

## 2-wheels INC

### Geographical Penetration and Product Mix by Postal Code for US Territories

#### Summary by postal code showing:

- Number of distinct buyers
- Average amount of transactions
- Total revenue
- Most popular top level product category

#### Data sources:

Information to produce the summary on the "DW Report" tab was taken from the Data Warehouse database, and the "OLTP Report" shows summary information from the Transactional database.

#### The following assumptions were made when producing the summary:

- 1) Sales to non-US territories were excluded.
- 2) Average Amount of Transactions (i.e., Average Transaction Amount) is the average Subtotal across sales orders. Sales Tax and Freight were excluded to be consistent with the figures for Total Revenue.
- 3) The Total Revenue amount excludes Sales Tax and Freight because it is calculated as Sale Price multiplied by Quantity Sold<sup>1</sup>.
- 4) No currency conversion was necessary when computing the Average Transaction Amount and Total Revenue. All information stored was in USD.
- 5) In process, Approved, Backordered, Rejected, and Cancelled orders were excluded. Only Shipped orders were looked at.
- 6) Distinct buyers are unique customers who purchase online or stores that purchase for resale/wholesale.

<sup>1</sup>[http://en.wikipedia.org/wiki/Total\\_revenue](http://en.wikipedia.org/wiki/Total_revenue)

## 2-wheels INC

Geographical Penetration and Product Mix by Postal Code for US Territories					
Source: Data Warehouse (AdventureWorksDW2008R2)					
Postal Code	Number of Distinct Buyers	Average Transaction Amount (Excludes Tax & Freight)	Total Revenue (Excludes Tax & Freight)	Most Popular Product Category	
2062	1	\$ 6,085.62	\$ 24,342.47	Bikes	
2093	1	\$ 2,199.78	\$ 8,799.13	Components	
2184	2	\$ 6,939.08	\$ 34,695.42	Bikes	
2368	1	\$ 3,463.83	\$ 41,565.95	Bikes	
2889	1	\$ 2,731.51	\$ 13,657.53	Bikes	
2895	1	\$ 1.37	\$ 1.37	Accessories	
3064	2	\$ 68,960.65	\$ 1,103,370.47	Bikes	
3106	1	\$ 647.33	\$ 5,178.61	Components	
3106	1	\$ 647.33	\$ 5,178.61	Bikes	
3276	1	\$ 24,960.87	\$ 299,530.49	Bikes	
3865	1	\$ 33,509.04	\$ 402,108.47	Bikes	
3904	2	\$ 39,988.79	\$ 479,865.53	Clothing	
6460	2	\$ 25,046.91	\$ 525,985.01	Bikes	
6510	1	\$ 26,742.86	\$ 106,971.43	Bikes	
6512	1	\$ 10,486.00	\$ 94,374.00	Bikes	
6518	1	\$ 473.38	\$ 1,893.50	Bikes	
6518	1	\$ 473.38	\$ 1,893.50	Components	
6710	1	\$ 8,965.97	\$ 107,591.67	Clothing	
6880	1	\$ 57.68	\$ 57.68	Clothing	
6901	1	\$ 36,103.39	\$ 288,827.11	Bikes	
10007	1	\$ 10,669.24	\$ 42,676.97	Bikes	
10917	1	\$ 50.94	\$ 50.94	Accessories	
11580	1	\$ 19,771.44	\$ 158,171.48	Clothing	
11747	1	\$ 44,794.01	\$ 537,528.10	Clothing	
12845	1	\$ 59,963.28	\$ 239,853.12	Bikes	
13041	1	\$ 1,735.98	\$ 1,735.98	Bikes	
13041	1	\$ 1,735.98	\$ 1,735.98	Accessories	
13413	1	\$ 35,830.64	\$ 286,645.14	Clothing	
13760	1	\$ 3,389.93	\$ 37,289.18	Clothing	
14227	2	\$ 14,153.67	\$ 70,768.35	Bikes	
20151	2	\$ 46,304.75	\$ 416,742.71	Clothing	
20176	1	\$ 21,817.54	\$ 87,270.15	Bikes	
22046	1	\$ 149.87	\$ 149.87	Components	
23451	1	\$ 547.34	\$ 4,378.72	Components	
23607	1	\$ 12,610.92	\$ 151,331.06	Clothing	
27104	1	\$ 32,951.09	\$ 395,413.13	Bikes	
27412	1	\$ 13,556.47	\$ 149,121.22	Components	
27577	1	\$ 165.23	\$ 165.23	Components	
27603	1	\$ 28,112.11	\$ 112,448.43	Bikes	
27803	1	\$ 6,672.05	\$ 53,376.39	Clothing	
28081	1	\$ 323.99	\$ 323.99	Bikes	

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Geographical Penetration and Product Mix by Postal Code for US Territories					
Source: Data Warehouse (AdventureWorksDW2008R2)					
Postal Code	Number of Distinct Buyers	Average Transaction Amount (Excludes Tax & Freight)	Total Revenue (Excludes Tax & Freight)	Most Popular Product Category	
28202	2	\$ 24,129.36	\$ 120,646.82	Clothing	
29340	1	\$ 16,142.38	\$ 193,708.60	Clothing	
29577	1	\$ 2,558.02	\$ 12,790.08	Bikes	
29910	2	\$ 1,621.03	\$ 8,105.15	Accessories	
30021	2	\$ 520.10	\$ 3,640.72	Components	
30021	2	\$ 520.10	\$ 3,640.72	Bikes	
30024	1	\$ 474.30	\$ 2,845.78	Components	
30030	1	\$ 10,028.94	\$ 120,347.32	Clothing	
30060	1	\$ 4,290.74	\$ 17,162.95	Clothing	
30106	1	\$ 35,225.55	\$ 422,706.60	Clothing	
30240	1	\$ 24.29	\$ 24.29	Components	
30253	2	\$ 3,091.75	\$ 24,734.02	Clothing	
30308	1	\$ 265.03	\$ 1,060.11	Bikes	
30308	1	\$ 265.03	\$ 1,060.11	Components	
30901	1	\$ 1,437.90	\$ 5,751.62	Components	
31008	2	\$ 3,753.07	\$ 15,012.27	Bikes	
31401	1	\$ 34,428.96	\$ 137,715.85	Bikes	
31901	2	\$ 29,523.52	\$ 295,235.17	Bikes	
32541	1	\$ 1,036.10	\$ 8,288.76	Bikes	
32804	3	\$ 34,220.94	\$ 684,418.82	Clothing	
32952	1	\$ 26,526.10	\$ 212,208.84	Clothing	
32960	1	\$ 7,578.18	\$ 83,359.95	Bikes	
33021	1	\$ 8,416.70	\$ 101,000.42	Bikes	
33127	9	\$ 14,335.16	\$ 688,087.47	Clothing	
33143	1	\$ 1,295.99	\$ 1,295.99	Bikes	
33162	1	\$ 3,351.76	\$ 40,221.10	Components	
33322	1	\$ 2,533.96	\$ 10,135.83	Bikes	
33602	1	\$ 7,379.74	\$ 29,518.97	Bikes	
33755	4	\$ 9,987.17	\$ 89,884.53	Bikes	
33801	1	\$ 1,422.91	\$ 8,537.44	Bikes	
34205	2	\$ 36,975.26	\$ 184,876.31	Clothing	
34236	1	\$ 15,074.12	\$ 165,815.33	Bikes	
35203	2	\$ 2,283.11	\$ 20,548.03	Bikes	
35630	1	\$ 443.11	\$ 1,772.43	Components	
35801	2	\$ 2,571.76	\$ 23,145.86	Bikes	
37086	1	\$ 18,607.12	\$ 223,285.39	Bikes	
37203	3	\$ 20,530.99	\$ 266,902.91	Bikes	
37801	1	\$ 13,595.63	\$ 122,360.66	Bikes	
37863	1	\$ 39,724.79	\$ 158,899.15	Bikes	
38054	3	\$ 8,844.76	\$ 168,050.41	Bikes	
38103	4	\$ 40,924.76	\$ 1,104,968.39	Bikes	

