

Competitor Sales Analysis



19.63%

Sintec Market Share

1/1/2017



31/12/2021



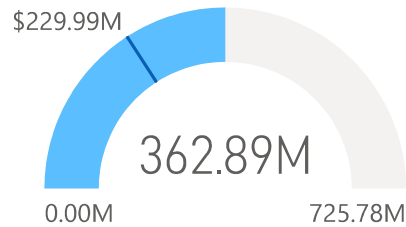
Competitor Sales Analysis

Sintec Revenue by Country

Year 2021 Revenue MoM Trend

Revenue by category for USA

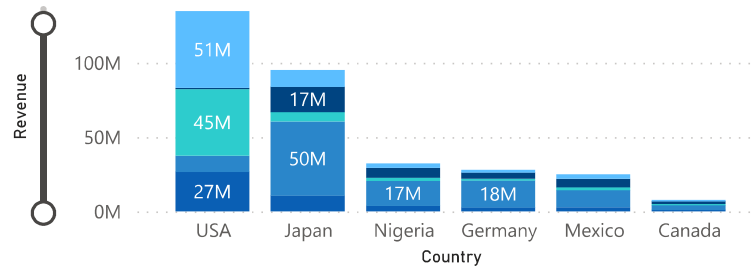
Total Revenue



Category	Revenue	PY Sales	% Growth	%GT Revenue
<input type="checkbox"/> Mix	8,395,722.52	\$5,151,566.12	62.97%	2.31%
<input type="checkbox"/> All Season	7,552,582.76	\$4,459,024.68	69.38%	2.08%
<input type="checkbox"/> Extreme	4,198.96			0.00%
<input type="checkbox"/> Productivity	838,940.81	\$692,541.44	21.14%	0.23%
<input type="checkbox"/> Rural	63,735,004.68	\$41,817,656.64	52.41%	17.56%
<input type="checkbox"/> Extreme	147,685.88	\$88,645.88	66.60%	0.04%
<input type="checkbox"/> Productivity	48,183,094.83	\$32,505,953.19	48.23%	13.28%
<input type="checkbox"/> Select	15,404,223.98	\$9,223,057.57	67.02%	4.24%
<input type="checkbox"/> Urban	280,029,932.94	\$176,494,870.60	58.66%	77.17%
<input type="checkbox"/> Convenience	113,808,200.98	\$71,263,001.21	53.25%	21.36%
Total	362,890,869.78	\$229,987,377.02	57.79%	100.00%

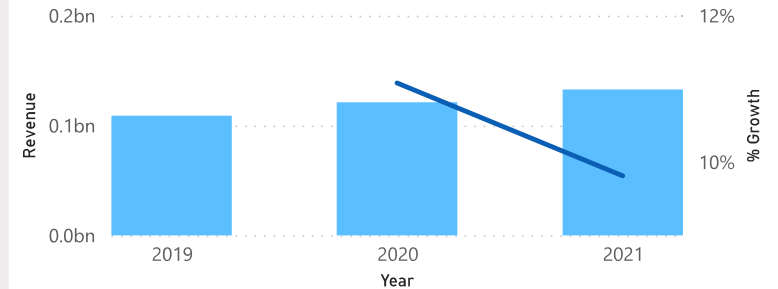
Revenue by Country and Manufacturer

Manufacturer ● Aquatail ● Artisans ● Ductal ● Ondex ● Sintec



Revenue by Date

● Revenue ● % Growth



Advanced Insights



362.89M

Revenue

\$229.99M

PY Sales

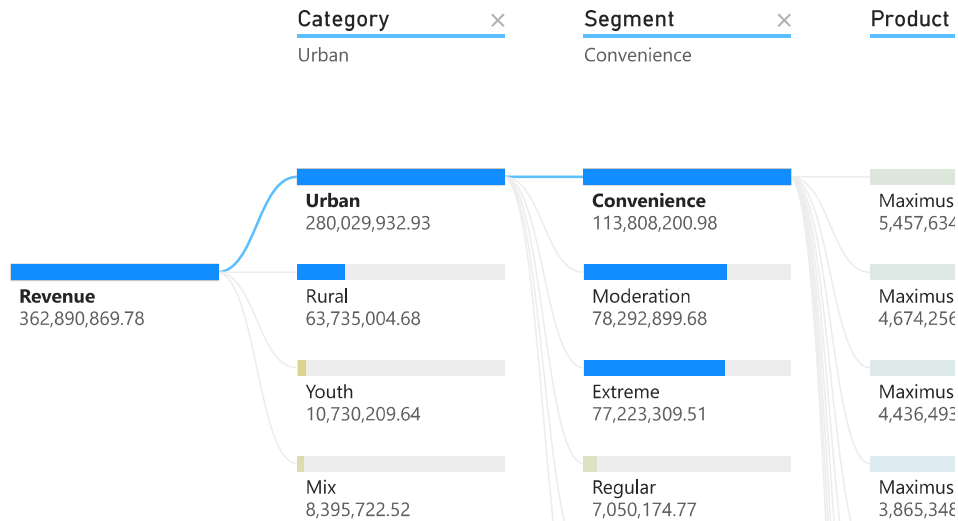
947K

Units

57.79%

% Growth

Category Distribution

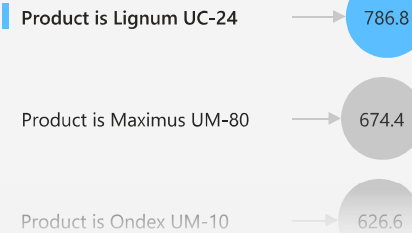


Key influencers Top segments

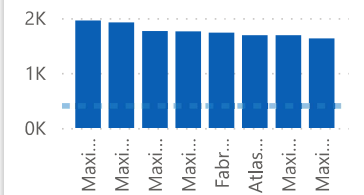


What influences Revenue to Increase ?

When... ..the average of Revenue increases by



← Revenue is more likely to increase when Product is Lignum UC-24 than otherwise (on average).



☐ Only show values that are influencers

Revenue Increased the most (by 518.37) when Manufacturer was Artisans. 2 other factors also caused Revenue to Increase, explore them in the key influencers visual.