

Total Sales Total Sales by Continent Target Continent \$15M ΑII \$9.74M~ **8M** Order Year \$10M ΑII Sales \$10.0M \$5M \$9.5M \$0M Australia Europe North America \$9.0M Margin Percentage by Product Category \$8.5M Accessories \$8.0M Product Category Bikes \$7.5M Clothing \$7.0M 0% 50% \$6.5M

2022

Total Margin Percentage

Order	Year	Total Sales	Total Margin Percentage ▼	Count of Sales Order Line Items	Count of Sales Orders	Count of Sales Orders Line Items GT 50	Percentage Sales Order Line Items of ALL TIME
	2021	\$9,805,009.75	41.60%	24,534	10,955	7,598	41.31%
	2022	\$9,744,505.54	41.45%	32,166	13,006	8,396	54.17%
	2020	\$6,542,788.28	40.53%	2,685	2,685	2,685	4.52%
•	Total	\$26,092,303.56	41.27%	59,385	26,646	18,679	100.00%