



Sales Performance Dashboard

Year

2018

2019

2020

2021



Total Sales

0% ↓

\$29.36M



Gross Profit

0% ↓

\$12.08M



Profit

0% ↓

\$9.00M

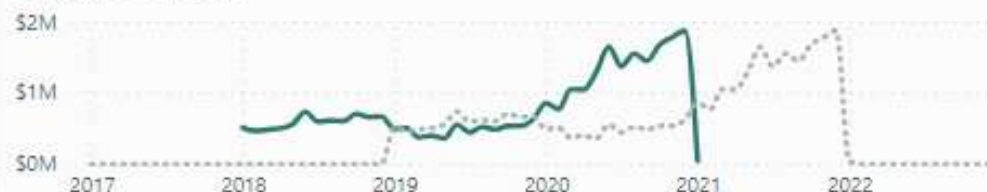


Sales Qty

60.40K

Current Sales vs PY Sales

● TotalSales ● PY Sales



Performance Product Sales by Month

● TotalSales ● Profit ● Product Sold



Continent

PY Profit

Current Profit

Total Profit

YoY Profit %

| | | | | |
|---------------|----------------|----------------|----------------|------|
| North America | \$3,537,287.35 | \$3,537,287.35 | \$7,074,574.70 | 0% ↑ |
| Pacific | \$2,734,448.22 | \$2,734,448.22 | \$5,468,896.44 | 0% ↑ |
| Europe | \$2,726,472.18 | \$2,726,472.18 | \$5,452,944.36 | 0% ↑ |

Category

PY Profit

Current Profit

Total Profit

YoY Profit %

| | | | | |
|-------------|----------------|----------------|-----------------|------|
| Bikes | \$8,532,386.62 | \$8,532,386.62 | \$17,064,773.24 | 0% ↑ |
| Accessories | \$365,069.01 | \$365,069.01 | \$730,138.02 | 0% ↑ |
| Clothing | \$100,752.12 | \$100,752.12 | \$201,504.24 | 0% ↑ |
| Components | \$0.00 | \$0.00 | \$0.00 | 0% ↑ |



Sales Performance by Region

Continent

All

Region

All



Total Sales

179.9% ↑

\$16.35M



COGS

180.8% ↑

\$9.59M



Gross Profit

178.6% ↑

\$6.77M

Select all

2018

2019

2020

2021

Total Orders

52,801

● Total Order ● PY Order



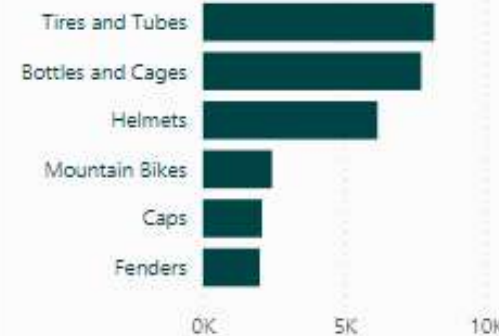
Unique Orders

21,289

● Total Unique Order ● PY Unique Order



Total Order by Sub-Category



Sales Performance by City





Customer Performance

2017

2019

5455

Customer

\$2.3K

Avg. Spending

-27.8%

Customer Performance Sales

| CustomerName | TotalSales | Profit | Last Date |
|--------------------|-----------------|----------------|-----------|
| Kaitlyn Henderson | \$6,093.20 | \$1,700.40 | 28 Dec |
| Tabitha Gomez | \$6,081.10 | \$1,694.10 | 29 Dec |
| Latoya Nara | \$6,035.60 | \$1,670.40 | 30 Dec |
| Alisha Zhu | \$6,030.61 | \$1,667.80 | 28 Dec |
| Jaime Hernandez | \$6,021.62 | \$1,699.27 | 08 Oct |
| Brandi Gill | \$6,006.32 | \$1,702.42 | 31 Dec |
| Trinity Richardson | \$5,973.24 | \$1,881.09 | 28 Dec |
| Seth Phillips | \$5,910.22 | \$1,852.55 | 31 Dec |
| Stephanie Collins | \$5,908.25 | \$1,851.53 | 30 Dec |
| Jacqueline Powell | \$5,875.55 | \$1,834.49 | 31 Dec |
| Blake Anderson | \$5,774.97 | \$1,970.26 | 31 Dec |
| Total | \$12,961,432.83 | \$3,928,965.16 | 31 Dec |

Sales Performance by Degree

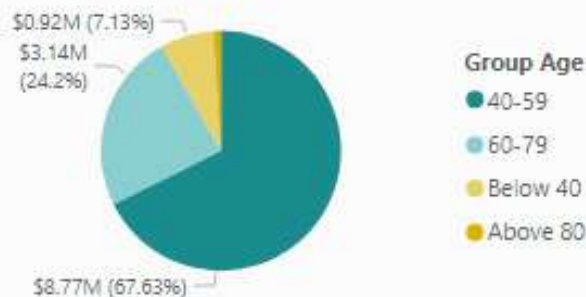
| Degree | Quantity Sold | TotalSales | To |
|---------------------|---------------|-----------------|-----|
| Bachelors | 1858 | \$4,262,759.59 | \$ |
| Partial College | 1554 | \$3,433,263.05 | \$ |
| Graduate Degree | 980 | \$2,360,093.22 | \$ |
| High School | 894 | \$2,147,722.25 | \$ |
| Partial High School | 341 | \$757,594.72 | \$ |
| Total | 5627 | \$12,961,432.83 | \$6 |

Sales by Gender

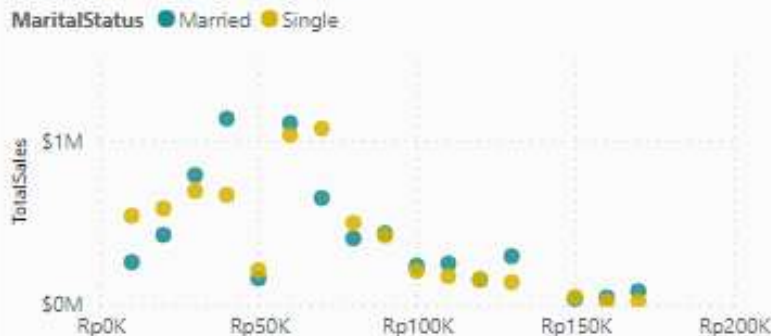


Gender ● Female ● Male

Sales by Group Age



Sales by YearlyIncome



Sales by Age

