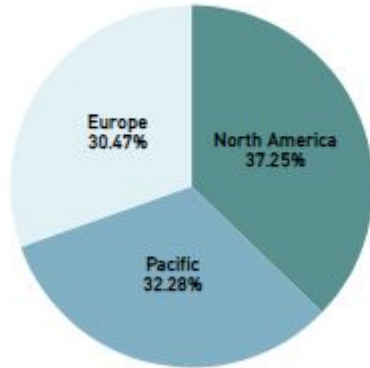


## Adventure Work Sales Distribution



### Market Segment by Geography

**37 – 32 – 31 %** with the  
majority stay in **North America**

## Sales Performance Overview 2015-2016



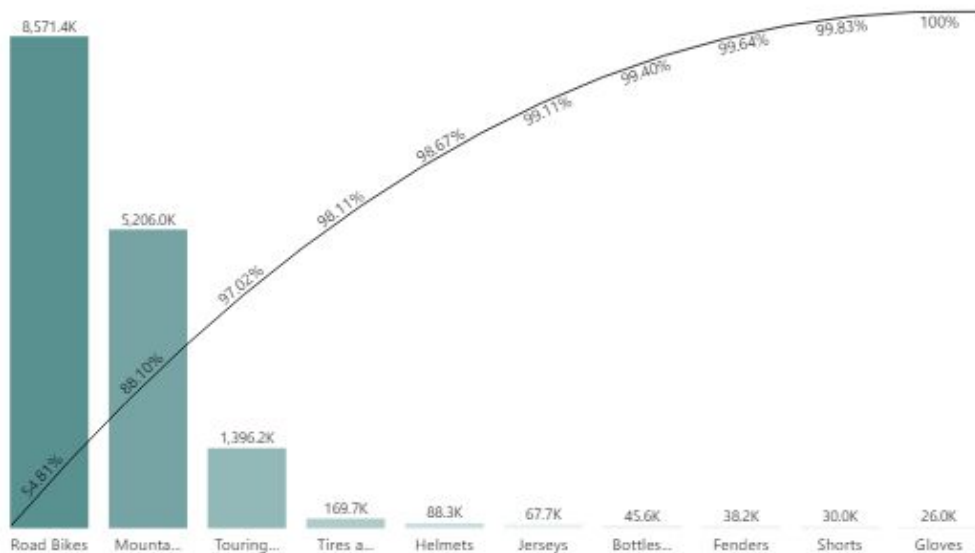
The rise of **Mountain Bikes** and the **launch of new products** in 2016 lead sales revenue to grow **45.58%** to the previous year

**Road Bikes** was the **leading** product despite the sales **drop** in 2016



## Which Products did contributed most value?

### Sales revenue contribution by Product Subcategories



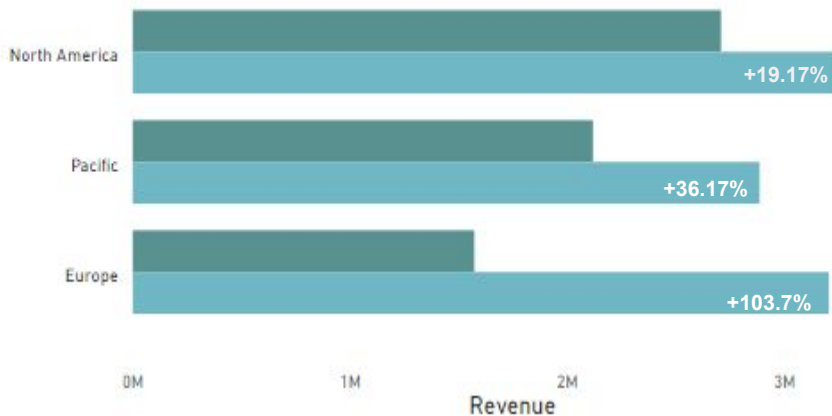
**Bikes** earned over **90%** of sales revenue in all markets.

