

Competitor Sales Analysis



19.63%

Sintec Market Share

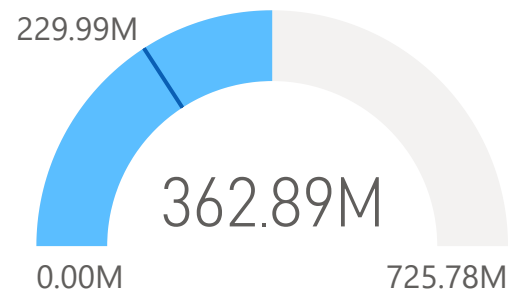
Date

1/1/2017

12/31/2021

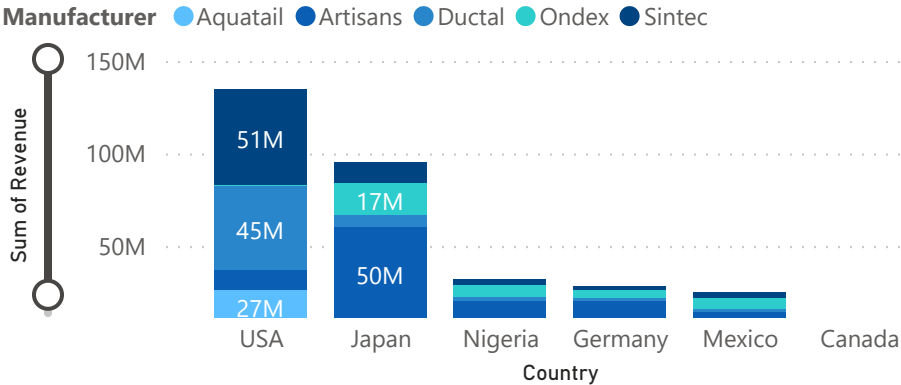
- Competitor Sales Analysis
- Sintec Revenue by Country
- Year 2021 Revenue MoM Trend
- Revenue by category for USA

Total Revenue

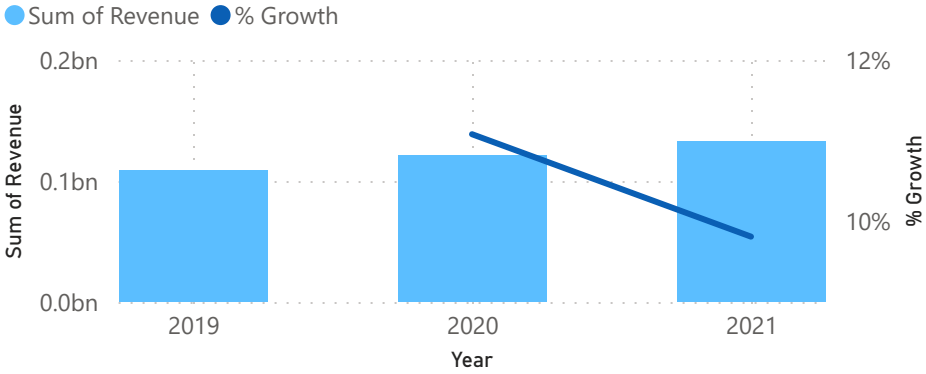


Category	Sum of Revenue	PY Sales	% Growth	%GT	Sum of Revenue
Mix	8,395,722.52	5,151,566.12	62.97%		2.31%
Rural	63,735,004.68	41,817,656.64	52.41%		17.56%
Urban	280,029,932.93	176,494,870.60	58.66%		77.17%
Youth	10,730,209.64	6,523,283.66	64.49%		2.96%
Total	362,890,869.78	229,987,377.02	57.79%		100.00%

Sum of Revenue by Country and Manufacturer



Revenue by Date



Advanced Insights



362.89M

Sum of Revenue

229.99M

PY Sales

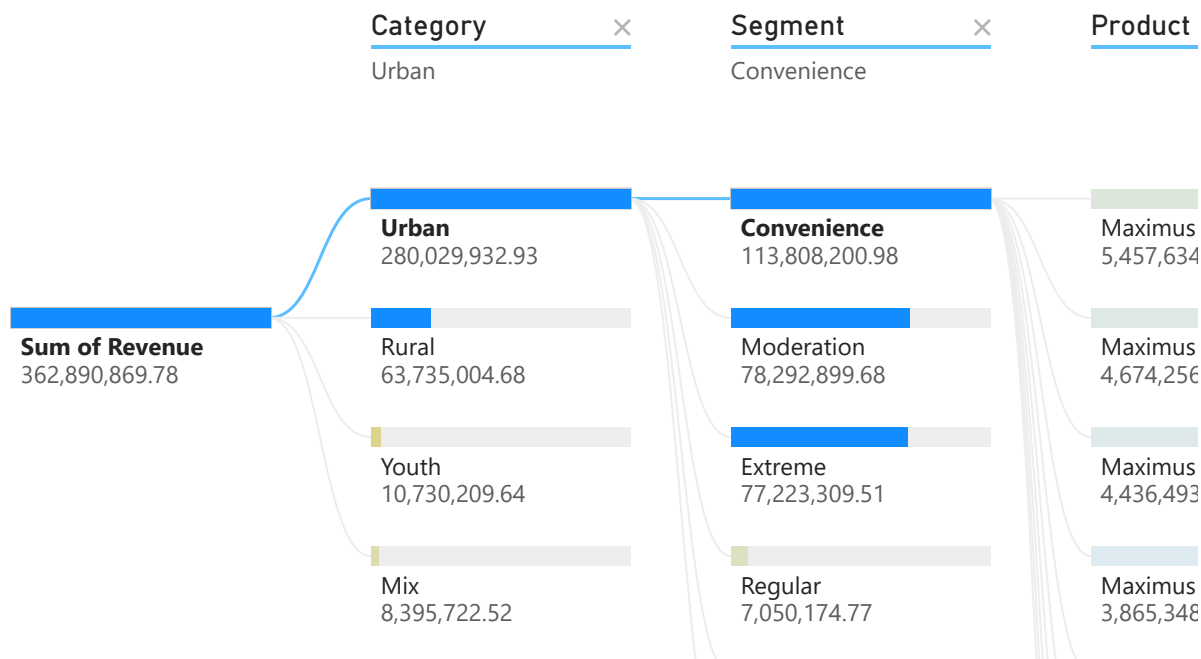
947K

Sum of Units

57.79%

% Growth

Category Distribution

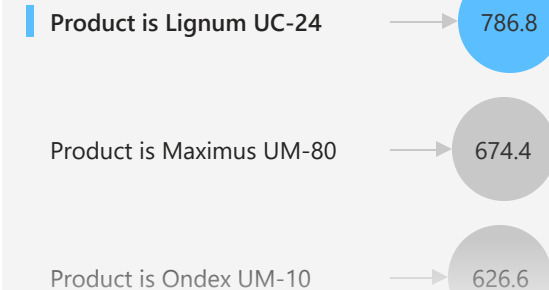


Key influencers Top segments

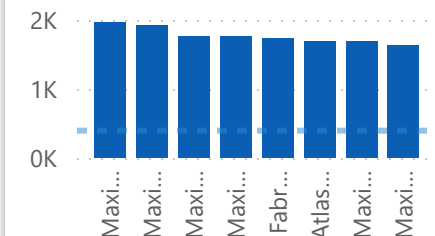


What influences Revenue to Increase ?

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 influencers visual.