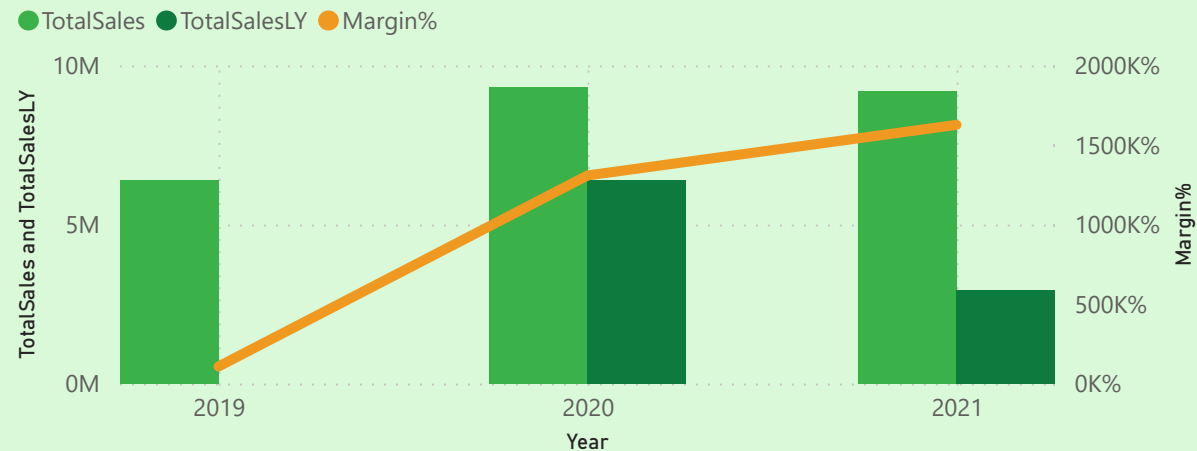


Executive Insights

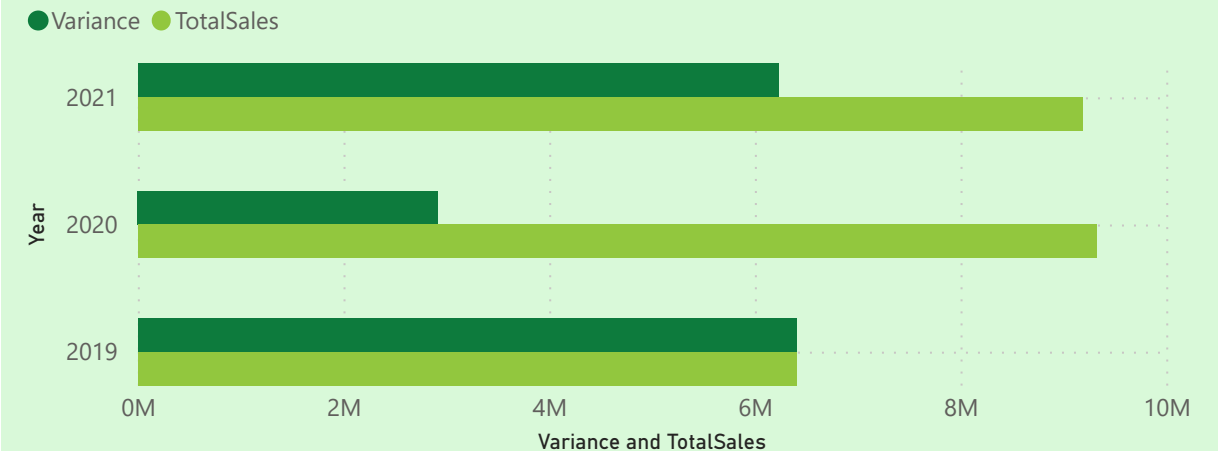
A quick glance at the overall performance



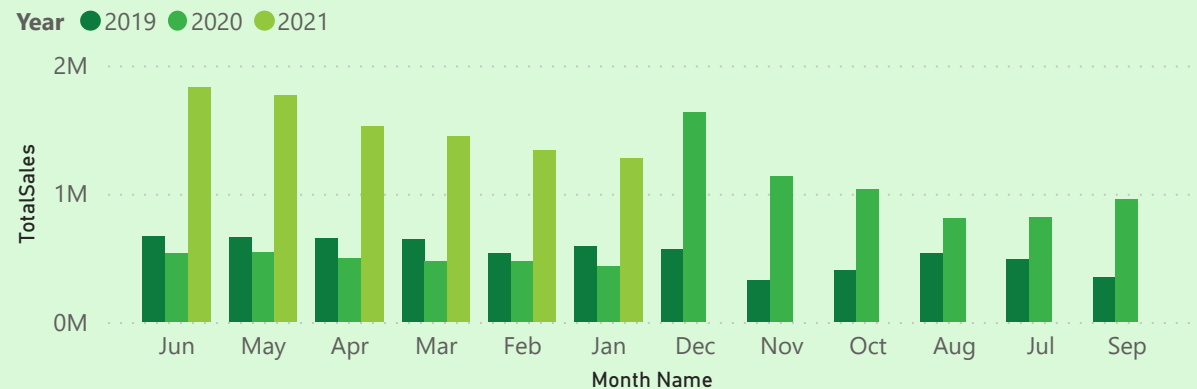
TotalSales, TotalSalesLY and Margin% by Year



