



\$29M

Sales

27.65K

Sales Order

115

Products

18.48K

Customers

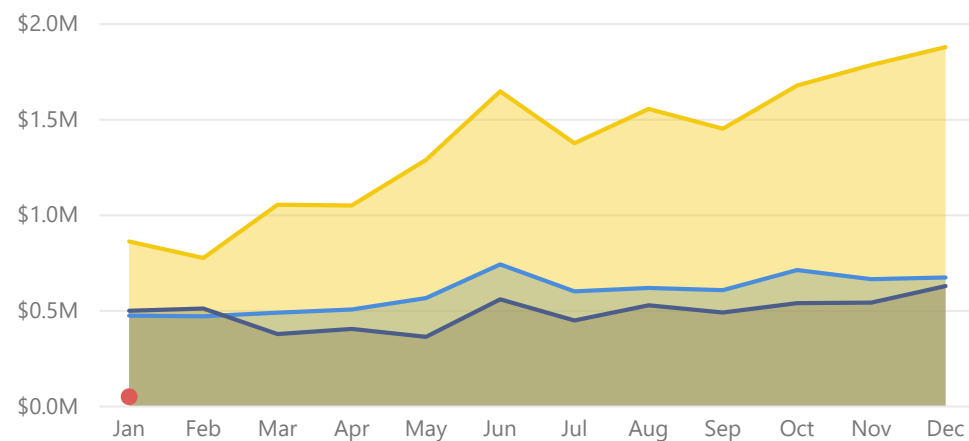
11

Countries

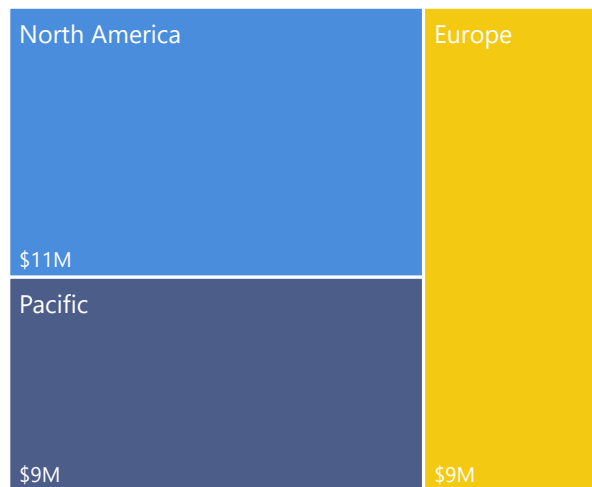
Sales Analysis

Sales by Year and Month

Year ● 2011 ● 2012 ● 2013 ● 2014

