



COMPETITOR ANALYSIS DASHBOARD

\$2,911M

Revenue

2172

Products

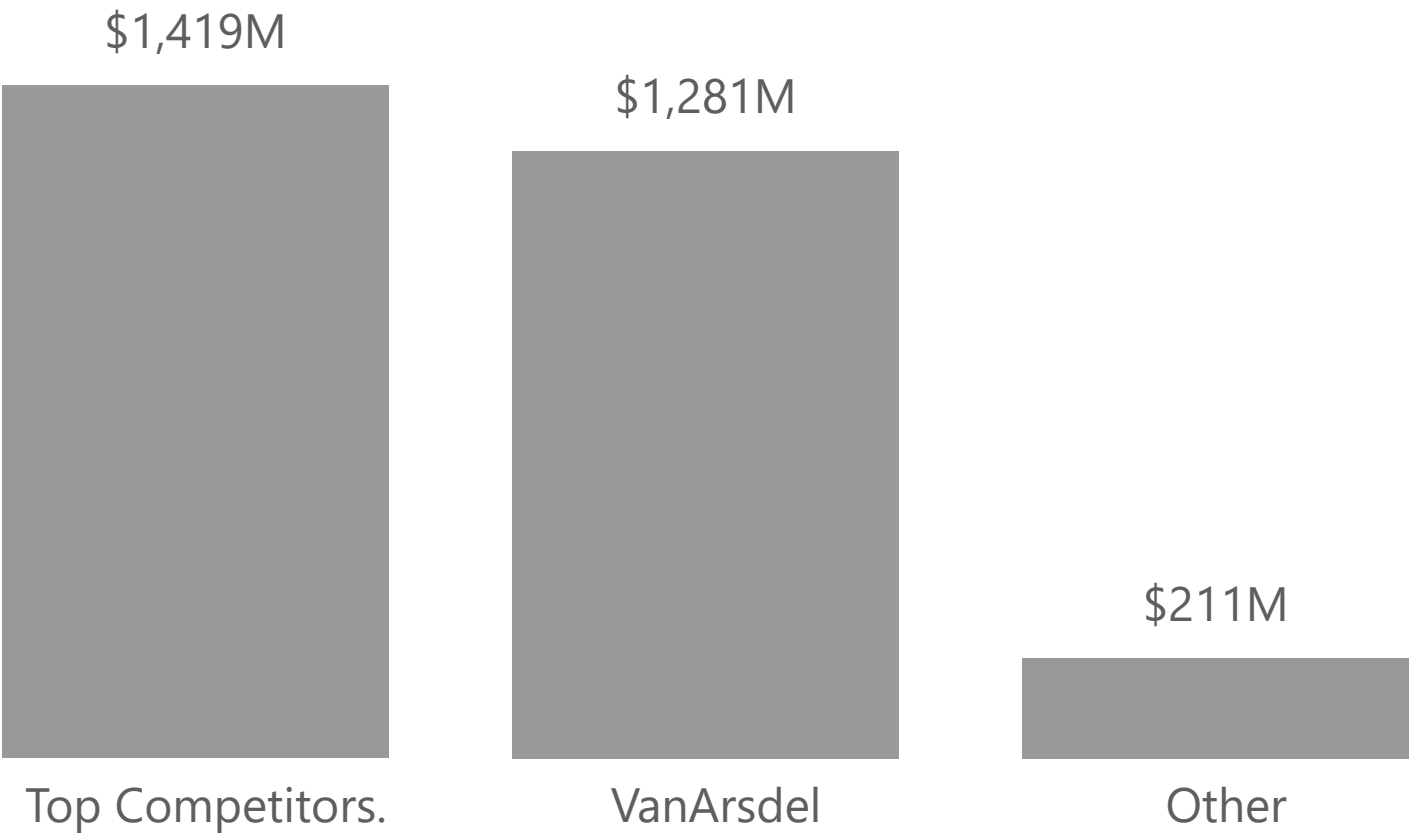
14

Manufacturers

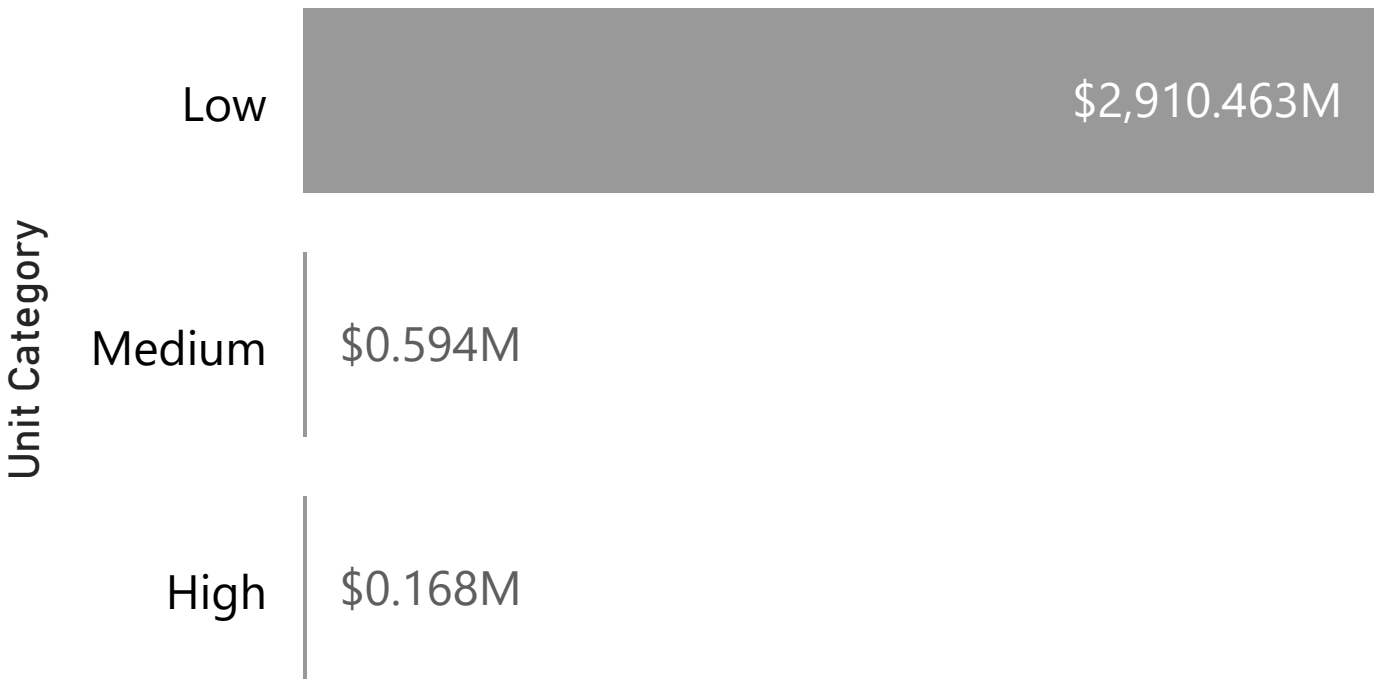
8M

Units Sold

