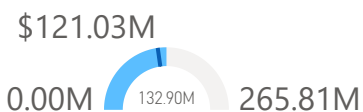


# Competitor Sales Analysis



## Total Revenue



21.15%

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

Advanced Insights

## % Growth and Py Sales by Segment, Year, Quarter and Month

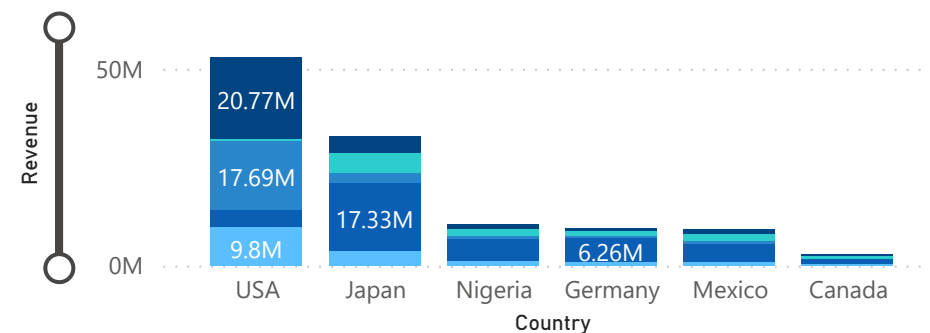
Segment All Season Convenience



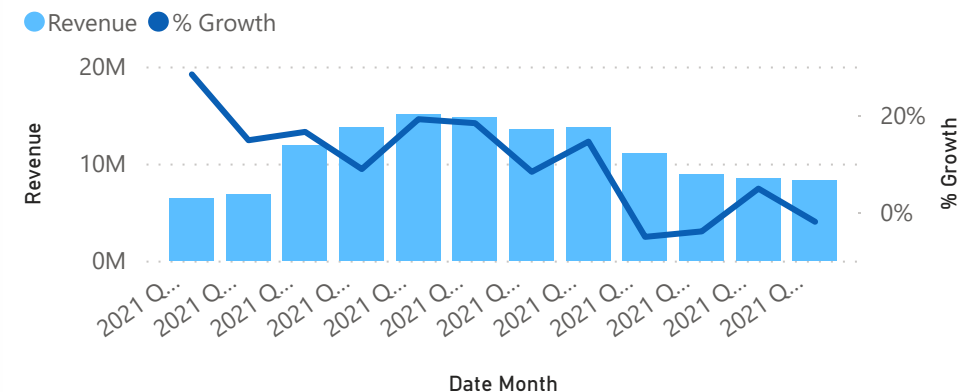
| Category     | Revenue               | Py Sales                     | % Growth      | %GT Revenue    |
|--------------|-----------------------|------------------------------|---------------|----------------|
| <b>Youth</b> | <b>4,206,925.99</b>   | <b>\$3,453,848.925000077</b> | <b>21.80%</b> | <b>3.17%</b>   |
| Productivity | 1,187,884.70          | \$946,509.9750000173         | 25.50%        | 0.89%          |
| Youth        | 3,019,041.29          | \$2,507,338.950000059        | 20.41%        | 2.27%          |
| <b>Urban</b> | <b>103,535,062.34</b> | <b>\$93,782,373.20500769</b> | <b>10.40%</b> | <b>77.90%</b>  |
| Productivity | 1,325,239.74          | \$933,011.3150000173         | 42.04%        | 1.00%          |
| Extreme      | 30,384,187.88         | \$25,338,990.06749942        | 19.91%        | 22.86%         |
| Moderation   | 30,187,638.00         | \$26,699,135.16499926        | 13.07%        | 22.71%         |
| Convenience  | 39,545,199.78         | \$38,068,593.57250887        | 3.88%         | 29.75%         |
| Regular      | 1,979,226.58          | \$2,530,594.02750011         | -21.79%       | 1.49%          |
| Select       | 113,570.37            | \$212,049.0575000005         | -46.44%       | 0.00%          |
| <b>Total</b> | <b>132,903,492.76</b> | <b>\$121,029,986.5075037</b> | <b>9.81%</b>  | <b>100.00%</b> |

## Revenue by Country and Manufacturer

Manufacturer Aquatail Artisans Ductal Ondex Sintec



## Revenue by Date



# Advanced Insights

Reset



362.89M

Revenue

\$229.99M

Py Sales

947K

Units

57.79%

% Growth

## Category Distribution

Category



**Revenue**  
362,890,869.78

Urban  
280,029,932.93

Rural  
63,735,004.68

Youth  
10,730,209.64

Mix  
2,295,722.53

## Key influencers Top segments



What influences Revenue to

Increase



?

When...

...the average of Revenue  
increases by

Product is Lignum UC-24

786.8

Product is Maximus UM-80

674.4

Product is Ondex UM-10

626.6

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