

Sales Overview

Year

202320242025

Month

JanFebMarAprMayJunJulAugSepOctNovDec

Customer City

All

Product Cate...

All

Product Subc...

All

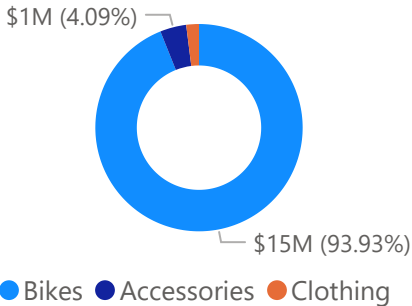
Product Name

All

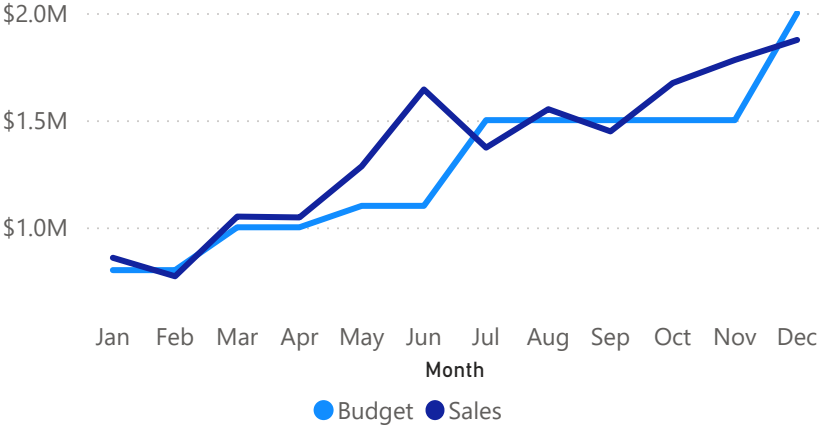
Sales and Budget by Quarter

\$5,328,574✓
Goal: \$5,000,000 (+6.57%)

