

Country▲	Total Orders	Australian orders
Australia	34,050	34,050
Canada	20,546	34,050
France	15,886	34,050
Germany	16,057	34,050
United Kingdom	19,759	34,050
United States	56,774	34,050
Total	163,072	34,050

Product Category	Profit	% of Profit
Accessories	\$58,040,796.6	46.28%
Bikes	\$61,027,423.4	48.66%
Clothing	\$6,346,769.9	5.06%
Total	\$125,414,989.9	100.00%

Total Orders	Quantity Sold	Total Cost	Total Revenue	Profit Margin
163,072	2,126,078	\$126,123,609.27	\$251,538,599	49.86%

Start of Month	Quantity Sold	Quantity Sold (Stock Date)
January, 2015	550	647
February, 2015	518	535
March, 2015	596	720
April, 2015	610	671
May, 2015	632	725
June, 2015	631	627
July, 2015	758	753
August, 2015	821	696
September, 2015	586	556
October, 2015	681	691
November, 2015	560	675
December, 2015	994	621
January, 2016	564	621
February, 2016	513	657
Total	2,126,078	2124336

Country	Total Revenue	Mid Price Range Revenue
Australia	\$63,211,015	\$12,871,242.3
Canada	\$22,290,154	\$6,132,729.33
France	\$25,952,267	\$6,288,594.11
Germany	\$26,783,465	\$7,036,400.68
United Kingdom	\$31,248,431	\$9,112,411.16
United States	\$82,053,268	\$19,842,402.59
Total	\$251,538,599	\$61,283,780.17

Product New	Quantity sold▼
Hydration Pack, 2.95L	258,206
Kit, Patch	245,947
Tube, Mountain	160,789
Multi-tool	105,634
S-Works TT Helmet, Anniversary Edition	99,540
S-Works TT Helmet	97,692
Fender Extenders	97,225
Tube, Tire Road	97,068
Tube, Touring	88,718
Specialized Helmet	87,933

Start of Month	Total Revenue	Last Month Revenue
January, 2015	\$1,189,092	
February, 2015	\$1,094,932	\$1,189,092.32
March, 2015	\$1,260,114	\$1,094,931.76
April, 2015	\$1,240,558	\$1,260,113.92
May, 2015	\$1,307,296	\$1,240,557.76
June, 2015	\$1,157,889	\$1,307,295.6
July, 2015	\$1,520,602	\$1,157,889.2
August, 2015	\$1,565,062	\$1,520,601.68
September, 2015	\$1,217,076	\$1,565,061.68
October, 2015	\$1,253,398	\$1,217,075.6
November, 2015	\$1,029,381	\$1,253,397.6
<b>Total</b>	<b>\$251,538,599</b>	<b>\$250,169,517.81</b>

Start of Month	Profit	Last Month Profit
January, 2015	\$475,764.8	
February, 2015	\$428,289.0	\$475,764.79
March, 2015	\$503,081.4	\$428,288.98
April, 2015	\$496,586.7	\$503,081.43
May, 2015	\$524,444.1	\$496,586.7
June, 2015	\$461,581.4	\$524,444.1
July, 2015	\$607,778.6	\$461,581.39
August, 2015	\$630,178.1	\$607,778.6
September, 2015	\$482,884.4	\$630,178.06
October, 2015	\$511,481.4	\$482,884.39
November, 2015	\$414,066.8	\$511,481.39
December, 2015	\$811,117.6	\$414,066.8
January, 2016	\$472,082.6	\$811,117.59
<b>Total</b>	<b>\$125,414,989.9</b>	<b>\$124,552,990.26</b>

Start of Month	Profit Margin	Last Month Profit Margin
January, 2015	40.01%	
February, 2015	39.12%	0.40
March, 2015	39.92%	0.39
April, 2015	40.03%	0.40
May, 2015	40.12%	0.40
June, 2015	39.86%	0.40
July, 2015	39.97%	0.40
August, 2015	40.27%	0.40
September, 2015	39.68%	0.40
October, 2015	40.81%	0.40
November, 2015	40.22%	0.41
December, 2015	40.90%	0.40
January, 2016	39.89%	0.41
<b>Total</b>	<b>49.86%</b>	<b>0.50</b>



