



ADVENTURE  
WORKS

Total KPI's

\$109,795,541

Revenue

\$12,560,108

Profit

11%

Profit Margin

30,489

Orders

\$677

Avg Profit Per Customer

Select Channel:

All

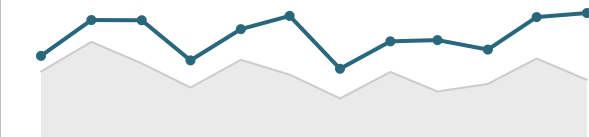
Select Business Year:

2003

### SALES | YTD

▲ 57%

52,751,210



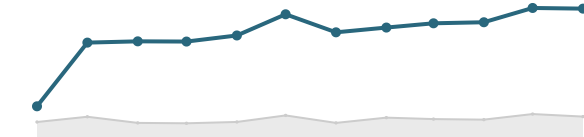
Jul 2003

Jan 2004

### ORDERS | YTD

▲ 18590

23,067



Jul 2003

Jan 2004

### PROFIT | YTD

▲ 74%

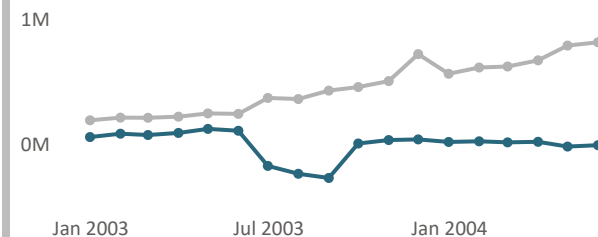
6,178,289



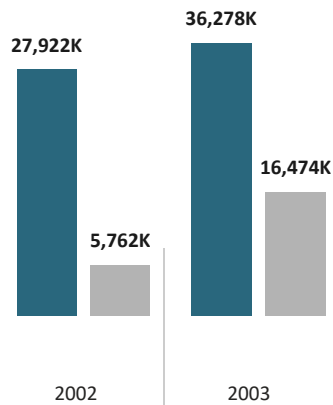
Jul 2003

Jan 2004

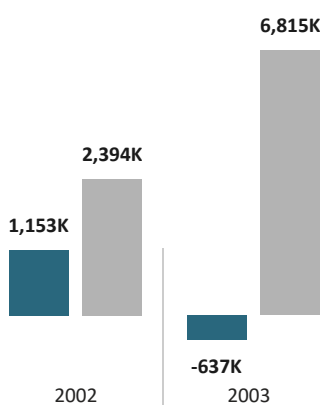
### B2B vs ONLINE PROFIT TREND



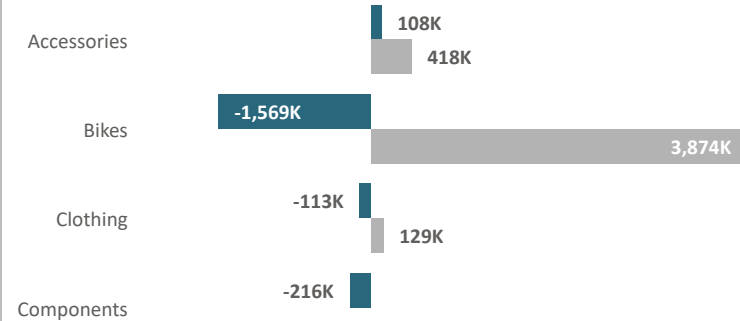
### REVENUE B2B vs ONLINE



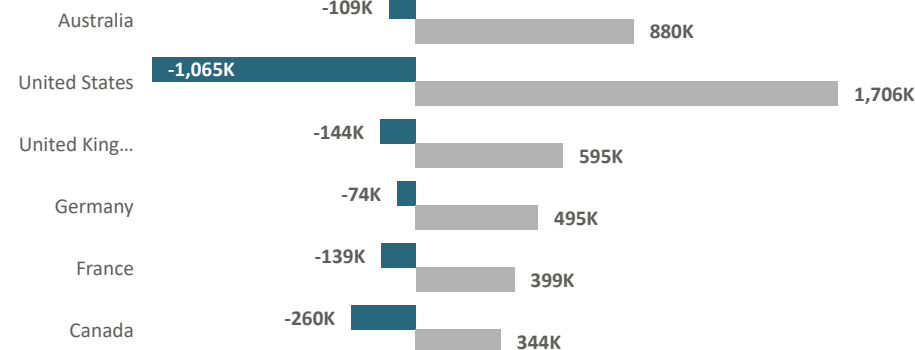
### GROSS PROFIT B2B vs ONLINE



### Profit growth B2B VS ONLINE by Category



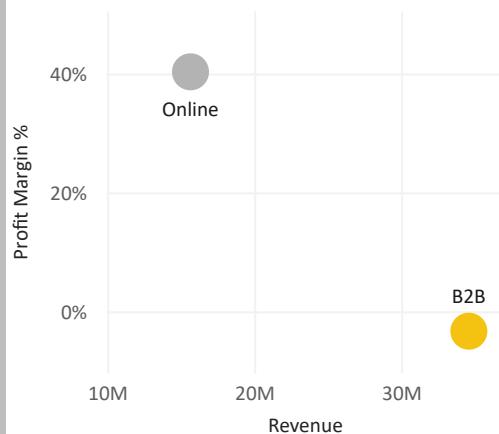
### Profit growth B2B VS ONLINE by Country



