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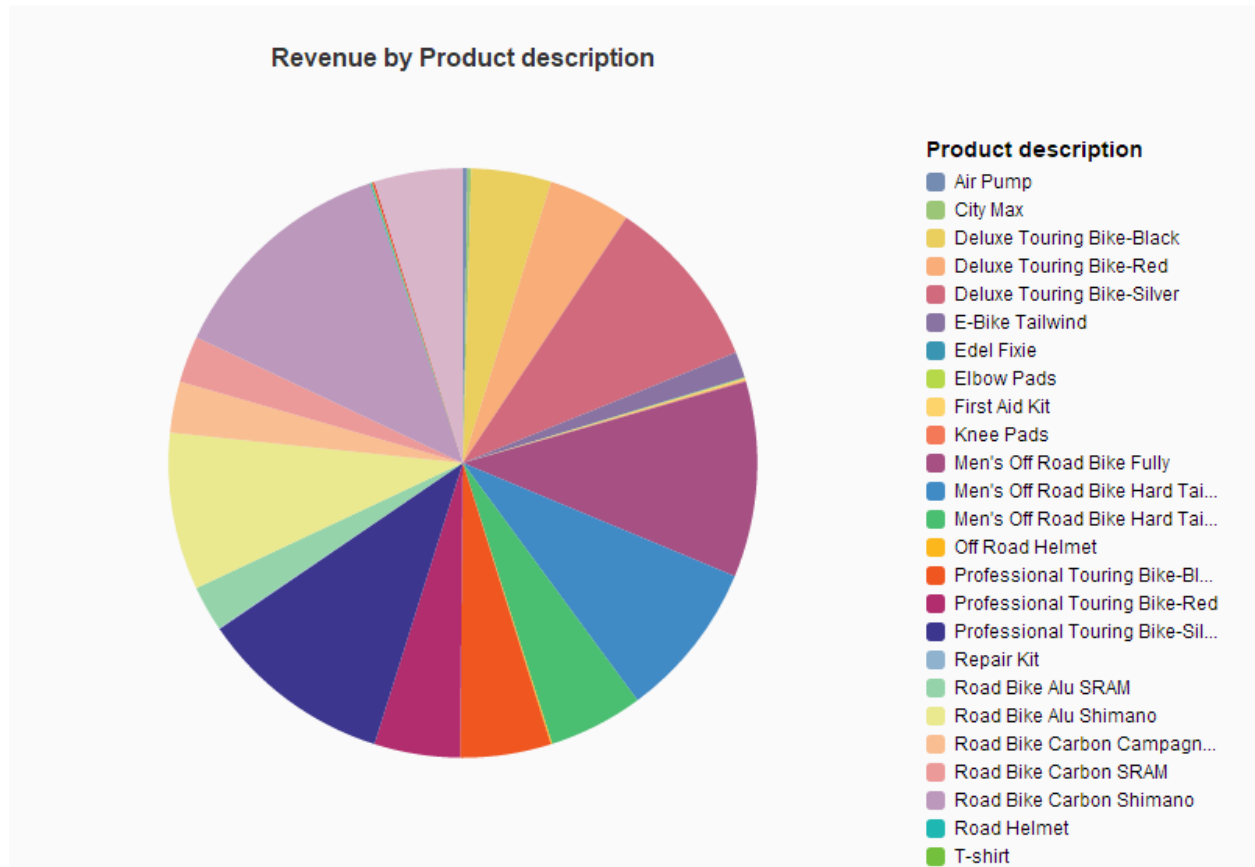
### Lumira GBI Assignment

