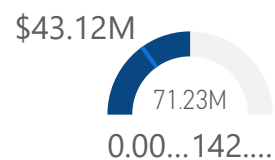


# Competitor Sales Analysis



## Total Revenue



# 19.63%

Sintec Market Share

1/1/2017

12/31/2021

Competitor Sales Analysis

Sintec Revenue by Country

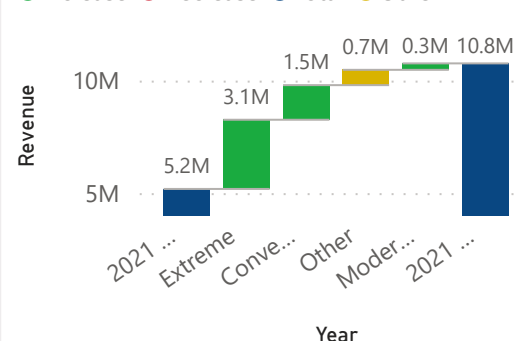
Year 2021 Revenue MoM Trend

Revenue by category for USA

Advanced Insights

## Revenue by Year, Quarter and Segment

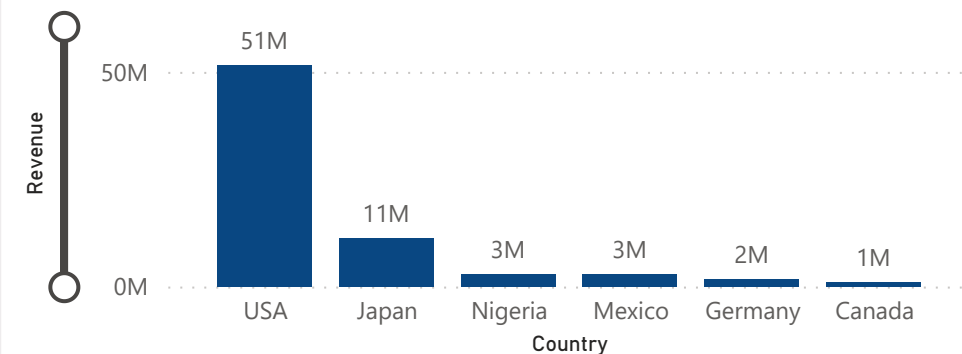
● Increase ● Decrease ● Total ● Other



Category	Revenue	PY Sales	% Growth	%GT Revenue
<input checked="" type="checkbox"/> Mix	4,084,188.04	\$2,423,983.34	68.49%	5.73%
<input checked="" type="checkbox"/> All Season	4,084,188.04	\$2,423,983.34	68.49%	5.73%
<input checked="" type="checkbox"/> Rural	8,415,668.98	\$5,820,152.08	44.60%	11.81%
<input checked="" type="checkbox"/> Productivity	5,780,165.64	\$4,046,139.29	42.86%	8.11%
<input checked="" type="checkbox"/> Select	2,635,503.34	\$1,774,012.78	48.56%	3.70%
<input checked="" type="checkbox"/> Urban	56,489,224.05	\$33,673,466.58	67.76%	79.30%
<input checked="" type="checkbox"/> Convenience	15,507,772.36	\$9,440,693.96	64.27%	21.77%
<input checked="" type="checkbox"/> Extreme	35,863,359.43	\$21,068,766.13	70.22%	50.35%
<input checked="" type="checkbox"/> Moderation	2,693,236.27	\$1,234,832.42	118.11%	3.78%
<b>Total</b>	<b>71,234,293.65</b>	<b>\$43,119,465.18</b>	<b>65.20%</b>	<b>100.00%</b>