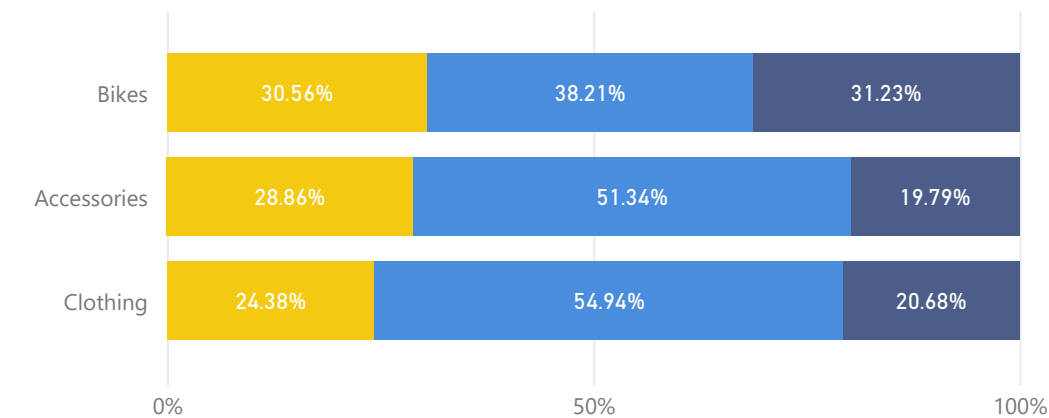


Sales by SalesTerritoryGroup



Sales by EnglishProductCategoryName and SalesTerritoryGroup

SalesTerritoryGroup ● Europe ● North America ● Pacific



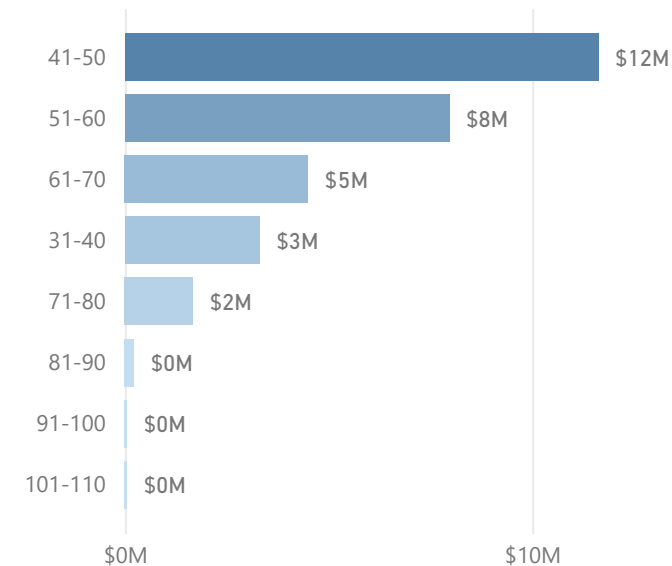
Sales by MaritalStatus



