

# Adventure Works

Regional Analysis



\$109.81M

Total Sales

\$34.56M

Total Cost

\$75.25M

Gross Profit

68.53%

% Gross Profit

Australia

Canada

France

Germany

United Kingdom

United States

Category

All

SubCategory

All

Internet Sales :

\$29.36M

\$17.28M

\$12.08M

41.15%

Total IS CY

Total Cost IS

Margin IS

% Margin IS

Reseller Sales :

\$80.45M

\$17.28M

\$63.17M

78.52%

Total RS CY

Total Cost RS

Margin RS

% Margin RS

Total Sales by Contry and State

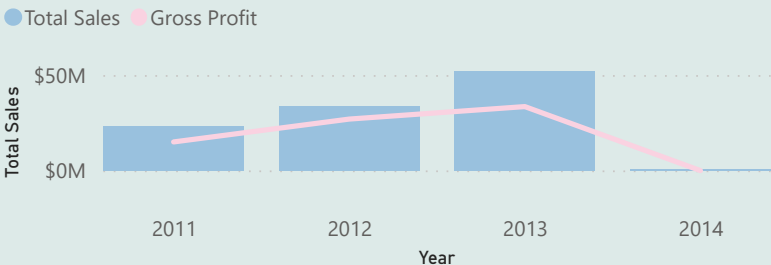


Product Category

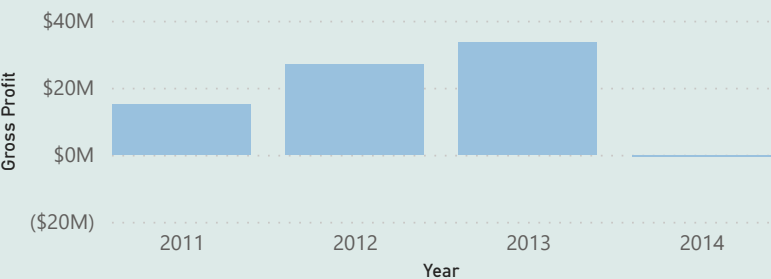
Total Sales

Accessories	\$1,272,057.89
Bike Racks	\$237,096.16
Bike Stands	\$39,591.00
Bottles and Cleaners	\$64,274.79
Fenders	\$18,406.97
Helmets	\$46,619.58
Hydration Packs	\$484,048.53
Locks	\$105,826.42
Pumps	\$16,225.22
Tires and Tubes	\$13,514.69
Bikes	\$246,454.53
Mountain Bikes	\$94,620,526.21
Road Bikes	\$36,445,443.94
Touring Bikes	\$43,878,791.00
Clothing	\$14,296,291.27
Bib-Shorts	\$2,117,613.45
Caps	\$166,739.71
Gloves	\$51,229.45
Jerseys	\$242,795.87
Shorts	\$752,259.39
Total	\$413,522.53
	\$109,809,274.20

Total Sales and Gross Profit by Year



Gross Profit by Year



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Total RS CY

Total Cost RS

Margin RS

% Margin RS

Country	Total Sales	Total IS CY	Total RS CY	Total Cost	Total Cost IS	Total Cost RS	Gross Profit	Margin IS	Margin RS	% Gross Profit	% Margin IS	% Margin RS
Australia	\$10,655,335.96	\$9,061,000.58	\$1,594,335.38	\$10,750,291.02	\$5,375,145.51	\$5,375,145.51	(\$94,955.06)	\$3,685,855.08	(\$3,780,810.13)	-0.89%	40.68%	-237.14%
Canada	\$16,355,770.46	\$1,977,844.86	\$14,377,925.60	\$2,295,846.72	\$1,147,923.36	\$1,147,923.36	\$14,059,923.74	\$829,921.50	\$13,230,002.24	85.96%	41.96%	92.02%
France	\$7,251,555.65	\$2,644,017.71	\$4,607,537.94	\$3,115,505.99	\$1,557,752.99	\$1,557,752.99	\$4,136,049.66	\$1,086,264.72	\$3,049,784.94	57.04%	41.08%	66.19%
Germany	\$4,878,300.38	\$2,894,312.34	\$1,983,988.04	\$3,413,883.15	\$1,706,941.57	\$1,706,941.57	\$1,464,417.23	\$1,187,370.77	\$277,046.46	30.02%	41.02%	13.96%
United Kingdom	\$7,670,721.04	\$3,391,712.21	\$4,279,008.83	\$4,002,442.87	\$2,001,221.43	\$2,001,221.43	\$3,668,278.17	\$1,390,490.78	\$2,277,787.39	47.82%	41.00%	53.23%
United States	\$62,997,590.72	\$9,389,789.51	\$53,607,801.21	\$10,977,617.42	\$5,488,808.71	\$5,488,808.71	\$52,019,973.30	\$3,900,980.80	\$48,118,992.50	82.57%	41.54%	89.76%
Total	\$109,809,274.20	\$29,358,677.22	\$80,450,596.98	\$34,555,587.15	\$17,277,793.58	\$17,277,793.58	\$75,253,687.05	\$12,080,883.65	\$63,172,803.41	68.53%	41.15%	78.52%

State	Total Sales	Total IS CY	Total RS CY	Total Cost	Total Cost IS	Total Cost RS	Gross Profit	Margin IS	Margin RS	% Gross Profit	% Margin IS	% Margin RS
Alabama	\$45,466.32	\$37.29	\$45,429.03	\$27.89	\$13.95	\$13.95	\$45,438.43	\$23.34	\$45,415.08	99.94%	62.60%	99.94%
Alberta	\$1,418,494.22	\$22,467.80	\$1,396,026.42	\$27,146.27	\$13,573.14	\$13,573.14	\$1,391,347.95	\$8,894.67	\$1,382,453.28	98.09%	39.59%	99.94%
Arizona	\$1,434,689.59	\$2,104.02	\$1,432,585.57	\$2,260.10	\$1,130.05	\$1,130.05	\$1,432,429.49	\$973.97	\$1,431,455.52	99.84%	46.29%	99.94%
Bayern	\$602,171.65	\$399,966.78	\$202,204.87	\$471,314.53	\$235,657.26	\$235,657.26	\$130,857.13	\$164,309.52	(\$33,452.39)	21.73%	41.08%	-16.67%
Brandenburg	\$174,616.45	\$57,919.21	\$116,697.24	\$69,450.61	\$34,725.30	\$34,725.30	\$105,165.84	\$23,193.90	\$81,971.94	60.23%	40.05%	70.00%
British Columbia	\$5,374,969.86	\$1,955,340.10	\$3,419,629.76	\$2,268,672.80	\$1,134,336.40	\$1,134,336.40	\$3,106,297.06	\$821,003.70	\$2,285,293.36	57.79%	41.99%	66.67%
Brunswick	\$325,022.91		\$325,022.91				\$325,022.91		\$325,022.91	100.00%		100.00%
Total	\$109,809,274.20	\$29,358,677.22	\$80,450,596.98	\$34,555,587.15	\$17,277,793.58	\$17,277,793.58	\$75,253,687.05	\$12,080,883.65	\$63,172,803.41	68.53%	41.15%	78.52%