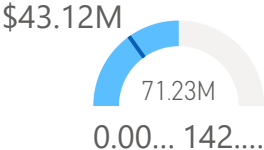


# Competitor Sales Analysis



## Total Revenue



# 19.63%

Sintec Market Share

Date

1/1/2017

12/31/2021

Competitor Sales Analysis

Sintec Revenue by Country

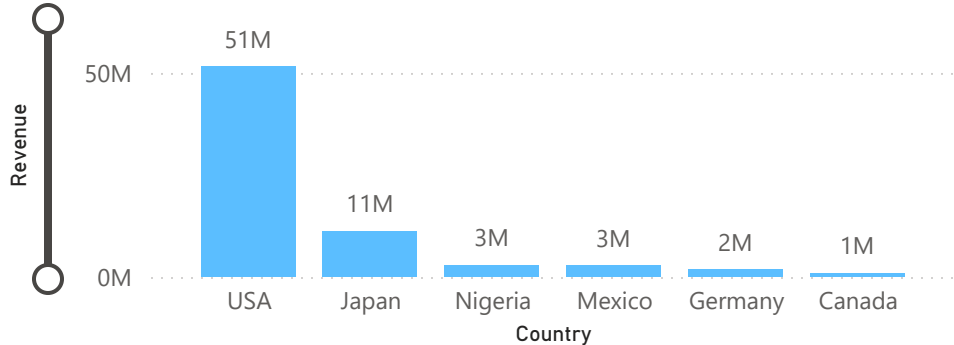
Year 2021 Revenue MoM Trend

Revenue by category for USA

Category	Revenue	PY Sales	% Growth	%GT Revenue
Mix	4,084,188.04	\$2,423,983.34	68.49%	5.73%
All Season	4,084,188.04	\$2,423,983.34	68.49%	5.73%
Rural	8,415,668.98	\$5,820,152.08	44.60%	11.81%
Productivity	5,780,165.64	\$4,046,139.29	42.86%	8.11%
Select	2,635,503.34	\$1,774,012.78	48.56%	3.70%
Urban	56,489,224.05	\$33,673,466.58	67.76%	79.30%
Convenience	15,507,772.36	\$9,440,693.96	64.27%	21.77%
Extreme	35,863,359.43	\$21,068,766.13	70.22%	50.35%
Moderation	2,693,236.27	\$1,234,832.42	118.11%	3.78%
Productivity	100,857.72	\$150,981.96	22.27%	0.28%
Total	71,234,293.65	\$43,119,465.18	65.20%	100.00%