Q1. What year had the highest revenue? What was the revenue



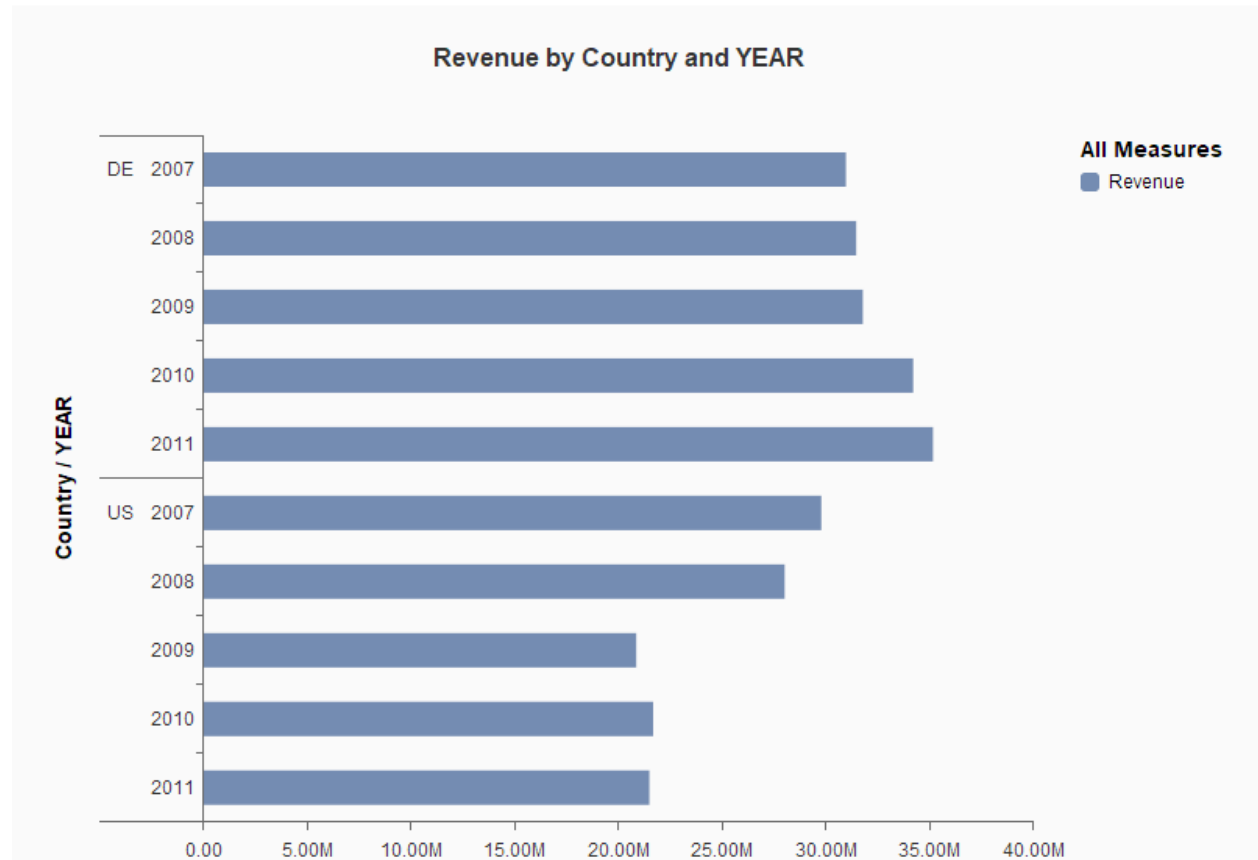
Answer: Year 2007 had the highest revenue of \$60,715,832.76

Q2. What material (with name) had the highest revenue? What was the revenue?