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Geographical Penetration and Product Mix by Postal Code for US Territories					
Source: Data Warehouse (AdventureWorksDW2008R2)					
Postal Code	Number of Distinct Buyers	Average Transaction Amount (Excludes Tax & Freight)	Total Revenue (Excludes Tax & Freight)	Most Popular Product Category	
38555	1	\$ 5,331.30	\$ 42,650.40	Clothing	
38804	1	\$ 722.59	\$ 722.59	Components	
39501	1	\$ 55,751.69	\$ 446,013.54	Clothing	
39530	2	\$ 10,935.21	\$ 76,546.46	Bikes	
40207	1	\$ 28,163.00	\$ 112,651.99	Bikes	
41042	1	\$ 2,468.76	\$ 12,343.82	Components	
41071	1	\$ 3,650.78	\$ 14,603.12	Clothing	
42501	1	\$ 5,465.03	\$ 21,860.14	Clothing	
42718	2	\$ 411.96	\$ 2,471.74	Accessories	
43056	1	\$ 902.73	\$ 1,805.45	Bikes	
43215	2	\$ 31,660.67	\$ 284,946.04	Bikes	
43528	1	\$ 972.65	\$ 2,917.94	Bikes	
43528	1	\$ 972.65	\$ 2,917.94	Components	
44060	1	\$ 31,673.31	\$ 126,693.24	Clothing	
44074	1	\$ 4,565.76	\$ 31,960.34	Clothing	
44119	1	\$ 2,331.49	\$ 16,320.42	Components	
44128	1	\$ 11,030.73	\$ 88,245.87	Bikes	
44214	2	\$ 13,885.39	\$ 124,968.51	Bikes	
44903	1	\$ 6,176.47	\$ 67,941.19	Bikes	
45202	4	\$ 9,948.87	\$ 189,028.48	Bikes	
45246	1	\$ 4,405.82	\$ 17,623.30	Components	
46204	3	\$ 23,261.13	\$ 465,222.62	Bikes	
46360	1	\$ 1,116.71	\$ 4,466.83	Bikes	
46601	1	\$ 7,089.38	\$ 70,893.85	Bikes	
46807	1	\$ 11,345.53	\$ 90,764.21	Bikes	
46947	1	\$ 507.85	\$ 3,554.97	Components	
47334	1	\$ 36,528.69	\$ 292,229.54	Clothing	
47362	1	\$ 18,282.07	\$ 146,256.57	Components	
48034	1	\$ 1,875.63	\$ 15,005.03	Clothing	
48060	1	\$ 4,336.17	\$ 30,353.21	Bikes	
48071	1	\$ 1,891.56	\$ 9,457.81	Components	
48185	1	\$ 324.56	\$ 973.67	Clothing	
48195	1	\$ 18,013.73	\$ 144,109.87	Bikes	
48226	1	\$ 1,269.50	\$ 8,886.48	Bikes	
48239	1	\$ 6,639.73	\$ 26,558.92	Clothing	
48342	1	\$ 12,912.12	\$ 51,648.48	Bikes	
48375	1	\$ 31,046.10	\$ 248,368.82	Clothing	
48601	2	\$ 8,175.74	\$ 98,108.88	Bikes	
48640	1	\$ 5,860.80	\$ 17,582.40	Bikes	
48843	1	\$ 42,050.21	\$ 336,401.66	Clothing	
49423	1	\$ 6,903.85	\$ 82,846.24	Bikes	

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Postal Code	Number of Distinct Buyers	Average Transaction Amount (Excludes Tax & Freight)	Total Revenue (Excludes Tax & Freight)	Most Popular Product Category	
49464	1	\$ 31,138.21	\$ 373,658.47	Components	
53038	1	\$ 2,228.52	\$ 11,142.60	Clothing	
53182	1	\$ 32,732.05	\$ 392,784.60	Bikes	
53202	1	\$ 20,343.06	\$ 81,372.23	Bikes	
54455	1	\$ 1,186.98	\$ 3,560.95	Components	
55049	1	\$ 704.03	\$ 3,520.17	Bikes	
55056	2	\$ 37,107.33	\$ 519,502.64	Bikes	
55125	1	\$ 2,679.47	\$ 10,717.86	Bikes	
55402	1	\$ 102,120.86	\$ 408,483.45	Bikes	
55436	1	\$ 1,324.82	\$ 10,598.54	Components	
55802	1	\$ 213.33	\$ 639.98	Clothing	
57049	1	\$ 2,133.93	\$ 21,339.31	Components	
57716	1	\$ 46,464.90	\$ 185,859.60	Bikes	
59101	2	\$ 1,924.42	\$ 9,622.10	Bikes	
59401	1	\$ 1,531.92	\$ 15,319.22	Bikes	
59801	1	\$ 2,485.70	\$ 2,485.70	Bikes	
60120	1	\$ 603.71	\$ 2,414.85	Clothing	
60185	1	\$ 36,558.39	\$ 146,233.56	Bikes	
60188	2	\$ 565.44	\$ 3,392.65	Components	
60191	1	\$ 419.46	\$ 419.46	Bikes	
60433	1	\$ 1,601.97	\$ 6,407.89	Components	
60610	10	\$ 3,652.28	\$ 113,220.61	Bikes	
60706	1	\$ 629.63	\$ 2,518.50	Bikes	
60706	1	\$ 629.63	\$ 2,518.50	Components	
61265	1	\$ 69,131.60	\$ 276,526.40	Bikes	
61606	1	\$ 1,430.91	\$ 10,016.34	Clothing	
61953	1	\$ 6,202.22	\$ 49,617.79	Clothing	
63074	1	\$ 45,265.68	\$ 181,062.71	Bikes	
63103	4	\$ 25,958.12	\$ 648,952.98	Clothing	
63135	1	\$ 21,872.84	\$ 87,491.36	Bikes	
64076	1	\$ 59,322.06	\$ 711,864.76	Bikes	
64106	2	\$ 11,710.15	\$ 163,942.10	Components	
65101	1	\$ 1,509.22	\$ 9,055.29	Bikes	
65616	2	\$ 851.26	\$ 2,553.77	Bikes	
65616	2	\$ 851.26	\$ 2,553.77	Accessories	
75006	2	\$ 27,697.62	\$ 138,488.10	Clothing	
75040	2	\$ 46,797.50	\$ 1,123,139.92	Bikes	
75061	2	\$ 32,791.41	\$ 655,828.25	Clothing	
75074	1	\$ 976.85	\$ 2,930.55	Components	
75149	1	\$ 52,304.57	\$ 418,436.53	Components	
75201	5	\$ 10,801.07	\$ 270,026.71	Bikes	