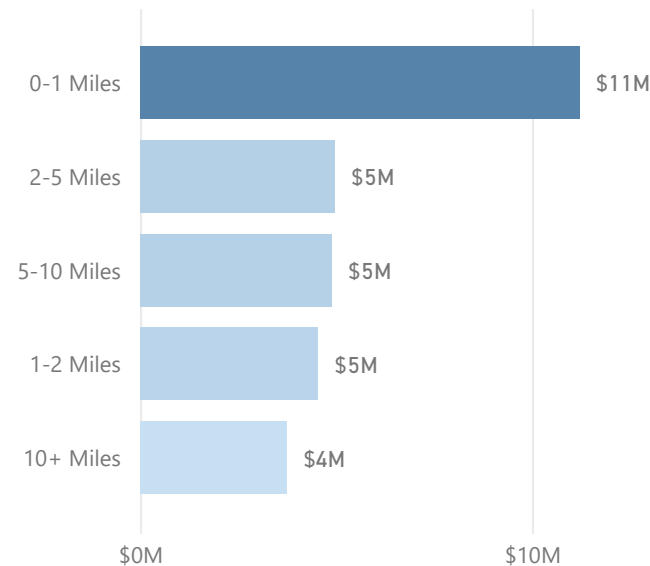
Sales and TotalChildren by Gender



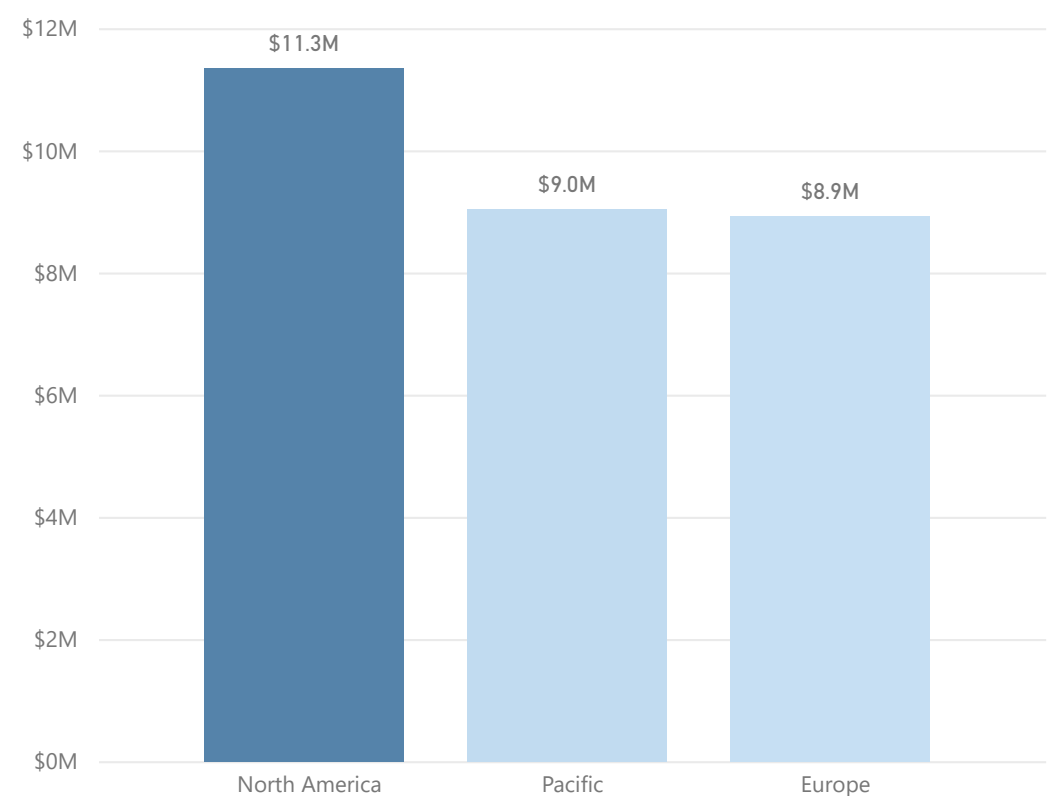
Sales by Customer Age



Sales by CommuteDistance



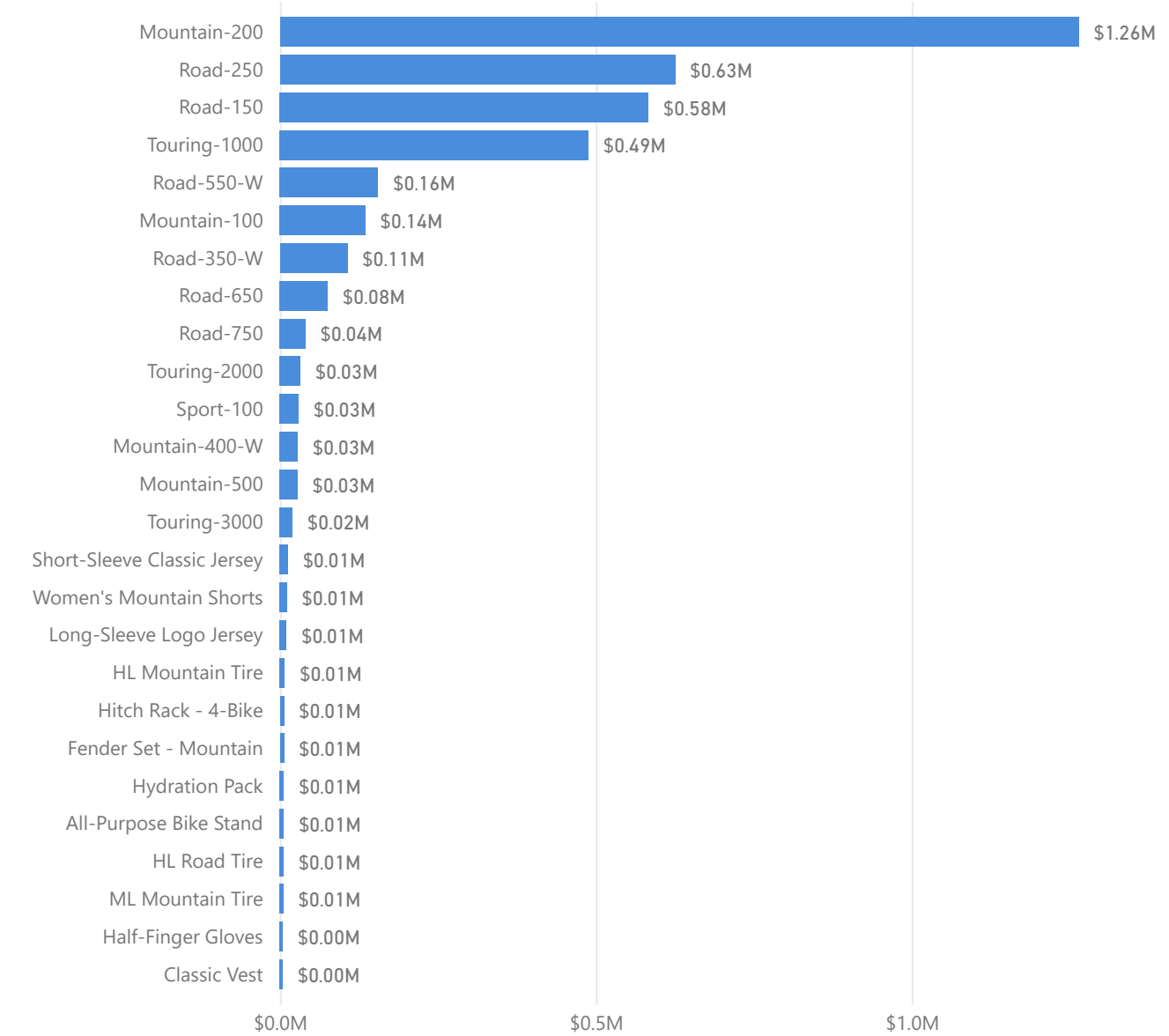
Sales by SalesTerritoryGroup



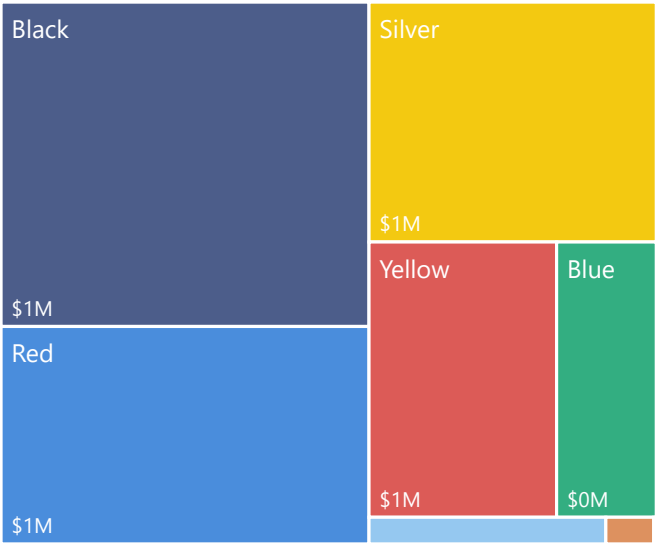


SalesTerritoryGroup	Accessories	Bikes	Clothing	Total
Europe	\$22,994	\$671,509	\$7,041	\$701,544
North America	\$43,674	\$965,796	\$22,534	\$1,032,003
Pacific	\$35,892	\$1,949,330	\$18,089	\$2,003,311
Total	\$102,560	\$3,586,635	\$47,663	\$3,736,858

