

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

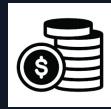
Australia

Canada

Central

Total Revenue

\$24.91M



Total Orders

25K



Profit

\$10.46M



Total Units Sold

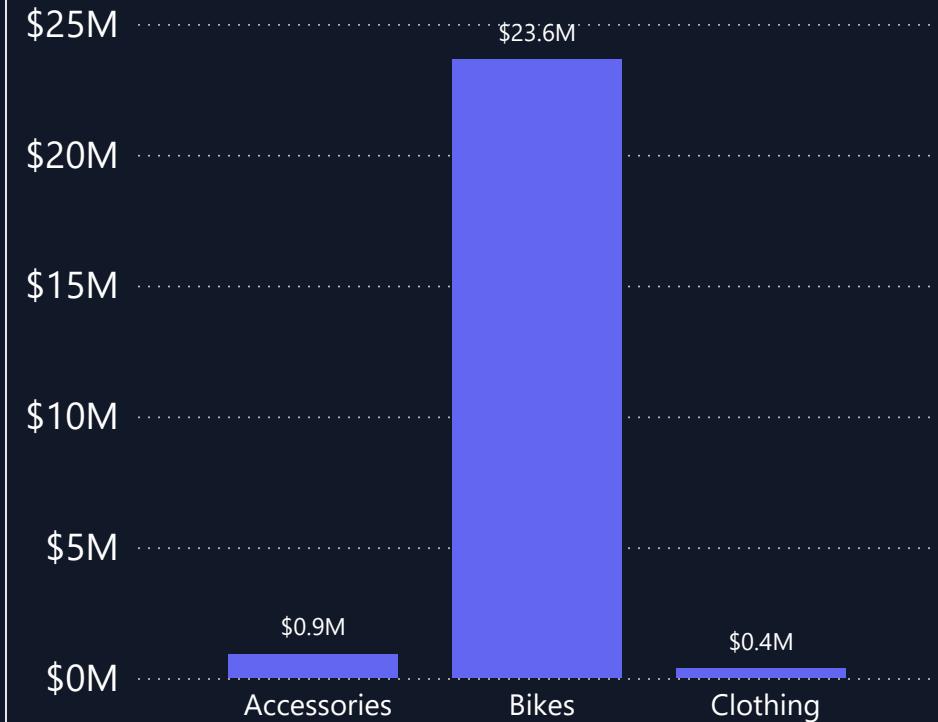
84K



Monthly Revenue Trend



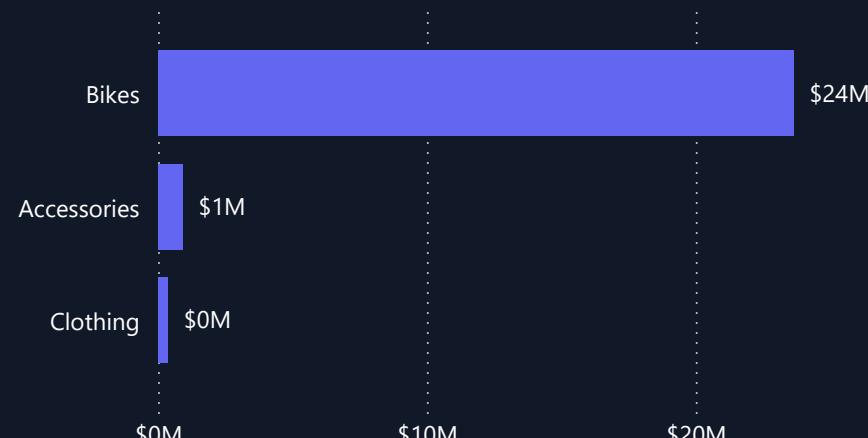
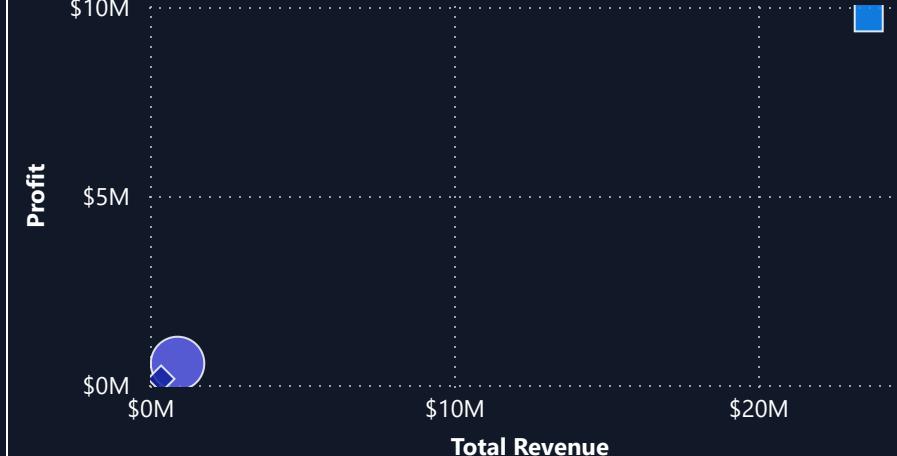
Revenue Contribution By Category



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
- Europe

Region

Total Revenue

Revenue PY

Revenue YoY %

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

Select all

2020

2021

2022

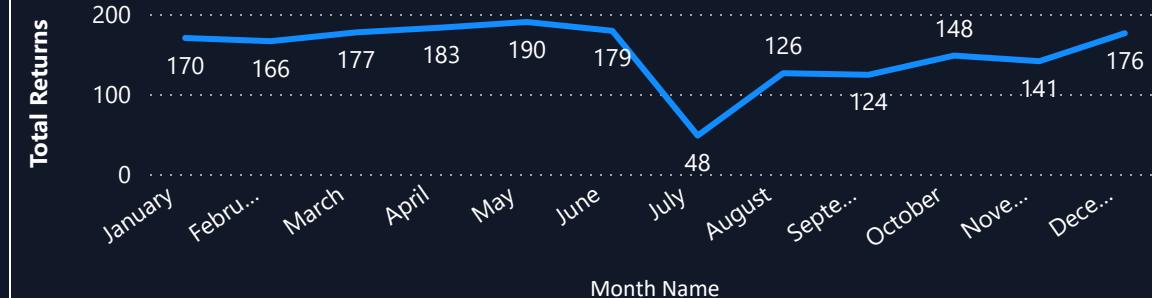


Total Revenue
\$24.91M

Total Returns
2K

Return Rate %
2.17%

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%	20%
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%	18%

SubCategory Detail

SubcategoryName	Total Orders	Total Sales(Units Sold)	Total Cost	Total Revenue	Revenue PY	Revenue YoY %	Profit	Profit Margin %	Total Return
Socks	538	1063	\$3,574.12	\$9,556.37		0.00%	\$5,982.25	62.60%	62.60%
Cleaners	850	1706	\$5,072.45	\$13,562.70		0.00%	\$8,490.25	62.60%	62.60%
Vests	521	521	\$12,373.23	\$33,083.50		0.00%	\$20,710.27	62.60%	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%	18%

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
Total			293	25164		84174	\$1,44,56,871.39	\$2,49,14,586.82
							\$93,57,801.13	