

Region	Sales	Cost	Profit	Gross Profit Margin
Australia	\$10,655,335.9611	\$7,078,201.7669	\$3,577,134.1942	0.34
Canada	\$16,355,770.4586	\$15,347,621.866	\$1,008,148.5926	0.06
Central	\$7,909,009.0073	\$7,767,099.4831	\$141,909.5242	0.02
France	\$7,251,555.6493	\$6,202,600.5313	\$1,048,955.118	0.14
Germany	\$4,878,300.3755	\$3,802,183.3097	\$1,076,117.0658	0.22
Northeast	\$6,939,374.483	\$6,859,221.3267	\$80,153.1563	0.01
Northwest	\$16,084,942.5513	\$14,344,414.4862	\$1,740,528.0651	0.11
Southeast	\$7,879,655.0747	\$7,754,250.7257	\$125,404.349	0.02
Southwest	\$24,184,609.6047	\$21,828,466.1069	\$2,356,143.4978	0.10
United Kingdom	\$7,670,721.0375	\$6,273,848.3522	\$1,396,872.6853	0.18
Total	\$109,809,274.203	\$97,257,907.9547	\$12,551,366.2483	0.11

17,614

of Active Customers

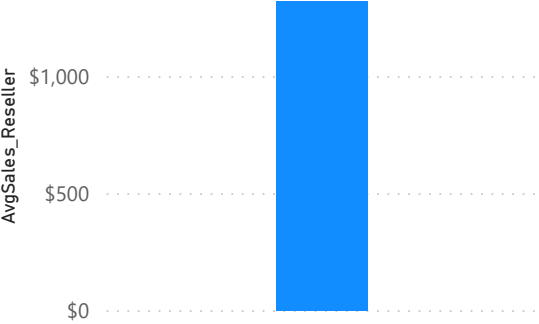
of orders AOV

31455	\$3,490.9958
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Reseller Rating	Sales	Profit	Gross Profit Margin
	\$29,358,677.2207	\$12,080,883.645	0.4115
B	\$50,845,440.3245	\$391,038.3552	0.0077
A	\$20,664,299.8763	\$122,952.6331	0.0060
D	\$702,624.6348	\$4,563.3773	0.0065
C	\$8,238,232.1467	-\$48,071.7623	-0.0058
Total	\$109,809,274.203	\$12,551,366.2483	0.1143

Channel	Average of Sales Amount	AvgSales_Reseller
Internet	\$486.0869	
Reseller	\$1,322.0047	\$1,322.0047
Total	\$905.6211	\$1,322.0047

AvgSales_Reseller



Country	Sales	US_ResellerSales_FY2020	US_ResellerSales_FY2020b
+	\$29,358,677.2207	\$5,250,793.15	\$5,250,793.15
+ Australia	\$1,594,335.3767		
+ Canada	\$14,377,925.5965		
+ France	\$4,607,537.935		
+ Germany	\$1,983,988.0373		
+ United Kingdom	\$4,279,008.8266		
United States	\$53,607,801.2102	\$20,927,177.2162	\$20,927,177.2162
FY2018	\$13,208,634.9526		\$20,927,177.2162
FY2019	\$19,471,989.0414		\$20,927,177.2162
FY2020	\$20,927,177.2162	\$20,927,177.2162	\$20,927,177.2162
FY2021			\$20,927,177.2162
Total	\$109,809,274.203	\$26,177,970.3662	\$26,177,970.3662

Country	AVG_PM_Bikes	Sales % to Total
Australia	0.32	0.10
Canada	0.03	0.15
France	0.19	0.07
Germany	0.25	0.04
United Kingdom	0.20	0.07
United States	0.05	0.57
Total	0.12	1.00

EnglishProductName	Sales	TopProductRank_TY
Mountain-200 Black, 38	\$4,400,592.8004	1
Mountain-200 Black, 42	\$4,009,494.7619	2
Mountain-200 Silver, 38	\$3,693,678.0254	3
Mountain-200 Black, 46	\$3,309,673.217	4
Mountain-200 Silver, 46	\$3,434,256.942	5
Mountain-200 Silver, 42	\$3,438,478.8606	6
Road-350-W Yellow, 48	\$1,774,883.5572	7
Touring-1000 Blue, 60	\$1,721,242.5144	8
Road-350-W Yellow, 40	\$1,657,198.1825	9
Touring-1000 Blue, 46	\$1,586,953.5731	10
Touring-1000 Yellow, 60	\$1,518,133.1013	11
Touring-1000 Yellow, 46	\$1,426,372.8694	12
Total	\$109,809,274.203	1

CCYear	Sales	PP	DA	SPLY
2017	\$11,928,555.5187			
2017 Jul	\$1,423,357.3229			
2017 Aug	\$2,057,902.4534			
2017 Sep	\$2,523,947.5481			
2017 Oct	\$561,681.4758			
2017 Nov	\$4,764,920.1617			
2017 Dec	\$596,746.5568			
2018	\$30,516,891.7954	\$11,928,555.5187		\$11,928,555.5187
2018 Jan	\$1,327,674.6293	\$11,928,555.5187		
2018 Feb	\$3,936,463.3052	\$11,928,555.5187		
2018 Mar	\$700,873.1832	\$11,928,555.5187		
2018 Apr	\$1,519,275.2438	\$11,928,555.5187		
2018 May	\$2,960,378.0924	\$11,928,555.5187		
2018 Jun	\$1,487,671.1937	\$11,928,555.5187		
2018 Jul	\$2,939,690.9963	\$11,928,555.5187		\$1,423,357.3229
2018 Aug	\$3,964,801.2034	\$11,928,555.5187		\$2,057,902.4534
2018 Sep	\$2,523,947.5481	\$11,928,555.5187		\$2,523,947.5481
Total	\$109,809,274.203	\$109,809,274.203	\$57,930,999.6664	\$109,809,274.203

