

Revenue

20.1M

ΔPY +7.4% ↑

Cost

16.6M

ΔPY -11.0% ↓

Profit

3.4M

ΔPY +513.1% ↑

Total Quantity

61.7K

ΔPY +20.0% ↑

INDIVIDUAL

RESELLER

41.74%

58.26%

Cost

Profit

Quantity

Revenue

Multipl... ▾

2014 ▾

SALES OVERVIEW

RESELLER SALES

RFM ANALYSIS

SALES PERSON

RESELLER PRICE VOLUME MIX

RESELLER DECOMPOSITION TREE

INDIVIDUAL SALES

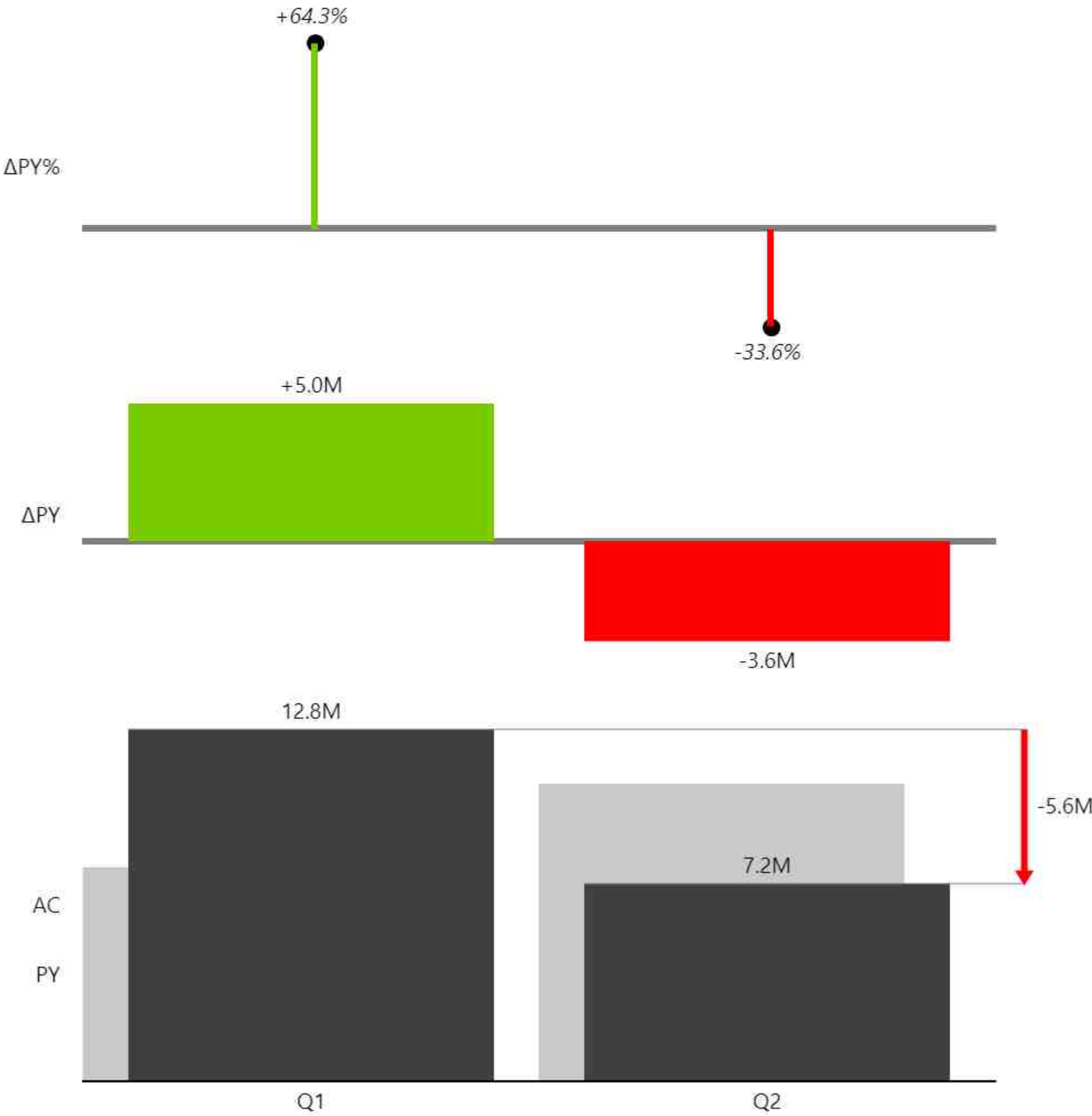
INDIVIDUAL KEY INFLUENCERS

EXTERNAL RESEARCH

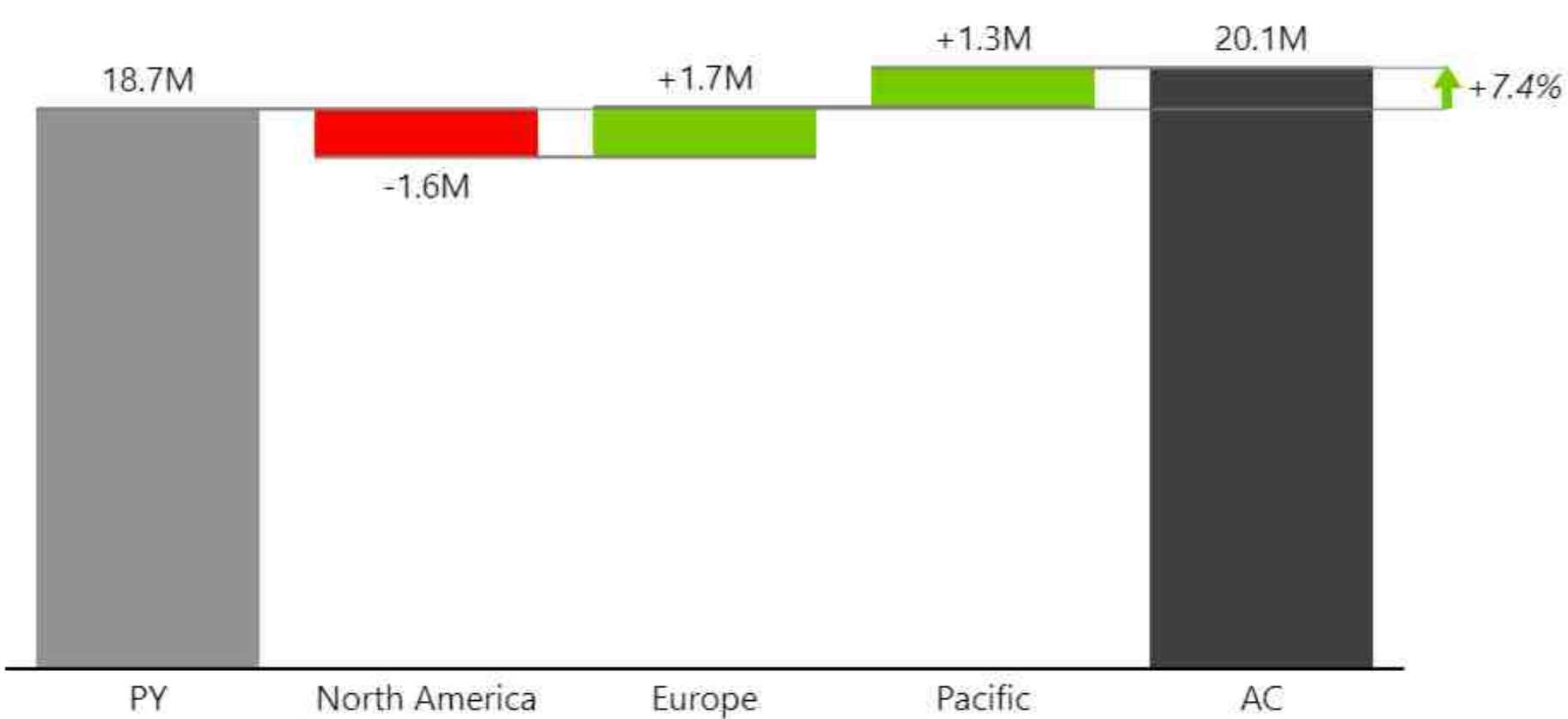
INSIGHT

RECOMMENDATION

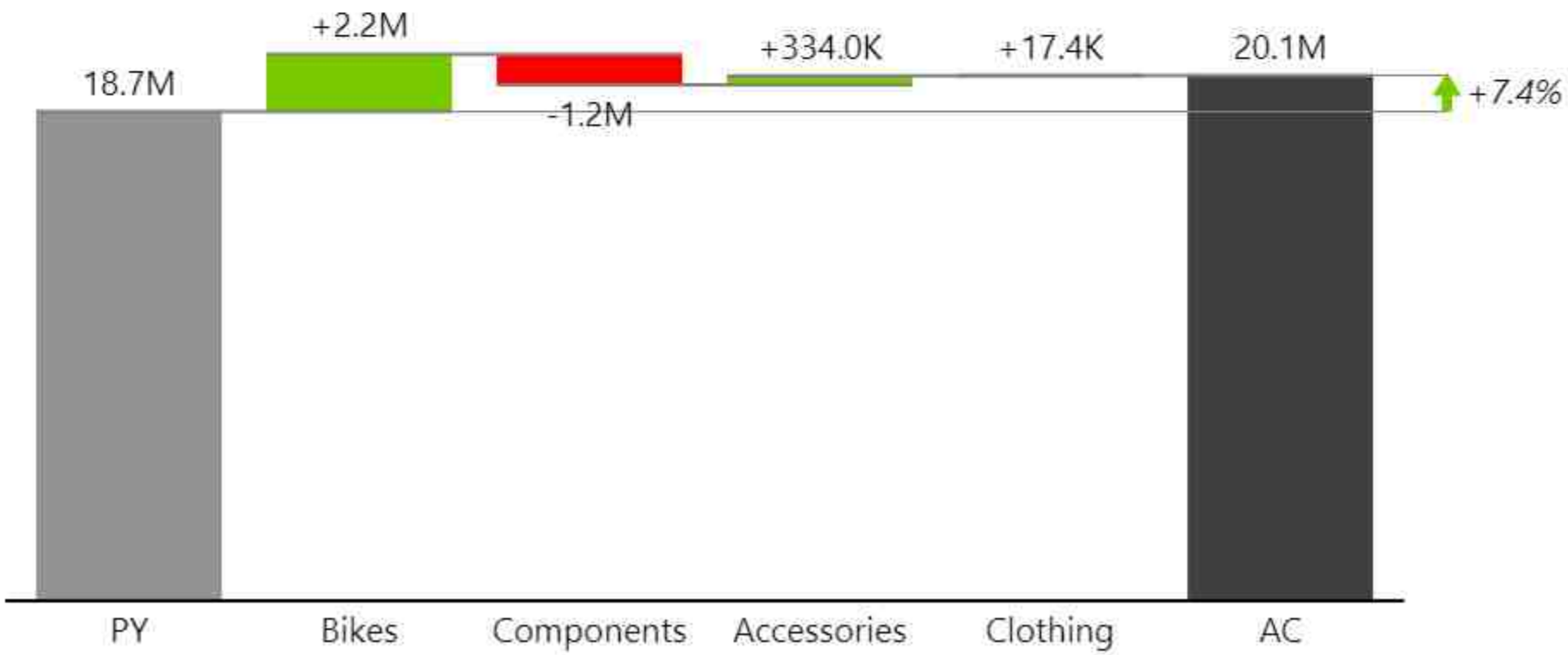
Revenue Dynamic View



Revenue by Territory Group