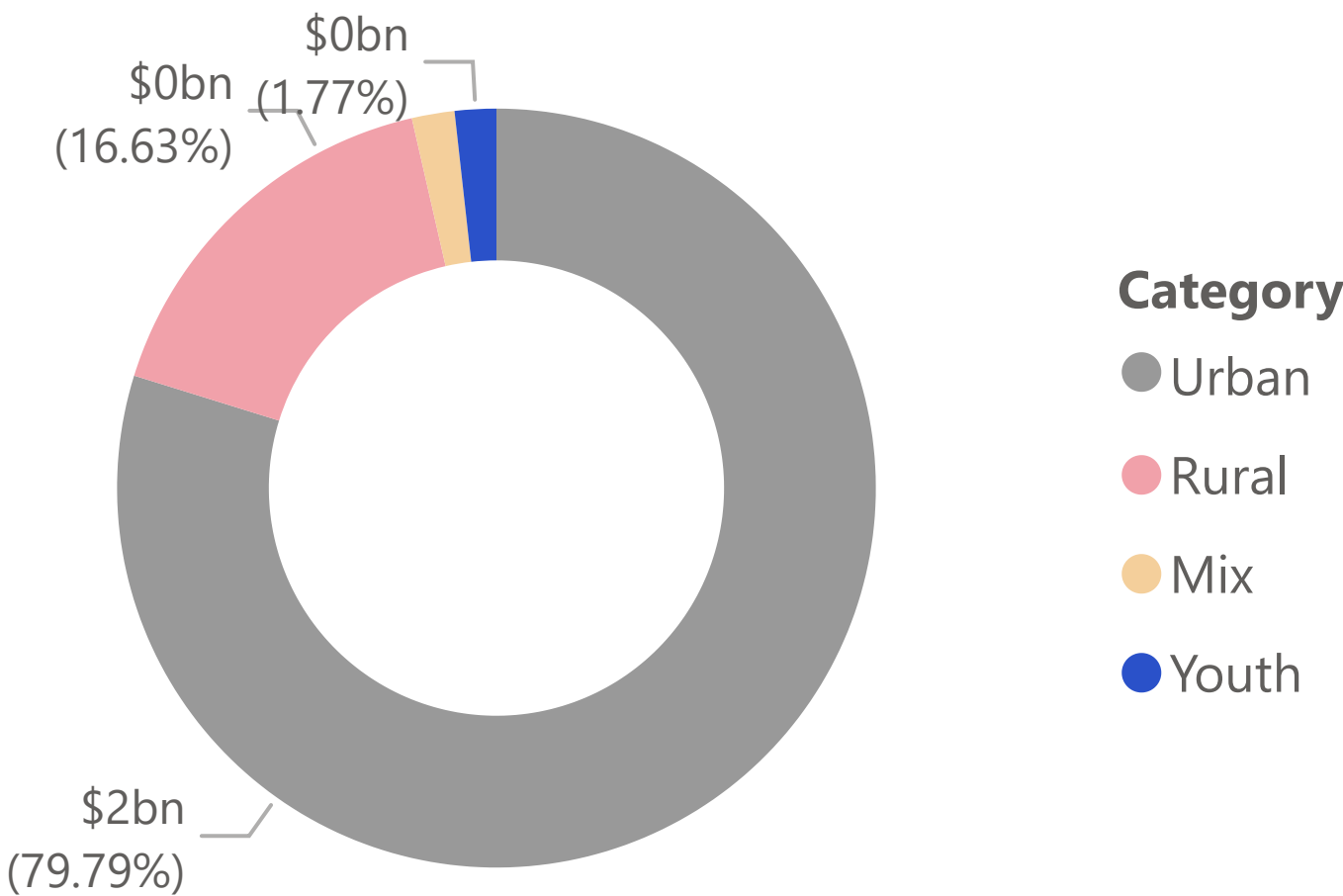
Revenue by Manufacturer Groups



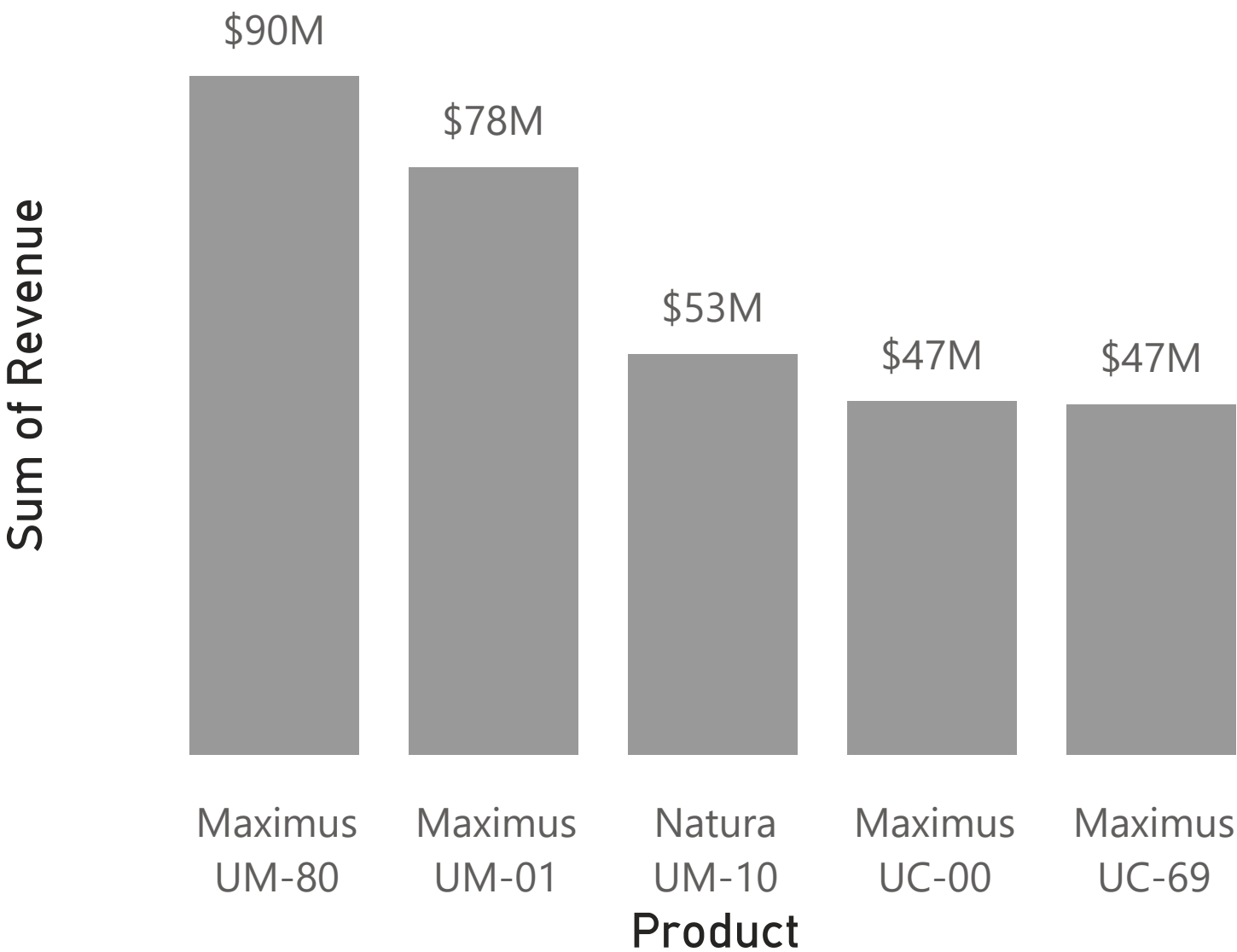
Revenue by Unit Category Sold



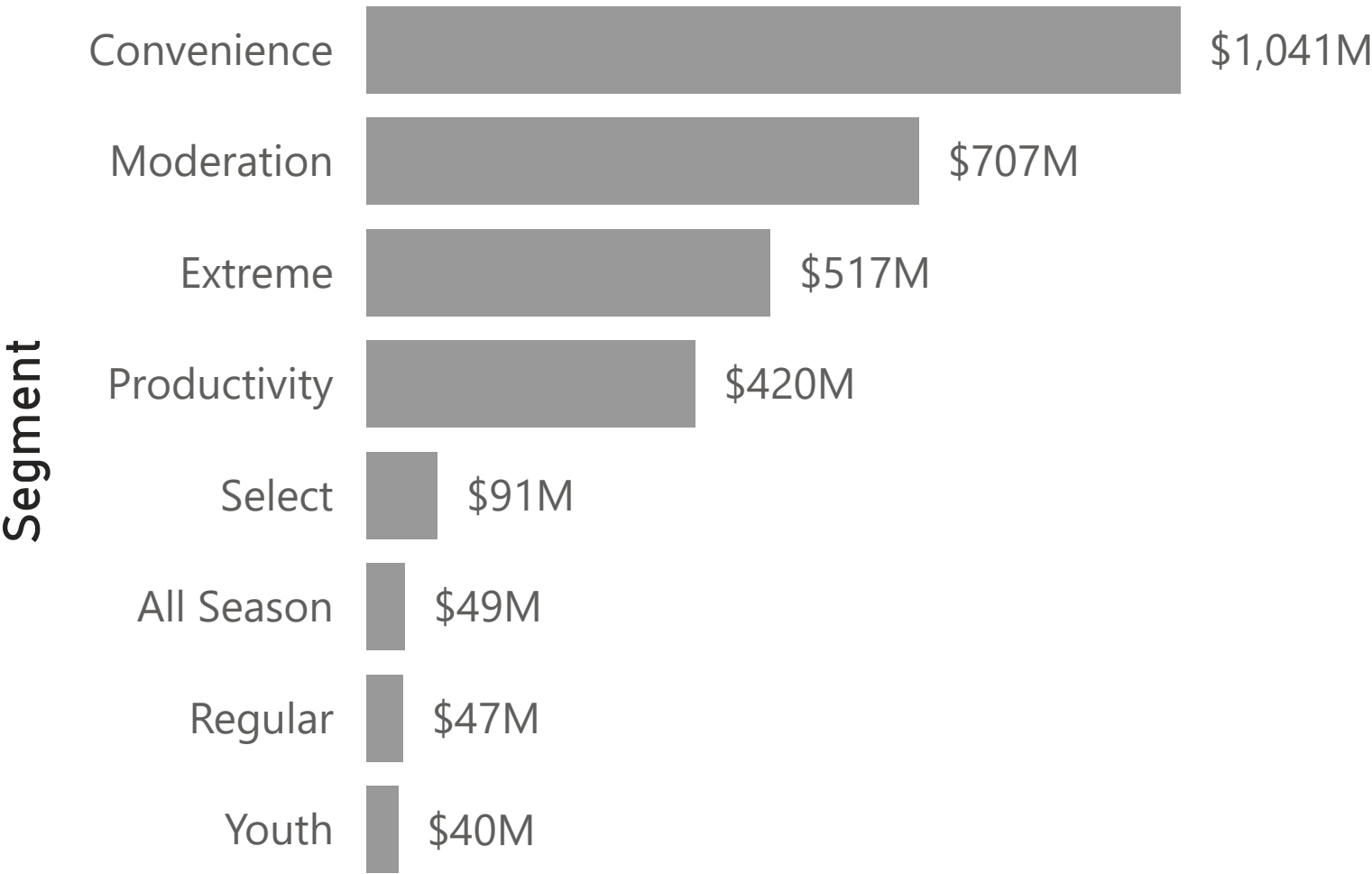
