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### Total Products Sale

\$ 39,095,251



### Total Cost (COGS)

\$ 16,680,569



### Gross Profit

\$ 4,851,622



### Profit Margin (%)

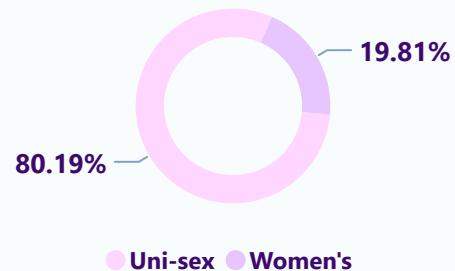
12.41



### Top 5 Products by Gross Profit

Mountain-200 Black, 38	559,038
Mountain-200 Black, 42	542,229
Mountain-200 Silver, 38	535,489
Mountain-200 Black, 46	514,253
Mountain-200 Silver, 46	499,396

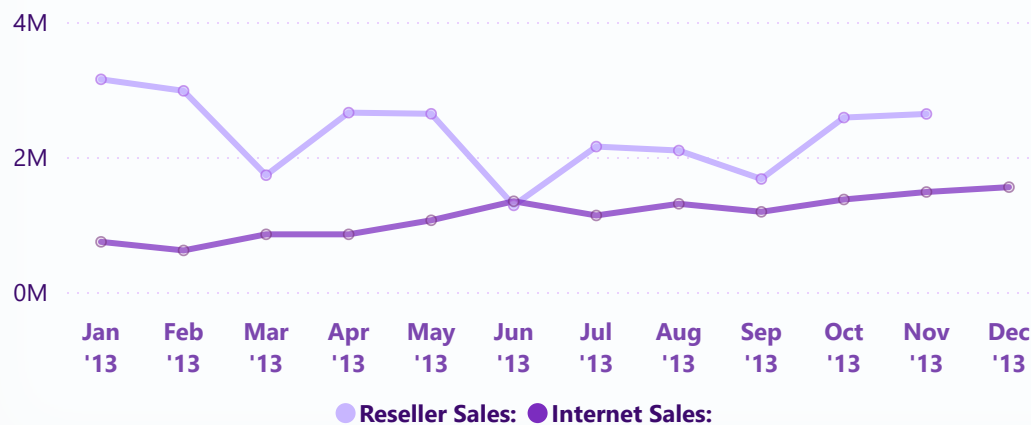
### Sales by Product Style



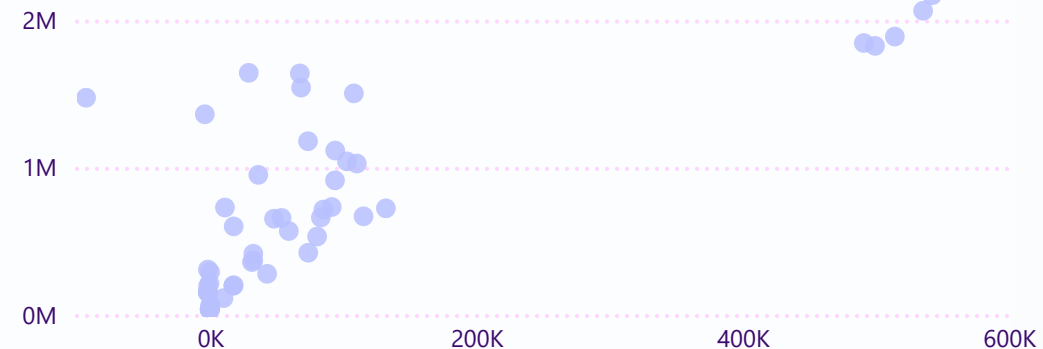
### Top 5 Products by Order

Mountain-200 Blac...	#1	—	1,548
Road-350-W Yello...	#2	▲30	1,493
Road-350-W Yello...	#3	▲30	1,364
Mountain-200 Blac...	#4	▼2	1,302
Mountain-200 Silv...	#5	▼2	1,210