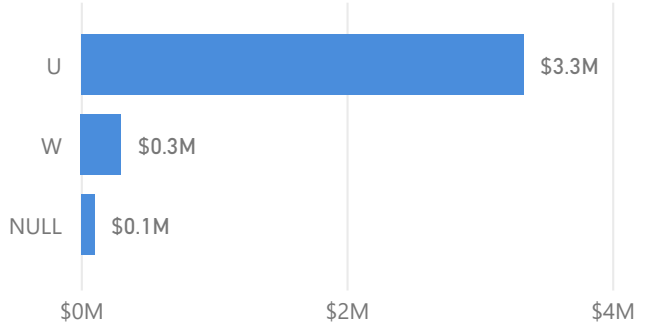
Sales by ModelName



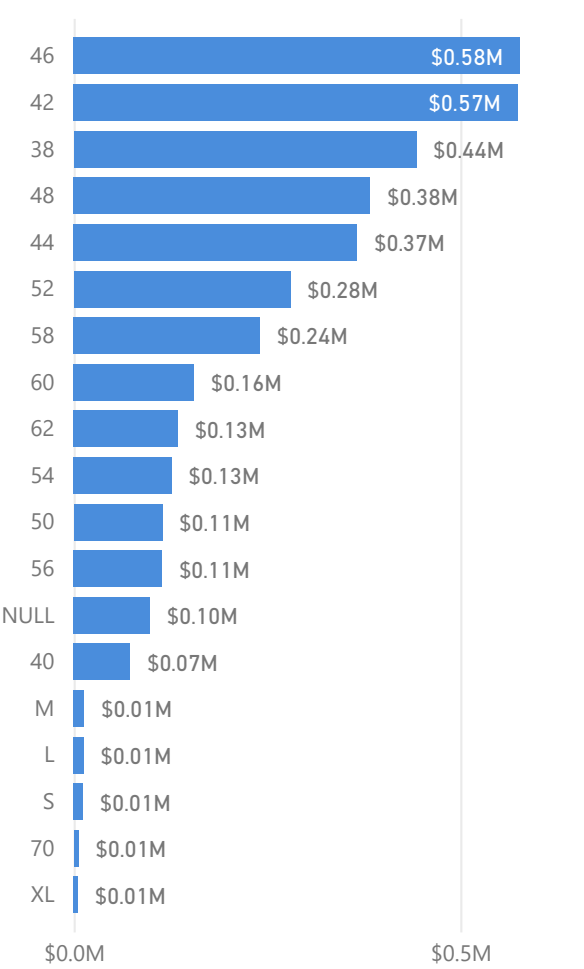
Sales by Color



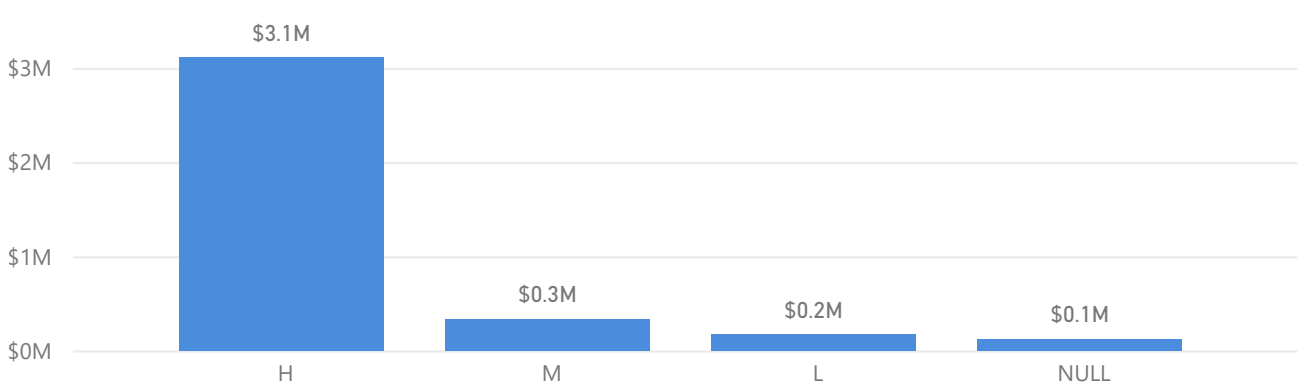
Sales by Style



Sales by Size



Sales by Class





Sales Analysis

\$22M

Sales

25.43K

Sales Order

670

Customer

504

Products

6

Countries

2012

2014

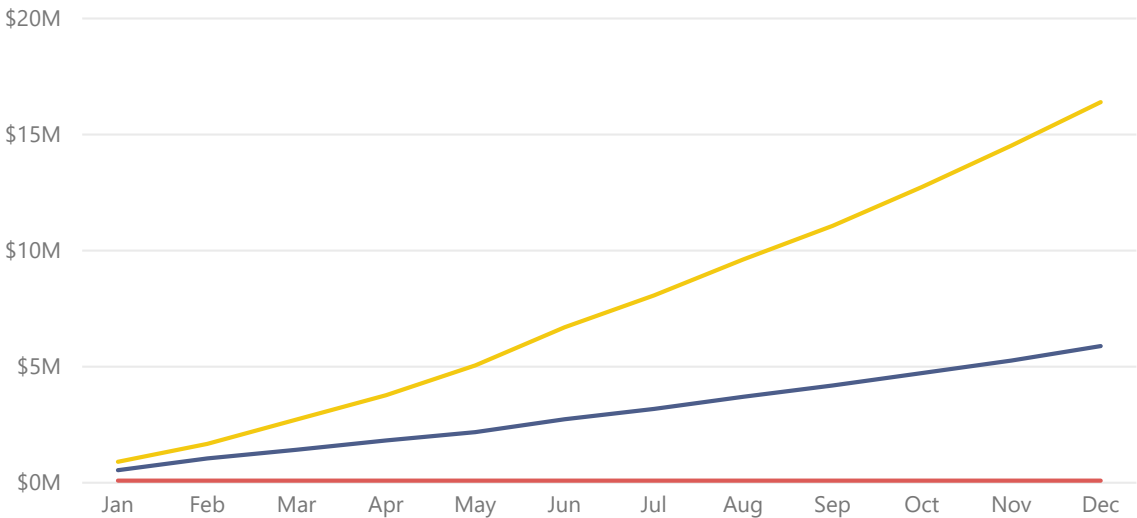


Category



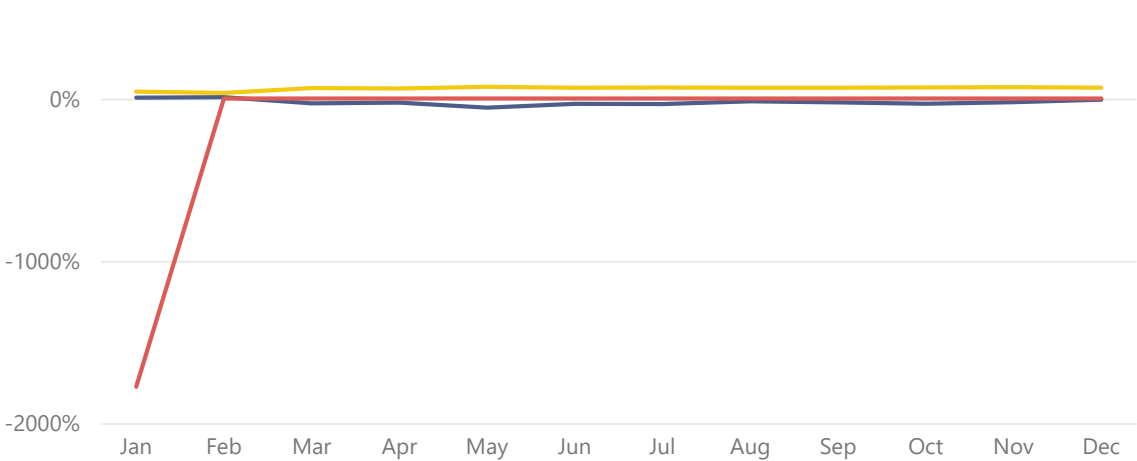
Cumulative Performance

CalendarYear 2012 2013 2014



Growth Percentage Year by Year

CalendarYear 2012 2013 2014



Category				
Accessories		Bikes		Components
CalendarYear	Short Month Name	Sales	SPLY	SPLY %
2012	Jan	\$495,364	\$469,823.9148	5.2%
2012	Feb	\$506,994	\$466,334.903	8.0%
2012	Mar	\$373,483	\$485,198.6594	-29.9%
2012	Apr	\$400,336	\$502,073.8458	-25.4%
2012	May	\$358,878	\$561,681.4758	-56.5%
2012	Jun	\$555,160	\$737,839.8214	-32.9%
2012	Jul	\$444,558	\$596,746.5568	-34.2%
