

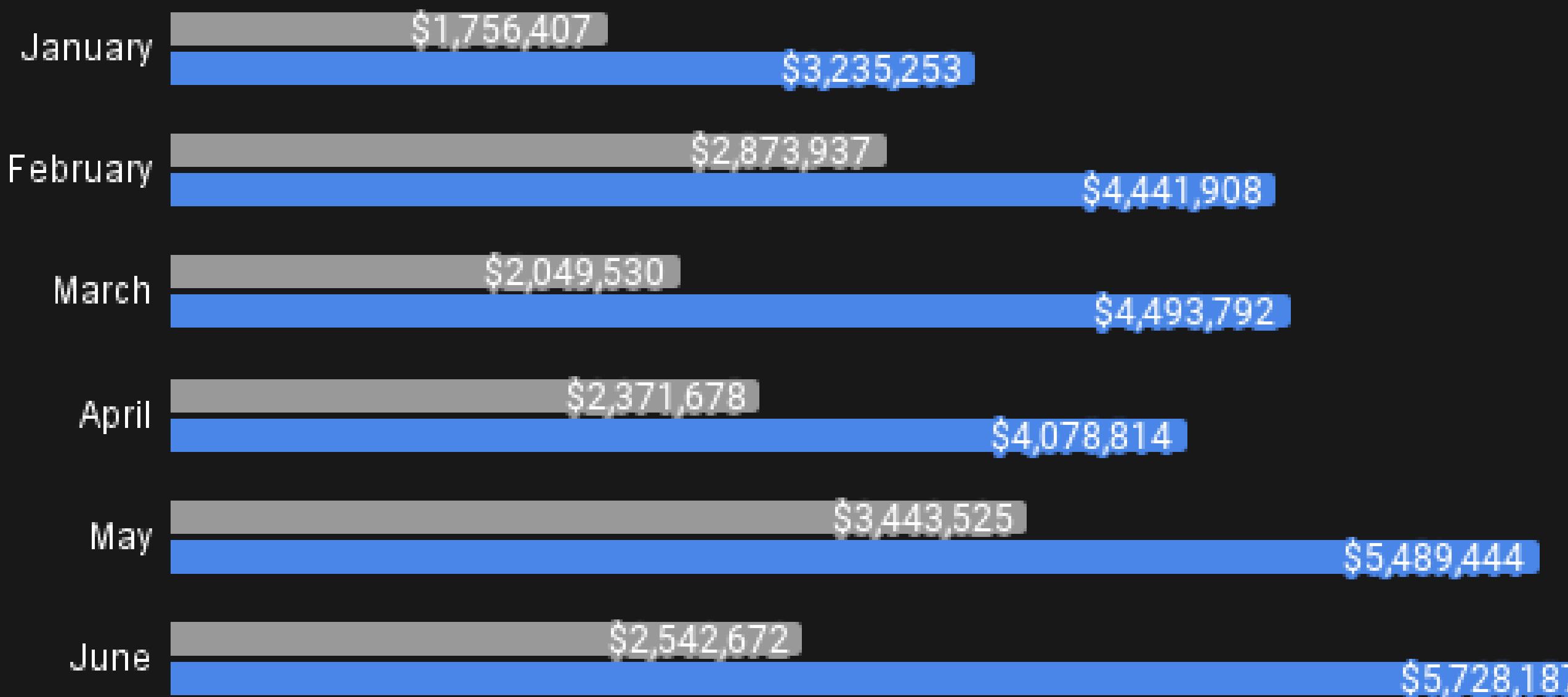
Adventure Works

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

Is there a growing trend?

