

SUMMARY OF SALES DATA AND PERFORMANCE METRICS ADVENTURES WORK 2016

HERBERT TOYOTA

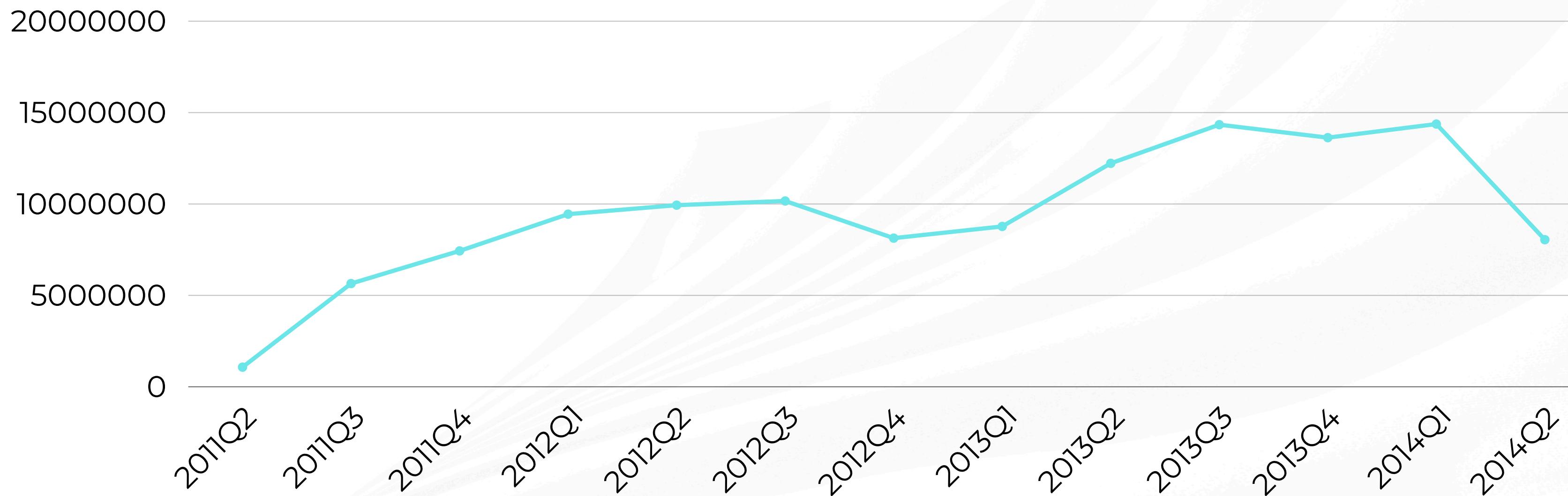
Company Overview



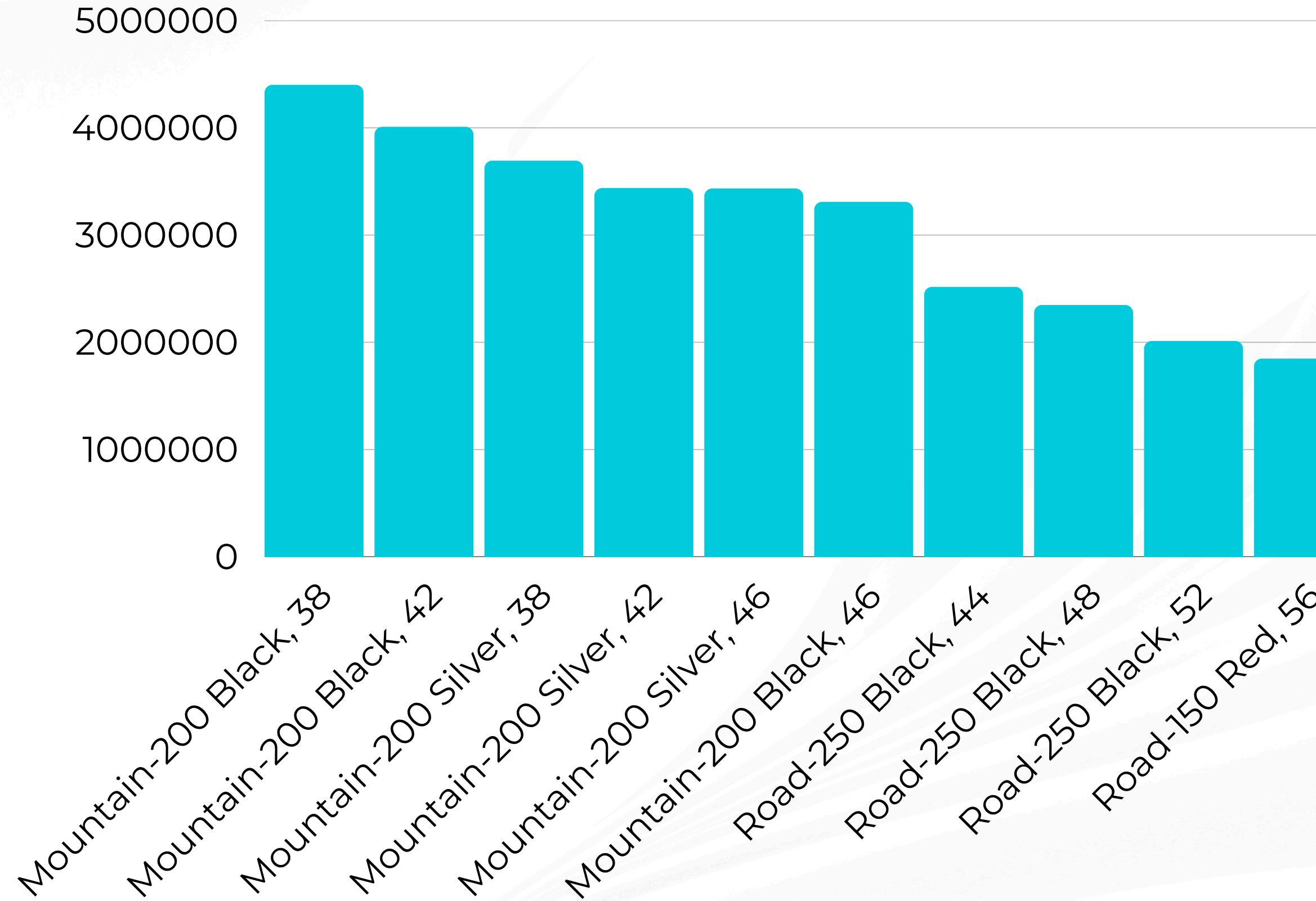
- Global bicycle manufacturer
- Strong presence in North America, Europe, and Asia-Pacific
- Sells directly online and through retail partners
- Diverse product lines: high-performance bikes, components, clothing, and accessories

Total Sales by Quarter/Year

- Performance Peak: Sales peaked in Q3 2013, reaching their highest point on the chart.
- Recent Decline: Following the peak, sales show a clear decline from Q3 2013 to Q2 2014, indicating a recent downturn in performance.



Top10 Products by Revenue



- The top five products, and six of the top ten, are all variations of the "Mountain-200" model.
- Products from other lines, such as the "Road-250" and "Road-150," are present in the top 10 but at much lower revenue levels

Participation Revenue by Category

Total Revenue: \$ 109.845k

| Product Category | Participation Revenue (%) |
|------------------|---------------------------|
| Bikes | 86,17 |
| Components | 10,74 |
| Clothing | 1,93 |
| Accessories | 1,16 |

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Profit x Margin Profit

| Product Category | Profit (\$Million) | Margin Profit (%) |
|------------------|--------------------|-------------------|
| Bikes | 7.93 | 8.38 |
| Accessories | 0.63 | 50.03 |
| Components | 0.49 | 4.15 |
| Clothing | 0.3 | 14.57 |

