

Executive Summary - All Years

Executive
Summary

Product Analysis

Territory
Performance

Return Analysis

Product Detail

Year

☐ Select all

☐ 2020

☐ 2021

☐ 2022

Continent, Country

☐ Select all

☒ Europe

☒ North America

☒ Pacific

Region

☐ Select all

☐ Australia

☐ Canada

☐ Central

Total Revenue

\$24.91M



Total Orders

25K



Profit

\$10.46M

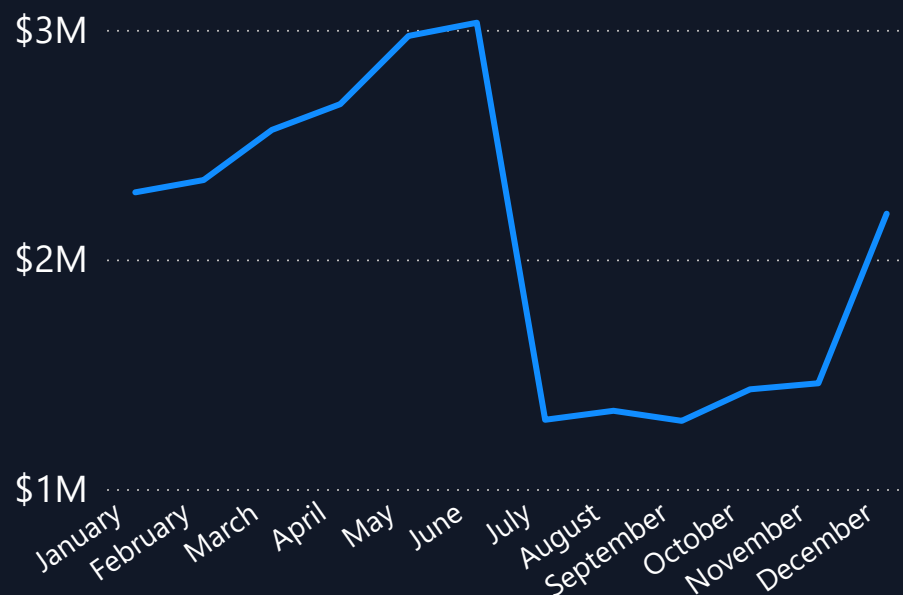


Total Units Sold

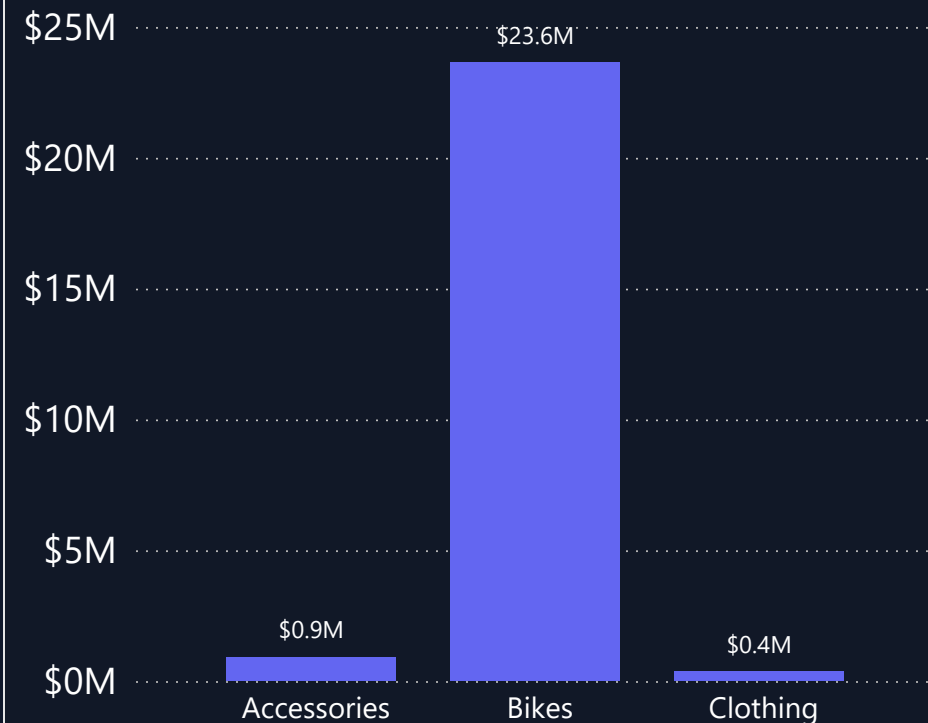
84K



Monthly Revenue Trend



Revenue Contribution By Category



Product Analysis - All Years

Select all

January

February

March

April

May



Total Products

293

Total Orders

25K

Total Cost

\$14.46M

Total Revenue

\$24.91M

Profit

\$10.46M

Year

☐ Select all

☐ 2020

☐ 2021

☐ 2022

Category

☐ Select all

☐ Accessories

☐ Bikes

☐ Clothing

☐ Components

CategoryName

Total Sales(Units Sold)

