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 Sold¹.
- 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.

¹http://en.wikipedia.org/wiki/Total_revenue

G	ieographical Penetrat	ior	and Product Mix by Po	stal	Code for US Ter	ritories
			/arehouse (AdventureW			
			<u> </u>		<u> </u>	
	Number of Distinct		Average Transaction		total Danasana	Most Popular Product
Postal Code	Buyers		Amount (Excludes Tax & Freight)		otal Revenue ludes Tax & Freight)	
2062		\$	6,085.62	\$	24,342.47	
2093		\$	2,199.78	\$,	Components
2184		\$	6,939.08	\$	34,695.42	•
2368		\$	3,463.83	\$	41,565.95	
2889		\$	2,731.51	\$	13,657.53	
2895		\$	1.37	\$,	Accessories
3064		\$	68,960.65	\$	1,103,370.47	Bikes
3106		\$	647.33	\$		Components
3106		\$	647.33	\$	5,178.61	·
3276		\$	24,960.87	\$	299,530.49	
3865		\$	33,509.04	\$	402,108.47	
3904		\$	39,988.79	\$	479,865.53	
6460		\$	25,046.91	\$	525,985.01	
6510		\$	26,742.86	\$	106,971.43	
6512		\$	10,486.00	\$	94,374.00	
6518		\$	473.38	\$	1,893.50	
6518		\$	473.38	\$	•	Components
6710		\$	8,965.97	\$	107,591.67	
6880		\$	57.68	\$	57.68	
6901		\$	36,103.39	\$	288,827.11	
10007		\$	10,669.24	\$	42,676.97	
10917		\$	50.94	\$	·	Accessories
11580		\$	19,771.44	\$	158,171.48	
11747		\$	44,794.01	\$	537,528.10	<u> </u>
12845		\$	59,963.28	\$	239,853.12	<u> </u>
13041		\$	1,735.98	\$	1,735.98	
13041		\$	1,735.98			Accessories
13413		\$	35,830.64	\$	286,645.14	
13760		\$	3,389.93	\$	37,289.18	
14227		\$	14,153.67	\$	70,768.35	Bikes
20151		\$	46,304.75	\$	416,742.71	
20131		\$	21,817.54		87,270.15	
22046		\$	149.87	\$	149.87	
23451		\$	547.34	\$		Components
23607		\$	12,610.92	\$	151,331.06	·
27104		\$		\$	395,413.13	
		\$	32,951.09			
27412		\$	13,556.47	\$		Components
27577			165.23			Components
27603		\$	28,112.11		112,448.43	
27803	1	\$	6,672.05	\$	53,376.39	Clothing

1 \$

323.99 \$

323.99 Bikes

G			and Product Mix by Po			ritories
	Source: Data	ı v	/arehouse (AdventureW	orks	5DW2008K2)	
	Name to a finish of		Average Transaction			Mark Davidson Dockson
Postal Code	Number of Distinct Buyers		Amount (Excludes Tax & Freight)		otal Revenue udes Tax & Freight)	Most Popular Product
28202	2	\$	24,129.36	\$	120,646.82	
29340		\$	16,142.38	\$	193,708.60	- J
29577		\$	2,558.02	\$	12,790.08	
29910	2		1,621.03	\$	·	Accessories
30021	2		520.10	\$	•	Components
30021	2		520.10	\$	3,640.72	
30024	1		474.30	\$	•	Components
30030	1		10,028.94	\$	120,347.32	
30060		\$	4,290.74	\$	17,162.95	
30106	1		35,225.55	\$	422,706.60	
30240		\$	24.29	\$	24.29	Components
30253	2		3,091.75	\$	24,734.02	Clothing
30308	1		265.03	\$	1,060.11	-
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