Revenue by Product Category



Reseller Sale

11.7M

ΔPY -23.1%

↓

Reseller Cost

11.7M

ΔPY -26.4%

↓

Reseller Profit

-28.0K

ΔPY +96.2%

↑

Reseller Quantity

34.2K

ΔPY -29.4%

↓

Cost

Profit

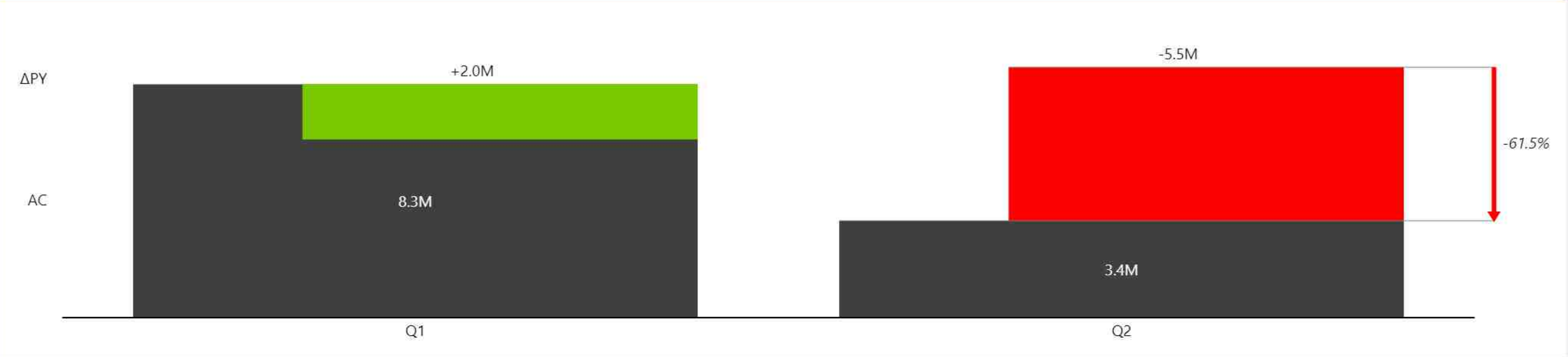
Quantity

Revenue

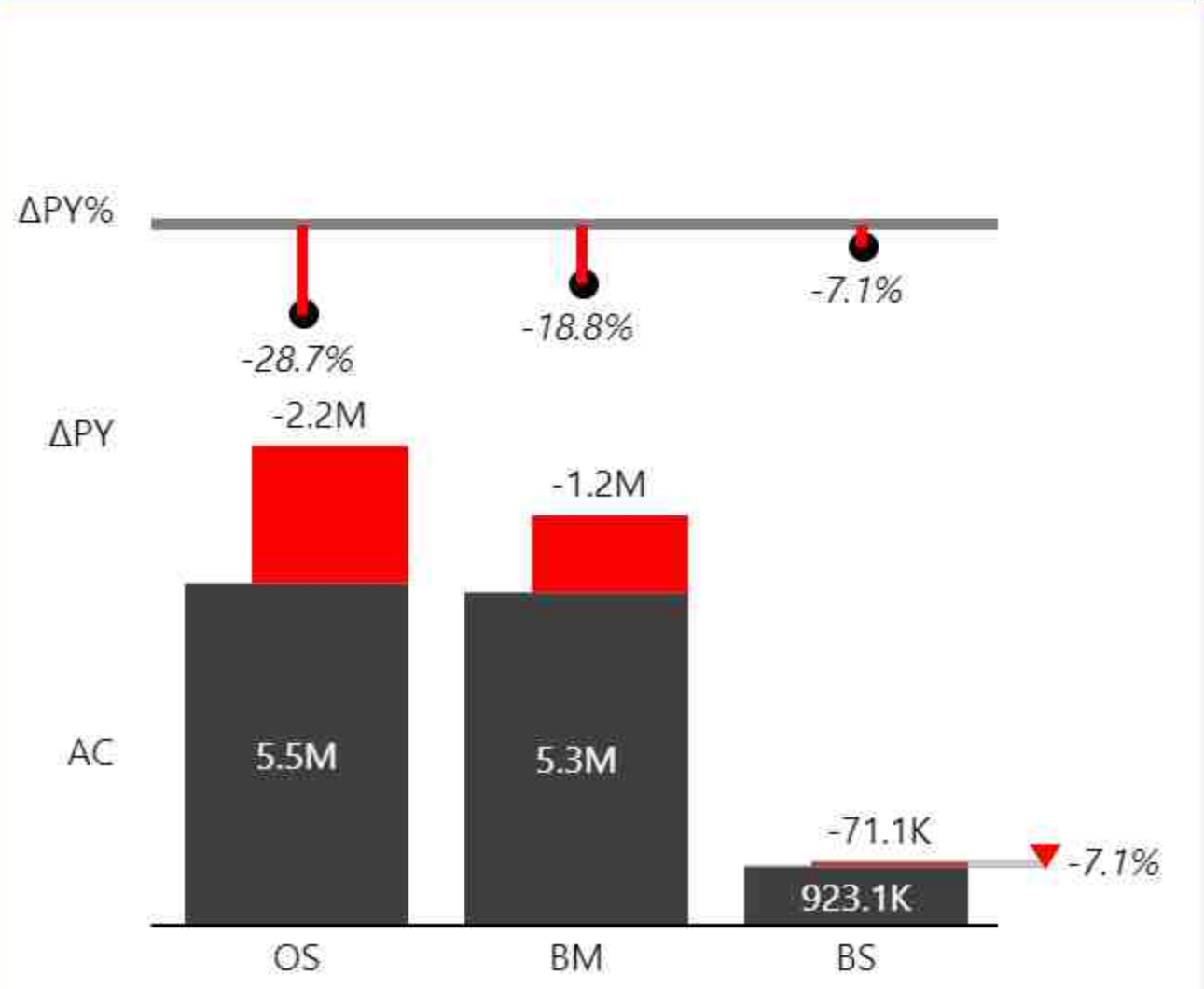
Multi...