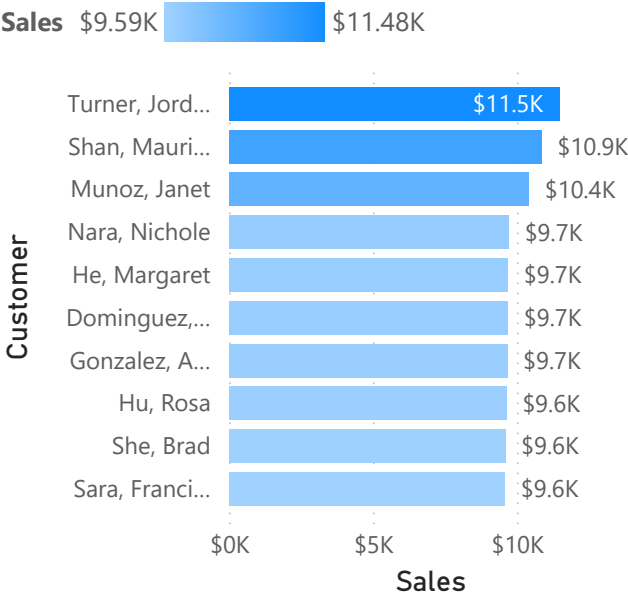
Sales by Product Category



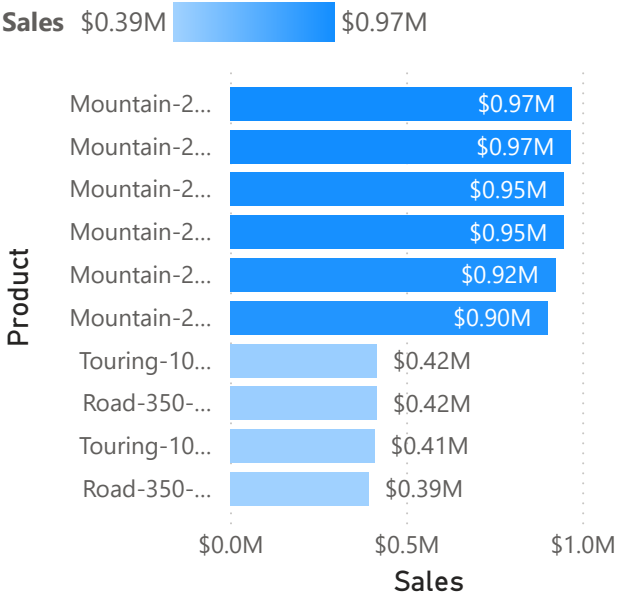
Budget and Sales by Month



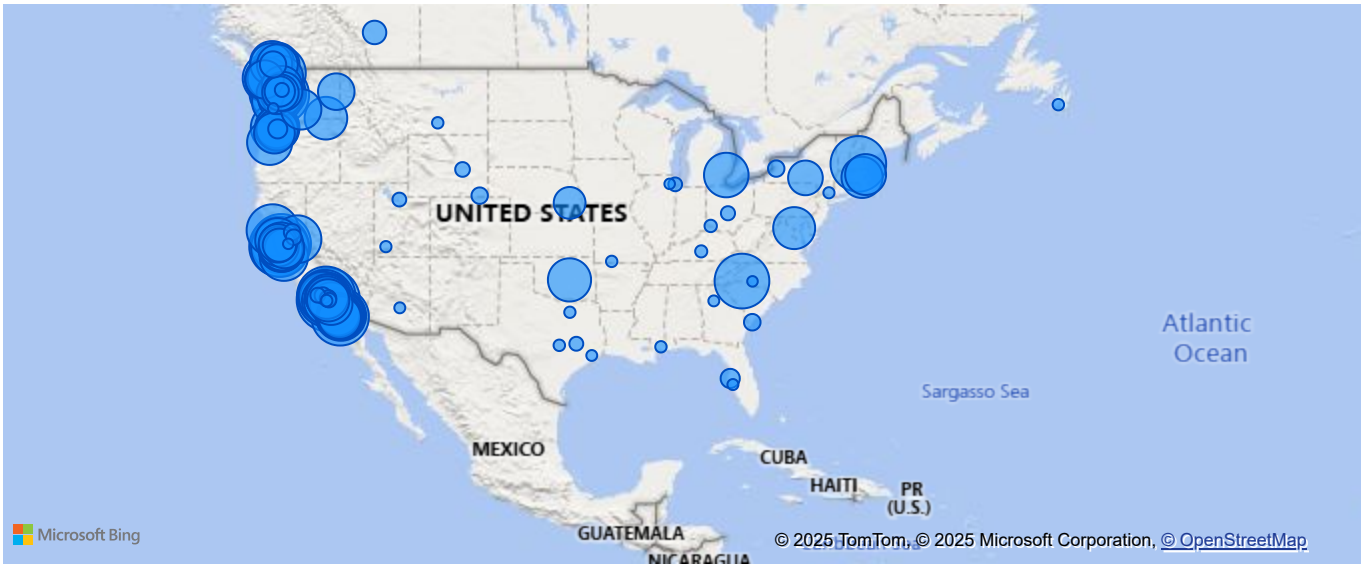
Sales by Top 10 Customer



Sales by Top 10 Product



Sales by City



Customer Details

Year

2023

2024

2025

Month

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Customer City

All

\$16,351,550

Sales

\$15,300,000

Budget

Product Category

All

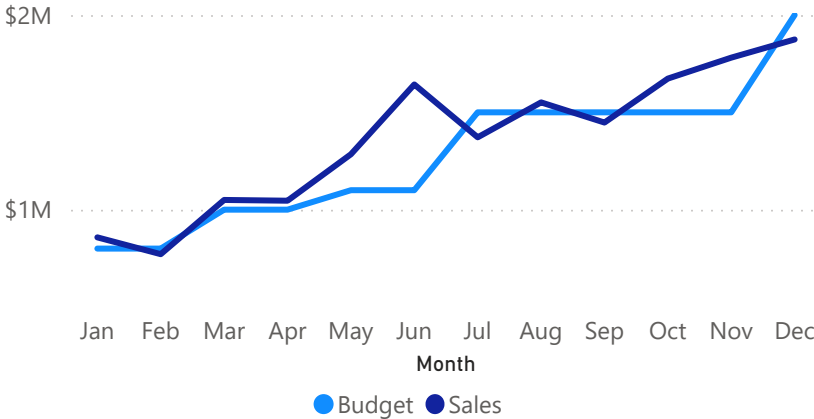
Product Subcategory

All

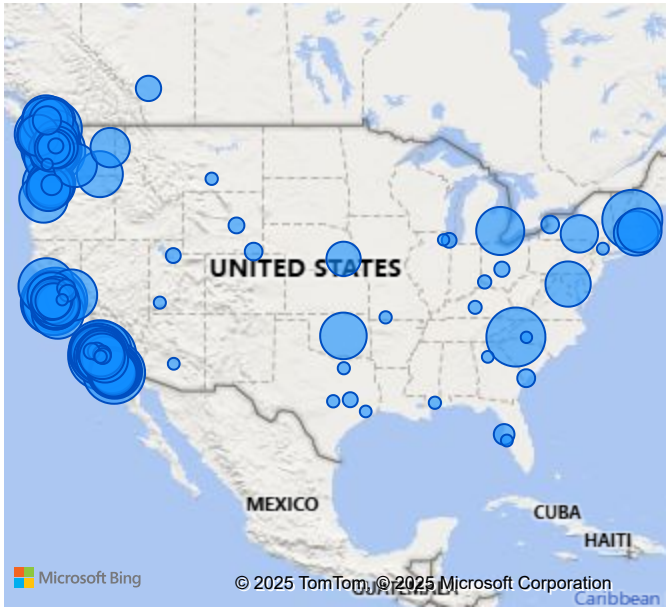
Product Name

All

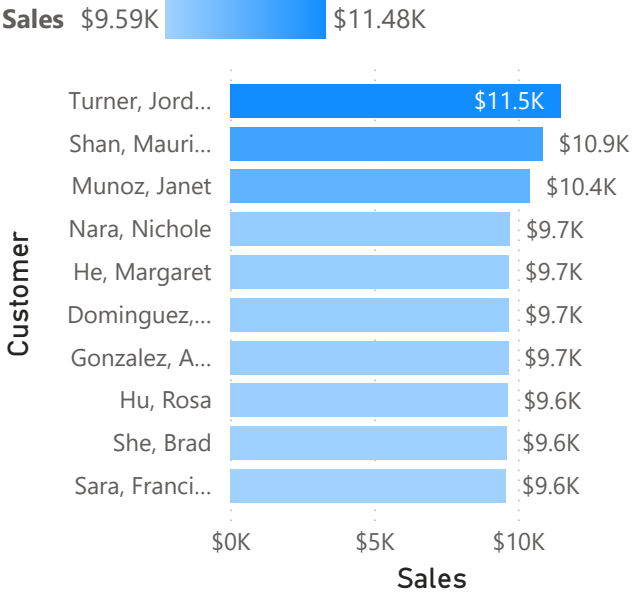
Budget and Sales by Month



Sales by City



Sales by Top 10 Customer



| Full Name | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
|--------------------|-----------|-----------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| Turner, Jordan | \$2,377 | | | | \$2,355 | | \$540 | \$2,433 | \$540 | | \$3,239 | | \$11,484 |
| Shan, Maurice | \$4,885 | | \$2,322 | | | | \$1,269 | | \$2,384 | | | | \$10,861 |
| Munoz, Janet | \$4,876 | | \$3,122 | | | | | | | \$2,419 | | | \$10,418 |
| Nara, Nichole | \$2,482 | | | \$2,494 | \$2,322 | | | | | | \$2,419 | | \$9,717 |