### Monthly Product Revenue by Sales Channel



### Sales-Profit Correlation by Product







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### Internet Revenue

\$ 16,351,550

▲ +179.9 % vs. 2012

### Total Net Profit

\$ 6,765,411

▲ +178.64 % vs. 2012

### Total Freight

\$ 408,791

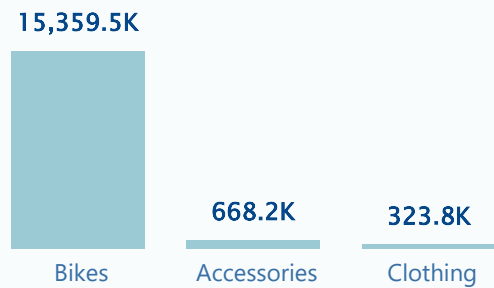
▲ +179.87 % vs. 2012

### Units Sold

52,801

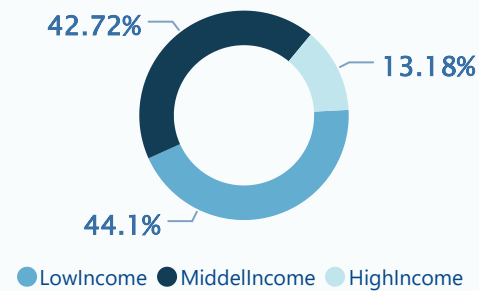
▲ +1454.34 % vs. 2012

### Revenue By Products (\$)

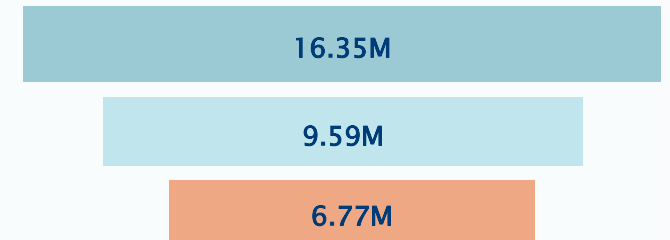


### Order QTY by Customer

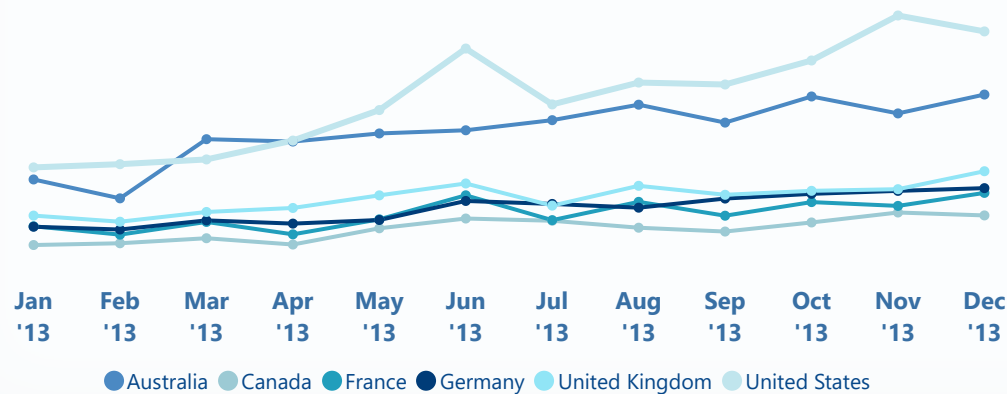
YearlyIncome\_Group



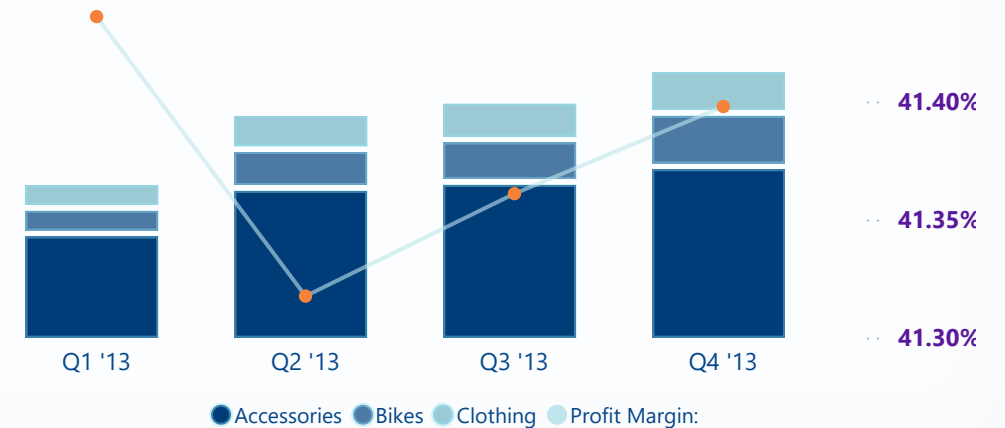
### Sales to Profit Flow (\$)



### Revenue by Country



### Category-wise Sales Volume & Profit Margin



# Reseller Sales Dashboard

[Go to Sales Team Evaluation](#)



