

Sales Overview

Year

2018

2019

2020

2021

MonthShort

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Customer City

All



Sub Category

All



Product Catego...

All



Product Name

All



Sales vs Budget

16,351,550

Bgt \$15,300,000.00 \$1,051,550.34

Cost of Goods Sold

\$9,586,139

Gross Profit

\$6,765,411

Gross Profit

41%

Sales by Product Category

Product Cat... Accessories Bikes Clothing Compone...



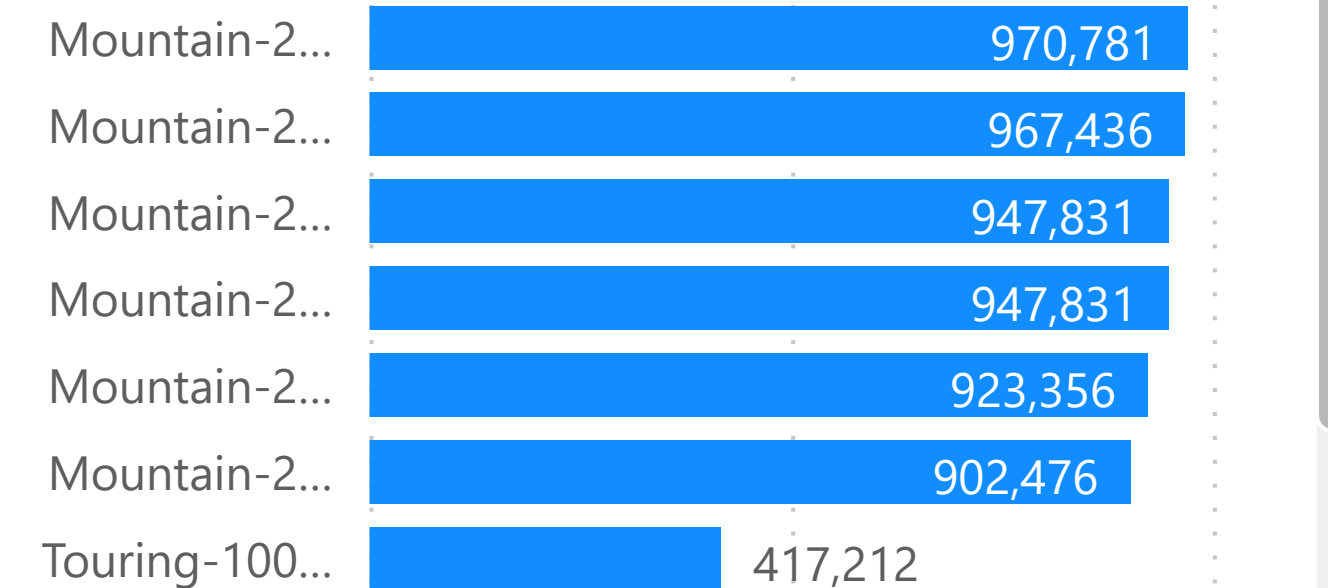
Sales by Top 10 Customer

Count of Full Name 1 2



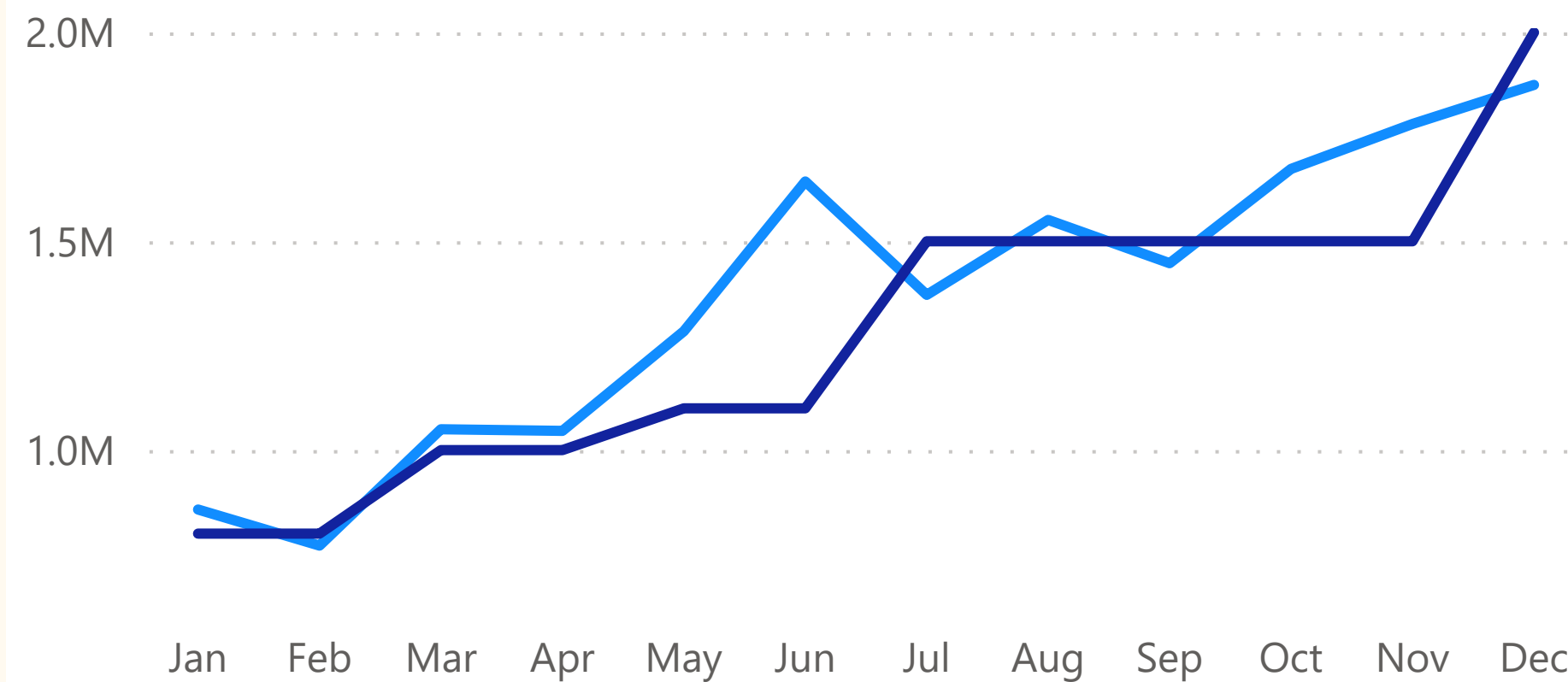
Sales by Top 10 Product

Count of Full Name 18.48K 18.48K



Sales and Budget Amount by Month

Sales Budget Amount



Sales by Customer City



Customer Details

Year

2018

2019

2020

2021

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Jun

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Customer City

All

Sub Category

All

Product Catego...