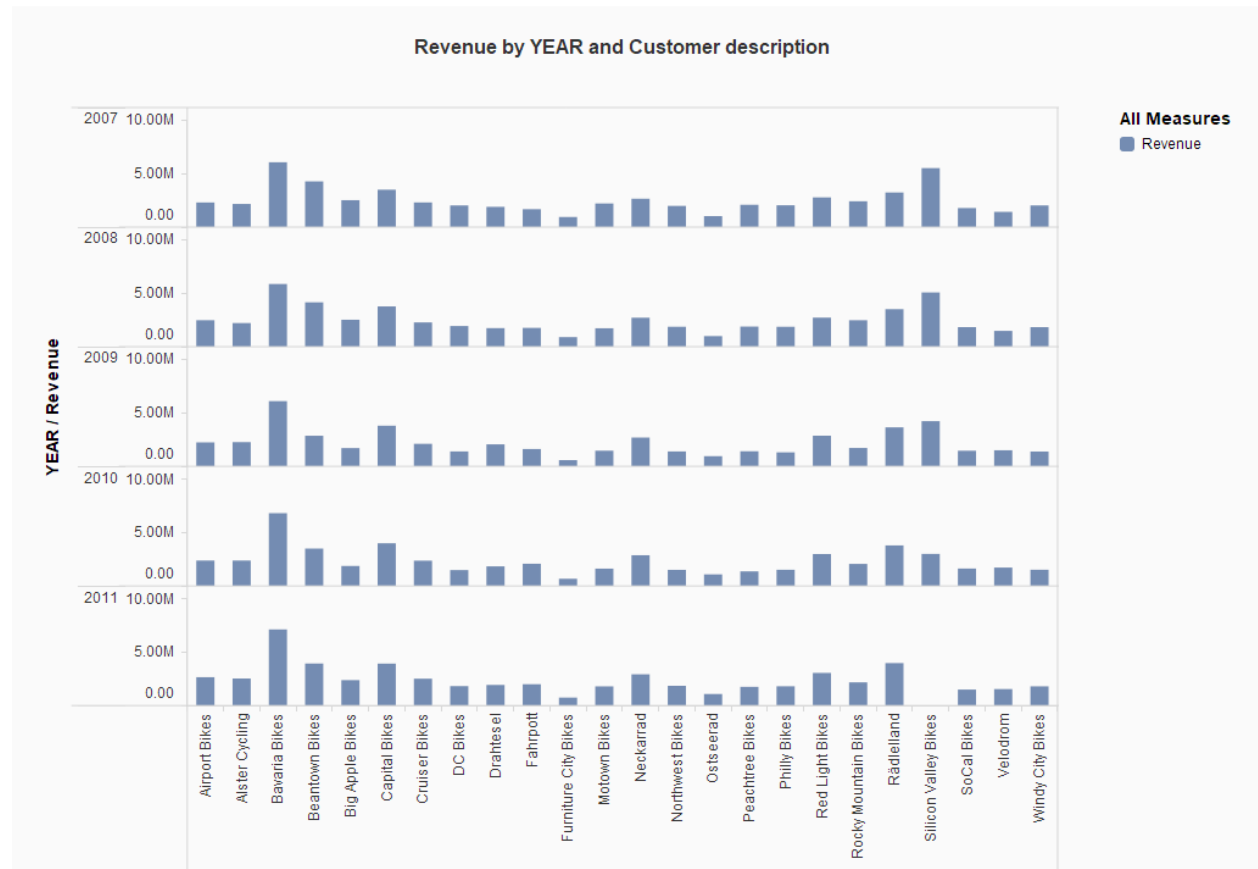
Answer: Men's Off Road Bike Fully had the highest revenue of \$30,613,418.25

Q3. Are the historical (year by year) revenue trends for the US and DE similar or dissimilar?