| He, Margaret | \$2,500 | | | \$2,423 | \$2,340 | | | | | | \$2,428 | | \$9,691 |
| Dominguez, Randall | \$4,864 | | | \$2,355 | | | | | | \$2,469 | | | \$9,688 |
| Gonzalez, Adriana | \$2,498 | | \$2,393 | | \$2,320 | | | | | \$2,453 | | | \$9,664 |
| Hu, Rosa | | | \$2,492 | | \$4,747 | | | | | | \$2,398 | | \$9,637 |
| She, Brad | \$2,443 | | | \$2,423 | \$2,345 | | | | | | \$2,384 | | \$9,595 |
| Sara, Francisco | \$2,451 | | \$2,433 | | \$2,295 | | | | | \$2,407 | | | \$9,586 |
| Zheng, Lacey | \$2,462 | | | | | \$594 | \$549 | \$2,419 | | | \$756 | \$2,419 | \$9,199 |
| Munoz, Larry | \$2,320 | | | | \$575 | \$540 | | \$2,384 | | | \$781 | \$2,419 | \$9,019 |
| Gray, Ariana | | \$2,502 | | | | | \$575 | | \$2,413 | | \$570 | \$2,419 | \$8,480 |
| Total | \$857,690 | \$771,349 | \$1,049,907 | \$1,046,023 | \$1,284,593 | \$1,643,178 | \$1,371,676 | \$1,551,066 | \$1,447,496 | \$1,673,293 | \$1,780,920 | \$1,874,360 | \$16,351,550 |

Product Details

Year

202320242025

Month

JanFebMarAprMayJunJulAugSepOctNovDec

Customer City

All

\$16,351,550

Sales

\$15,300,000

Budget

Product Cate...

