

# Adventure Works

## Regional Analysis

Select Date

1/1/2005

12/31/2014

\$109.81M

Total Sales

\$43.97M

Total Cost

\$65.84M

Gross Profit

59.96%

% Gross Profit



This visual does not support exporting.

Select Subcategory

All

Select Category

All

### Internet Sales :

\$29.36M

Total Sales

\$17.28M

Total Cost

\$12.08M

Margin

41.15%

% Margin

### Reseller Sales :

\$80.45M

Total Sales

\$26.69M

Total Cost

\$53.76M

Margin

66.82%

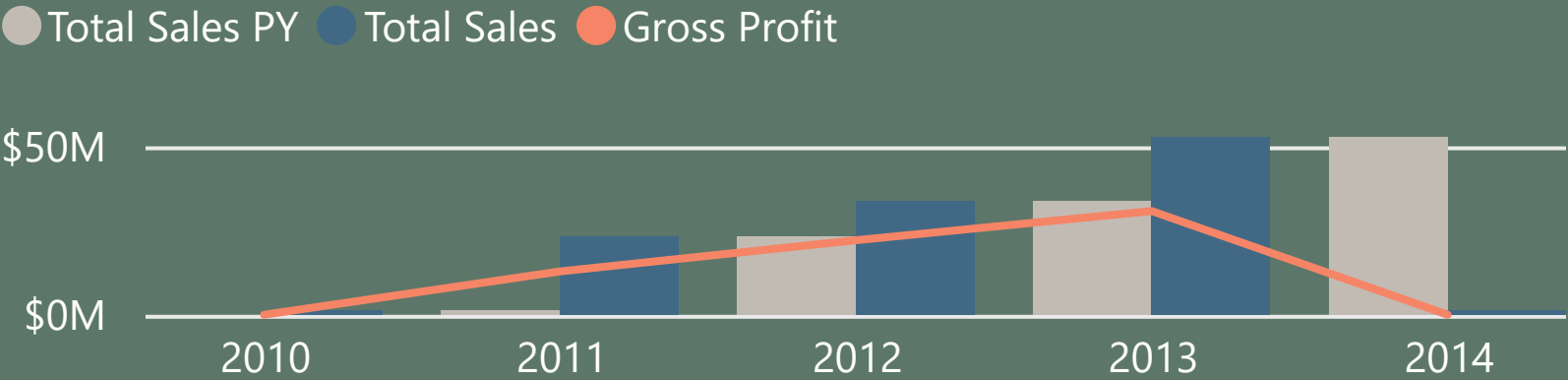
% Margin

Total Sales by Region

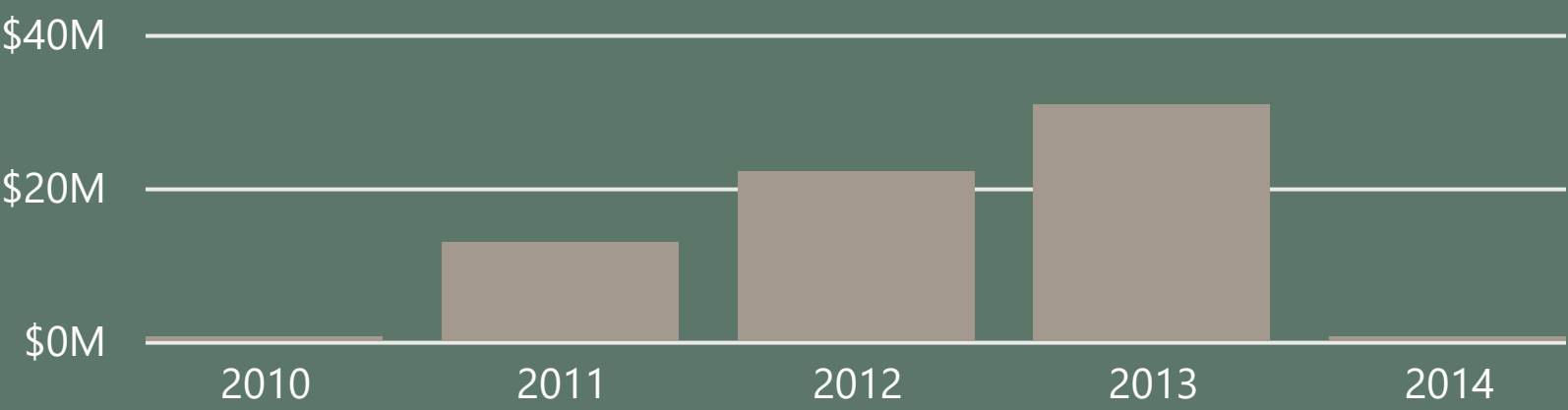


Product	Total Sales
<input type="checkbox"/> Accessories	\$1,272,057.8878
<input type="checkbox"/> Bike Racks	\$237,096.156
Hitch Rack - 4-Bike	\$237,096.156
<input type="checkbox"/> Bike Stands	\$39,591
All-Purpose Bike Stand	\$39,591
<input type="checkbox"/> Bottles and Cages	\$64,274.7936
Mountain Bottle Cage	\$20,229.75
Road Bottle Cage	\$15,390.88
Water Bottle - 30 oz.	\$28,654.1636
<input type="checkbox"/> Cleaners	\$18,406.9725
Bike Wash - Dissolver	\$18,406.9725
<input type="checkbox"/> Fenders	\$46,619.58
Fender Set - Mountain	\$46,619.58
<input type="checkbox"/> Helmets	\$484,048.5323
Sport-100 Helmet, Black	\$160,869.5189
Sport-100 Helmet, Blue	\$165,406.6181
Sport-100 Helmet, Red	\$157,772.3953
<input type="checkbox"/> Hydration Packs	\$105,826.4185
<b>Total</b>	<b>\$109,809,274.203</b>