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Postal Code	Number of Distinct Buyers	Average Transaction Amount (Excludes Tax & Freight)	Total Revenue (Excludes Tax & Freight)	Most Popular Product Category	
76010	1	\$ 12,650.45	\$ 101,203.58	Bikes	
76102	1	\$ 441.44	\$ 3,531.50	Components	
76102	1	\$ 441.44	\$ 3,531.50	Clothing	
76541	1	\$ 3,017.83	\$ 12,071.31	Bikes	
77003	4	\$ 22,734.07	\$ 909,362.91	Clothing	
77338	1	\$ 36,798.73	\$ 294,389.81	Components	
77478	1	\$ 907.85	\$ 9,078.47	Bikes	
77520	2	\$ 1,563.06	\$ 14,067.56	Bikes	
77568	1	\$ 4,693.17	\$ 18,772.68	Bikes	
77840	2	\$ 61,893.82	\$ 618,938.16	Bikes	
78040	1	\$ 43,875.54	\$ 175,502.16	Bikes	
78204	5	\$ 25,780.16	\$ 876,525.56	Bikes	
78404	1	\$ 34,801.60	\$ 278,412.80	Components	
78613	2	\$ 820.57	\$ 4,102.83	Clothing	
78664	2	\$ 18,134.20	\$ 145,073.63	Bikes	
78701	1	\$ 73,315.62	\$ 586,524.95	Bikes	
80030	1	\$ 35,538.20	\$ 284,305.63	Clothing	
80110	1	\$ 14,693.77	\$ 58,775.07	Clothing	
80138	1	\$ 22,347.17	\$ 268,166.05	Bikes	
80203	1	\$ 17,440.26	\$ 87,201.31	Bikes	
80501	1	\$ 38,634.68	\$ 309,077.41	Clothing	
80537	2	\$ 42,965.96	\$ 816,353.25	Clothing	
80631	1	\$ 71,504.39	\$ 572,035.11	Bikes	
82001	3	\$ 9,132.01	\$ 155,244.20	Clothing	
82601	2	\$ 54,001.40	\$ 702,018.25	Bikes	
82901	1	\$ 286.56	\$ 1,146.25	Components	
83402	1	\$ 53,438.00	\$ 213,752.00	Bikes	
83501	1	\$ 2,195.79	\$ 6,587.38	Components	
83864	1	\$ 1,160.40	\$ 6,962.38	Bikes	
84010	2	\$ 1,255.91	\$ 11,303.15	Components	
84065	1	\$ 889.21	\$ 1,778.43	Bikes	
84070	1	\$ 1,120.37	\$ 4,481.48	Components	
84074	1	\$ 73,092.27	\$ 877,107.19	Bikes	
84098	1	\$ 34,609.21	\$ 415,310.55	Components	
84101	2	\$ 23,036.76	\$ 276,441.14	Bikes	
84401	1	\$ 36,971.92	\$ 147,887.68	Bikes	
84720	2	\$ 4,004.28	\$ 20,021.42	Bikes	
85004	3	\$ 24,489.11	\$ 685,695.21	Clothing	
85201	1	\$ 28,573.61	\$ 114,294.43	Components	
85225	4	\$ 44,773.20	\$ 358,185.59	Bikes	
85233	1	\$ 7,004.17	\$ 28,016.70	Bikes	

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Postal Code	Number of Distinct Buyers	Average Transaction Amount (Excludes Tax & Freight)	Total Revenue (Excludes Tax & Freight)	Most Popular Product Category
85257	2	\$ 10,776.06	\$ 140,088.75	Bikes
85374	1	\$ 2,934.97	\$ 11,739.88	Clothing
85701	2	\$ 16,111.51	\$ 96,669.03	Bikes
87124	1	\$ 32,900.23	\$ 131,600.94	Bikes
87501	1	\$ 13,582.96	\$ 54,331.84	Bikes
88001	1	\$ 35,754.24	\$ 429,050.87	Clothing
89030	1	\$ 149.03	\$ 149.03	Components
89106	3	\$ 11,896.90	\$ 285,525.62	Clothing
89408	1	\$ 60,753.64	\$ 243,014.55	Bikes
89431	1	\$ 630.03	\$ 5,040.22	Components
89502	1	\$ 48,090.80	\$ 577,089.57	Components
90012	90	\$ 991.09	\$ 112,983.71	Accessories
90040	2	\$ 52,784.53	\$ 263,922.67	Bikes
90201	2	\$ 2,428.26	\$ 12,141.29	Bikes
90210	188	\$ 896.89	\$ 202,696.96	Accessories
90232	2	\$ 26,217.88	\$ 498,139.72	Clothing
90241	110	\$ 969.21	\$ 125,997.66	Accessories
90245	3	\$ 22,741.82	\$ 545,803.75	Bikes
90401	92	\$ 4,056.95	\$ 515,232.53	Bikes
90505	100	\$ 1,216.64	\$ 148,429.81	Accessories
90605	1	\$ 381.19	\$ 1,524.75	Components
90703	2	\$ 28,714.79	\$ 373,292.21	Components
90706	194	\$ 1,243.95	\$ 302,278.81	Accessories
90712	83	\$ 1,196.31	\$ 130,397.29	Accessories
90746	2	\$ 53,355.57	\$ 693,622.47	Bikes
90802	95	\$ 1,233.63	\$ 146,801.68	Accessories
91016	1	\$ 35,871.51	\$ 286,972.09	Bikes
91203	102	\$ 939.34	\$ 118,357.39	Accessories
91303	2	\$ 4,348.40	\$ 26,090.38	Bikes
91364	96	\$ 1,319.98	\$ 170,277.92	Accessories
91403	1	\$ 45,506.27	\$ 182,025.06	Bikes
91411	1	\$ 28,222.17	\$ 112,888.67	Clothing
91502	192	\$ 1,161.59	\$ 276,458.95	Accessories
91706	1	\$ 4,853.01	\$ 58,236.07	Clothing
91764	2	\$ 50,014.08	\$ 600,169.02	Bikes
91776	96	\$ 1,023.97	\$ 119,804.63	Accessories
91786	1	\$ 10,774.64	\$ 86,197.09	Bikes
91791	87	\$ 1,125.55	\$ 115,931.19	Accessories
91801	1	\$ 3,691.00	\$ 29,528.00	Clothing
91910	206	\$ 926.26	\$ 233,416.33	Accessories
91932	92	\$ 903.55	\$ 97,583.51	Accessories

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91941	101	\$	5,534.07	\$ 697,293.26	Bikes
91945	107	\$	1,337.44	\$ 184,566.81	Accessories
91950	203	\$	971.62	\$ 241,934.03	Accessories
91977	91	\$	1,189.07	\$ 134,365.46	Accessories
92020	105	\$	1,255.46	\$ 170,741.90	Accessories
92025	1	\$	39,540.48	\$ 316,323.81	Bikes
92102	92	\$	1,183.08	\$ 140,785.95	Accessories
92118	132	\$	929.35	\$ 146,836.96	Accessories
92173	1	\$	35,218.63	\$ 140,874.51	Bikes
92311	2	\$	6,472.36	\$ 32,361.81	Bikes
92335	1	\$	1,159.11	\$ 4,636.42	Components
92373	1	\$	1,491.83	\$ 11,934.67	Clothing
92530	1	\$	38,930.80	\$ 311,446.43	Bikes
92614	1	\$	419.46	\$ 419.46	Bikes
92625	89	\$	1,052.43	\$ 115,767.23	Accessories
92679	1	\$	614.82	\$ 4,918.52	Bikes
92701	2	\$	4,818.85	\$ 53,007.37	Bikes
92806	94	\$	916.33	\$ 105,378.50	Accessories
92831	1	\$	43,667.76	\$ 349,342.11	Clothing
92867	1	\$	22,077.70	\$ 88,310.82	Bikes
93010	4	\$	6,232.52	\$ 87,255.29	Components
93030	2	\$	3,468.83	\$ 27,750.68	Bikes
93065	1	\$	5,707.67	\$ 68,492.10	Clothing
93065	1	\$	5,707.67	\$ 68,492.10	Bikes
93230	1	\$	766.08	\$ 5,362.57	Bikes
93291	1	\$	10,924.77	\$ 43,699.10	Bikes
93955	1	\$	133,739.07	\$ 534,956.28	Bikes
94010	198	\$	944.20	\$ 225,663.64	Accessories
94014	168	\$	1,141.28	\$ 233,961.99	Accessories
94015	88	\$	1,026.10	\$ 118,001.60	Accessories
94063	84	\$	972.55	\$ 101,144.74	Accessories
94066	1	\$	1,975.26	\$ 5,925.79	Accessories
94070	88	\$	1,059.97	\$ 114,476.94	Accessories
94109	48	\$	1,491.80	\$ 90,999.88	Accessories
94303	91	\$	990.05	\$ 113,856.11	Accessories
94404	1	\$	4,853.50	\$ 19,413.99	Bikes
94519	212	\$	831.80	\$ 210,445.86	Accessories
94536	76	\$	1,643.36	\$ 164,335.66	Bikes
94560	1	\$	57,092.43	\$ 456,739.47	Bikes
94566	1	\$	6,711.06	\$ 26,844.25	Bikes
94583	1	\$	11,816.86	\$ 94,534.84	Clothing