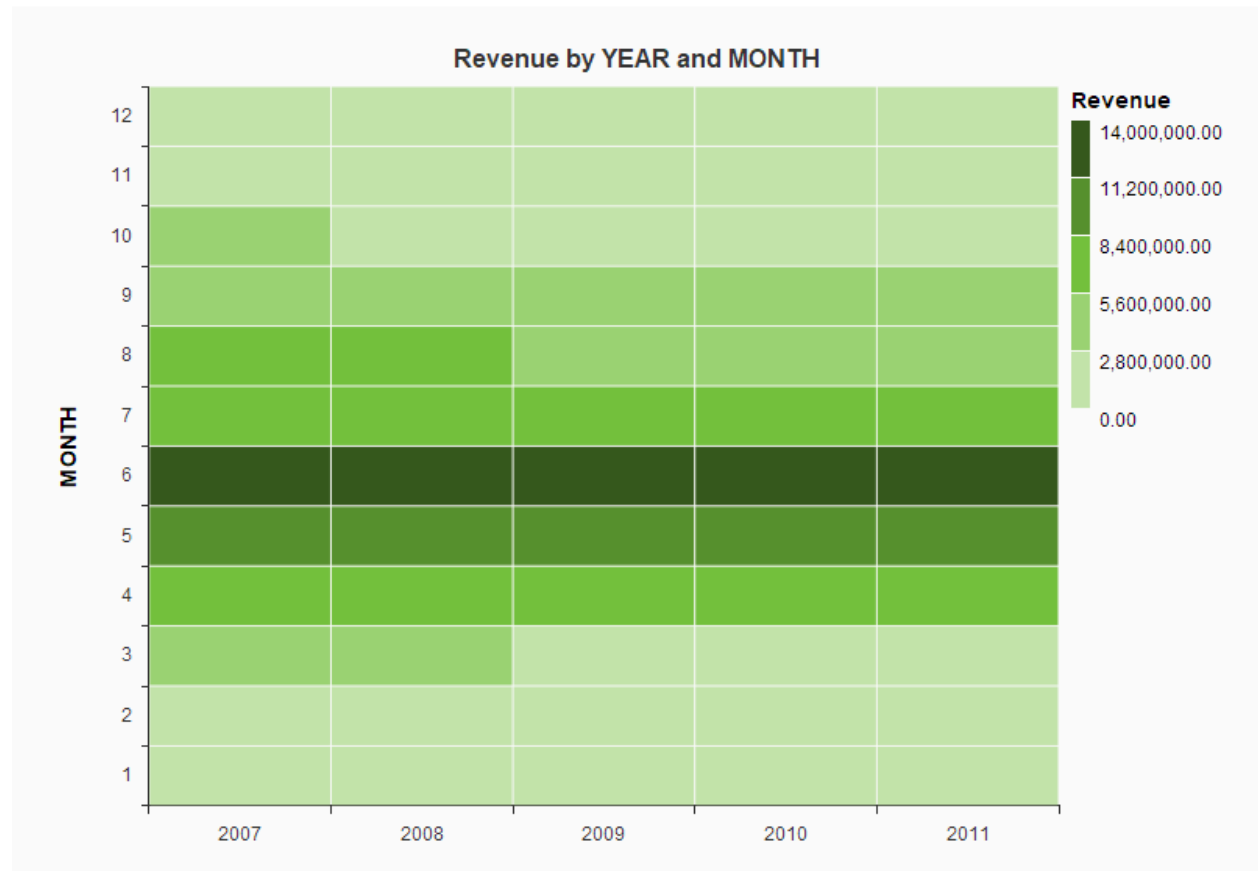
Answer: The trends regarding the US and DE are going opposite directions. US is trending downward where DE is trending upward in regards to revenue.

Q4. Did GBI ever gain or lose a customer? Explain.



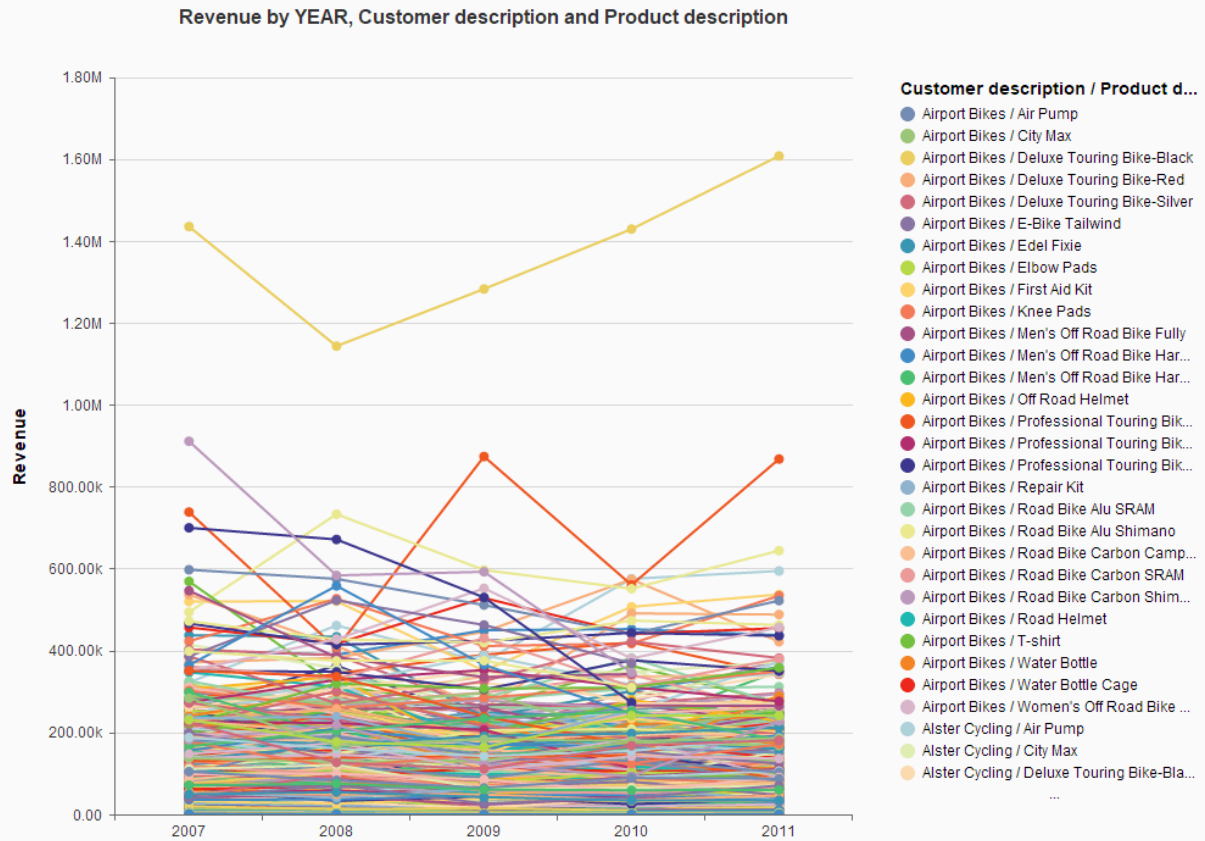
Answer: GBI had lost a customer for Silicon Valley Bikes. You can see the store had no customers for year 2011.

