

Internet Sales

Total Sales
29,358,677

Total Units
60,398

Total Orders
27,659

Year

2010

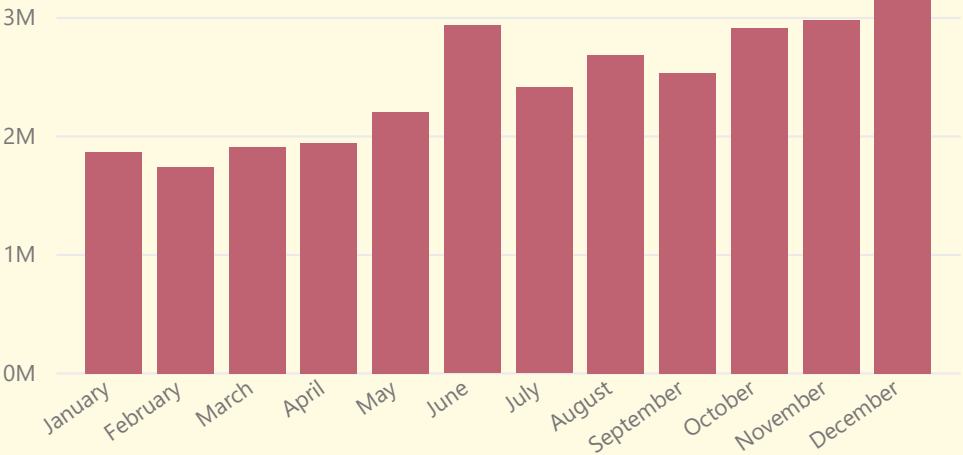
2011

2012

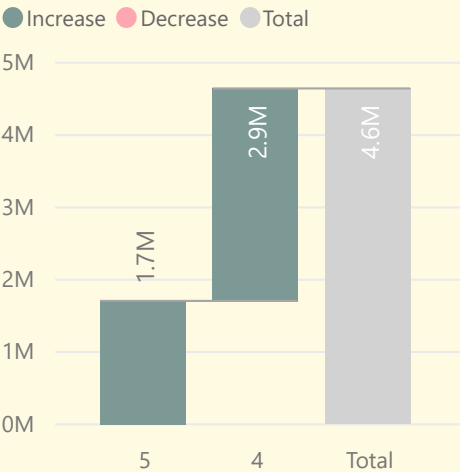
2013

2014

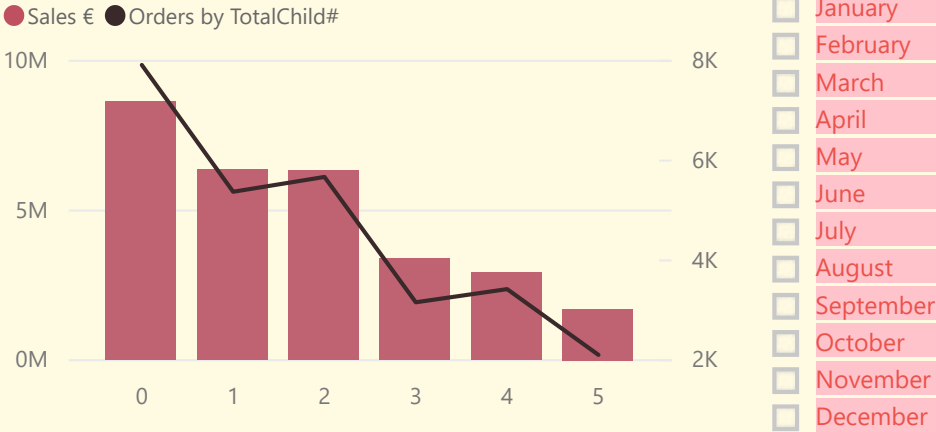
Sales € by Month



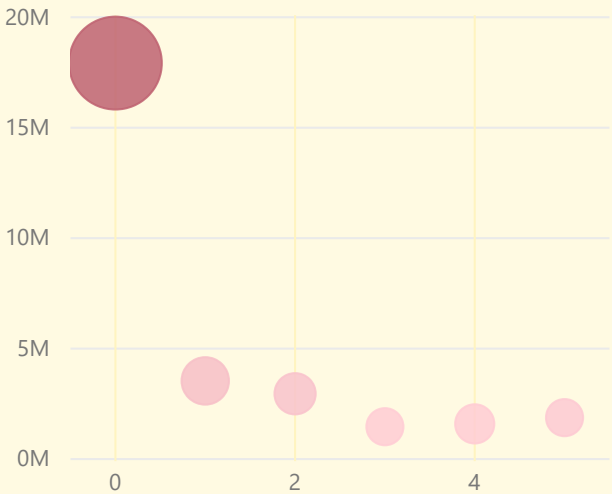
Sales of large families (4-5 children)



Order Amount by Number of Children at Home



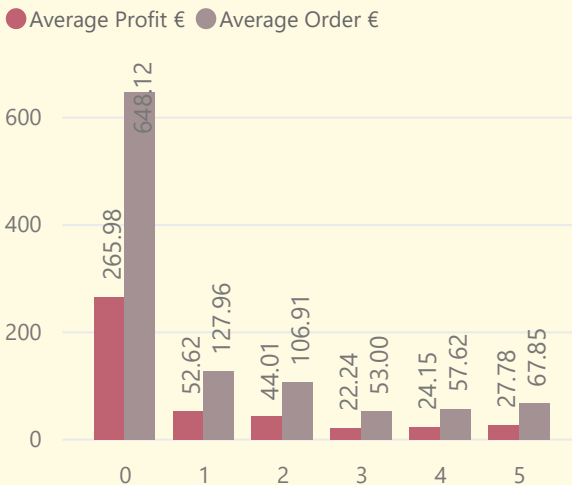
Order Amount by Number of Children at Home



Sales and Orders by Number of Children

Year	2010			2011			2012	
	Children	SalesAmount	Average Order €	Orders by Child#	SalesAmount	Average Order €	Orders by Child#	SalesAmount
▲	0	25,187.15	1,799.08	8	4,608,796.74	2,079.78	1448	3,676,214.50
	1	4,277.37	305.53	2	775,819.56	350.10	238	699,547.30
	2	3,578.27	255.59	1	675,481.01	304.82	204	566,889.30
	3	6,978.26	498.45	2	346,283.76	156.27	109	246,508.60
	4	3,399.99	242.86	1	251,252.17	113.38	84	297,781.50
	5				417,892.68	188.58	133	355,543.80
	Total	43,421.04	3,101.50	14	7,075,525.93	3,192.93	2216	5,842,485.20

Average Profit € and Average Order € by Nu...



