SALES DASHBOARD

Category
All

Country
All

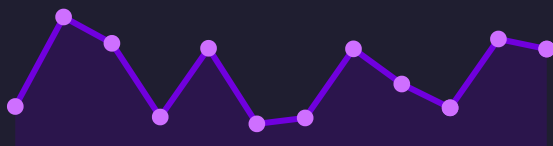2017   2018   2019   2020

KPIs

3.51M — 100.00%
TotalRevenue

1.3% ▶
Profit Margin

3.46M — 100.00%
TotalCost

7K — 100.00%
TotalQuantity
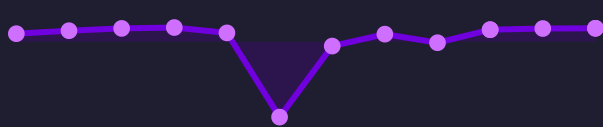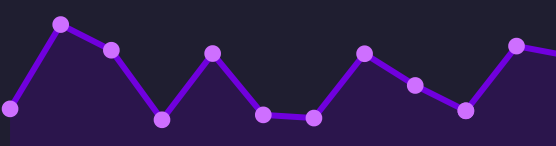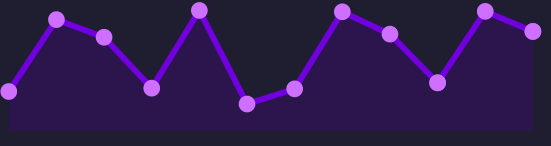
TotalRevenue by Date
20K
10K
0K
2018   2019   2020
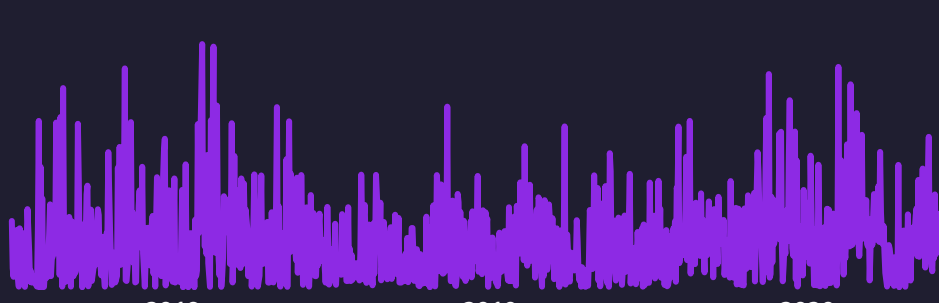
By Region

Region	Value
Southwest	0.69M
Canada	0.66M
Northwest	0.55M
Southeast	0.52M
Central	0.34M
Northeast	0.29M
France	0.14M
United Kin...	0.13M
Australia	0.10M
Germany	0.08M

Revenue
Quantity
Cost

TotalRevenue by Category

Category ● Bikes ● Components ● Clothing ● Accessories

0.89%
15.93%
82.97%

Profit by Category

Category	Value
Compone...	47K
Clothing	7K
Accessories	3K
Bikes	-10K
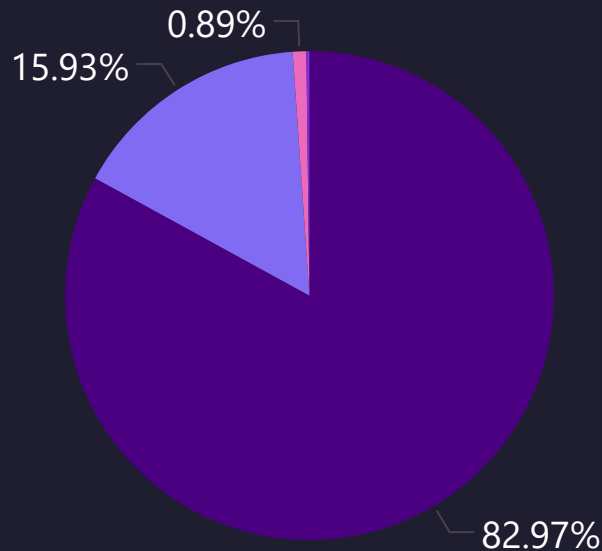
Salesperson / TotalRevenue
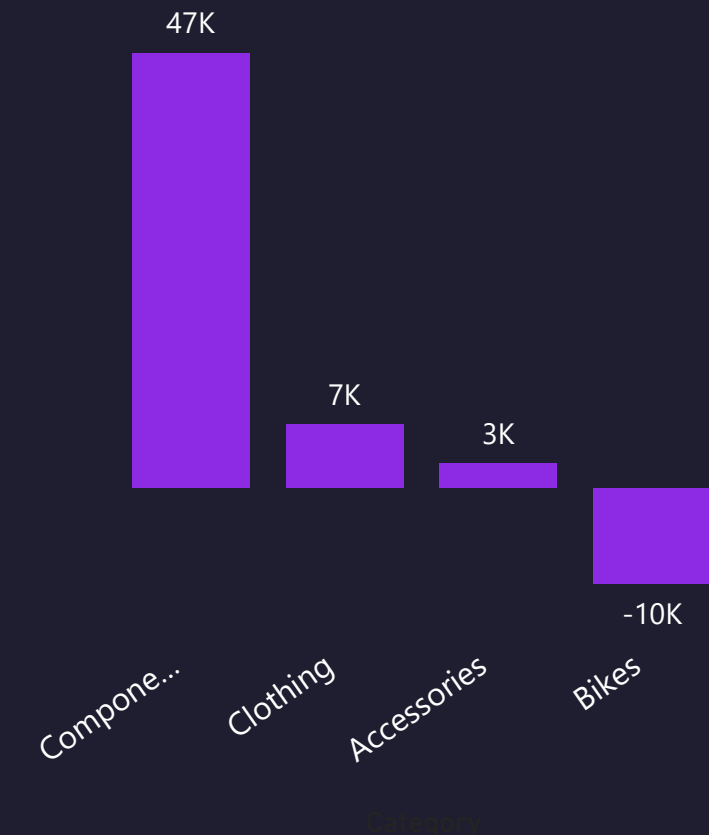
Salesperson	TotalRevenue
Tsvi Reiter	481,563.93
Michael Blythe	422,655.85
Jillian Carson	398,816.91
Linda Mitchell	374,410.64
José Saraiva	309,753.59
Jae Pak	254,291.36
Shu Ito	236,414.47
Garrett Vargas	206,319.64
David Campbell	206,115.31
Pamela Ansman-Wolfe	121,205.45
Ranjit Varkey Chudukatil	120,238.55
Tete Mensa-Annan	115,620.30
Lynn Tsoflias	92,966.71
Rachel Valdez	76,674.42
Total	**3,505,340.43**

