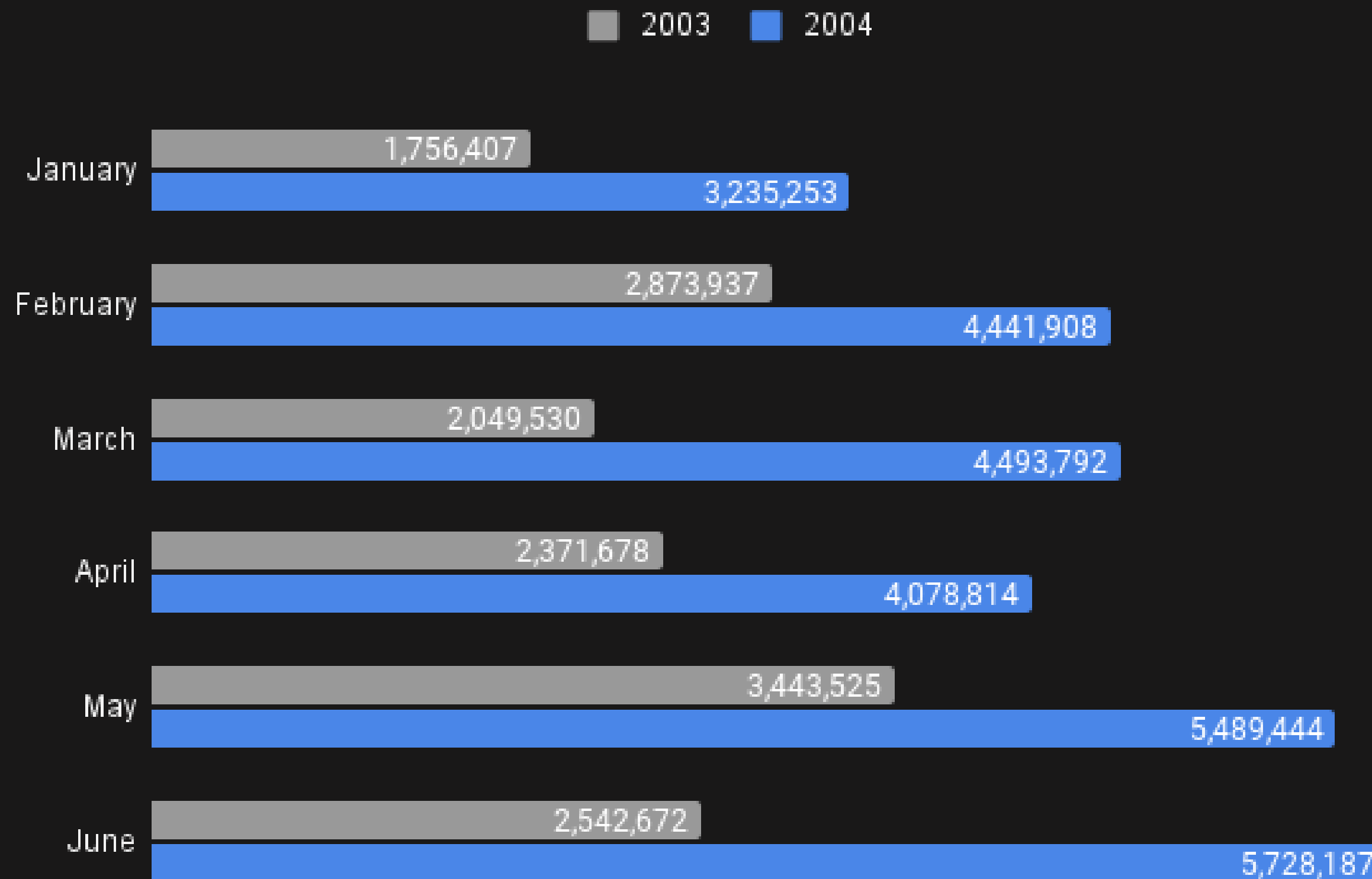


Adventure Works

- 2004Y Q1 & Q2 Overview
- 2004Y Q3 & Q4 Prediction
- What should we do next?

Is there a growing trend?



