



VanArsdel Analytics

Performance Overview: Revenue, Growth, and Market Reach

2021 compared to 2020

Year

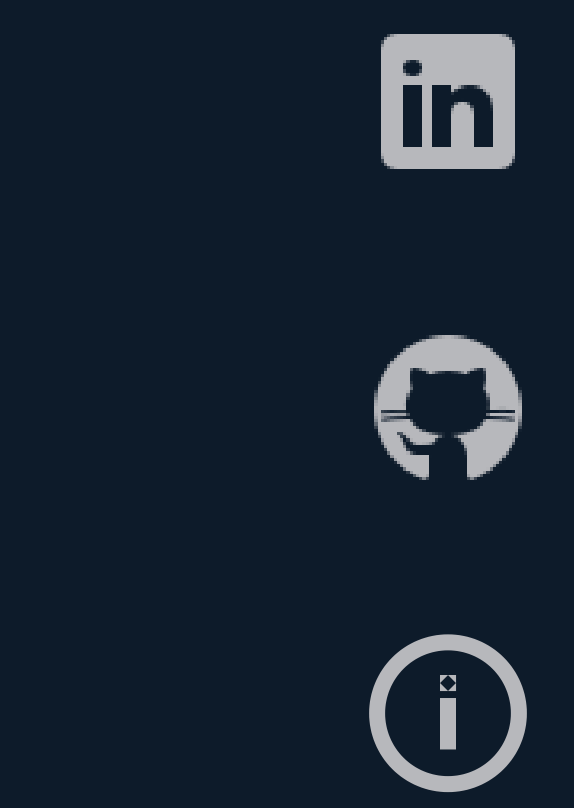
2021

Filter

Last Refreshed Data: 12/31/2021

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- Geo Sales
- Segment View
- Market Review

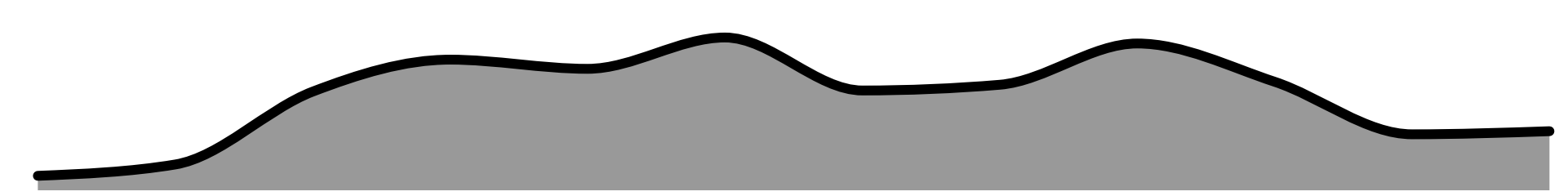
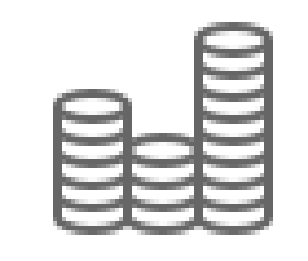


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Ian Alcantara

Gross Revenue

\$224.03M

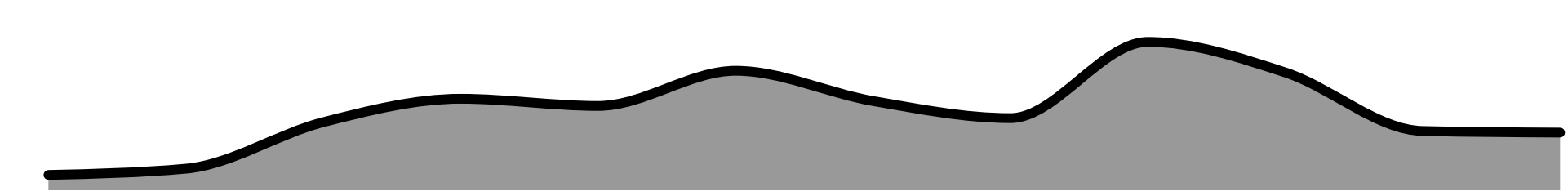
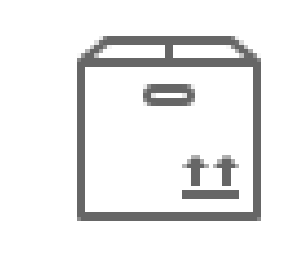
△ +11.72% vs 2020



