



Year

FY2020

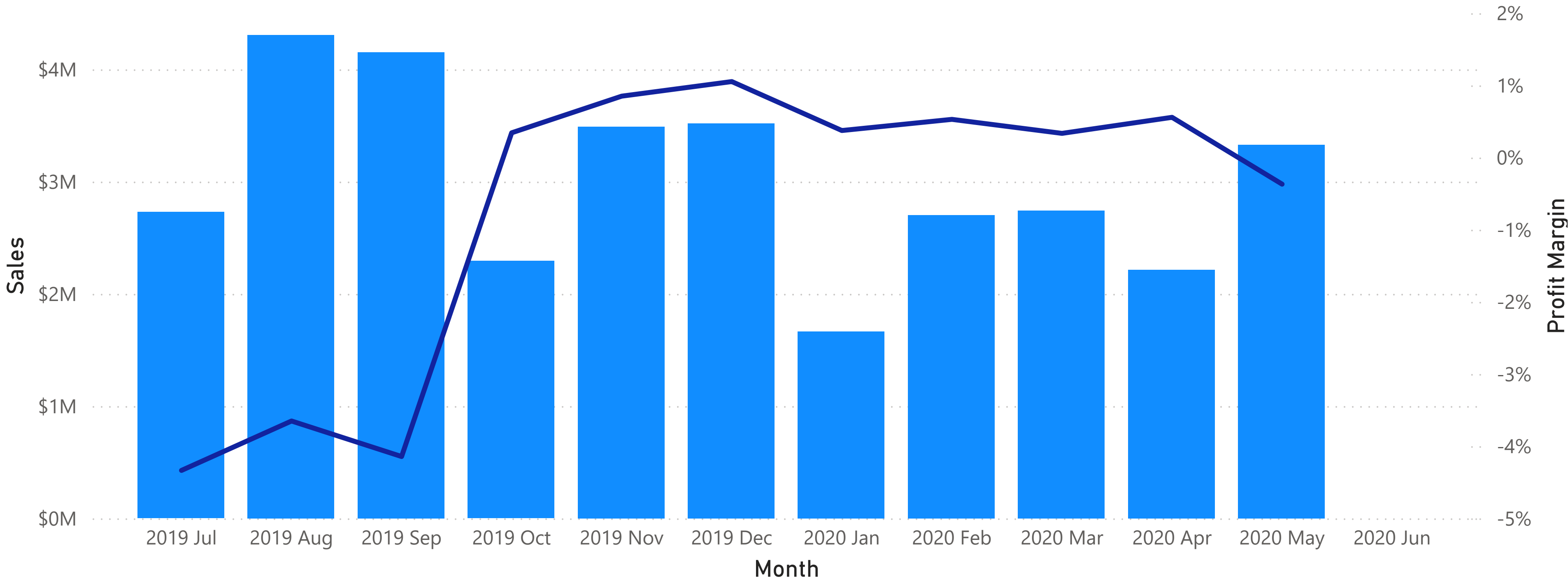


Region

- Select all
- Australia
- Canada
- Central
- France
- Germany
- Northeast
- Northwest
- Southeast
- Southwest
- United Kingdom

