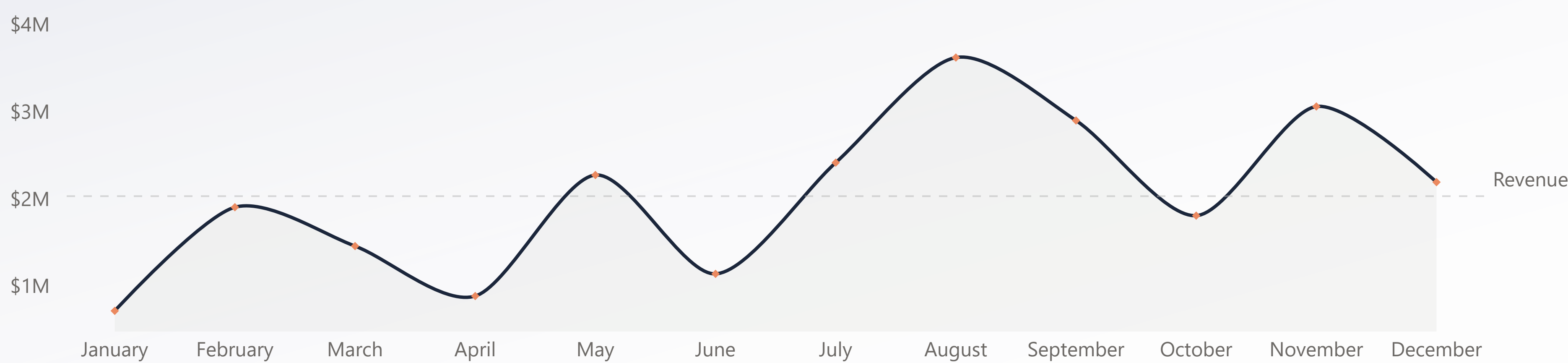