Unit Total

\$328.09K

△ +16.18% vs 2020



Revenue Market Share

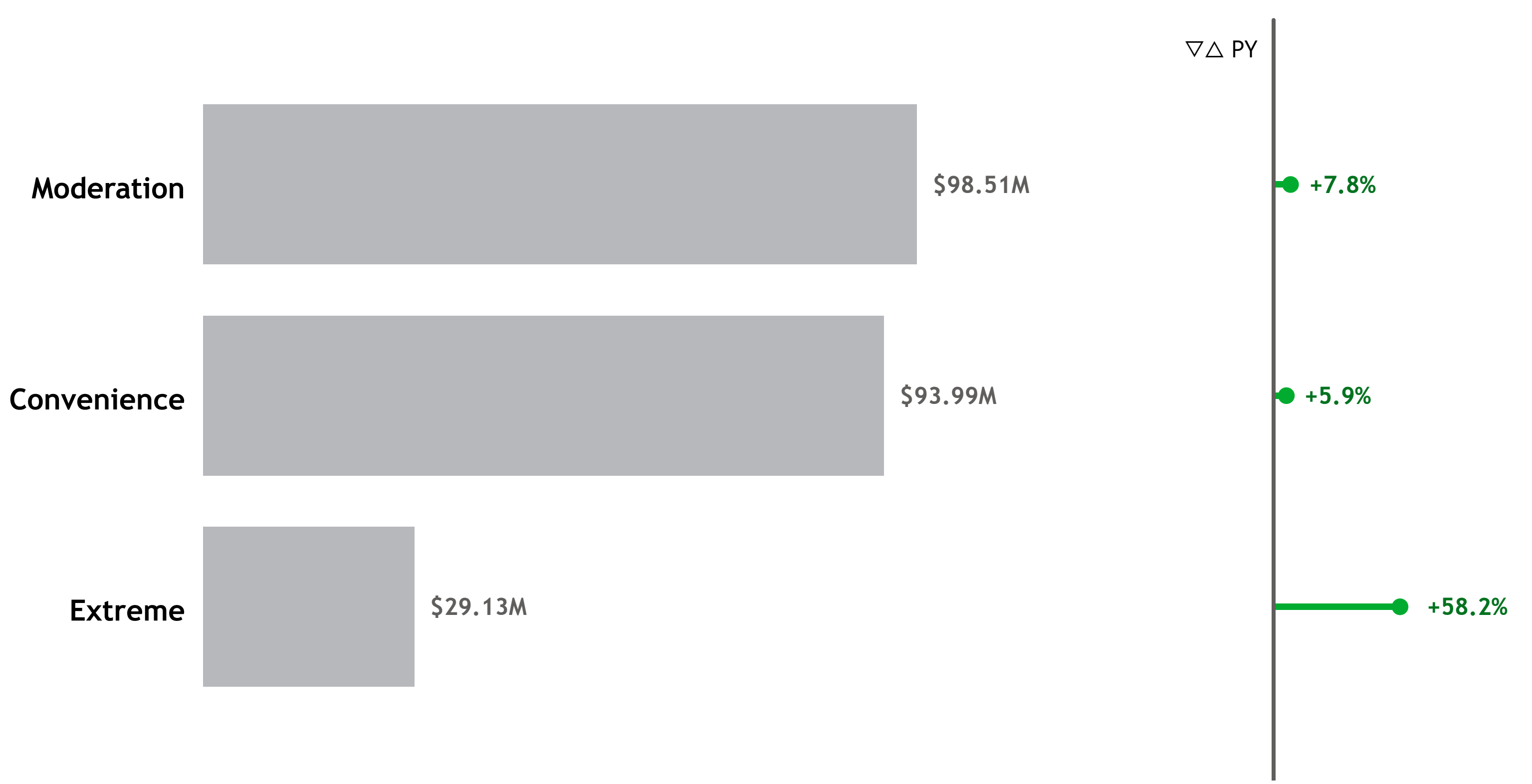
46.28%

△ +3.53% vs 2020



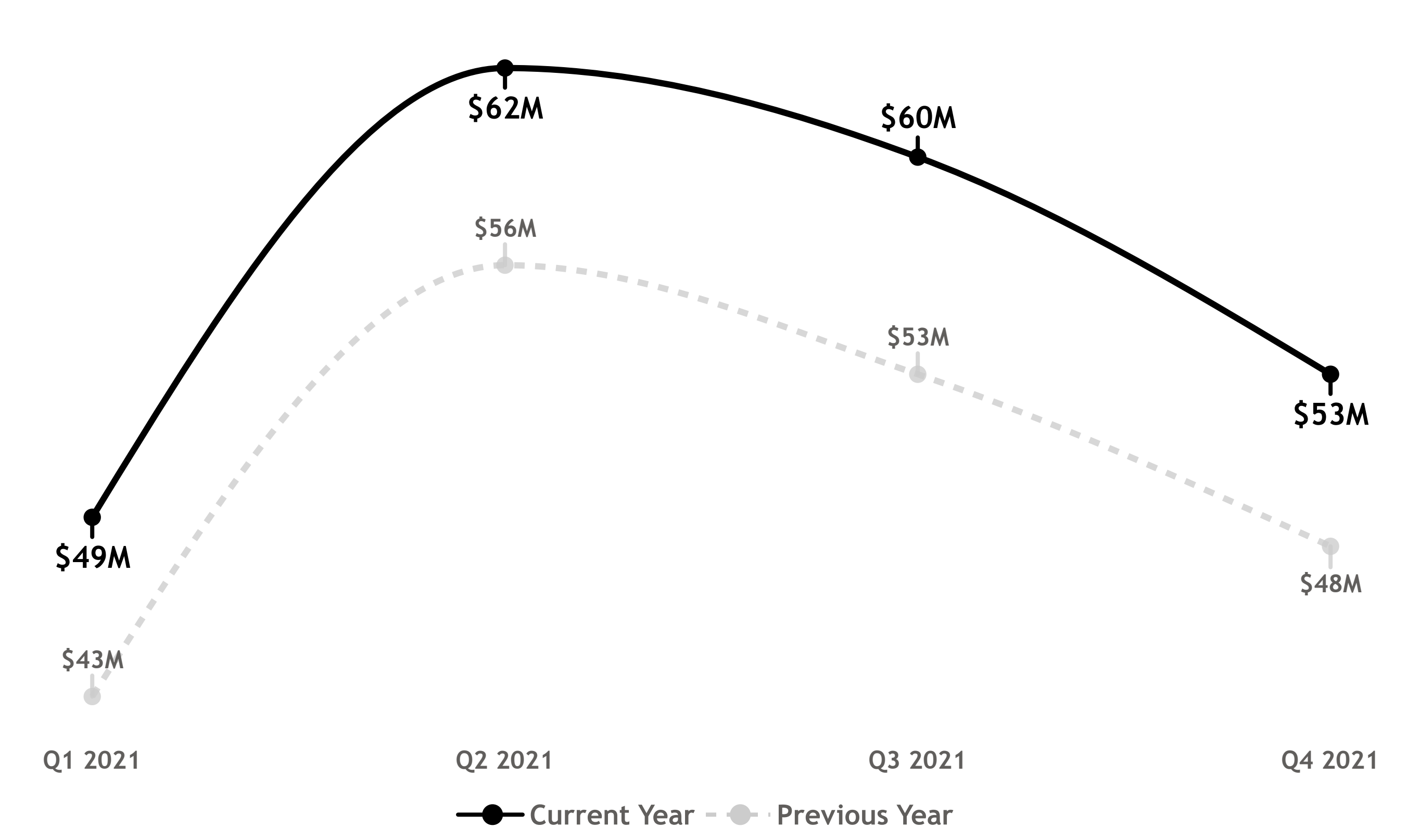
Which Segments Drive the Most Revenue for VanArsdel?

The Moderation segment had the highest revenue and the Extreme segment achieved the highest growth for 2021.



Is VanArsdel's Quarterly Growth Outpacing Last Year?

Q1 2021 had the highest revenue growth compared to the previous year.





