



SALES PERFORMANCE | OVERVIEW ANALYSIS

Year

All

\$29M

Revenue

\$12.08M

Profit

\$1.06K

AOV

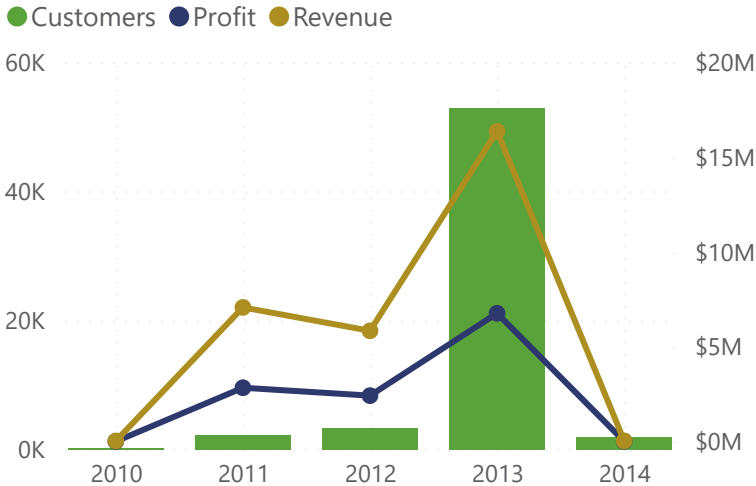
27.66K

Orders

18.48K

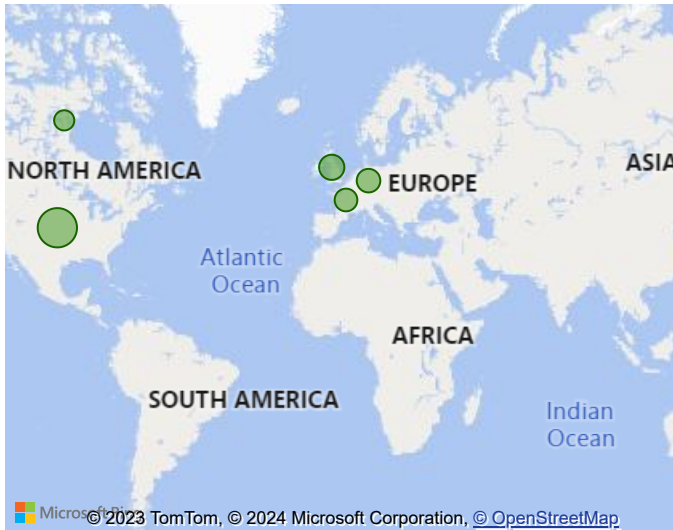
Customers

Customers, Revenue and Profit Overtime

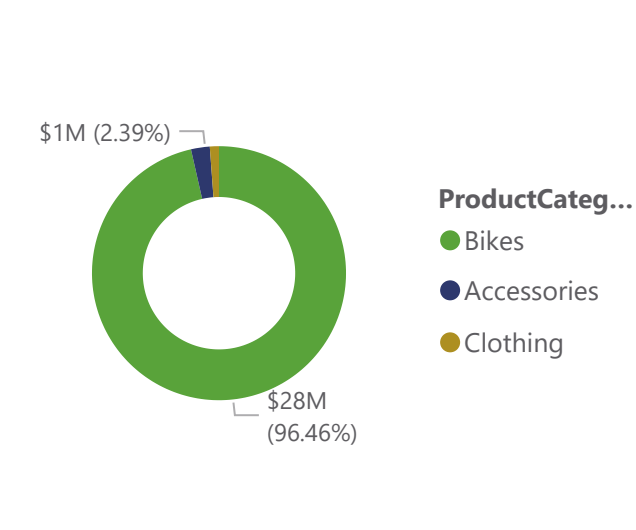


| ProductCategoryName | 2010 | 2011 | 2012 | 2013 | 2014 |
|---------------------|------------|---------------|---------------|---------------|-----------|
| Accessories | | | \$2,147 | \$668,242 | \$30,371 |
| Bikes | \$43,421 | \$7,075,526 | \$5,839,695 | \$15,359,502 | |
| Mountain Bikes | ↑ \$16,975 | ↑ \$1,332,365 | ↑ \$2,263,421 | ↑ \$6,339,999 | |
| Road Bikes | ↑ \$26,446 | ↑ \$5,743,161 | ↓ \$3,554,884 | ↑ \$5,196,093 | |
| Touring Bikes | | | ↑ \$21,391 | ↑ \$3,823,410 | |
| Clothing | | | \$643 | \$323,806 | \$15,323 |
| Caps | | | ↑ \$72 | ↑ \$18,870 | ↓ \$746 |
| Gloves | | | ↑ \$73 | ↑ \$33,380 | ↓ \$1,567 |
| Jerseys | | | ↑ \$416 | ↑ \$165,574 | ↓ \$6,961 |
| Shorts | | | | ↑ \$67,400 | ↓ \$3,919 |
| Socks | | | ↑ \$18 | ↑ \$4,864 | ↓ \$225 |
| Total | \$43,421 | \$7,075,526 | \$5,842,485 | \$16,351,550 | \$45,695 |