2014

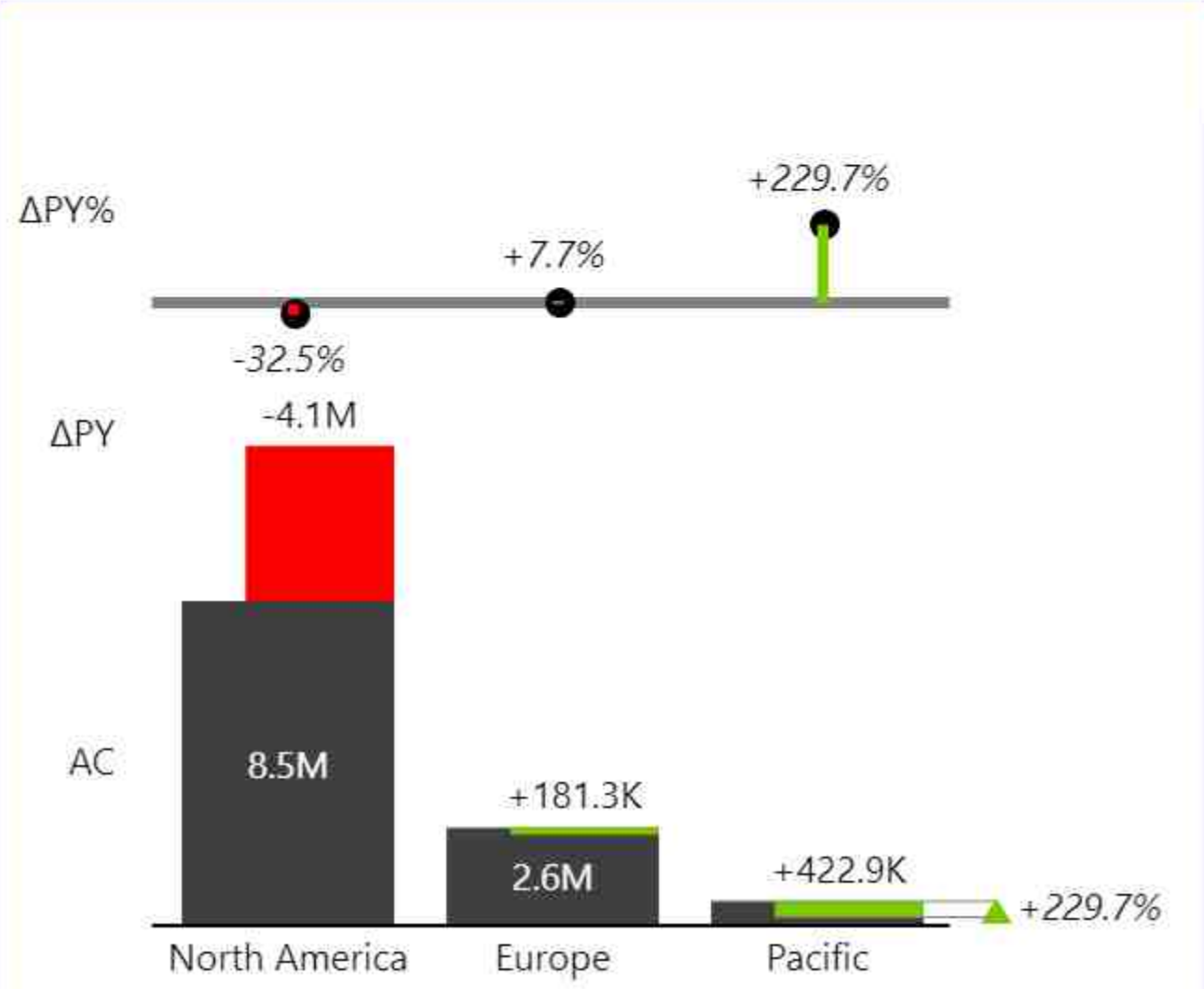
Revenue Dynamic View



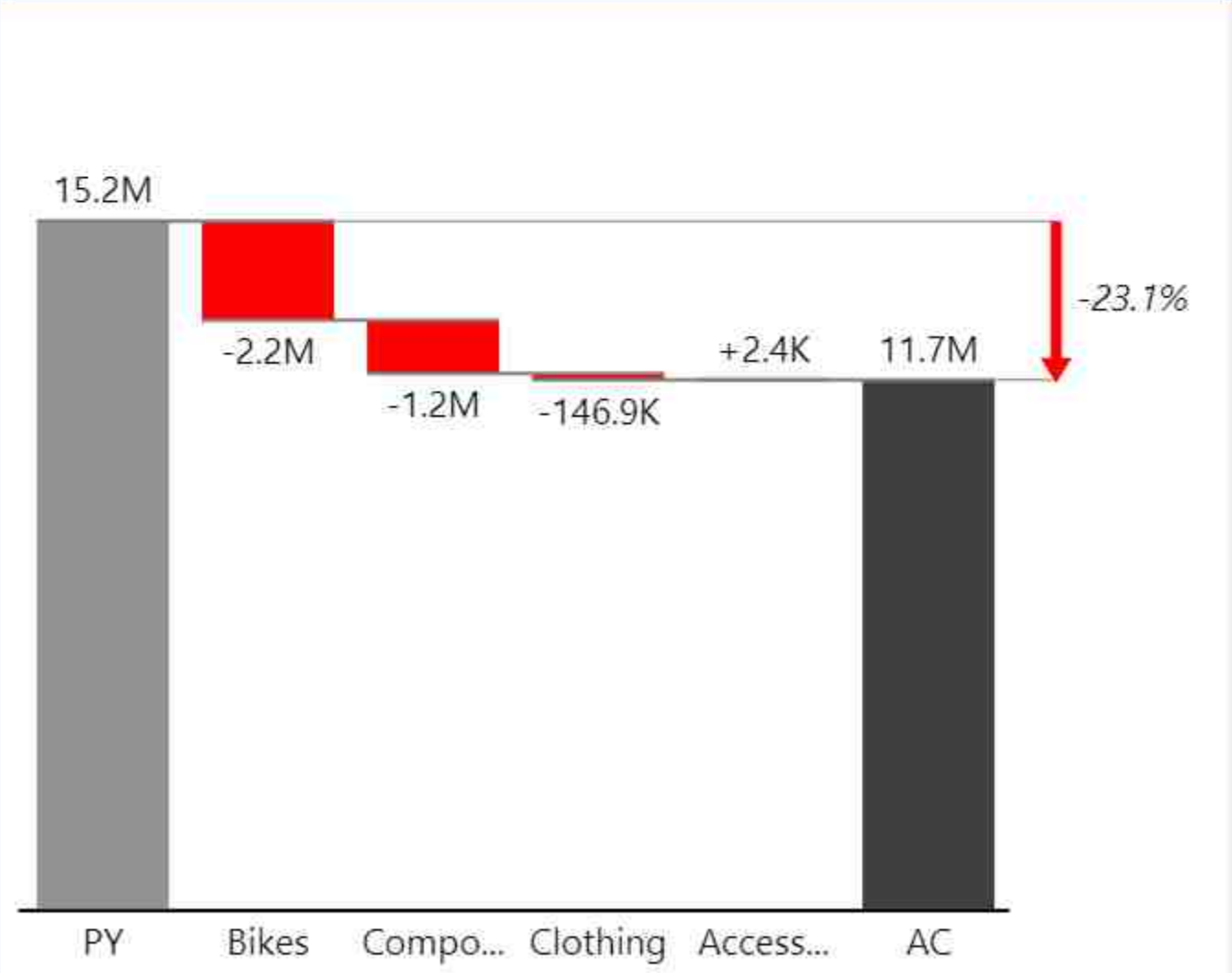
Revenue by Bussiness Type



Revenue by Territory Group



Revenue by Product Category



SALES

REPORT

ADVENTUREWORK GROUP 7

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RECOMMENDATION

Segment

All

Average of Recency Value

216.9

Average of Monetary Value

173.3K

Average of Frequency Value

7.7

Average of Recency by Segment

Potential ...

Inactive R...

Emerging...

Top Partner

0K

50K

Average of Monetary by Segment

Top Partner

Emerging...

Potential ...

Inactive R...

0.0M

0.5M

Average of Frequency by Segment

Emerging...

Top Partner

Potential ...

Inactive R...

0

10

RFM Score & Segment by Reseller

ResellerName	F-score	M-score	R-score	RFI
Brakes and Gears	4	4	3	
Brightwork Company	4	4	3	
Catalog Store	4	4	3	
Consolidated Sales	4	4	3	
Every Bike Shop	4	4	3	
Farthermost Bike Shop	4	4	3	

Number of Reseller by Segment

Potential Reseller

43.44%

Emerging Reseller

29.86%

Inactive Reseller

23.54%

Top Partner

SALES REPORT

SALESPERSON
FY 2014

SalesReAC
11.7M -23.1% ↓

ADVENTUREWORK
GROUP 7

Multiple... 2014

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RECOMMENDATION

TOP 3 Sales Person in Q1 & Q2 2013

1



Jae B Pak

1.4 M

2



Linda C
Mitchell

1.3 M

#3



Michael G
Blythe

1.1 M

Sales Amount By Sales Person

	AC ↓	ΔPY	ΔPY%
OrderSystem	8.4M	+4.9M	+139.9 →
Jae B Pak	-754.4K		-35.3 ●
Linda C Mitchell	-827.7K		-39.4 ●
Michael G Blythe	-920.3K		-46.5 ●
José Edvaldo Saraiva	+388.5K		+59.2 ●
Jillian Carson	-814.6K		-43.9 ●
Ranjit R Varkey Chud...	-266.8K		-23.5 ●
Tsvi Michael Reiter	-318.3K		-28.8 ●
Shu K Ito	-412.2K		-34.6 ●
Tete A Mensa-Annan	+83.6K		+16.2 ●
Lynn N Tsoflias	+401.6K		+218.2 →
Rachel B Valdez	+209.6K		+56.4 ●
Pamela O Ansman-...	+216.4K		+75.0 ●
David R Campbell	-133.9K		-21.5 ●
Garrett R Vargas	-223.1K		-33.9 ●
Stephen Y Jiang	-817.8		-0.5 ●
Amy E Alberts	-150.0K		-72.6 ●
Syed E Abbas	+21.3K		



