



2000

Total Orders

837M

Total Order Value

Year

2011

2015

Shop

All

Subcategory

All

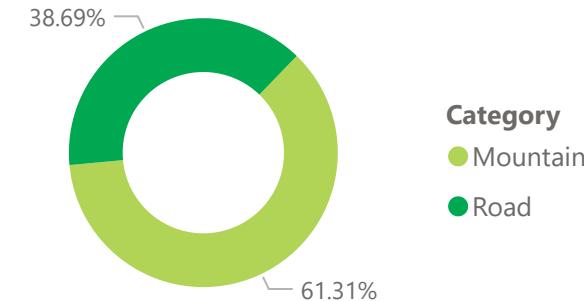
Product Models Overview

Model	Category	Name	Subcategory	TotalOrders
Bad Habit 1	Mountain	Trail	Trail	206
Bad Habit 2	Mountain	Trail	Trail	173
Beast of the East 1	Mountain	Trail	Trail	192
Beast of the East 2	Mountain	Trail	Trail	184
Beast of the East 3	Mountain	Trail	Trail	172
CAAD Disc Ultegra	Road	Elite Road	Elite Road	194
CAAD12 105	Road	Elite Road	Elite Road	170
CAAD12 Black Inc	Road	Elite Road	Elite Road	124
Total				2000

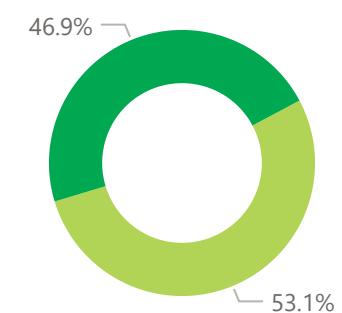
Percent of Orders consisting of more than one item