VanArsdel Analytics

Analyzing VanArsdel’s Geographical Sales Trends and Market Share

Dec 2021 compared to Dec 2020 in Multiple Countries

Month

December

Year

2021

Country

All

Filter

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Geo Sales

Segment View

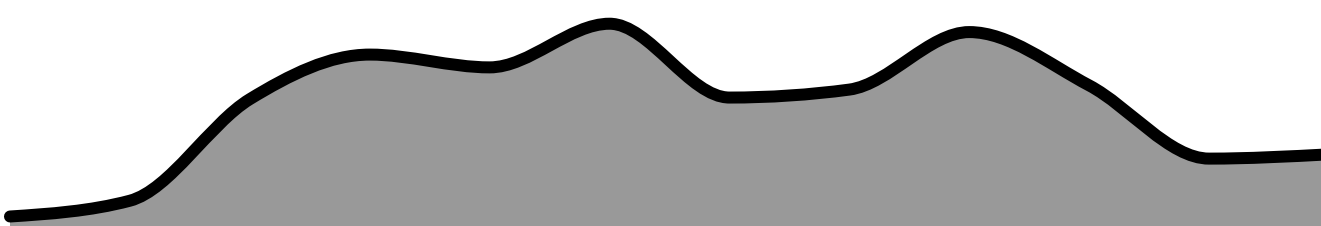
Market Review



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Gross Revenue

\$16.90M +9.00%
vs Dec 2020



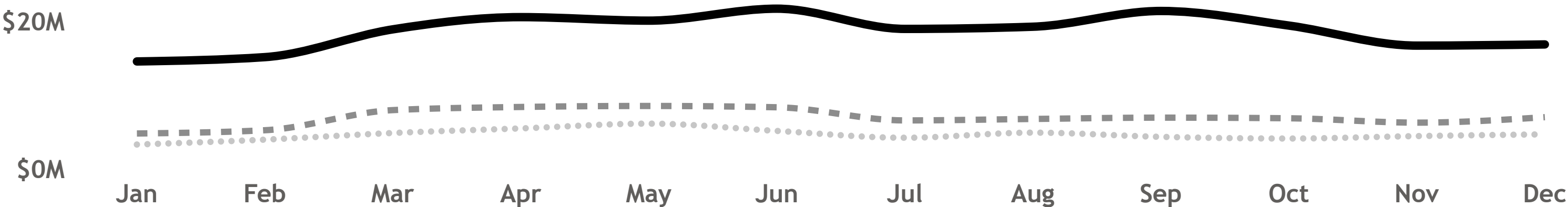
Revenue Market Share

44.78% +4.80%
vs Dec 2020

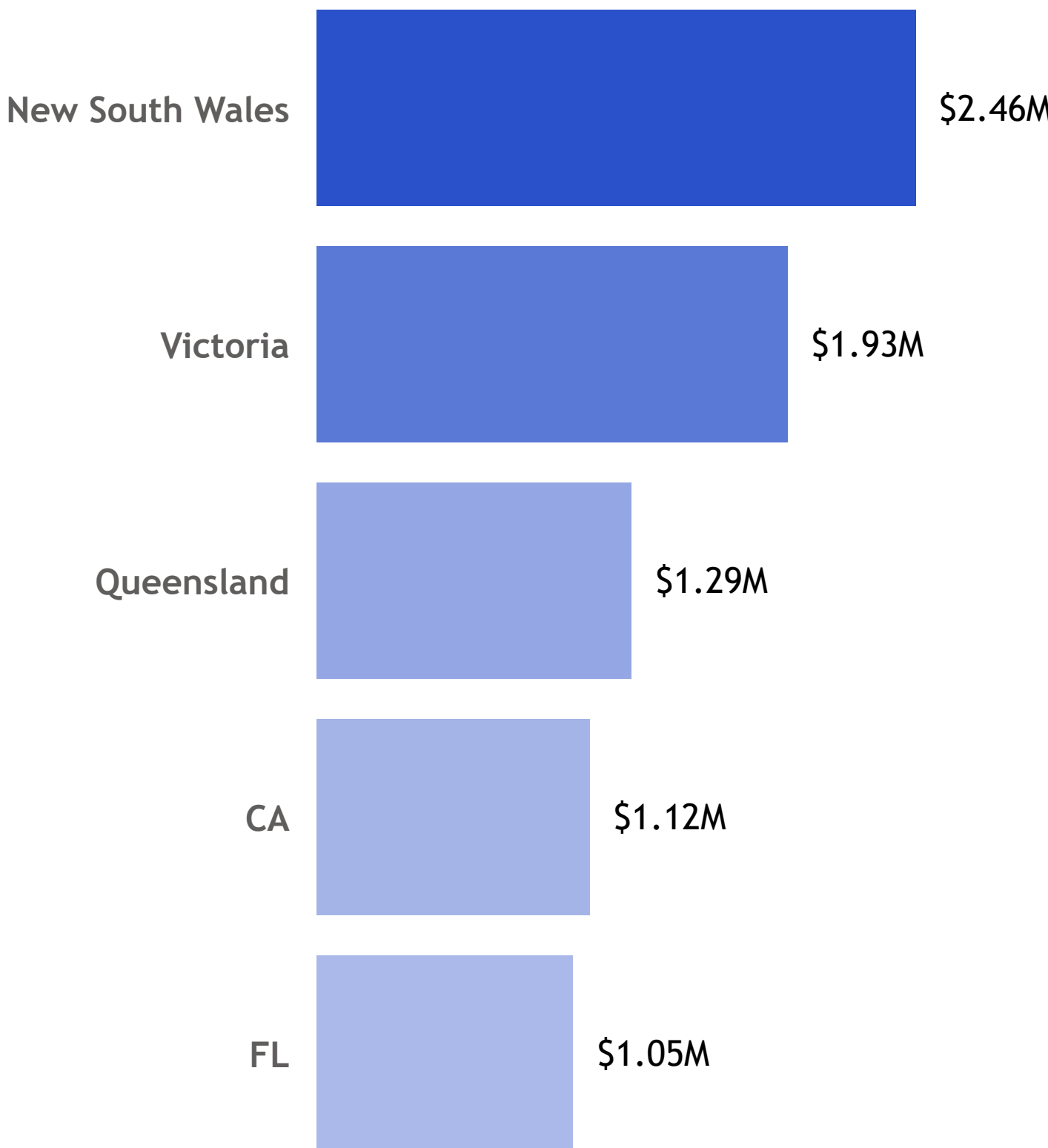


Is VanArsdel Outperforming the Market Leaders?