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94587	1	\$ 79,528.31	\$ 636,226.47	Clothing	
94611	87	\$ 1,114.14	\$ 125,898.25	Accessories	
94704	200	\$ 1,066.69	\$ 258,138.46	Accessories	
94941	85	\$ 895.03	\$ 92,187.67	Accessories	
94947	89	\$ 1,060.92	\$ 115,640.69	Accessories	
95020	1	\$ 35,657.57	\$ 427,890.84	Bikes	
95035	1	\$ 7,514.91	\$ 60,119.32	Clothing	
95062	92	\$ 1,168.01	\$ 137,824.78	Accessories	
95112	2	\$ 529.17	\$ 2,645.87	Components	
95202	1	\$ 2,139.04	\$ 6,417.11	Bikes	
95354	2	\$ 40,541.46	\$ 648,663.32	Clothing	
95501	1	\$ 91.18	\$ 91.18	Clothing	
95603	1	\$ 467.33	\$ 2,803.98	Components	
95610	2	\$ 3,923.25	\$ 31,386.00	Components	
95624	1	\$ 1,620.98	\$ 11,346.88	Bikes	
95814	1	\$ 42,367.40	\$ 338,939.20	Bikes	
97005	212	\$ 1,402.52	\$ 360,447.31	Accessories	
97015	2	\$ 5,416.44	\$ 27,082.20	Bikes	
97034	104	\$ 1,006.91	\$ 123,850.08	Accessories	
97045	87	\$ 879.72	\$ 91,490.47	Accessories	
97060	1	\$ 11,219.81	\$ 78,538.69	Bikes	
97068	87	\$ 963.43	\$ 99,233.18	Accessories	
97071	90	\$ 857.65	\$ 90,052.98	Accessories	
97123	1	\$ 44,516.66	\$ 178,066.65	Bikes	
97205	93	\$ 1,132.94	\$ 141,617.78	Accessories	
97222	105	\$ 2,602.03	\$ 348,671.59	Bikes	
97223	1	\$ 4,896.43	\$ 39,171.41	Clothing	
97301	98	\$ 2,088.60	\$ 246,454.65	Clothing	
97321	1	\$ 2,588.78	\$ 10,355.13	Bikes	
97330	94	\$ 1,039.65	\$ 124,758.54	Accessories	
97355	108	\$ 967.82	\$ 133,558.91	Accessories	
97477	1	\$ 21,653.54	\$ 173,228.29	Bikes	
97504	2	\$ 32,953.95	\$ 263,631.57	Bikes	
97601	1	\$ 36,855.44	\$ 147,421.75	Bikes	
98003	1	\$ 1,092.00	\$ 7,644.00	Components	
98004	2	\$ 49,485.02	\$ 445,365.21	Components	
98011	4	\$ 410.02	\$ 4,920.19	Clothing	
98020	94	\$ 895.81	\$ 104,809.70	Accessories	
98027	104	\$ 2,229.26	\$ 289,803.30	Accessories	
98031	2	\$ 14,356.85	\$ 258,423.34	Clothing	
98033	94	\$ 2,308.44	\$ 272,396.09	Bikes	

## 2-wheels INC

Geographical Penetration and Product Mix by Postal Code for US Territories					
Source: Data Warehouse (AdventureWorksDW2008R2)					
Postal Code	Number of Distinct Buyers	Average Transaction Amount (Excludes Tax & Freight)	Total Revenue (Excludes Tax & Freight)	Most Popular Product Category	
98036	98	\$ 1,101.09	\$ 142,040.20	Accessories	
98045	1	\$ 23,187.61	\$ 162,313.29	Bikes	
98052	96	\$ 3,000.69	\$ 363,084.04	Clothing	
98055	95	\$ 2,797.44	\$ 366,464.52	Bikes	
98072	1	\$ 11,236.37	\$ 44,945.47	Bikes	
98104	96	\$ 11,716.61	\$ 1,570,025.39	Components	
98107	68	\$ 552.55	\$ 45,309.00	Accessories	
98168	212	\$ 889.42	\$ 230,359.50	Accessories	
98201	98	\$ 2,357.58	\$ 322,988.71	Bikes	
98225	212	\$ 3,634.28	\$ 955,815.97	Bikes	
98270	93	\$ 1,069.67	\$ 118,732.88	Accessories	
98272	1	\$ 1,307.43	\$ 3,922.28	Clothing	
98272	1	\$ 1,307.43	\$ 3,922.28	Components	
98284	87	\$ 1,085.49	\$ 116,147.12	Accessories	
98312	182	\$ 1,004.79	\$ 227,081.65	Accessories	
98366	89	\$ 1,035.34	\$ 120,099.03	Accessories	
98371	99	\$ 1,125.28	\$ 166,541.54	Accessories	
98382	1	\$ 28,225.06	\$ 112,900.25	Clothing	
98403	95	\$ 2,669.48	\$ 336,354.65	Components	
98501	92	\$ 1,020.08	\$ 116,289.41	Accessories	
98503	1	\$ 61,748.82	\$ 740,985.83	Bikes	
98532	2	\$ 27,769.17	\$ 138,845.83	Bikes	
98584	1	\$ 796.46	\$ 5,575.25	Bikes	
98626	2	\$ 20,791.61	\$ 249,499.32	Bikes	
98632	1	\$ 48,389.79	\$ 387,118.35	Bikes	
98671	1	\$ 3,042.61	\$ 9,127.82	Bikes	
98801	1	\$ 700.67	\$ 4,204.03	Components	
98901	96	\$ 814.31	\$ 94,460.07	Accessories	
98926	1	\$ 59,744.66	\$ 477,957.27	Bikes	
99202	85	\$ 2,653.49	\$ 273,309.10	Clothing	
99337	1	\$ 430.60	\$ 1,291.79	Clothing	
99362	99	\$ 1,075.46	\$ 138,734.28	Accessories	
97015-6403	2	\$ 1,412.09	\$ 7,060.45	Bikes	
		<b>\$ 14,476.06</b>	<b>\$ 63,095,035.74</b>		