Revenue by Month

■ 2003 ■ 2004



Revenue

+83%

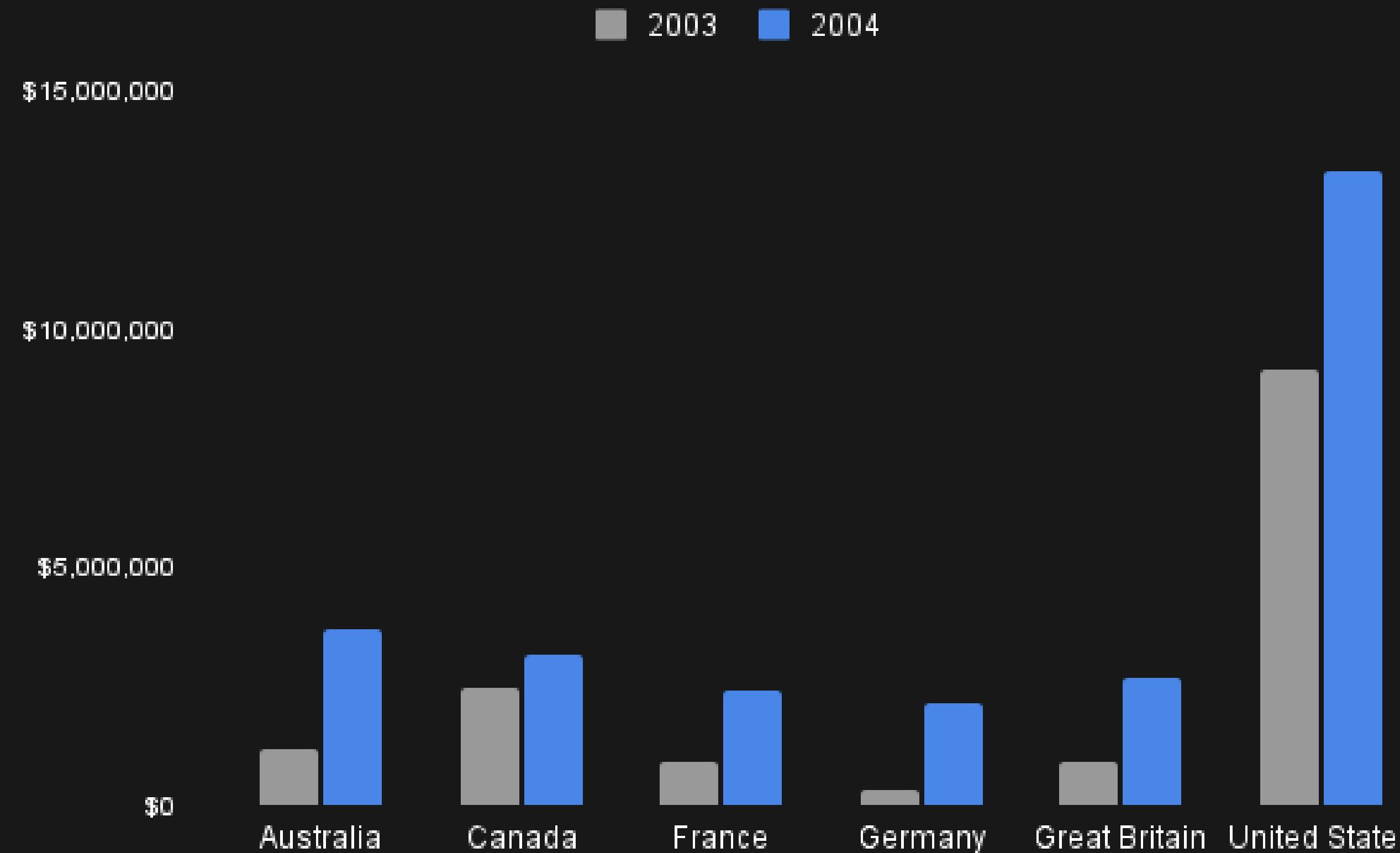
vs LY

Orders

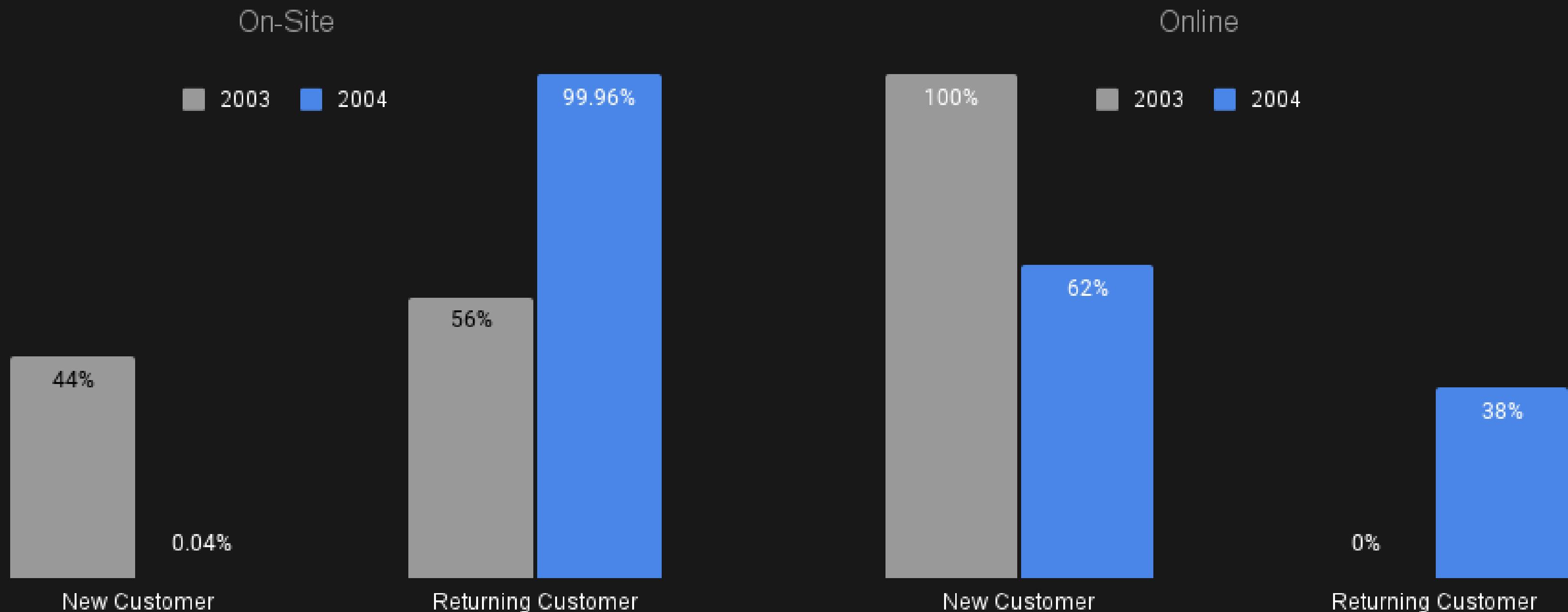
+452%

vs LY

Revenue by Country



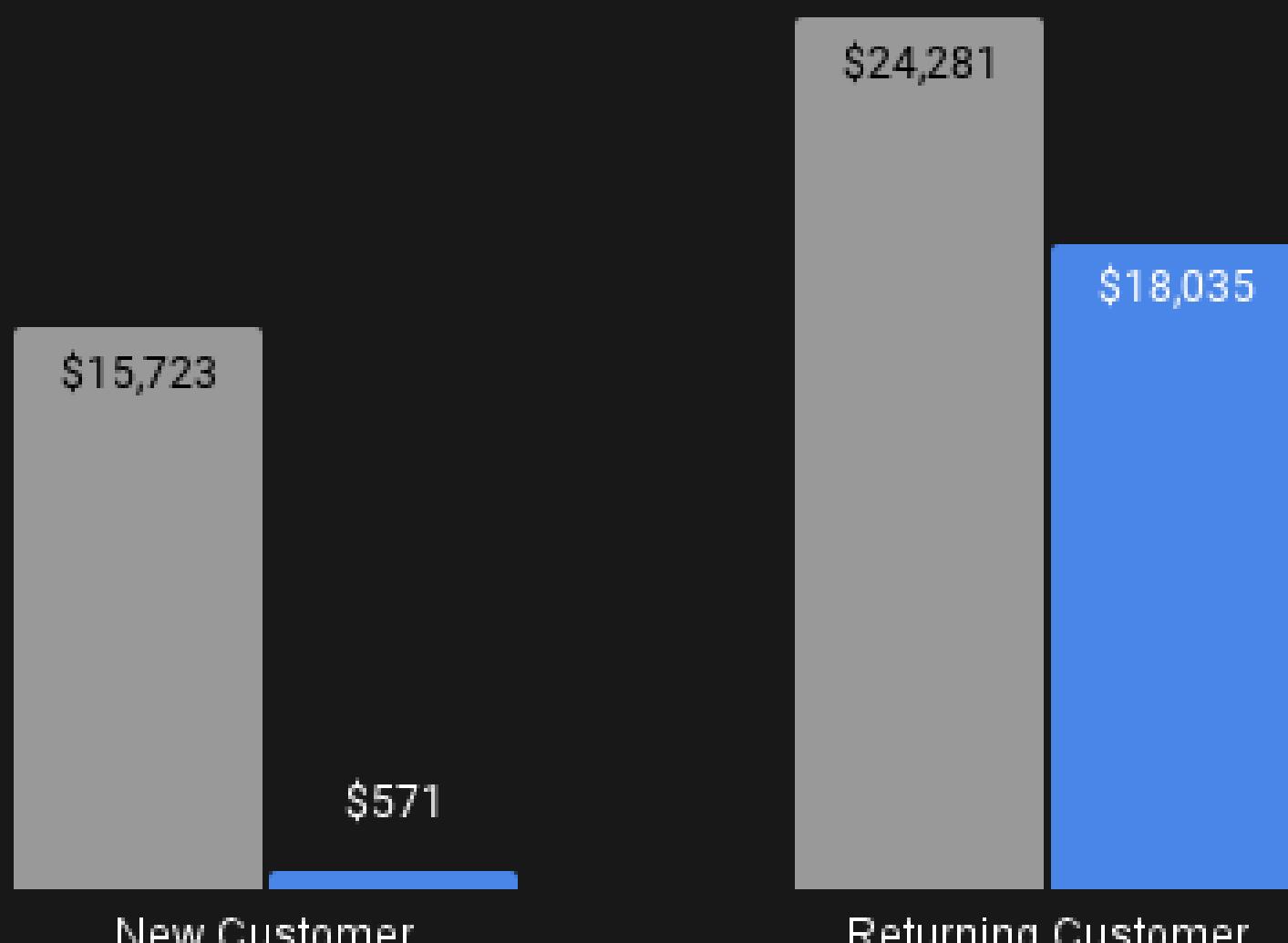
Customer Type



Average purchase

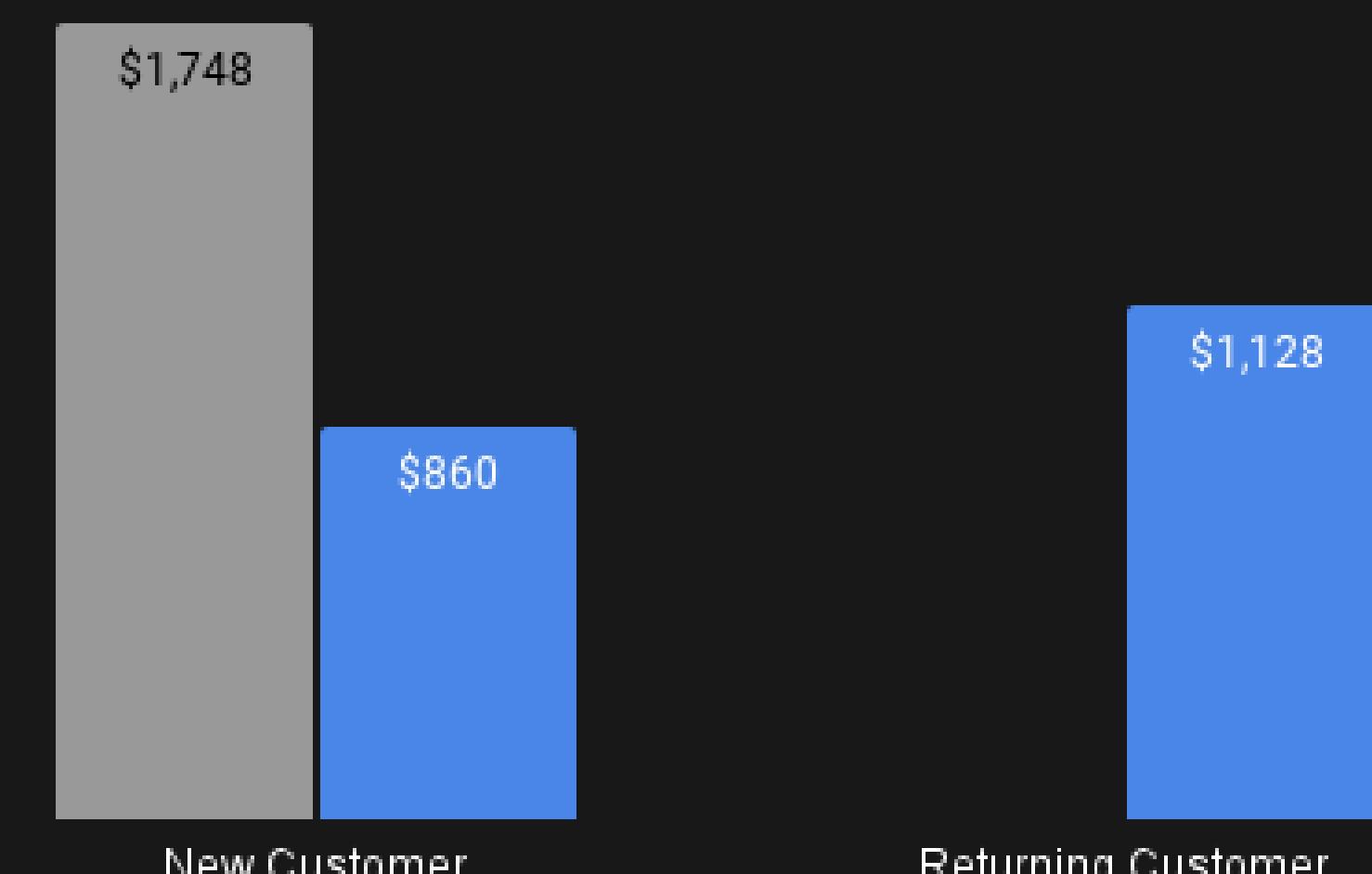
On-Site Average Order Value