	2013	2014
Revenue by PVM, Long Metric & Product Name		
	AC ↑	
> Volume Impact	-4.5M	
> Discontinued ...	-2.7M	
Road-250 Red, ...	-332.8K	
Road-250 Red, ...	-271.2K	
Road-250 Red, ...	-233.1K	
Road-650 Black,...	-212.0K	
Mountain-300 ...	-151.3K	
Mountain-300 ...	-149.7K	
Mountain-300 ...	-149.0K	
Mountain-300 ...	-145.8K	
Road-650 Red, ...	-105.2K	
Road-650 Black,...	-101.5K	
Road-650 Black,...	-98.8K	
ML Mountain Fr...	-59.9K	
Road-650 Black,...	-50.3K	
HL Mountain Re...	-49.9K	
Road-650 Black,...	-48.4K	
Road-650 Red, ...	-46.0K	
ML Mountain Fr...	-39.5K	
ML Mountain R...	-37.6K	
LL Road Frame ...	-37.5K	
LL Road Frame ...	-37.2K	
HL Road Frame ...	-33.5K	
ML Mountain Fr...	-33.5K	
HL Road Front ...	-32.5K	
HL Road Frame ...	-29.2K	
ML Road Front ...	-22.9K	
ML Road Frame...	-22.7K	
LL Road Rear W...	-18.6K	

SALES
REPORT

DECOMPOSITION TREE
FY 2014

Reseller Revenue
11.7M Δ PY -23.1% ↓

Reseller Cost
11.7M Δ PY -26.4% ↓

Reseller Profit
-28.0K Δ PY +96.2% ↑

Reseller Quantity
34.2K Δ PY -29.4% ↓

ADVENTUREWORK
GROUP 7

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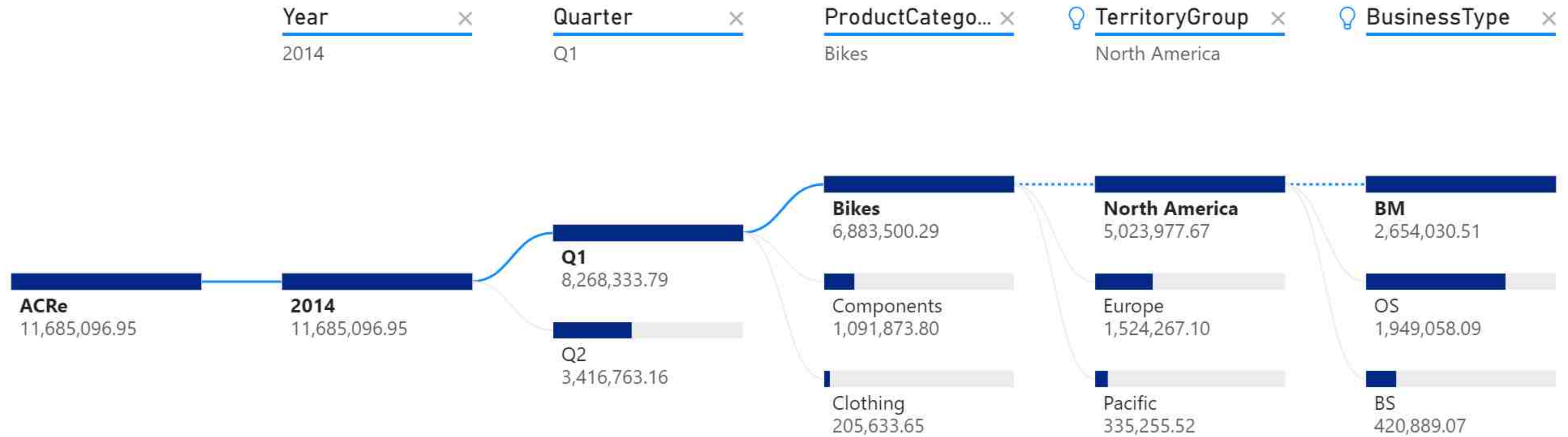
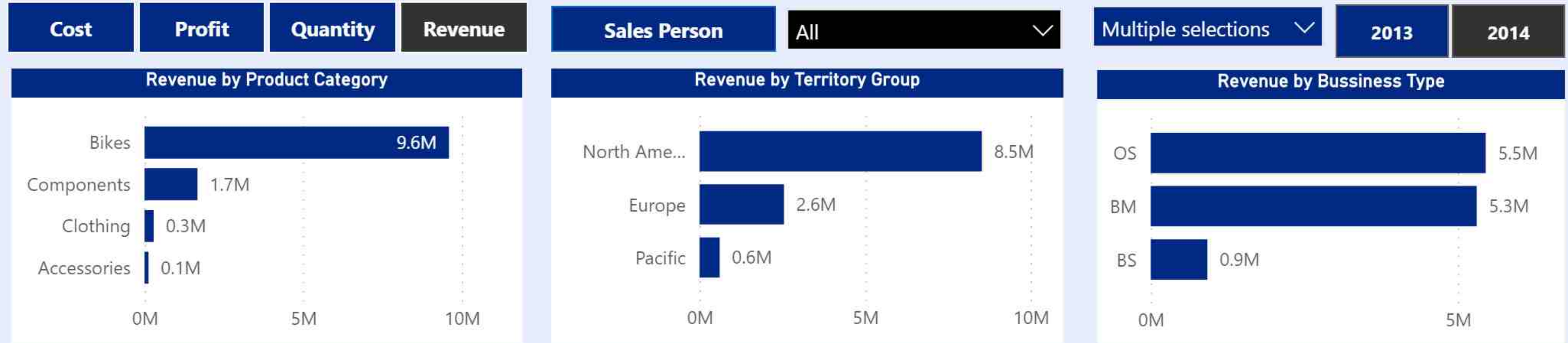
INDIVIDUAL SALES