2012	Aug	\$523,917	\$614,557.935	-17.3%
2012	Sep	\$486,177	\$603,083.4976	-24.0%
2012	Oct	\$535,159	\$708,208.0032	-32.3%
2012	Nov	\$537,956	\$660,545.8132	-22.8%
2012	Dec	\$624,502	\$669,431.5031	-7.2%
2013	Jan	\$857,690	\$495,364.1261	42.2%
2013	Feb	\$771,349	\$506,994.1876	34.3%
2013	Mar	\$1,049,907	\$373,483.0054	64.4%
2013	Apr	\$1,046,023	\$400,335.6145	61.7%
2013	May	\$1,284,593	\$358,877.8907	72.1%
2013	Jun	\$1,643,178	\$555,160.1428	66.2%
2013	Jul	\$1,371,676	\$444,558.2281	67.6%
2013	Aug	\$1,551,066	\$523,917.3815	66.2%
2013	Sep	\$1,447,496	\$486,177.4502	66.4%
2013	Oct	\$1,673,293	\$535,159.4846	68.0%
2013	Nov	\$1,780,920	\$537,955.517	69.8%
2013	Dec	\$1,874,360	\$624,502.1667	66.7%
2014	Jan	\$45,695	\$857,689.91	-1777.0%
2014	Feb		\$771,348.74	0.0%
2014	Mar		\$1,049,907.39	0.0%
2014	Apr		\$1,046,022.77	0.0%
Total		\$22,239,730	\$29,269,561.4643	-31.6%