

Have It Your Way



Report: 2023 December

BASED ON INTERNAL DATA:
“ADVENTUREWORKS 2001-2004”

Adventure **Works**

Have It Your Way

HOW IS SALES PERFORMANCE?

MARKETS

NORTH AMERICA	CA	Canada
	US	United States
	VI	Virgin Islands, U.S.
OCEANIA* *Australia including Pacific islands	AU	Australia
	AS	American Samoa
	MP	Northern Mariana Islands
	MH	Marshall Islands
	PW	Palau
	FSM	Micronesia
EUROPE	FR	France
	DE	Germany
	UK	United Kingdom

KEY METRICS

WHOLE PERIOD 2001/07/01 - 2004/07/31	Total Customers 19,119	Total Orders USD 31,465	Total Sales USD 140,707,585	Average Order Value USD 4,472
THIS YEAR 2003/07/01 - 2004/06/30	17 905	23 067	USD 67,148,247	USD 2,911
PREVIOUS YEAR 2002/07/01 -2003/06/30	3 587	4 477	USD 43,585,635	USD 9,735
HOW MANY % INCREASED OR DECREASED THIS YEAR VS PREVIOUS YEAR?	399.16%	415.23%	54.06%	-70.10%

KEY METRICS: Online vs Offline comparison

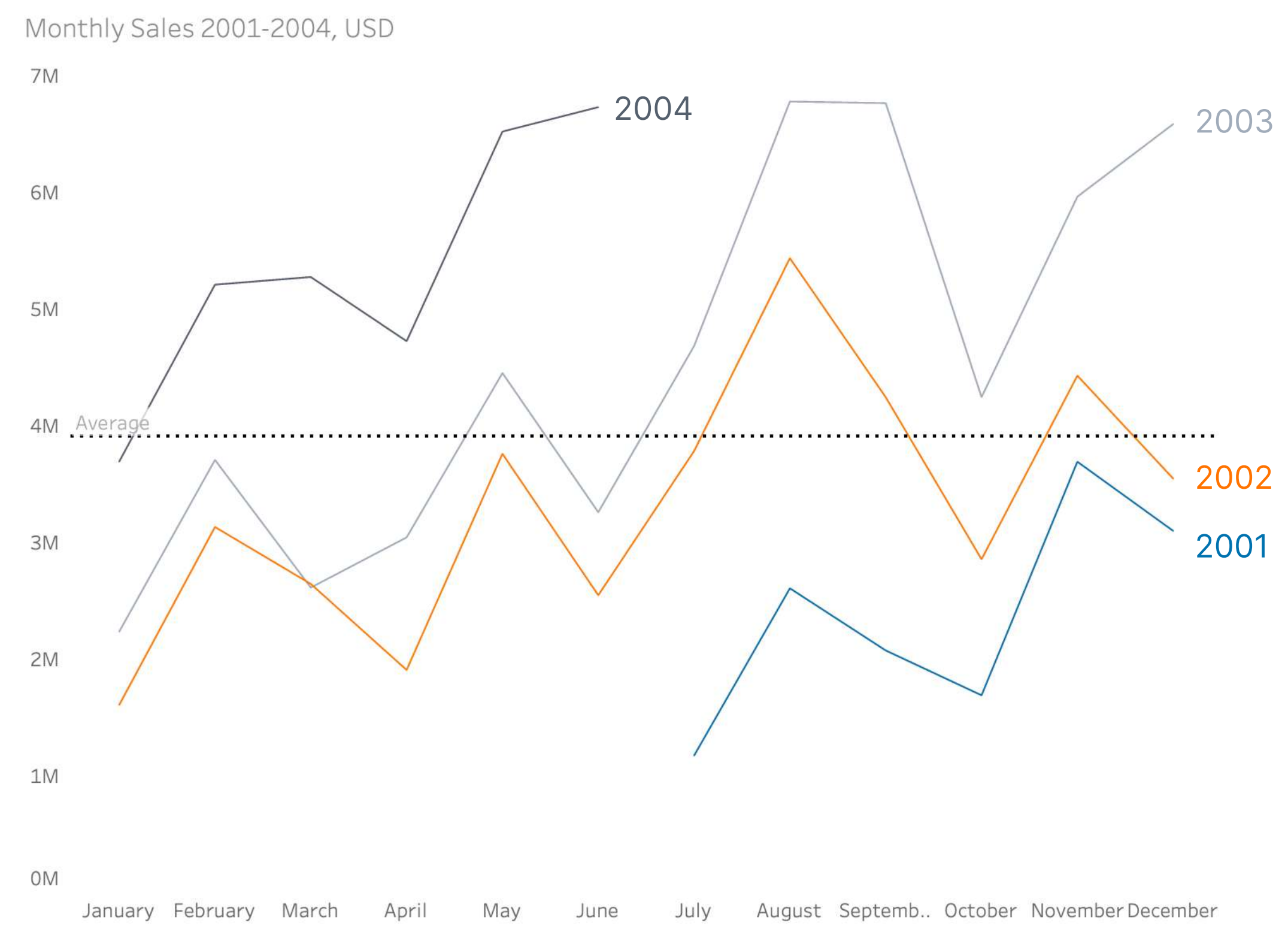
More orders online, but more revenue in physical shops

