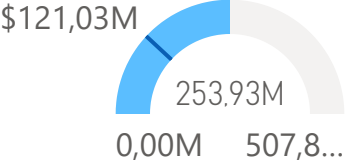


# Competitor Sales Analysis



## Total Revenue



**20,21%**  
Sintec Market Share

01/01/2017

31/12/2021

Competitor Sales Analysis

Sintec Revenue by Country

Year 2021 Revenue MoM Trend

Revenue by category for USA

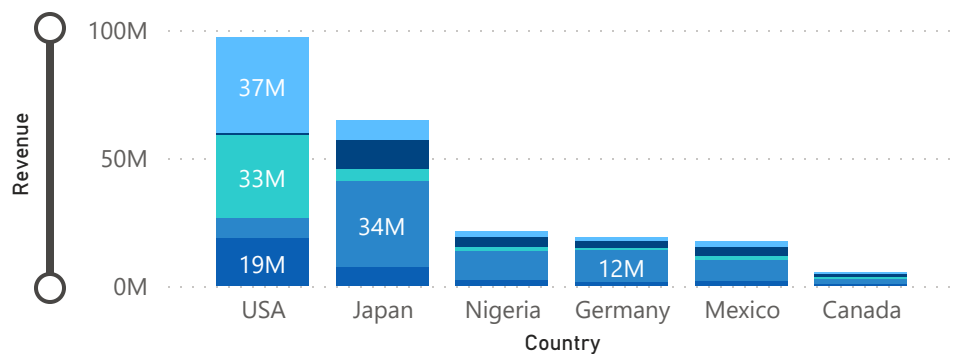
## Country

- ☐ Canada
- ☐ Germany
- ☐ Japan
- ☐ Mexico
- ☐ Nigeria
- ☐ USA

Category	Revenue	PY Sales	% Growth	%GT Revenue
<b>Mix</b>	<b>6.205.988,69</b>	<b>\$2.961.832,30</b>	<b>109,53%</b>	<b>2,44%</b>
All Season	5.698.785,61	\$2.605.227,54	118,74%	2,24%
Extreme	4.198,96			0,00%
Productivity	503.004,13	\$356.604,76	41,05%	0,20%
<b>Rural</b>	<b>42.749.280,12</b>	<b>\$20.831.932,08</b>	<b>105,21%</b>	<b>16,83%</b>
Extreme	105.829,40	\$46.789,39	126,18%	0,04%
Productivity	31.435.935,24	\$15.758.793,61	99,48%	12,38%
Select	11.207.515,48	\$5.026.349,08	122,98%	4,41%
<b>Urban</b>	<b>197.317.435,54</b>	<b>\$93.782.373,21</b>	<b>110,40%</b>	<b>77,70%</b>
Convenience	77.612.792,35	\$38.068.592,57	102,88%	20,56%
<b>Total</b>	<b>253.933.479,27</b>	<b>\$121.029.986,51</b>	<b>109,81%</b>	<b>100,00%</b>