All

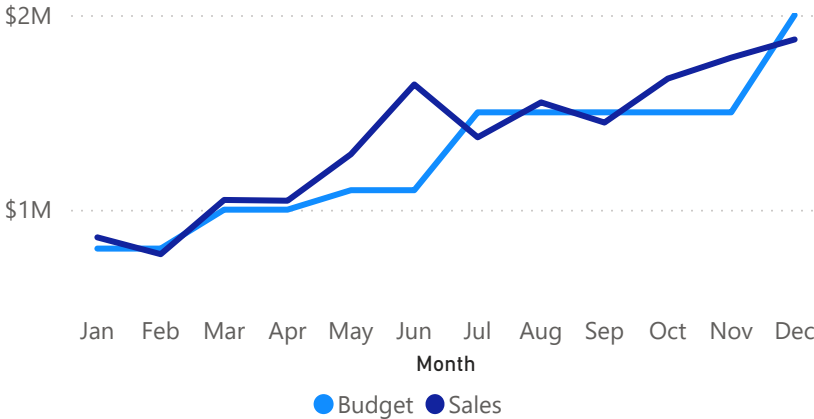
Product Subc...

All

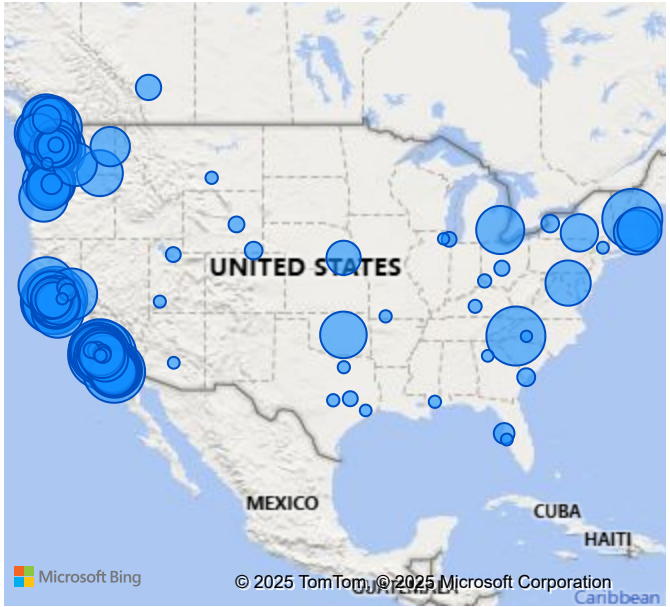
Product Name

All

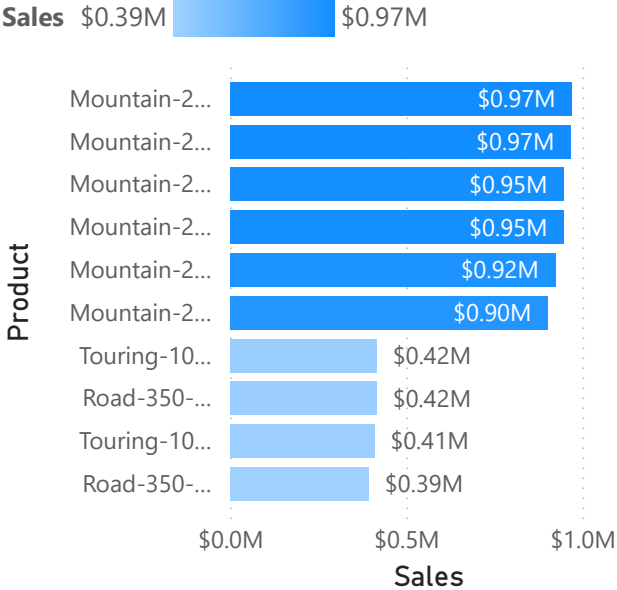
Budget and Sales by Month



Sales by City



Sales by Top 10 Product



| Product Name | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
|-------------------------|-----------|-----------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| Mountain-200 Black, 42 | \$41,310 | \$45,900 | \$64,260 | \$55,080 | \$89,505 | \$98,685 | \$59,670 | \$94,095 | \$100,980 | \$94,095 | \$100,980 | \$126,224 | \$970,781 |
| Mountain-200 Silver, 38 | \$76,560 | \$41,760 | \$55,680 | \$64,960 | \$74,240 | \$64,960 | \$71,920 | \$83,520 | \$78,880 | \$106,720 | \$109,040 | \$139,199 | \$967,436 |
| Mountain-200 Black, 38 | \$61,965 | \$34,425 | \$64,260 | \$41,310 | \$64,260 | \$94,095 | \$94,095 | \$100,980 | \$73,440 | \$98,685 | \$119,339 | \$100,980 | \$947,831 |
| Mountain-200 Black, 46 | \$61,965 | \$61,965 | \$59,670 | \$66,555 | \$73,440 | \$98,685 | \$82,620 | \$78,030 | \$75,735 | \$80,325 | \$110,160 | \$98,685 | \$947,831 |
| Mountain-200 Silver, 46 | \$34,800 | \$30,160 | \$55,680 | \$58,000 | \$71,920 | \$92,800 | \$99,760 | \$99,760 | \$78,880 | \$76,560 | \$129,919 | \$95,120 | \$923,356 |
| Mountain-200 Silver, 42 | \$51,040 | \$34,800 | \$76,560 | \$60,320 | \$58,000 | \$88,160 | \$69,600 | \$83,520 | \$76,560 | \$83,520 | \$99,760 | \$120,639 | \$902,476 |