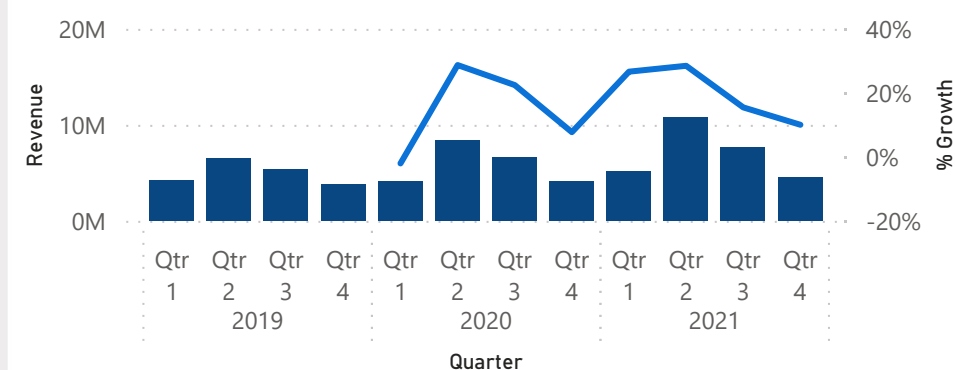
## Revenue by Country and Manufacturer

Manufacturer ● Sintec



## Revenue by Date

● Revenue ● % Growth



# Advanced Insights



163.36M

Revenue

\$99.56M

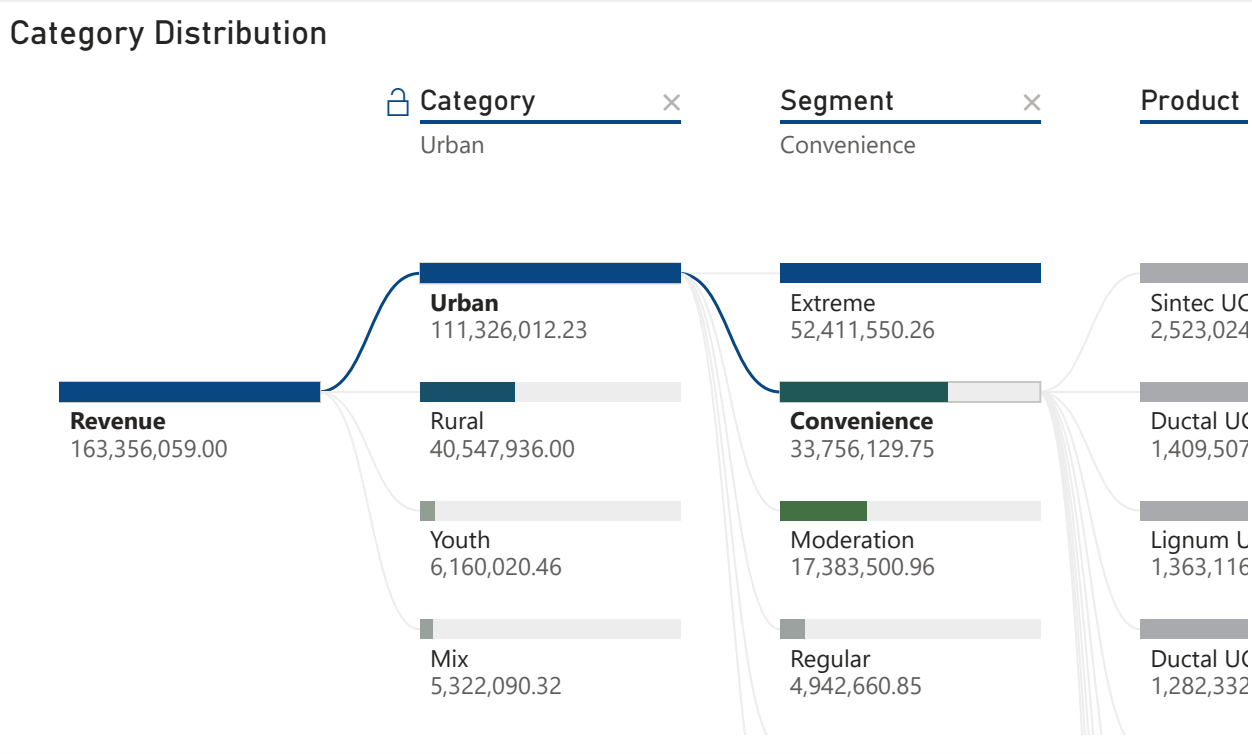
PY Sales

501K

Units

64.08%

% Growth



Key influencers

Top segments

What influences Revenue to

Increase

?

When...

....the average of Revenue increases by

Product is Maximus UM-80

780.9

Product is Lignum UC-26

728.8

Product is Lignum UC-03

604.2

Revenue is more likely to increase when Product is Maximus UM-80 than otherwise (on average).

2K

1K

0K

Maxi...

Maxi...

Atlas...

Maxi...

Maxi...

Maxi...

Inve...

Maxi...

Only show values that are influencers

Revenue Increased the most (by 566.31) when Manufacturer was Artisans. 4 other factors also caused Revenue to Increase, explore them in the key influencers visual.