Revenue by Category



Top 5 Revenue by Product

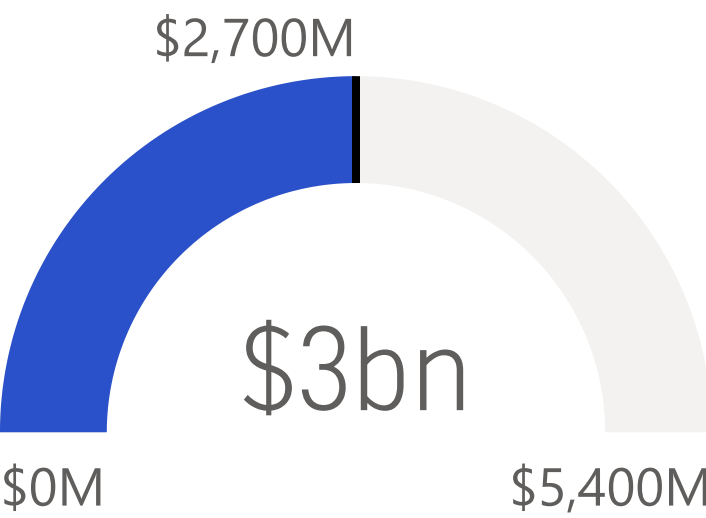


Revenue by Segment

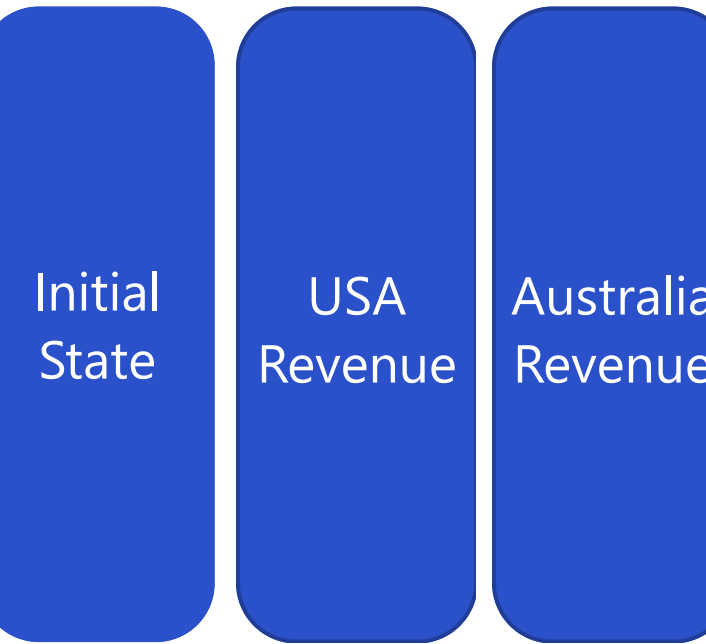


Sum of Revenue