4 \$

40,924.76 \$ 1,104,968.39 Bikes

G	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)		otal Revenue ludes Tax & Freight)	Most Popular Product Category			
38555	*	\$	5,331.30	\$	42,650.40	Clothing			
38804	1		722.59	\$,	Components			
39501		\$	55,751.69	\$	446,013.54				
39530	2		10,935.21	\$	76,546.46	Bikes			
40207		\$	28,163.00	\$	112,651.99				
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		\$	11,030.73	\$	88,245.87				
44214	2		13,885.39	\$	124,968.51				
44903		\$	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				
46360	1		1,116.71	\$	4,466.83				
46601	1		7,089.38	\$	70,893.85				
46807		\$	11,345.53	\$	90,764.21	Bikes			
46947		\$	507.85	\$		Components			
47334		\$	36,528.69	\$	292,229.54				
47362		\$	18,282.07	\$	146,256.57	Components			
48034		\$	1,875.63	\$	15,005.03	Clothing			
48060		\$	4,336.17	\$	30,353.21				
48071		\$	1,891.56	\$		Components			
48185		\$	324.56	\$	973.67				
48195		\$	18,013.73	\$	144,109.87				
48226		\$	1,269.50	\$	8,886.48				
48239		\$	6,639.73	\$	26,558.92				
48342		\$	12,912.12	\$	51,648.48				
48375		\$	31,046.10	\$	248,368.82				
48601		\$	8,175.74	\$	98,108.88				
48640		\$	5,860.80	\$	17,582.40				
48843		\$	42,050.21	\$	336,401.66				
49423		\$	6,903.85	\$	82,846.24				
43423	1	ڔ	0,505.65	ٻ	02,040.24	הואכט			

Geographical Penetration and Product Mix by Postal Code for US Territories Source: Data Warehouse (AdventureWorksDW2008R2) **Average Transaction** Total Revenue Most Popular Product **Number of Distinct Amount Postal Code** Buyers (Excludes Tax & Freight) (Excludes Tax & Freight) Category 49464 1 \$ 373,658.47 Components 31,138.21 \$ 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 1 \$ 46,464.90 \$ 57716 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 1 \$ 60433 1,601.97 \$ 6,407.89 Components 60610 10 \$ 3,652.28 \$ 113,220.61 Bikes 629.63 60706 1 \$ \$ 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 4 \$ 63103 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 \$ 1 \$ 75074 976.85 \$ 2,930.55 Components 75149 1 \$ 52,304.57 \$ 418,436.53 Components

5 \$

10,801.07

270,026.71 Bikes

75201

Geographical Penetration and Product Mix by Postal Code for US Territories Source: Data Warehouse (AdventureWorksDW2008R2) **Average Transaction** Total Revenue Most Popular Product **Number of Distinct Amount Postal Code** Buyers (Excludes Tax & Freight) (Excludes Tax & Freight) Category 76010 1 \$ 12,650.45 \$ 101,203.58 Bikes 76102 1 \$ 441.44 Ś 3,531.50 Components 1 \$ 76102 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 \$ 1 \$ 77478 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 \$ 278,412.80 Components 34,801.60 \$ 78613 2 \$ 820.57 4,102.83 Clothing \$ 2 \$ 78664 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 1 \$ 80631 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 1 \$ 84065 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 2 \$ 84101 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 \$ 1 \$ 85201 28,573.61 \$ 114,294.43 Components 85225 4 \$ 44,773.20 358,185.59 Bikes \$

1 \$

7,004.17

\$

28,016.70 Bikes

85233

G			and Product Mix by Po			ritories
	Source: Data	a W	/arehouse (AdventureW	orks	5DW2008R2)	
			Average Transaction			
Dostal Codo	Number of Distinct		Amount		otal Revenue	Most Popular Product
Postal Code	Buyers 2	Ċ	(Excludes Tax & Freight)		udes Tax & Freight)	
85257 85374		\$	10,776.06 2,934.97	\$	140,088.75 11,739.88	
85701	2		16,111.51	\$	96,669.03	
87124		\$	32,900.23	\$	131,600.94	
87501	1		13,582.96	\$	54,331.84	
88001		\$	35,754.24	\$	429,050.87	
89030	1		149.03	\$,	Components
89106	3	_	11,896.90	\$	285,525.62	
89408		\$	60,753.64	\$	243,014.55	
89431	1		630.03	\$	<u>, </u>	Components
89502		\$	48,090.80	\$		Components
90012	90		991.09	\$	·	Accessories
90040	2		52,784.53	\$	263,922.67	
90201	2		2,428.26	\$	12,141.29	
90210	188		896.89	\$	202,696.96	
90232	2		26,217.88	\$	498,139.72	
90241	110	\$	969.21	\$		Accessories
90245	3		22,741.82	\$	545,803.75	
90401	92		4,056.95	\$	515,232.53	
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