## 2-wheels INC

Geographical Penetration and Product Mix by Postal Code for US Territories					
Source: Transactional Database (AdventureWorks2008R2)					
Postal Code	Number of Distinct Buyers	Average Transaction Amount (Excludes Tax & Freight)	Total Revenue (Excludes Tax & Freight)	Most Popular Product Category	
2062	1	\$ 6,085.62	\$ 24,342.47	Bikes	
2093	1	\$ 2,199.78	\$ 8,799.13	Components	
2184	2	\$ 6,939.08	\$ 34,695.42	Bikes	
2368	1	\$ 3,463.83	\$ 41,565.95	Bikes	
2889	1	\$ 2,731.51	\$ 13,657.53	Bikes	
2895	1	\$ 1.37	\$ 1.37	Accessories	
3064	2	\$ 68,960.65	\$ 1,103,370.47	Bikes	
3106	1	\$ 647.33	\$ 5,178.61	Components	
3106	1	\$ 647.33	\$ 5,178.61	Bikes	
3276	1	\$ 24,960.87	\$ 299,530.49	Bikes	
3865	1	\$ 33,509.04	\$ 402,108.47	Bikes	
3904	2	\$ 39,988.79	\$ 479,865.53	Clothing	
6460	2	\$ 25,046.91	\$ 525,985.01	Bikes	
6510	1	\$ 26,742.86	\$ 106,971.43	Bikes	
6512	1	\$ 10,486.00	\$ 94,374.00	Bikes	
6518	1	\$ 473.38	\$ 1,893.50	Bikes	
6518	1	\$ 473.38	\$ 1,893.50	Components	
6710	1	\$ 8,965.97	\$ 107,591.67	Clothing	
6880	1	\$ 57.68	\$ 57.68	Clothing	
6901	1	\$ 36,103.39	\$ 288,827.11	Bikes	
10007	1	\$ 10,669.24	\$ 42,676.97	Bikes	
10917	1	\$ 50.94	\$ 50.94	Accessories	
11580	1	\$ 19,771.44	\$ 158,171.48	Clothing	
11747	1	\$ 44,794.01	\$ 537,528.10	Clothing	
12845	1	\$ 59,963.28	\$ 239,853.12	Bikes	
13041	1	\$ 1,735.98	\$ 1,735.98	Bikes	
13041	1	\$ 1,735.98	\$ 1,735.98	Accessories	
13413	1	\$ 35,830.64	\$ 286,645.14	Clothing	
13760	1	\$ 3,389.93	\$ 37,289.18	Clothing	
14227	2	\$ 14,153.67	\$ 70,768.35	Bikes	
20151	2	\$ 46,304.75	\$ 416,742.71	Clothing	
20176	1	\$ 21,817.54	\$ 87,270.15	Bikes	
22046	1	\$ 149.87	\$ 149.87	Components	
23451	1	\$ 547.34	\$ 4,378.72	Components	
23607	1	\$ 12,610.92	\$ 151,331.06	Clothing	
27104	1	\$ 32,951.09	\$ 395,413.13	Bikes	
27412	1	\$ 13,556.47	\$ 149,121.22	Components	
27577	1	\$ 165.23	\$ 165.23	Components	
27603	1	\$ 28,112.11	\$ 112,448.43	Bikes	
27803	1	\$ 6,672.05	\$ 53,376.39	Clothing	
28081	1	\$ 323.99	\$ 323.99	Bikes	

## 2-wheels INC

Geographical Penetration and Product Mix by Postal Code for US Territories					
Source: Transactional Database (AdventureWorks2008R2)					
Postal Code	Number of Distinct Buyers	Average Transaction Amount (Excludes Tax & Freight)	Total Revenue (Excludes Tax & Freight)	Most Popular Product Category	
28202	2	\$ 24,129.36	\$ 120,646.82	Clothing	
29340	1	\$ 16,142.38	\$ 193,708.60	Clothing	
29577	1	\$ 2,558.02	\$ 12,790.08	Bikes	
29910	2	\$ 1,621.03	\$ 8,105.15	Accessories	
30021	2	\$ 520.10	\$ 3,640.72	Components	
30021	2	\$ 520.10	\$ 3,640.72	Bikes	
30024	1	\$ 474.30	\$ 2,845.78	Components	
30030	1	\$ 10,028.94	\$ 120,347.32	Clothing	
30060	1	\$ 4,290.74	\$ 17,162.95	Clothing	
30106	1	\$ 35,225.55	\$ 422,706.60	Clothing	
30240	1	\$ 24.29	\$ 24.29	Components	
30253	2	\$ 3,091.75	\$ 24,734.02	Clothing	
30308	1	\$ 265.03	\$ 1,060.11	Bikes	
30308	1	\$ 265.03	\$ 1,060.11	Components	
30901	1	\$ 1,437.90	\$ 5,751.62	Components	
31008	2	\$ 3,753.07	\$ 15,012.27	Bikes	
31401	1	\$ 34,428.96	\$ 137,715.85	Bikes	
31901	2	\$ 29,523.52	\$ 295,235.17	Bikes	
32541	1	\$ 1,036.10	\$ 8,288.76	Bikes	
32804	3	\$ 34,220.94	\$ 684,418.82	Clothing	
32952	1	\$ 26,526.10	\$ 212,208.84	Clothing	
32960	1	\$ 7,578.18	\$ 83,359.95	Bikes	
33021	1	\$ 8,416.70	\$ 101,000.42	Bikes	
33127	9	\$ 14,335.16	\$ 688,087.47	Clothing	
33143	1	\$ 1,295.99	\$ 1,295.99	Bikes	
33162	1	\$ 3,351.76	\$ 40,221.10	Components	
33322	1	\$ 2,533.96	\$ 10,135.83	Bikes	
33602	1	\$ 7,379.74	\$ 29,518.97	Bikes	
33755	4	\$ 9,987.17	\$ 89,884.53	Bikes	
33801	1	\$ 1,422.91	\$ 8,537.44	Bikes	
34205	2	\$ 36,975.26	\$ 184,876.31	Clothing	
34236	1	\$ 15,074.12	\$ 165,815.33	Bikes	
35203	2	\$ 2,283.11	\$ 20,548.03	Bikes	
35630	1	\$ 443.11	\$ 1,772.43	Components	
35801	2	\$ 2,571.76	\$ 23,145.86	Bikes	
37086	1	\$ 18,607.12	\$ 223,285.39	Bikes	
37203	3	\$ 20,530.99	\$ 266,902.91	Bikes	
37801	1	\$ 13,595.63	\$ 122,360.66	Bikes	
37863	1	\$ 39,724.79	\$ 158,899.15	Bikes	
38054	3	\$ 8,844.76	\$ 168,050.41	Bikes	
38103	4	\$ 40,924.76	\$ 1,104,968.39	Bikes	

