



Regional Sales Analysis



Regional Analysis

Sales Analysis

Product Analysis

EnglishProductCategoryName
All

EnglishProductSubcategory...
All



Australia



Canada



Germany



France



UK



US

\$31.17M

Total Sales

\$17.98M

Total Cost

\$13.19M

Gross Profit

42.31%

% Gross Profit

Internet Sales

\$29.36M

Total IS Sales

\$17.28M

Total IS Cost

\$12.08M

IS Gross Profit

41.1%

IS % Gross Profit

Reseller Sales

\$1.81M

Total RS Sales

\$0.70M

Total RS Cost

\$1.10M

RS Gross Profit

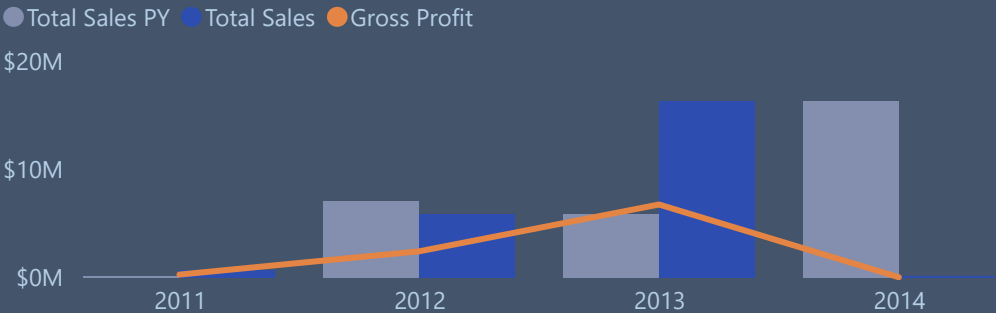
61.1%

RS % Gross Profit

Gross Profit by Year



Total Sales PY, Total Sales and Gross Profit by Year



EnglishProductCategoryName Total Sales % Gross Profit

Bikes	\$29,981,133.63	41.81%
Accessories	\$705,402.86	62.69%
Clothing	\$348,284.96	40.78%
Components	\$130,258.40	50.32%

Total Sales PY by City





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Country	Total Sales	Total IS Sales	Total RS Sales	Total Cost	Total IS Cost	Total RS Cost	Gross Profit	IS Gross Profit	RS Gross Profit	% Gross Profit
United States	\$10,763,850.17	\$9,389,789.51	\$1,374,060.66	\$6,013,544.13	\$5,488,808.71	\$524,735.42	\$4,750,306.04	\$3,900,980.80	\$849,325.24	44.1%
Australia	\$9,061,000.58	\$9,061,000.58		\$5,375,145.51	\$5,375,145.51		\$3,685,855.08	\$3,685,855.08		40.5%
United Kingdom	\$3,391,712.21	\$3,391,712.21		\$2,001,221.43	\$2,001,221.43		\$1,390,490.78	\$1,390,490.78		41.0%
Germany	\$2,894,312.34	\$2,894,312.34		\$1,706,941.57	\$1,706,941.57		\$1,187,370.77	\$1,187,370.77		41.0%
France	\$2,644,017.71	\$2,644,017.71		\$1,557,752.99	\$1,557,752.99		\$1,086,264.72	\$1,086,264.72		41.1%
Canada	\$2,410,186.83	\$1,977,844.86	\$432,341.97	\$1,325,352.38	\$1,147,923.36	\$177,429.02	\$1,084,834.45	\$829,921.50	\$254,912.95	45.6%
Total	\$31,165,079.85	\$29,358,677.22	\$1,806,402.63	\$17,979,958.02	\$17,277,793.58	\$702,164.44	\$13,185,121.83	\$12,080,883.65	\$1,104,238.18	42.3%