### Select Date

01/01/2015

30/07/2020



### Select Subcategory

All



### PRODUCT DETAILS

Product New	Total Orders	Total Revenue	Profit Margin
S-Works TT Helmet, Anniversary Edition	6,239	\$23,378,505	68.09%
S-Works TT Helmet	6,139	\$21,966,525	66.67%
Hydration Pack, 2.95L	16,020	\$16,776,584	61.53%
Trek-150 Red, 62	1,067	\$8,867,429	39.91%
GT MTB-200 Black, 38	1,622	\$8,284,583	45.97%
GT MTB-200 Green, 38	1,482	\$7,556,890	45.96%
Trek-150 Red, 52	938	\$7,553,874	39.91%
Trek-150 Red, 56	902	\$7,412,471	39.91%
GT MTB-200 Green, 42	1,413	\$7,327,674	45.96%
Trek-150 Red, 48	819	\$6,910,120	39.91%
GT MTB-200 Black, 46	1,334	\$6,790,446	45.97%
GT MTB-200 Black, 42	1,246	\$6,456,294	45.97%
Specialized Helmet	5,608	\$6,151,561	49.99%
GT MTB-200 Green, 46	1,157	\$5,935,488	45.96%
Trek-150 Red, 44	531	\$4,461,623	39.91%
Multi-tool	6,438	\$3,535,657	79.10%
Trek-250 Black, 52	578	\$3,511,275	36.96%
Trek-250 Red, 58	495	\$2,863,391	36.96%
<b>Total</b>	<b>162,990</b>	<b>\$251,474,646</b>	<b>49.86%</b>

### REVENUE

\$1.31M!

Goal: \$8.14M (-83.96%)

### PROFIT

\$0.82M!

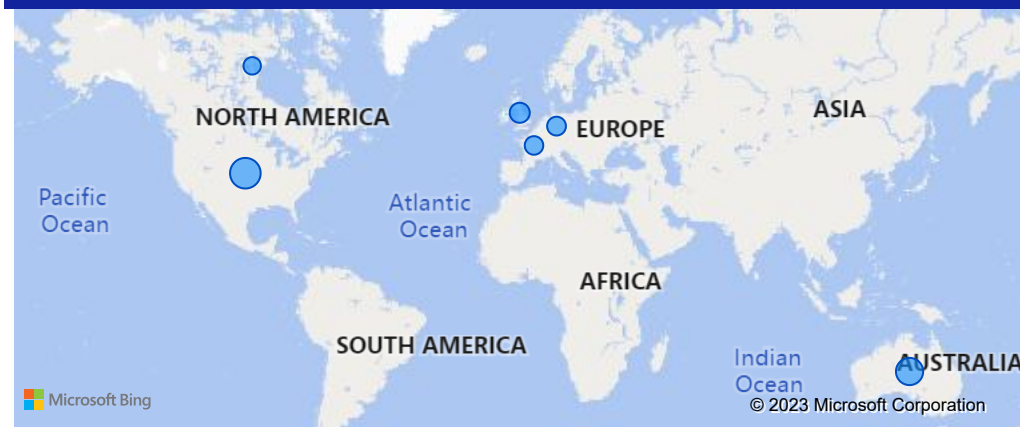
Goal: \$4.07M (-79.82%)

### PROFIT MARGIN

62.94%✓

Goal: 0.50 (+25.8%)

