

# Competitor Sales Analysis



Affinity



aquatail



Artisans



atlas



Diament



Ductal



Fabrean



Inventio



Lignum



## Total Revenue

\$121.03M  
0.00M 132.90M 265.81M

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 ▶

100%

% Growth for 2021 Qtr 2 April: 8.87%

0%

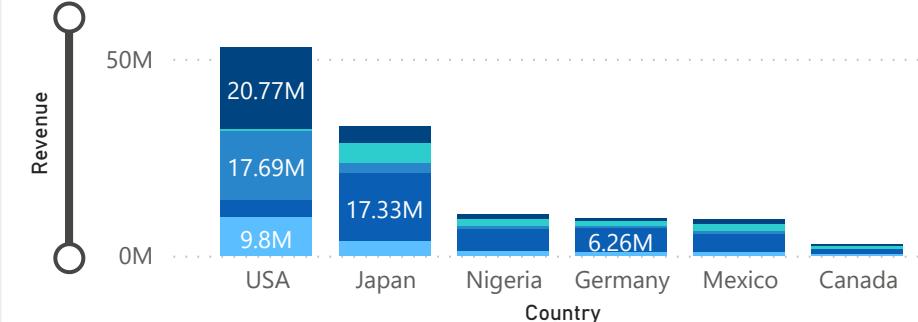
2021 Qtr 2 April

2021 Qtr 2 May

Category	Revenue	Py Sales	% Growth	%GT Revenue
■ Youth	<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%
■ Urban	<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	112,570.27	\$121,029,986.5075037	-16.44%	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>

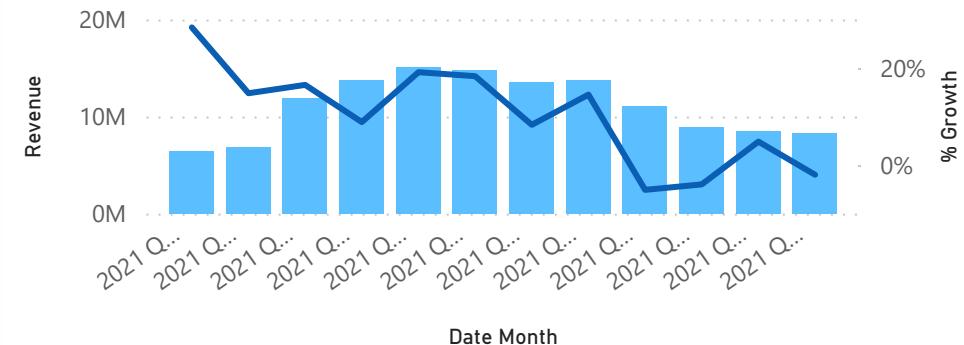
## Revenue by Country and Manufacturer

Manufacturer ● Aquatail ● Artisans ● Ductal ● Ondex ● Sintec



## Revenue by Date

● Revenue ● % Growth



# Advanced Insights

Reset



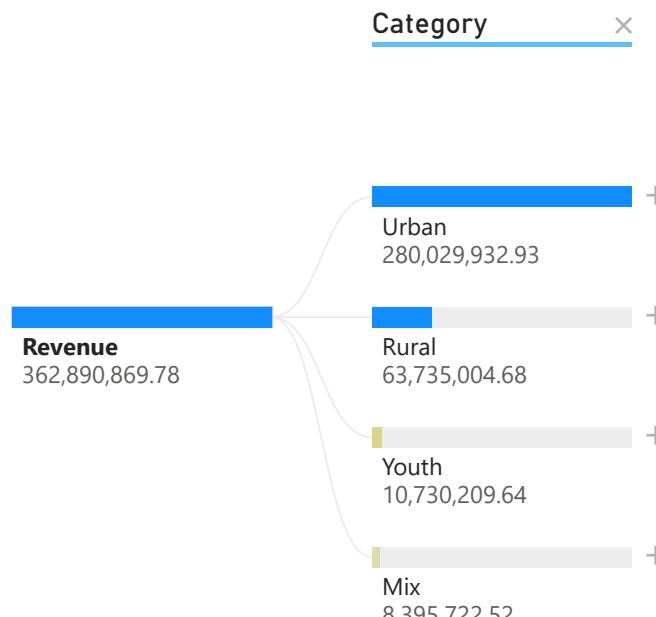
362.89M  
Revenue

\$229.99M  
Py Sales

947K  
Units

57.79%  
% Growth

## Category Distribution



## 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.