9a:

The customer who purchased the greatest dollar amount is Tiago Splitter.

9b:

Tiago Splitter spent $1,899,414.50.

9c:

Tiago Splitter spent the most on an “Extreme Plus Mountain Bike,” which is $508,725.00.

9d:

I believe they should enforce higher incentives to sell more of these “Extreme Plus Mountain Bike” products as they bring in the most revenue to the company.

10a:

The product with the highest sales dollar amount for the quarter is Extreme Mountain Bike.

10b:

The western region sold $1,424,270.50

10c:

The western region is the strongest out of all the other regions, and management should consult on the region on how they sold a lot to be able to replicate it to other regions.

11a:

Luc Mbah-a-Moute sold the greatest dollar amount for the quarter.

11b:

Gerald Henderson Sold the least dollar amount for the quarter.

11c:

I believe management should consult with the higher salesmen

12a:

Sales of bikes decreased from August to September.

12b:

Management should get rid of the bikes with the least amount in revenue profits and focus on selling the products with the higher sales, along with the strong training from top salesmen to the least strong and have an overall conference in the western region.