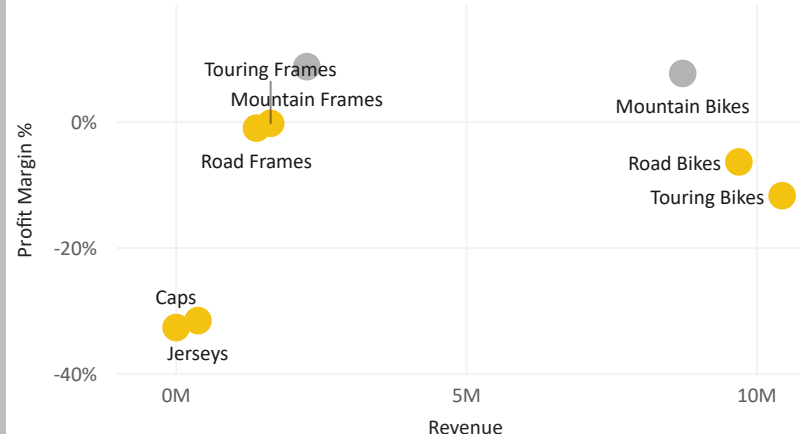
### TOP 10 STATES by Profit

SalesType State	B2B		Online	
	Sales	Profit	Sales	Profit
California	3,564,715	-168,032	3,374,622	1,416,274
Washington	3,207,293	-8,033	1,424,595	601,817
Oregon	974,421	-84,625	665,257	281,932
Georgia	351,324	27,126	876	397
Nevada	336,415	26,483		
Utah	747,586	26,024	841	343
Wyoming	287,992	22,247	3,537	1,499
Texas	2,421,662	22,449	1,006	476
Colorado	1,020,465	20,137		
Indiana	182,592	14,312		

### B2B vs ONLINE REVENUE & PROFIT MARGIN



### B2B LOWEST PROFIT MARGIN SUBCATEGORY



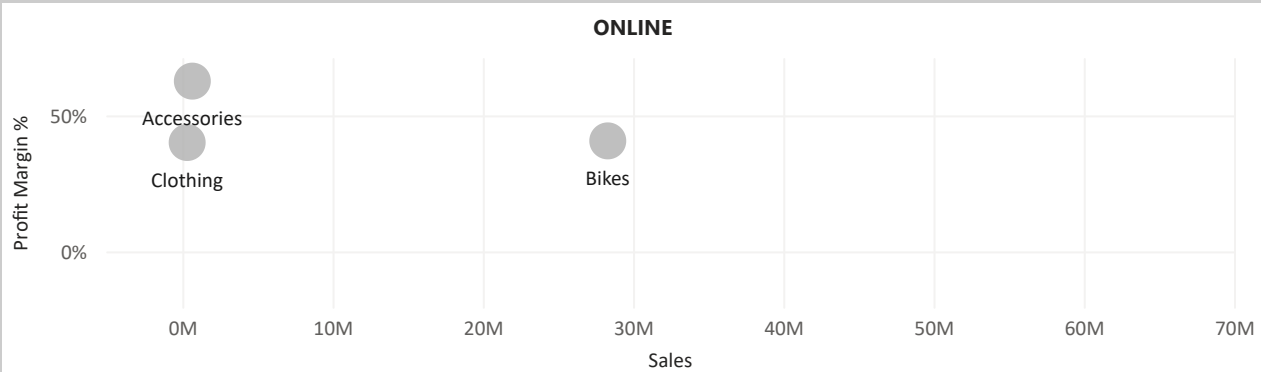
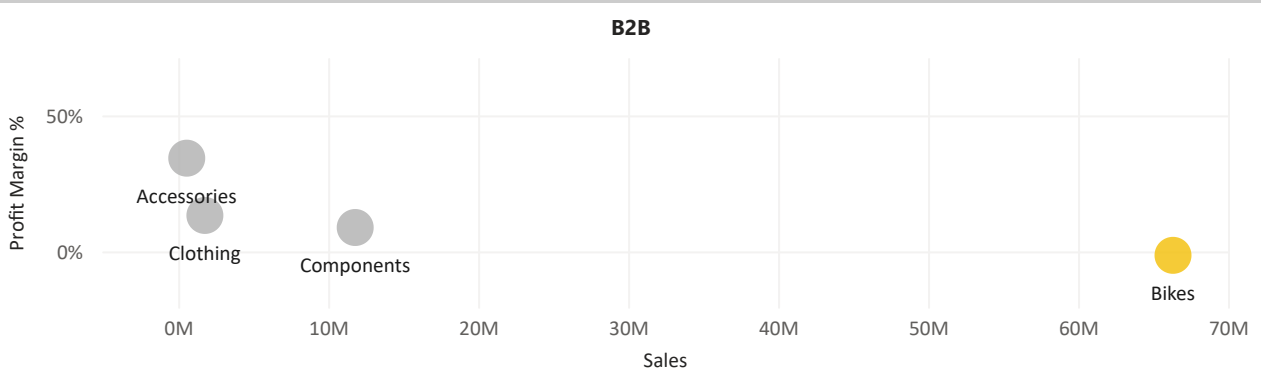
### B2B CATEGORY PROFIT MARGIN TREND

Category	2001	2002	2003
Accessories	40.4%	29.2%	35.3%
Bikes	-0.8%	1.6%	-4.2%
Clothing	-5.6%	23.5%	6.5%
Components	8.9%	12.4%	6.0%