INDIVIDUAL KEY INFLUENCERS

EXTERNAL RESEARCH

INSIGHT

RECOMMENDATION



SALES REPORT

INDIVIDUAL SALES FY 2014

SalesInAC
8.4M Δ PY +139.9% ↑

CostInAC
4.9M Δ PY +123.1% ↑

ProfitInAC
3.5M Δ PY +168.6% ↑

QtyInAC
27.5K Δ PY +815.0% ↑

ADVENTUREWORK GROUP 7

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RECOMMENDATION

Male 50.59%

Female 49.41%

Cost

Profit

Quantity

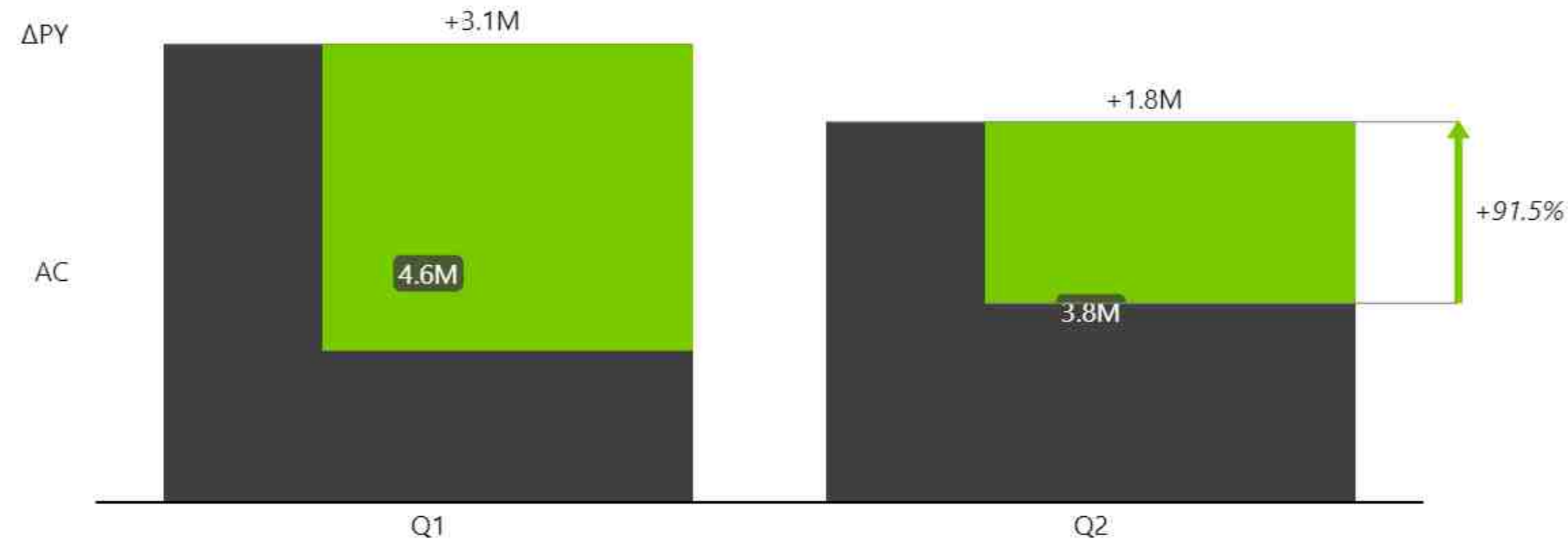
Revenue

Multiple... ▾

