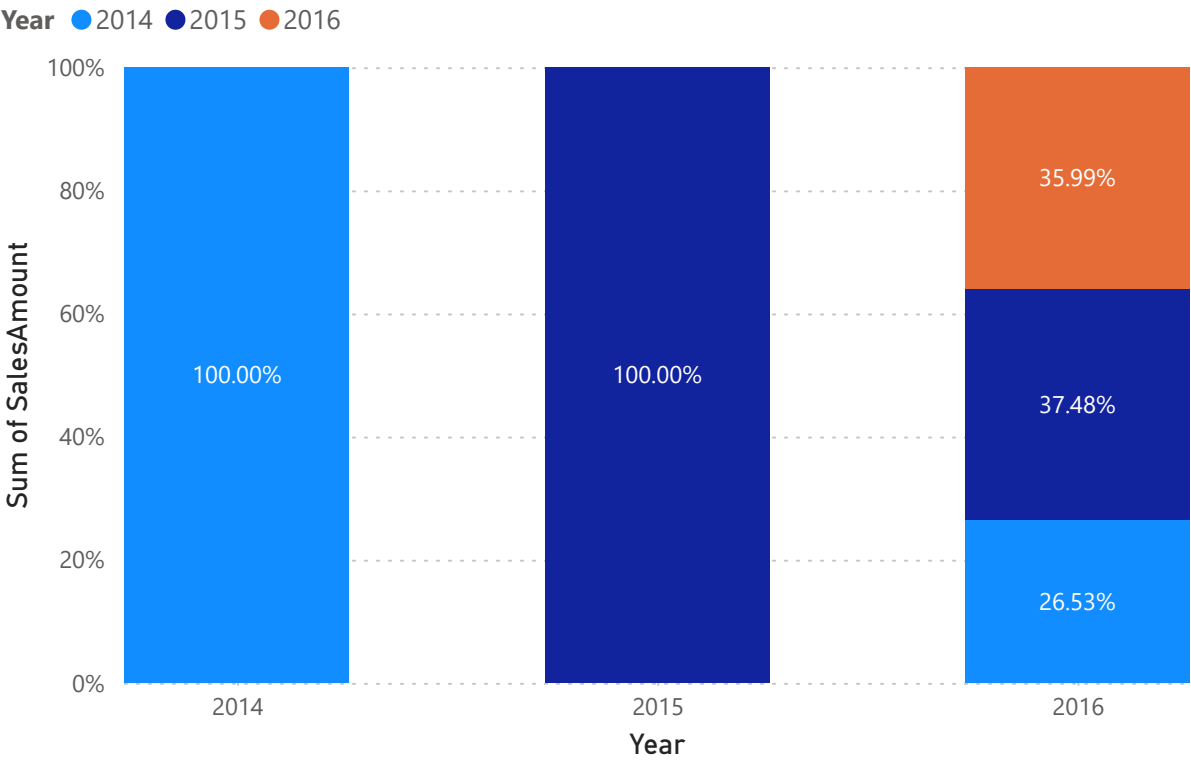


Customer Analysis

Total Customers by Country



New Customers each Year



FullName	Profit	Profit Percentage	Revenue	Revenue Percentage	Order Quantity
Turner, Jordan	3,315.59	0.15%	15,999.10	0.05%	23
Xu, Willie	4,217.61	0.19%	13,490.06	0.05%	11
Nara, Nichole	2,488.92	0.11%	13,295.38	0.05%	17
Henderson, Kaitlyn	-715.99	-0.03%	13,294.27	0.05%	28
He, Margaret	765.62	0.03%	13,269.27	0.05%	26
Dominguez, Randall	-864.03	-0.04%	13,265.99	0.05%	24
Gonzalez, Adriana	714.04	0.03%	13,242.70	0.05%	22
Hu, Rosa	-8,517.24	-0.38%	13,215.65	0.05%	34
Sum of SalesAmount	5,000.51	0.22%	13,105.61	0.05%	10
Total	22,34,355.98	100.00%	2,93,07,836.59	100.00%	91321