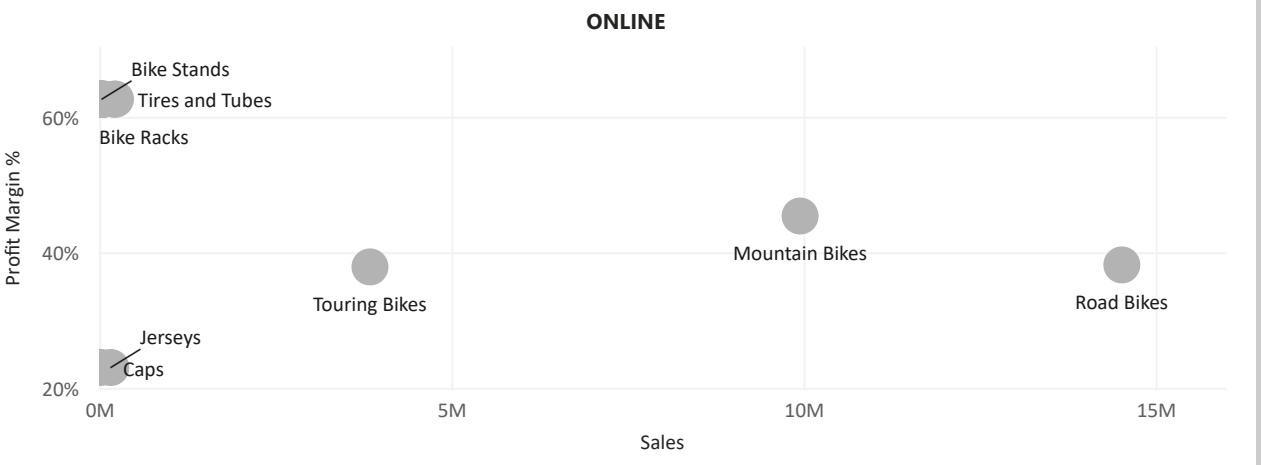
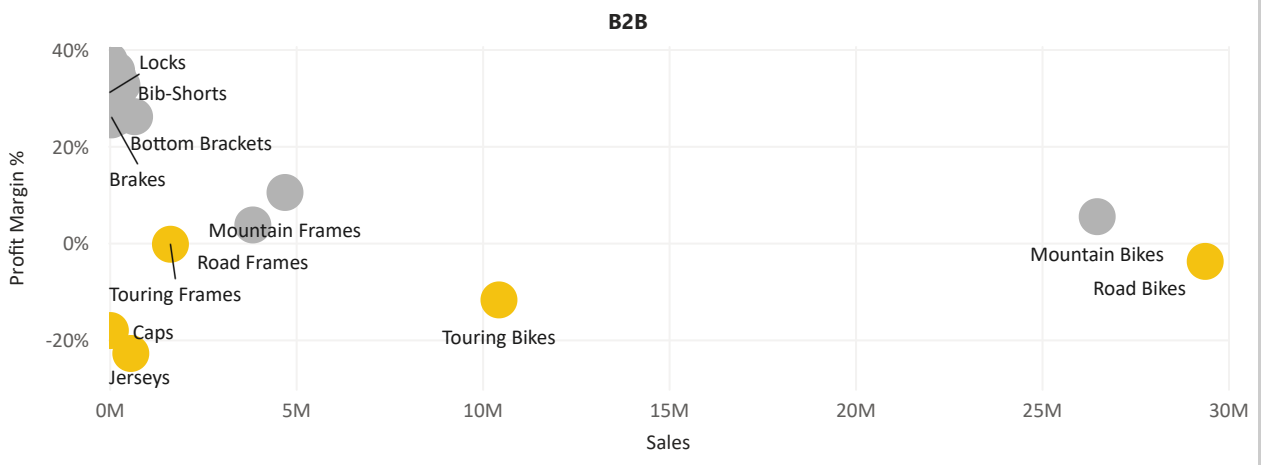
### TOP Loss-making Product

Product	Profit
Short-Sleeve Classic Jersey, XL	-31,726
Long-Sleeve Logo Jersey, L	-26,430
Short-Sleeve Classic Jersey, L	-20,025
Long-Sleeve Logo Jersey, M	-10,376
Short-Sleeve Classic Jersey, S	-9,804
Long-Sleeve Logo Jersey, XL	-5,779
AWC Logo Cap	-1,400

SALES & PROFIT MARGIN BY **CATEGORY**



SALES & PROFIT MARGIN BY **SUBCATEGORY**



**CATEGORY OVERVIEW TABLE**

B2B					
Category	#Orders	#Customer	Sales	Profit	Profit Margin%
Accessories	1,316	347	571,313	195,808	34%
Clothing	2,416	475	1,780,770	235,352	13%
Components	2,650	580	11,802,593	1,036,483	9%
Bikes	3,163	587	66,333,028	-960,053	-1%

ONLINE					
Category	#Orders	#Customer	Sales	Profit	Profit Margin%
Accessories	18,208	15114	700,760	438,675	63%
Bikes	15,205	9132	28,318,145	11,505,797	41%
Clothing	7,461	6852	339,773	136,413	40%

**SUBCATEGORY OVERVIEW TABLE**

B2B					
Subcategory	#Orders	#Customer	Sales	Profit	Profit Margin%
Touring Bikes	478	133	10,451,490	-1,237,595	-12%
Road Bikes	1,470	243	29,388,853	-1,141,750	-4%
Jerseys	1,449	334	579,309	-132,700	-23%
Caps	1,192	274	31,541	-5,731	-18%
Touring Frames	272	106	1,642,328	-5,573	-0%
Tires and Tubes	163	80	925	348	38%
Chains	250	95	9,378	2,422	26%
Bottles and Cages	444	170	7,477	2,678	36%
Cleaners	419	169	11,188	4,020	36%
Pumps	267	90	13,515	4,197	31%

ONLINE					
Subcategory	#Orders	#Customer	Sales	Profit	Profit Margin%
Socks	568	559	5,106	3,197	63%
Cleaners	908	875	7,219	4,519	63%
Caps	2,190	2132	19,688	4,528	23%
Gloves	1,430	1376	35,021	21,923	63%
Vests	562	557	35,687	22,340	63%
Bike Racks	328	325	39,360	24,639	63%
Bike Stands	249	243	39,591	24,784	63%
Hydration Packs	733	719	40,308	25,233	63%
Fenders	2,121	2110	46,620	29,184	63%
Bottles and Cages	4,768	4548	56,798	35,555	63%

PROFIT GROWTH BY **CATEGORY** (2003/07-2004/06) vs (2002/07-2003/06)

**B2B**



**ONLINE**



PROFIT GROWTH BY **SUBCATEGORY** (2003/07-2004/06) vs (2002/07-2003/06)