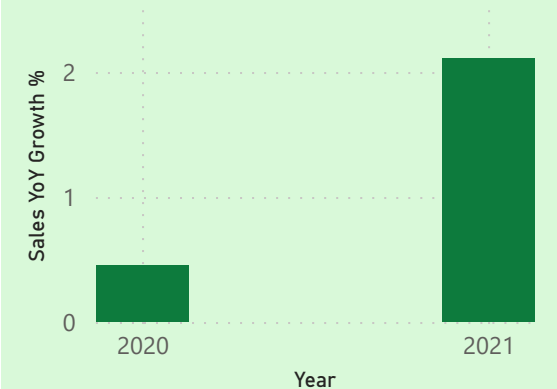
Variance and TotalSales by Year



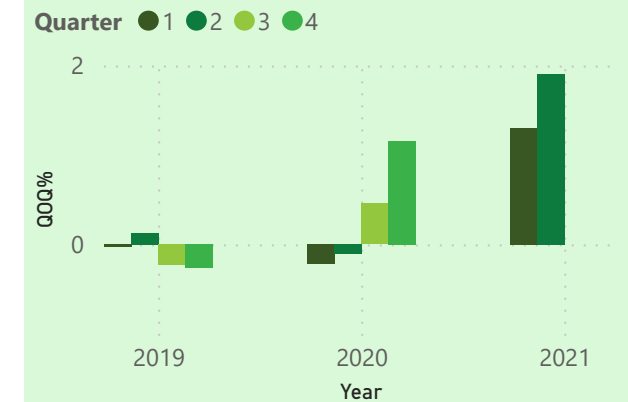
TotalSales by Month Name and Year



Sales YoY Growth % by Year



QOQ% by Year and Quarter





KPI VIEW

Key Performance Indicators

Filters:

Year

2019

2020

2021

Quarter

1

2

3

4

Region

Australia

Germany

Southeast

Canada

Northeast

Southwest

Central

Northwest

United Kin...