**Road Bikes** was the highest revenue category.

## Sales Growth in 3 Market

### Sales Growth in 2016 by continents

● 2015 ● 2016



All continents had a **positive growth rate** in **2016**.

**EUROPE** had the most significant growth rate of **103,7%** that helped this market to **get over the Pacific**.



## The leading market: North America

### Sales revenue of Bikes in North America in 2015 & 2016

● Mountain Bikes ● Road Bikes ● Touring Bikes



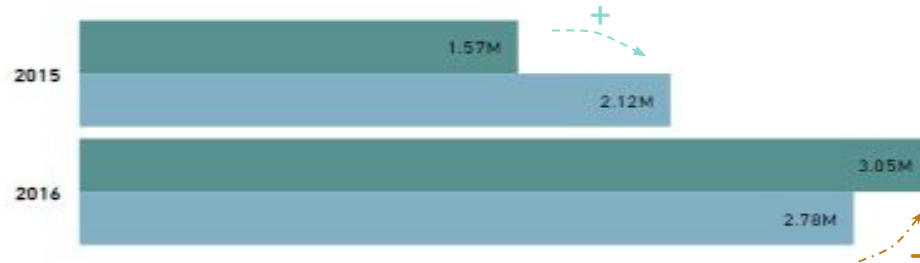
From 2015 to 2016, while **Mountain Bikes** remarkably increased with a **183%** growth rate, **Road Bikes** had a **negative growth** rate with **-57%**.

It made North America be **the slowest market** in sales growth performance

## The runner-up: Europe vs Pacific

### Sales Revenue of EU & Pacific in 2015 & 2016

● Europe ● Pacific



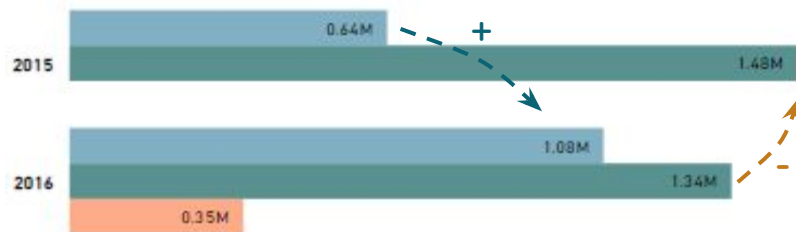
Within the fastest growth rate of **103.7%**, **Europe** replaced **Pacific** to be top 2 sale revenues in 2016.



## Pacific Market

### Sales revenue of Bikes in Pacific in 2015 & 2016

● Mountain Bikes ● Road Bikes ● Touring Bikes

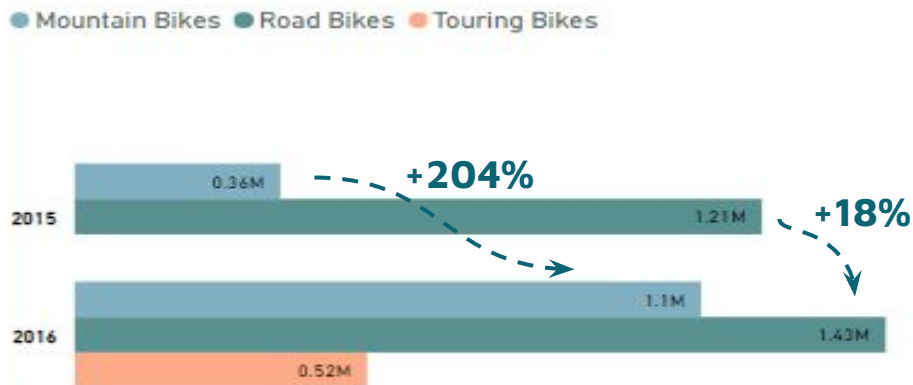


The same situation with North America, **Pacific** reached **68%** of growth rate for **Mountain Bikes** but faced with negative one for **Road Bikes** which was **-9.1%**



## The Rising star: Europe

### Bikes performance in Europe in 2015 & 2017



**Europe** was the only market that had a **positive** growth rate for **Road Bikes** in 2016

Besides a significant increase of **Mountain Bikes** & **Road Bikes**, **New products** also recorded **good performance** in Europe Market. That made Europe being the most **potential** market.