**B2B**



**ONLINE**



Accessories

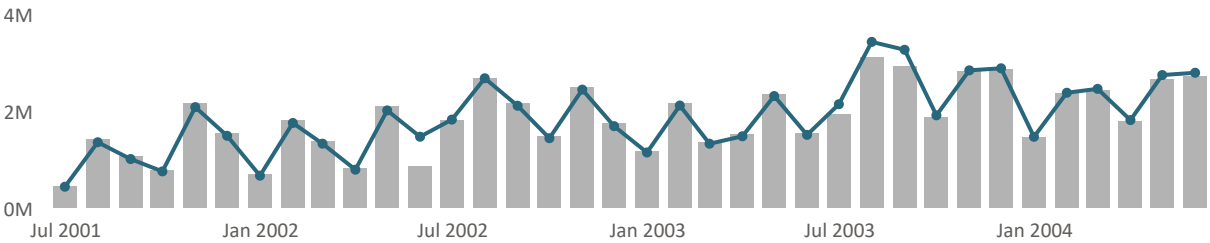
Bikes

Clothing

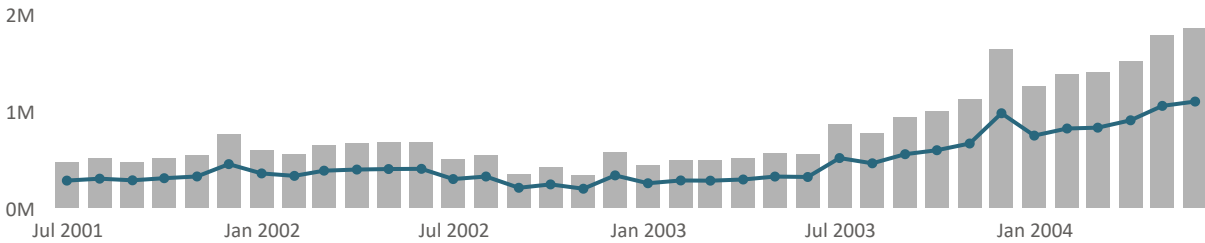
Components

SELECTED CATEGORY **SALES** vs **COST**

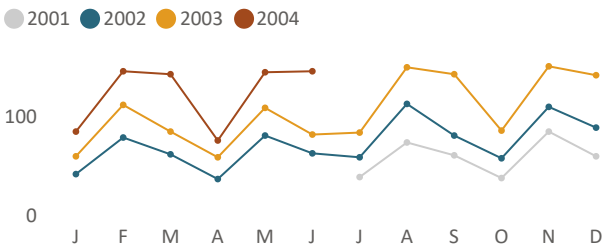
**B2B**



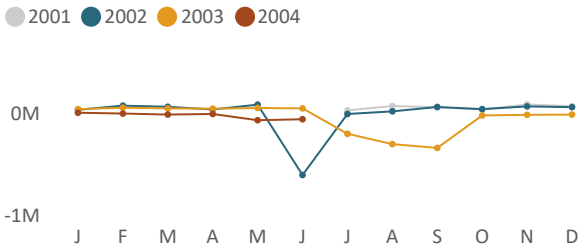
**ONLINE**



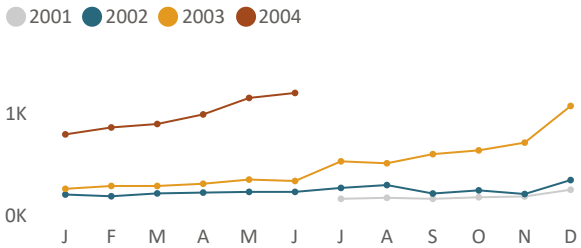
**B2B #ORDERS**



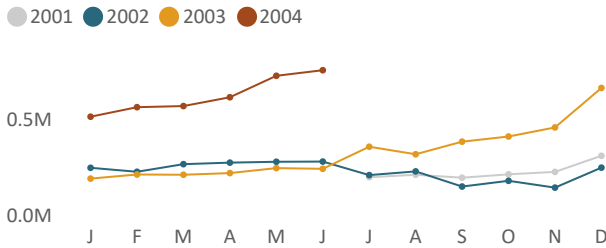
**B2B PROFIT**



**ONLINE #ORDERS**

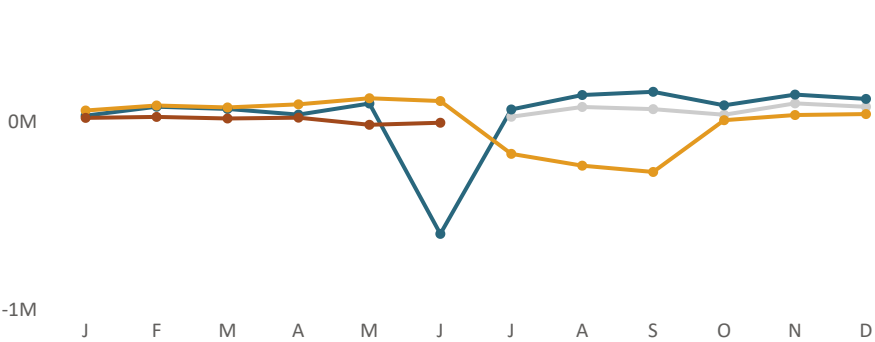


**ONLINE PROFIT**



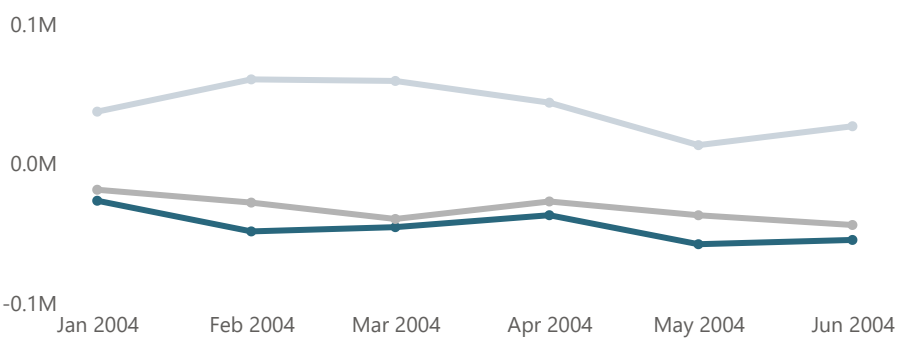
B2B BIKES PROFIT TREND

2001 2002 2003 2004

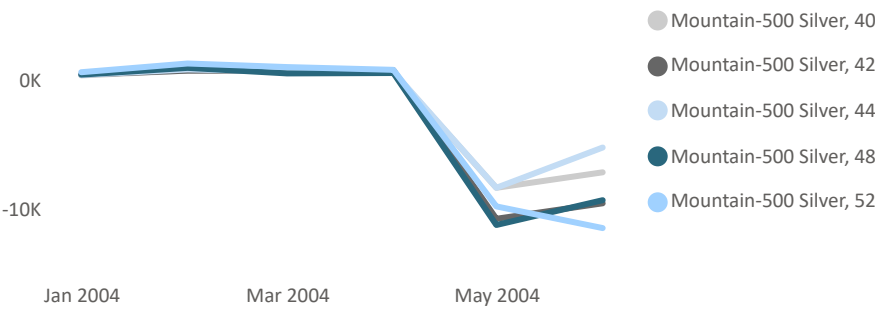


B2B BIKES PROFIT BY SUBCATEGORY (2004-01 / 2004-06)