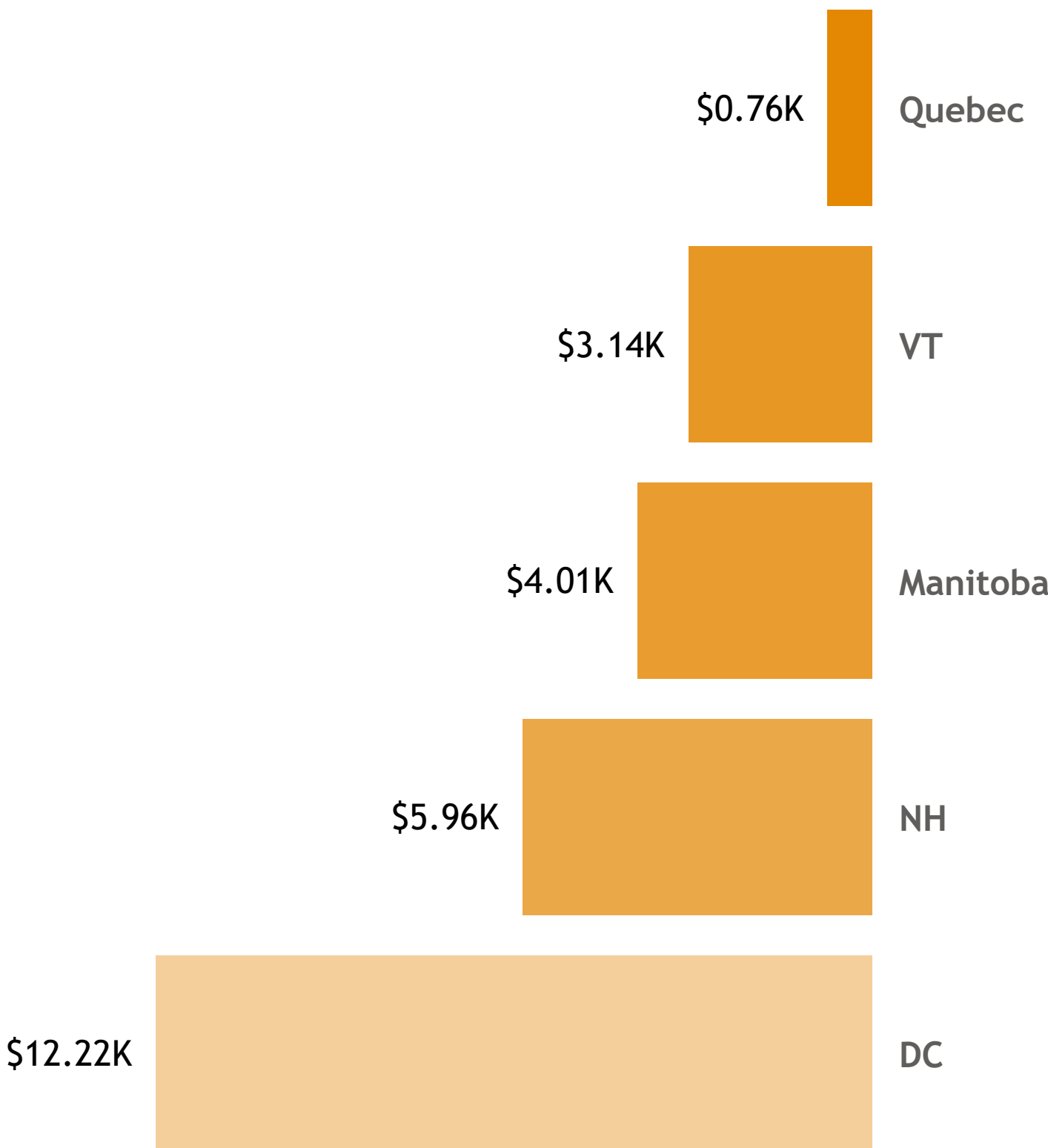
Aliqui - - - Natura — VanArsdel



Where Is VanArsdel Selling the Most by State?



Where Is VanArsdel Selling the Least by State?



Product-Level Insights in Across Different Categories for VanArsdel

No Sales
Hide Show

Category	Gross Revenue	Trend by Weekday	Units Sold	Revenue per Unit	Revenue YoY %
Urban	\$16,726,199.88		24,763	\$675.45	12.38%
Moderation	\$7,725,934.41		7,695	\$1,004.02	19.13%
Maximus UM-92	\$1,381,168.65		1,301	\$1,061.62	
Maximus UM-43	\$972,554.83		1,012	\$961.02	1237.56%
Maximus UM-01	\$692,307.61		740	\$935.55	-13.67%
Maximus UM-96	\$614,322.71		656	\$936.47	872.82%
Maximus UM-80	\$612,337.41		564	\$1,085.70	-62.63%
Maximus UM-14	\$516,166.37		534	\$966.60	-38.04%
Maximus UM-08	\$425,722.03		242	\$1,759.18	
Maximus UM-38	\$303,187.85		319	\$950.43	1054.76%
Maximus UM-48	\$259,455.06		284	\$913.57	203.93%
Maximus UM-02	\$258,874.13		173	\$1,496.38	
Maximus UM-04	\$234,572.62		240	\$977.39	-57.94%
Maximus UM-31	\$229,764.46		247	\$930.22	
Total	\$16,895,045.29		25,292	\$668.00	12.59%



VanArsdel Analytics

Segment Breakdown: Revenue, Pricing, and Strategic Fit

Dec 2021 compared to Dec 2020

Month
December

Year
2021

Filter

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Top Performing Segment for VanArsdel