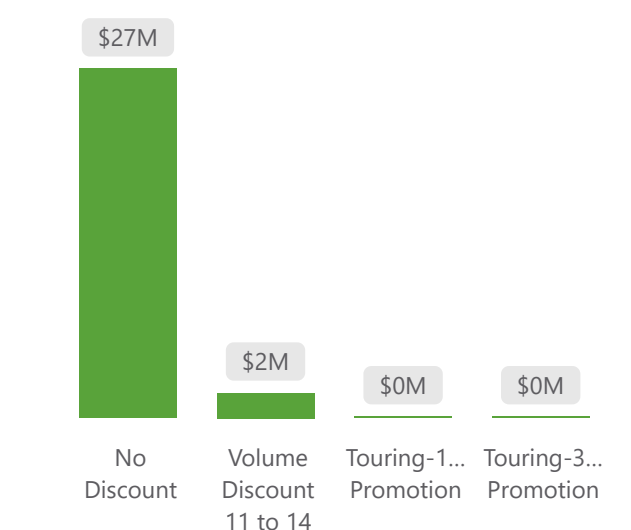
Revenue by Territory



Revenue by Category



Revenue by Promotion





SALES PERFORMANCE | CATEGORY ANALYSIS

Overview

Category

Territory

Customer

Year

All

Category

All

Sub Category

All

Clear filters

\$29M

Revenue

37

Sub Categories

504

Products

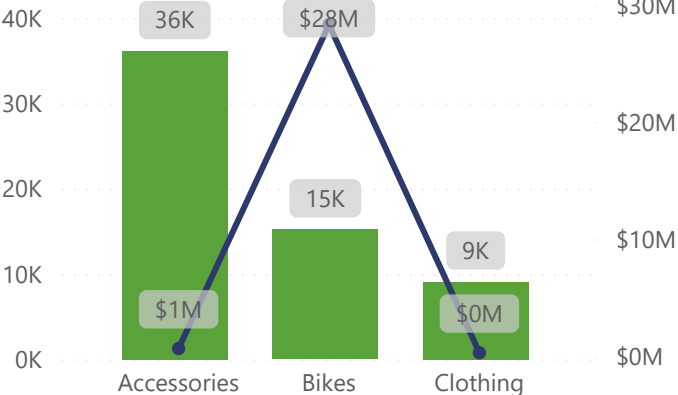
Revenue Category by Over Time

ProductCa... Accessories Bikes Clothing

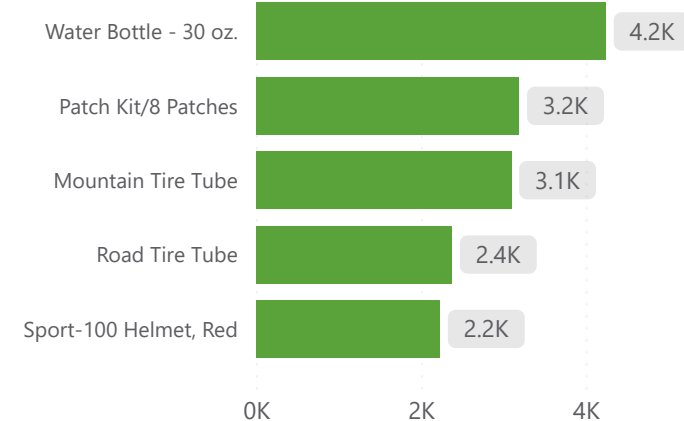


Revenue and Order by Category

Order Revenue



Top 5 best-selling products



| ProductCategoryName | Orders | Revenue | %GT Revenue | TotalCost | Profit | Profit Margin | %GT Profit Margin |
|---------------------|--------|--------------|-------------|-------------------|-----------------|---------------|-------------------|
| Accessories | 18208 | \$700,760 | 2.39% | \$262,085.3919 | \$438,674.57 | 0.63 | 152.13% |
| Bikes | 15205 | \$28,318,145 | 96.46% | \$16,812,348.1501 | \$11,505,796.50 | 0.41 | 98.74% |