Revenue

+83%

vs LY

Orders

+452%

vs LY

Online Revenue

+275%

vs LY

Online Orders

+590%

vs LY

On-Site Revenue

-13%

vs Quota

On-Site Revenue

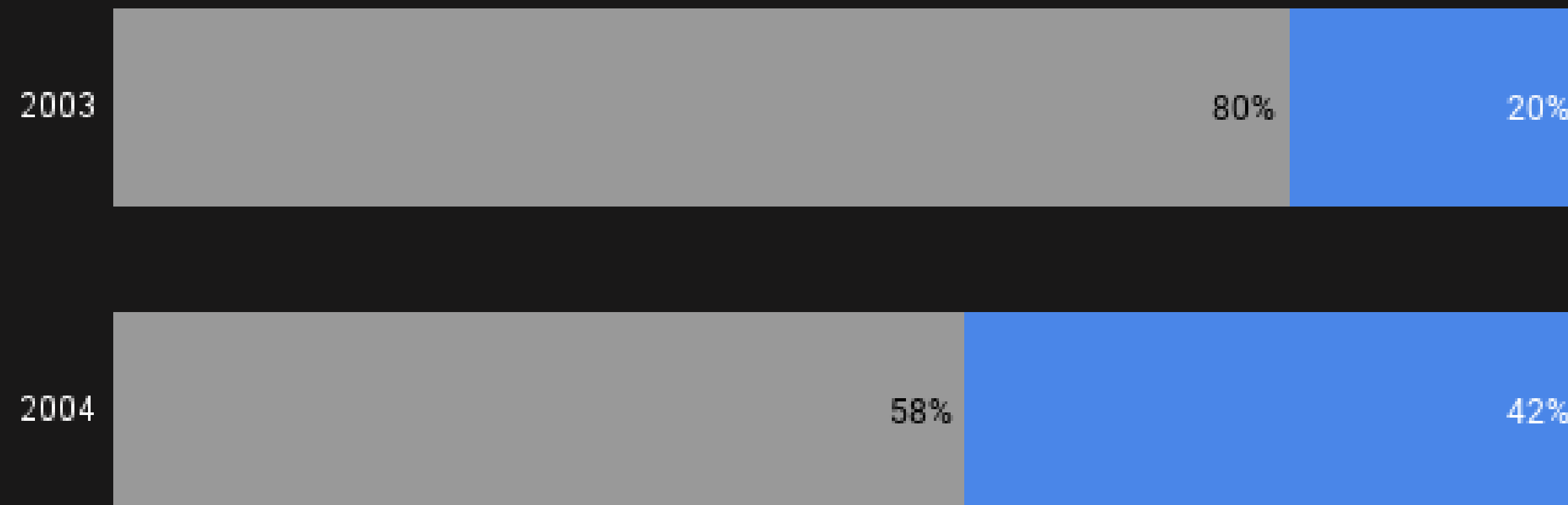
+34%

vs LY

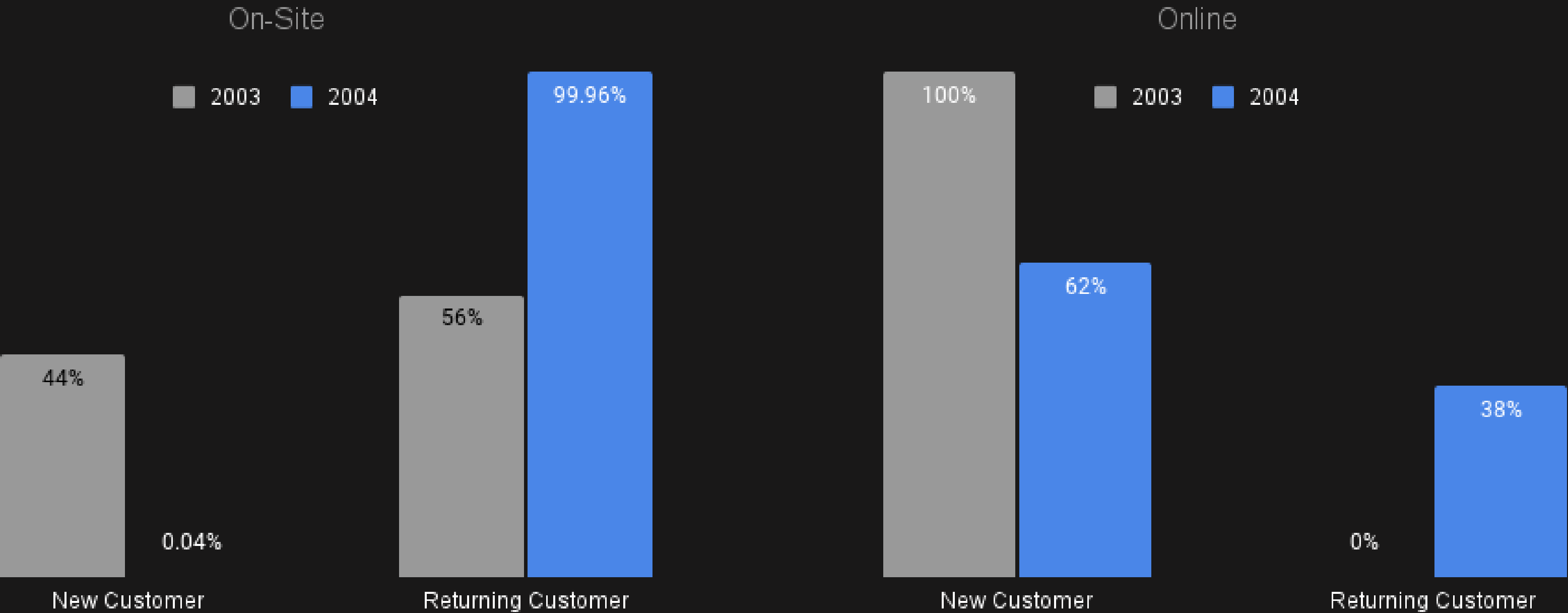