■ 2003 ■ 2004

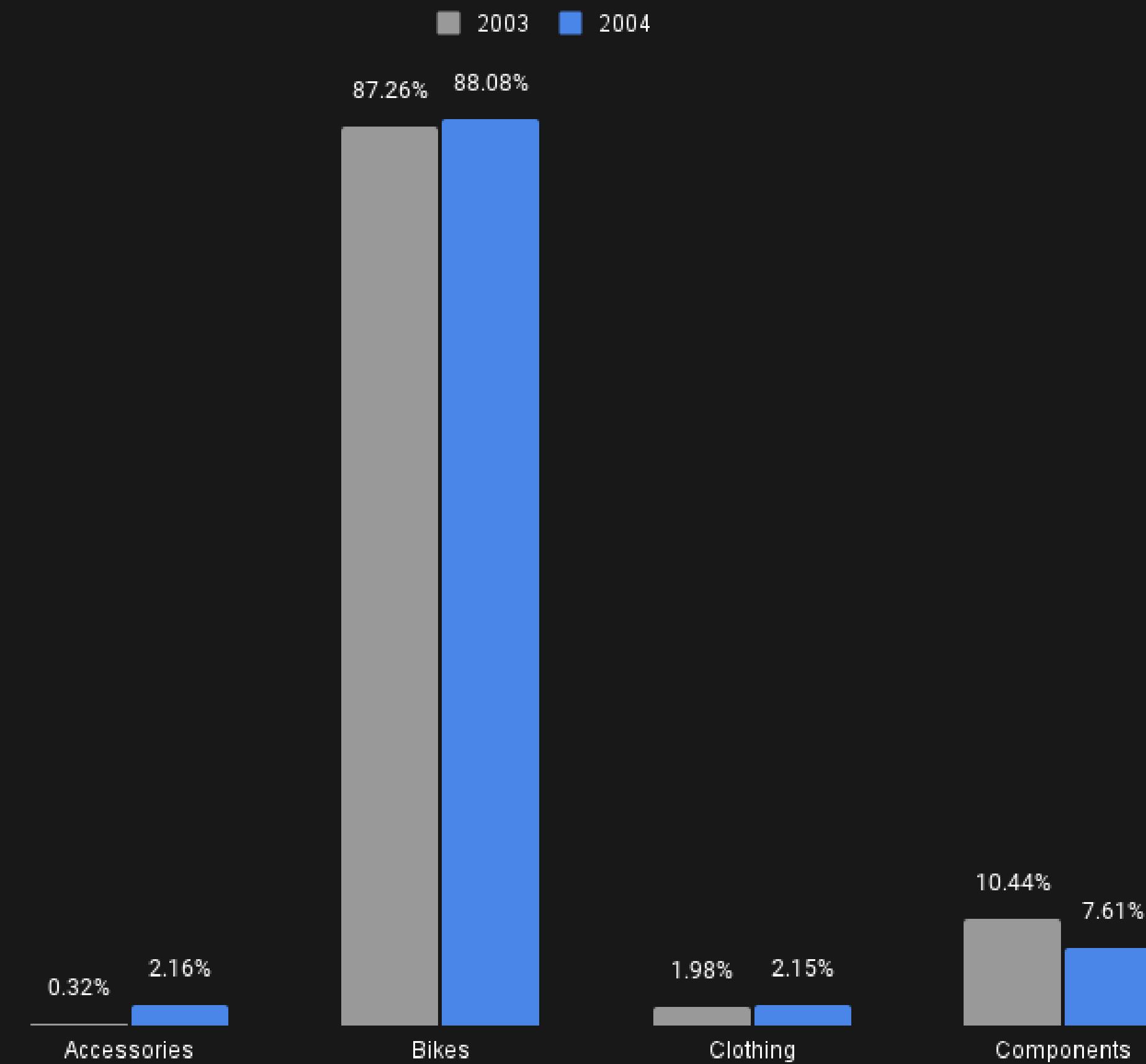


Online Average Order Value

■ 2003 ■ 2004



Sales Distribution by Categories



Returning Customers

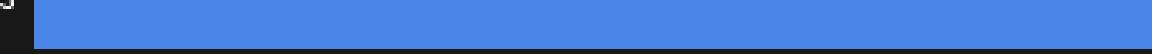
Online Revenue by Category

■ 2003 ■ 2004

Accessories



Bikes



Clothing



Components

New Customers

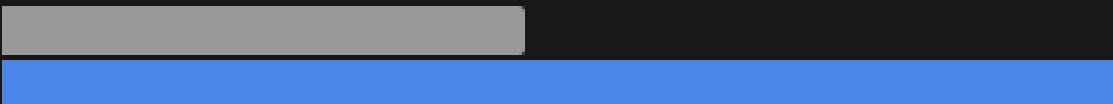