Total Revenue

Total Returns

Return Rate %

Accessories

57809

\$9,06,673.11

1130

1.95%

Bikes

13929

\$2,36,42,495.10

429

3.08%

Clothing

12436

\$3,65,418.62

269

2.16%

Total

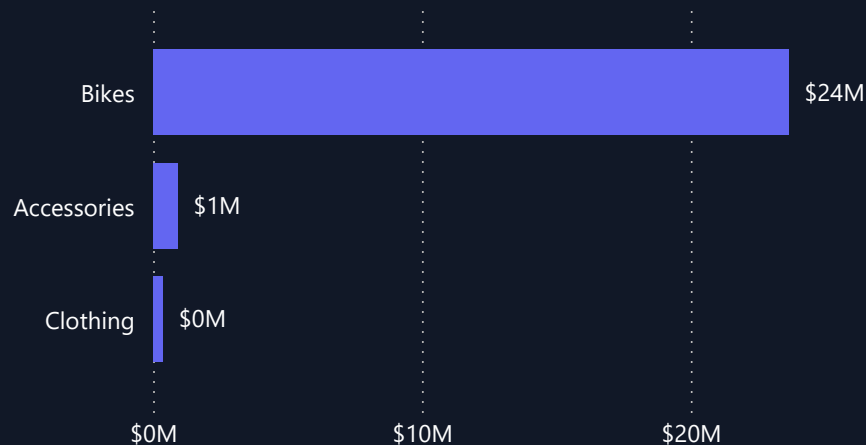
84174

\$2,49,14,586.82

1828

2.17%

Total Revenue By All Categories



Profit vs Revenue(Product Profitability)



Territory Performance - All Years

Select all

Europe

North
America

Pacific



Revenue Performance

\$9.19M✓

Goal: 2.95M (+211.07%)

Year

☐ Select all

☐ 2020

☐ 2021

☐ 2022

Region

☐ Select all

☐ Australia

☐ Canada

☐ Central

☐ France

Region

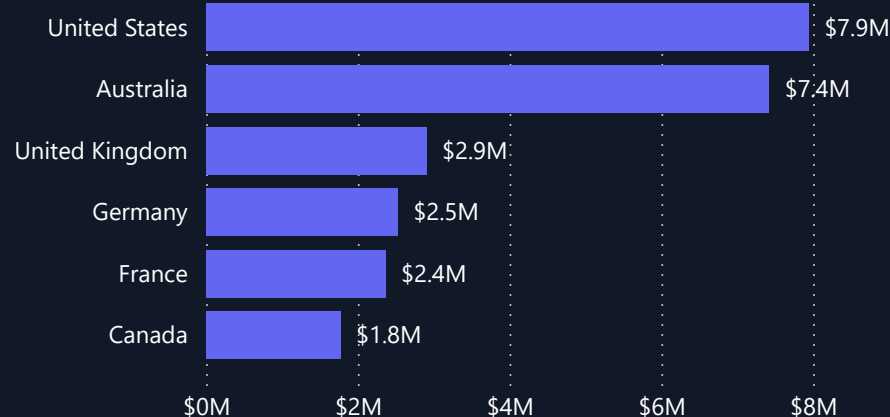
Total Revenue

Revenue PY

Revenue YoY %

Southeast	\$11,585.62	\$3,469.62	233.92%
United Kingdom	\$29,02,562.09	\$9,18,495.08	216.01%
Northeast	\$6,401.57	\$2,049.10	212.41%
Germany	\$25,24,679.97	\$8,44,456.76	198.97%
Southwest	\$48,22,794.70	\$16,16,972.44	198.26%
Northwest	\$30,95,074.47	\$11,10,943.01	178.60%
France	\$23,62,643.32	\$8,49,217.23	178.21%
Canada	\$17,69,245.81	\$7,11,044.38	148.82%
Total	\$2,49,14,586.82	\$93,57,801.13	166.24%