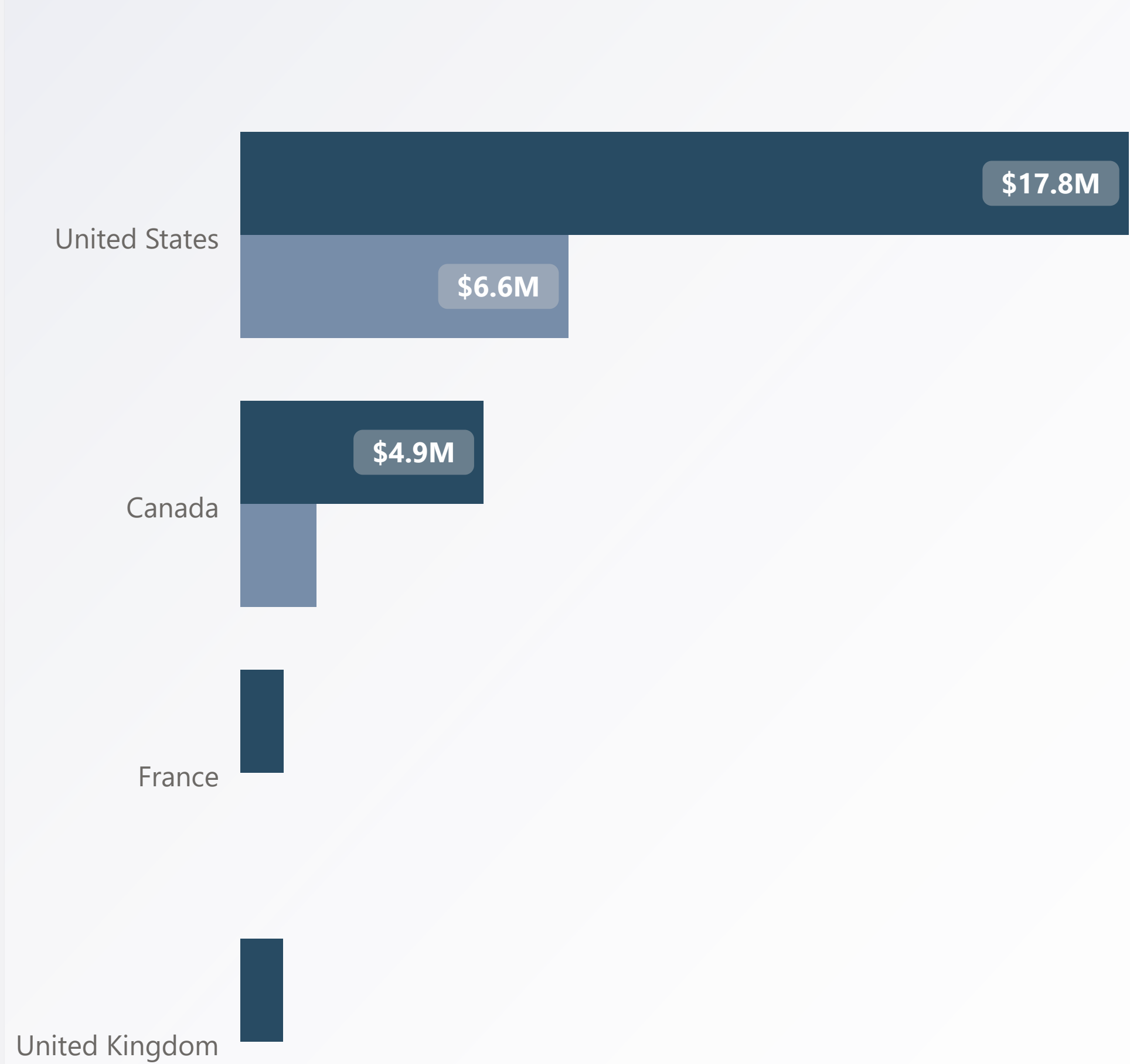