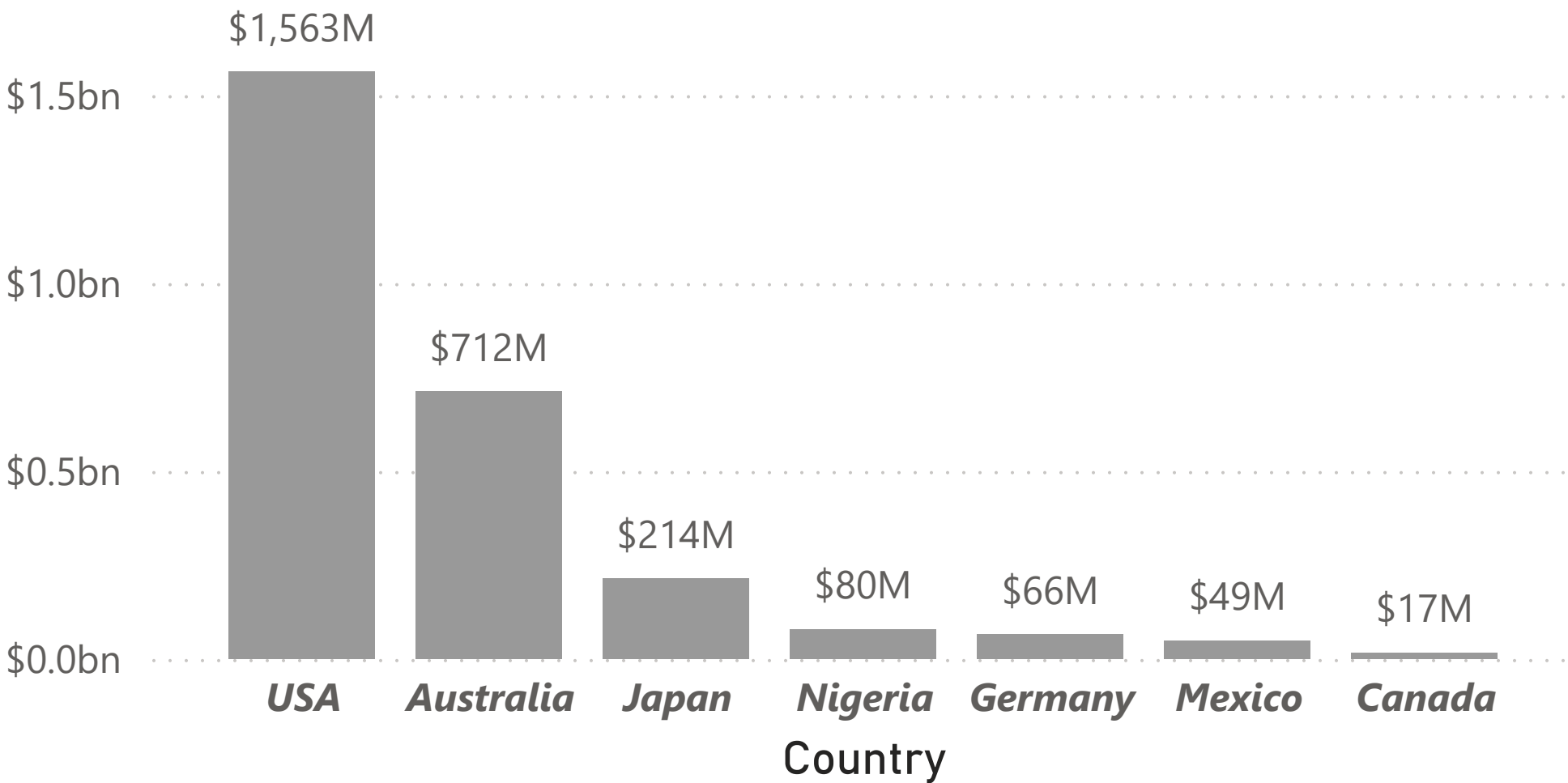
Revenue



Year



Revenue by Country



Sum of Revenue trended up (129.56% increase) while % Growth (69.50% decrease) trended down between 2014 and 2021.