### REVENUE BY COUNTRY



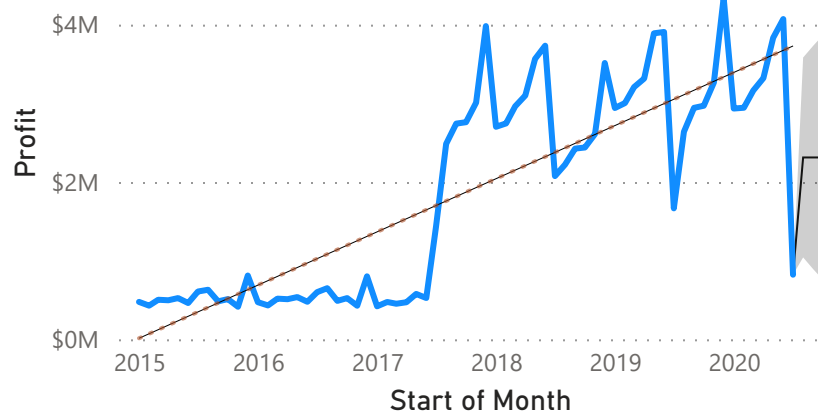
Continent

Europe

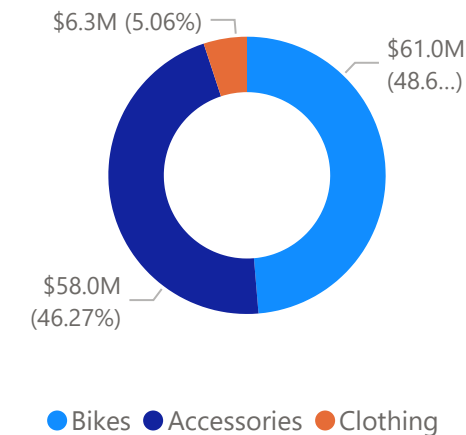
North America

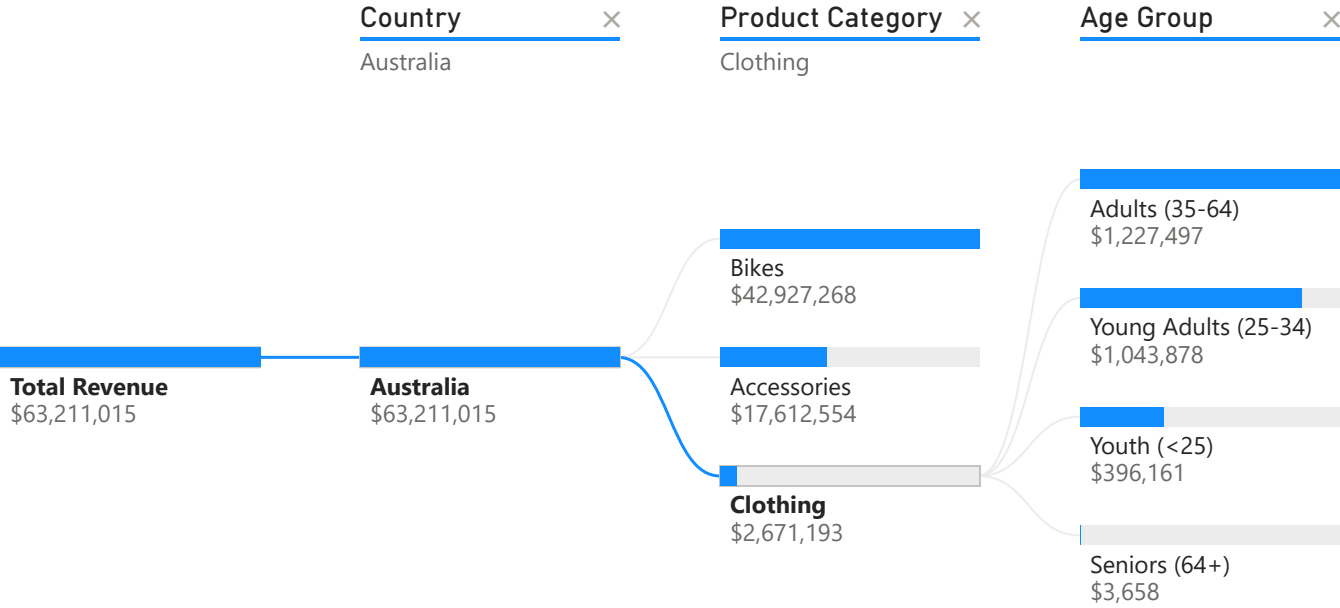
Pacific

### PROFIT BY PERIOD



### PROFIT BY CATEGORY





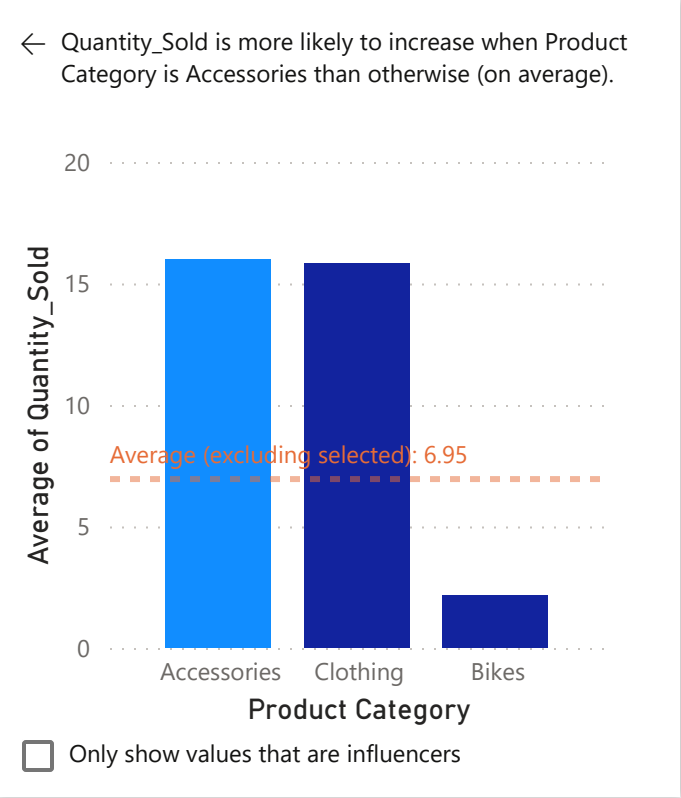
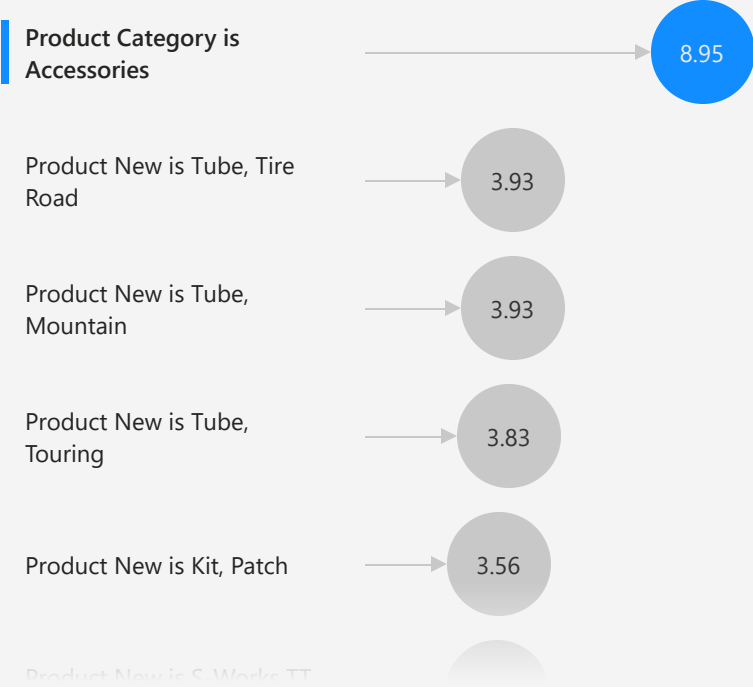