Revenue Trend



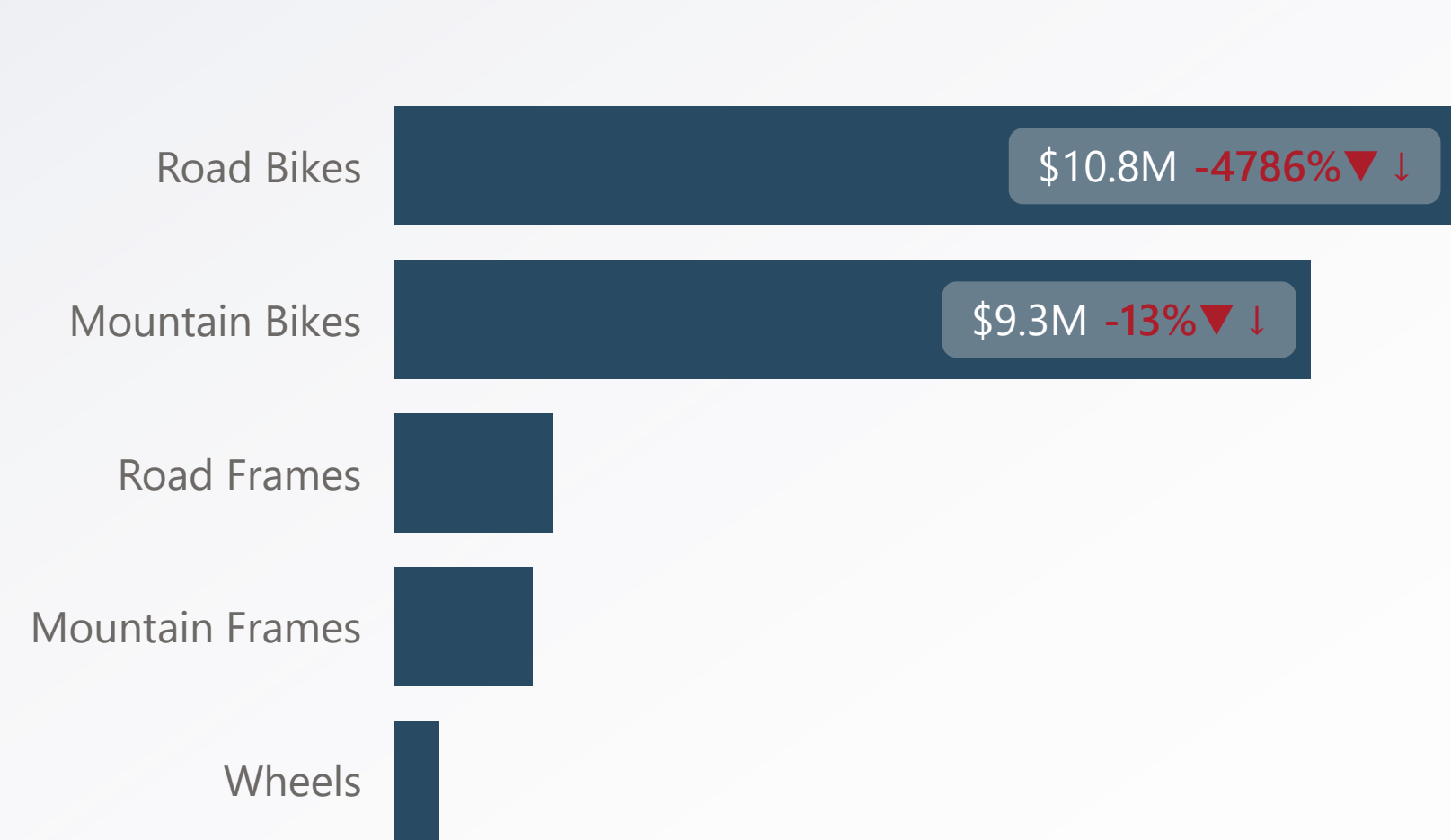
Revenue by Market

(Current and Previous Year Revenue in mln \$)