Q5. Is there seasonality in revenue during the year? If so, what month has the highest revenue? Is the seasonality similar from year to year?



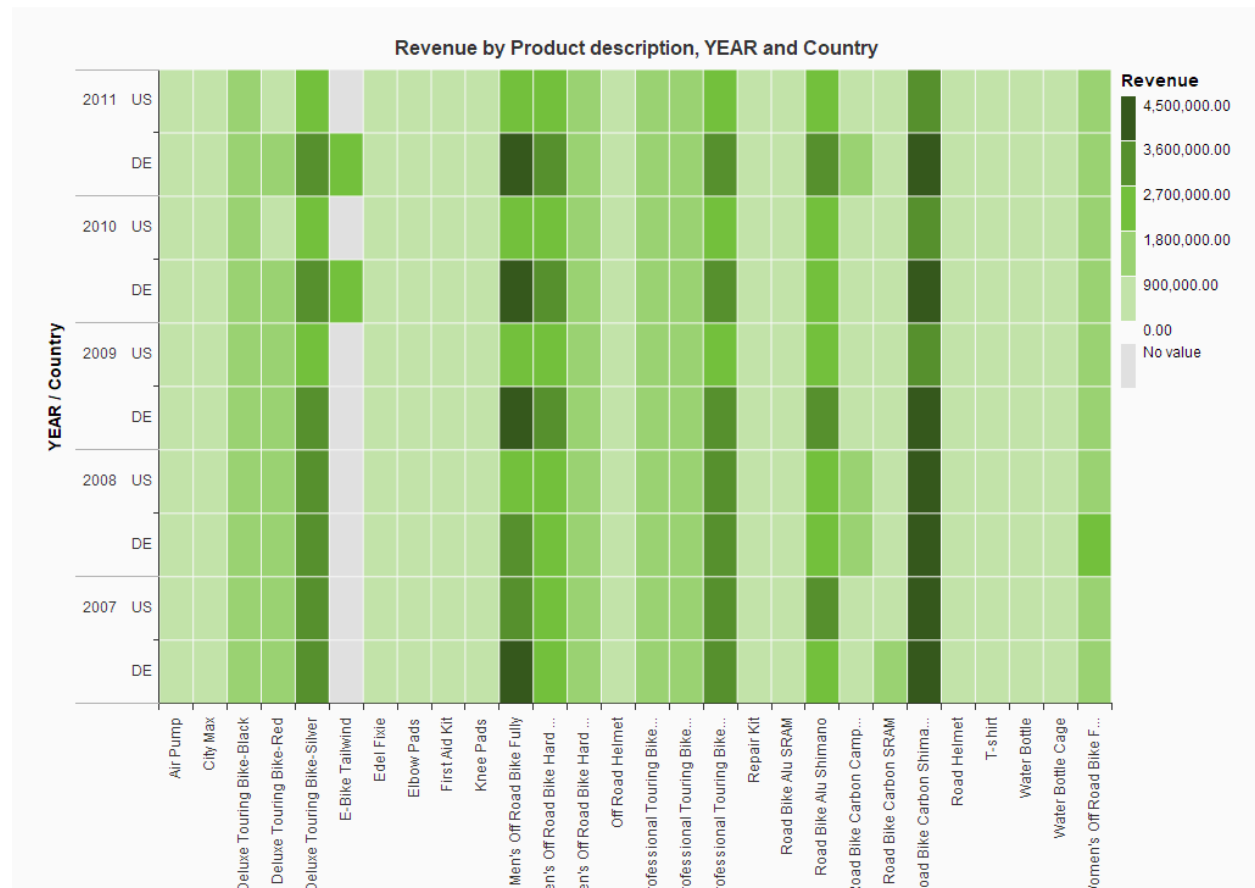
Answer: Yes, there is seasonality in revenue during the year. It is light in the start and peaks in the middle of the year and falls after the 6<sup>th</sup> month. The 6<sup>th</sup> month of 2008 had the highest revenue of \$13,917,909.89