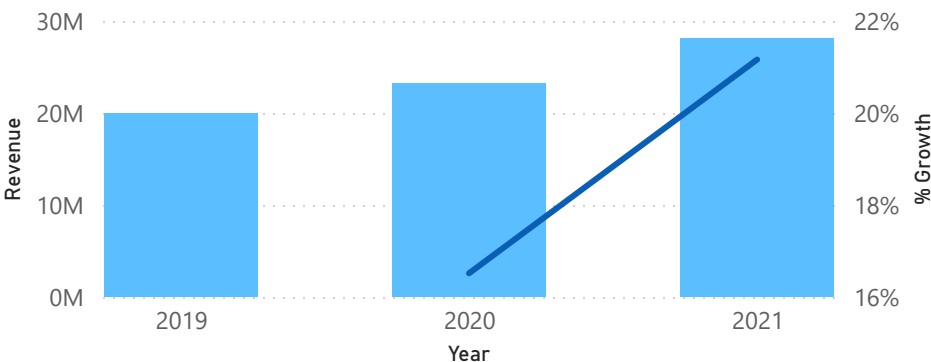
## Revenue by Country and Manufacturer

Manufacturer ● Sintec



## Revenue by Date

● Revenue ● % Growth



# Advanced Insights



362.89M

Revenue

\$229.99M

PY Sales

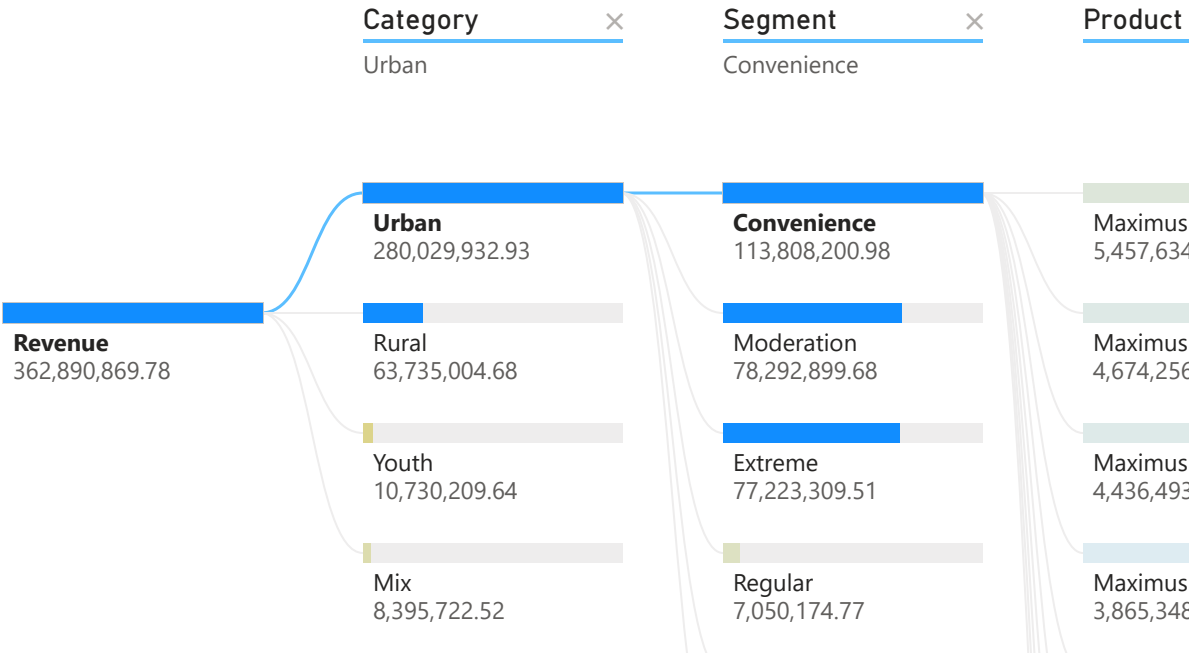
947K

Units

57.79%

% Growth

## Category Distribution

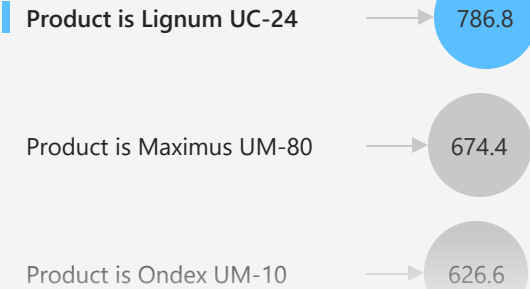


## Key influencers Top segments

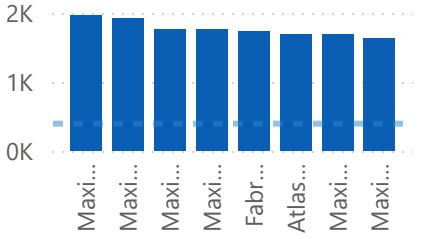


What influences Revenue to  ?

When... ..the average of Revenue increases by



← Revenue is more likely to increase when Product is Lignum UC-24 than otherwise (on average).



☐ Only show values that are influencers

Revenue Increased the most (by 518.37) when Manufacturer was Artisans. 2 other factors also caused Revenue to Increase, explore them in the key