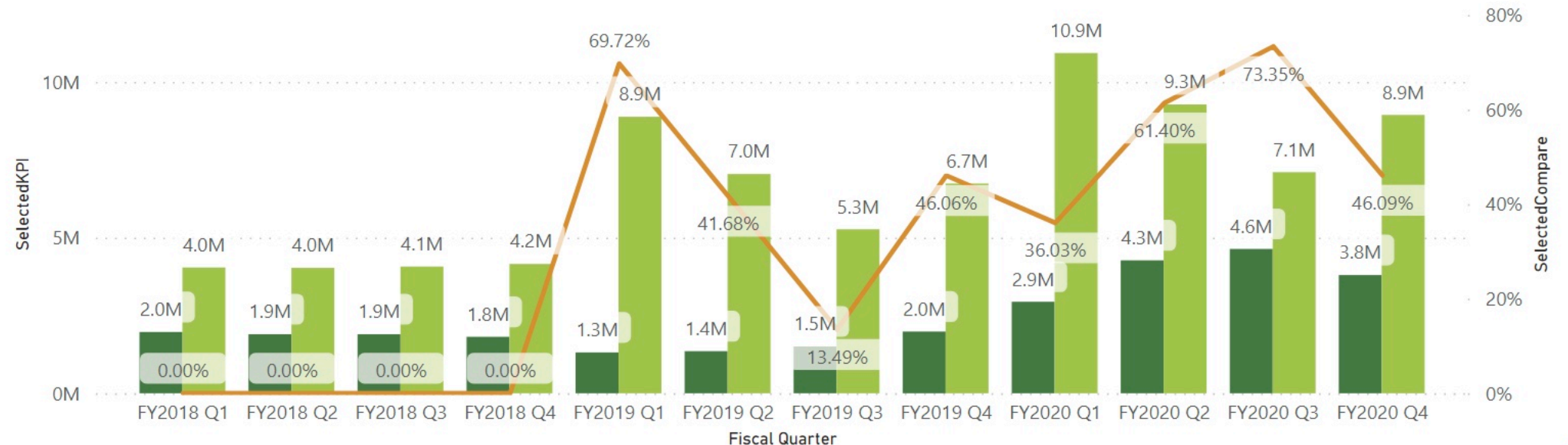
All



Channel	Profit	Sales	Cost	# of orders	# of Customers
Internet	\$29,358,677.22	29,358,677.22	\$29,358,677.22	29358677	29358677
Reseller	\$80,450,596.98	80,450,596.98	\$80,450,596.98	80450597	80450597
Total	\$109,809,274.20	109,809,274.20	\$109,809,274.20	109809274	109809274



## SelectedKPI and SelectedCompare by Fiscal Quarter and Channel

Channel ☒ Internet ☐ Reseller ☐ SelectedCompare






OVERVIEW

TREND

PRODUCT

CHANNEL

TERRITORY

## PRODUCT

KPI

- ☐ Cost CI
- ☐ Profit CI
- ☒ Sales CI

## Profit Margin by Category

Bikes

94.62M

Components

11.80M

Clot...

Fiscal Year, Fiscal Quarter, Month...

All

Country

All

Category

All

ModelName

All

Channel

All

Category x

Components

Subcategory x

Mountain Frames

ModelName x

HL Mountain Frame

EnglishProductN... x

# of orders  
109809274

Bikes  
94620526

Components  
11799077

Clothing  
2117613

Accessories  
1272058

Mountain Frames  
4713672

Road Frames  
3849853

Touring Frames  
1642328

Wheels  
679070

Cranksets  
203943

Handlebars  
170591

HL Mountain Frame  
3365069

LL Mountain Frame  
521864

ML Mountain Frame-W  
482953

ML Mountain Frame  
343785

HL Mountain Frame - ...  
501788

HL Mountain Frame - ...  
499557

HL Mountain Frame - ...  
269874

HL Mountain Frame - ...  
141635

HL Mountain Frame - ...  
106079

HL Mountain Frame ...  
13766



OVERVIEW

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TERRITORY

## TREND

## KPI

- ☐ Cost CI
- ☐ Profit CI
- ☒ Sales CI

## Compare

- ☐ Period Over Period
- ☒ Year Over Year

## Periods

Multiple selections

23.86M

SelectedKPI 2018

34.07M

SelectedKPI 2019

51.88M

SelectedKPI 2020

Fiscal Year, Fiscal Quarter, Month...

All

Country

All

Category

All

ModelName

All

Channel

All

## SelectedKPI and SelectedCompare by Fiscal Quarter and Periods

Periods ● Current Period ● Last Period ● SelectedCompare