Internet Sales

Total Sales
29M

Total Units
60,398

Total Orders
27,659

Year				
2010	2011	2012	2013	2014

- Month
- ☐

January
- ☐

February
- ☐

March
- ☐

April
- ☐

May
- ☐

June
- ☐

July
- ☐

August
- ☐

Septemb...
- ☐

October
- ☐

November
- ☐

December

Year	2010		2011		2012		2013		2014		Total	
Month	Accumulated Total €	Change %	Accumulated Total €	Change %	Accumulated Total €	Change %	Accumulated Total €	Change %	Accumulated Total €	Change %	Accumulated Total €	Change %
January			513,245	100.00%	7,614,311	5.16%	13,819,122	42.24%	29,358,677	-1777.00%	29,358,677	-1777.00%
February			979,580	100.00%	8,121,305	6.60%	14,590,471	38.47%			14,590,471	38.47%
March			1,464,779	100.00%	8,494,788	-3.31%	15,640,378	48.64%			15,640,378	48.64%
April			1,966,852	100.00%	8,895,124	-8.29%	16,686,401	52.32%			16,686,401	52.32%
May			2,528,534	100.00%	9,254,002	-16.40%	17,970,994	57.38%			17,970,994	57.38%
June			3,266,374	100.00%	9,809,162	-19.80%	19,614,172	59.56%			19,614,172	59.56%
July			3,863,120	100.00%	10,253,720	-21.85%	20,985,847	60.93%			20,985,847	60.93%
August			4,477,678	100.00%	10,777,638	-21.20%	22,536,913	61.79%			22,536,913	61.79%
September			5,080,762	100.00%	11,263,815	-21.53%	23,984,409	62.40%			23,984,409	62.40%
October			5,788,970	100.00%	11,798,974	-22.77%	25,657,702	63.14%			25,657,702	63.14%
November			6,449,515	100.00%	12,336,930	-22.77%	27,438,622	63.96%			27,438,622	63.96%
December	43,421	100.00%	7,118,947	99.39%	12,961,432	-21.10%	29,312,983	64.27%			29,312,983	64.27%
Total	43,421	100.00%	7,118,947	99.39%	12,961,432	-21.10%	29,312,983	64.27%	29,358,677	-1777.00%	29,358,677	-1777.00%

Internet Sales

Total Sales
29M

Total Units
60,398

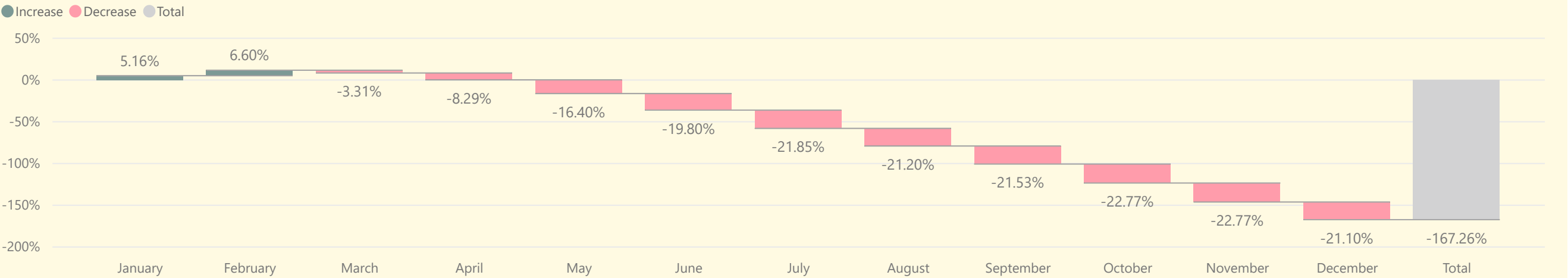
Total Orders
27,659

Year				
2010	2011	2012	2013	2014

Accumulated Sales

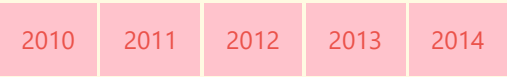
Year Month	2011				2012				2013				Total				Month
	YTD PY Sales €	YTD Sales €	Change €	Change %	YTD PY Sales €	YTD Sales €	Change €	Change %	YTD PY Sales €	YTD Sales €	Change €	Change %	YTD PY Sales €	YTD Sales €	Change €	Change %	
January	43,421	469,824	469,824	100.00%	469,824	495,364	25,540	5.16%	495,364	857,690	362,326	42.24%	495,364	857,690	362,326	42.24%	<input type="checkbox"/> January
February		936,159	936,159	100.00%	936,159	1,002,358	66,199	6.60%	1,002,358	1,629,039	626,680	38.47%	1,002,358	1,629,039	626,680	38.47%	<input type="checkbox"/> February
March		1,421,357	1,421,357	100.00%	1,421,357	1,375,841	-45,516	-3.31%	1,375,841	2,678,946	1,303,105	48.64%	1,375,841	2,678,946	1,303,105	48.64%	<input type="checkbox"/> March
April		1,923,431	1,923,431	100.00%	1,923,431	1,776,177	-147,254	-8.29%	1,776,177	3,724,969	1,948,792	52.32%	1,776,177	3,724,969	1,948,792	52.32%	<input type="checkbox"/> April
May		2,485,113	2,485,113	100.00%	2,485,113	2,135,055	-350,058	-16.40%	2,135,055	5,009,562	2,874,507	57.38%	2,135,055	5,009,562	2,874,507	57.38%	<input type="checkbox"/> May
June		3,222,953	3,222,953	100.00%	3,222,953	2,690,215	-532,738	-19.80%	2,690,215	6,652,740	3,962,525	59.56%	2,690,215	6,652,740	3,962,525	59.56%	<input type="checkbox"/> June
July		3,819,699	3,819,699	100.00%	3,819,699	3,134,773	-684,926	-21.85%	3,134,773	8,024,415	4,889,642	60.93%	3,134,773	8,024,415	4,889,642	60.93%	<input type="checkbox"/> July
August		4,434,257	4,434,257	100.00%	4,434,257	3,658,691	-775,567	-21.20%	3,658,691	9,575,481	5,916,790	61.79%	3,658,691	9,575,481	5,916,790	61.79%	<input type="checkbox"/> August
September		5,037,341	5,037,341	100.00%	5,037,341	4,144,868	-892,473	-21.53%	4,144,868	11,022,977	6,878,109	62.40%	4,144,868	11,022,977	6,878,109	62.40%	<input type="checkbox"/> September
October		5,745,549	5,745,549	100.00%	5,745,549	4,680,028	-1,065,521	-22.77%	4,680,028	12,696,270	8,016,242	63.14%	4,680,028	12,696,270	8,016,242	63.14%	<input type="checkbox"/> October
November		6,406,094	6,406,094	100.00%	6,406,094	5,217,983	-1,188,111	-22.77%	5,217,983	14,477,190	9,259,207	63.96%	5,217,983	14,477,190	9,259,207	63.96%	<input type="checkbox"/> November
December		7,075,526	7,032,105	99.39%	7,075,526	5,842,485	-1,233,041	-21.10%	5,842,485	16,351,550	10,509,065	64.27%	5,842,485	16,351,550	10,509,065	64.27%	<input type="checkbox"/> December
Total	43,421	7,075,526	7,032,105	99.39%	7,075,526	5,842,485	-1,233,041	-21.10%	5,842,485	16,351,550	10,509,065	64.27%	5,842,485	16,351,550	10,509,065	64.27%	