Countries By Revenue



Territory Wise Revenue and Returns Overview



Return Analysis - All Years

Total Revenue
\$24.91M

Total Returns
2K

Return Rate %
2.17%

Select all

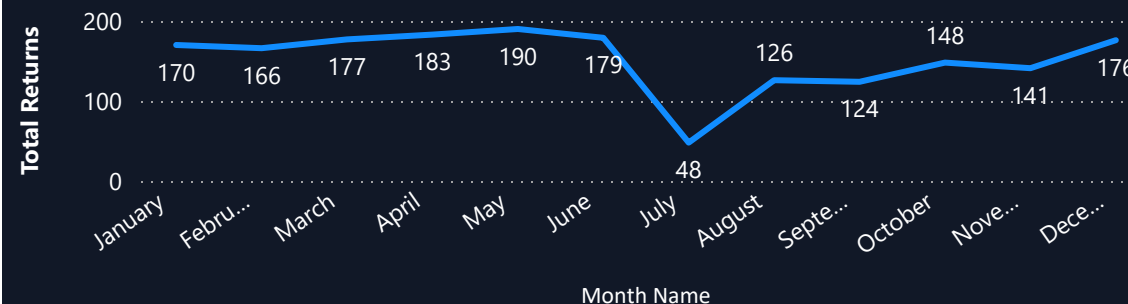
2020

2021

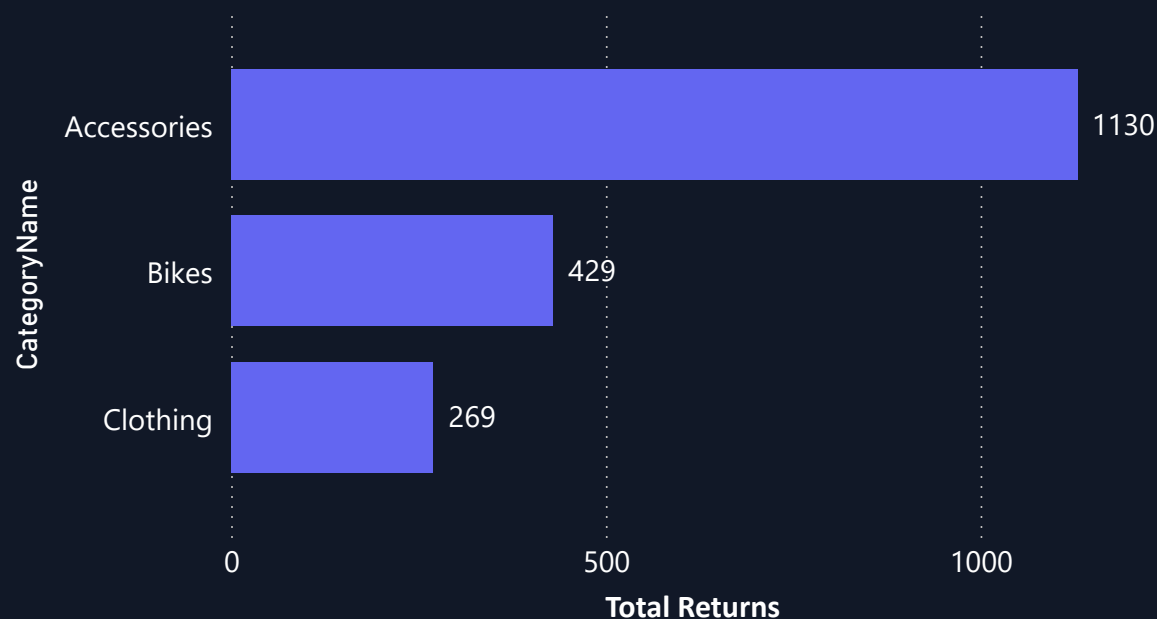
2022



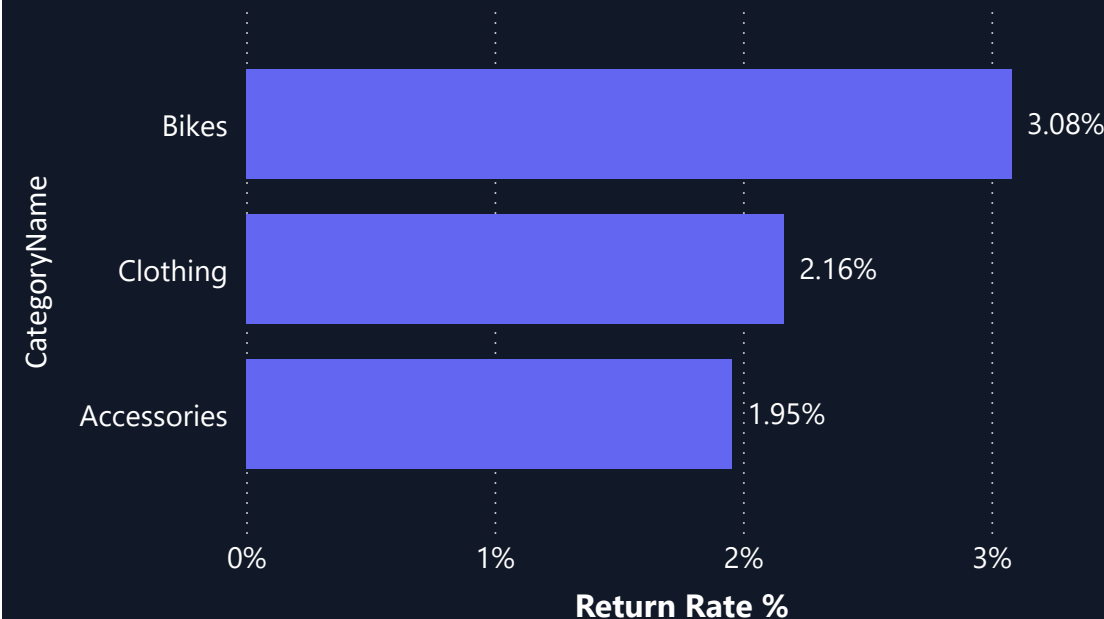
Total Returns by Month Name



Total Returns by CategoryName



Return Rate % by CategoryName



\$24.91M

Total Revenue

25K

Total Orders

\$14.46M

Total Cost

1828

Total Returns

\$10.46M

Profit

41.97%

Profit Margin...

2.17%

Return Rate %

\$9.36M

Revenue PY

166.24%

Revenue YoY %

Product Detail - All Categories

Select all

Accessories

Bikes

Clothing



Category Detail

CategoryName	Total Orders	Total Sales(Units Sold)	Total Cost	Total Revenue	Revenue PY	Revenue YoY %	Profit	Profit Margin %	Total Return
Clothing	6976	12436	\$2,03,631.52	\$3,65,418.62		0.00%	\$1,61,787.10	44.27%	21
Accessories	16983	57809	\$3,36,913.05	\$9,06,673.11		0.00%	\$5,69,760.06	62.84%	11
Bikes	13929	13929	\$1,39,16,326.82	\$2,36,42,495.10	\$93,57,801.13	152.65%	\$97,26,168.27	41.14%	4