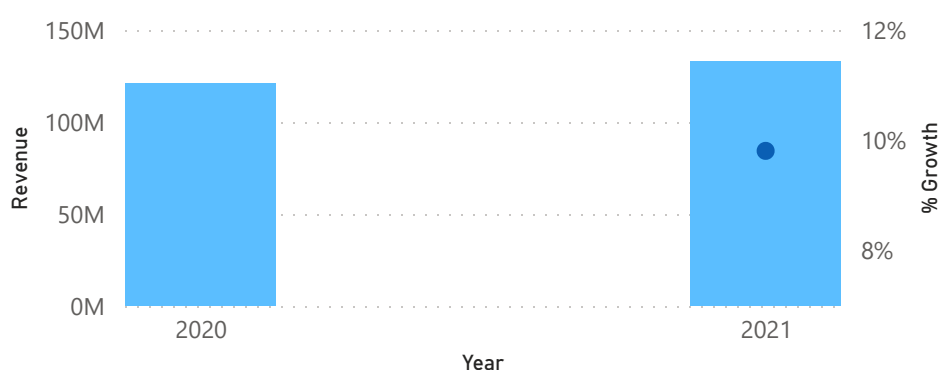
## Revenue by Country and Manufacturer

Manufacturer ● Aquatail ● Artisans ● Ductal ● Ondex ● Sintec

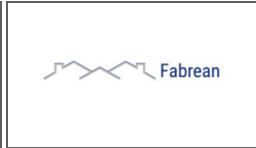


## Revenue by Date

● Revenue ● % Growth



# Advanced Insights



75,67M

Revenue

\$36,45M

PY Sales

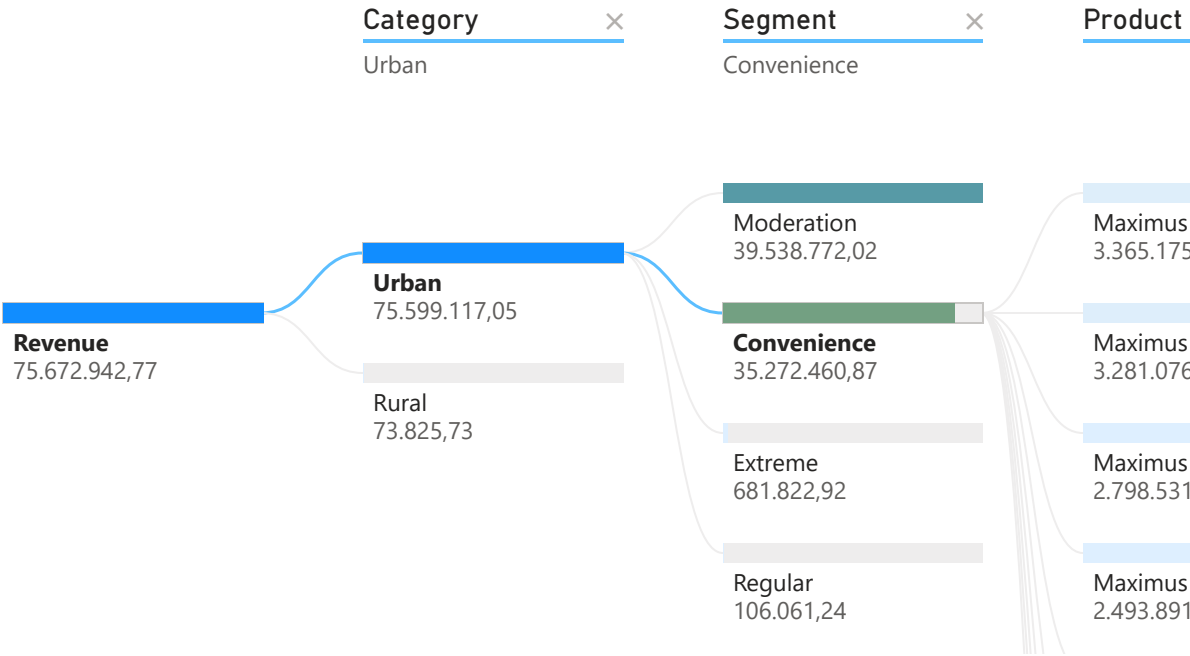
90K

Units

107,62%

% Growth

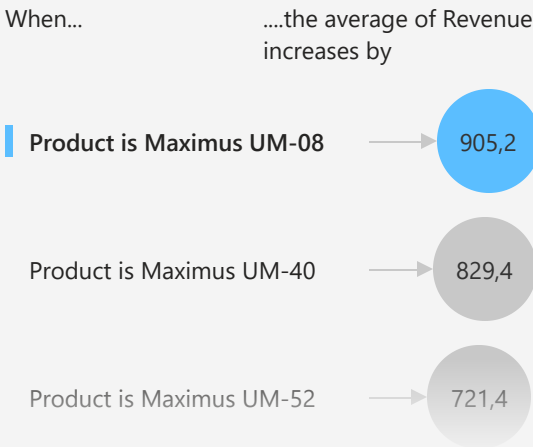
## Category Distribution



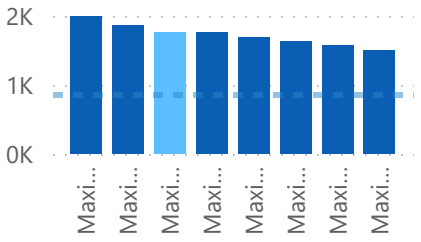
## Key influencers Top segments



What influences Revenue to  ?



Revenue is more likely to increase when Product is Maximus UM-08 than otherwise (on average).



☐ Only show values that are influencers

Revenue Increased the most (by 525,42) when Manufacturer was Artisans. 3 other factors also caused Revenue to Increase, explore them in the key influencers visual.