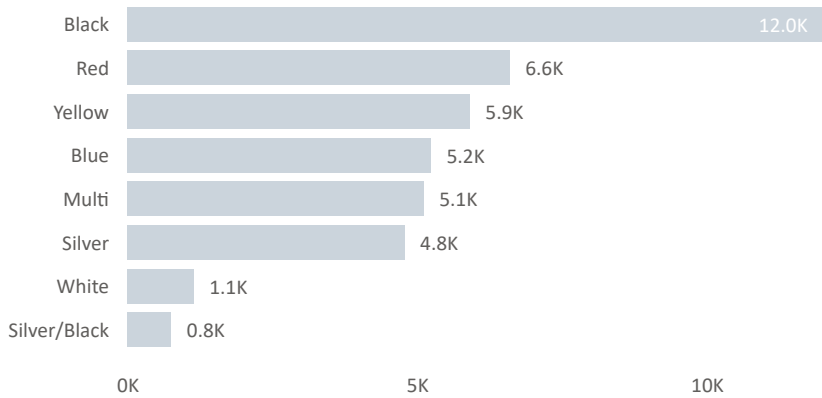
Mountain Bikes Road Bikes Touring Bikes



B2B MOUNTAIN BIKES PROFIT TREND (2004-01 / 2004-06)



BIKES #ORDERS BY COLOR



B2B BIKES PROFIT DECLINE PHASES TABLES

B2B BIKES PROFIT (2003-07 / 2003-09)

Subcategory	July 2003	August 2003	September 2003
Touring Bikes			
Touring-1000 Blue, 46	-7,700	-5,923	-5,463
Touring-1000 Blue, 50	-1,442	-3,244	-2,678
Touring-1000 Blue, 54	-669	-1,751	-2,266
Touring-1000 Blue, 60	-6,815	-13,942	-5,407
Touring-1000 Yellow, 46	-58,961	-47,456	-70,465
Touring-1000 Yellow, 50	-23,009	-35,952	-43,861
Touring-1000 Yellow, 54	-4,314	-21,571	-29,480
Touring-1000 Yellow, 60	-39,547	-100,665	-72,623
Touring-2000 Blue, 46	-735	-1,787	-1,496
Touring-2000 Blue, 50	-184	-341	-892
Touring-2000 Blue, 54	-1,522	-6,114	-3,481

B2B BIKES PROFIT (2004-04 / 2004-06)

Subcategory	April 2004	May 2004	June 2004
Mountain Bikes			
Mountain-500 Black, 40	765	471	529
Mountain-500 Black, 42	441	706	559
Mountain-500 Black, 44	588	500	618
Mountain-500 Black, 48	1,000	1,088	971
Mountain-500 Black, 52	559	441	706
Mountain-500 Silver, 40	523	-8,415	-7,213
Mountain-500 Silver, 42	708	-10,819	-9,617
Mountain-500 Silver, 44	585	-8,415	-5,289
Mountain-500 Silver, 48	492	-11,300	-9,376
Mountain-500 Silver, 52	739	-9,857	-11,540

B2B BIKES PROFIT TREND SUMMARY

- In **June 2002**, the most significant decrease in profit was attributed to the **Mountain-100** (all models), which was subsequently discontinued. Following this, the Mountain Bikes subcategory maintained positive profitability, with the exception of **May and June 2004**, where the **Mountain-500 Silver** models (sizes 40, 42, 44, 48, 52) recorded losses.
- The **Road 350-W Yellow, size 48**, experienced a decline in profit during both **2003 and 2004**, with the **Road 350-W Yellow, size 40**, ranking second in terms of profit decreases. Neither the Road 350 nor the Road 550 generated any profit during this period. However, the **Road 650** began showing profitability **starting in July 2003**.
- The **Touring Bikes category did not yield any profit overall**. The lowest profit values were recorded for the **Touring 1000 Yellow** (all models) during its initial release in **July, August, and September of 2003**.

B2B

TOP 3 REVENUE BIKES BY SUBCATEGORY

ONLINE

ProductSubcategory	#Orders	Sales	Profit	Profit Margin
Mountain Bikes				
Mountain-200 Black, 38	327	1,634,648	136,026	8%
Mountain-200 Black, 42	244	1,285,525	108,662	8%
Mountain-200 Black, 46	214	995,927	88,241	9%
Touring Bikes				
Touring-1000 Blue, 60	292	1,370,784	-71,141	-5%
Touring-1000 Yellow, 60	293	1,184,363	-259,044	-22%
Touring-1000 Blue, 46	265	1,164,973	-57,626	-5%
Road Bikes				
Road-350-W Yellow, 48	334	1,380,254	-124,435	-9%
Road-350-W Yellow, 40	327	1,238,755	-93,815	-8%
Road-250 Black, 44	217	913,324	-55,408	-6%

ProductSubcategory	#Orders	Sales	Profit	Profit Margin
Mountain Bikes				
Mountain-200 Black, 42	427	979,961	445,365	45%
Mountain-200 Silver, 38	422	979,036	444,944	45%
Mountain-200 Black, 46	419	961,601	437,021	45%
Touring Bikes				
Touring-1000 Blue, 46	177	421,980	159,677	38%
Touring-1000 Yellow, 46	172	410,060	155,167	38%
Touring-1000 Blue, 54	160	381,451	144,341	38%
Road Bikes				
Road-350-W Yellow, 40	246	418,444	152,146	36%
Road-350-W Yellow, 42	235	399,733	145,343	36%
Road-350-W Yellow, 48	232	394,630	143,487	36%

