Bike Sales Analysis

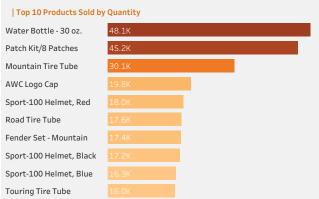
Profit	YoY% Change
£5,864,087	-1.6%
Revenue	mmy
£14,152,724	'
Accessories	£1,778,079

Bikes

Clothing

£5,019,743

£1,490,815



Adults (35-64)

Adults

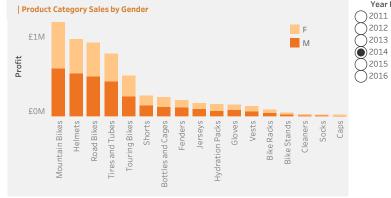
(35-64)

| Sales by Age Group and Product Subcategory



Seniors (64+)

Young Adults.. Youth (<25)







Year Parameter

2011

- ✓ Australia
 ✓ Canada
 ✓ France
 ✓ Germany
 ✓ United Kingdom
 ✓ United States