92 \$

903.55 \$

97,583.51 Accessories

G			and Product Mix by Po			ritories
	Source: Data	a vv	/arehouse (AdventureW	ork	SDW2008K2)	
			Average Transaction			
Postal Code	Number of Distinct		Amount (Excludes Tax & Freight)		otal Revenue ludes Tax & Freight)	Most Popular Product
	Buyers 101	Ċ				<u> </u>
91941	107		5,534.07		697,293.26 184,566.81	
91943	203		1,337.44 971.62	\$	241,934.03	
	91				,	
91977	105	÷	1,189.07 1,255.46	\$	·	Accessories Accessories
92025	103	•	39,540.48	\$	316,323.81	
92102	92		1,183.08		•	Accessories
92102	132		929.35	\$	· · · · · · · · · · · · · · · · · · ·	Accessories
92118	132		35,218.63	\$	140,836.96	
921/3	2		6,472.36	•		
		_	<u> </u>	_	32,361.81	
92335	1		1,159.11	-	,	Components
92373		\$	1,491.83	\$	11,934.67	
92530	1		38,930.80	\$	311,446.43	
92614		\$	419.46	\$	419.46	
92625	89		1,052.43	\$	· · · · · · · · · · · · · · · · · · ·	Accessories
92679	1		614.82	\$	4,918.52	
92701	2		4,818.85	\$	53,007.37	
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

6	Geographical Penetration and Product Mix by Postal Code for US Territories							
	Source: Data	a W	/arehouse (AdventureW	orks	DW2008R2)			
Postal Code	Number of Distinct Buyers		Average Transaction Amount (Excludes Tax & Freight)		otal Revenue udes 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	\$	60,119.32	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		\$	36,855.44	\$	147,421.75	Bikes		
98003		\$	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)	Fotal Revenue Cludes 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
		\$ 14,476.06	\$ 63,095,035.74	

	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)		otal Revenue	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			

(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)		otal Revenue	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		\$	1,295.99	\$	1,295.99				
33162	1		3,351.76	\$	40,221.10	Components			
33322		\$	2,533.96		10,135.83				
33602		\$	7,379.74	\$	29,518.97				
33755		\$	9,987.17	\$	89,884.53				
33801		\$	1,422.91	\$	8,537.44				
34205		\$	36,975.26	\$	184,876.31				
34236		\$	15,074.12	\$	165,815.33				
35203		\$	2,283.11	\$	20,548.03				
35630		\$	443.11		<u>, </u>	Components			
35801		\$	2,571.76	\$	23,145.86				
37086		\$	18,607.12	\$	223,285.39				
37080		\$	20,530.99	\$	266,902.91				
37203		\$	13,595.63	\$	122,360.66				
37863		\$	39,724.79	\$	158,899.15				
		\$	·		168,050.41				
38054		\$	8,844.76 40,924.76	\$					
38103	4	Ş	40,924.76	Ş	1,104,968.39	DIVE?			

Geographical Penetration and Product Mix by Postal Code for US Territories Source: Transactional Database (AdventureWorks2008R2)							
	Source: Irans	sac	tional Database (Advent	ure	Works2008R2)		
	Number of Distinct		Average Transaction Amount		otal Revenue	Most Popular Product	
Postal Code	Buyers		(Excludes Tax & Freight)		ludes Tax & Freight)	•	
38555	1	\$	5,331.30	\$	42,650.40		
38804		\$	722.59	\$	•	Components	
39501		\$	55,751.69	\$	446,013.54		
39530		\$	10,935.21	\$	76,546.46	Bikes	
40207		\$	28,163.00	\$	112,651.99		
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		
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		
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		\$	1,891.56	\$	9,457.81	Components	
48185		\$	324.56	\$		Clothing	
48195		\$	18,013.73	\$	144,109.87		
48226		\$	1,269.50	\$	8,886.48		
48239		\$	6,639.73	\$	26,558.92		
48342		\$	12,912.12	\$	51,648.48		
48375		\$	31,046.10	\$	248,368.82		
48601		\$	8,175.74	\$	98,108.88	-	
48640		\$	5,860.80	\$	17,582.40		
48843		\$	42,050.21	\$	336,401.66		
49423		\$	6,903.85	\$	82,846.24	- J	