Moderation

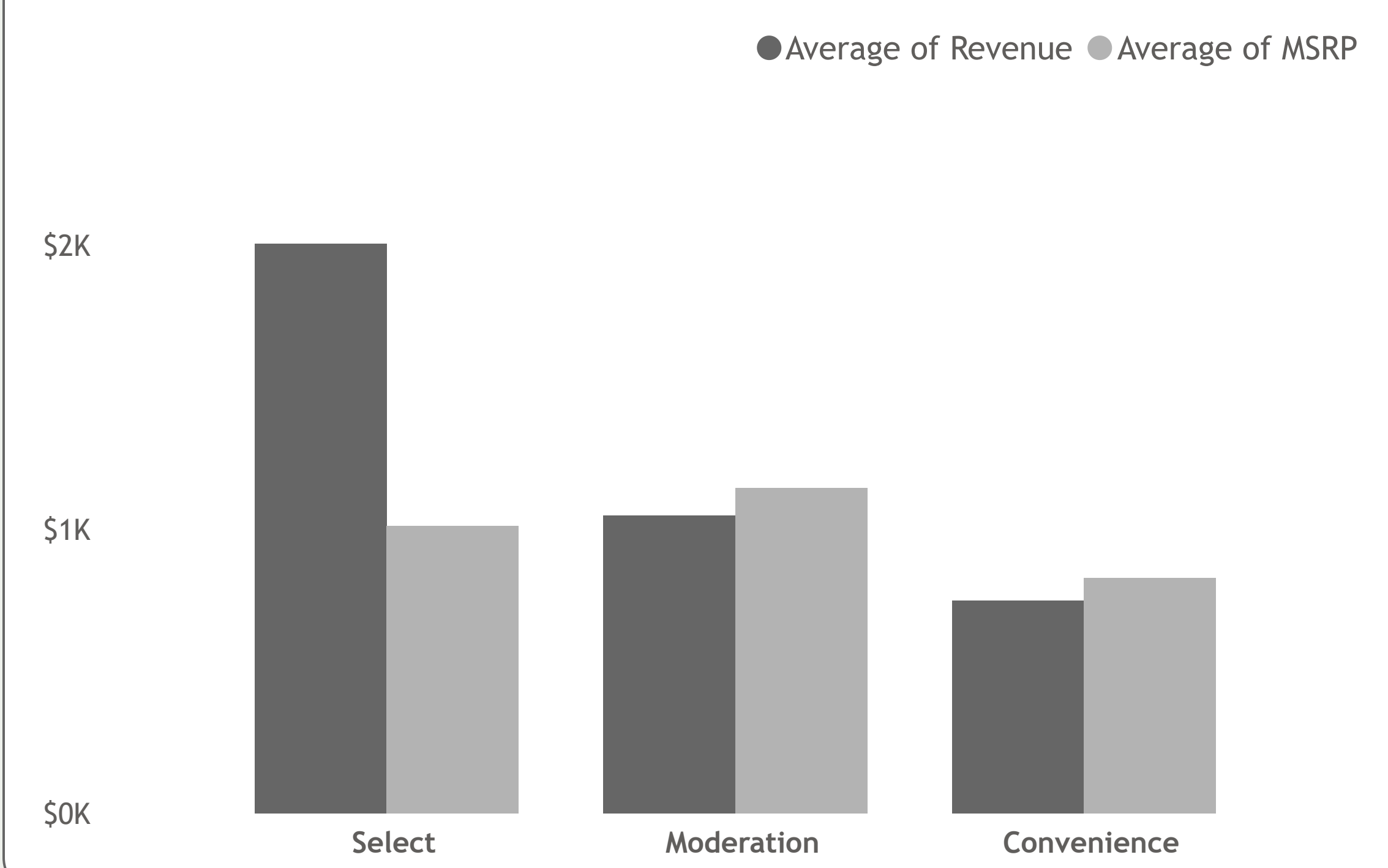
Moderation contributes to 45.73% of total sales in Dec 2021!