Sales and Profit Analysis



Total Revenue

7.07M

Total Profit

436.26K

Total Cost

6.64M

Total Quantity Ordered

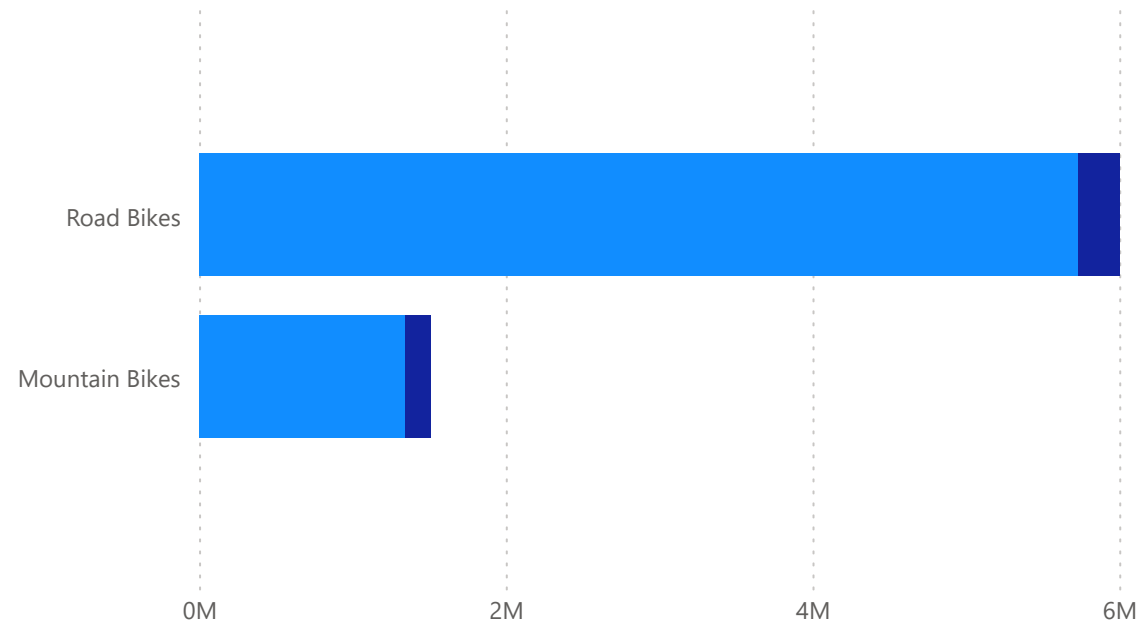
3492

Profit Margin

6.17%

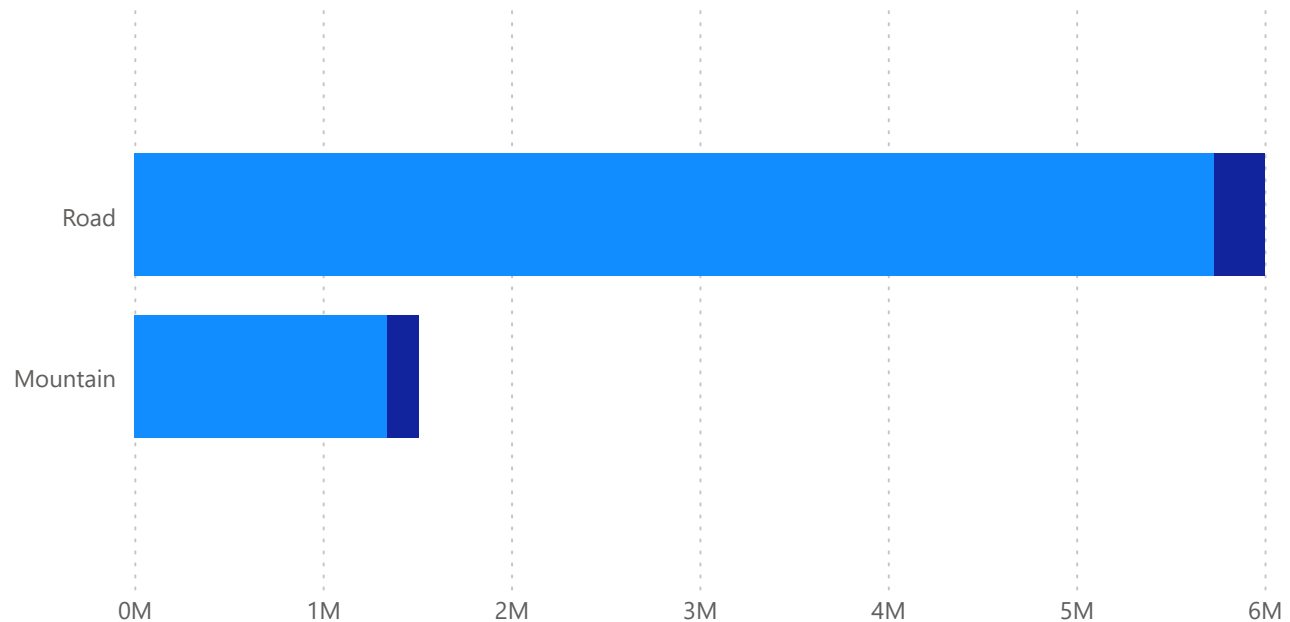
Revenue and Profit by SubCategory

Sum of SalesAmount Sum of Profit



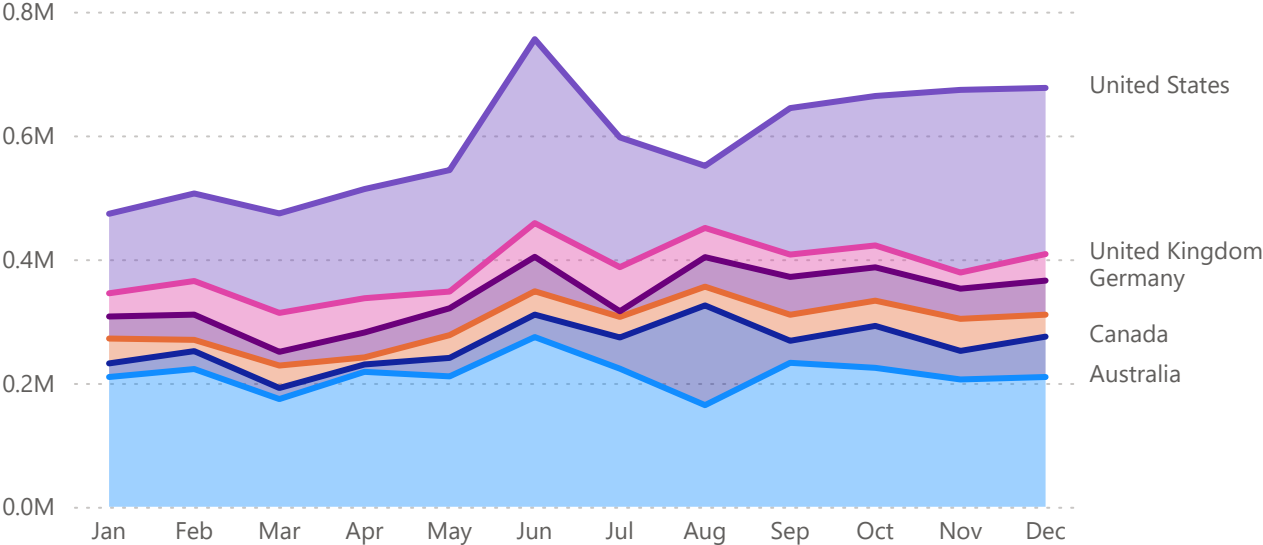
Revenue and Profit by ProductLine