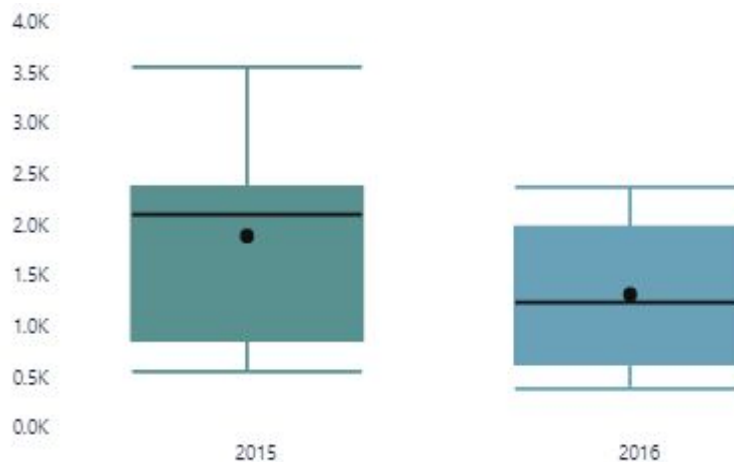


## Why did Road Bikes' revenue drop ?

In 2016, Road Bikes' **order quantity** increased **35.5%**

The **average product price** of Road Bikes in 2016 was **lower than** its one in 2015.  
An **extreme high** price product in 2015 **was not exist** in 2016

### Road Bikes' product price distribution in 2015 and 2016





## ROAD-150

The product **Road-150** which the highest price is 3.578\$ was not available in 2016

Road-150 contributed  
**59.6%** of revenue on the total in 2015



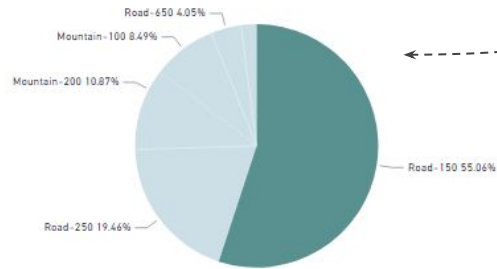
### **The absence of Road-150**

in 2016 drove the total revenue of Road Bikes to **fall** and restrained growth in general

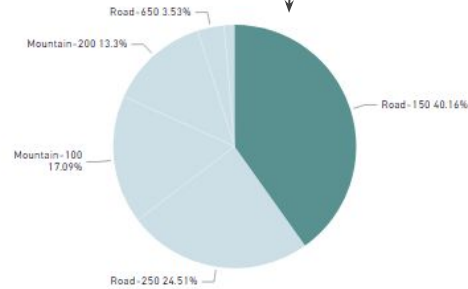
# How did the Road-150's absence affect to each market?



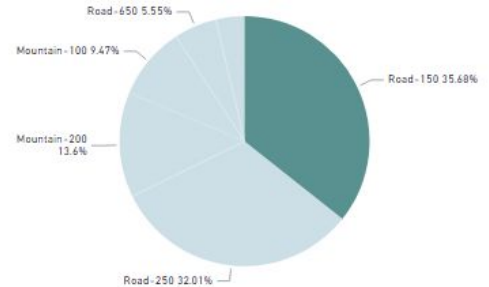
## Segment of all products in Bikes category in 2015