All

Product Name

All

Sales

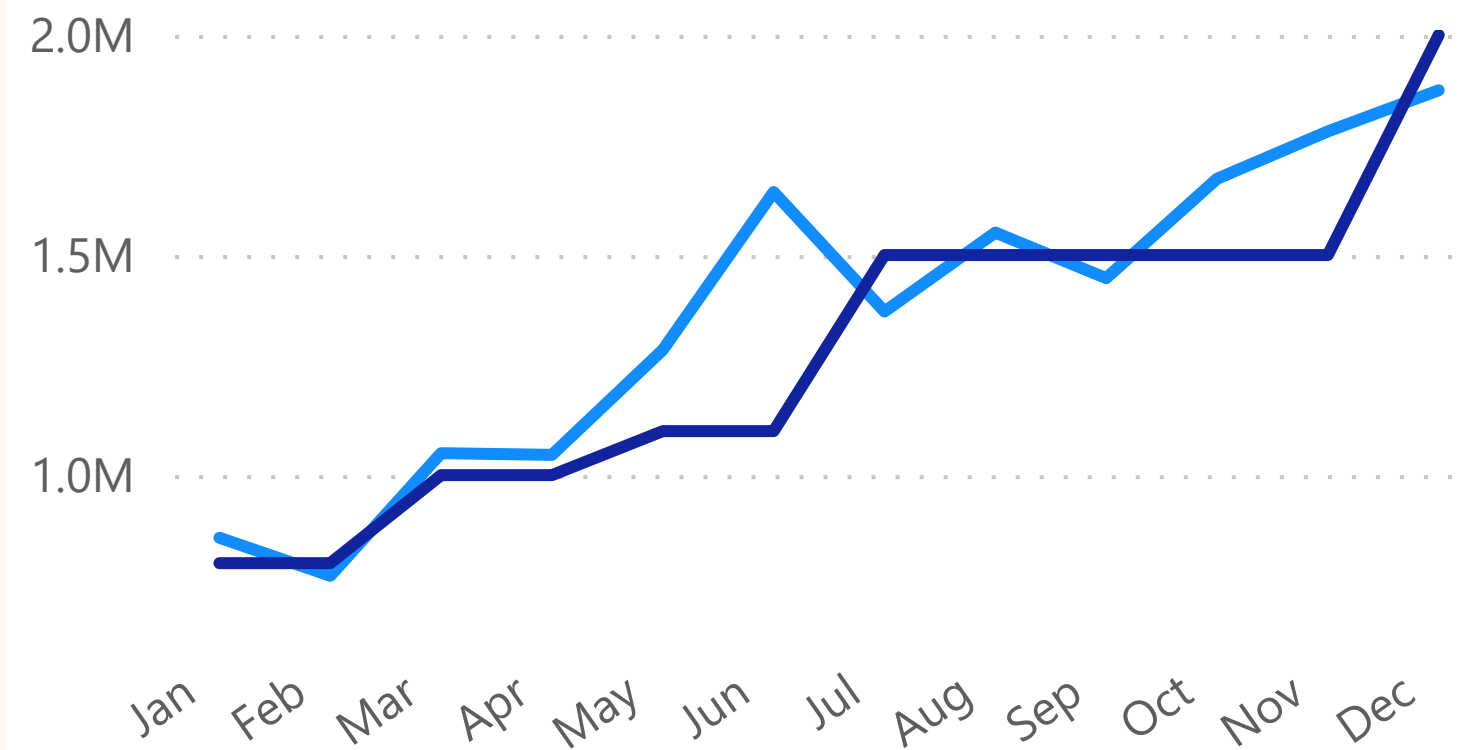
16,351,550

Budget

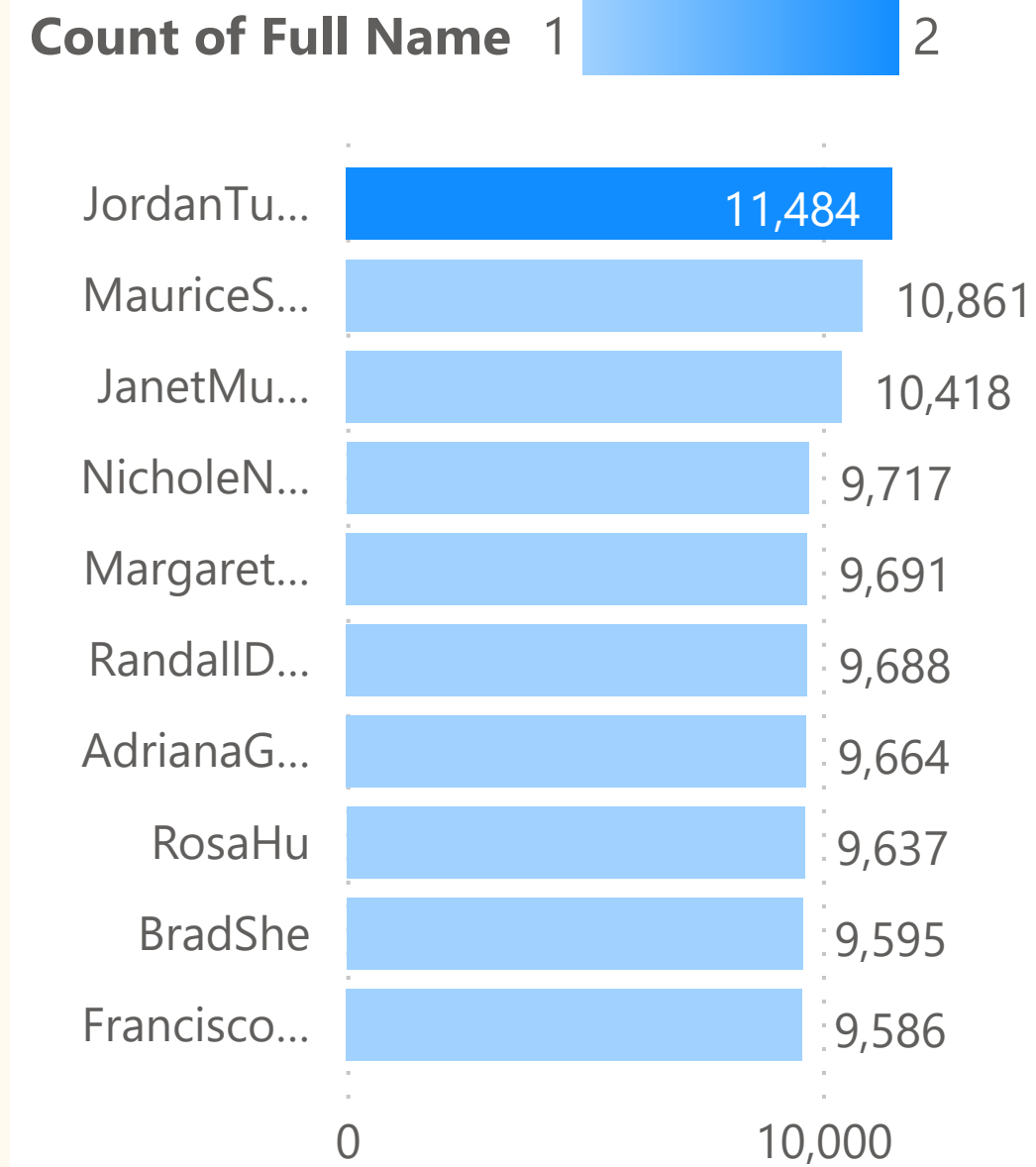
\$15,300,000

Sales and Budget Amount by Month

Sales Budget Amount



Sales by Top 10 Customer



Sales by Customer City



Full Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
JordanTurner	2,377				2,355		540	2,433	540		3,239		11,484
MauriceShan	4,885		2,322				1,269		2,384				10,861
JanetMunoz	4,876		3,122							2,419			10,418
NicholeNara	2,482			2,494	2,322						2,419		9,717
MargaretHe	2,500			2,423	2,340						2,428		9,691
RandallDominguez	4,864			2,355						2,469			9,688
AdrianaGonzalez	2,498		2,393		2,320					2,453			9,664
RosaHu			2,492		4,747						2,398		9,637
BradShe	2,443			2,423	2,345						2,384		9,595
FranciscoSara	2,451		2,433		2,295					2,407			9,586
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 Details

Year

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Customer City

All

Sub Category

All

Product Catego...