Expand sales both online and offline

WHOLE PERIOD
2001/07/01 - 2004/07/31

Total Customers		Total Orders		Total Sales		Average Order Value	
19,119		USD 31,465		USD 140,707,585		USD 4,472	
Online	Offline	Online	Offline	Online	Offline	Online	Offline
18,484	635	27,659	3,806	USD 32M	USD 108M	USD 1,157	USD 28,376

SALES OVERVIEW: 2001 - 2004



Consistent Sales Growth

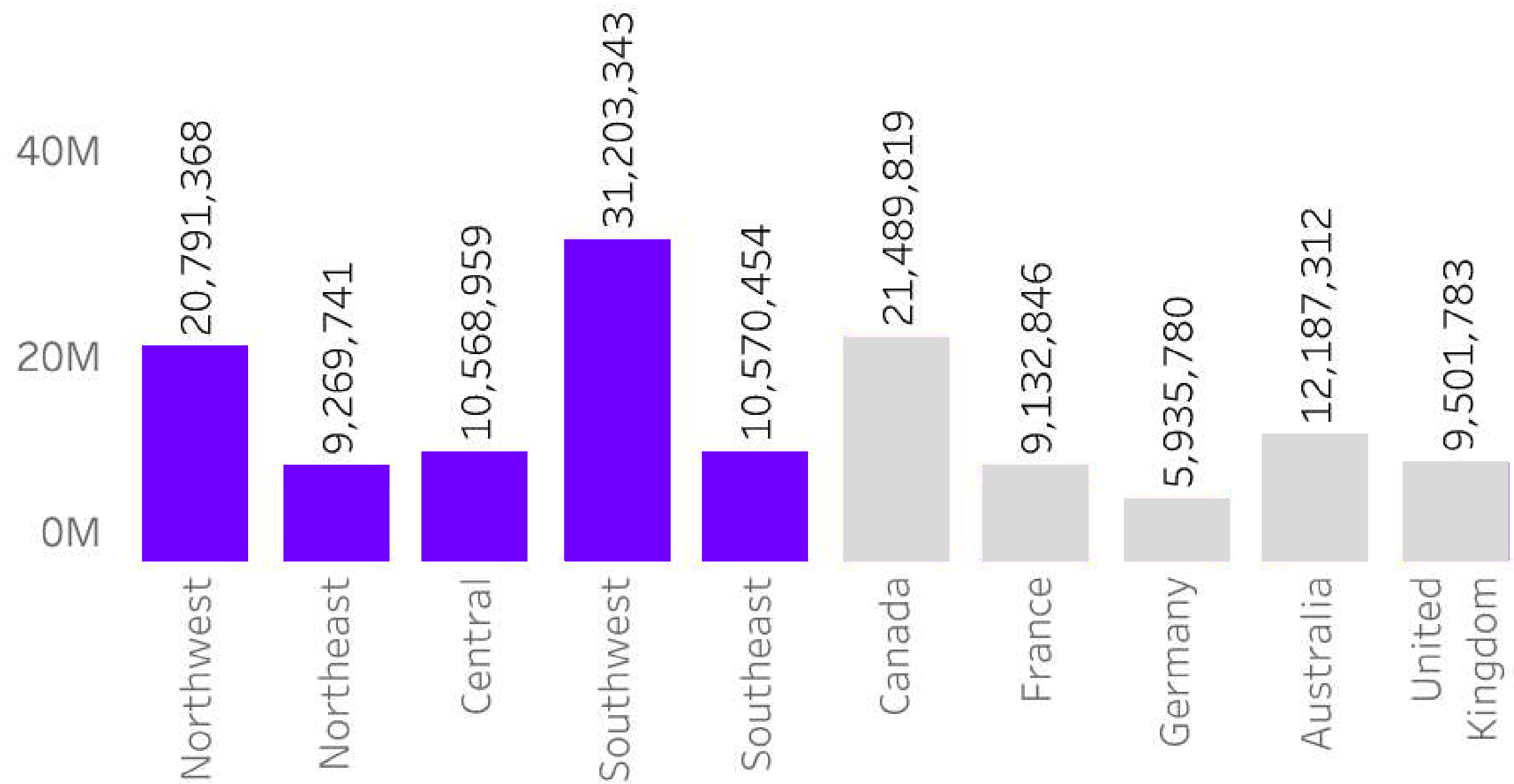
From 2001 Sales is rising
In 2004 above average line