| Mountain Bikes | 4970 | \$9,952,760 | 33.90% | \$5,439,135.4583 | \$4,513,624.11 | 0.45 | 110.21% |
| Road Bikes | 8068 | \$14,520,584 | 49.46% | \$8,983,284.3377 | \$5,537,299.70 | 0.38 | 92.67% |
| Touring Bikes | 2167 | \$3,844,801 | 13.10% | \$2,389,928.3541 | \$1,454,872.70 | 0.38 | 91.96% |
| Clothing | 7461 | \$339,773 | 1.16% | \$203,360.0337 | \$136,412.58 | 0.40 | 97.57% |
| Caps | 2190 | \$19,688 | 0.07% | \$15,159.837 | \$4,528.26 | 0.23 | 55.89% |
| Gloves | 1430 | \$35,021 | 0.12% | \$13,097.799 | \$21,922.90 | 0.63 | 152.13% |
| Jerseys | 3332 | \$172,951 | 0.59% | \$133,172.0236 | \$39,778.66 | 0.23 | 55.89% |
| Shorts | 1019 | \$71,320 | 0.24% | \$26,673.6497 | \$44,646.16 | 0.63 | 152.13% |
| Socks | 568 | \$5,106 | 0.02% | \$1,909.7864 | \$3,196.53 | 0.63 | 152.13% |
| Vests | 562 | \$35,687 | 0.12% | \$13,346.938 | \$22,340.06 | 0.63 | 152.13% |
| Total | 27659 | \$29,358,677 | 100.00% | \$17,277,793.5757 | \$12,080,883.65 | 0.41 | 100.00% |