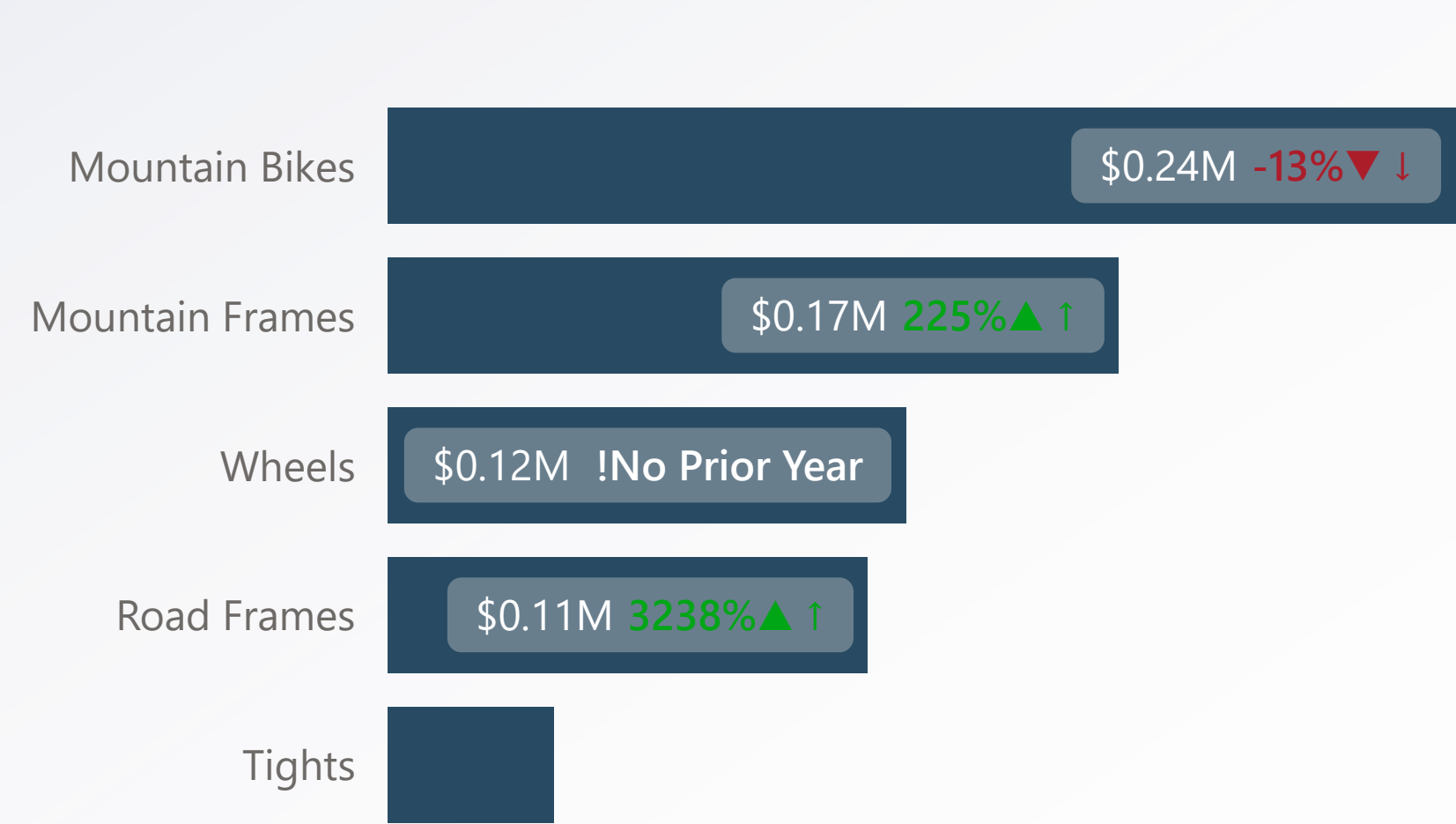
Top 5 Product Sub-Categories by Revenue

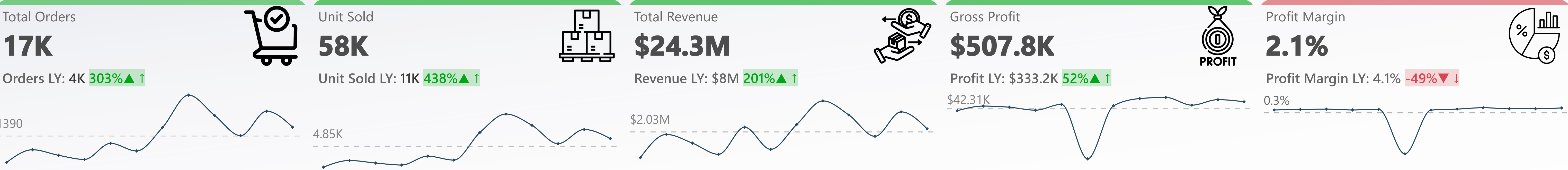
(with profit YoY % change)



Top 5 Profitable Product Sub-Categories

(with profit YoY % change)