| Touring-1000 Blue, 46 | \$11,920 | \$4,768 | \$16,688 | \$26,225 | \$30,993 | \$42,913 | \$42,913 | \$54,834 | \$47,681 | \$61,986 | \$42,913 | \$33,377 | \$417,212 |
| Road-350-W Yellow, 40 | \$15,309 | \$20,412 | \$20,412 | \$20,412 | \$40,824 | \$35,721 | \$32,319 | \$42,525 | \$40,824 | \$40,824 | \$42,525 | \$64,638 | \$416,743 |
| Touring-1000 Yellow, 46 | \$14,304 | \$14,304 | \$19,073 | \$21,457 | \$28,609 | \$40,529 | \$38,145 | \$40,529 | \$33,377 | \$45,297 | \$57,218 | \$57,218 | \$410,060 |
| Road-350-W Yellow, 42 | \$10,206 | \$10,206 | \$18,711 | \$15,309 | \$37,422 | \$40,824 | \$27,216 | \$47,628 | \$42,525 | \$52,731 | \$34,020 | \$57,834 | \$394,630 |
| Road-350-W Yellow, 48 | \$8,505 | \$17,010 | \$17,010 | \$18,711 | \$30,618 | \$40,824 | \$34,020 | \$37,422 | \$28,917 | \$57,834 | \$57,834 | \$44,226 | \$392,929 |
| Touring-1000 Blue, 54 | \$11,920 | \$28,609 | \$4,768 | \$16,688 | \$23,841 | \$40,529 | \$35,761 | \$40,529 | \$38,145 | \$38,145 | \$45,297 | \$57,218 | \$381,451 |
| Road-250 Black, 48 | \$43,980 | \$39,094 | \$34,207 | \$39,094 | \$26,877 | \$41,537 | \$14,660 | \$36,650 | \$26,877 | \$31,764 | \$19,547 | \$26,877 | \$381,163 |
| Total | \$857,690 | \$771,349 | \$1,049,907 | \$1,046,023 | \$1,284,593 | \$1,643,178 | \$1,371,676 | \$1,551,066 | \$1,447,496 | \$1,673,293 | \$1,780,920 | \$1,874,360 | \$16,351,550 |