Years

2013

Territory / Country

All

Product Category

- ☐ Accessories
- ☒ Bikes
- ☐ Clothing

Clear all slicers

Total Sales Amount

26,942,691

Total Order QTY

31,625

Number Of Resellers

431

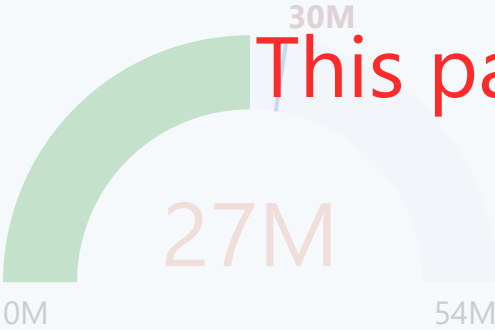
MAX Sales Amount

27,894

MIN Sales Amount

68

Sales Performance



Global and Continental Sales Overview

26,942,691

18,517,410

6,454,952

1,146,485

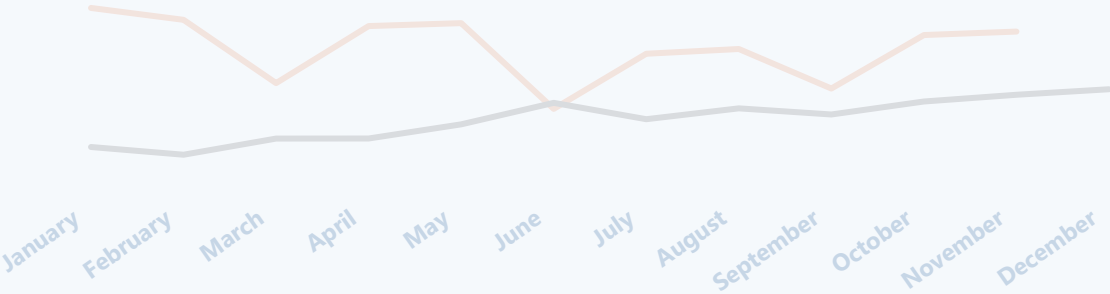
Top 8 Resellers By sale

- Hometown Riding Supplies
- Retail Cycle Shop
- Extras Sporting Goods
- Essential Bike Works
- Large Bike Shop
- Eleventh Bike Store
- Parts Shop
- Mobile Outlet

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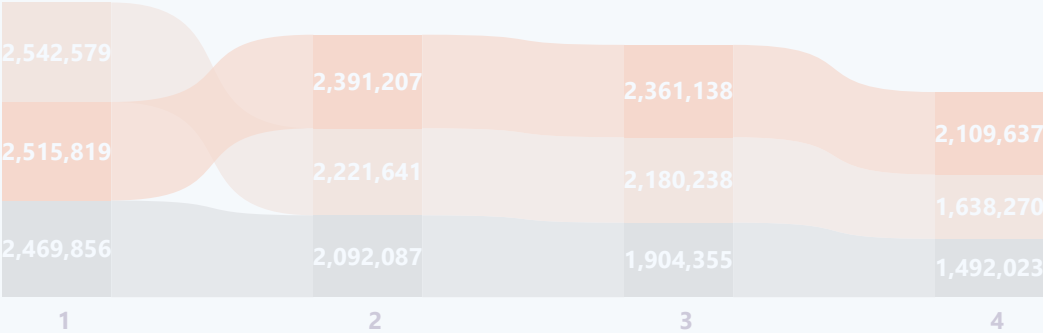
Reseller Sales vs. Internet Sales Over Months

● Reseller Sales Amount ● Internet Sales Amount



Top-Selling Subcategories By Season(Sales> 1M)

● Mountain Bikes ● Road Bikes ● Touring Bikes



Product

Internet Sales

Reseller Sales

Customers

Employees

Reseller

Year

2010

2014

Number Of Children

All

Reseller Scale

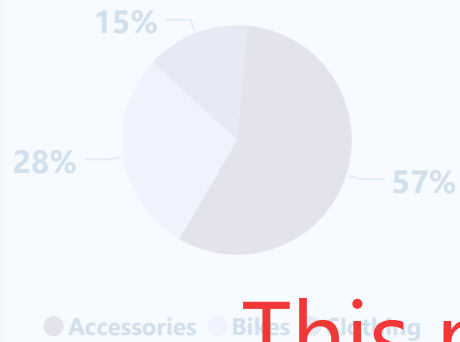
- ☐ Bachelors
- ☐ Graduate Degree
- ☐ High School
- ☐ Partial College
- ☐ Partial High School

Occupation

- ☒ Clerical
- ☐ Management
- ☐ Manual
- ☐ Professional
- ☐ Skilled Manual

Clear all slicers

Customer Purchases By Category



Customer Interested Products

Road-150 Red, 48	1,205,877
Road-150 Red, 62	1,202,299
Road-150 Red, 52	1,080,638
Road-150 Red, 56	1,055,590
Road-150 Red, 44	1,005,494

