



Sales Overview

Product Overview

Year

2010

2011

2012

2013

2014

Product Categ... ▾

All ▾

Sub-Category ▾

All ▾

29.36M

Total Sales

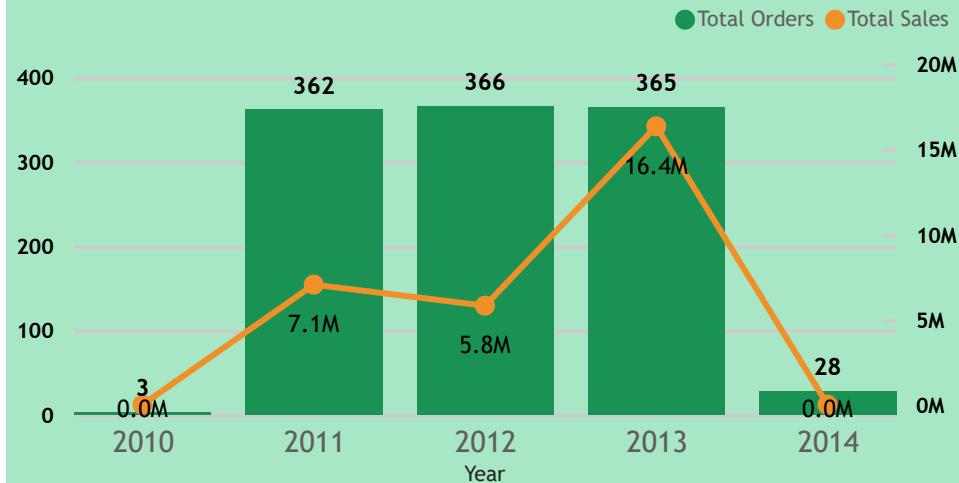
9.00M

Total Profit

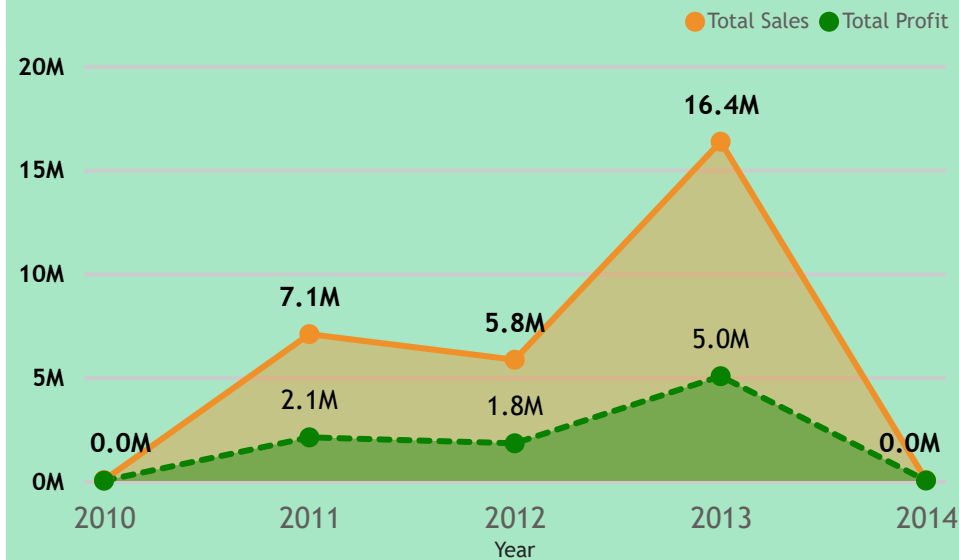
1124

Total Orders

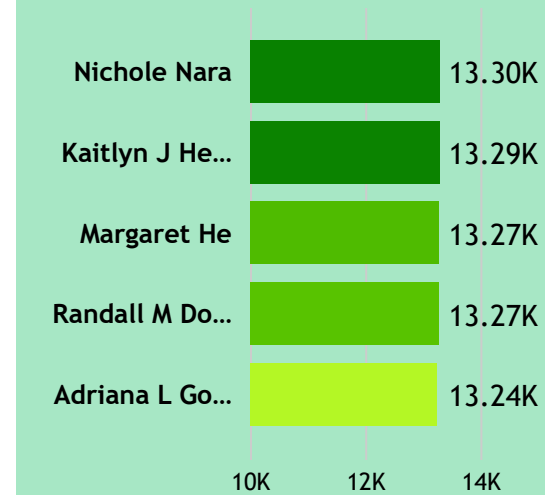
Total Sales vs Total Orders



Total Sales vs Profit



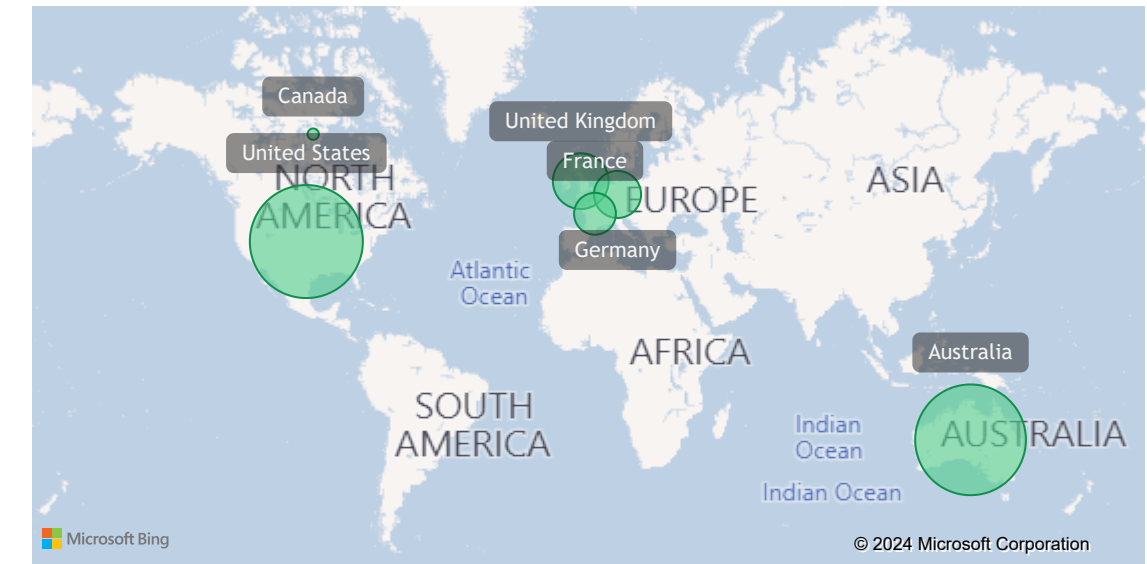
Top 5 Customers by Sales



Top 5 Products by Sales



Revenue by Region





Sales Overview

Product Overview

Year

2010

2011

2012

2013

2014

Product Categ... ▾

All ▾

Sub-Category ▾

All ▾

4

Product-Categories

37

Sub-Categories

504

Total SKU's

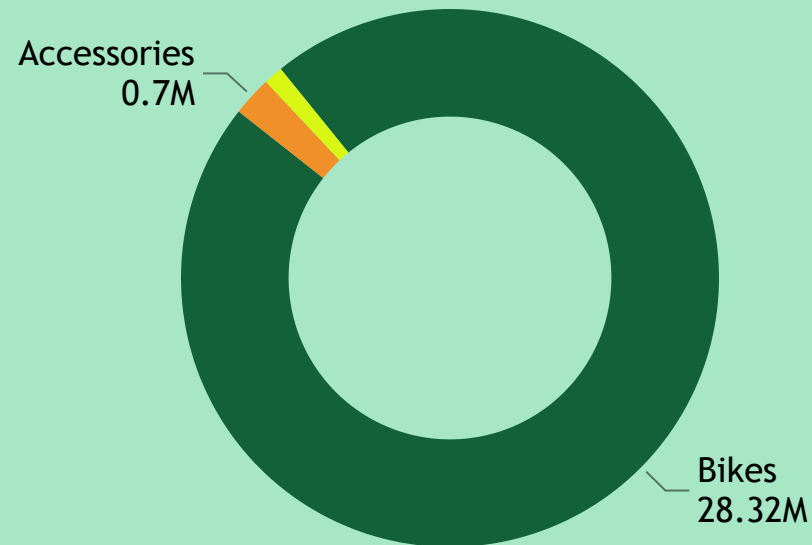
Top Product (Profit)

Mountain-200 Black, 46

Top Product (Orders)

Water Bottle - 30 oz.

Revenue by Product Category



Product Category	Total Sales	Total Profit	Total Orders
[-] Bikes	28,318,144.65	8,532,390.57	1093
[+] Mountain-200 Black,	1,373,469.55	482,407.23	386