What influences Quantity\_Sold to 

Increase

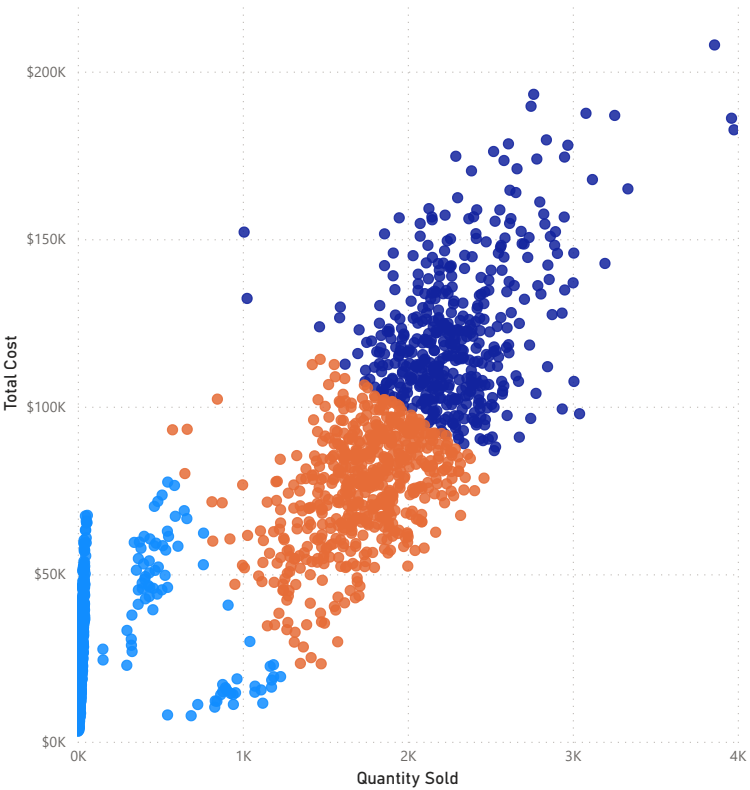
 ?

When...                      ....the average of  
Quantity\_Sold increases by

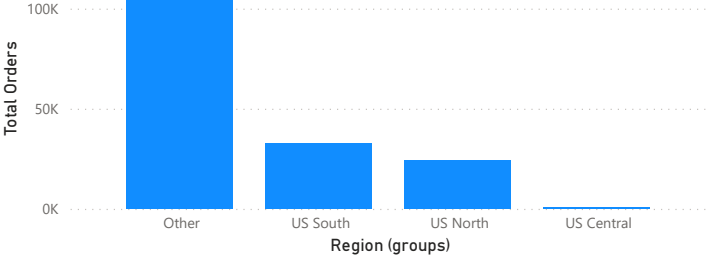


Quantity Sold and Total Cost by Date and Date (clusters)

Date (clusters) Cluster1 Cluster2 Cluster3



Total Orders by Region (groups)



Count of Quantity\_Sold by Quantity\_Sold (bins)