Peaks are related to
new product lines launches

WHY US?

OVERVIEW: US is top performing country by Sales

Sales by Territory, USD

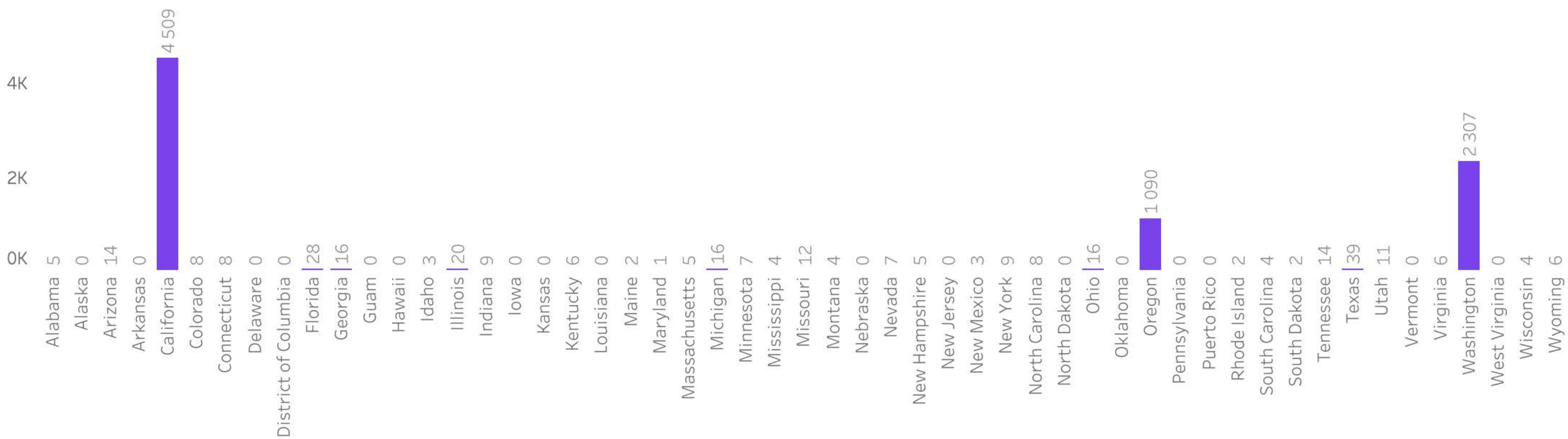


US USD 82,403,865

ALL USD 140,651,406

GAP IN THE MARKET: Recommended expansion to 17 US States

Customers by US states, no



0 CUSTOMERS