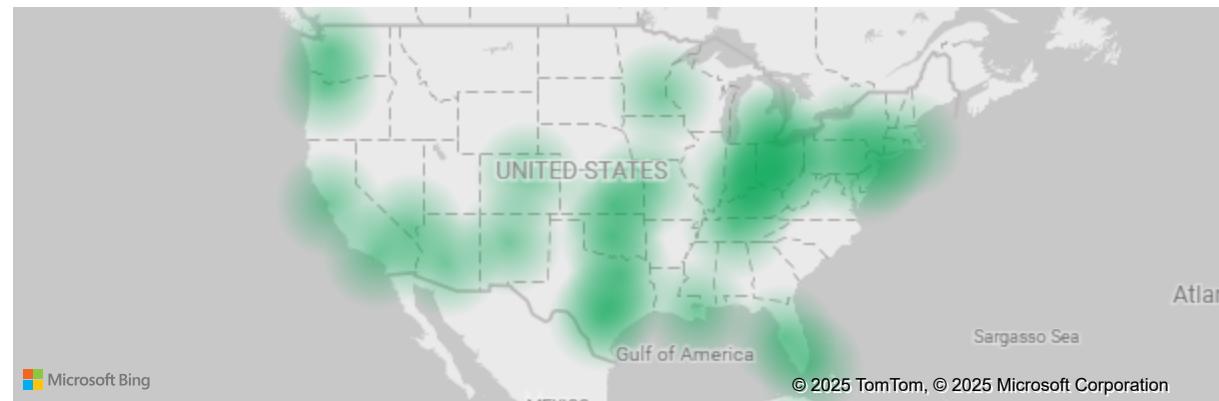
Total Order Value by Category



Order Number by Category



Provident Shops in the USA





168

Total Bulk Orders

20.2K

Total Products Sold

Year

2011

2015

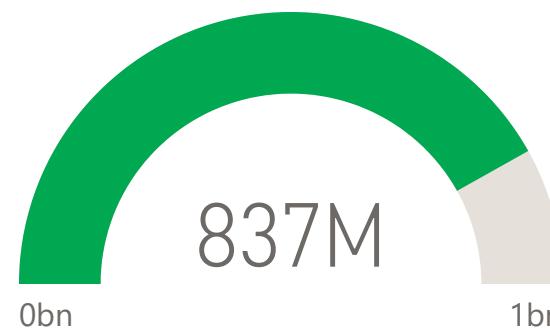
Shop

All

Subcategory

All

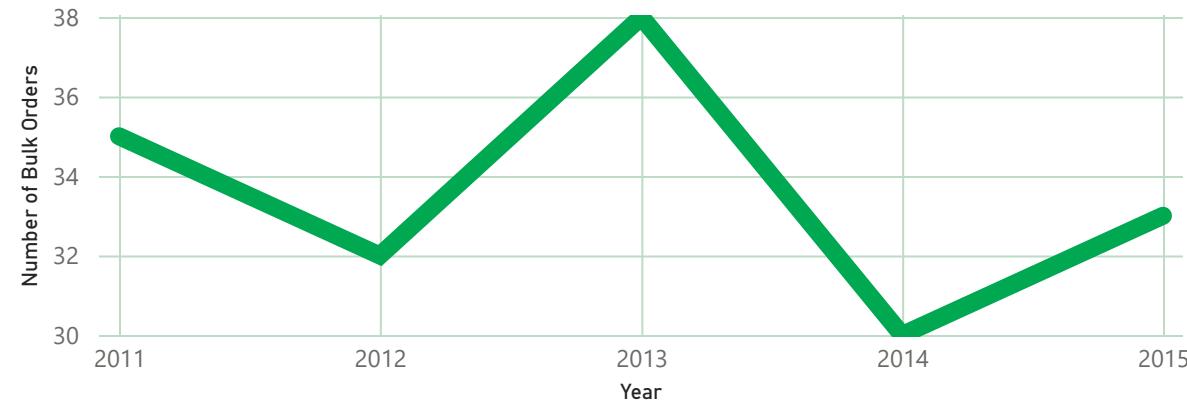
Total Sales Target



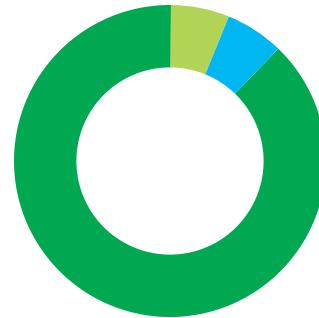
Total Orders Target



Bulk Orders

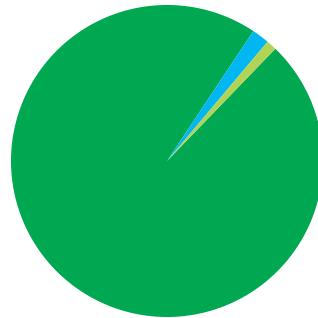


Order Value by Quantity



Order Quantity

- Low
- Medium
- Bulk



Total bulk order number trended down, resulting in a 5.71% decrease between 2011 and 2015. Tracking bulk orders helps in observing purchasing patterns, and optimizing inventory managing. Therefore, having a high number of bulk orders raises the odds for the exposure and probability of collaborating with larger corporations and major importers in the market to grow.



LEGUME FRUCTE Import SRL

Most Valuable Client

144M

Top client revenue

17.2%

Percentage of Total Revenue

Year

2011

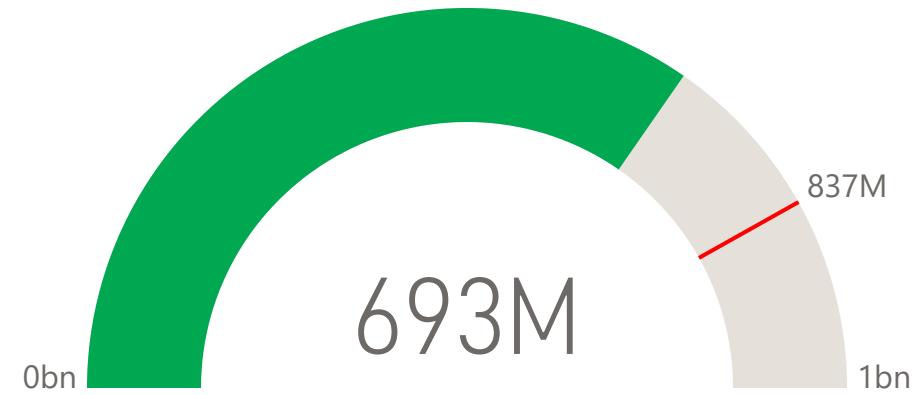
2015



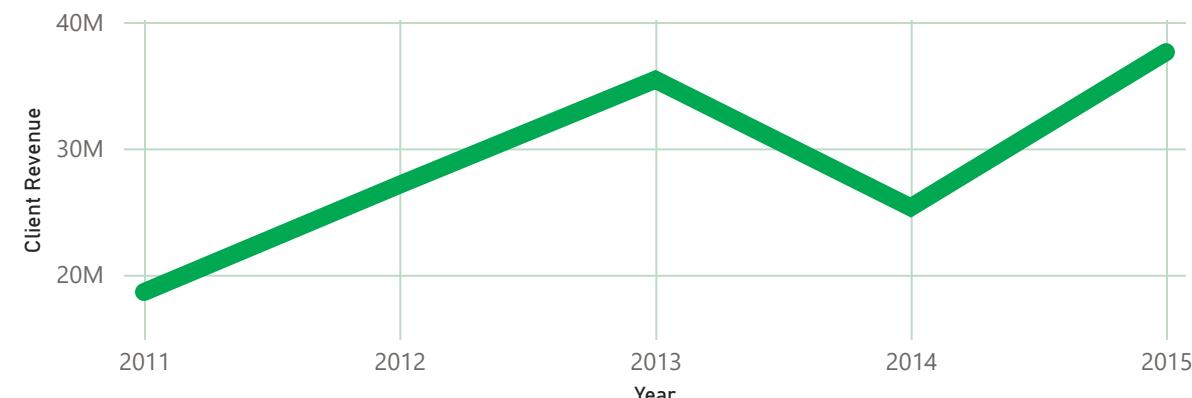
Product Models Overview for Top Client

Model	Product Subcategory	Quantity
F-Si CA 4	Cross Country Race	29
Trail 5	Sport	25
Trail 4	Sport	20
Synapse Claris	Endurance Road	17
Fat CAAD1	Fat Bike	16
Scalpel-Si Race	Cross Country Race	16
Slice Ultegra	Triathlon	16
Superviv Frio 105	Elite Road	16
Total		731

Total Sales Revenue without Top Client



Revenue gained from Top Client



Total revenue gained from Legume Fructe Import SRL trended up, resulting in a 101.84% increase between 2011 and 2015. This positive trajectory reflects a mutual understanding between our company and the top client. The steady and substantial growth in revenue suggests that both parties are invested in the success of the partnership.