Online Revenue by Category

■ 2003 ■ 2004

Accessories



Bikes



Clothing



Components

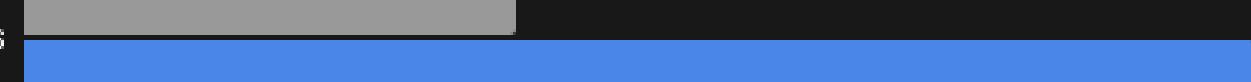
On-Site Revenue by Category

■ 2003 ■ 2004

Accessories



Bikes



Clothing



Components



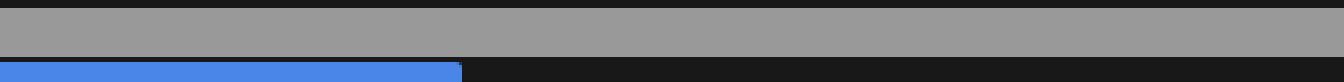
On-Site Revenue by Category

■ 2003 ■ 2004

Accessories



Bikes



Clothing



Components



87 % Revenue Sub-Categories

2003

Road Bikes
51%

Mountain Bikes
36%

2004

Mountain Bikes
30%

Touring Bikes
29%

Road Bikes
28%

Online Sales Results

Online
Revenue

+275%

vs LY

Online
Orders

+590%

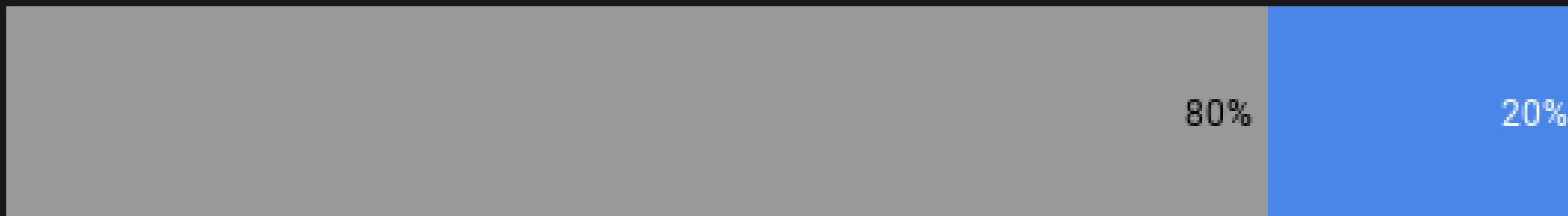
vs LY

Order Type

Revenue Share by Order Type