% Growth started trending down on 2015, falling by 69.50% (0.18) in 6 years.

% Growth dropped from 0.26 to 0.08 during its steepest decline between 2015 and 2021.

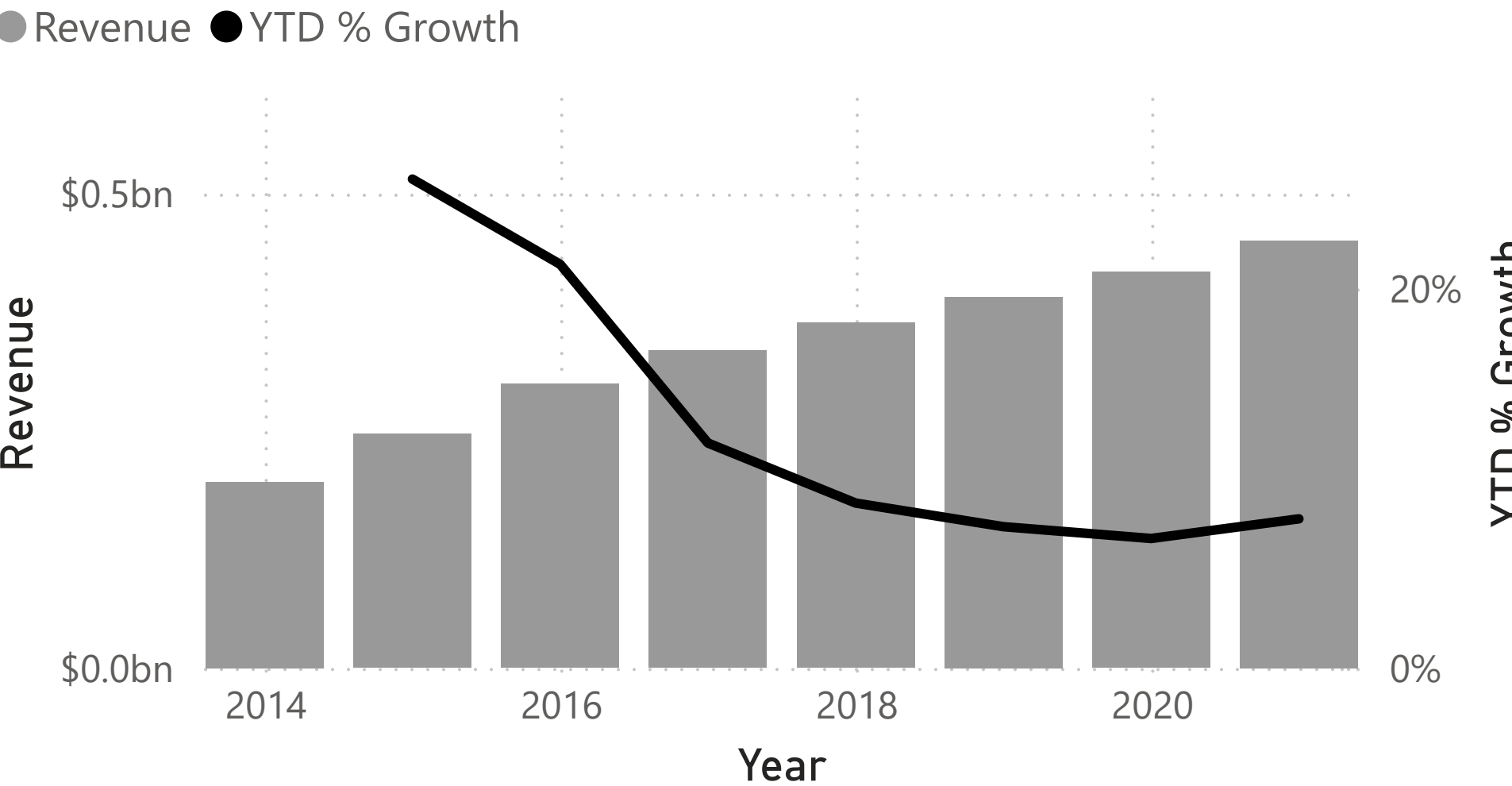
At \$1,563,131,477.04, USA had the highest Sum of Revenue and was 9,006.31% higher than Canada, which had the lowest Sum of Revenue at \$17,165,357.8425.