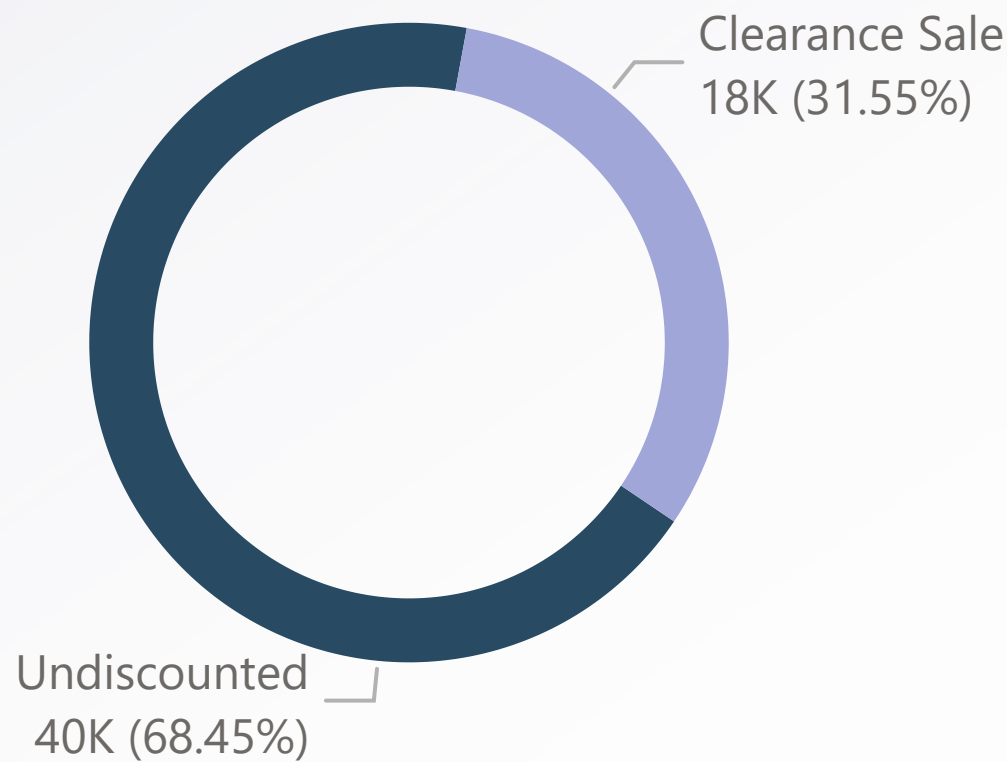
Reseller Performance

Reseller	Revenue	Revenue LY	Revenue YoY %	Gross Profit	Gross Profit LY	Gross Profit YoY %
Retail Mall	\$339.6K	\$80K	326%▲ ↑	(\$4.9K)	\$0.3K	-1745%▼ ↓
Vigorous Exercise Company	\$334.1K	\$163K	105%▲ ↑	(\$30.4K)	\$12.6K	-341%▼ ↓
Farthermost Bike Shop	\$329.0K	\$74K	343%▲ ↑	(\$3.2K)	(\$0.1K)	-3520%▼ ↓
Golf and Cycle Store	\$318.8K	\$196K	63%▲ ↑	(\$30.6K)	\$13.5K	-326%▼ ↓
Excellent Riding Supplies	\$317.5K	\$74K	330%▲ ↑	(\$1.6K)	(\$0.2K)	-666%▼ ↓
Totes & Baskets Company	\$297.3K	\$57K	423%▲ ↑	(\$1.7K)	\$0.1K	-1568%▼ ↓
Fitness Toy Store	\$278.7K	\$76K	266%▲ ↑	(\$6.7K)	\$0.1K	-5892%▼ ↓
Health Spa, Limited	\$268.7K	\$73K	270%▲ ↑	(\$2.1K)	(\$0.0K)	-4643%▼ ↓
The Gear Store	\$264.4K	\$64K	316%▲ ↑	\$23.4K	\$4.1K	467%▲ ↑
Brakes and Gears	\$247.9K	\$88K	182%▲ ↑	\$21.6K	\$6.0K	261%▲ ↑
Great Bikes	\$247.8K	\$55K	349%▲ ↑	\$21.6K	\$3.5K	511%▲ ↑