France

ProductKey

214

345

462

530

578

215

346

464

535

579

220

347

466

536

580

223

348

471

537

581



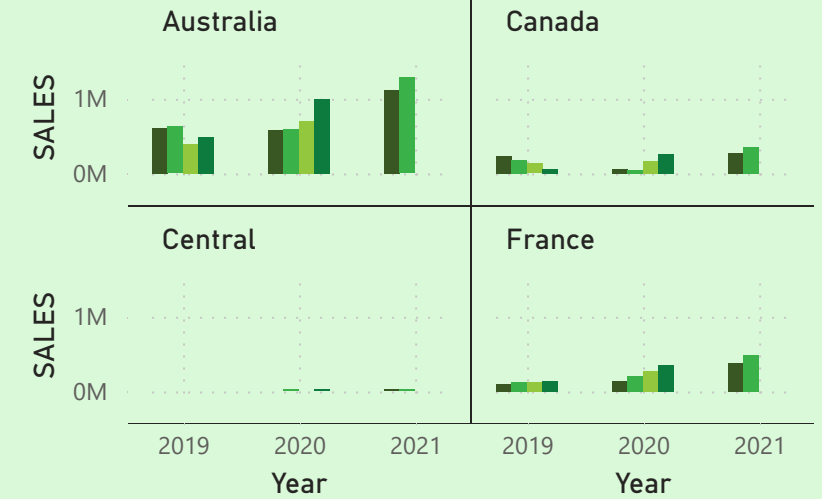
SALES by Region

Microsoft Bing

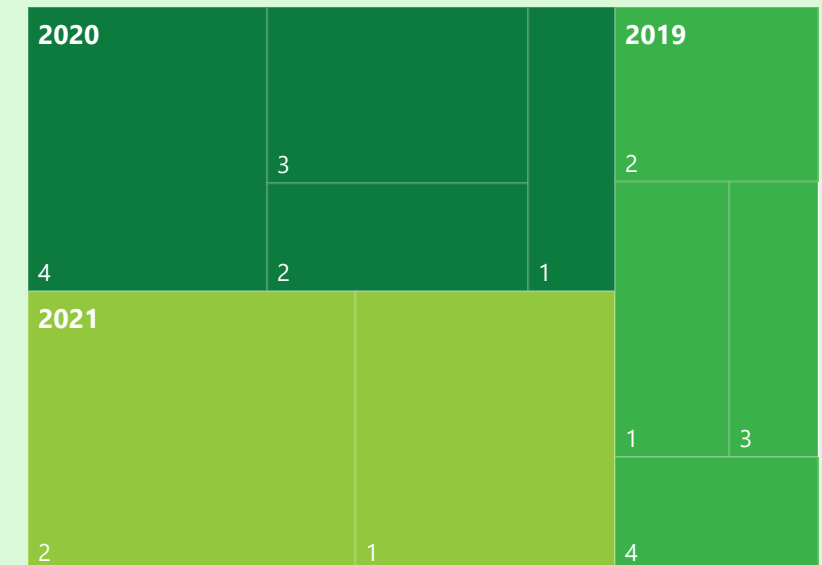
11000	9.98	2
CustomerKey	Net Revenue	OrderQuantity
11000	34.99	1
CustomerKey	Net Revenue	OrderQuantity
11000	43.96	2

SALES by Year, Quarter and Region

Quarter ● 1 ● 2 ● 3 ● 4



Sum of Net Revenue by Year and Quarter





KPI VIEW

Key Performance Indicators

Filters:

Year

2019

2020

2021

Quarter

1

2

3

4

Region

Australia

Germany

Southeast

Canada

Northeast

Southwest

Central

Northwest

United Kin...

France

Month

1

4

7

9

11

2

5

8

10

12

3

6



17K

Customer count

84K

Total Order Quantity

10.46M

Total Gross Margin

1828

Total Return Quantity

24.91M

Total Net Revenue

1.66

Sales YoY Growth %

25K

Total Unique orders

14.33M

Total Product Cost

13.12

QOQ%



Detailed analysis



Investigate detailed information

Year

2019

2020

2021

Quarter

1

2

3

4

Month Name

Jan

Apr

Jul

Sep

Nov

Feb

May

Aug

Oct

Dec

Mar

Jun

Region

Australia

Germany

Southeast

Canada

Northeast

Southwest

Central

Northwest

United Kin...