Sum of SalesAmount Sum of Profit



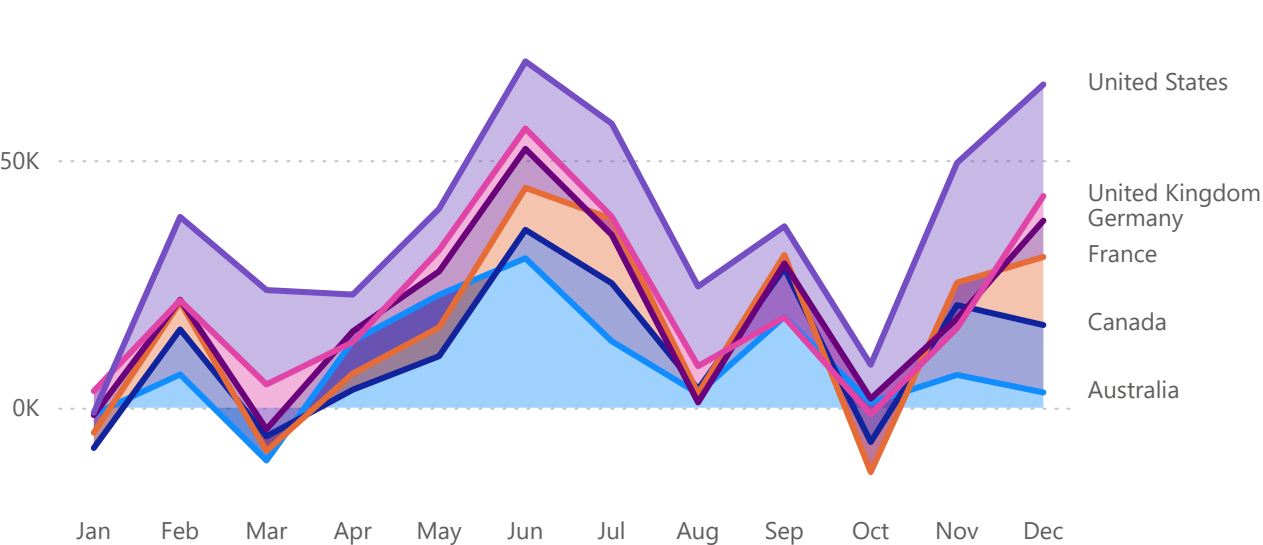
Total Revenue by Month and Country

Country Australia Canada France Germany United Kingdom United States



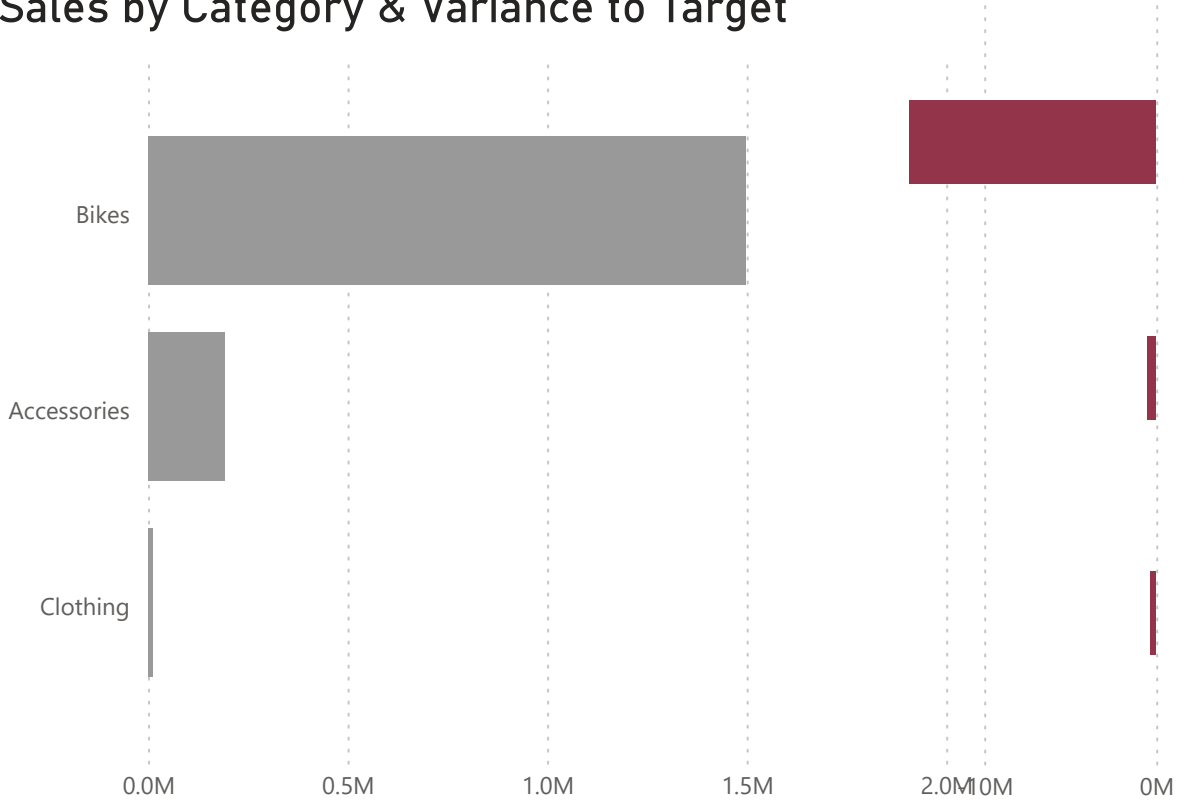
Profit by Month and Country

Country Australia Canada France Germany United Kingdom United States



Variance Analysis

Sales by Category & Variance to Target



Sales by Product & Variance to Target

Category	Sales	Target Sales	Variance	Variance %
+ Accessories	1,91,993.60	687607	-4,95,613.40	-0.72
+ Bikes	14,97,900.99	15848226	-1,43,50,325.01	-0.91
+ Clothing	10,033.00	333741	-3,23,708.00	-0.97
Total	16,99,927.59	16869574	-1,51,69,646.41	-0.90

Variance by Month