Hidden Margin Losses

Category
All ⌄

2017   2018   2019   2020

◉Test Assumptions →

-114.52K ▼	1.74M ▼	1.62M ▼	2K ▼
Total Loss	Total Cost of Loss	Total Loss-Making Sales	Total Loss-Quantity

Product	Color	TotalRevenue	TotalCost	Profit Margin ▼
Mountain-100 Silver, 44	Silver	77,519.67	86,046.95	-11.0%
Road-450 Red, 52	Red	74,357.15	75,200.34	-1.1%
Road-250 Black, 48	Black	71,310.97	74,148.61	-4.0%
Mountain-100 Silver, 42	Silver	66,639.69	66,925.41	-0.4%
Road-250 Black, 44	Black	65,132.79	67,460.27	-3.6%
Road-150 Red, 56	Red	64,408.80	65,138.84	-1.1%
Mountain-100 Silver, 48	Silver	62,559.71	63,101.11	-0.9%
Touring-1000 Yellow, 60	Yellow	60,078.50	65,205.35	-8.5%
Touring-1000 Blue, 60	Blue	60,078.48	62,241.47	-3.6%
Mountain-100 Silver, 38	Silver	56,439.74	57,364.62	-1.6%
Road-350-W Yellow, 48	Yellow	51,029.50	54,125.50	-6.1%
Road-350-W Yellow, 40	Yellow	48,988.32	51,960.48	-6.1%
Total		**1,899,774.74**	**1,986,306.87**	**-4.6%**

Profit Loss by Subcategory
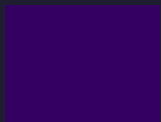
Road Bikes	Touring Bikes	Caps	Jerseys
-3.1%	-9.2%	-10.0%	-14.6%
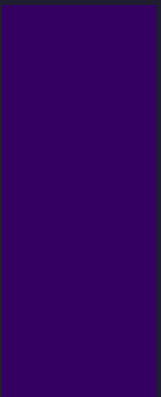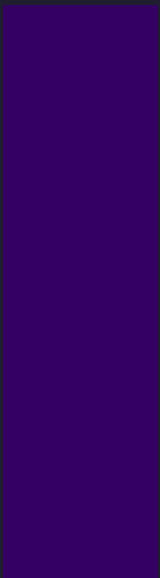
What If - Scenario

-114.52K ▼

Profit For interaction

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20

Product	Color	Profit Margin ▼	MarginProfit-What if
HL Road Frame - Black, 48	Black	-0.1%	-0.1%
Mountain-100 Silver, 42	Silver	-0.4%	-0.4%
Road-650 Black, 60	Black	-0.8%	-0.8%
Mountain-100 Silver, 48	Silver	-0.9%	-0.9%
Road-150 Red, 52	Red	-1.1%	-1.1%
Road-150 Red, 44	Red	-1.1%	-1.1%
Road-150 Red, 62	Red	-1.1%	-1.1%
Road-150 Red, 56	Red	-1.1%	-1.1%
Road-150 Red, 48	Red	-1.1%	-1.1%
Road-450 Red, 52	Red	-1.1%	-1.1%
Road-450 Red, 58	Red	-1.1%	-1.1%
Road-450 Red, 60	Red	-1.1%	-1.1%
Total		**-4.6%**	**-4.6%**

Profit What if by Subcategory

Subcategory	Value
Caps	0K
Jerseys	-1K
Touring Bikes	-37K
Road Bikes	-37K