■ On-Site ■ Online

2003



2004



Online Sales Reasons

2003

Order Reason

New Customer Returning Customer

Manufacturer 0

On Promotion 538

Other 0

Price 0

Review 339

Television
Advertisement 0

2004

Order Reason

New Customer Returning Customer

Manufacturer 49
84

On Promotion 934
512

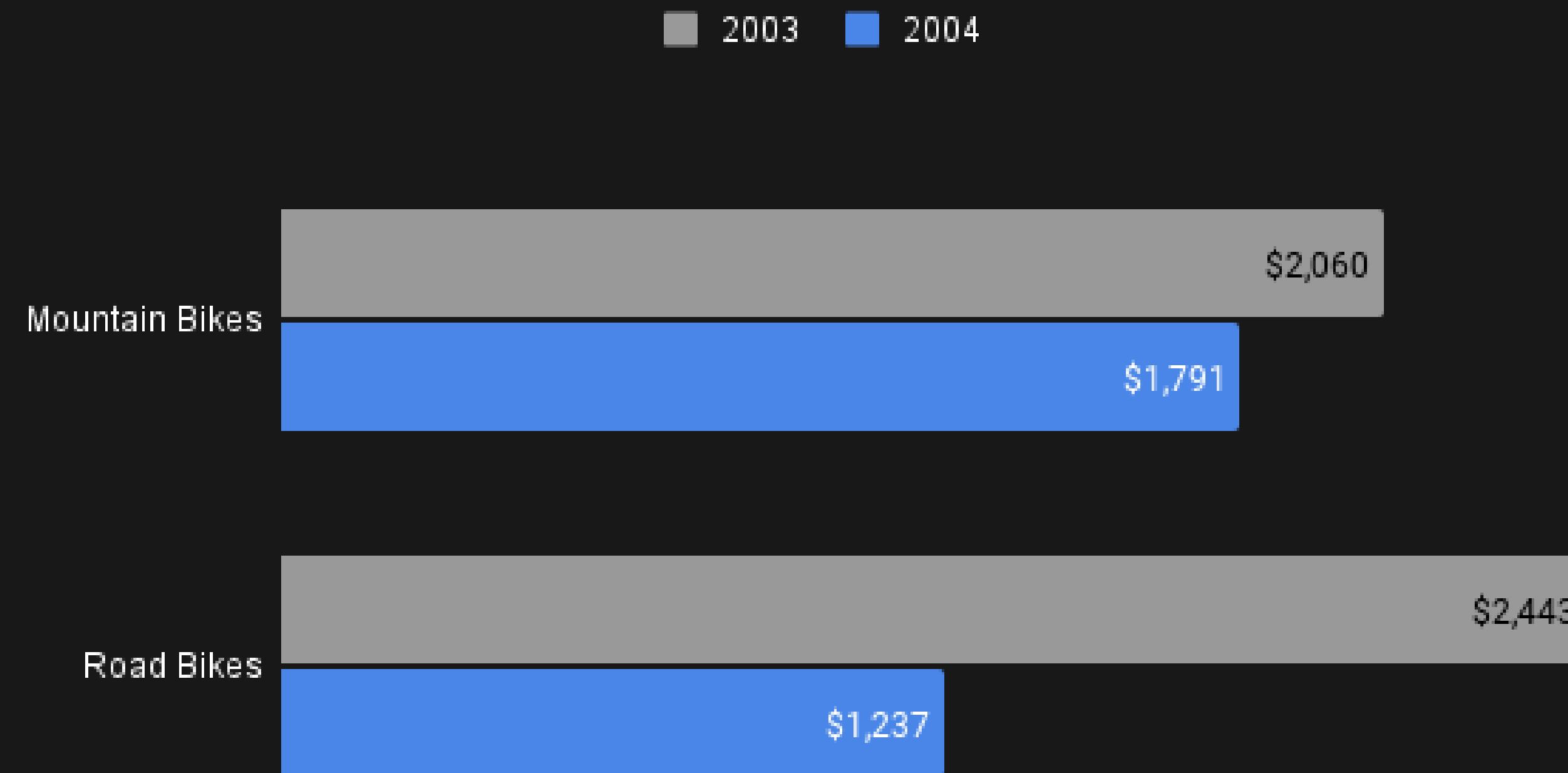
