

ProductName	SubCategory	SalesAmount
All-Purpose Bike Stand	Bike Stands	37,842.00
AWC Logo Cap	Caps	18,834.05
Bike Wash - Dissolver	Cleaners	6,868.80
Classic Vest, L	Vests	11,684.00
Classic Vest, M	Vests	11,747.50
Classic Vest, S	Vests	10,033.00
Fender Set - Mountain	Fenders	44,267.72
Half-Finger Gloves, L	Gloves	10,457.23
Half-Finger Gloves, M	Gloves	11,583.77
Half-Finger Gloves, S	Gloves	11,338.87
Hitch Rack - 4-Bike	Bike Racks	36,960.00
HL Mountain Tire	Tires and Tubes	46,585.00
HL Road Tire	Tires and Tubes	26,210.40
Hydration Pack - 70 oz.	Hydration Packs	38,822.94
LL Mountain Tire	Tires and Tubes	19,967.01
LL Road Tire	Tires and Tubes	21,060.20
Long-Sleeve Logo Jersey, L	Jerseys	21,595.68
Long-Sleeve Logo Jersey, M	Jerseys	20,895.82
Long-Sleeve Logo Jersey, S	Jerseys	20,045.99
Long-Sleeve Logo Jersey, XL	Jerseys	19,546.09
ML Mountain Tire	Tires and Tubes	32,479.17
ML Road Tire	Tires and Tubes	22,241.10
Mountain Bottle Cage	Bottles and Cages	19,390.59
Total		29,307,836.59

ProductName	Gender	YearlyIncome
All-Purpose Bike Stand	F	523960000
All-Purpose Bike Stand	M	535280000
AWC Logo Cap	F	523960000
AWC Logo Cap	M	535280000
Bike Wash - Dissolver	F	523960000
Bike Wash - Dissolver	M	535280000
Classic Vest, L	F	523960000
Classic Vest, L	M	535280000
Classic Vest, M	F	523960000
Classic Vest, M	M	535280000
Classic Vest, S	F	523960000
Classic Vest, S	M	535280000
Total		1059240000

Country	SalesAmount	TaxAmt	TotalAmount	TotalSaleAmount
Australia	9,051,766.35	724,141.33	9,775,907.68	9,775,907.68
Canada	1,966,991.16	157,359.30	2,124,350.46	2,124,350.46
France	2,640,525.76	211,242.07	2,851,767.83	2,851,767.83
Germany	2,890,707.51	231,256.60	3,121,964.11	3,121,964.11
United Kingdom	3,387,490.80	270,999.27	3,658,490.07	3,658,490.07
United States	9,370,355.00	749,628.42	10,119,983.42	10,119,983.42
Total	29,307,836.59	2,344,626.98	31,652,463.57	31,652,463.57

Category	SubCategory	Sales	Budget	Variance	Variance%
Bikes	Mountain Bikes	\$6,397,229	\$6,534,364	(\$137,135)	-2.1%
Bikes	Road Bikes	\$5,241,897	\$5,257,897	(\$16,000)	-0.3%
Bikes	Touring Bikes	\$3,844,801	\$4,055,965	(\$211,164)	-5.2%
Accessories	Tires and Tubes	\$231,300	\$242,777	(\$11,477)	-4.7%
Accessories	Helmets	\$215,923	\$221,905	(\$5,982)	-2.7%
Clothing	Jerseys	\$165,066	\$170,938	(\$5,872)	-3.4%
Clothing	Shorts	\$67,050	\$68,453	(\$1,403)	-2.0%
Accessories	Bottles and Cages	\$55,031	\$57,369	(\$2,338)	-4.1%
Accessories	Fenders	\$44,268	\$43,670	\$598	1.4%
Accessories	Hydration Packs	\$38,823	\$39,803	(\$980)	-2.5%
Accessories	Bike Stands	\$37,842	\$38,757	(\$915)	-2.4%
Accessories	Bike Racks	\$36,960	\$36,861	\$99	0.3%
Clothing	Vests	\$33,465	\$34,565	(\$1,101)	-3.2%
Clothing	Gloves	\$33,380	\$33,965	(\$585)	-1.7%
Clothing	Caps	\$18,834	\$20,371	(\$1,537)	-7.5%
Accessories	Cleaners	\$6,869	\$6,465	\$404	6.2%
Clothing	Socks	\$4,882	\$5,449	(\$567)	-10.4%
Total		\$16,473,618	\$16,869,574	(\$395,956)	-2.3%

Month 

☐ Jan

☐ Feb

☐ Mar

☐ Apr

☐ May

☐ Jun

☐ Jul

☐ Aug

☐ Sep

☐ Oct

☐ Nov

☐ Dec

Visual Report

Sales

\$16,473,618

Budget

\$16,869,574

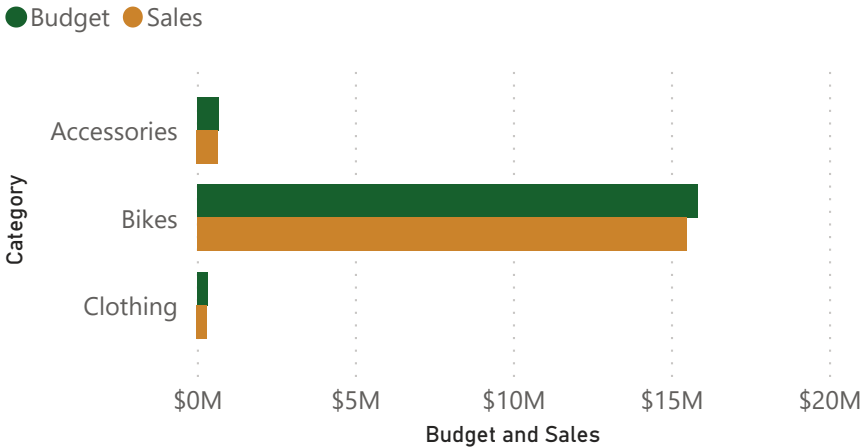
Variance

(\$395,956)