All

Product Name

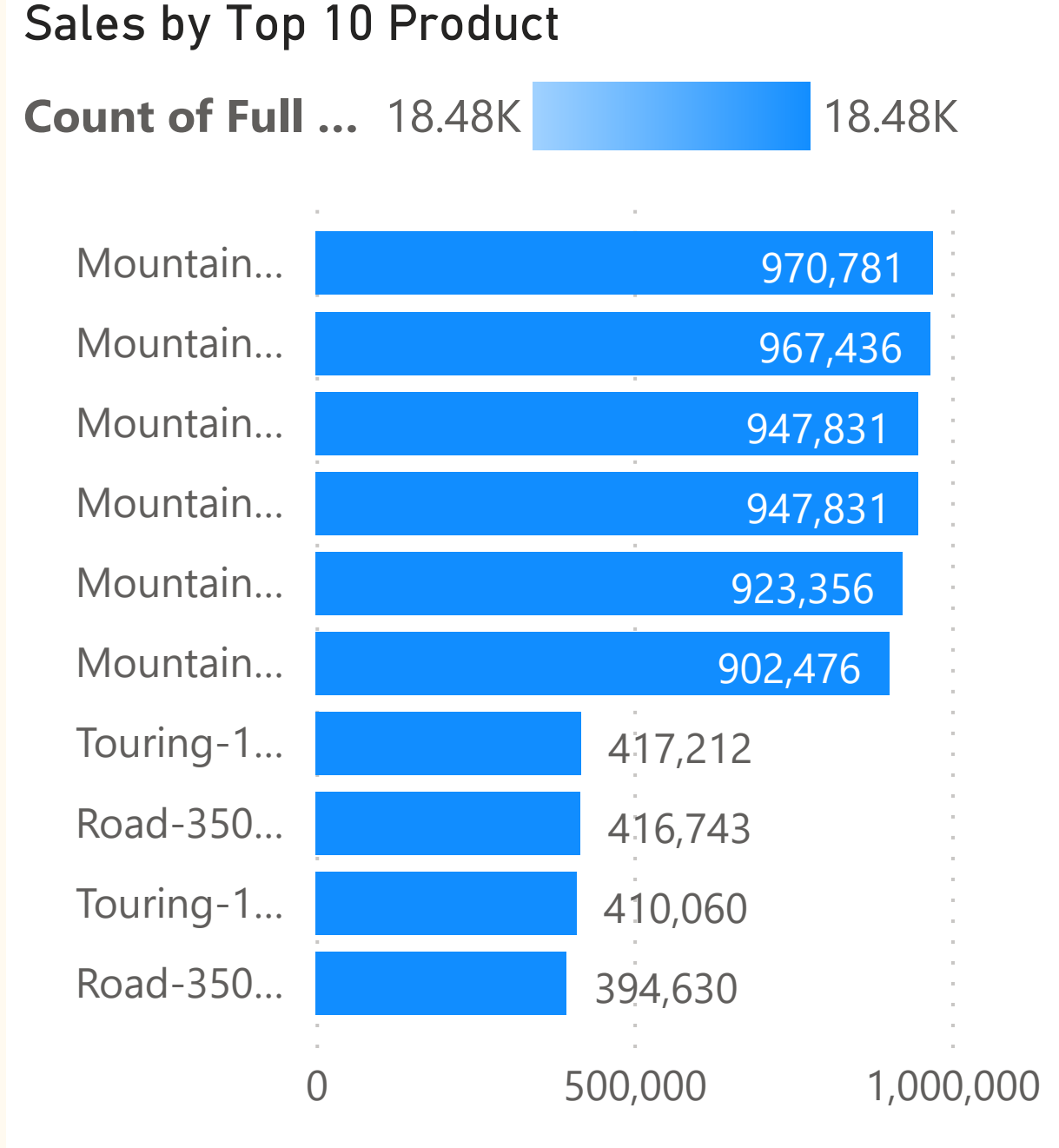
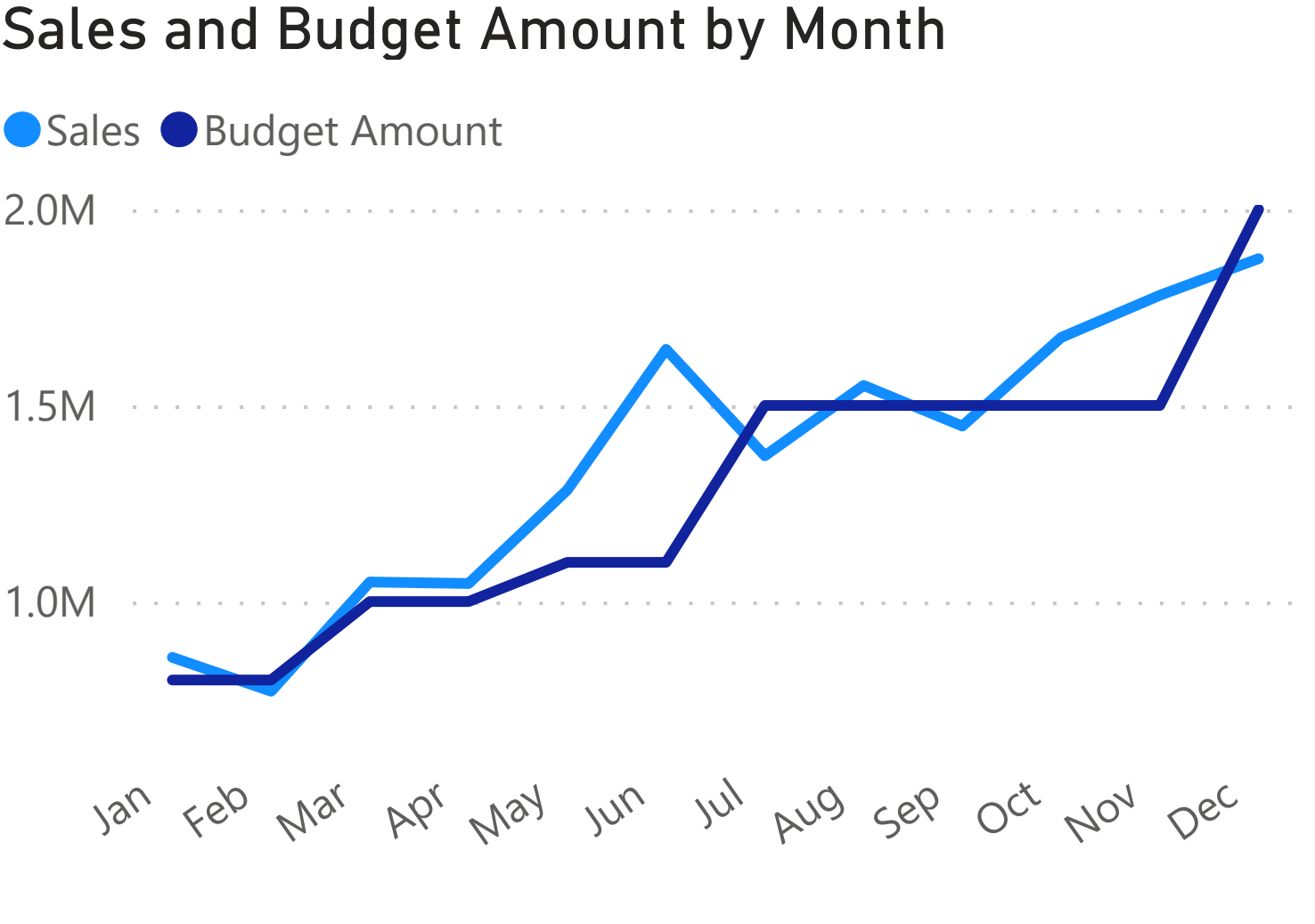
All