Other 490
229

Price 6496
2848

Review 307
110

Television
Advertisement 193
179

Average Price Change by Sub-Category



Sales Team Results

On-Site

-13%

vs Quota

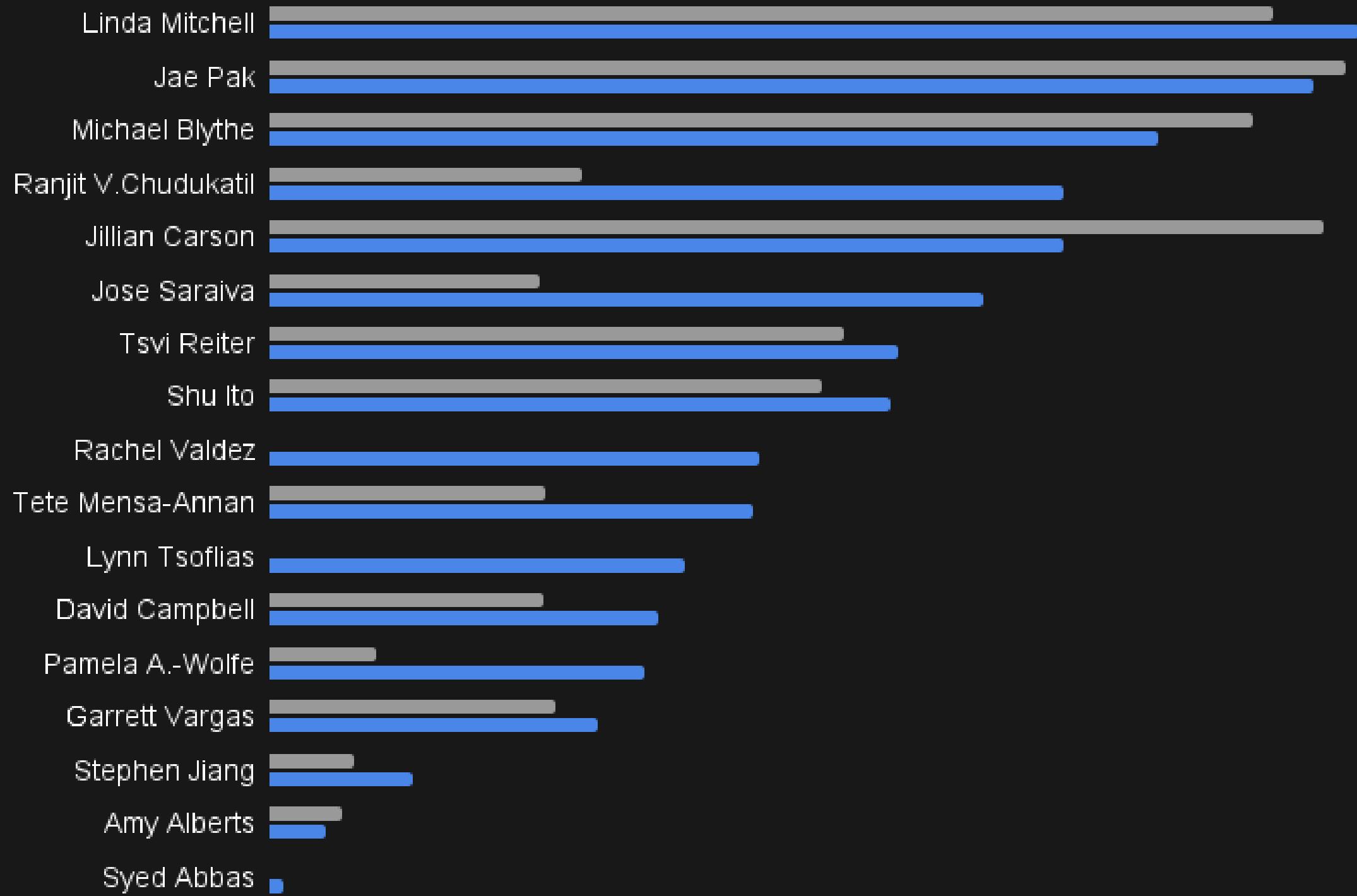
On-Site

+34%

vs LY

Revenue by Seller

■ 2003 ■ 2004



\$0

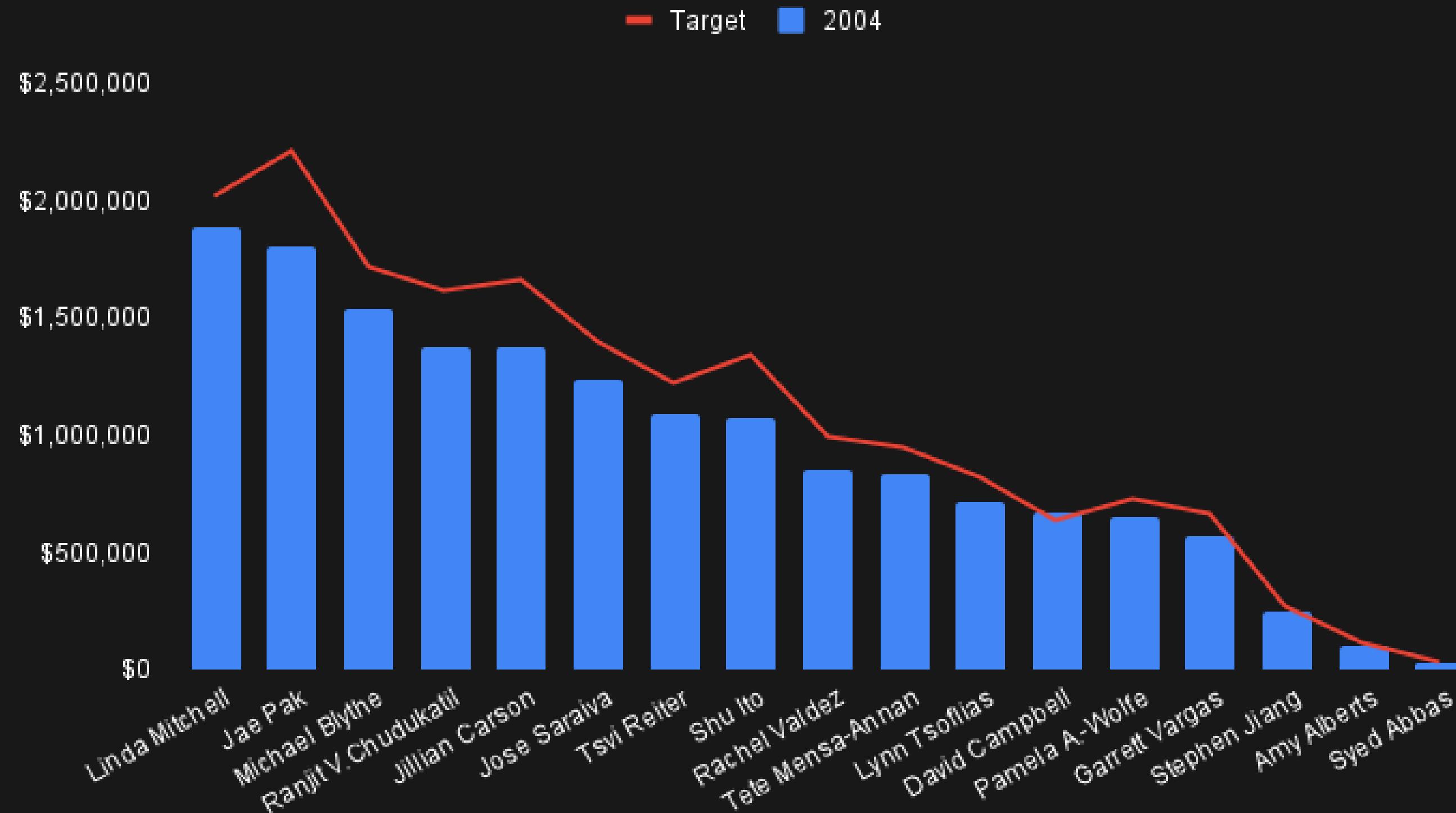
\$500,000