StateProvinceName	Total Sales	Total IS Sales	Total RS Sales	Total Cost	Total IS Cost	Total RS Cost	Gross Profit	IS Gross Profit	RS Gross Profit	% Gross Profit
California	\$5,926,717.47	\$5,714,257.69	\$212,459.78	\$3,426,964.12	\$3,344,241.01	\$82,723.12	\$2,499,753.35	\$2,370,016.69	\$129,736.66	41.6%
New South Wales	\$3,934,485.73	\$3,934,485.73		\$2,334,845.55	\$2,334,845.55		\$1,599,640.18	\$1,599,640.18		40.4%
England	\$3,391,712.21	\$3,391,712.21		\$2,001,221.43	\$2,001,221.43		\$1,390,490.78	\$1,390,490.78		41.0%
Washington	\$2,619,171.84	\$2,467,248.34	\$151,923.50	\$1,513,645.61	\$1,439,644.25	\$74,001.36	\$1,105,526.23	\$1,027,604.09	\$77,922.14	42.6%
Victoria	\$2,279,906.06	\$2,279,906.06		\$1,352,542.60	\$1,352,542.60		\$927,363.46	\$927,363.46		40.7%
Queensland	\$1,988,415.03	\$1,988,415.03		\$1,178,760.97	\$1,178,760.97		\$809,654.06	\$809,654.06		40.7%
Total	\$31,165,079.85	\$29,358,677.22	\$1,806,402.63	\$17,979,958.02	\$17,277,793.58	\$702,164.44	\$13,185,121.83	\$12,080,883.65	\$1,104,238.18	42.3%



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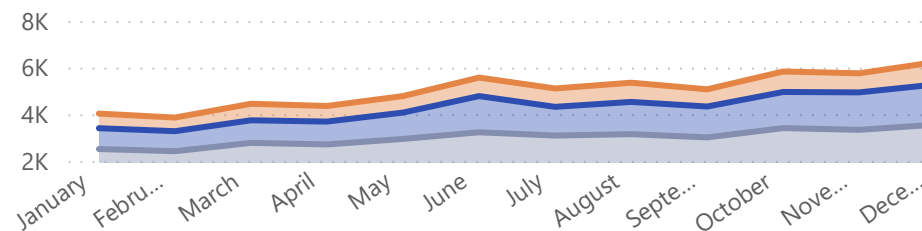
UK



US

Total Unit Sold by Month and Product Category

EnglishProductCateg... Accessories Bikes Clothing



62.9K

Total Unit Sold

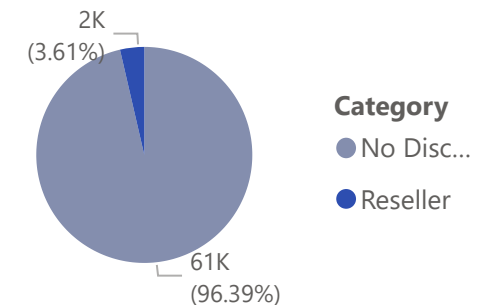
60.4K

IS Qty Sold

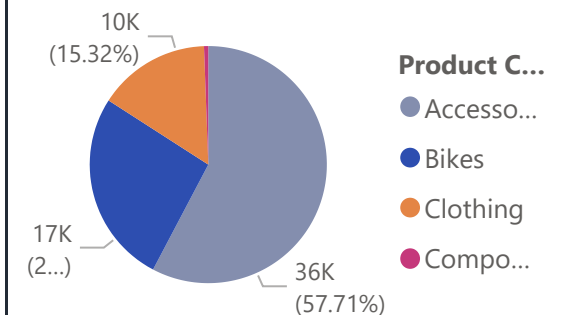
2.5K

RS Qty Sold

Total Unit Sold by Category



Total Unit Sold by Product Category



ResellerName	RS Qty Sold	ProductName	RS Qty Sold	EnglishProductCategoryName	RS Qty Sold
Tread Industries	88	AWC Logo Cap	124	Accessories	82
Rewarding Activities Company	132	Long-Sleeve Logo Jersey, L	139	Bikes	632
Retail Mall	93	Mountain Bike Socks, M	161	Clothing	424
Resale Services	54	Mountain-100 Black, 38	81	Total	1138
Qualified Sales and Repair Services	83	Mountain-100 Black, 44	78		
Preferred Bikes	93	Mountain-100 Silver, 38	78		
Health Spa, Limited	54	Road-450 Red, 52	104		
Hardware Components	108	Road-650 Black, 52	100		
Fitness Toy Store	66	Road-650 Red, 44	94		
Designated Distributors	83	Road-650 Red, 60	97		
Bike Dealers Association	88	Sport-100 Helmet, Blue	87		
Total	952	Total	1138		