Change % by Month

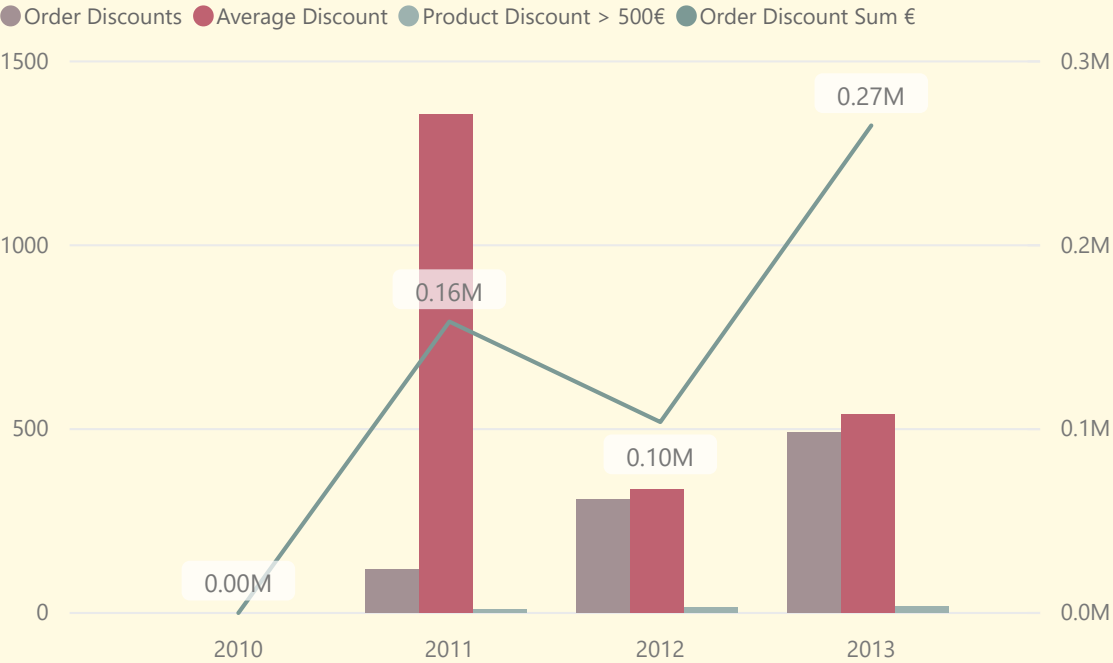


Reseller Sales

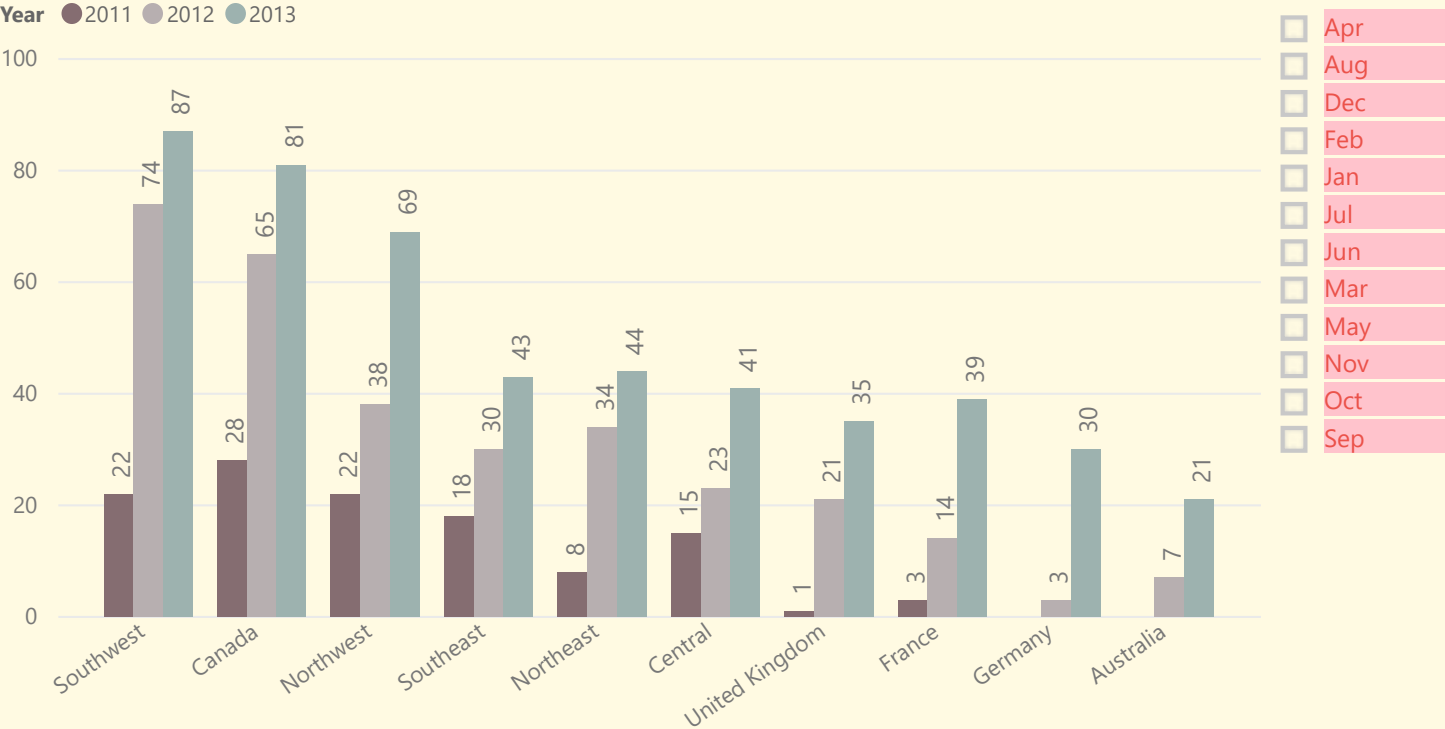
Year



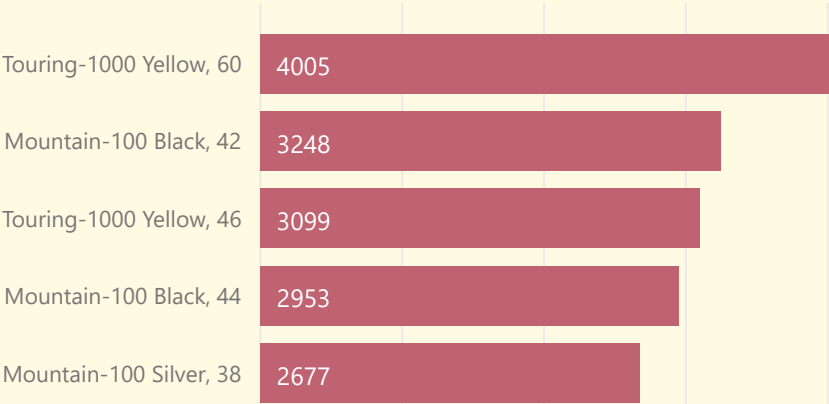
Order Discounts, Average Discount, Product Discount > 500€ and Order Discount Sum ...



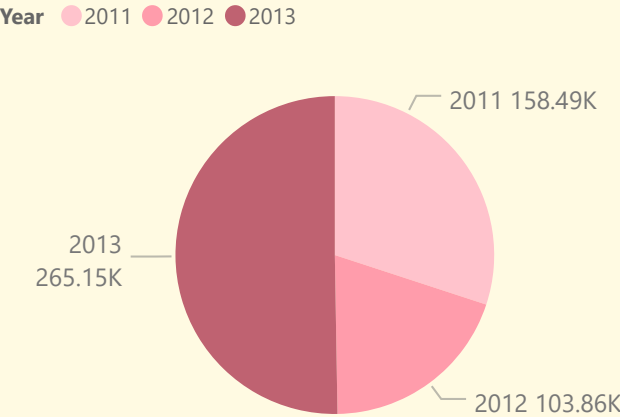
Order Discounts by SalesTerritoryRegion and Year



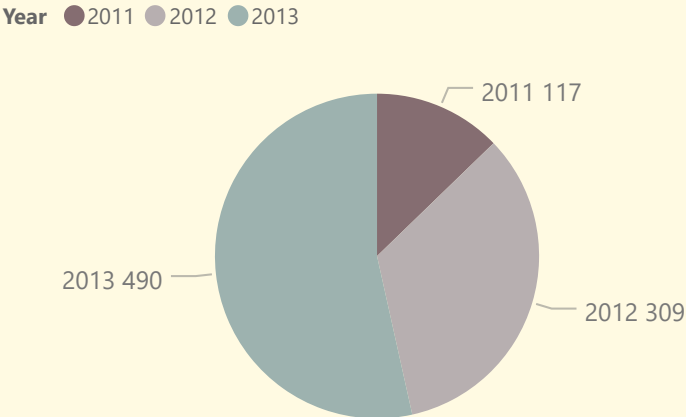
Top Discount by ProductName



DiscountAmount by Year



Order Discounts by Year



Reseller Sales

Total Sales

6M

Total Units

3,397

Total Orders

27,659

Year

2010

2011

2012

2013

2014

Year	2012					Total				
Month	Orders €	Quota €	Quota-Sales	Quota Attainment %	Quota YTD €	Orders €	Quota €	Quota-Sales	Quota Attainment %	Quota YTD €
▲										
January	113,100		-113,100			113,100		-113,100		
February	310,847		-310,847			310,847		-310,847		
March	92,551	2,884,667	2,792,116	3.21%	2,884,667	92,551	2,884,667	2,792,116	3.21%	2,884,667
April	51,890		-51,890		2,884,667	51,890		-51,890		2,884,667
May	112,734		-112,734		2,884,667	112,734		-112,734		2,884,667
June	28,347	1,971,000	1,942,653	1.44%	4,855,667	28,347	1,971,000	1,942,653	1.44%	4,855,667
July	56,321		-56,321		4,855,667	56,321		-56,321		4,855,667
August	14,928		-14,928		4,855,667	14,928		-14,928		4,855,667
September	100,104	2,679,667	2,579,562	3.74%	7,535,333	100,104	2,679,667	2,579,562	3.74%	7,535,333
October	61,828		-61,828		7,535,333	61,828		-61,828		7,535,333
November	82,179		-82,179		7,535,333	82,179		-82,179		7,535,333
December	566,646	4,577,667	4,011,021	12.38%	12,113,000	566,646	4,577,667	4,011,021	12.38%	12,113,000
Total	1,591,476	12,113,000	10,521,524	13.14%	12,113,000	1,591,476	12,113,000	10,521,524	13.14%	12,113,000