B2B

BOTTOM 3 REVENUE BIKES BY SUBCATEGORY

ONLINE

ProductSubcategory	#Orders	Sales	Profit	Profit Margin
Touring Bikes				
Touring-3000 Yellow, 54	179	161,177	-25,708	-16%
Touring-2000 Blue, 50	92	157,445	-5,668	-4%
Touring-3000 Yellow, 58	112	96,008	-17,507	-18%
Mountain Bikes				
Mountain-500 Black, 44	135	94,606	8,589	9%
Mountain-500 Black, 40	102	75,815	6,883	9%
Mountain-500 Black, 52	105	74,843	6,795	9%
Road Bikes				
Road-250 Red, 48	1	5,278	5,278	100%
Road-650 Black, 58	5	3,383	3,383	100%
Road-650 Black, 52	3	2,819	2,819	100%

ProductSubcategory	#Orders	Sales	Profit	Profit Margin
Road Bikes				
Road-550-W Yellow, 48	189	211,773	77,001	36%
Road-750 Black, 52	386	208,436	75,787	36%
Road-750 Black, 48	363	196,016	71,272	36%
Touring Bikes				
Touring-3000 Blue, 44	53	39,345	14,888	38%
Touring-3000 Yellow, 62	50	37,117	14,045	38%
Touring-3000 Blue, 50	48	35,633	13,483	38%
Mountain Bikes				
Mountain-500 Silver, 40	45	25,425	11,555	45%
Mountain-500 Black, 52	41	22,140	10,062	45%
Mountain-500 Silver, 44	39	22,035	10,014	45%

Sales Analysis **BY COUNTRY**

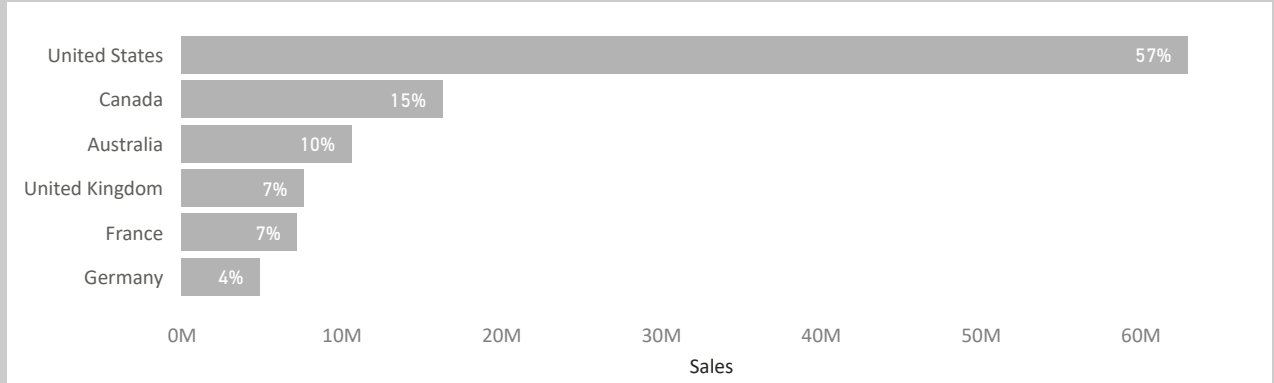
Select Year:

2001

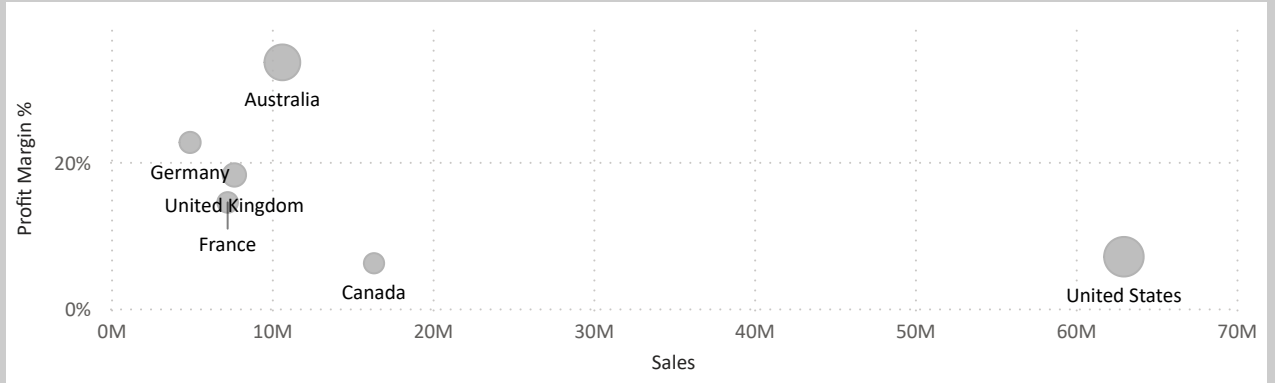
2002

2003

% OF TOTAL SALES BY COUNTRY



TOTAL SALES & PROFIT MARGIN BY COUNTRY



SELECT COUNTRY:

Australia

Canada

France

Germany

United Kingdom

United States

63M

4M

7%

2K

10K

Sales

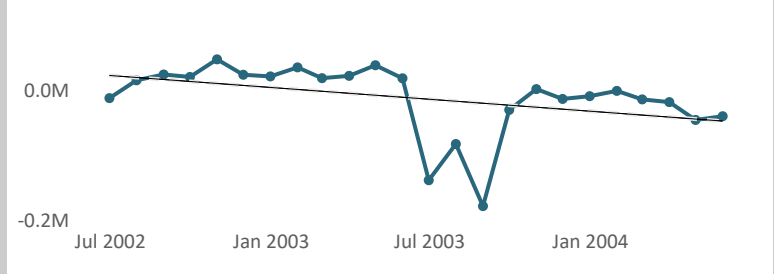
Profit

Profit Margin

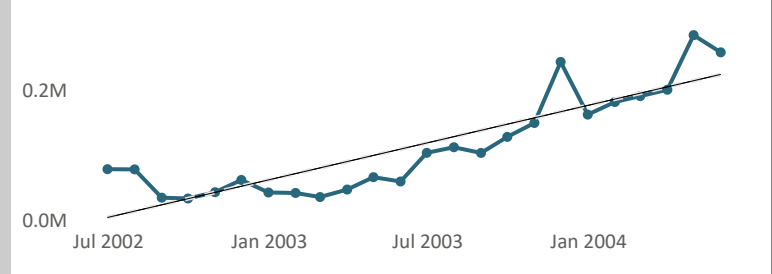
#Order B2B

#Order Online

B2B PROFIT TREND



ONLINE PROFIT TREND



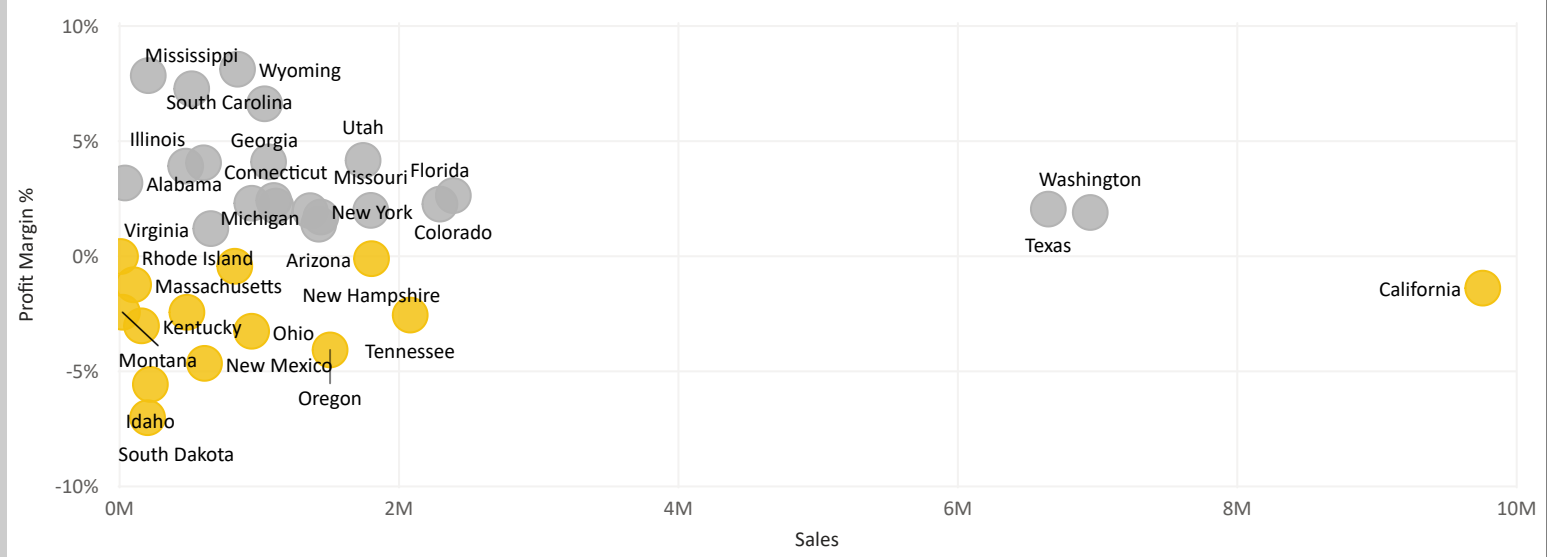
SELECT SALES TYPE:

Select all

B2B

Online

SALES, PROFIT MARGIN % by Country/State



MOST PROFITABLE STATES (US)

State	Sales	Profit	Profit Margin %
California	15,469,373	2,225,440	14%
Washington	9,415,086	1,153,138	12%
Oregon	2,681,404	423,137	16%
Texas	6,656,408	134,199	2%
Utah	1,754,331	73,852	4%

LEAST PROFITABLE STATES (US)

State	Sales	Profit	Profit Margin %
Tennessee	2,087,117	-54,241	-3%
Ohio	952,451	-31,208	-3%
New Mexico	614,984	-28,881	-5%
South Dakota	207,199	-14,620	-7%
Idaho	227,302	-12,755	-6%

SALES OPPORTUNITIES IN UNITED STATES

State	Population (2020)	Sales	Profit
Pennsylvania[B]	13002700		
New Jersey	9288994		
Louisiana	4657757		
Oklahoma	3959353		
Iowa	3190369		
Arkansas	3011524		
Kansas	2937880		
Nebraska	1961504		
West Virginia	1793716		
Hawaii	1455271		
Delaware	989948		
North Dakota	779094		
Alaska	733391		
Vermont	643077		

B2B Sales Analysis **BY SALES REPRESENTATIVES**

Select Year:

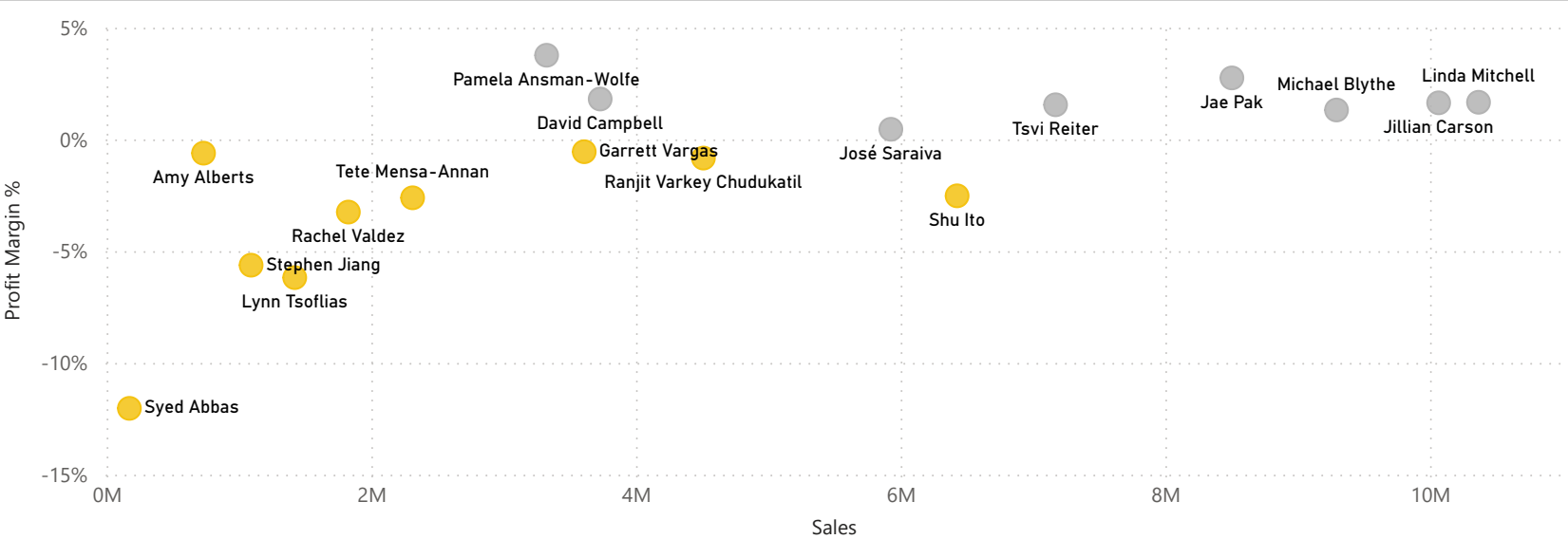
2001

2002

2003

2004

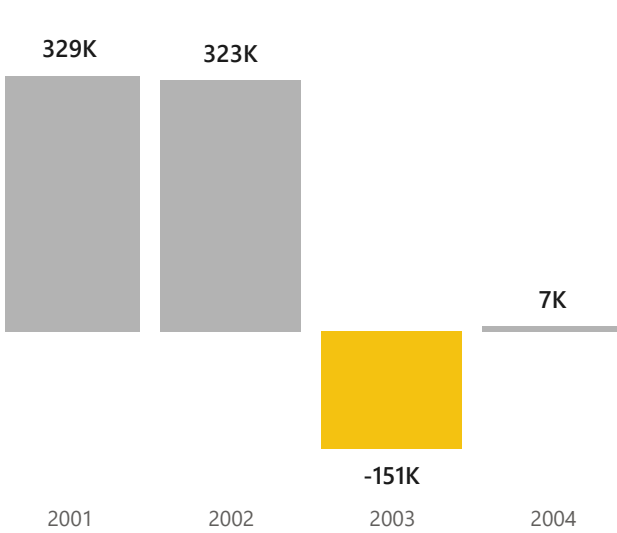
TOTAL SALES & PROFIT MARGIN BY SALES REP



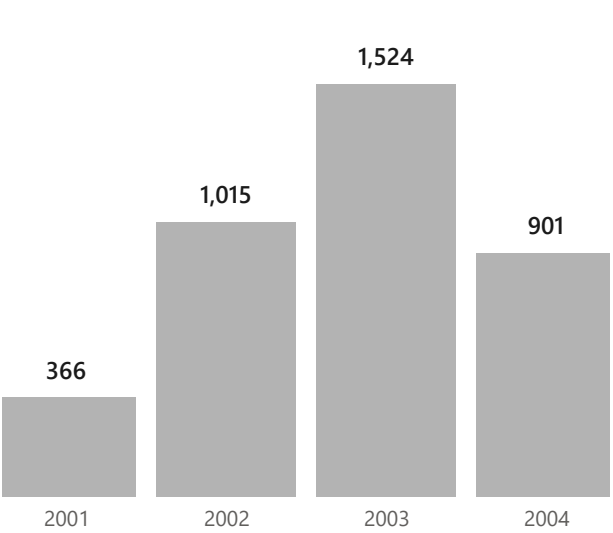
PROFIT TREND BY SALES REPRESENTATIVE

FullName	2001	2002	2003	2004
Jae Pak		129,694	64,954	39,080
Linda Mitchell	60,336	42,065	63,776	5,840
Jillian Carson	42,599	90,163	39,395	-7,621
Pamela Ansmann-Wolfe	28,459	60,712	20,902	15,043
Michael Blythe	14,740	52,818	55,508	-997
Tsvi Reiter	65,042	25,368	18,289	2,256
David Campbell	27,506	24,465	4,322	11,033
José Saraiva	37,500	29,913	-36,152	-4,553
Amy Alberts		9,484	-11,573	-2,446
Garrett Vargas	13,016	1,690	-28,182	-6,495
Syed Abbas			-20,506	-261
Ranjit Varkey Chudukatil		22,805	-55,402	-5,218
Rachel Valdez			-67,069	7,624
Tete Mensa-Annan		10,360	-48,081	-22,761
Stephen Jiang	1,451	-58,609	-4,234	-102
Lynn Tsoflias			-77,198	-10,757
Shu Ito	38,278	-117,527	-70,000	-13,155

B2B PROFIT TREND



B2B #ORDERS TREND



SALES REPRESENTATIVE PROFIT PER COUNTRY

FullName	Australia	Canada	France	Germany	United Kingdom	United States
Jae Pak		233,728				
Linda Mitchell						172,016
Jillian Carson						164,536
Pamela Ansmann-Wolfe						125,116
Michael Blythe						122,069
Tsvi Reiter						110,955
David Campbell						67,326
José Saraiva		29,988			-3,280	
Amy Alberts			506	-14,702	9,662	
Garrett Vargas		-19,971				
Syed Abbas	-20,766					
Ranjit Varkey Chudukatil			-37,815			
Rachel Valdez				-59,444		
Tete Mensa-Annan						-60,482
Stephen Jiang		-65,518				4,025
Lynn Tsoflias	-87,954					
Shu Ito						-162,403