IN 17 STATES

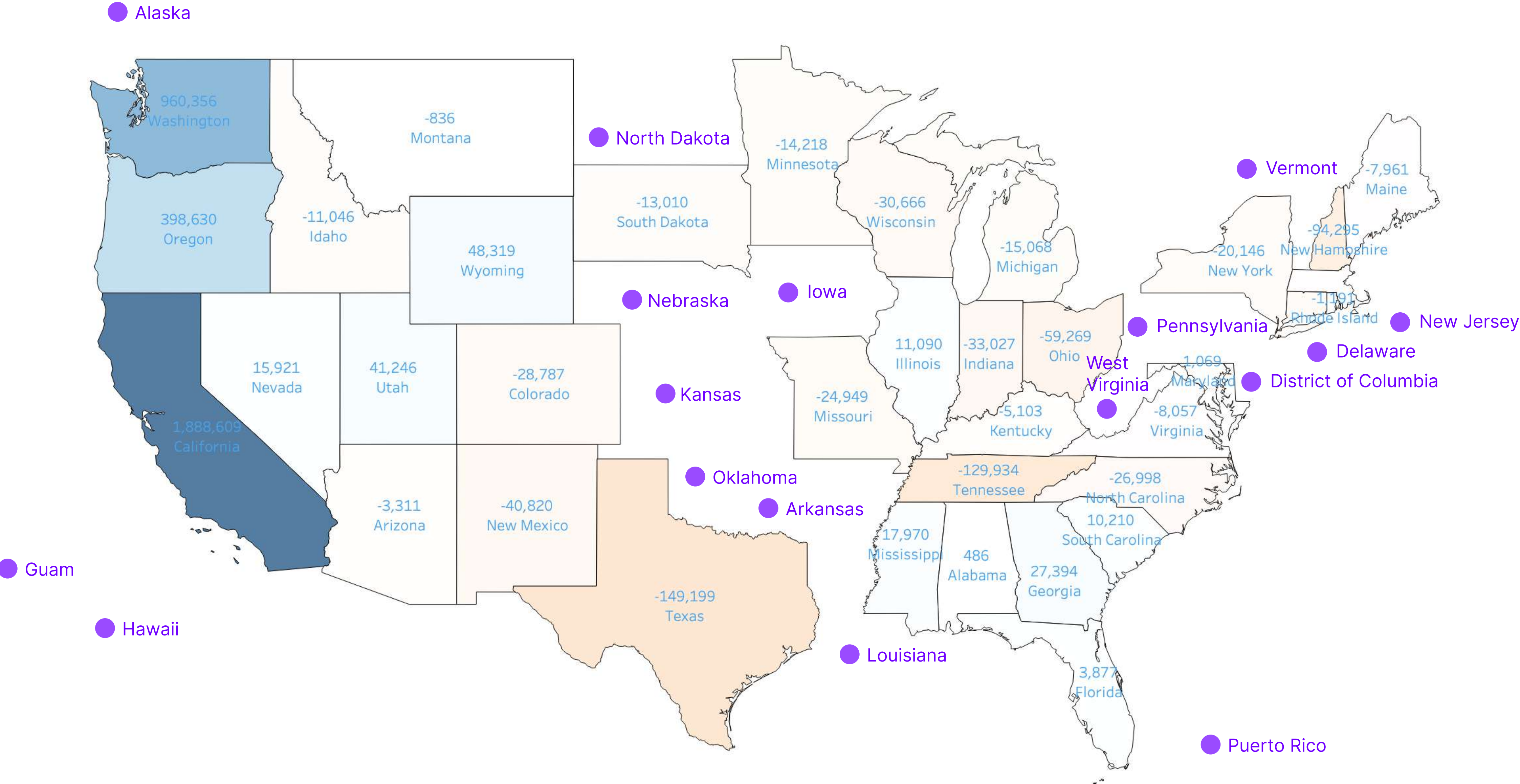
- 1. Alaska
- 2. Hawaii
- 3. District of Columbia
- 4. Pennsylvania
- 5. Vermont
- 6. Delaware
- 7. New Jersey
- 8. Kansas
- 9. Nebraska
- 10. Oklahoma
- 11. Iowa
- 12. Louisiana
- 13. North Dakota
- 14. Arkansas
- 15. Guam
- 16. Puerto Rico
- 17. West Virginia