Month



Apr



Aug



Dec



Feb



Jan



Jul



Jun



Mar



May



Nov



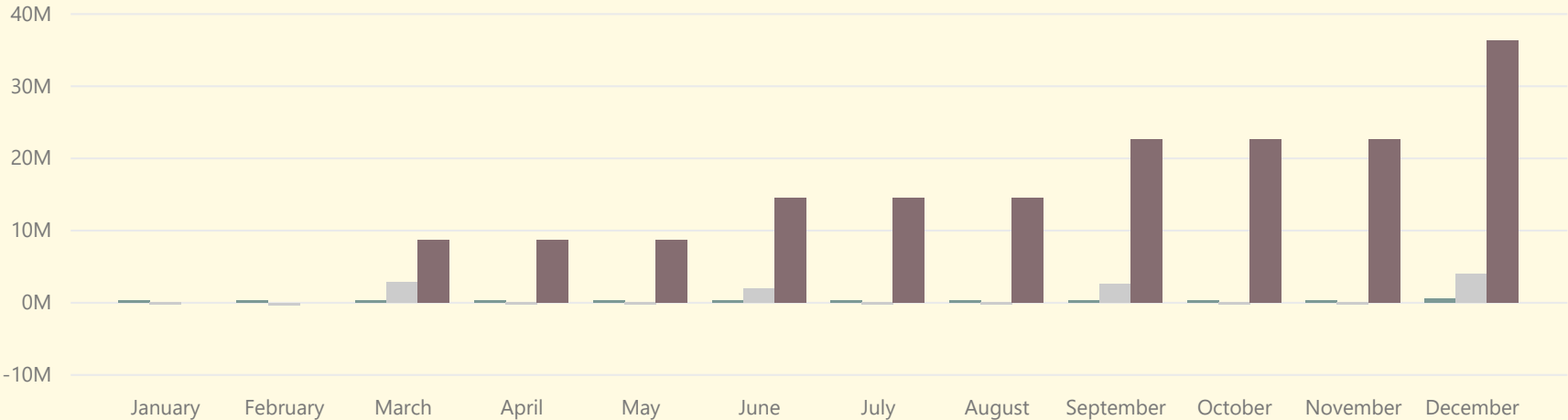
Oct



Sep

Orders €, Quota-Sales and YTD Sales Quota by Month

● Orders € ● Quota-Sales ● YTD Sales Quota



Year	Quarter	Month	Quota QTD
▲			
2012	Qtr 1	March	2,884,667
2012	Qtr 2	June	1,971,000
2012	Qtr 3	September	2,679,667
2012	Qtr 4	December	4,577,667
Total			

Top Customer Segments

2011, 2012, 2013	18,484	18,484	26774	27,659	All Selected
Year(s) Selected	Customers Selected	Total Customers	Orders Selected	Total Orders	Selected Region

- Country
- ☐

Select All
- ☐

Australia
- ☐

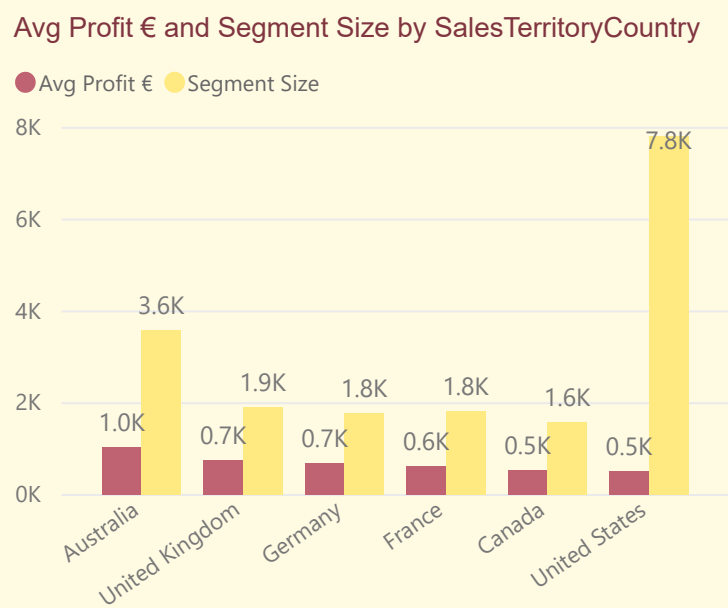
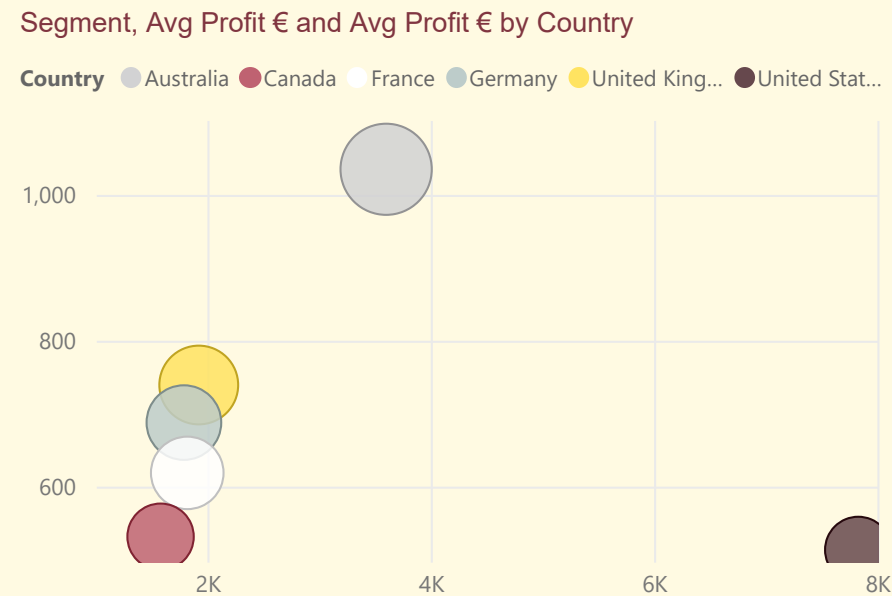
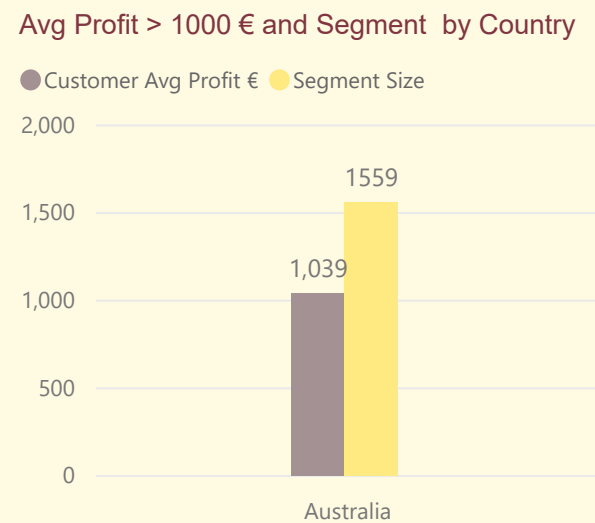
Canada
- ☐