Sales

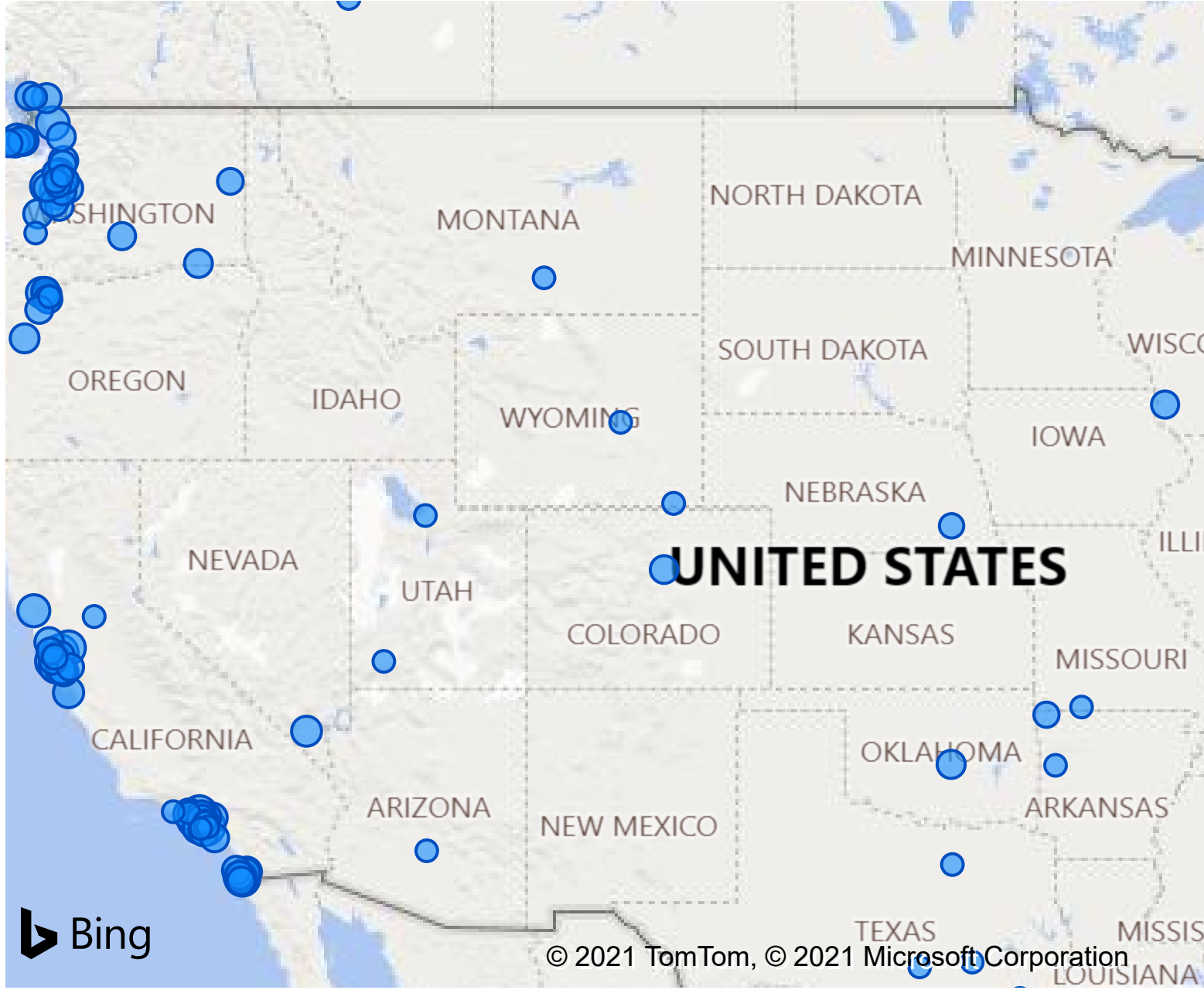
16,351,550

Budget

\$15,300,000



Sales by Customer City



Sub Category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Mountain Bikes	359,162	278,042	414,898	385,262	480,258	615,161	534,650	596,139	551,160	619,851	740,224	765,192	6,339,999
Road Bikes	342,494	288,594	369,267	342,659	419,690	525,892	403,180	474,284	434,069	520,211	529,662	546,091	5,196,093
Touring Bikes	128,255	137,161	183,609	240,983	300,205	410,172	346,358	391,070	376,116	433,380	413,613	462,489	3,823,410
Tires and Tubes	5,375	17,346	19,857	18,476	21,072	20,949	21,431	21,098	19,975	22,793	21,917	21,988	232,276
Helmets	5,773	14,591	16,725	15,641	18,300	21,064	17,985	19,210	19,559	21,729	22,778	22,674	216,028
Jerseys	5,135	10,382	13,563	12,220	13,427	15,597	15,665	14,841	14,269	16,335	15,919	18,220	165,574
Shorts	910	5,319	6,649	5,879	5,739	6,089	5,459	5,949	5,529	7,559	5,249	7,069	67,400
Bottles and Cages	1,972	3,436	3,958	3,976	4,325	5,500	4,798	5,403	5,069	5,534	5,191	5,845	55,009
Fenders	1,429	2,967	3,319	3,715	3,737	4,220	4,418	3,583	3,649	4,242	4,616	4,550	44,444
Hydration Packs	1,430	2,365	3,519	3,079	3,079	3,189	3,519	3,849	3,684	3,024	3,849	4,344	38,933
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