Q6. In 2011, for what Material did the highest Revenue from a single customer occur?



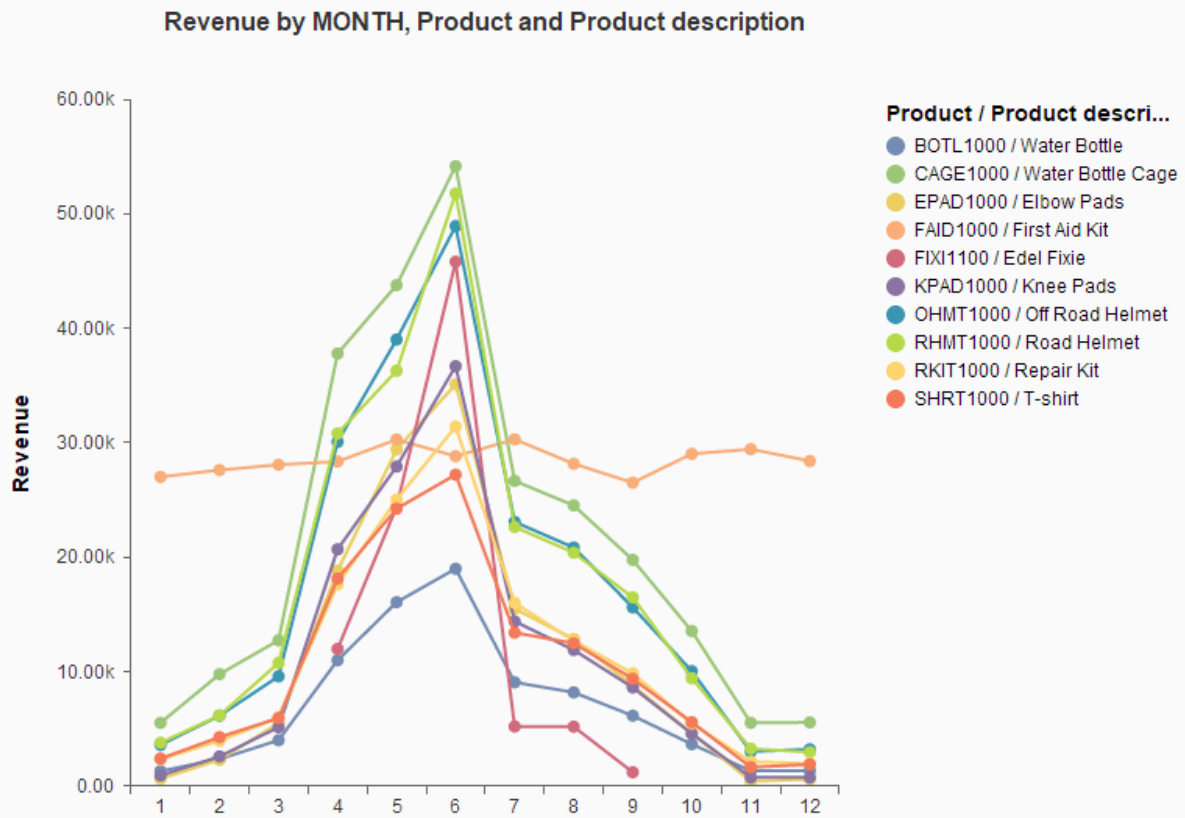
Answer: In 2011, Bavaria Bikes had the highest Revenue of \$1,608,347.53

Q7. Are there any products that show dramatic change in revenue over time (years)? Does it have similar change by country?