France
- ☐

Germany
- ☐

United Kingdom
- ☐

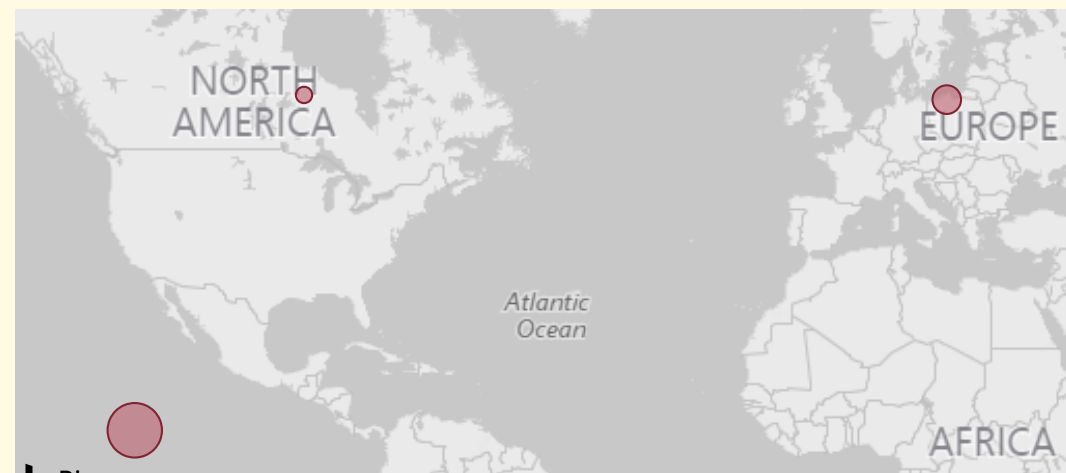
United States



Customer Avg Profit € and Segment Size by Country



Customer Avg Profit € and Segment Size by SalesTerritoryGroup



Top Customer Segments

Average Profit > 1000 €

YearlyInco...
All

Children
All

NumberCar...
All

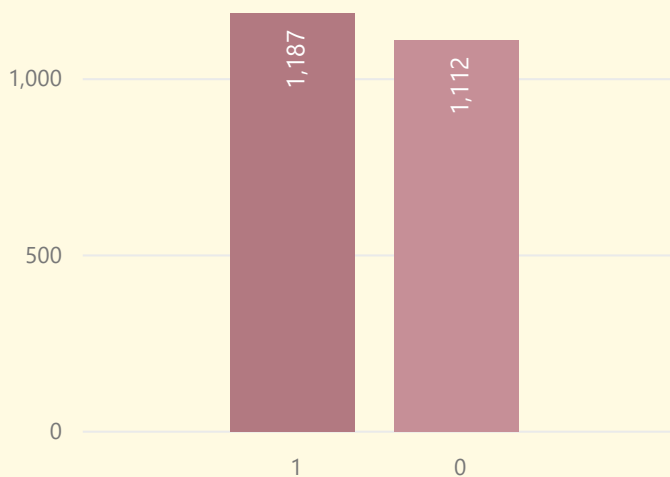
Country
All

MaritalSt...
All

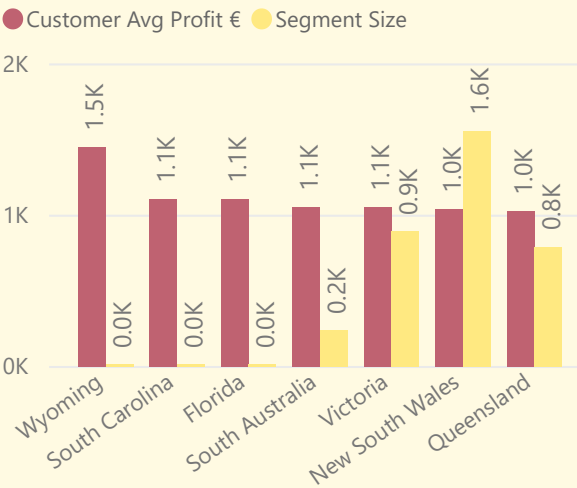
Gender
All

2011, 2012, 2013 Year(s) Selected	18,484 Customers Selected	18,484 Total Customers	26774 Orders Selected	27,659 Total Orders	All Selected Selected Region
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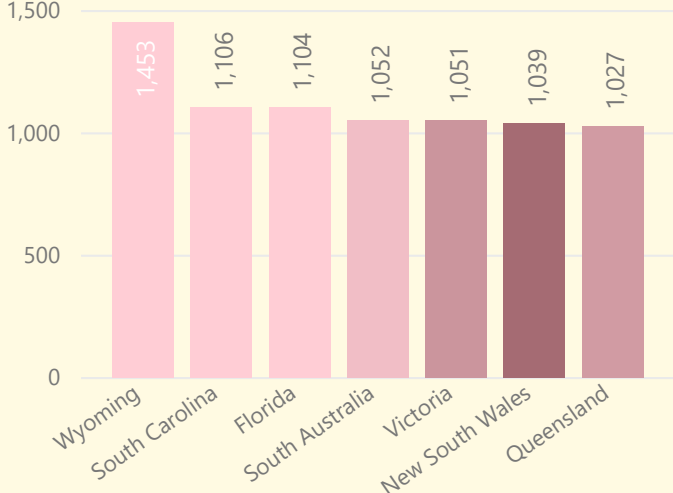
Avg Profit > 1000 € and Segment Size by HouseOw...



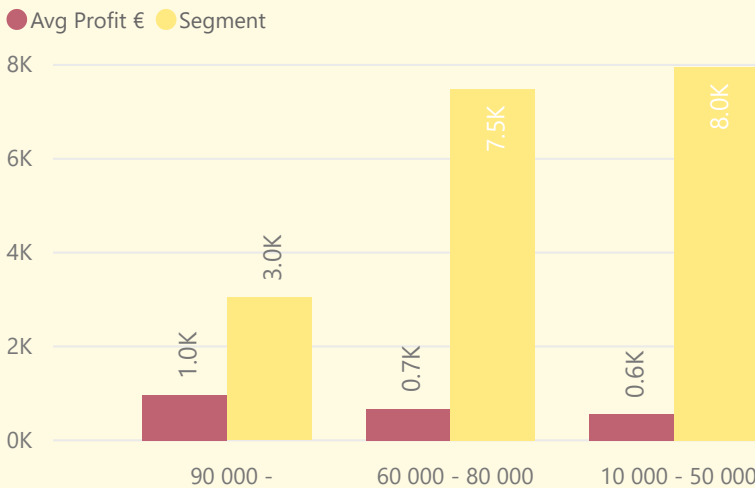
Customer Avg Profit € and Segment Size by ...



