

AdventureWorks

Regional Analysis

1/1/2005

12/31/2013

\$109.76M

Total Sales

\$43.95M

Total Cost

\$65.81M

Gross Profit

59.96%

% Gross Profit



Australia



Canada



France



Germany



Namibia



United Kingdom



United States

Product Category

All

Product Subcategory

All

Internet Sales

\$29.31M

Sales

\$17.26M

Cost

\$12.06M

GP

41.13%

% GP

Reseller Sales

\$80.45M

Sales

\$26.69M

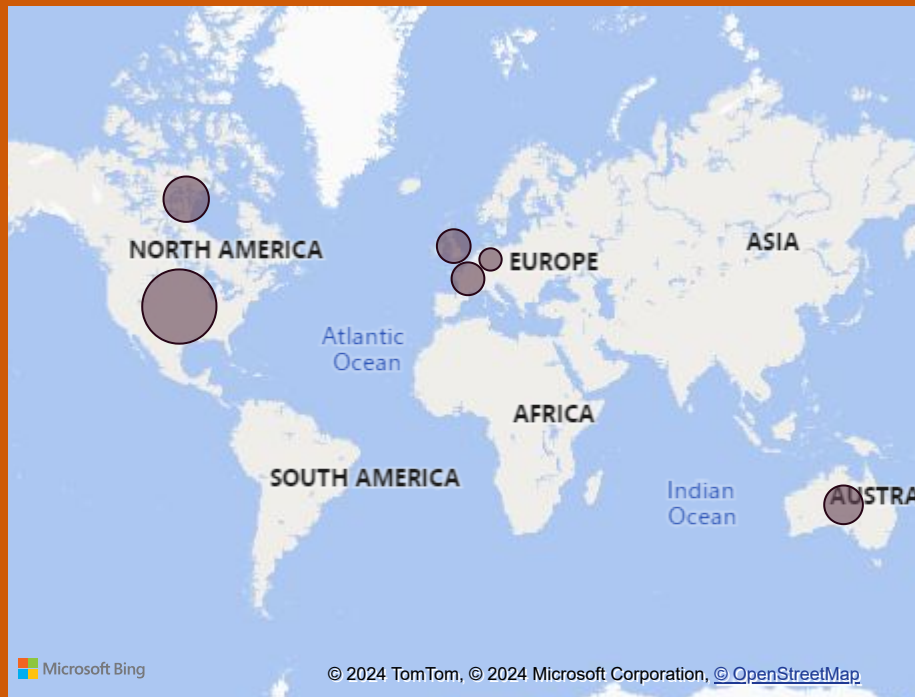
Cost

\$53.76M

GP

66.82%

% GP



Product Category

Total Sales

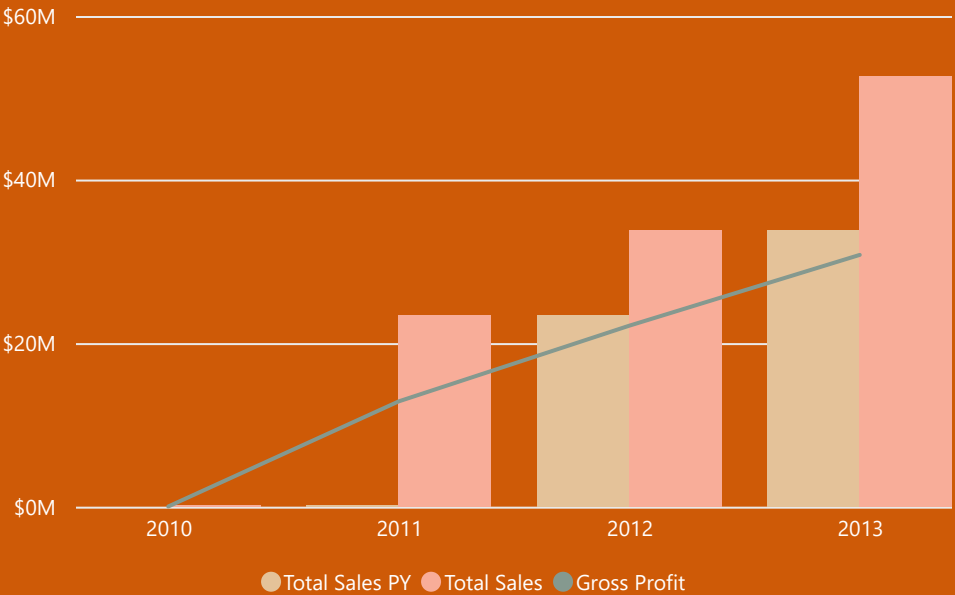
Bikes

Road Bikes	\$43,878,790.997
Mountain Bikes	\$36,445,443.9409
Touring Bikes	\$14,296,291.2698