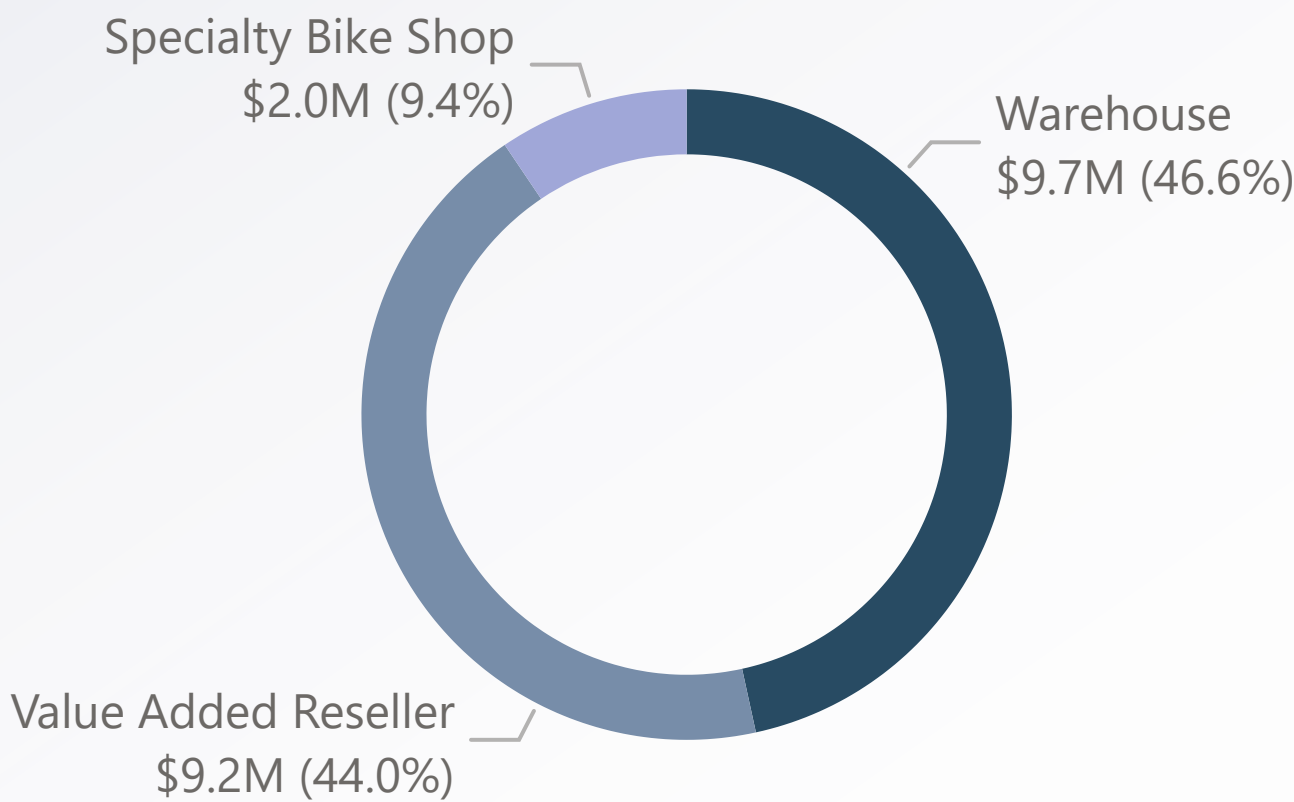
Product Performance

Product	Revenue	Revenue LY	Revenue YoY %	Average Discount	Sales Status
Mountain-100 Black, 48	\$507.1K	\$553K	-8%▼ ↓	26.59%	Clearance Sale
LL Road Frame - Black, 44	\$20.5K	\$2K	784%▲ ↑	0.00%	Undiscounted
Road-150 Red, 56	\$410.1K	\$382K	7%▲ ↑	1.13%	Clearance Sale
Road-450 Red, 58	\$263.0K	\$245K	7%▲ ↑	1.16%	Clearance Sale
LL Road Frame - Black, 60	\$12.3K	\$0K	6801%▲ ↑	0.00%	Undiscounted
Mountain Bike Socks, L	\$0.1K	\$0K	-64%▼ ↓	0.00%	Undiscounted
Road-650 Red, 58	\$144.6K	\$22K	551%▲ ↑	2.21%	Clearance Sale
Road-650 Black, 48	\$158.1K	\$26K	498%▲ ↑	2.10%	Clearance Sale
Road-650 Black, 62	\$155.6K	\$27K	479%▲ ↑	2.13%	Clearance Sale
Road-150 Red, 62	\$332.8K	\$234K	42%▲ ↑	1.13%	Clearance Sale
Mountain-100 Silver, 44	\$521.0K	\$545K	-4%▼ ↓	23.08%	Clearance Sale

Unit Sold by Sale Status



Revenue by Resellers' Business Type



Market Footprint