(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)		otal Revenue ludes 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		
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Geographical Penetration and Product Mix by Postal Code for US Territories								
Source: Transactional Database (AdventureWorks2008R2)								
			Average Transaction					
	Number of Distinct		Amount		otal Revenue	Most Popular Product		
Postal Code	Buyers	_	(Excludes Tax & Freight)		ludes Tax & Freight)			
76010		\$	12,650.45	\$	101,203.58			
76102		\$	441.44	\$	·	Components		
76102		\$	441.44	\$	3,531.50			
76541		\$	3,017.83	\$	12,071.31			
77003		\$	22,734.07	\$	909,362.91			
77338		\$	36,798.73	\$		Components		
77478		\$	907.85	\$	9,078.47			
77520		\$	1,563.06	\$	14,067.56			
77568		\$	4,693.17	\$ ¢	18,772.68			
77840			61,893.82	\$	618,938.16			
78040 78204		\$ \$	43,875.54 25,780.16	\$	175,502.16 876,525.56			
78204		\$	·	\$	•	Components		
78613		\$	34,801.60 820.57	\$		·		
78664		\$		\$	4,102.83 145,073.63			
78701		\$	18,134.20 73,315.62	\$	586,524.95			
80030		\$	35,538.20	\$	284,305.63			
80110		\$	14,693.77	\$	58,775.07			
80138		\$	22,347.17	\$	268,166.05			
80203		\$	17,440.26	\$	87,201.31			
80501		\$	38,634.68	\$	309,077.41			
80537		\$	42,965.96	\$	816,353.25			
80631		\$	71,504.39	\$	572,035.11			
82001		\$	9,132.01	\$	155,244.20			
82601		\$	54,001.40	\$	702,018.25			
82901		\$	286.56			Components		
83402		\$	53,438.00		213,752.00			
83501		\$	2,195.79			Components		
83864		\$	1,160.40	\$	6,962.38	·		
84010		\$	1,255.91	\$		Components		
84065		\$	889.21	\$	1,778.43	·		
84070		\$	1,120.37	\$		Components		
84074		\$	73,092.27	\$	877,107.19	·		
84074		\$	34,609.21	\$,	Components		
84101		\$	23,036.76	\$	276,441.14	·		
84401		\$	36,971.92	\$	147,887.68			
84720		\$	4,004.28	\$	20,021.42			
85004		\$	24,489.11	\$	685,695.21			
85201		\$	28,573.61	\$		Components		
85225		\$	44,773.20		358,185.59	· · · · · · · · · · · · · · · · · · ·		
85233		\$	7,004.17	\$	28,016.70			
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(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)		otal Revenue ludes 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			4,348.40	\$	26,090.38	Bikes		
91364			1,319.98	\$	170,277.92	Accessories		
91403		\$	45,506.27	\$	182,025.06	Bikes		
91411		\$	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		_	50,014.08	\$	600,169.02	Bikes		
91776			1,023.97	\$	119,804.63	Accessories		
91786			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		

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)		otal Revenue ludes 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		

Geographical Penetration and Product Mix by Postal Code for US Territories								
Source: Transactional Database (AdventureWorks2008R2)								
Average Transaction								
	Number of Distinct		Amount		otal Revenue	Most Popular Product		
Postal Code	Buyers		(Excludes Tax & Freight)	(Exc	ludes Tax & Freight)	Category		
94587		\$	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			
98020	94	\$	895.81	\$	104,809.70	Accessories		
98027	104		2,229.26	\$		Accessories		
98031		\$	14,356.85	\$	258,423.34			
09032		ç	2 200 44	ç	272 206 00	Ü		

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) **Average Transaction Number of Distinct Most Popular Product Total Revenue Amount Postal Code** (Excludes Tax & Freight) (Excludes Tax & Freight) Category Buyers 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 \$ 182 \$ 98312 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 2,669.48 98403 95 \$ 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 700.67 \$ 98801 1 \$ 4,204.03 Components 98901 96 \$ 814.31 94,460.07 Accessories \$ 1 \$ 98926 59,744.66 \$ 477,957.27 Bikes 99202 85 \$ 2,653.49 273,309.10 Clothing \$

430.60 \$

\$

1,075.46

1,412.09

14,476.06

1,291.79 Clothing

138,734.28 Accessories

7,060.45 Bikes

63,095,035.73

1 \$

99 \$

2 \$

\$

99337

99362

97015-6403