## 2-wheels INC

Geographical Penetration and Product Mix by Postal Code for US Territories					
Source: Transactional Database (AdventureWorks2008R2)					
Postal Code	Number of Distinct Buyers	Average Transaction Amount (Excludes Tax & Freight)	Total Revenue (Excludes Tax & Freight)	Most Popular Product Category	
38555	1	\$ 5,331.30	\$ 42,650.40	Clothing	
38804	1	\$ 722.59	\$ 722.59	Components	
39501	1	\$ 55,751.69	\$ 446,013.54	Clothing	
39530	2	\$ 10,935.21	\$ 76,546.46	Bikes	
40207	1	\$ 28,163.00	\$ 112,651.99	Bikes	
41042	1	\$ 2,468.76	\$ 12,343.82	Components	
41071	1	\$ 3,650.78	\$ 14,603.12	Clothing	
42501	1	\$ 5,465.03	\$ 21,860.14	Clothing	
42718	2	\$ 411.96	\$ 2,471.74	Accessories	
43056	1	\$ 902.73	\$ 1,805.45	Bikes	
43215	2	\$ 31,660.67	\$ 284,946.04	Bikes	
43528	1	\$ 972.65	\$ 2,917.94	Components	
43528	1	\$ 972.65	\$ 2,917.94	Bikes	
44060	1	\$ 31,673.31	\$ 126,693.24	Clothing	
44074	1	\$ 4,565.76	\$ 31,960.34	Clothing	
44119	1	\$ 2,331.49	\$ 16,320.42	Components	
44128	1	\$ 11,030.73	\$ 88,245.87	Bikes	
44214	2	\$ 13,885.39	\$ 124,968.51	Bikes	
44903	1	\$ 6,176.47	\$ 67,941.19	Bikes	
45202	4	\$ 9,948.87	\$ 189,028.48	Bikes	
45246	1	\$ 4,405.82	\$ 17,623.30	Components	
46204	3	\$ 23,261.13	\$ 465,222.62	Bikes	
46360	1	\$ 1,116.71	\$ 4,466.83	Bikes	
46601	1	\$ 7,089.38	\$ 70,893.85	Bikes	
46807	1	\$ 11,345.53	\$ 90,764.21	Bikes	
46947	1	\$ 507.85	\$ 3,554.97	Components	
47334	1	\$ 36,528.69	\$ 292,229.54	Clothing	
47362	1	\$ 18,282.07	\$ 146,256.57	Components	
48034	1	\$ 1,875.63	\$ 15,005.03	Clothing	
48060	1	\$ 4,336.17	\$ 30,353.21	Bikes	
48071	1	\$ 1,891.56	\$ 9,457.81	Components	
48185	1	\$ 324.56	\$ 973.67	Clothing	
48195	1	\$ 18,013.73	\$ 144,109.87	Bikes	
48226	1	\$ 1,269.50	\$ 8,886.48	Bikes	
48239	1	\$ 6,639.73	\$ 26,558.92	Clothing	
48342	1	\$ 12,912.12	\$ 51,648.48	Bikes	
48375	1	\$ 31,046.10	\$ 248,368.82	Clothing	
48601	2	\$ 8,175.74	\$ 98,108.88	Bikes	
48640	1	\$ 5,860.80	\$ 17,582.40	Bikes	
48843	1	\$ 42,050.21	\$ 336,401.66	Clothing	
49423	1	\$ 6,903.85	\$ 82,846.24	Bikes	

## 2-wheels INC

Geographical Penetration and Product Mix by Postal Code for US Territories					
Source: Transactional Database (AdventureWorks2008R2)					
Postal Code	Number of Distinct Buyers	Average Transaction Amount (Excludes Tax & Freight)	Total Revenue (Excludes Tax & Freight)	Most Popular Product Category	
49464	1	\$ 31,138.21	\$ 373,658.47	Components	
53038	1	\$ 2,228.52	\$ 11,142.60	Clothing	
53182	1	\$ 32,732.05	\$ 392,784.60	Bikes	
53202	1	\$ 20,343.06	\$ 81,372.23	Bikes	
54455	1	\$ 1,186.98	\$ 3,560.95	Components	
55049	1	\$ 704.03	\$ 3,520.17	Bikes	
55056	2	\$ 37,107.33	\$ 519,502.64	Bikes	
55125	1	\$ 2,679.47	\$ 10,717.86	Bikes	
55402	1	\$ 102,120.86	\$ 408,483.45	Bikes	
55436	1	\$ 1,324.82	\$ 10,598.54	Components	
55802	1	\$ 213.33	\$ 639.98	Clothing	
57049	1	\$ 2,133.93	\$ 21,339.31	Components	
57716	1	\$ 46,464.90	\$ 185,859.60	Bikes	
59101	2	\$ 1,924.42	\$ 9,622.10	Bikes	
59401	1	\$ 1,531.92	\$ 15,319.22	Bikes	
59801	1	\$ 2,485.70	\$ 2,485.70	Bikes	
60120	1	\$ 603.71	\$ 2,414.85	Clothing	
60185	1	\$ 36,558.39	\$ 146,233.56	Bikes	
60188	2	\$ 565.44	\$ 3,392.65	Components	
60191	1	\$ 419.46	\$ 419.46	Bikes	
60433	1	\$ 1,601.97	\$ 6,407.89	Components	
60610	10	\$ 3,652.28	\$ 113,220.61	Bikes	
60706	1	\$ 629.63	\$ 2,518.50	Bikes	
60706	1	\$ 629.63	\$ 2,518.50	Components	
61265	1	\$ 69,131.60	\$ 276,526.40	Bikes	
61606	1	\$ 1,430.91	\$ 10,016.34	Clothing	
61953	1	\$ 6,202.22	\$ 49,617.79	Clothing	
63074	1	\$ 45,265.68	\$ 181,062.71	Bikes	
63103	4	\$ 25,958.12	\$ 648,952.98	Clothing	
63135	1	\$ 21,872.84	\$ 87,491.36	Bikes	
64076	1	\$ 59,322.06	\$ 711,864.76	Bikes	
64106	2	\$ 11,710.15	\$ 163,942.10	Components	
65101	1	\$ 1,509.22	\$ 9,055.29	Bikes	
65616	2	\$ 851.26	\$ 2,553.77	Bikes	
65616	2	\$ 851.26	\$ 2,553.77	Accessories	
75006	2	\$ 27,697.62	\$ 138,488.10	Clothing	
75040	2	\$ 46,797.50	\$ 1,123,139.92	Bikes	
75061	2	\$ 32,791.41	\$ 655,828.24	Clothing	
75074	1	\$ 976.85	\$ 2,930.55	Components	
75149	1	\$ 52,304.57	\$ 418,436.53	Components	
75201	5	\$ 10,801.07	\$ 270,026.71	Bikes	