Components

Mountain Frames	\$4,713,672.1469
Road Frames	\$3,849,853.3438
Touring Frames	\$1,642,327.6862
Wheels	\$679,070.0654
Cranksets	\$203,942.6182
Handlebars	\$170,591.3209
Pedals	\$147,483.9098
Forks	\$77,931.6896
Derailleurs	\$70,209.4958
Brakes	\$66,018.711
Headsets	\$60,942.1984
Saddles	\$55,829.3882
Bottom Brackets	\$51,826.374
Chains	\$9,377.7102

YoY Sales and GP



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Country	Total Sales	Total IS CY	Total RS CY	Total Cost	Total Cost IS	Total Cost RS	Gross Profit	Margin IS	Margin RS	% Gross Profit
Germany	\$4,875,022.5455	\$2,891,034.5082	\$1,983,988.0373	\$2,411,860.9157	\$1,705,552.9517	\$706,307.964	\$2,463,161.6298	\$1,185,481.5565	\$1,277,680.0733	50.53%
Australia	\$10,646,828.2411	\$9,052,492.8644	\$1,594,335.3767	\$6,177,950.3886	\$5,371,249.0093	\$806,701.3793	\$4,468,877.8525	\$3,681,243.8551	\$787,633.9974	41.97%
France	\$7,248,360.5893	\$2,640,822.6543	\$4,607,537.935	\$2,856,686.6075	\$1,556,378.718	\$1,300,307.8895	\$4,391,673.9818	\$1,084,443.9363	\$3,307,230.0455	60.59%
United Kingdom	\$7,667,007.3975	\$3,387,998.5709	\$4,279,008.8266	\$3,361,027.9463	\$1,999,527.2939	\$1,361,500.6524	\$4,305,979.4512	\$1,388,471.277	\$2,917,508.1742	56.16%
Canada	\$16,346,312.8386	\$1,968,387.2421	\$14,377,925.5965	\$5,921,904.6447	\$1,143,868.3781	\$4,778,036.2666	\$10,424,408.1939	\$824,518.864	\$9,599,889.3299	63.77%
United States	\$62,980,047.871	\$9,372,246.6608	\$53,607,801.2102	\$23,222,051.8632	\$5,481,075.4423	\$17,740,976.4209	\$39,757,996.0078	\$3,891,171.2185	\$35,866,824.7893	63.13%
Total	\$109,763,579.483	\$29,312,982.5007	\$80,450,596.9823	\$43,951,482.366	\$17,257,651.7933	\$26,693,830.5727	\$65,812,097.117	\$12,055,330.7074	\$53,756,766.4096	59.96%

Province	Total Sales	Total IS CY	Total RS CY	Total Cost	Total Cost IS	Total Cost RS	Gross Profit	Margin IS	Margin RS	% Gross Profit
California	\$15,470,152.3409	\$5,705,881.6326	\$9,764,270.7083	\$6,534,970.5863	\$3,340,551.3472	\$3,194,419.2391	\$8,935,181.7546	\$2,365,330.2854	\$6,569,851.4692	57.76%
Washington	\$9,415,875.3859	\$2,461,160.3415	\$6,954,715.0444	\$3,624,490.2607	\$1,436,890.273	\$2,187,599.9877	\$5,791,385.1252	\$1,024,270.0685	\$4,767,115.0567	61.51%
England	\$7,667,007.3975	\$3,387,998.5709	\$4,279,008.8266	\$3,361,027.9463	\$1,999,527.2939	\$1,361,500.6524	\$4,305,979.4512	\$1,388,471.277	\$2,917,508.1742	56.16%
Texas	\$6,656,407.9707	\$1,789.1	\$6,654,618.8707	\$2,106,796.6287	\$1,016.3613	\$2,105,780.2674	\$4,549,611.342	\$772.7387	\$4,548,838.6033	68.35%
Ontario	\$6,179,224.9167	\$36.96	\$6,179,187.9567	\$2,142,361.9902	\$13.8231	\$2,142,348.1671	\$4,036,862.9265	\$23.1369	\$4,036,839.7896	65.33%
British Columbia	\$5,365,512.2414	\$1,945,882.4796	\$3,419,629.7618	\$2,194,992.927	\$1,130,281.4193	\$1,064,711.5077	\$3,170,519.3144	\$815,601.0603	\$2,354,918.2541	59.09%
New South Wales	\$5,060,502.6209	\$2,021,221.8265	\$3,039,280.7943	\$2,872,801.1226	\$2,222,404.0225	\$650,486.2111	\$2,107,701.4072	\$1,507,016.014	\$590,784.5822	42.22%
Total	\$109,763,579.483	\$29,312,982.5007	\$80,450,596.9823	\$43,951,482.366	\$17,257,651.7933	\$26,693,830.5727	\$65,812,097.117	\$12,055,330.7074	\$53,756,766.4096	59.96%