SALES PERFORMANCE | TERRITORY ANALYSIS

Year

All

Region

All

Country

All

Clear filters

562

City

\$29M

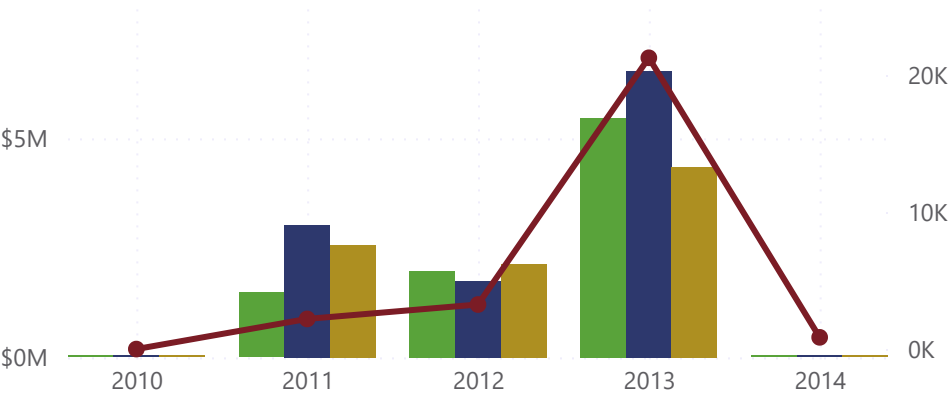
Revenue

\$12.08M

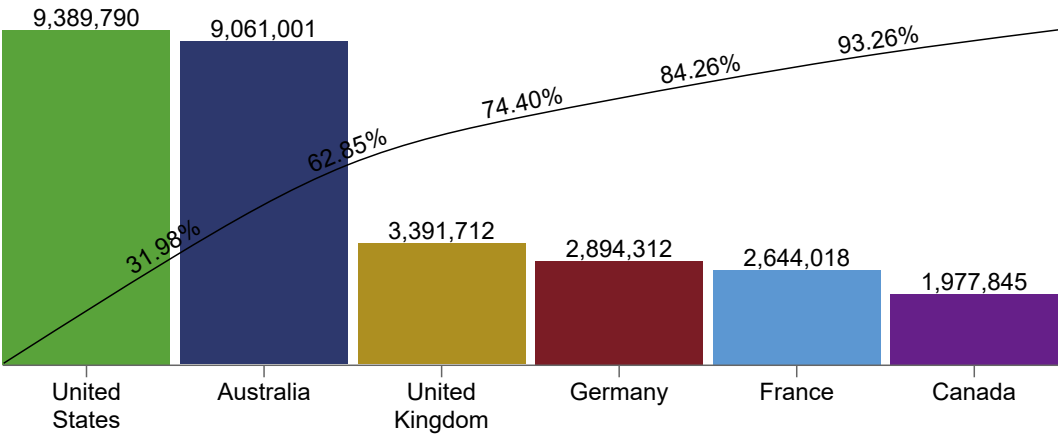
Profit

Revenue and Orders by Region Over Time

Region ● Europe ● North America ● Pacific — Orders



Revenue by Country



AOV by Country



| CountryName | Revenue | % Revenue | Profit | Profit Margin |
|----------------------------|--------------|-----------|-----------------|---------------|
| <div>+ Australia</div> | \$9,061,001 | 30.86% | \$3,685,855.08 | 0.41 |
| <div>+ Canada</div> | \$1,977,845 | 6.74% | \$829,921.50 | 0.42 |
| <div>+ France</div> | \$2,644,018 | 9.01% | \$1,086,264.72 | 0.41 |
| <div>+ Germany</div> | \$2,894,312 | 9.86% | \$1,187,370.77 | 0.41 |
| <div>+ United</div> | \$3,391,712 | 11.55% | \$1,390,490.78 | 0.41 |
| <div>- United States</div> | \$9,389,790 | 31.98% | \$3,900,980.80 | 0.42 |
| Ballard | \$45,309 | 0.15% | \$19,202.62 | 0.42 |
| Barstow | \$3,578 | 0.01% | \$1,406.98 | 0.39 |
| Baytown | \$25 | 0.00% | \$15.95 | 0.63 |
| Beaverton | \$161,959 | 0.55% | \$68,272.17 | 0.42 |
| Bell Gardens | \$5,920 | 0.02% | \$2,475.11 | 0.42 |
| Bellevue | \$2,049 | 0.01% | \$943.29 | 0.46 |
| Bliss | \$383,370 | 1.32% | \$135,153.00 | 0.41 |
| Total | \$29,358,677 | 100.00% | \$12,080,883.65 | 0.41 |