Answer: The product E-Bike Tailwind was not sold in years 2007-2009. This product was only sold in DE in 2010 and 2011.

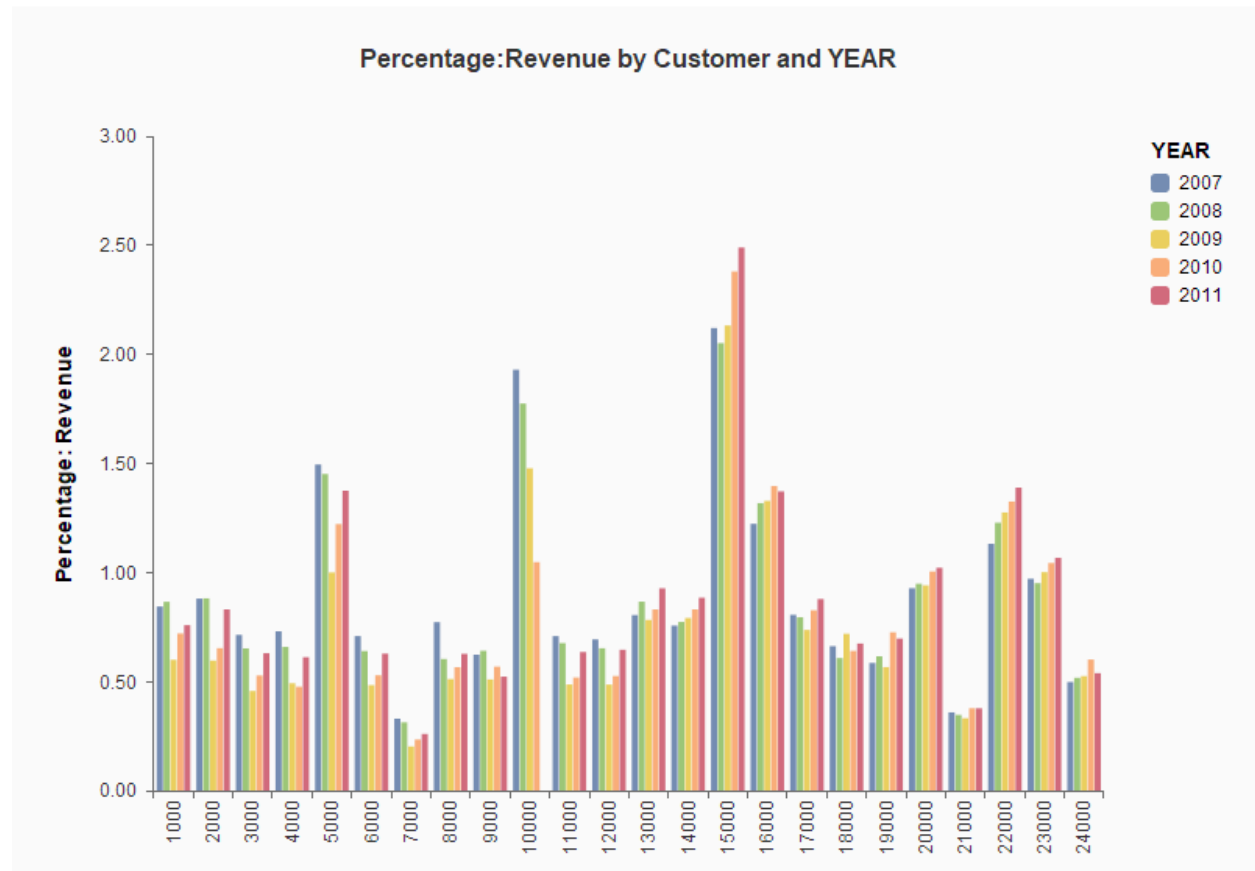
Q8. Is there any material that does not display significant seasonality?