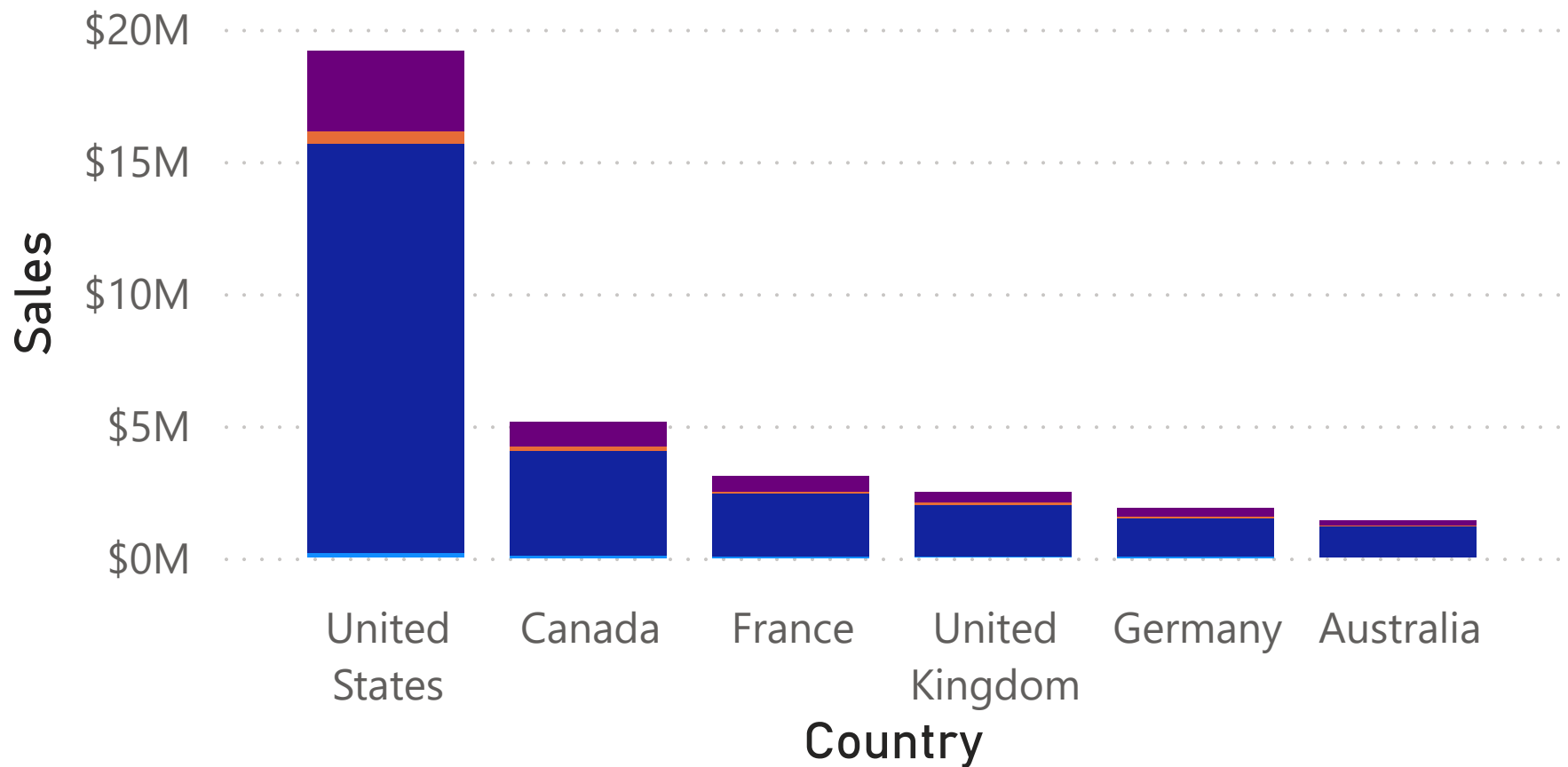
Sales and Profit Margin by Month

Sales Profit Margin

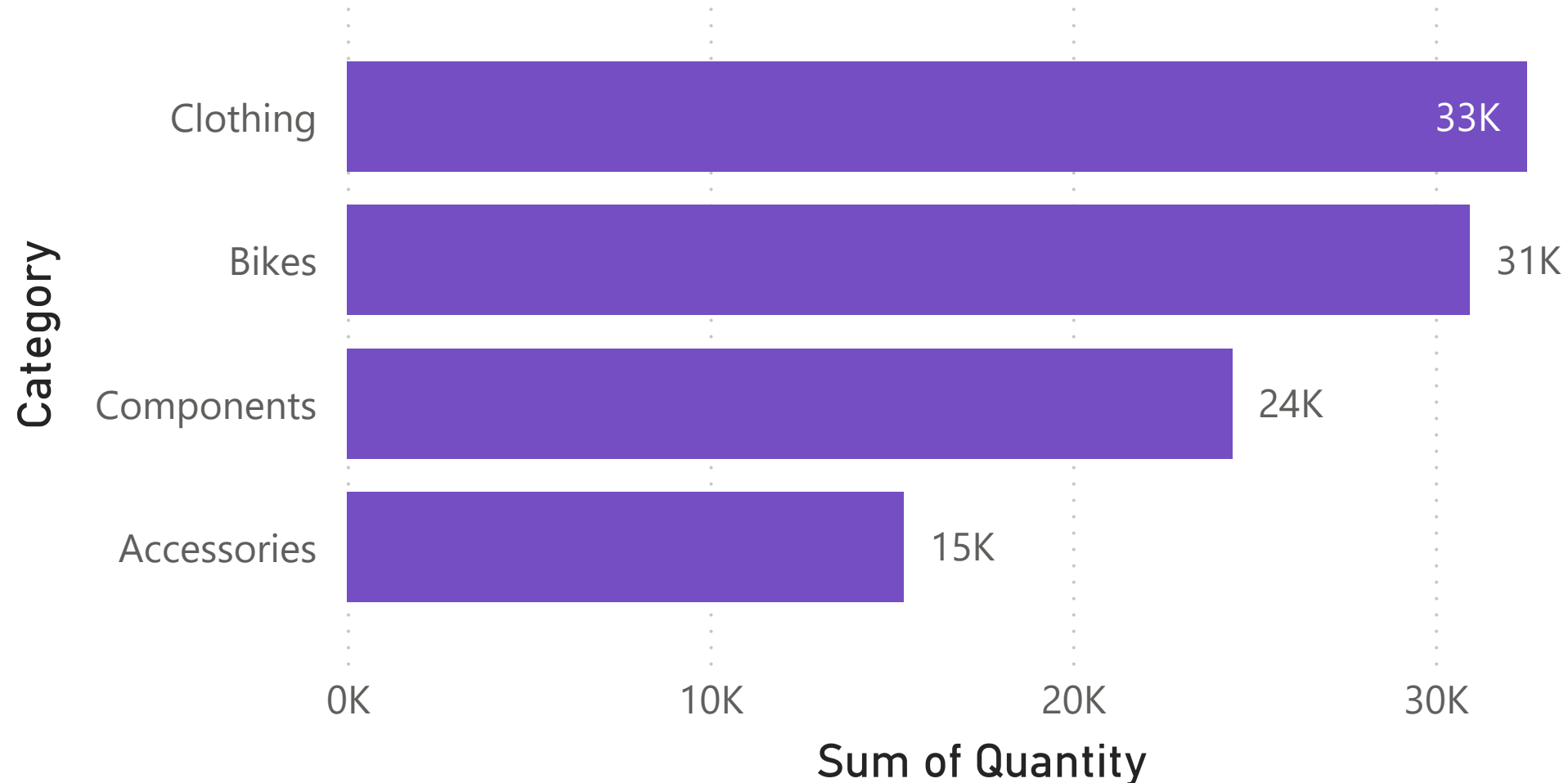


Sales by Country and Category

Category Accessories Bikes Clothing Components



Sum of Quantity by Category



- Region
- Select all
- Australia
- Canada
- Central
- France
- Germany
- Northeast
- Northwest
- Southeast
- Southwest
- United Kingdom

Year	Orders	Sales	Cost	Profit	Profit Margin
FY2018	739	\$16,429,043	\$16,297,680	\$131,362	0.80%
FY2019	1255	\$27,979,780	\$26,768,232	\$1,211,548	4.33%
FY2020	1622	\$33,139,748	\$33,483,164	(\$343,416)	-1.04%
Total	3616	\$77,548,570	\$76,549,076	\$999,495	1.29%