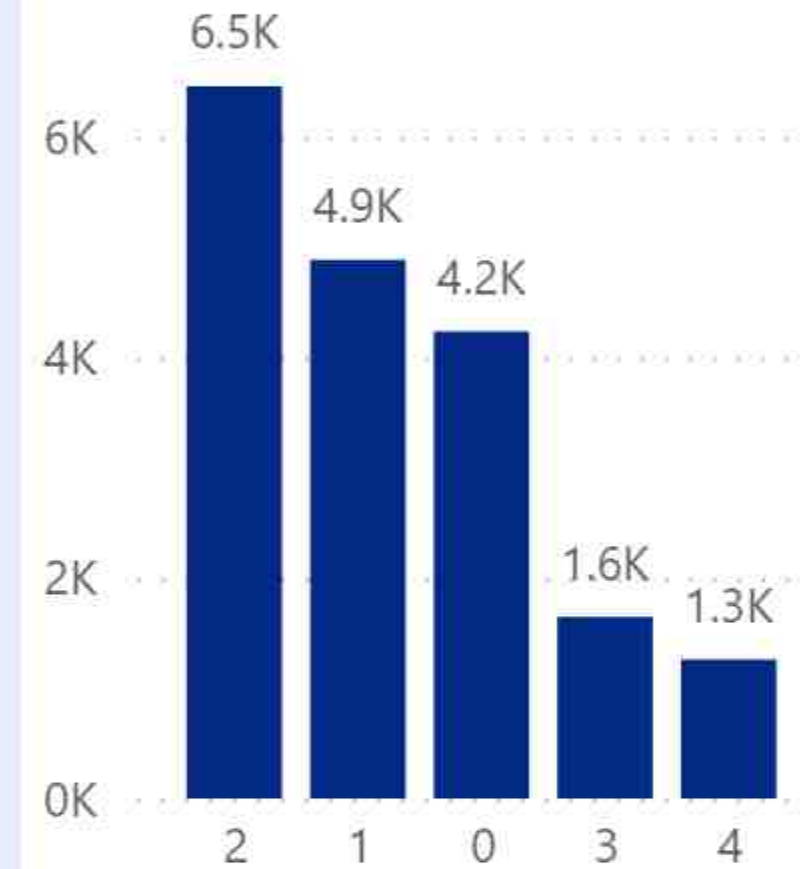
2014 ▾

Revenue Dynamic View

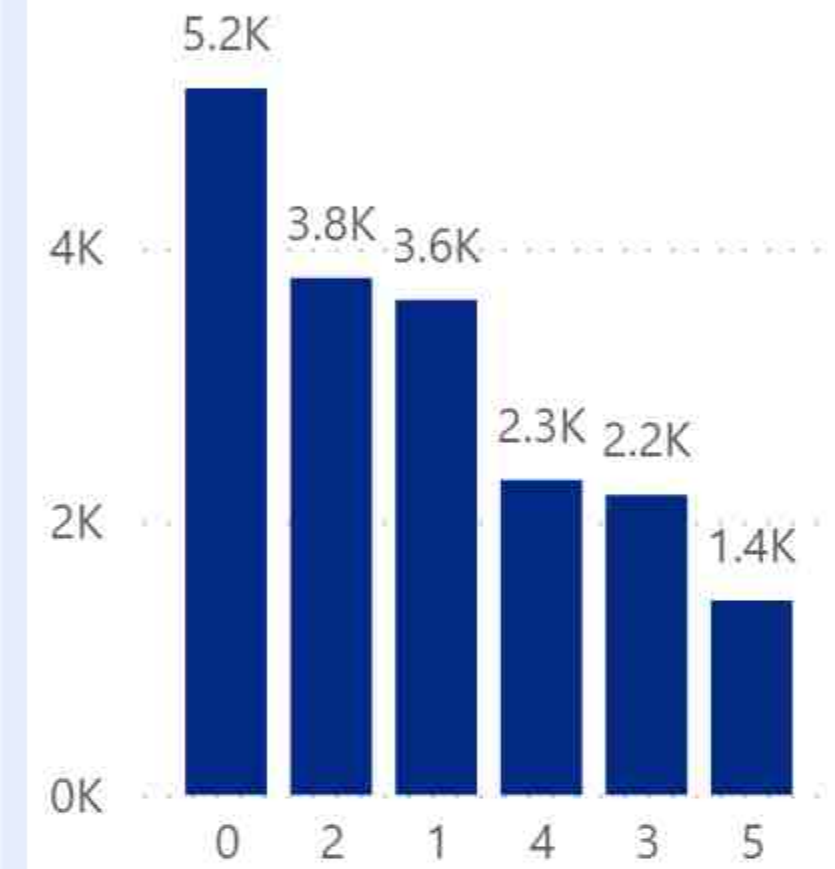
ACin and PYIn by Quarter



Customer by Cars Owned

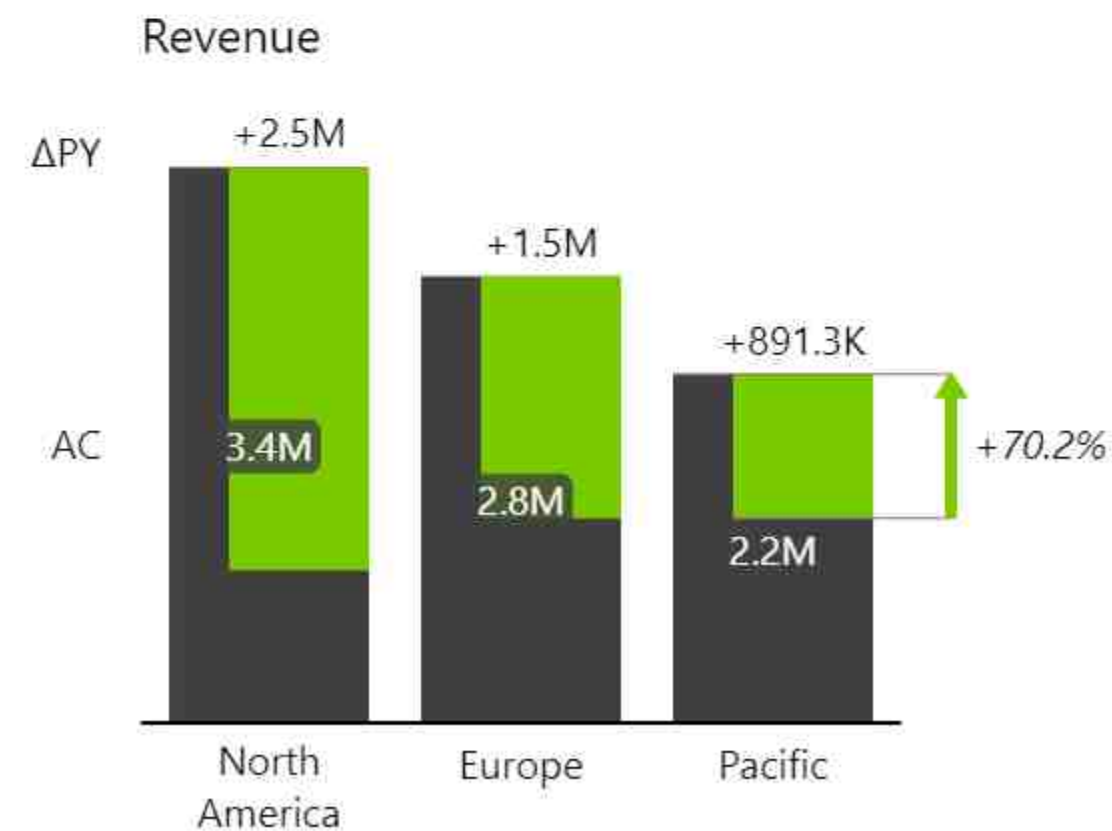


Customer by Children



Revenue by Territory Group

ACin and PYIn by KPI, TerritoryGroup

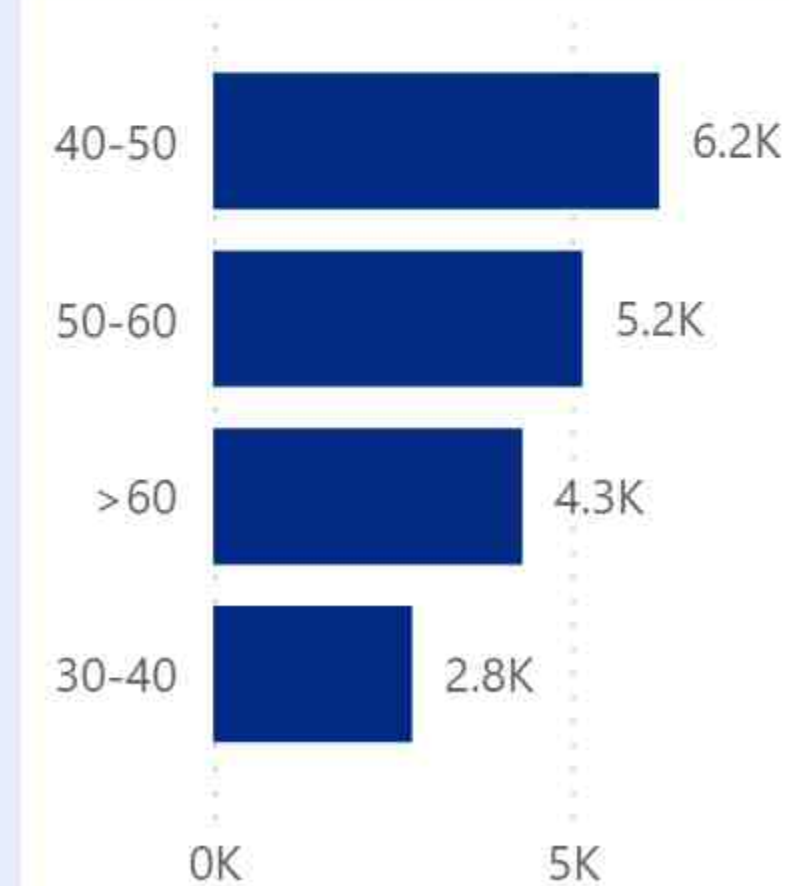


Revenue by Product Category

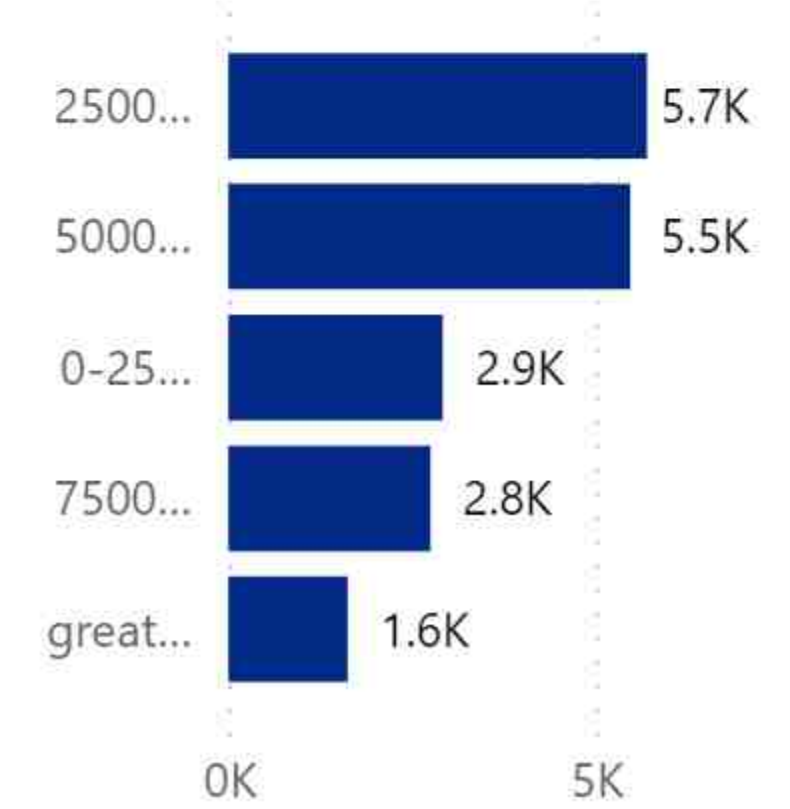
ACin and PYIn by KPI, ProductCategoryName