Customers Growth Rate



Total Customers

2,928

Growth Rate

-46%

2011 to 2014

New Customers

71

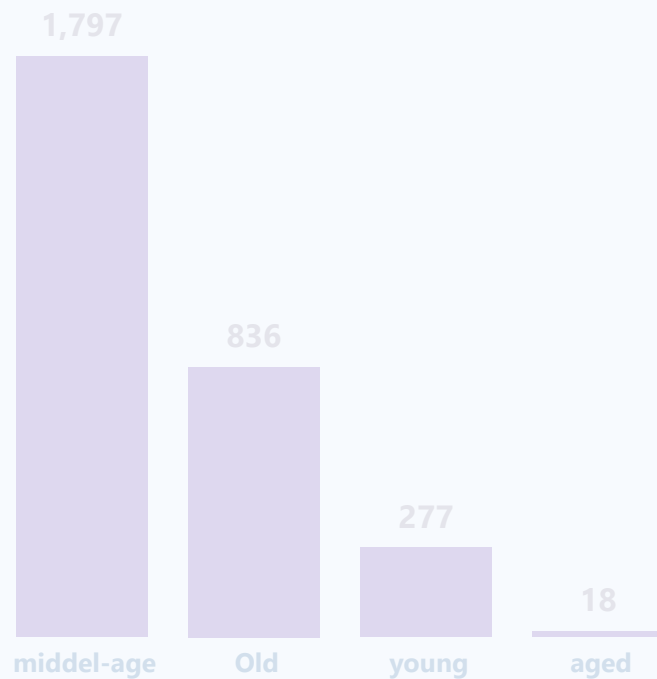
Oldest Customer

106

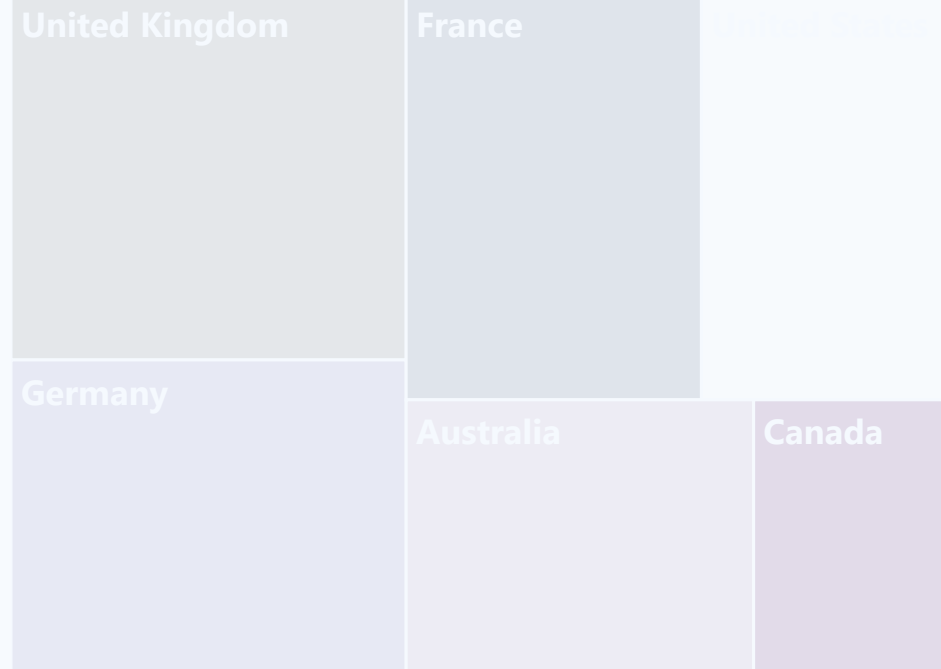
Youngest Customer

39

Count Of Customers By Age Group



Customer Total Orders By Country



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# Employees Profile Dashboard