Expand Sales in
above States

WHERE TO BEGIN?



US Product Subcategories by Profit, USD



INVESTIGATE: Climate & Geography, Demographics & Tourism, Competitors & MarketShare



Bike tours are one of the **most popular year-round outdoor recreation** activities in Alaska.



Recent study from Clever (a real estate data company) shows that the **best bicycle infrastructure** is found in the District of Columbia.



One of the best ways to experience the island is from the seat of a bike. There are dozens guided bicycle tours in Puerto Rico.

WHAT PRODUCTS TO SELL?

PRODUCTS

produced

504



for sale

295



sold

266

subcategories

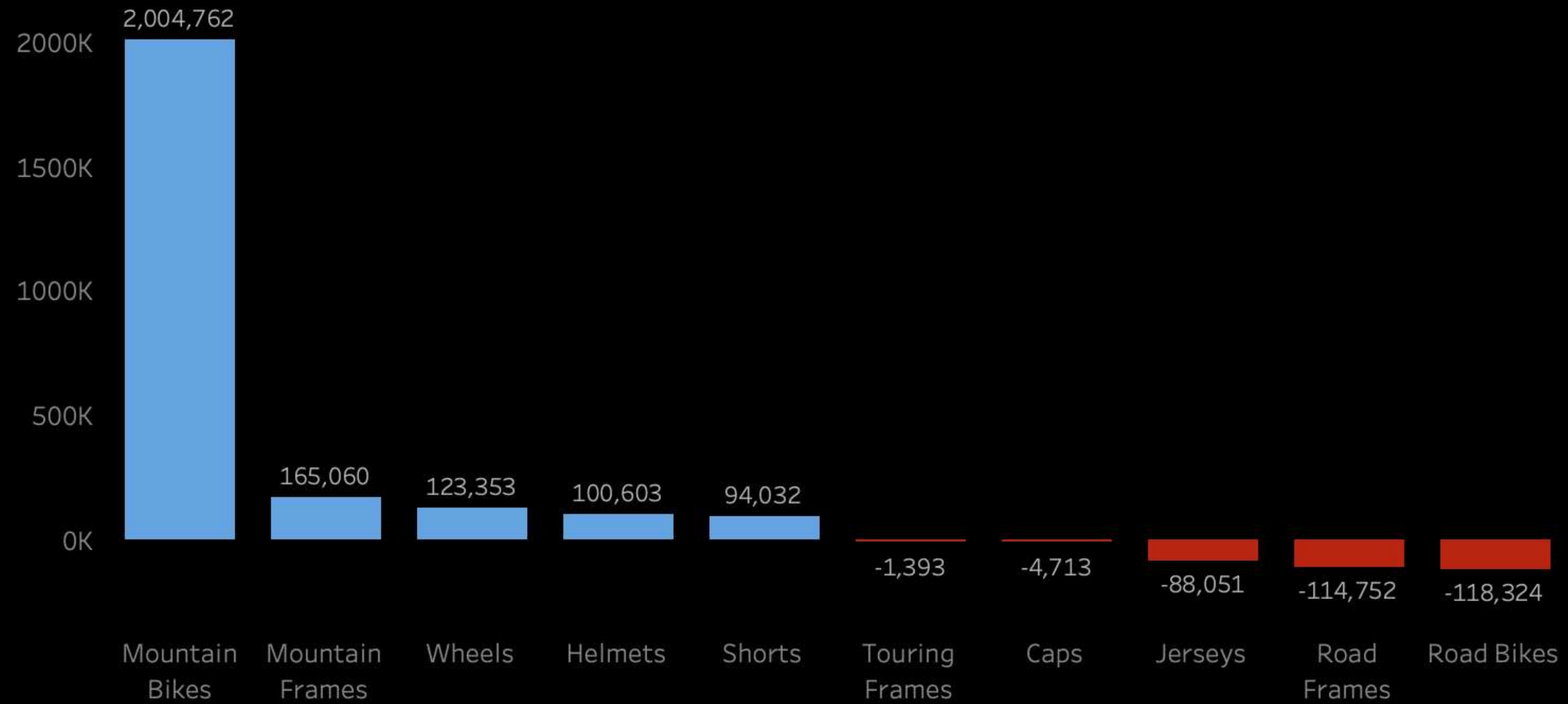
37 | 35

unsold products*

29

* mostly road frames

TOP 10 PRODUCT SUBCATEGORIES BY PROFIT, USD



Find detailed Product Subcategories tables (by Qty and by Sales) in the dashboard

