

Executive Summary (Sales Report)

Adventure Works

₱109.81M

Total Sales Amount

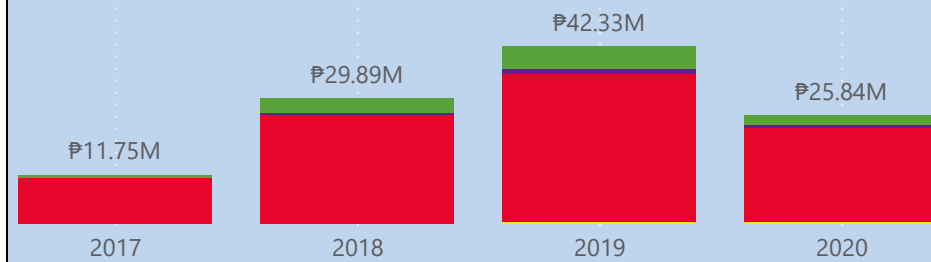
Year, Month

- ✓ ☐ 2017
- ✓ ☐ 2018
- ✓ ☐ 2019
- ✓ ☐ 2020
- ✓ ☐ 2021

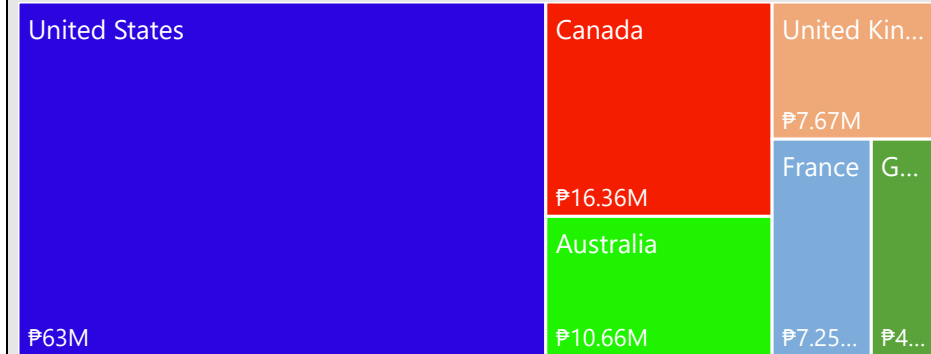
- Insights:
- 1. Commendable 3-year period of steady growth from 2017-2019. However, sales drop during 2020 which was the pandemic outbreak from \$42M to \$26M.
 - 2. Bike emerged as a successful top performer throughout the years of operation.
 - 3. United States stands out as the powerhouse in terms of sale, consistently emerging as the country with highest sales figures.
 - 4. Reseller has proven to be the cornerstone channel of the company, consistently generating a substantial portion of total sales.
 - 5. Warehouse as a warehouse-centric business model has demonstrated its effectiveness in selling the products.

Sales Amount by Year and Category

Category ● Accessories ● Bikes ● Clothing ● Components



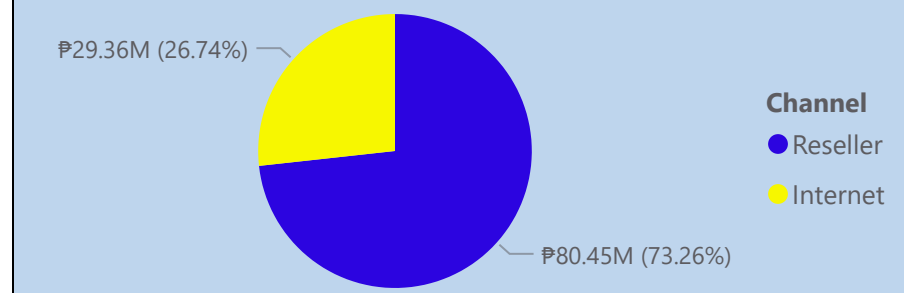
Total Sales Amount by Country



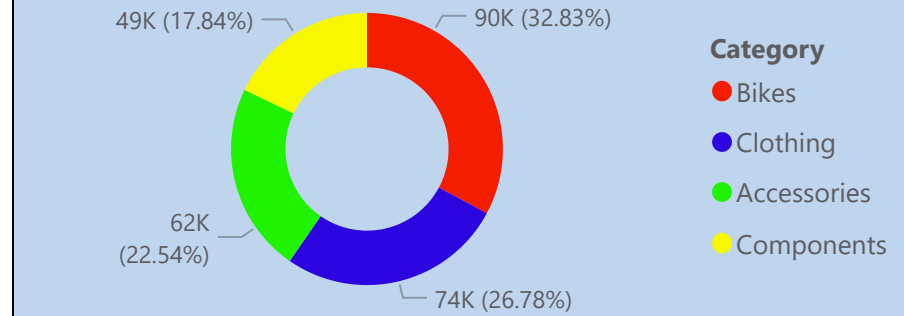
Product Category Sales by Business Type

Category	Total Sales Amount
Bikes	₱66,302,381.27
Value Added Reseller	₱30,892,354.64
Warehouse	₱29,329,910.27
Total	₱80,450,596.11

Total Sales Amount by Channel



Total Order Quantity by Category



Sales Amount by Business Type