USA accounted for 57.89% of Sum of Revenue.

Across all 7 Country, Sum of Revenue ranged from \$17,165,357.8425 to \$1,563,131,477.04.

Category	Total Revenue	%GT of Total Revenue	Pre Sales	%C
<input checked="" type="checkbox"/> Mix	\$32,448,155	1.20%	\$32,448,155	
<input checked="" type="checkbox"/> Rural				
<input checked="" type="checkbox"/> Productivity	\$371,414,698	13.76%	\$371,414,698	
<input checked="" type="checkbox"/> Select	\$86,101,887	3.19%	\$86,101,887	
<input checked="" type="checkbox"/> Urban				
<input checked="" type="checkbox"/> Convenience	\$1,000,720,010	37.06%	\$1,000,720,010	
<input checked="" type="checkbox"/> Extreme	\$487,072,590	18.04%	\$487,072,590	
<input checked="" type="checkbox"/> Moderation	\$661,574,372	24.50%	\$661,574,372	
<input checked="" type="checkbox"/> Productivity	\$472,773	0.02%	\$472,773	
<input checked="" type="checkbox"/> Regular	\$26,043,494	0.96%	\$26,043,494	
<input checked="" type="checkbox"/> Select	\$2,717,940	0.10%	\$2,717,940	
<input checked="" type="checkbox"/> Youth	\$31,597,837	1.17%	\$31,597,837	