Customer Drillthrough

| First Name | Last Name | Full Name | Gender | City |
|------------|-----------|------------------|--------|----------------|
| Aaron | Adams | Adams, Aaron | Male | Downey |
| Aaron | Alexander | Alexander, Aaron | Male | Kirkland |
| Aaron | Allen | Allen, Aaron | Male | Sooke |
| Aaron | Baker | Baker, Aaron | Male | Renton |
| Aaron | Bryant | Bryant, Aaron | Male | Redwood City |
| Aaron | Butler | Butler, Aaron | Male | Lebanon |
| Aaron | Campbell | Campbell, Aaron | Male | Bellflower |
| Aaron | Carter | Carter, Aaron | Male | Woodland Hills |
| Aaron | Chen | Chen, Aaron | Male | Los Angeles |
| Aaron | Coleman | Coleman, Aaron | Male | Santa Monica |
| Aaron | Collins | Collins, Aaron | Male | Santa Cruz |
| Aaron | Diaz | Diaz, Aaron | Male | Melton |
| Aaron | Edwards | Edwards, Aaron | Male | Beverly Hills |
| Aaron | Evans | Evans, Aaron | Male | Daly City |
| Aaron | Flores | Flores, Aaron | Male | Edmonds |
| Aaron | Foster | Foster, Aaron | Male | Newton |
| Aaron | Gonzales | Gonzales, Aaron | Male | Novato |
| Aaron | Gonzalez | Gonzalez, Aaron | Male | Grossmont |
| Aaron | Green | Green, Aaron | Male | Seattle |
| Aaron | Griffin | Griffin, Aaron | Male | Walla Walla |
| Aaron | Hall | Hall, Aaron | Male | Lemon Grove |
| Aaron | Hayes | Hayes, Aaron | Male | Glendale |
| Aaron | Henderson | Henderson, Aaron | Male | Oregon City |
| Aaron | Hernandez | Hernandez, Aaron | Male | Burbank |
| Aaron | Hill | Hill, Aaron | Male | Brisbane |
| Aaron | Hughes | Hughes, Aaron | Male | Bellingham |
| Aaron | Jai | Jai, Aaron | Male | Burbank |
| Aaron | Jenkins | Jenkins, Aaron | Male | Torrance |
| Aaron | King | King, Aaron | Male | Shawnee |
| Aaron | Kumar | Kumar, Aaron | Male | San Diego |
| Aaron | Lal | Lal, Aaron | Male | Edmonds |



Product Drillthrough

Products

| Product Name | Product Category | Product Subcategory | Product Description | Product Color | Product Line | Product Price |
|------------------------|------------------|---------------------|---|---------------|--------------|---------------|
| Adjustable Race | NULL | NULL | NULL | NA | NULL | NULL |
| All-Purpose Bike Stand | Accessories | Bike Stands | Perfect all-purpose bike stand for working on your bike at home. Quick-adjusting clamps and steel construction. | NA | M | Alt |
| AWC Logo Cap | Clothing | Caps | Traditional style with a flip-up brim; one-size fits all. | Multi | S | Cy |
| BB Ball Bearing | NULL | NULL | NULL | NA | NULL | N |
| Bearing Ball | NULL | NULL | NULL | NA | NULL | N |
| Bike Wash - Dissolver | Accessories | Cleaners | Washes off the toughest road grime; dissolves grease, environmentally safe. 1-liter bottle. | NA | S | Bi |
| Blade | NULL | NULL | NULL | NA | NULL | N |
| Chain | Components | Chains | Superior shifting performance. | Silver | NULL | Ch |
| Chain Stays | NULL | NULL | NULL | NA | NULL | N |
| Chainring | NULL | NULL | NULL | Black | NULL | N |
| Chainring Bolts | NULL | NULL | NULL | Silver | NULL | N |
| Chainring Nut | NULL | NULL | NULL | Silver | NULL | N |
| Classic Vest, L | Clothing | Vests | Light-weight, wind-resistant, packs to fit into a pocket. | Blue | S | Cl |
| Classic Vest, M | Clothing | Vests | Light-weight, wind-resistant, packs to fit into a pocket. | Blue | S | Cl |
| Classic Vest, S | Clothing | Vests | Light-weight, wind-resistant, packs to fit into a pocket. | Blue | S | Cl |
| Cone-Shaped Race | NULL | NULL | NULL | NA | NULL | N |
| Crown Race | NULL | NULL | NULL | NA | NULL | N |
| Cup-Shaped Race | NULL | NULL | NULL | NA | NULL | N |
| Decal 1 | NULL | NULL | NULL | NA | NULL | N |
| Decal 2 | NULL | NULL | NULL | NA | NULL | N |
| Down Tube | NULL | NULL | NULL | NA | NULL | N |
| External Lock Washer 1 | NULL | NULL | NULL | NA | NULL | N |
| External Lock Washer 2 | NULL | NULL | NULL | NA | NULL | N |
| External Lock Washer 3 | NULL | NULL | NULL | NA | NULL | N |
| External Lock Washer 4 | NULL | NULL | NULL | NA | NULL | N |
| External Lock Washer 5 | NULL | NULL | NULL | NA | NULL | N |
| External Lock Washer 6 | NULL | NULL | NULL | NA | NULL | N |
| External Lock Washer 7 | NULL | NULL | NULL | NA | NULL | N |
| External Lock Washer 8 | NULL | NULL | NULL | NA | NULL | N |
| External Lock Washer 9 | NULL | NULL | NULL | NA | NULL | N |