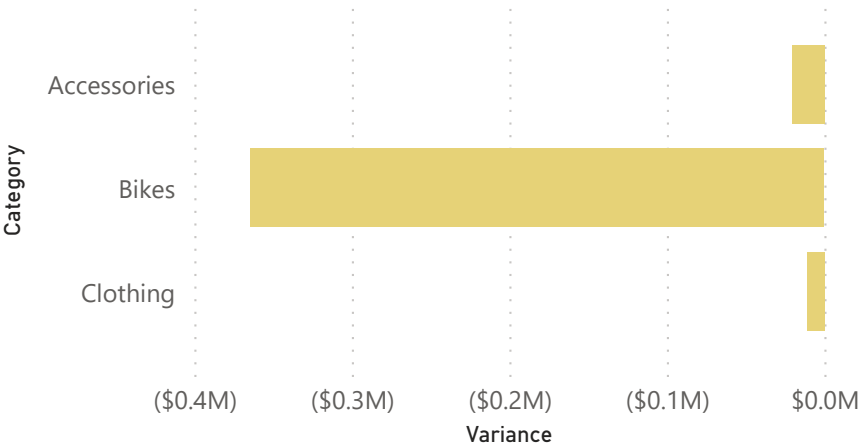
Variance%

-2.3%

Budget and Sales by Category



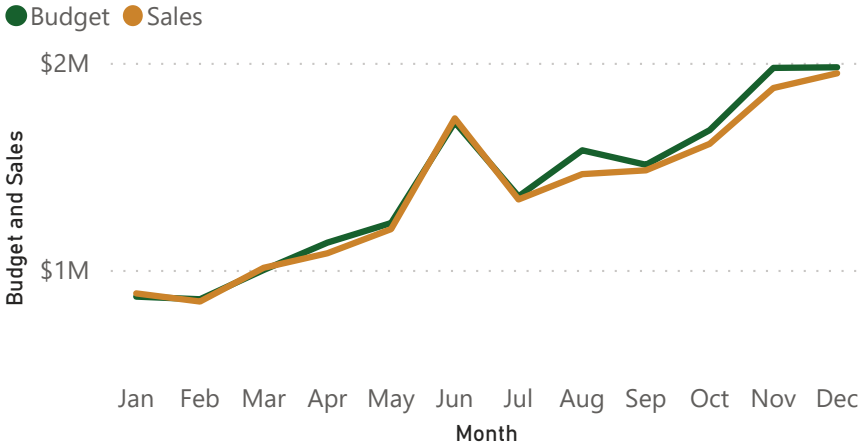
Variance by Category



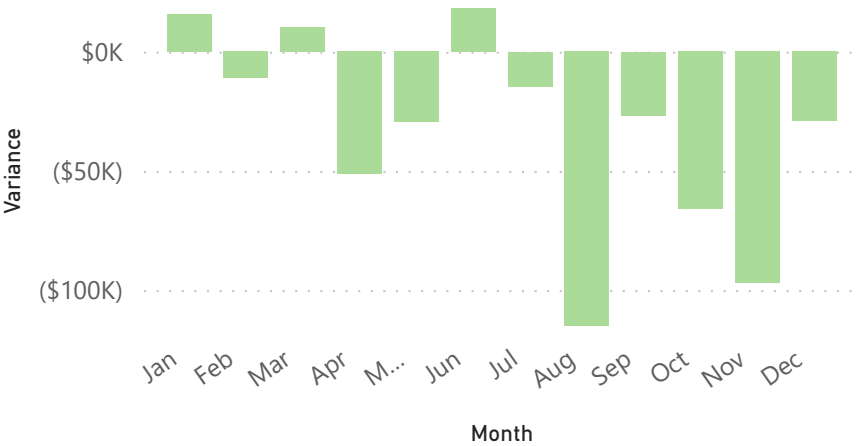
Top Products

ProductName	Sales
Mountain-200 Black, 42	\$979,961
Mountain-200 Silver, 38	\$979,036
Mountain-200 Black, 46	\$961,601
Mountain-200 Black, 38	\$954,716
Mountain-200 Silver, 46	\$930,316
Mountain-200 Silver, 42	\$909,436
Touring-1000 Blue, 46	\$421,980
Road-350-W Yellow, 40	\$418,444

Budget and Sales by Month



Variance by Month



Top Customers

FullName	Sales
Turner, Jordan	\$11,484
Shan, Maurice	\$10,861
Munoz, Janet	\$10,418
Nara, Nichole	\$9,717
Henderson, Kaitlyn	\$9,716
He, Margaret	\$9,691
Dominguez, Randall	\$9,688
Gonzalez, Adriana	\$9,664