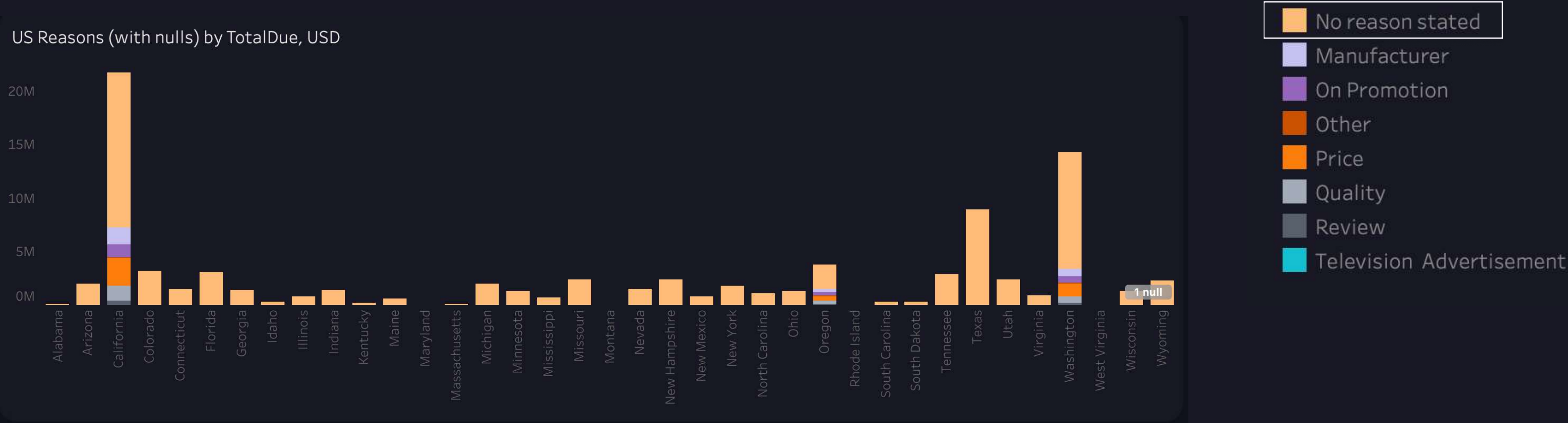
US Product Subcategories by Qty, no

	Alabama	Arizona	California	Colorado	Connecti..	Florida	Georgia	Idaho	Illinois	Indiana	Kentucky	Maine	Maryland	Massach..	Michigan	Minneso..	Mississi..	Mis
Bib-Shorts		55	474	101	4	108	23		6	24	10	73			82	23	47	
Bike Racks		46	328	95	9	101	12	10	20	36	10	51			48			
Bike Stands			49															
Bottles and Cages		36	1,924	100	14	107	26	4	12	25	3	41		2	58	5		
Bottom Brackets	3	32	60	2	8	1		19		16	12				8			
Brakes	1	33	60	5	8	9		24		7	11			1	17			
Caps		90	1,086	198	19	175	75	1	71	75	11	76		15	135	64	64	
Chains	2	13	55		10	8		13		12	5			1	13			
Cleaners		46	387	81	6	86	20	3	7	37	2	49		2	50	7		
Cranksets	3	35	56		13			19	1	21	12				9			
Derailleurs		38	68	2	5	1		22		15	9				7			
Fenders			565				1				1							
Forks		33	86							30					16		21	
Gloves		326	1,459	458	169	433	239	6	65	151	40	205		1	229	22	61	
Handlebars		126	376	113	50	89	63	9	8	81	4	27		3	64	14	21	
Headsets		62	121						1	43					26		16	
Helmets		207	2,773	498	26	442	154	15	107	175	33	206			288	99	132	
Hydration Packs		38	316	69	7	60	10		9	27		30			37	1		
Jerseys		285	2,712	651	63	714	202	10	134	244	28	318		22	477	172	128	
Locks		13	162	51		30	6		4	5	3	16			18	12	11	
Mountain Bikes	28	610	3,465	959	391	791	708	2	221	282	12	215	1	1	511	184	225	
Mountain Frames	4	317	948	361	132	276	182	6	34	252	10	56			307	59	104	
Pedals	3	70	434	116	66	82	48	7	26	25	17	7		8	110	26		
Pumps		18	161	44		25	10			6		32			17	9	21	
Road Bikes	7	152	7,092	1,420	718	768	251	7	348	732	22	272		145	836	558	106	