Promotion Details

Year

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Product Name

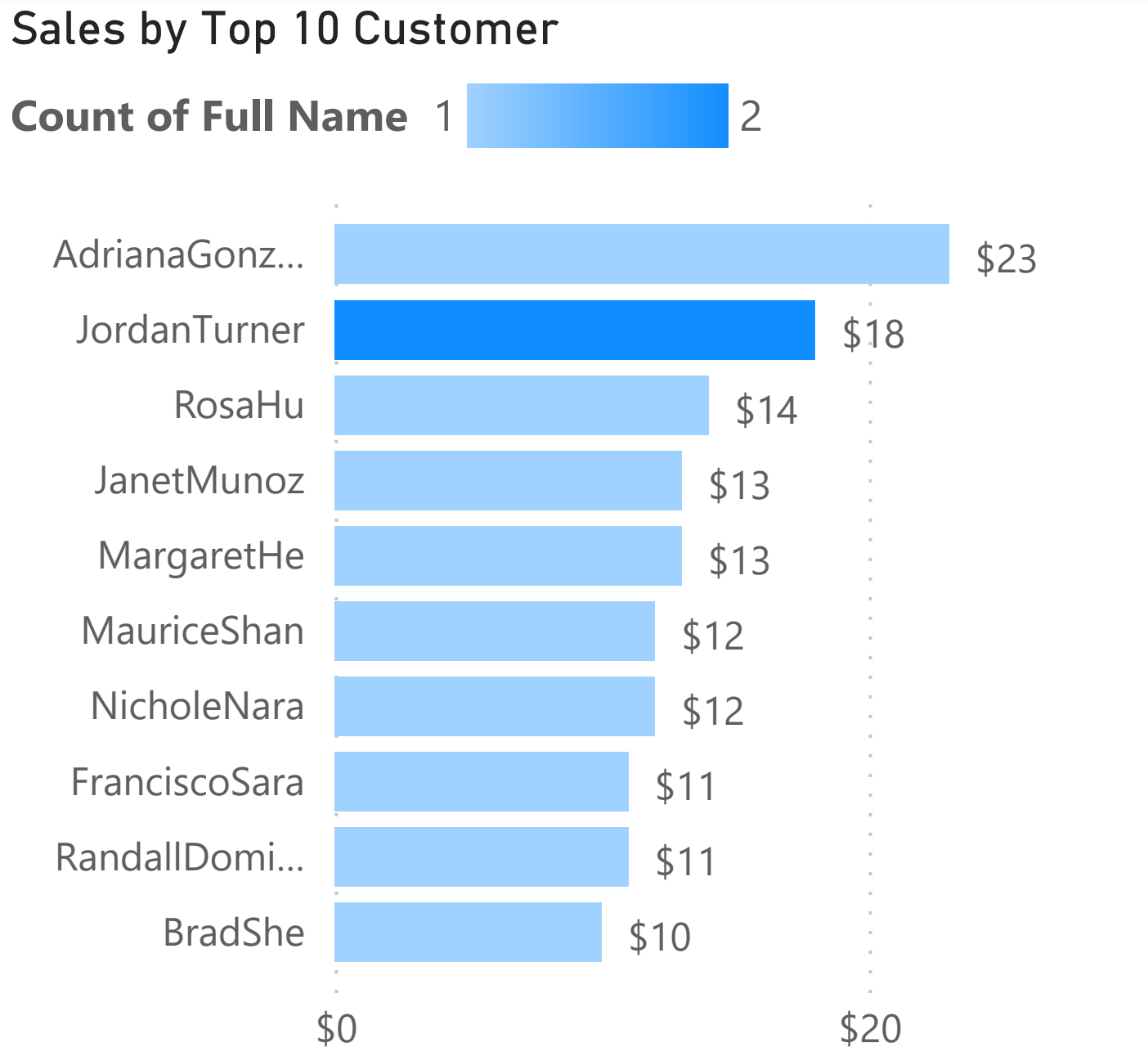
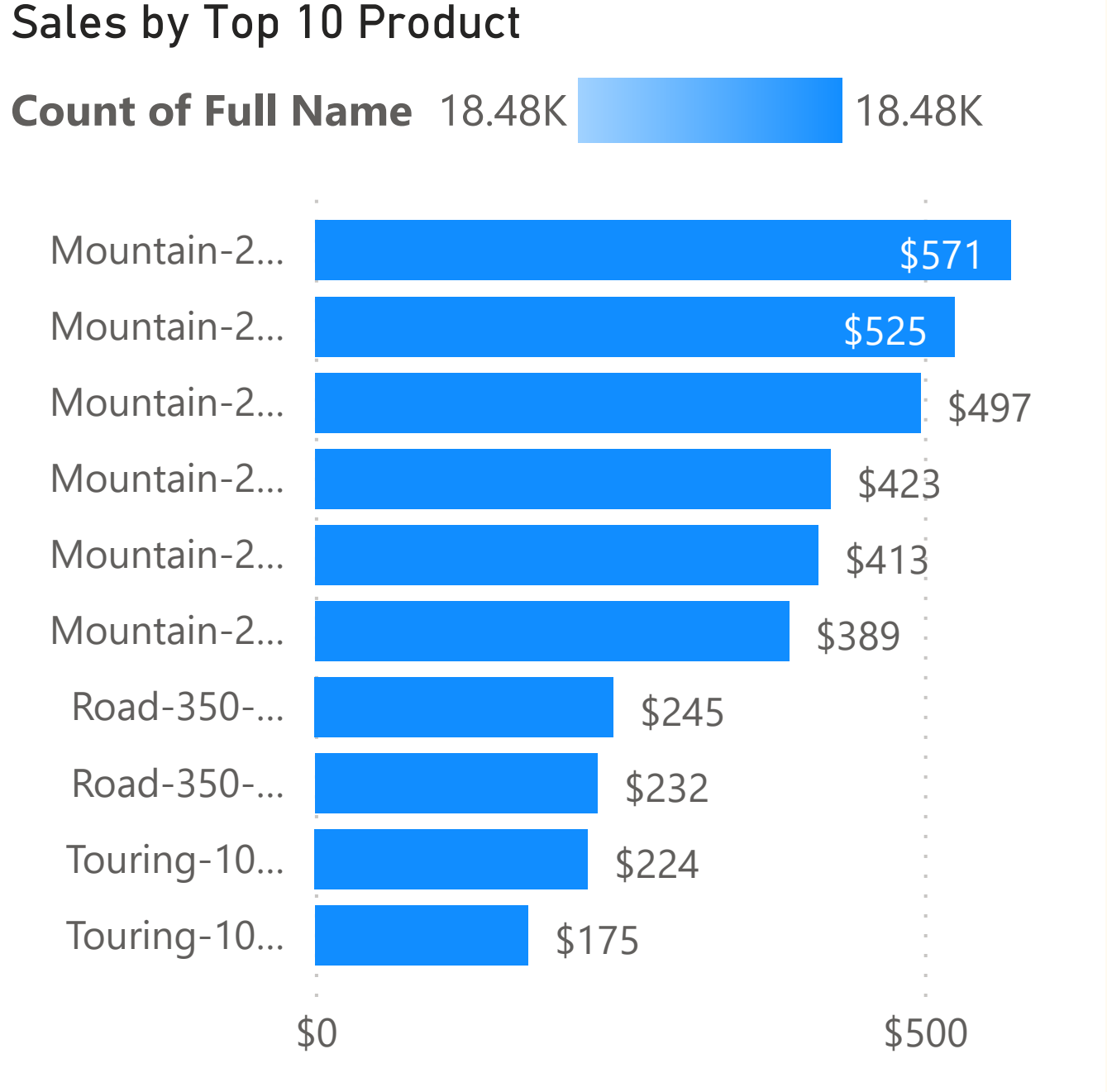
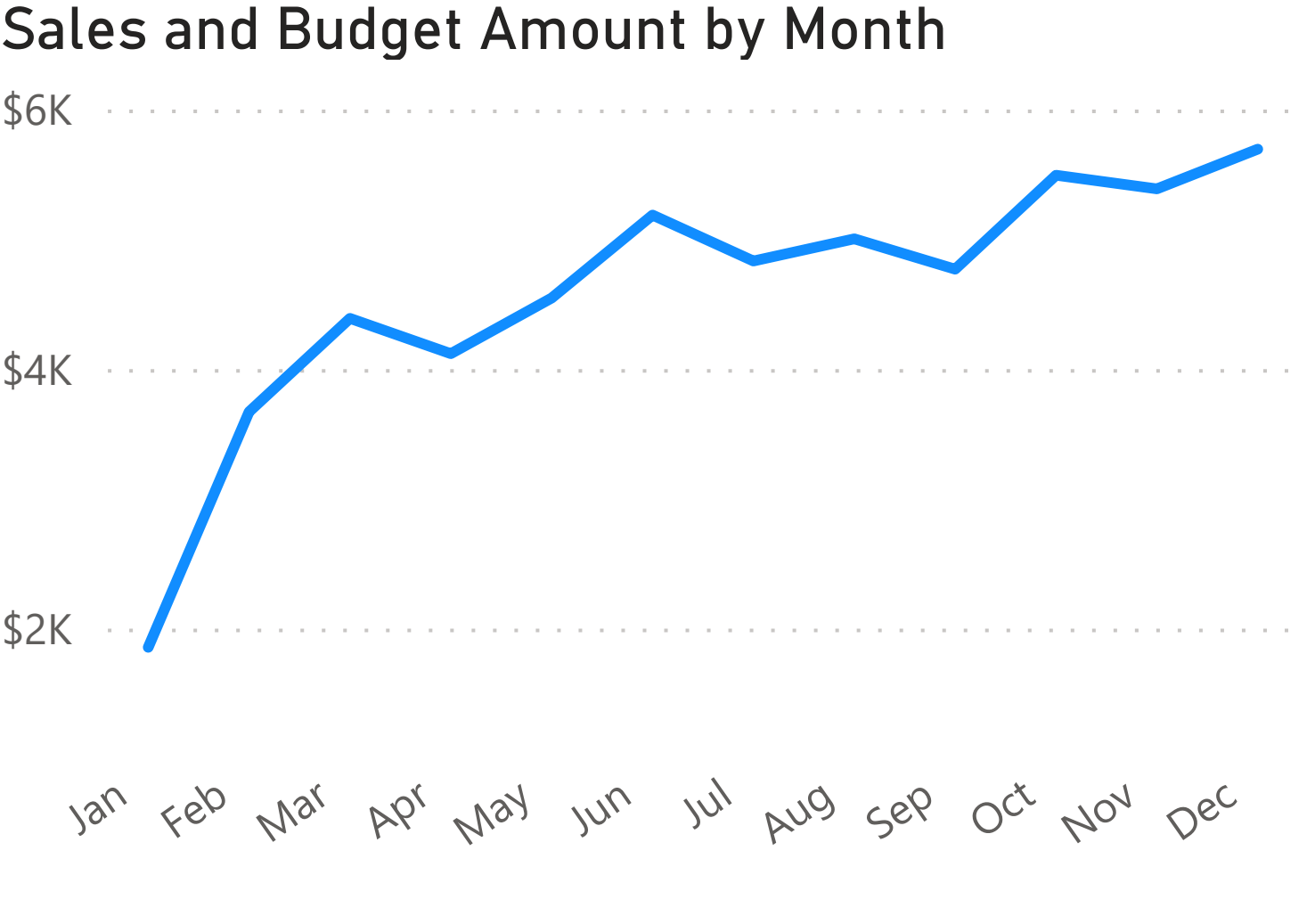
All