Category

Accessories

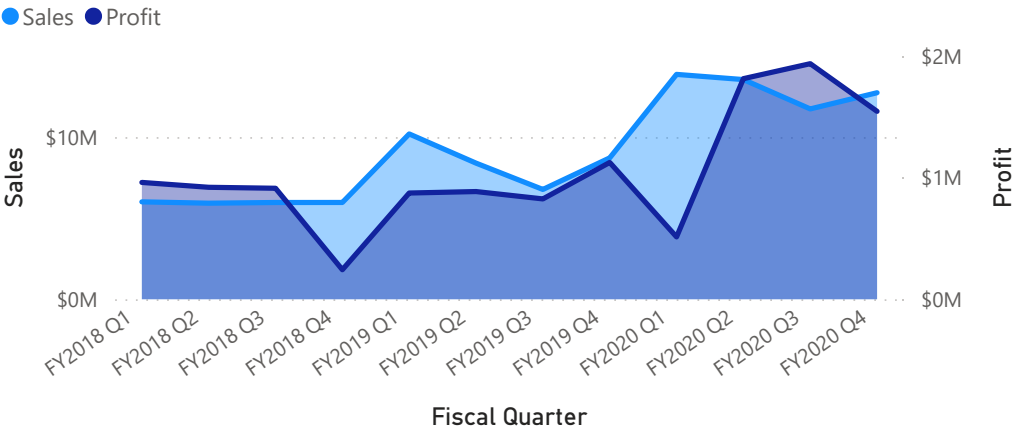
Clothing

Bikes

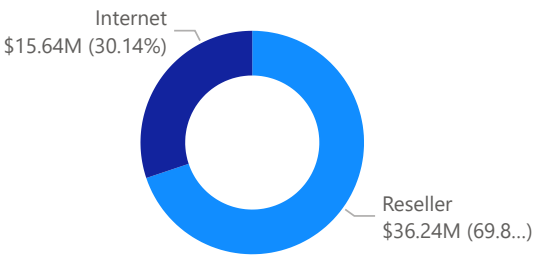
Components

FY2020

Sales and Profit by Fiscal Quarter



Group	Sales	Sales% of Total
Europe	\$13,223,384.4141	0.25
France	\$4,675,250.8995	0.09
Germany	\$3,662,087.7973	0.07
United Kingdom	\$4,886,045.7173	0.09
North America	\$32,920,713.2958	0.63
Canada	\$6,742,742.9296	0.13
United States	\$26,177,970.3662	0.50
Pacific	\$5,734,176.8267	0.11
Australia	\$5,734,176.8267	0.11
Total	\$51,878,274.5366	1.00



SHOP

493

Active Resellers

\$20,111

AOV

17,614

Active Customers

\$720

AOV

TOPN

TOP 5

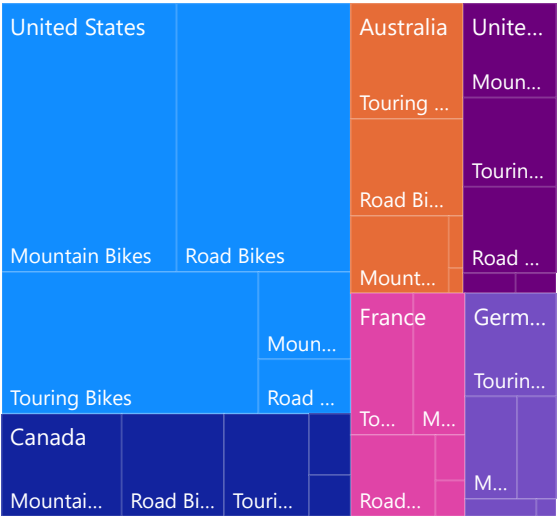
TOP 5 Products

EnglishProductName	TOPN Sales_All
Mountain-200 Black, 38	\$2,525,104.0574
Mountain-200 Black, 42	\$2,219,585.5791
Mountain-200 Black, 46	\$1,888,678.5445
Mountain-200 Silver, 38	\$2,079,781.9474
Mountain-200 Silver, 46	\$1,871,448.7014
Total	\$51,878,274.5366

TOP 5 Subcategories

Subcategory	TOPN Sales_All
Mountain Bikes	\$14,761,372.9851
Mountain Frames	\$2,265,469.8813
Road Bikes	\$14,561,662.127
Touring Bikes	\$14,161,626.0098
Touring Frames	\$1,642,327.6862
Total	\$51,878,274.5366

Sales by Country and Subcategory



Country

All

▼

Category

All

▼

KPI

- ☒ Sales
- ☐ Cost
- ☐ Profit

Periods

- ☐ Select all
- ☒ Current Period
- ☒ Same Period Last Year
- ☐ Year To Date
- ☐ Quarter To Date
- ☐ Last Period

Compare

- ☒ Period over Period
- ☐ Year over Year

SelectedKPI and CompareM by Fiscal Quarter and Periods

Periods ● Current Period ● Same Period Last Year ● CompareM