Order Type

Revenue Share by Order Type

■ On-Site ■ Online



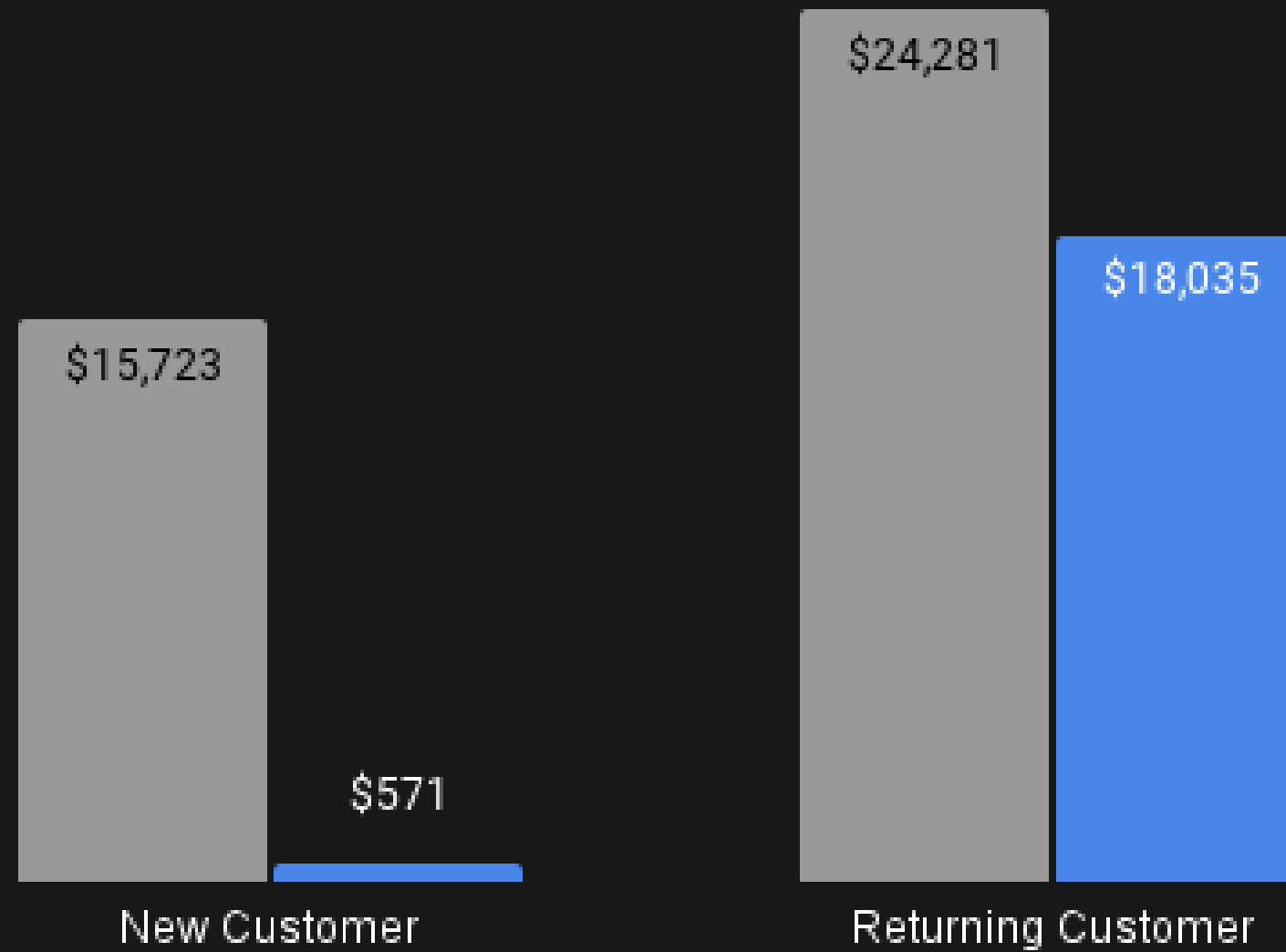
Customer Type



Average purchase

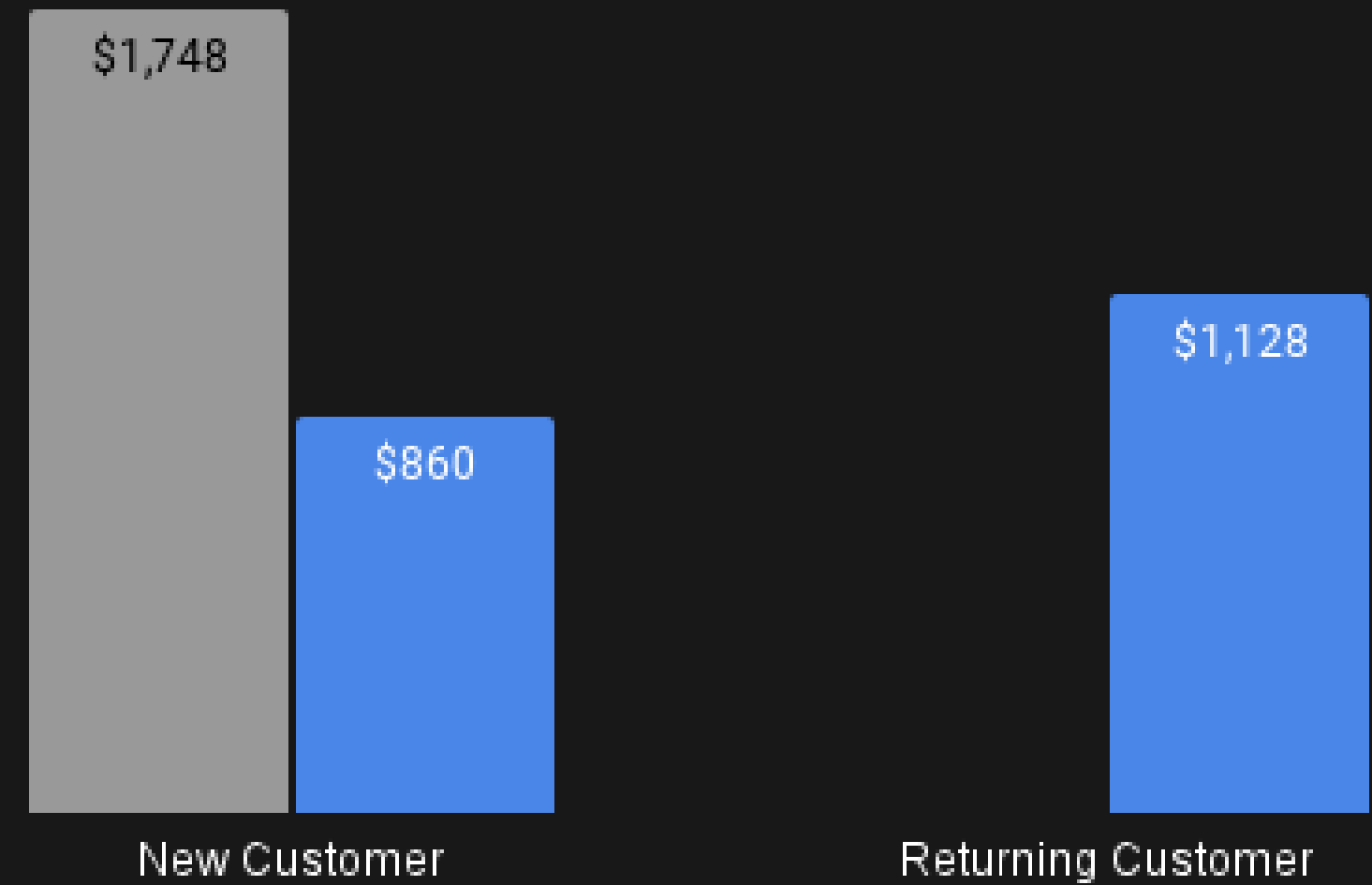
On-Site Average Order Value

2003 2004



Online Average Order Value

2003 2004



Customer Retention



What can we expect?



What should we do next ?

Customer Retention

Continue in same way

Online

Secure operations

On-Site

New customers



Questions?