\$1,000,000

\$1,500,000

\$2,000,000

Revenue vs Target



Customer Retention

— DAYS —

95

2003Y 94 DAYS

— RETURNING —

35%

2003Y 12 %

What can we expect?



What should we do next ?

Customer Retention

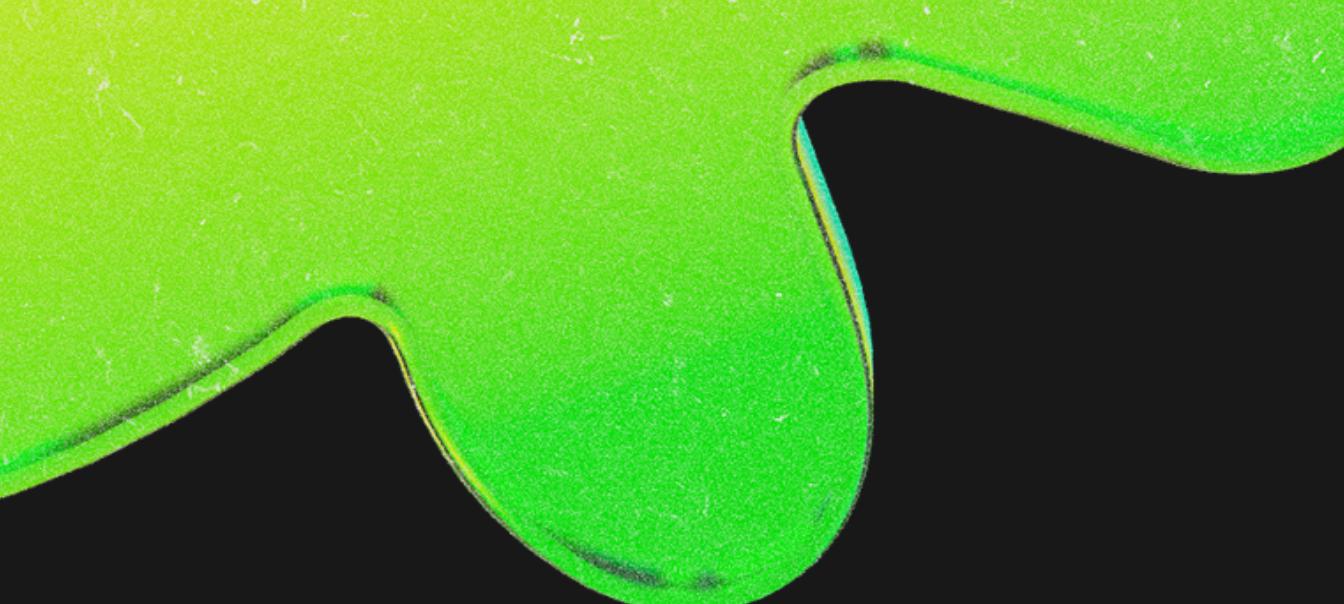
Continue in same way

Online

Secure operations

On-Site

New customers



Questions?