Total	25164	84174	\$1,44,56,871.39	\$2,49,14,586.82	\$93,57,801.13	166.24%	\$1,04,57,715.43	41.97%	182

SubCategory Detail

SubcategoryName	Total Orders	Total Sales(Units Sold)	Total Cost	Total Revenue	Revenue PY	Revenue YoY %	Profit	Profit Margin %	Total R
Socks	538	1063	\$3,574.12	\$9,556.37		0.00%	\$5,982.25	62.60%	
Cleaners	850	1706	\$5,072.45	\$13,562.70		0.00%	\$8,490.25	62.60%	
Vests	521	521	\$12,373.23	\$33,083.50		0.00%	\$20,710.27	62.60%	
Bike Packs	202	202	\$12,552.76	\$26,240.00		0.00%	\$22,686.24	62.60%	
Total	25164	84174	\$1,44,56,871.39	\$2,49,14,586.82	\$93,57,801.13	166.24%	\$1,04,57,715.43	41.97%	

Product Detail

ProductName	ModelName	ProductColor	Total Products	Total Orders	Total Sales(Units Sold)	Total Cost	Total Revenue	Revenue PY
All-Purpose Bike Stand	All-Purpose Bike Stand	NA	1	234	234	\$13,915.04	\$37,206.00	
AWC Logo Cap	Cycling Cap	Multi	1	2062	4151	\$23,682.29	\$35,882.07	
Bike Wash - Dissolver	Bike Wash	NA	1	850	1706	\$5,072.45	\$13,562.70	
Cable Lock	Cable Lock	NA	1					
Total			293	25164	84174	\$1,44,56,871.39	\$2,49,14,586.82	\$93,57,801.13