Customer by Age



Customer by Yearly Income



SALES
REPORT

KEY INFLUENCERS
FY 2013

ADVENTUREWORK
GROUP 7

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RECOMMENDATION

Individual Sale
10.7M Δ PY +67.9% ↑

Individual Cost
6.4M Δ PY +60.6% ↑

Individual Pr...
4.3M Δ PY +80.2% ↑

Cost

Profit

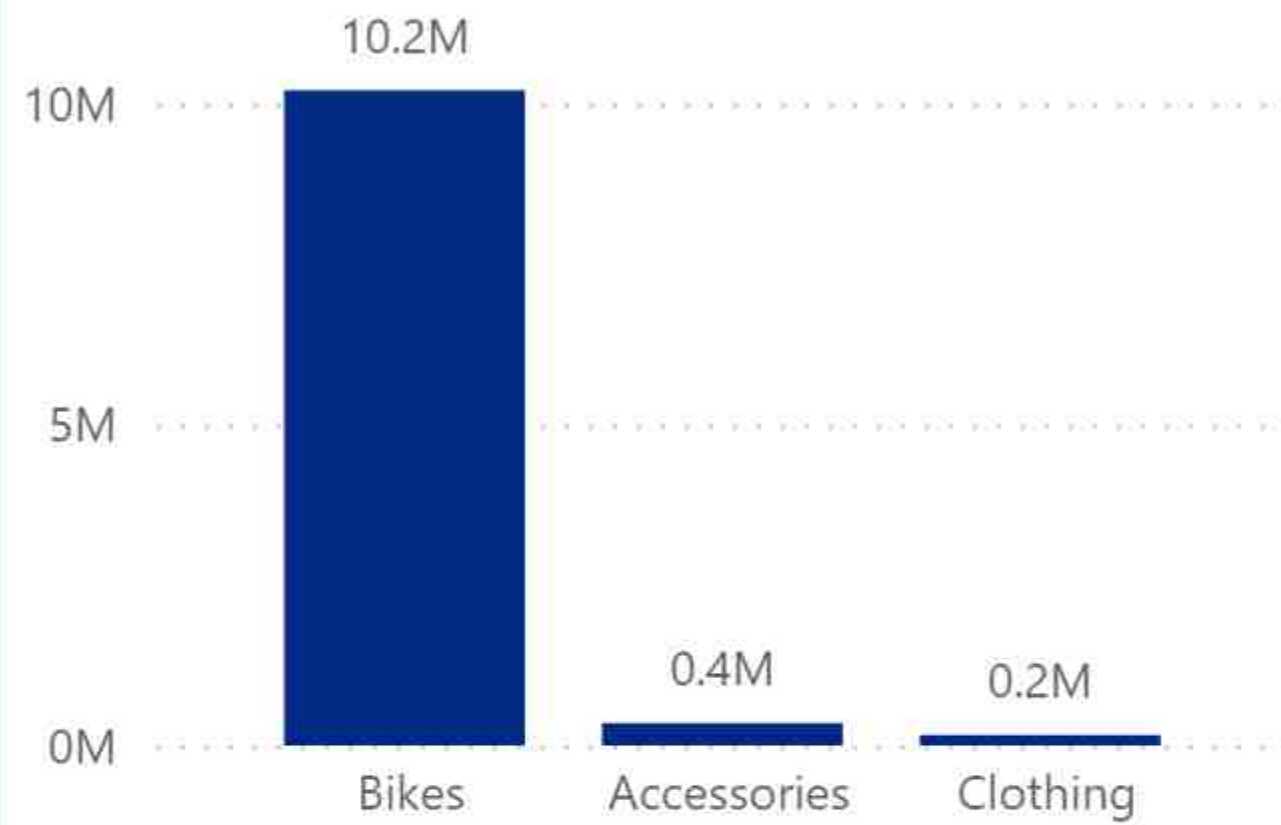
Quantity

Revenue

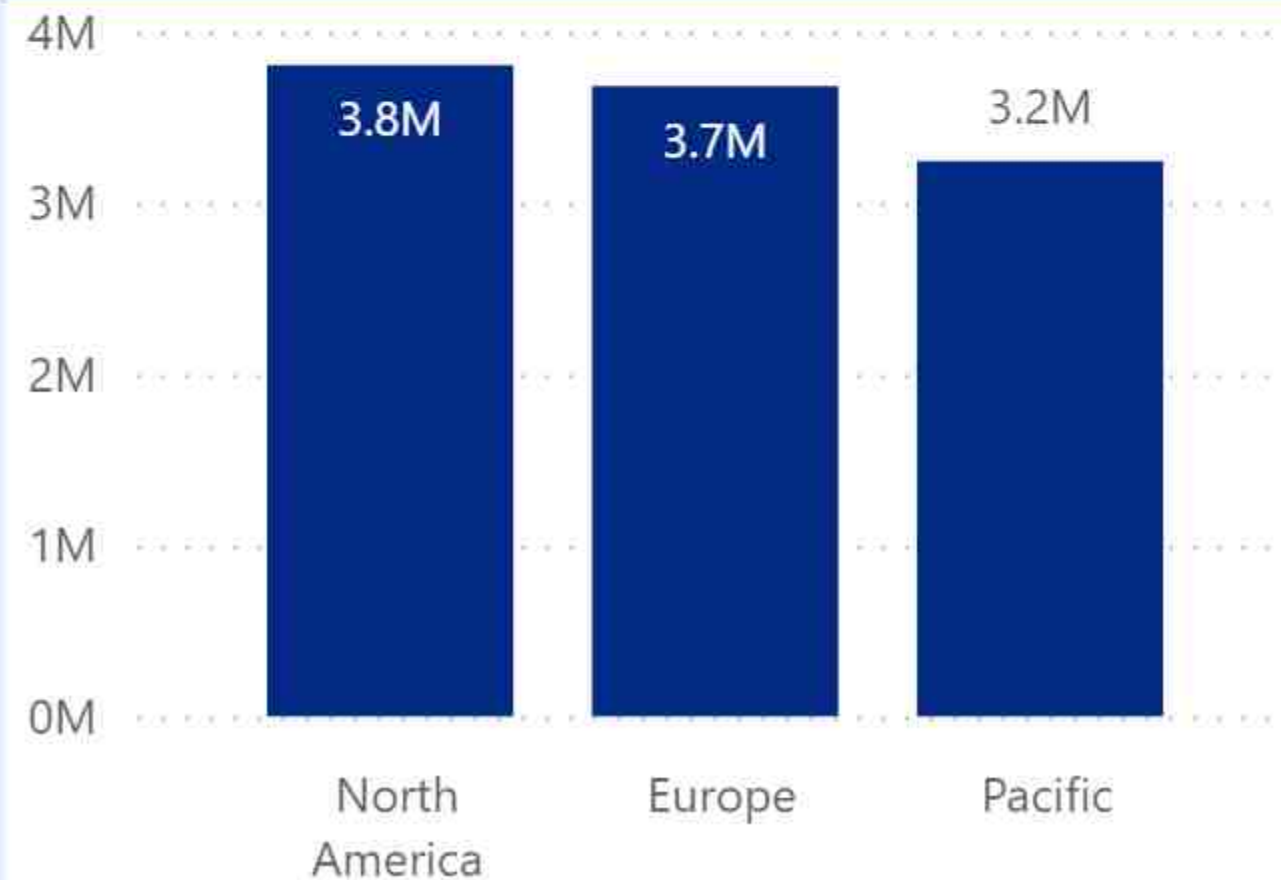
All

2013

Revenue by Product Category



Revenue by Territory Group



Key Influencers and Top Segment

Key influencers Top segments

When is AgeGroup more likely to be ?

We found 6 segments and ranked them by % AgeGroup is >60 and population size. Sele...