SALES PERFORMANCE | CUSTOMERS ANALYSIS

Year

All

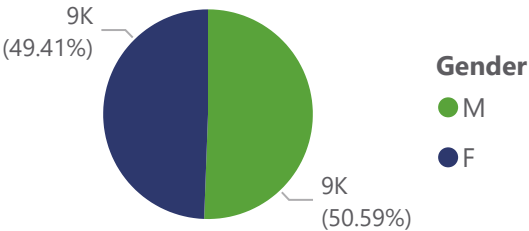
18K
Customers

\$250K
CLV

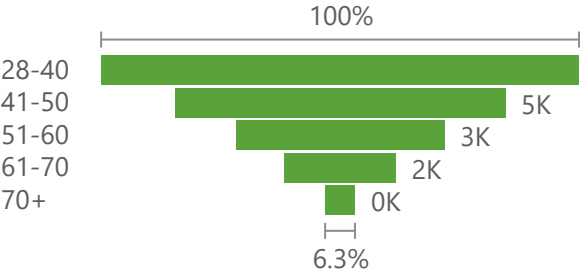
0.87
Return Customers Rate

28K
Orders

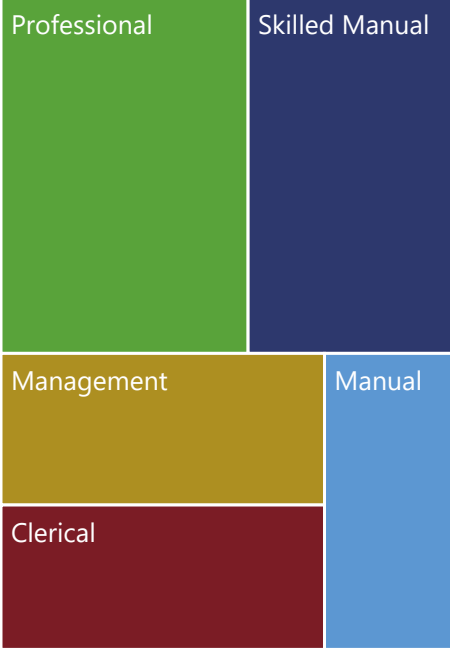
Customers by Gender



Customers by Age Group



Customers by Occupation



| FirstName | Orders | AOV | Revenue | CLV |
|-----------|--------|------------|-----------------|-----------|
| Morgan | 135 | \$1,074.40 | \$145,044.58 | \$241,250 |
| Ian | 128 | \$1,080.59 | \$138,315.87 | \$222,906 |
| Jennifer | 157 | \$859.43 | \$134,931.19 | \$199,862 |
| Kaitlyn | 128 | \$1,032.88 | \$132,208.01 | \$174,123 |
| Chloe | 135 | \$978.41 | \$132,085.40 | \$185,609 |
| Isabella | 140 | \$917.51 | \$128,451.36 | \$182,585 |
| Eduardo | 146 | \$873.82 | \$127,577.85 | \$202,014 |
| Seth | 125 | \$1,006.17 | \$125,771.68 | \$160,127 |
| Abigail | 102 | \$1,229.99 | \$125,459.06 | \$226,964 |
| Dalton | 147 | \$847.73 | \$124,616.91 | \$144,356 |
| Lucas | 118 | \$1,037.83 | \$122,463.87 | \$120,935 |
| Natalie | 123 | \$982.96 | \$120,904.13 | \$157,478 |
| Taylor | 102 | \$1,179.88 | \$120,347.66 | \$301,188 |
| Marcus | 128 | \$921.08 | \$117,897.88 | \$121,206 |
| Jay | 81 | \$1,454.89 | \$117,846.21 | \$672,548 |
| Total | 27659 | \$1,061.45 | \$29,358,677.22 | \$250,019 |

Customers by Country



Customers and New Customers by Over Time