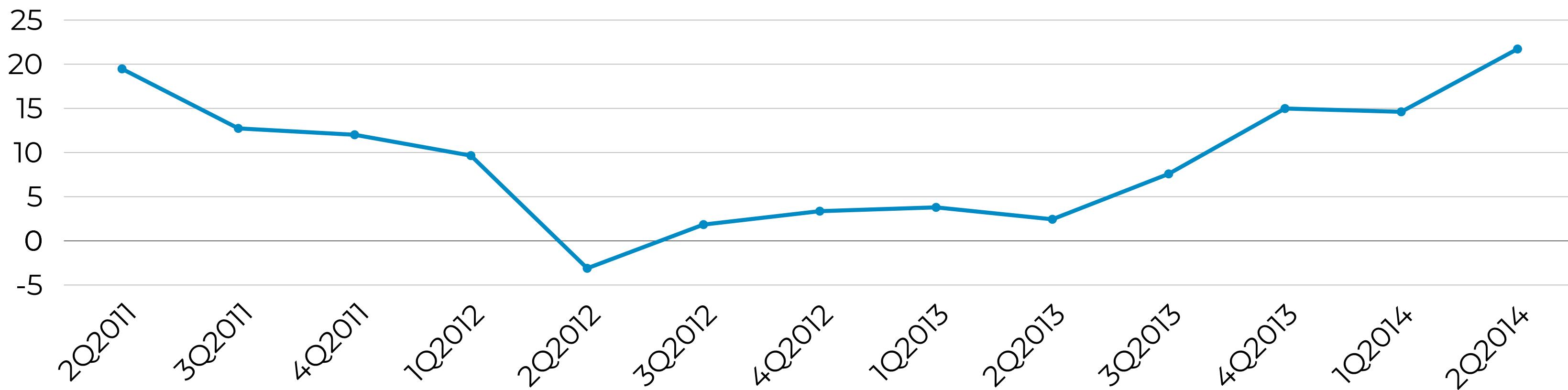
- The company's profit is mainly generated by Bikes, driven by high sales volume but with a low margin (8.38%)
- In contrast, Accessories deliver the highest margin (50%) despite modest profit, making them a strong growth opportunity

| FullName | NumberOfOrders | TotalValue |
|--------------------|----------------|-----------------|
| Roger Harui | 13 | 877.303.480.000 |
| Andrew Dixon | 12 | 853.849.180.000 |
| Reuben D'sa | 12 | 841.908.770.000 |
| Robert Vessa | 12 | 816.755.580.000 |
| Ryan Calafato | 12 | 799.277.900.000 |
| Joseph Castellucio | 12 | 787.773.040.000 |
| Kirk DeGrasse | 8 | 746.317.530.000 |
| Lindsey Camacho | 12 | 740.985.830.000 |
| Robin McGuigan | 12 | 730.798.710.000 |
| Stacey Cereghino | 12 | 727.272.650.000 |
| Richard Bready | 12 | 724.299.640.000 |
| Valerie Hendricks | 12 | 711.864.760.000 |
| François Ferrier | 12 | 700.803.790.000 |
| Blaine Dockter | 12 | 693.502.490.000 |
| Anton Kirilov | 8 | 671.618.030.000 |
| Mandy Vance | 8 | 643.745.900.000 |
| Kevin Liu | 8 | 636.226.470.000 |
| John Arthur | 12 | 618.616.130.000 |
| Barbara Calone | 8 | 617.340.460.000 |
| Marcia Sultan | 8 | 602.559.890.000 |

- 20 customers made purchases worth than \$ 600k
- Understanding the feedback of these customers bought the products can help on engagement
- Retains these customers are necessary , it is important to engage them for long term

Margin Profit by Quarter

- That's a severe decline between 2Q2011 and 2Q2012, achieving -3.11% on margin in 2Q2012
- After 2Q2012, the margin profit shows a gradual turnaround, suggesting improved operational efficiency or better cost control



Impact of discounts

| ProductName | Avg Discount (%) | AvgProfitMargin (%) |
|-------------------------|------------------|---------------------|
| Mountain-500 Silver, 40 | 40 | -172,76 |
| Mountain-500 Silver, 42 | 40 | -172,76 |
| Mountain-500 Silver, 44 | 40 | -172,76 |
| Mountain-500 Silver, 48 | 40 | -172,76 |
| Mountain-500 Silver, 52 | 40 | -172,76 |
| Mountain-100 Black, 48 | 35 | -124,96 |
| Mountain-100 Silver, 38 | 35 | -124,96 |
| Mountain-100 Silver, 48 | 35 | -124,96 |
| Mountain-100 Black, 42 | 33,26 | -118,22 |
| Mountain-100 Silver, 42 | 33,06 | -117,43 |
| Mountain-100 Silver, 44 | 31,86 | -112,77 |
| Mountain-100 Black, 44 | 30,88 | -108,96 |

| AvgDiscount_2Q2012 (%) | AvgDiscount_AllQuarters (%) |
|------------------------|-----------------------------|
| 1,32 | 0,28 |

- The high discount on 2Q2012 compared the all quarters impacted a lot on the margin
- A lot of Mountain that had more than 30% discount have margin -100%

Strategic Motivations Behind Discounting

- The company applied high discount to attract new customers, even with the high negative
- The subsequent (after 2Q2012) increase in profit margin indicates that the discount strategy may have successfully attracted new customers, leading to higher sales or repeat purchases in later quarters