Year

FY2020



Bar Chart

Column Chart

\$7,232,695

Sales

\$6,300,000

Target

\$932,695

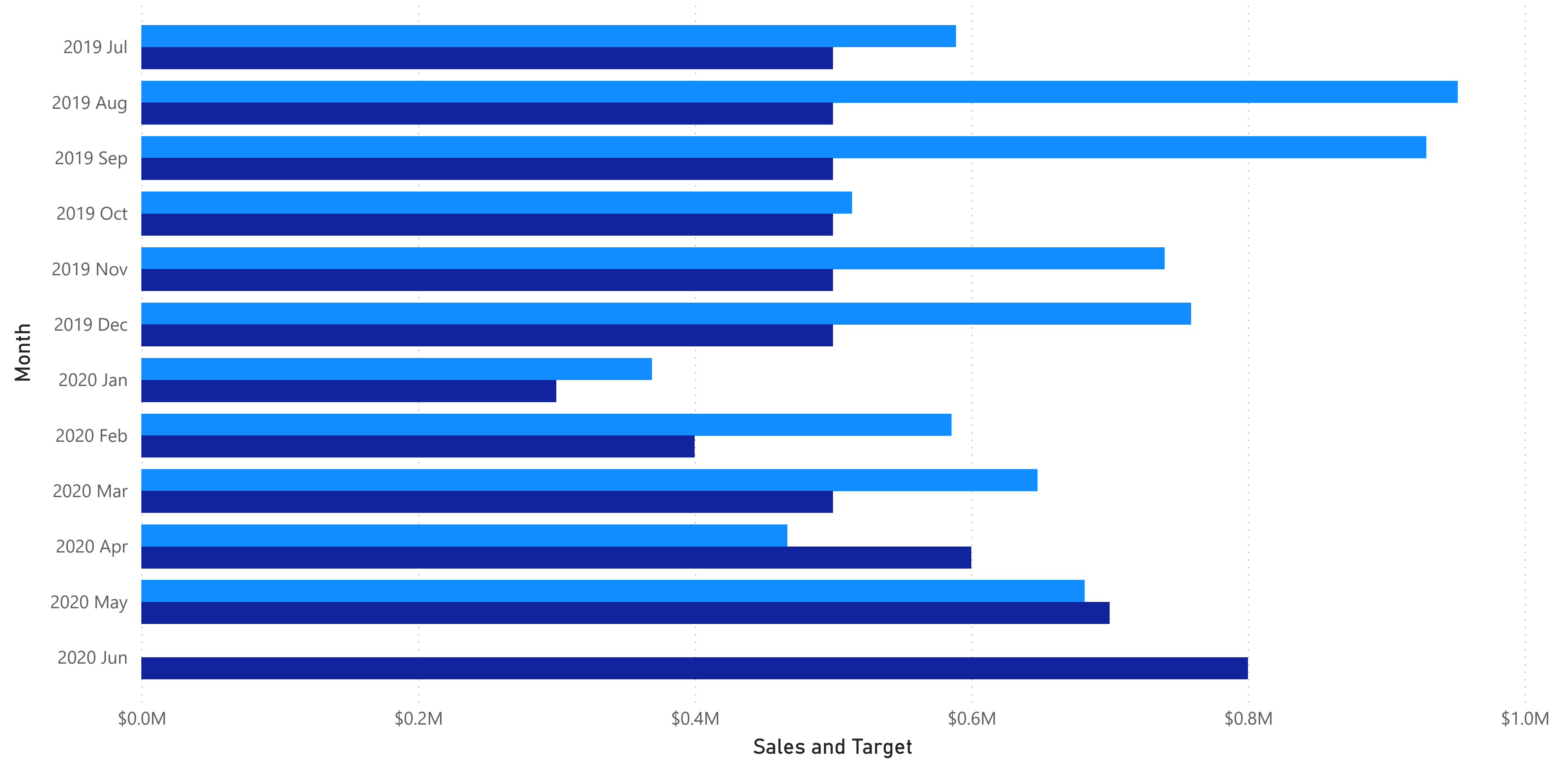
Variance

14.80%

Variance Margin

### Sales and Target by Month

● Sales ● Target





# Bikes

Subcategory	Color	Sum of Quantity	Sum of Sales	Profit Margin
Mountain Bikes	Black	12,371	\$14,219,696	6.13%
Mountain Bikes	Silver	10,083	\$11,660,457	5.91%
Road Bikes	Black	13,908	\$9,625,464	-3.36%
Road Bikes	Red	15,310	\$12,116,381	-3.01%
Road Bikes	Yellow	8,960	\$6,940,054	-5.25%
Touring Bikes	Blue	6,415	\$5,593,085	-5.58%
Touring Bikes	Yellow	4,833	\$3,913,896	-16.17%
Total		71,880	\$64,069,033	-0.68%