Total Sales PY, Total Sales and Gross Profit by Year



Gross Profit by Year



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% Margin

Country	Total Sales	Total IS	Total RS	Total Cost	Total Cost IS	Total Cost RS	Gross Profit	Margin IS	Margin RS	% Gross Profit	% Margin IS	% Margin RS
Australia	\$10,655,335.9611	\$9,061,000.5844	\$1,594,335.3767	\$6,181,846.8874	\$5,375,145.5081	\$806,701.3793	\$4,473,489.0737	\$3,685,855.0763	\$787,633.9974	41.98%	40.68%	49.40%
Canada	\$16,355,770.4586	\$1,977,844.8621	\$14,377,925.5965	\$5,925,959.6275	\$1,147,923.3609	\$4,778,036.2666	\$10,429,810.8311	\$829,921.5012	\$9,599,889.3299	63.77%	41.96%	66.77%
France	\$7,251,555.6493	\$2,644,017.7143	\$4,607,537.935	\$2,858,060.882	\$1,557,752.9925	\$1,300,307.8895	\$4,393,494.7673	\$1,086,264.7218	\$3,307,230.0455	60.59%	41.08%	71.78%
Germany	\$4,878,300.3755	\$2,894,312.3382	\$1,983,988.0373	\$2,413,249.5372	\$1,706,941.5732	\$706,307.964	\$2,465,050.8383	\$1,187,370.765	\$1,277,680.0733	50.53%	41.02%	64.40%
United Kingdom	\$7,670,721.0375	\$3,391,712.2109	\$4,279,008.8266	\$3,362,722.0853	\$2,001,221.4329	\$1,361,500.6524	\$4,307,998.9522	\$1,390,490.778	\$2,917,508.1742	56.16%	41.00%	68.18%
United States	\$62,997,590.721	\$9,389,789.5108	\$53,607,801.2102	\$23,229,785.129	\$5,488,808.7081	\$17,740,976.4209	\$39,767,805.592	\$3,900,980.8027	\$35,866,824.7893	63.13%	41.54%	66.91%
Total	\$109,809,274.203	\$29,358,677.2207	\$80,450,596.9823	\$43,971,624.1484	\$17,277,793.5757	\$26,693,830.5727	\$65,837,650.0546	\$12,080,883.645	\$53,756,766.4096	59.96%	41.15%	66.82%

StateProvinceName	Total Sales	Total IS	Total RS	Total Cost	Total Cost IS	Total Cost RS	Gross Profit	Margin IS	Margin RS	% Gross Profit	% Margin IS	% Margin RS
California	\$15,478,528.4009	\$5,714,257.6926	\$9,764,270.7083	\$6,538,660.2443	\$3,344,241.0052	\$3,194,419.2391	\$8,939,868.1566	\$2,370,016.6874	\$6,569,851.4692	57.76%	41.48%	67.28%
Washington	\$9,421,963.3859	\$2,467,248.3415	\$6,954,715.0444	\$3,627,244.2367	\$1,439,644.249	\$2,187,599.9877	\$5,794,719.1492	\$1,027,604.0925	\$4,767,115.0567	61.50%	41.65%	68.55%
Texas	\$6,656,407.9707	\$1,789.1	\$6,654,618.8707	\$2,106,796.6287	\$1,016.3613	\$2,105,780.2674	\$4,549,611.342	\$772.7387	\$4,548,838.6033	68.35%	43.19%	68.36%
Ontario	\$6,179,224.9167	\$36.96	\$6,179,187.9567	\$2,142,361.9902	\$13.8231	\$2,142,348.1671	\$4,036,862.9265	\$23.1369	\$4,036,839.7896	65.33%	62.60%	65.33%
England	\$7,670,721.0375	\$3,391,712.2109	\$4,279,008.8266	\$3,362,722.0853	\$2,001,221.4329	\$1,361,500.6524	\$4,307,998.9522	\$1,390,490.778	\$2,917,508.1742	56.16%	41.00%	68.18%
British Columbia	\$5,374,969.8614	\$1,955,340.0996	\$3,419,629.7618	\$2,199,047.9098	\$1,134,336.4021	\$1,064,711.5077	\$3,175,921.9516	\$821,003.6975	\$2,354,918.2541	59.09%	41.99%	68.86%
Quebec	\$2,991,865.3294		\$2,991,865.3294	\$1,051,292.3508		\$1,051,292.3508	\$1,940,572.9786		\$1,940,572.9786	64.86%		64.86%
Colorado	\$2,395,913.843		\$2,395,913.843	\$692,629.6323		\$692,629.6323	\$1,703,284.2107		\$1,703,284.2107	71.09%		71.09%
Florida	\$2,307,649.7776	\$7,760.9096	\$2,299,888.868	\$818,890.8727	\$4,447.6287	\$814,443.244	\$1,488,758.9049	\$2,313.2809	\$1,485,445.624	64.51%	42.69%	64.59%
Total	\$109,809,274.203	\$29,358,677.2207	\$80,450,596.9823	\$43,971,624.1484	\$17,277,793.5757	\$26,693,830.5727	\$65,837,650.0546	\$12,080,883.645	\$53,756,766.4096	59.96%	41.15%	66.82%