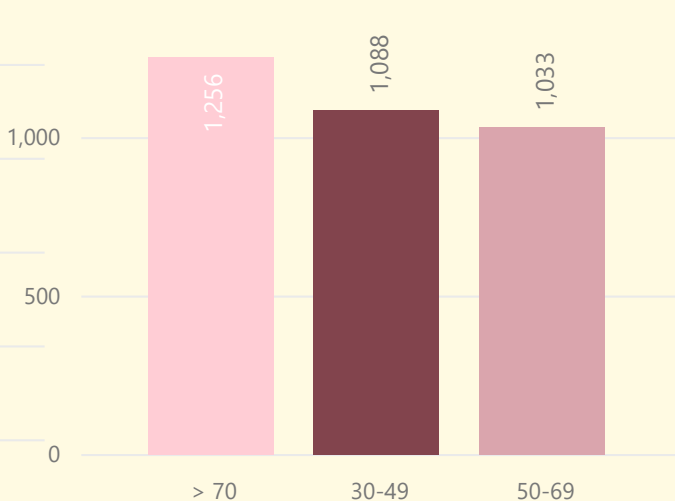
Customer Avg Profit € and Segment Size by StatePr...



Avg Profit € and Segment by YearlyIncomeGroup



Avg Profit € > 1000 and Segment by AgeGroup



Products

Showing ALL Years
Year(s) Selected

Showing ALL Products
Products Selected

606
Total Products

All Selected
Selected Territory

Year

All

ProductCat...

☐

Select All

☐

(Blank)

☐

Accessories

☐

Bikes

☐

Clothing

☐

Components

SalesTerritory...