North America



Pacific



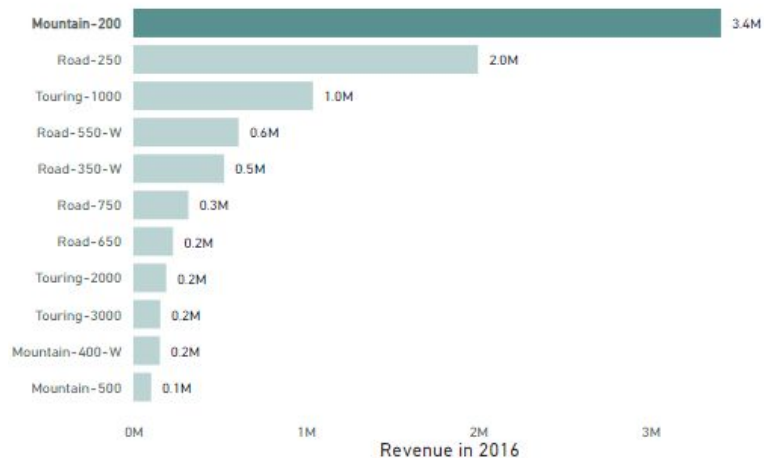
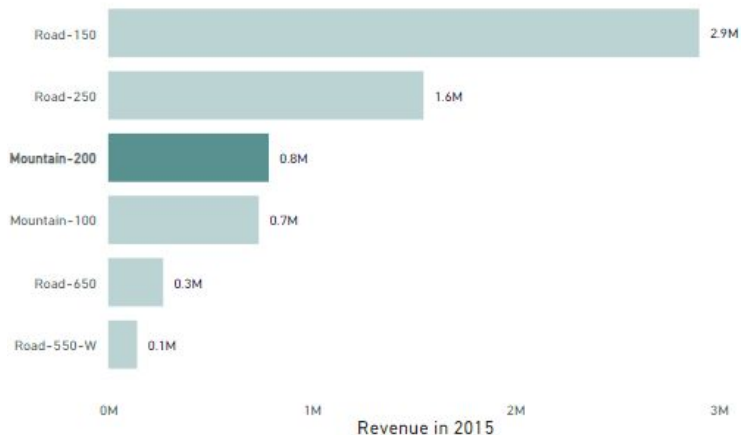
Europe

The **demand** for **Road-150** in North America & Pacific is higher than in Europe. Therefore, **North America** & the **Pacific** was **more affected**.

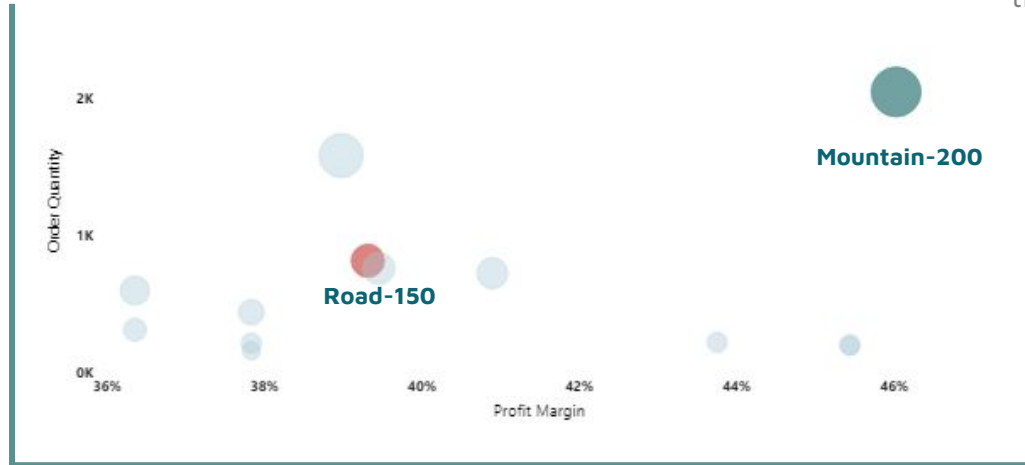


## What thing did help Mountain Bikes grow faster in 2016?

**Mountain-200** with growth rate of **331%**  
climbed into **Top 1** of best sellers in 2016



## Recommendation for increasing sales in the next year



**Mountain-200** had the **highest profit margin** and order quantity. AW should consider to focus on pushing this product in the next year.

**Road-150** had a quite good profit margin so we should consider to discover why it was not available in 2016 and conduct customer's demand survey for this product.