

**SUMMARY OF SALES DATA AND
PERFORMANCE METRICS
ADVENTURES WORK 2016**

HERBERT TOYOTA

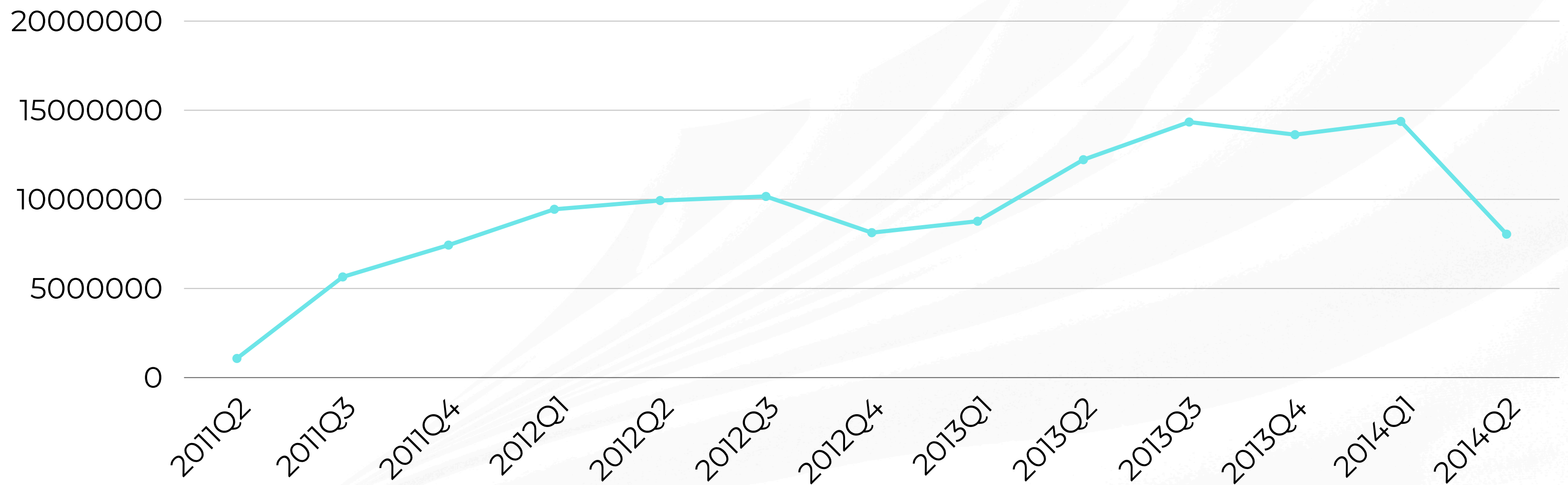
Company Overview



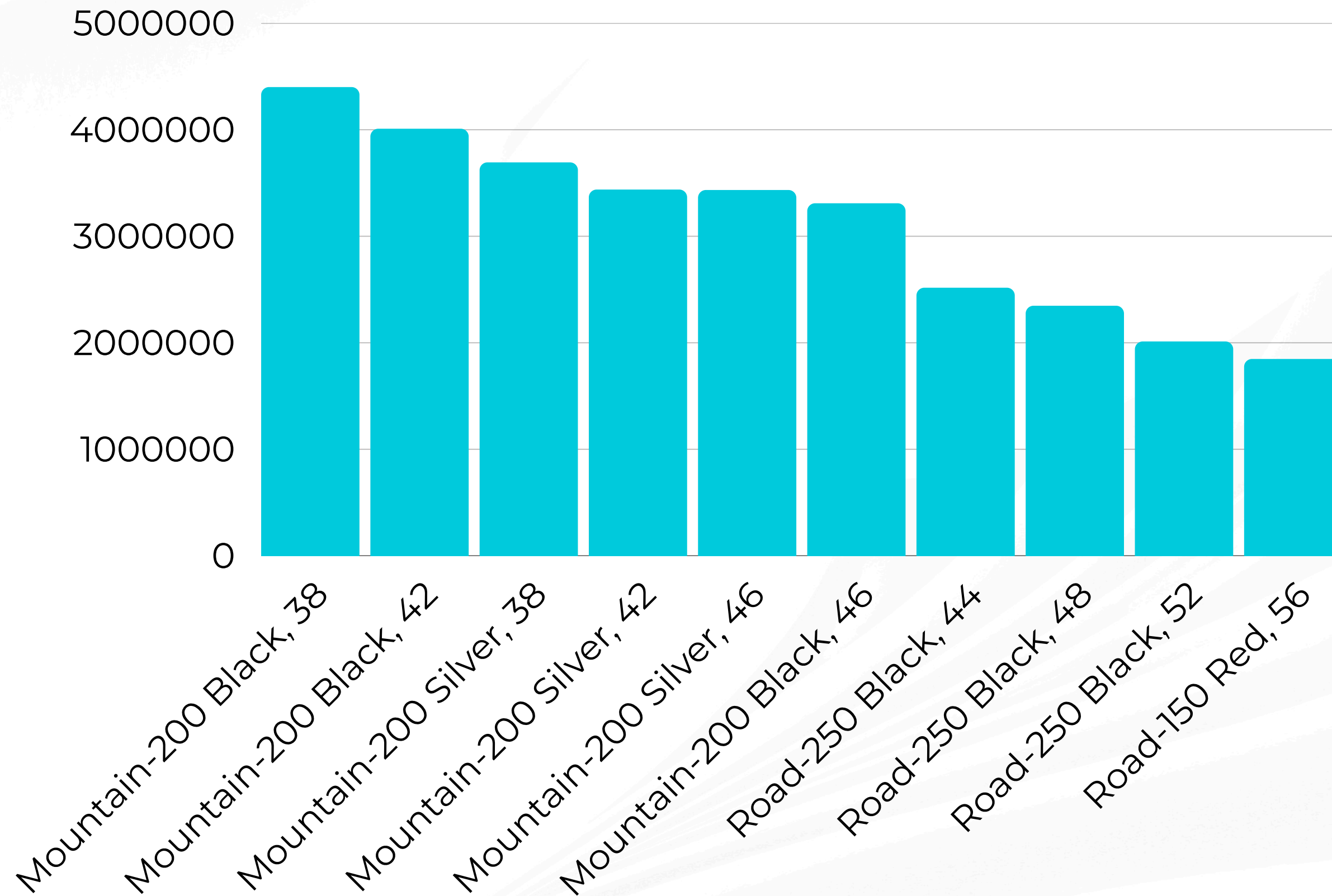
- Global bicycle manufacturer
- Strong presence in North America, Europe, and Asia-Pacific
- Sells directly online and through retail partners
- Diverse product lines: high-performance bikes, components, clothing, and accessories

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
Acessories	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

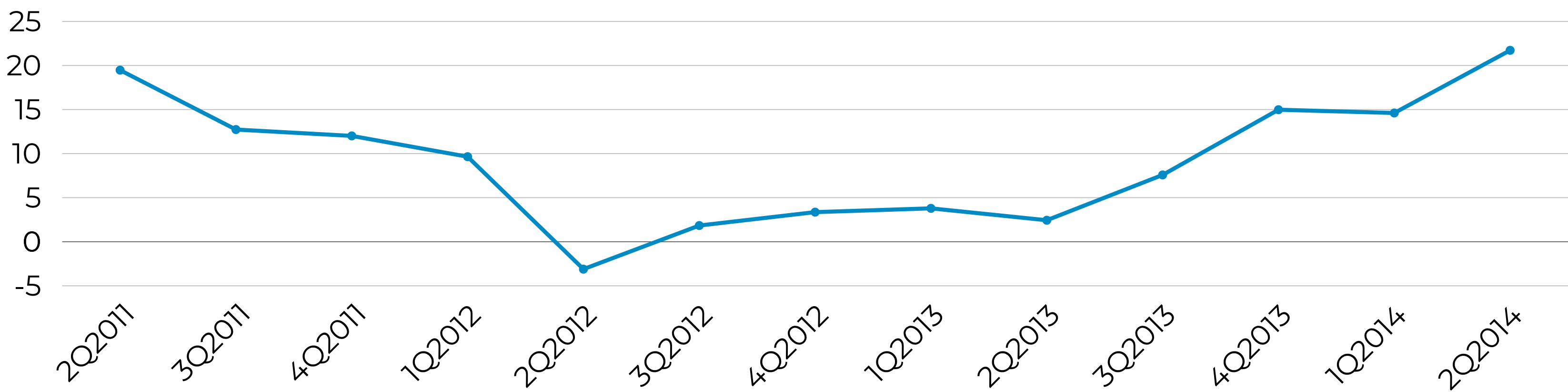
- The company's profit is mainly generated by Bikes, driven by high sales volume but with a low margin (8.38%)
- In contrast, Accessories deliver the highest margin (50%) despite modest profit, making them a strong growth opportunity

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
- Understaning the feedback of these customers bought the products can help on engagement
- Retains these customers are necesary , 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 comaped the all quartes impacted a lot on the margin
- A lot of Moutain that had more that 30% discount have margin -100%

Strategic Motivations Behind Discounting

- The companyt 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