## 2-wheels INC

Geographical Penetration and Product Mix by Postal Code for US Territories					
Source: Transactional Database (AdventureWorks2008R2)					
Postal Code	Number of Distinct Buyers	Average Transaction Amount (Excludes Tax & Freight)	Total Revenue (Excludes Tax & Freight)	Most Popular Product Category	
76010	1	\$ 12,650.45	\$ 101,203.58	Bikes	
76102	1	\$ 441.44	\$ 3,531.50	Components	
76102	1	\$ 441.44	\$ 3,531.50	Clothing	
76541	1	\$ 3,017.83	\$ 12,071.31	Bikes	
77003	4	\$ 22,734.07	\$ 909,362.91	Clothing	
77338	1	\$ 36,798.73	\$ 294,389.81	Components	
77478	1	\$ 907.85	\$ 9,078.47	Bikes	
77520	2	\$ 1,563.06	\$ 14,067.56	Bikes	
77568	1	\$ 4,693.17	\$ 18,772.68	Bikes	
77840	2	\$ 61,893.82	\$ 618,938.16	Bikes	
78040	1	\$ 43,875.54	\$ 175,502.16	Bikes	
78204	5	\$ 25,780.16	\$ 876,525.56	Bikes	
78404	1	\$ 34,801.60	\$ 278,412.80	Components	
78613	2	\$ 820.57	\$ 4,102.83	Clothing	
78664	2	\$ 18,134.20	\$ 145,073.63	Bikes	
78701	1	\$ 73,315.62	\$ 586,524.95	Bikes	
80030	1	\$ 35,538.20	\$ 284,305.63	Clothing	
80110	1	\$ 14,693.77	\$ 58,775.07	Clothing	
80138	1	\$ 22,347.17	\$ 268,166.05	Bikes	
80203	1	\$ 17,440.26	\$ 87,201.31	Bikes	
80501	1	\$ 38,634.68	\$ 309,077.41	Clothing	
80537	2	\$ 42,965.96	\$ 816,353.25	Clothing	
80631	1	\$ 71,504.39	\$ 572,035.11	Bikes	
82001	3	\$ 9,132.01	\$ 155,244.20	Clothing	
82601	2	\$ 54,001.40	\$ 702,018.25	Bikes	
82901	1	\$ 286.56	\$ 1,146.25	Components	
83402	1	\$ 53,438.00	\$ 213,752.00	Bikes	
83501	1	\$ 2,195.79	\$ 6,587.38	Components	
83864	1	\$ 1,160.40	\$ 6,962.38	Bikes	
84010	2	\$ 1,255.91	\$ 11,303.15	Components	
84065	1	\$ 889.21	\$ 1,778.43	Bikes	
84070	1	\$ 1,120.37	\$ 4,481.48	Components	
84074	1	\$ 73,092.27	\$ 877,107.19	Bikes	
84098	1	\$ 34,609.21	\$ 415,310.55	Components	
84101	2	\$ 23,036.76	\$ 276,441.14	Bikes	
84401	1	\$ 36,971.92	\$ 147,887.68	Bikes	
84720	2	\$ 4,004.28	\$ 20,021.42	Bikes	
85004	3	\$ 24,489.11	\$ 685,695.21	Clothing	
85201	1	\$ 28,573.61	\$ 114,294.43	Components	
85225	4	\$ 44,773.20	\$ 358,185.59	Bikes	
85233	1	\$ 7,004.17	\$ 28,016.70	Bikes	

## 2-wheels INC

Geographical Penetration and Product Mix by Postal Code for US Territories					
Source: Transactional Database (AdventureWorks2008R2)					
Postal Code	Number of Distinct Buyers	Average Transaction Amount (Excludes Tax & Freight)	Total Revenue (Excludes Tax & Freight)	Most Popular Product Category	
85257	2	\$ 10,776.06	\$ 140,088.75	Bikes	
85374	1	\$ 2,934.97	\$ 11,739.88	Clothing	
85701	2	\$ 16,111.51	\$ 96,669.03	Bikes	
87124	1	\$ 32,900.23	\$ 131,600.94	Bikes	
87501	1	\$ 13,582.96	\$ 54,331.84	Bikes	
88001	1	\$ 35,754.24	\$ 429,050.87	Clothing	
89030	1	\$ 149.03	\$ 149.03	Components	
89106	3	\$ 11,896.90	\$ 285,525.62	Clothing	
89408	1	\$ 60,753.64	\$ 243,014.55	Bikes	
89431	1	\$ 630.03	\$ 5,040.22	Components	
89502	1	\$ 48,090.80	\$ 577,089.57	Components	
90012	90	\$ 991.09	\$ 112,983.71	Accessories	
90040	2	\$ 52,784.53	\$ 263,922.67	Bikes	
90201	2	\$ 2,428.26	\$ 12,141.29	Bikes	
90210	188	\$ 896.89	\$ 202,696.96	Accessories	
90232	2	\$ 26,217.88	\$ 498,139.72	Clothing	
90241	110	\$ 969.21	\$ 125,997.66	Accessories	
90245	3	\$ 22,741.82	\$ 545,803.75	Bikes	
90401	92	\$ 4,056.95	\$ 515,232.53	Bikes	
90505	100	\$ 1,216.64	\$ 148,429.81	Accessories	
90605	1	\$ 381.19	\$ 1,524.75	Components	
90703	2	\$ 28,714.79	\$ 373,292.21	Components	
90706	194	\$ 1,243.95	\$ 302,278.81	Accessories	
90712	83	\$ 1,196.31	\$ 130,397.29	Accessories	
90746	2	\$ 53,355.57	\$ 693,622.47	Bikes	
90802	95	\$ 1,233.63	\$ 146,801.68	Accessories	
91016	1	\$ 35,871.51	\$ 286,972.09	Bikes	
91203	102	\$ 939.34	\$ 118,357.39	Accessories	
91303	2	\$ 4,348.40	\$ 26,090.38	Bikes	
91364	96	\$ 1,319.98	\$ 170,277.92	Accessories	
91403	1	\$ 45,506.27	\$ 182,025.06	Bikes	
91411	1	\$ 28,222.17	\$ 112,888.67	Clothing	
91502	192	\$ 1,161.59	\$ 276,458.95	Accessories	
91706	1	\$ 4,853.01	\$ 58,236.07	Clothing	
91764	2	\$ 50,014.08	\$ 600,169.02	Bikes	
91776	96	\$ 1,023.97	\$ 119,804.63	Accessories	
91786	1	\$ 10,774.64	\$ 86,197.09	Bikes	
91791	87	\$ 1,125.55	\$ 115,931.19	Accessories	
91801	1	\$ 3,691.00	\$ 29,528.00	Clothing	
91910	206	\$ 926.26	\$ 233,416.33	Accessories	
91932	92	\$ 903.55	\$ 97,583.51	Accessories	



## 2-wheels INC

Geographical Penetration and Product Mix by Postal Code for US Territories					
Source: Transactional Database (AdventureWorks2008R2)					
Postal Code	Number of Distinct Buyers	Average Transaction Amount (Excludes Tax & Freight)	Total Revenue (Excludes Tax & Freight)	Most Popular Product Category	
91941	101	\$ 5,534.07	\$ 697,293.26	Bikes	
91945	107	\$ 1,337.44	\$ 184,566.81	Accessories	
91950	203	\$ 971.62	\$ 241,934.03	Accessories	
91977	91	\$ 1,189.07	\$ 134,365.46	Accessories	
92020	105	\$ 1,255.46	\$ 170,741.90	Accessories	
92025	1	\$ 39,540.48	\$ 316,323.81	Bikes	
92102	92	\$ 1,183.08	\$ 140,785.95	Accessories	
92118	132	\$ 929.35	\$ 146,836.96	Accessories	
92173	1	\$ 35,218.63	\$ 140,874.51	Bikes	
92311	2	\$ 6,472.36	\$ 32,361.81	Bikes	
92335	1	\$ 1,159.11	\$ 4,636.42	Components	
92373	1	\$ 1,491.83	\$ 11,934.67	Clothing	
92530	1	\$ 38,930.80	\$ 311,446.43	Bikes	
92614	1	\$ 419.46	\$ 419.46	Bikes	
92625	89	\$ 1,052.43	\$ 115,767.23	Accessories	
92679	1	\$ 614.82	\$ 4,918.52	Bikes	
92701	2	\$ 4,818.85	\$ 53,007.37	Bikes	
92806	94	\$ 916.33	\$ 105,378.50	Accessories	
92831	1	\$ 43,667.76	\$ 349,342.11	Clothing	
92867	1	\$ 22,077.70	\$ 88,310.82	Bikes	
93010	4	\$ 6,232.52	\$ 87,255.29	Components	
93030	2	\$ 3,468.83	\$ 27,750.68	Bikes	
93065	1	\$ 5,707.67	\$ 68,492.10	Clothing	
93065	1	\$ 5,707.67	\$ 68,492.10	Bikes	
93230	1	\$ 766.08	\$ 5,362.57	Bikes	
93291	1	\$ 10,924.77	\$ 43,699.10	Bikes	
93955	1	\$ 133,739.07	\$ 534,956.28	Bikes	
94010	198	\$ 944.20	\$ 225,663.64	Accessories	
94014	168	\$ 1,141.28	\$ 233,961.99	Accessories	
94015	88	\$ 1,026.10	\$ 118,001.60	Accessories	
94063	84	\$ 972.55	\$ 101,144.74	Accessories	
94066	1	\$ 1,975.26	\$ 5,925.79	Accessories	
94070	88	\$ 1,059.97	\$ 114,476.94	Accessories	
94109	48	\$ 1,491.80	\$ 90,999.88	Accessories	
94303	91	\$ 990.05	\$ 113,856.11	Accessories	
94404	1	\$ 4,853.50	\$ 19,413.99	Bikes	
94519	212	\$ 831.80	\$ 210,445.86	Accessories	
94536	76	\$ 1,643.36	\$ 164,335.66	Bikes	
94560	1	\$ 57,092.43	\$ 456,739.47	Bikes	
94566	1	\$ 6,711.06	\$ 26,844.25	Bikes	
94583	1	\$ 11,816.86	\$ 94,534.84	Clothing	