Answer: First Aid Kits did not display significant seasonality. The revenue line is close to flat all year round.

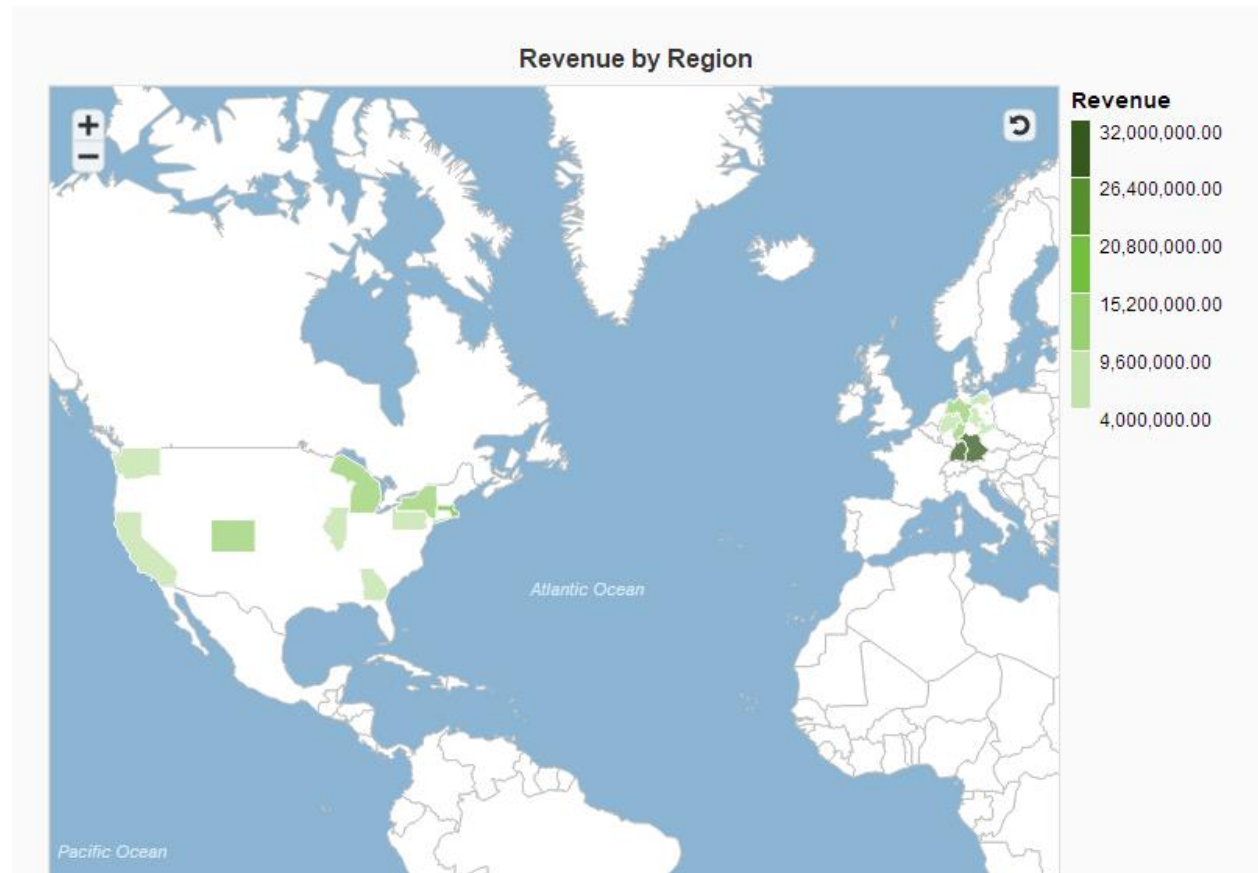


Q9. What customer has the highest percentage contribution to revenues? What has been the trend of that customer's percentage contributions over the years?



Answer: Customer 15000 had the highest contribution to revenues with a percentage of 11.17% from 2007 to 2011.

Q10. Which region has the highest revenue?



Answer: Baden-Wurttemberg has the highest revenue with \$31,936,202.47