Least Performing Segment for VanArsdel

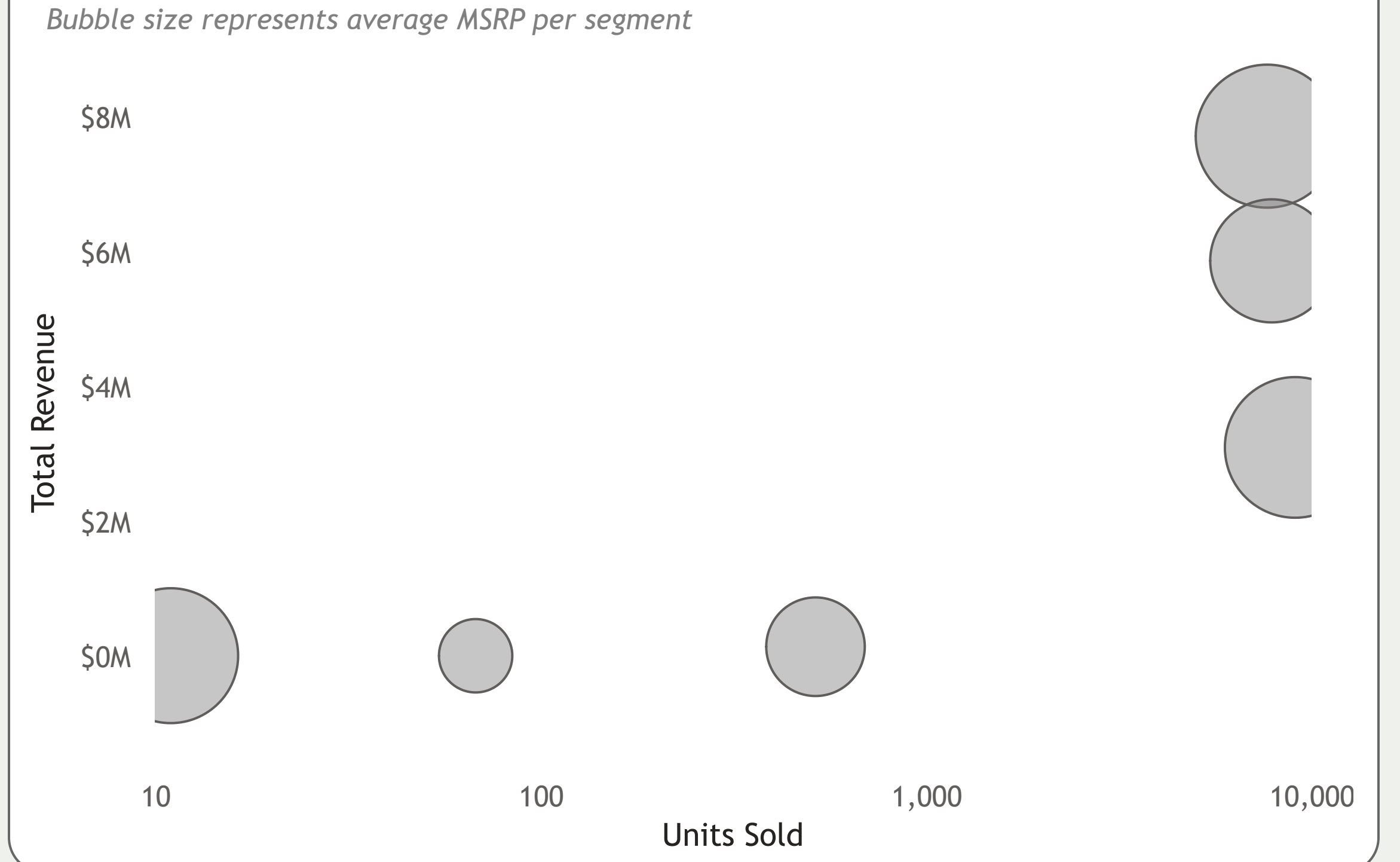
Regular

Regular accounts for 0.10% of total sales in Dec 2021.

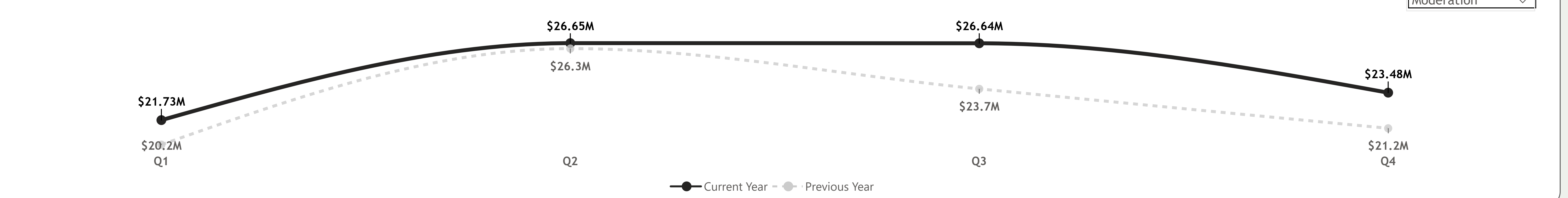
Are the Top 3 Segments Meeting Price Expectations for VanArsdel?



Which Segments Deliver the Most Revenue Relative to Their Units Sold?



Which Quarters Drive the Most Revenue for VanArsdel per Segment?





VanArsdel Analytics

Evaluating Competitive Performance & Growth Trends

2021 compared to 2020

Year

2021

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Units Sold Market Share

29.56%

+15.11% vs 2020

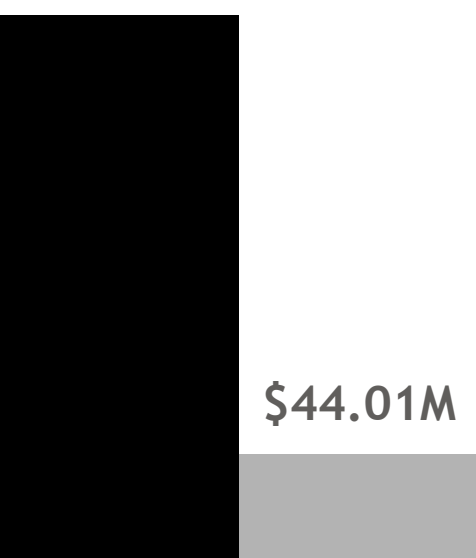


VanArsdel's Revenue Compared to the Industry Average

+409.05%

VanArsdel's total revenue is 409.05% above the industry average for 2021.

