# Company Knowledge Base Analysis

*Executive Summary & Key Insights*

## Business Overview

The company operates as a multi-channel bicycle and cycling products distributor serving both direct-to-consumer and B2B reseller markets across North America, Europe, and Pacific regions. With a lean team of 16 employees, the company has achieved $109.8M in annual revenue across 121,253 transactions.

## Financial Performance

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| --- | --- |
| **Metric** | **Value** |
| Total Revenue | $109,809,274 |
| Total Transactions | 121,253 |
| Average Transaction Value | $906 |
| Total Units Sold | 274,776 |
|  |  |

## Sales Channels

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| --- | --- | --- |
| **Channel** | **Transactions** | **Revenue** |
| Direct-to-Consumer | 60,398 (49.8%) | $29.4M (26.7%) |
| Reseller Network | 60,855 (50.2%) | $80.5M (73.3%) |

## Top Geographic Markets

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| --- | --- |
| **Territory** | **Revenue** |
| Southwest, United States | $24.2M |
| Canada | $16.4M |
| Northwest, United States | $16.1M |
| Australia | $10.7M |

## Product Portfolio

397 total SKUs across four categories, with bikes representing 86% of revenue despite being 31% of products.

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| --- | --- | --- | --- |
| **Category** | **SKUs** | **Revenue** | **Units** |
| Bikes | 125 | $94.6M | 90,220 |
| Components | 189 | $11.8M | 49,027 |
| Clothing | 48 | $2.1M | 73,598 |
| Accessories | 35 | $1.3M | 61,931 |

## Customer & Reseller Network

|  |  |
| --- | --- |
| **Metric** | **Count** |
| Direct Customers | 18,485 |
| Average Customer Age | 52 years |
| Revenue per Customer | $5,940 |
| Total Resellers | 701 |
| Value Added Resellers | 238 ($35.0M revenue) |
| Warehouse Partners | 232 ($38.7M revenue) |
| Specialty Bike Shops | 231 ($6.8M revenue) |

• Reseller channel dominates revenue (73.3%) despite equal transaction volume split

• Mountain-200 series bikes are clear revenue leaders, with top 5 products generating $10.9M

• Strong North American presence (Southwest, Northwest, Canada represent $56.6M or 51.5%)

• E-commerce capabilities with dedicated management indicate omnichannel strategy

• Mature customer base (avg age 52) suggests opportunity for demographic expansion