Main Page

Product

Employees

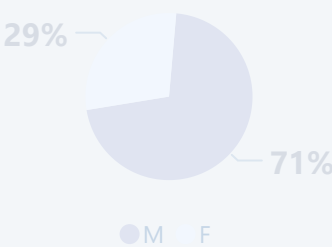
Customers

Resellers

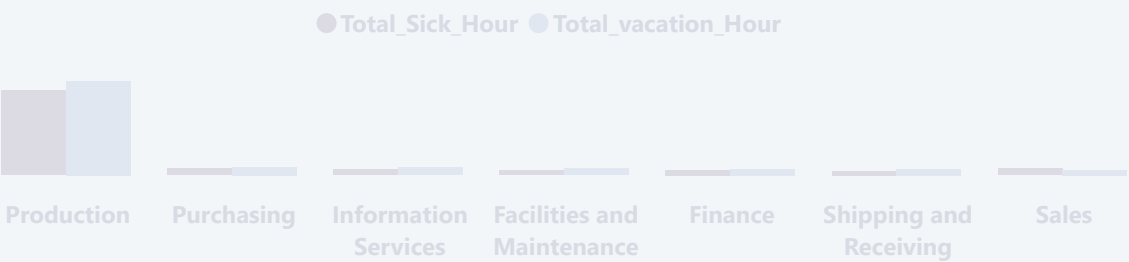
Internet Sale

Reseller Sale

Employees By Gender

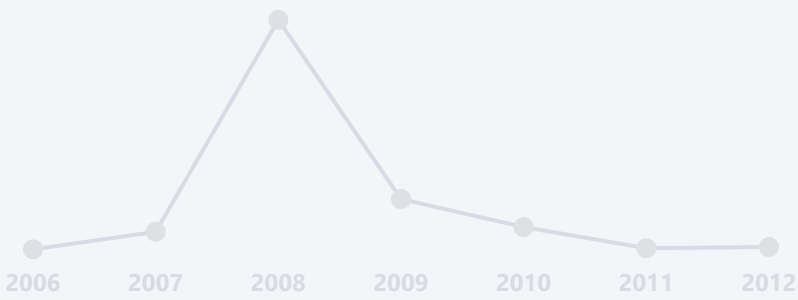


Top 7 Total Sick Leaves and Vacation By Department

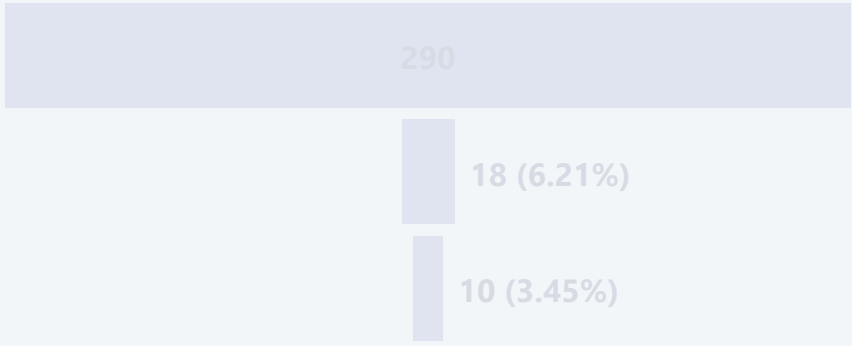


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Yearly employees



Employee Breakdown: Total, Sales, and Marketing



Department	Sales	Employees
Production	21	179
Sales	4	18
Purchasing	1	12
Finance	1	10
Information Services	2	10
Marketing	1	9
Facilities and Maintenance	2	7
Engineering	2	6
Human Resources	1	6
Production Control	2	6
Quality Assurance	2	6
Shipping and Receiving	1	6
Document Control	1	5
Research and Development	1	4
Tool Design	1	4
Executive	1	1
Total	47	289

Total Employees

296

Current Employees

290

Retired Employees

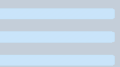
6

Sales Employees

17

Longest Employee Tenure

19



## Reseller Profile Dashboard



### Product Line

- ☐ Mountain
- ☒ Road
- ☐ Touring

### Sales Territory

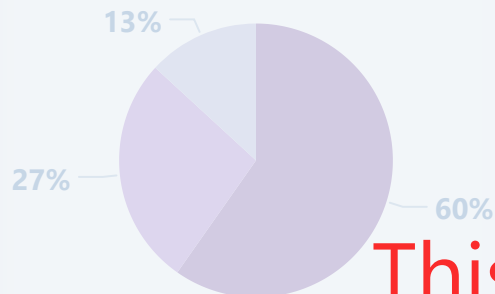
- ☐ Europe
- ☐ NA
- ☐ North Ameri...
- ☐ Pacific

### Reseller Scale

- ☐ Large-scale
- ☐ Mid-scale
- ☐ Small-scale

Clear all slicers

Annual Sales By Business Type



Annual Revenue, Sales By Order Frequency



Count Of Opened Resellers in Last 10 years



### Total Resellers

300

### Growth Rate Resellers

-33%

### Total Employees

11,937

### Avg Revenue

154,133

### Avg Sales

1,541,333

Number Of Resellers Orders Over Months



This page will be updated soon.