Road Frames	6	82	1,623	292	235	302	73	2	101	215	7	64			236	160	24	
Saddles		60	146	46	14	52	25	8	5	13	5			6	37	5		
Shorts	12	206	1,130	321	71	307	214	1	73	35		53			186	9	51	
Socks		42	932	110	115	115	83		151	1	8	7			189	75	13	
Tights		82	680	154	16	133	35		33	39	17	93		7	142	23	59	
Tires and Tubes	2	20	3,372	11		35		1	7	12	8	10	3	1	28	5	1	
Touring Bikes	18	478	1,728	54	114	386	7	241	4	5	119			37	4			
Touring Frames		166	344		17	153	5	27	4	4	23			10	29			
Vests		87	636	196	19	222	52	4	37	104	17	90		4	107	5		

REASONS: Recommendation to collect reasons

Reason Type	Name	Total Due
Null	No reason stated	76,917,705
Marketing	Television Advertisement	12,084
Other	Price	4,370,394
	Manufacturer	2,549,184
	Quality	2,364,485
	Review	593,186
	Other	88,761
Promotion	Promotion	2,115,529

LOOK AT THE CONTEXT: Why it is important to collect reasons?



ACTIONABLE RECOMMENDATIONS: For Business Growth

1

GROW IN US

DUE TO HIGHEST SALES
IN US EXPAND TO THOSE
STATES WHERE FOUND
NO CUSTOMERS YET

2

EXPAND SALES

EXPAND THROUGH BOTH
ONLINE AND OFFLINE
SALES CHANNELS

PROMOTE NOT ONLY
THROUGH TV ADDS BUT
ALSO INCLUDE
DIGITAL MARKETING

3

STATES TO START WITH

LOOK AT THE MAP

RESEARCH SUCH
TOPICS AS
DEMOGRAPHICS,
CLIMATE ZONES,
TOURISM WHERE IT IS
WORTH TO WORK

4

CONSIDER PROFIT

APPLY PRICING &
DISCOUNTS
ACCORDING TO
GEOGRAPHICAL
CONTEXT

TAKE OFF UNSOLDS

PLAN NEW LINES
LAUNCHES THAT
IMPLIES HIGHEST
PEAKS OF SALES

5

INFORMATION NEEDED

FIND WAYS TO
COLLECT REASONS
FROM BOTH
ONLINE AND OFFLINE
CUSTOMERS

ENGAGE THEM
IN SURVEYS

Thank You