## 2-wheels INC

Geographical Penetration and Product Mix by Postal Code for US Territories					
Source: Transactional Database (AdventureWorks2008R2)					
Postal Code	Number of Distinct Buyers	Average Transaction Amount (Excludes Tax & Freight)	Total Revenue (Excludes Tax & Freight)	Most Popular Product Category	
94587	1	\$ 79,528.31	\$ 636,226.47	Clothing	
94611	87	\$ 1,114.14	\$ 125,898.25	Accessories	
94704	200	\$ 1,066.69	\$ 258,138.46	Accessories	
94941	85	\$ 895.03	\$ 92,187.67	Accessories	
94947	89	\$ 1,060.92	\$ 115,640.69	Accessories	
95020	1	\$ 35,657.57	\$ 427,890.84	Bikes	
95035	1	\$ 7,514.91	\$ 60,119.31	Clothing	
95062	92	\$ 1,168.01	\$ 137,824.78	Accessories	
95112	2	\$ 529.17	\$ 2,645.87	Components	
95202	1	\$ 2,139.04	\$ 6,417.11	Bikes	
95354	2	\$ 40,541.46	\$ 648,663.32	Clothing	
95501	1	\$ 91.18	\$ 91.18	Clothing	
95603	1	\$ 467.33	\$ 2,803.98	Components	
95610	2	\$ 3,923.25	\$ 31,386.00	Components	
95624	1	\$ 1,620.98	\$ 11,346.88	Bikes	
95814	1	\$ 42,367.40	\$ 338,939.20	Bikes	
97005	212	\$ 1,402.52	\$ 360,447.31	Accessories	
97015	2	\$ 5,416.44	\$ 27,082.20	Bikes	
97034	104	\$ 1,006.91	\$ 123,850.08	Accessories	
97045	87	\$ 879.72	\$ 91,490.47	Accessories	
97060	1	\$ 11,219.81	\$ 78,538.69	Bikes	
97068	87	\$ 963.43	\$ 99,233.18	Accessories	
97071	90	\$ 857.65	\$ 90,052.98	Accessories	
97123	1	\$ 44,516.66	\$ 178,066.65	Bikes	
97205	93	\$ 1,132.94	\$ 141,617.78	Accessories	
97222	105	\$ 2,602.03	\$ 348,671.59	Bikes	
97223	1	\$ 4,896.43	\$ 39,171.41	Clothing	
97301	98	\$ 2,088.60	\$ 246,454.65	Clothing	
97321	1	\$ 2,588.78	\$ 10,355.13	Bikes	
97330	94	\$ 1,039.65	\$ 124,758.54	Accessories	
97355	108	\$ 967.82	\$ 133,558.91	Accessories	
97477	1	\$ 21,653.54	\$ 173,228.29	Bikes	
97504	2	\$ 32,953.95	\$ 263,631.57	Bikes	
97601	1	\$ 36,855.44	\$ 147,421.75	Bikes	
98003	1	\$ 1,092.00	\$ 7,644.00	Components	
98004	2	\$ 49,485.02	\$ 445,365.21	Components	
98011	4	\$ 410.02	\$ 4,920.19	Clothing	
98020	94	\$ 895.81	\$ 104,809.70	Accessories	
98027	104	\$ 2,229.26	\$ 289,803.30	Accessories	
98031	2	\$ 14,356.85	\$ 258,423.34	Clothing	
98033	94	\$ 2,308.44	\$ 272,396.09	Bikes	

## 2-wheels INC

Geographical Penetration and Product Mix by Postal Code for US Territories					
Source: Transactional Database (AdventureWorks2008R2)					
Postal Code	Number of Distinct Buyers	Average Transaction Amount (Excludes Tax & Freight)	Total Revenue (Excludes Tax & Freight)	Most Popular Product Category	
98036	98	\$ 1,101.09	\$ 142,040.20	Accessories	
98045	1	\$ 23,187.61	\$ 162,313.29	Bikes	
98052	96	\$ 3,000.69	\$ 363,084.04	Clothing	
98055	95	\$ 2,797.44	\$ 366,464.52	Bikes	
98072	1	\$ 11,236.37	\$ 44,945.47	Bikes	
98104	96	\$ 11,716.61	\$ 1,570,025.39	Components	
98107	68	\$ 552.55	\$ 45,309.00	Accessories	
98168	212	\$ 889.42	\$ 230,359.50	Accessories	
98201	98	\$ 2,357.58	\$ 322,988.71	Bikes	
98225	212	\$ 3,634.28	\$ 955,815.97	Bikes	
98270	93	\$ 1,069.67	\$ 118,732.88	Accessories	
98272	1	\$ 1,307.43	\$ 3,922.28	Clothing	
98272	1	\$ 1,307.43	\$ 3,922.28	Components	
98284	87	\$ 1,085.49	\$ 116,147.12	Accessories	
98312	182	\$ 1,004.79	\$ 227,081.65	Accessories	
98366	89	\$ 1,035.34	\$ 120,099.03	Accessories	
98371	99	\$ 1,125.28	\$ 166,541.54	Accessories	
98382	1	\$ 28,225.06	\$ 112,900.25	Clothing	
98403	95	\$ 2,669.48	\$ 336,354.65	Components	
98501	92	\$ 1,020.08	\$ 116,289.41	Accessories	
98503	1	\$ 61,748.82	\$ 740,985.83	Bikes	
98532	2	\$ 27,769.17	\$ 138,845.83	Bikes	
98584	1	\$ 796.46	\$ 5,575.25	Bikes	
98626	2	\$ 20,791.61	\$ 249,499.32	Bikes	
98632	1	\$ 48,389.79	\$ 387,118.35	Bikes	
98671	1	\$ 3,042.61	\$ 9,127.82	Bikes	
98801	1	\$ 700.67	\$ 4,204.03	Components	
98901	96	\$ 814.31	\$ 94,460.07	Accessories	
98926	1	\$ 59,744.66	\$ 477,957.27	Bikes	
99202	85	\$ 2,653.49	\$ 273,309.10	Clothing	
99337	1	\$ 430.60	\$ 1,291.79	Clothing	
99362	99	\$ 1,075.46	\$ 138,734.28	Accessories	
97015-6403	2	\$ 1,412.09	\$ 7,060.45	Bikes	
		<b>\$ 14,476.06</b>	<b>\$ 63,095,035.73</b>		