☐

Select All

☐

Australia

☐

Canada

☐

France

☐

Germany

☐

NA

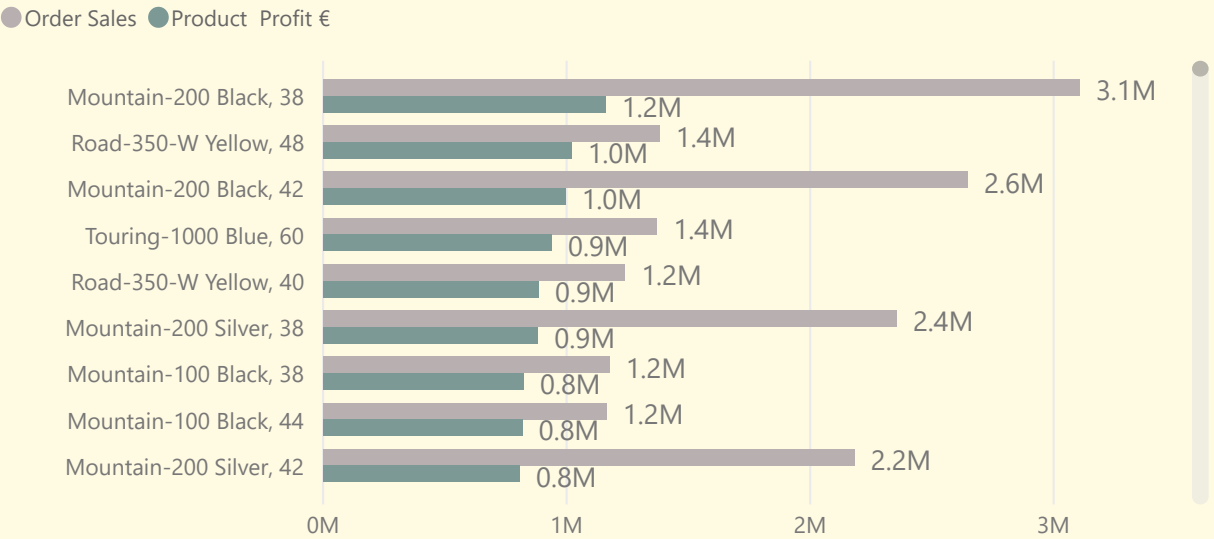
☐

United Kingdom

☐

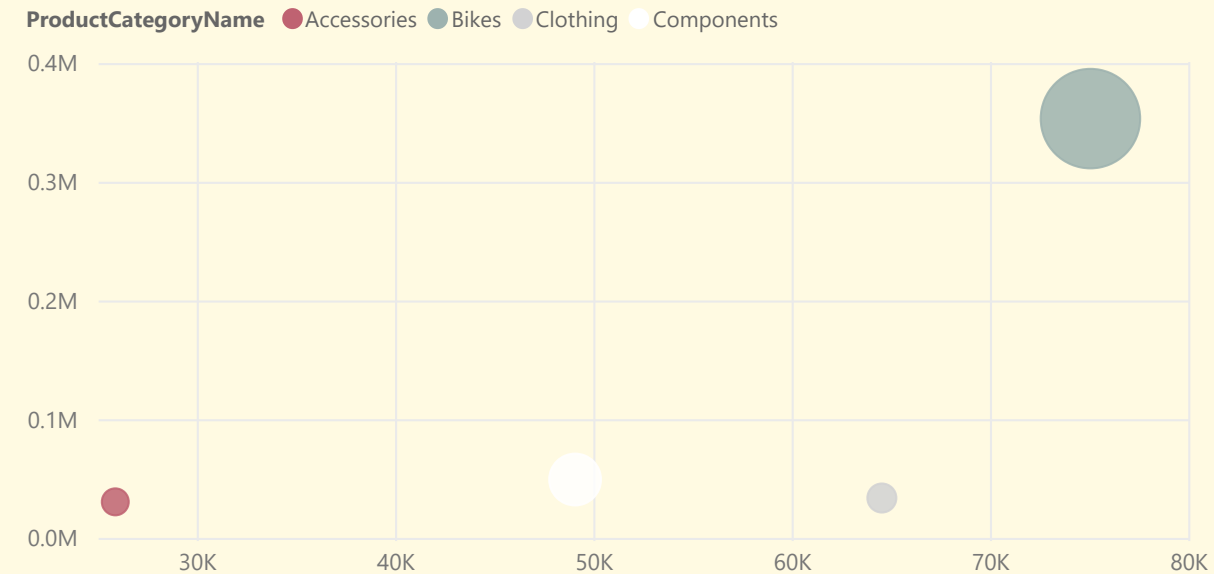
United States

Top Sold Products by ProductName

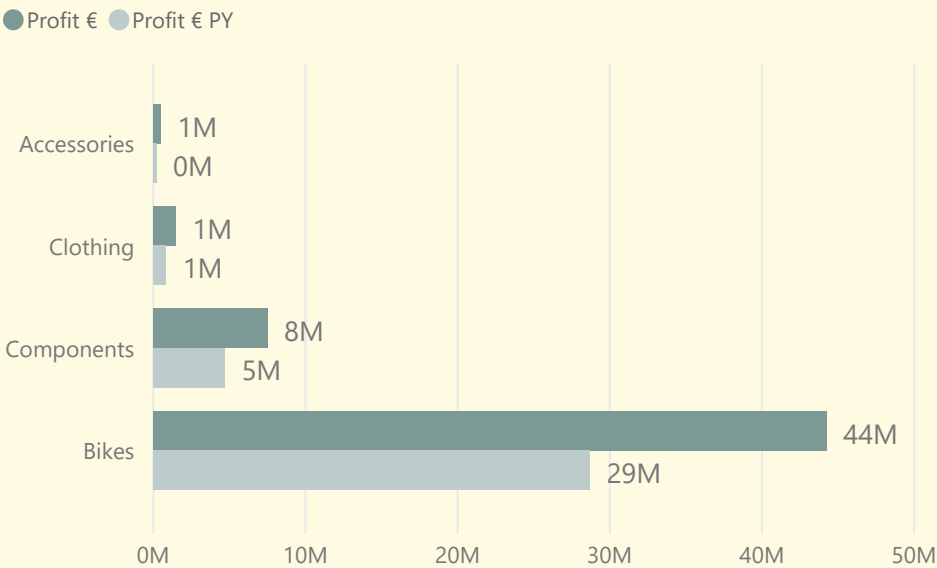


ProductName	Product Profit €
Mountain-200 Black, 38	1,158,518
Road-350-W Yellow, 48	1,018,696
Mountain-200 Black, 42	994,058
Touring-1000 Blue, 60	938,058
Road-350-W Yellow, 40	884,774
Mountain-200 Silver, 38	882,581
Mountain-100 Black, 38	823,475
Mountain-100 Black, 44	817,900
Mountain-200 Silver, 42	806,943
Mountain-200 Silver, 46	787,018
Touring-1000 Blue, 46	772,260
Road-250 Red, 44	762,147
Mountain-100 Black, 42	755,497
Touring-1000 Yellow, 60	750,155
Total	160,948