\$224.03M



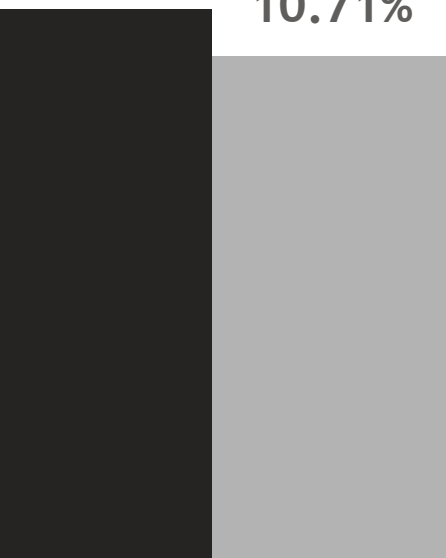
\$44.01M

VanArsdel's YoY Growth Compared to the Industry Average

+9.39%

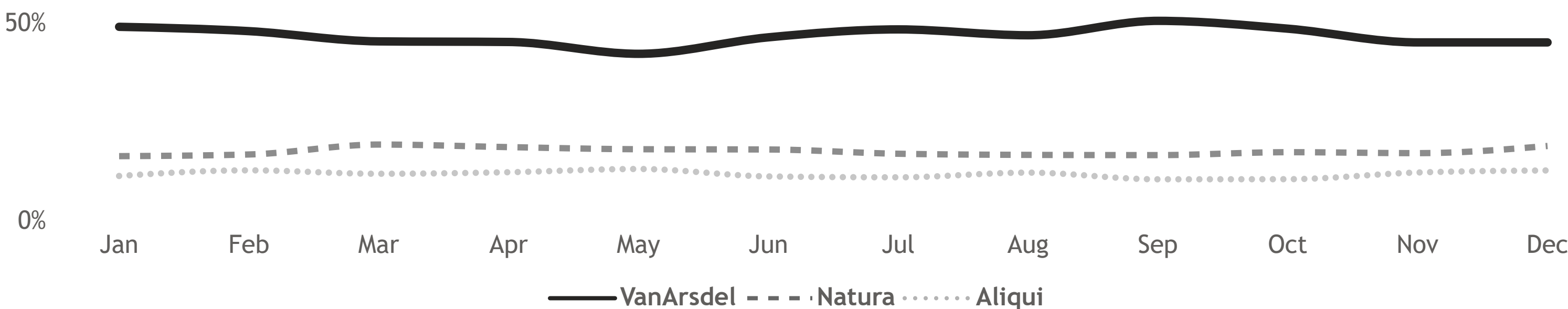
VanArsdel's YoY growth is 9.39% above the industry average for 2021.

11.72%



10.71%

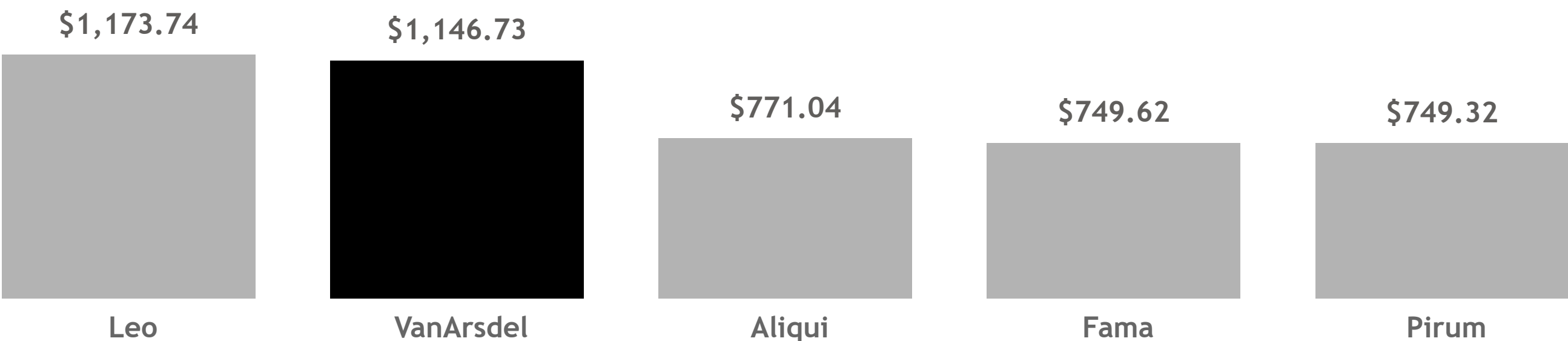
Which Manufacturers Are Pulling Ahead in Revenue Market Share?



How Does VanArsdel's Average Pricing Compare to Competitors by Segment?

Segment

Moderation



VanArsdel and Industry Performance Across Product Hierarchies

No Sales

Hide Show

Manufacturer	Total Revenue	Revenue Market Share	Total Units Sold	Revenue per Unit	Revenue by MSRP
VanArsdel	\$224,030,867.90	46.28%	328,094	\$682.83	74.57%
Natura	\$83,661,486.01	17.28%	269,112	\$310.88	86.55%
Aliqui	\$55,496,272.54	11.46%	193,172	\$287.29	86.69%
Currus	\$50,693,407.19	10.47%	130,260	\$389.17	85.35%
Pirum	\$36,597,869.73	7.56%	118,756	\$308.18	89.70%
Quibus	\$9,397,165.89	1.94%	29,582	\$317.67	91.25%
Abbas	\$8,220,743.28	1.70%	10,348	\$794.43	99.55%
Leo	\$5,008,824.44	1.03%	5,527	\$906.25	84.68%
Victoria	\$4,430,975.57	0.92%	8,902	\$497.75	84.99%
Fama	\$3,800,698.57	0.79%	5,921	\$641.90	98.75%
Pomum	\$2,767,971.07	0.57%	10,284	\$269.15	97.11%
Total	\$484,106,282.17	100.00%	1,109,958	\$436.15	81.00%