Sales

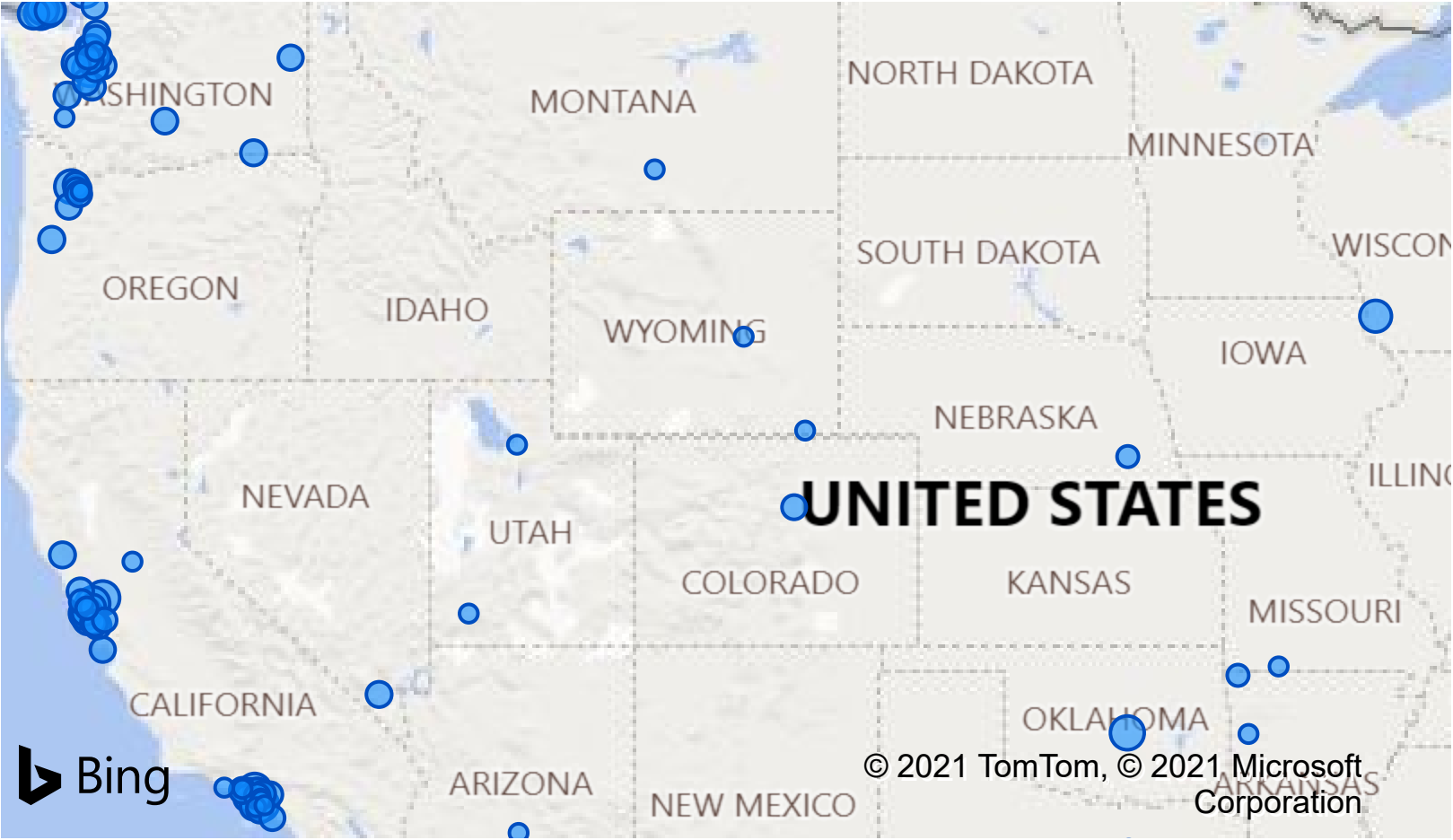
16,351,550

Promotion

\$54,957



Promotion Sales by Customer City



Sub Category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Bike Racks	\$13	\$21	\$35	\$18	\$25	\$26	\$20	\$26	\$27	\$28	\$38	\$31	\$308
Bike Stands	\$8	\$16	\$20	\$26	\$24	\$24	\$17	\$18	\$18	\$31	\$23	\$12	\$237
Bottles and Cages	\$270	\$491	\$567	\$563	\$602	\$766	\$672	\$760	\$711	\$777	\$728	\$811	\$7,718
Caps	\$62	\$149	\$160	\$149	\$163	\$198	\$183	\$215	\$193	\$200	\$192	\$235	\$2,099
Cleaners	\$30	\$60	\$73	\$68	\$69	\$84	\$94	\$77	\$61	\$70	\$88	\$95	\$869
Fenders	\$65	\$135	\$151	\$169	\$170	\$192	\$201	\$163	\$166	\$193	\$210	\$207	\$2,022
Gloves	\$40	\$95	\$120	\$116	\$113	\$130	\$130	\$144	\$108	\$152	\$157	\$158	\$1,463
Helmets	\$165	\$417	\$478	\$447	\$523	\$602	\$514	\$549	\$559	\$621	\$651	\$648	\$6,174
Hydration Packs	\$26	\$43	\$64	\$56	\$56	\$58	\$64	\$70	\$67	\$55	\$70	\$79	\$708
Jerseys	\$100	\$208	\$266	\$241	\$269	\$304	\$312	\$293	\$284	\$317	\$311	\$354	\$3,259
Total	\$1,856	\$3,671	\$4,391	\$4,119	\$4,548	\$5,187	\$4,833	\$5,004	\$4,770	\$5,494	\$5,389	\$5,695	\$54,957