Units sold, Product Profit € and UnitPrice by ProductCategoryName



Profit € and Profit € PY by ProductCategoryName



Employees

Showing ALL Years
Year(s) Selected

Showing ALL Employ...
Employees Selected

18,484
Total Customers

Showing ALL Orders
Orders Selected

27,659
Total Orders

All Selected
Selected Region

Employee Name

All

Year

All

TerritoryCountry

All

Age Ggroups

All

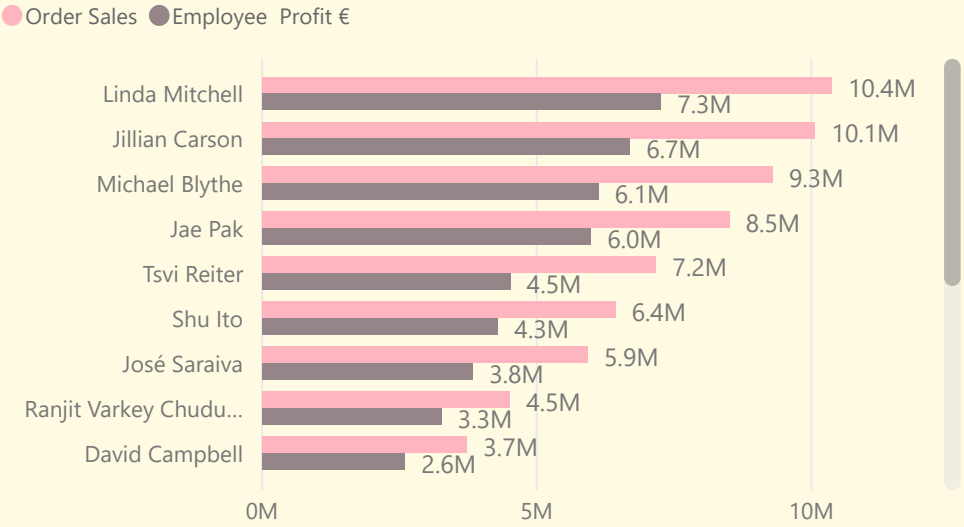
WorkYears

All

VacationHours

All

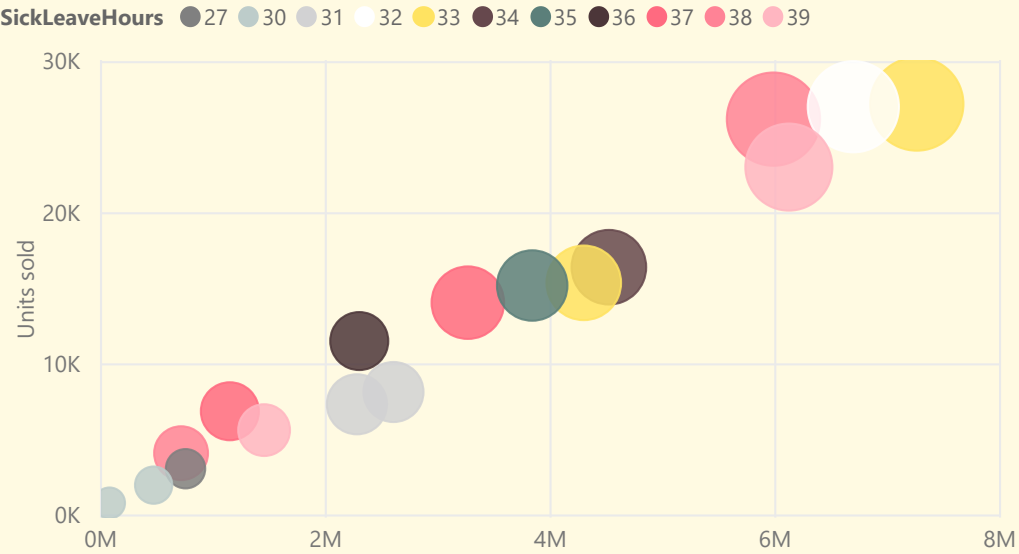
Order Sales and Employee Profit € by Employee



Order Count and Profit € by SalesTerritoryCountry



Profit €, Units sold and Product Profit € by Employee and SickLeaveHours



Profit €, Units sold and Product Profit € by SalesTerritoryRegion and SalesTerritoryG...