[+] Mountain-200 Black,	1,363,142.09	478,629.65	383
[+] Mountain-200 Silver,	1,339,462.79	470,220.81	377
[+] Mountain-200 Silver,	1,301,100.10	456,874.93	365
[+] Mountain-200 Black,	1,294,866.14	454,516.48	365
[+] Mountain-200 Silver,	1,257,434.57	441,481.28	377
[+] Road-150 Red, 48	1,205,876.99	347,533.74	224
[+] Road-150 Red, 62	1,202,298.72	346,502.49	213
[+] Road-150 Red, 52	1,080,637.54	311,439.73	204
[+] Road-150 Red, 56	1,055,589.65	304,220.93	198
[+] Road-150 Red, 44	1,005,493.87	289,783.33	203
[+] Road-250 Black, 52	734,401.20	201,554.11	259
[+] Road-250 Red, 58	702,637.65	193,340.05	234
[+] Road-250 Black, 48	691,206.26	188,286.36	235
[+] Road-250 Black, 44	628,377.26	171,226.83	226
[+] Road-250 Black, 58	622,007.10	170,594.44	227
[+] Touring-1000 Blue, 46	421,980.39	115,369.43	129
[+] Road-350-W Yellow, 40	418,443.54	108,209.50	175
[+] Touring-1000 Yellow,	410,060.04	112,110.41	133
Total	29,358,677.22	8,998,219.81	1124