France

ProductCategoryKey

1

2

3

4

ProductSubcategoryKey

1

9

17

24

31

2

10

18

25

32

3

11

19

26

33

Top 10 Customers

LISA

11241

CustomerKey

11,330.45

SALES

LARRY

11242

CustomerKey

10,852.03

SALES

LACEY

11417

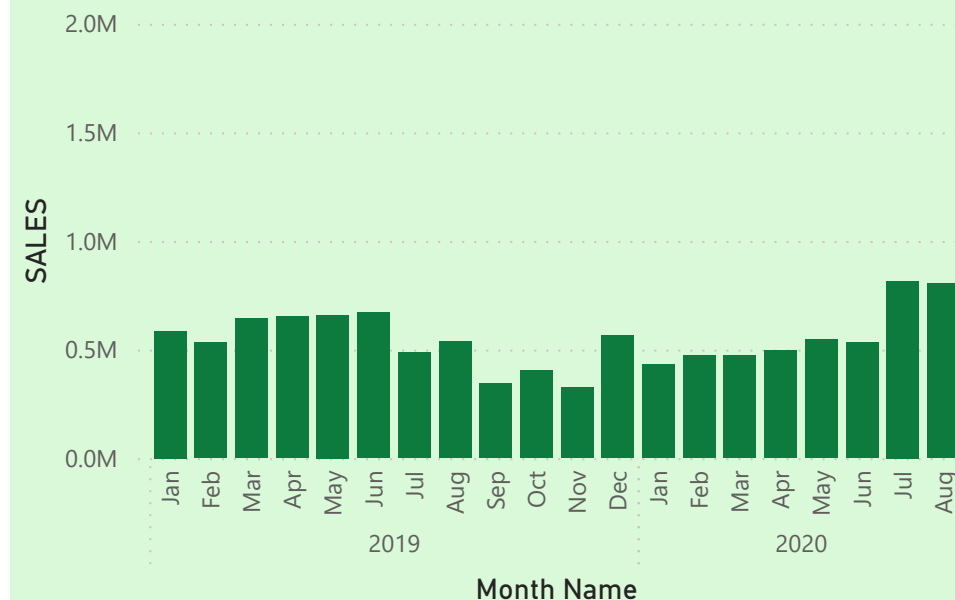
CustomerKey

11,085.75

SALES

JORDAN

SALES by Year and Month Name



Top 10 Products

Sport-100 Helmet, Red

214

ProductKey

73,444.01

SALES

Sport-100 Helmet, Black

215

ProductKey

65,269.75

SALES

Sport-100 Helmet, Blue

220

ProductKey

67,120.18

SALES

AWC Logo Cap

Sales by Product key and Product cost

Sport-100 Helmet, Red

214

ProductKey

13.09

ProductCost

73,444.01

SALES

Sport-100 Helmet, Black

215

ProductKey

12.03

ProductCost

65,269.75

SALES

Sport-100 Helmet, Blue

220

ProductKey

12.03

ProductCost

67,120.18

SALES

AWC Logo Cap



Detailed analysis



Investigate detailed information

Year

2019

2020

2021

Quarter

1

2

3

4

Month Name

Jan

Apr

Jul

Sep

Nov

Feb

May

Aug

Oct

Dec

Mar

Jun

Region

Australia

Germany

Southeast

Canada

Northeast

Southwest

Central

Northwest

United Kingdom

France

ProductCategoryKey

1

2

3

4

ProductSubcategoryKey

1

9

17

24

31

2

10

18

25

32

3

11

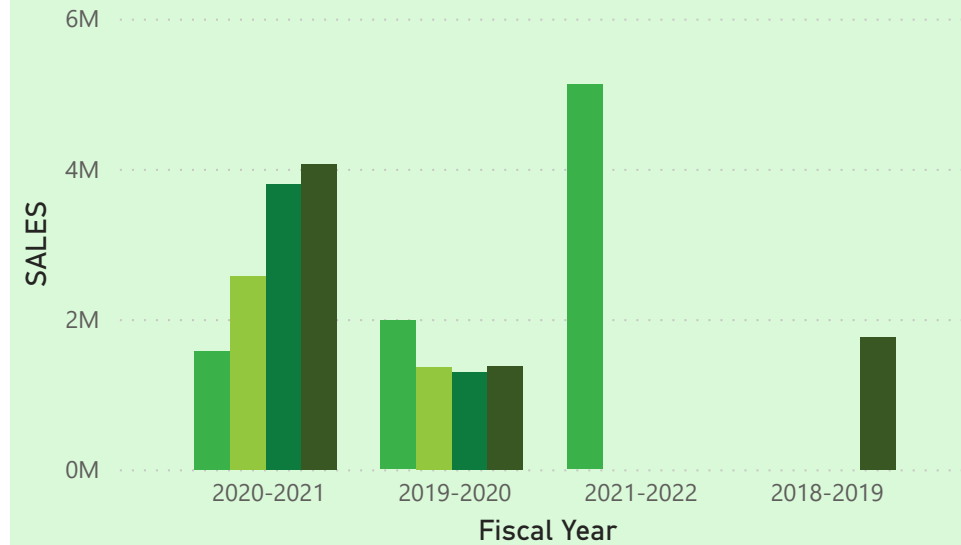
19

26

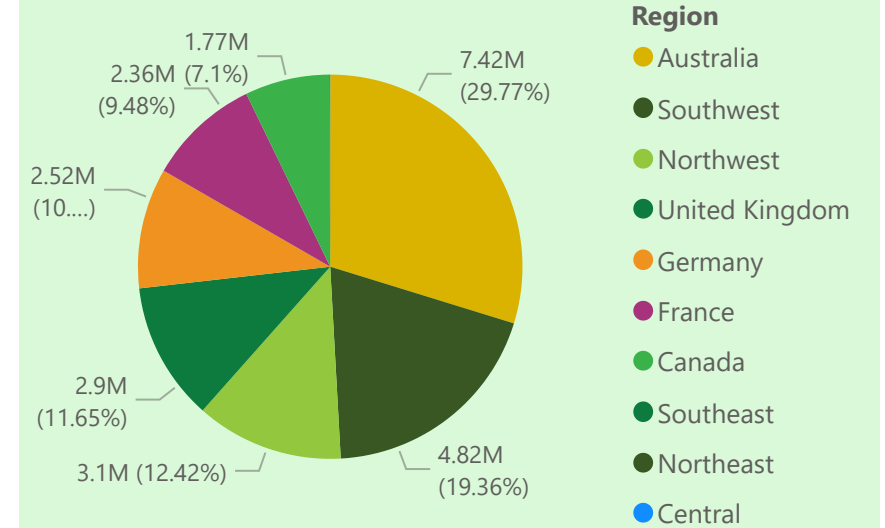
33

SALES by Fiscal Year and Fiscal Quarter

Fiscal Quarter ● FQ1 ● FQ2 ● FQ3 ● FQ4



SALES by Region



SALES by CategoryName and SubcategoryName

SubcategoryName ● Bike Racks ● Bike Stands ● Bottles a... ● Caps ● Cleaners ● Fenders ● Gloves ● Helmets ● Hydrati... ● Jerseys ● Mountai...