Revenue and YTD % Growth by Year





▼

\$202M

Current YTD

▼

\$66M

Current QTD

▲

\$23M

Current MTD

\$211M

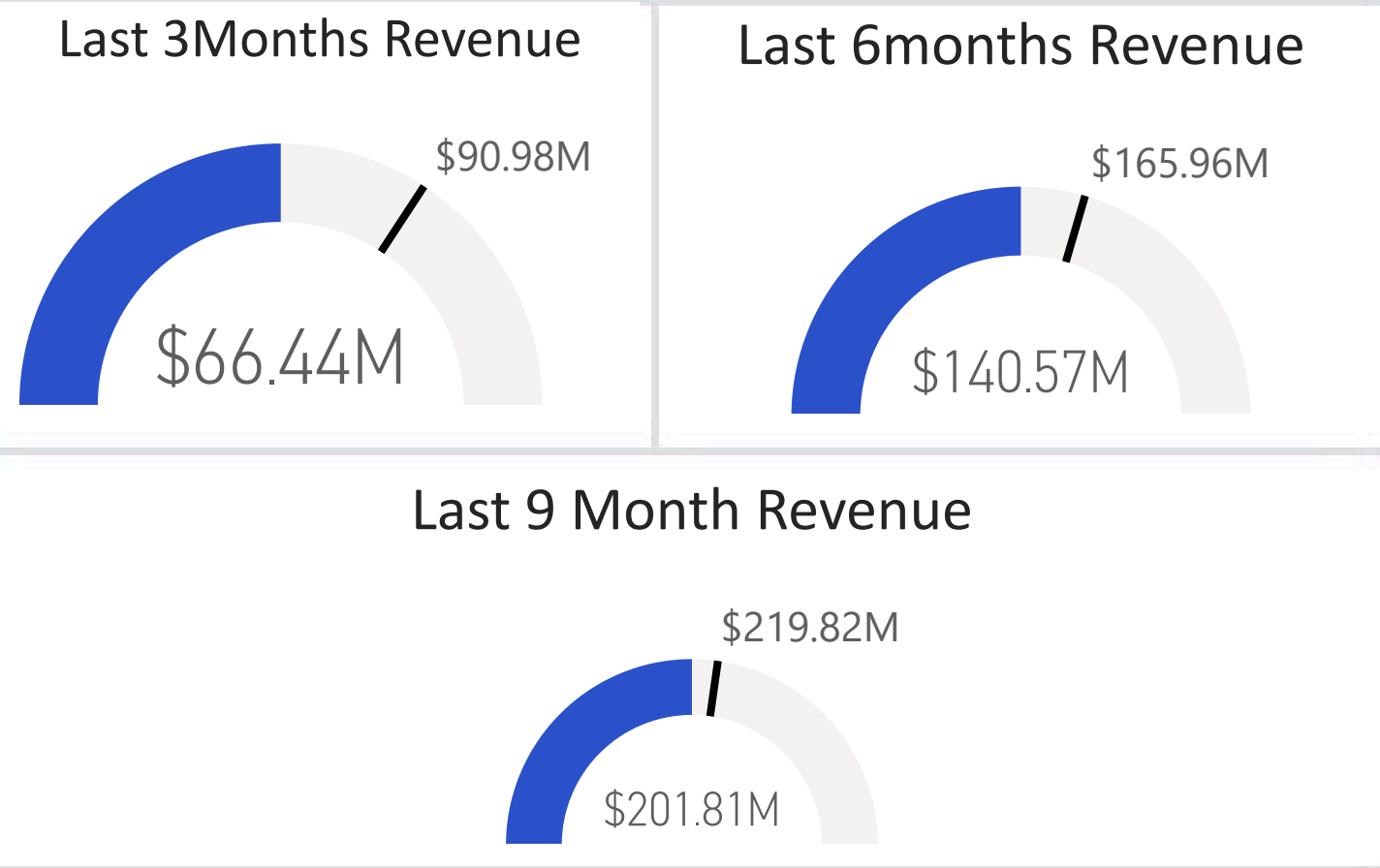
Previous YTD

\$74M

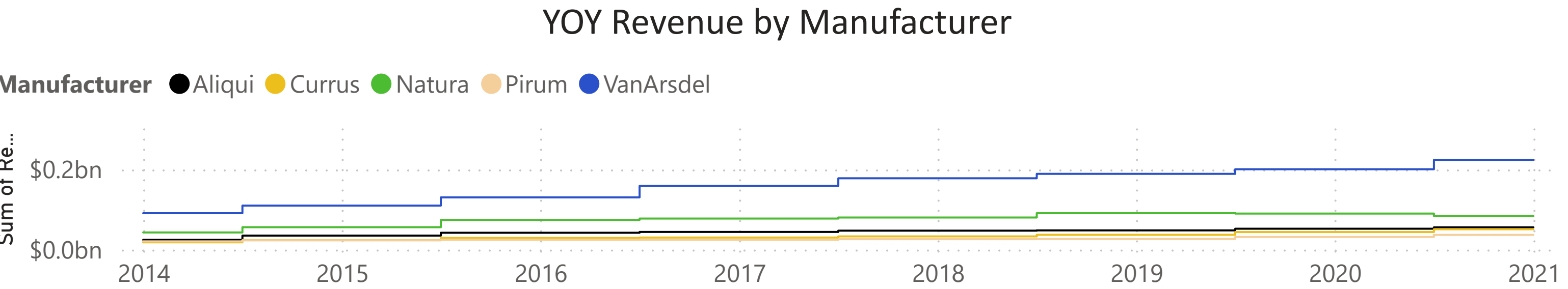
Previous QTD

\$20M

Previous MTD



Year	Current YTD	Previous YTD	YTD diff	YTD % Growth
2014	\$157,072,449	\$0	\$157,072,449.4325	
2015	\$201,814,380	\$50,580,576	\$151,233,804.7175	31.36%
2016	\$242,761,248	\$66,443,063	\$176,318,185.8625	18.69%
2017	\$275,388,994	\$78,863,832	\$196,525,162.3325	15.24%
2018	\$300,062,640	\$90,883,917	\$209,178,723.0525	14.97%
2019	\$317,046,671	\$104,491,768	\$212,554,903.735	1.63%
2020	\$339,030,739	\$106,190,428	\$232,840,311.305	9.08%
2021	\$368,680,863	\$115,832,403	\$252,848,459.665	6.76%
2022	\$0	\$122,661,588	(\$122,661,587.71)	-100.00%



Year	Month	Revenue	%GT Revenue	3 Month Rolling Total	6 Month Rolling Total	9 Month Rolling Total
2015	May	\$26,328,043	9.81%	\$74,979,308	\$128,840,602	\$182,405,00
2015	March	\$25,390,642	9.47%	\$61,247,109	\$115,044,817	\$165,625,39
2015	June	\$24,535,542	9.15%	\$74,124,209	\$135,371,318	\$189,169,02
2015	July	\$23,749,988	8.85%	\$74,613,574	\$140,931,919	\$194,765,63
2015	April	\$23,260,623	8.67%	\$66,318,345	\$120,152,057	\$171,639,86
2015	September	\$22,591,941	8.42%	\$66,443,063	\$140,567,271	\$201,814,38
2015	December	\$22,508,982	8.39%	\$66,441,797	\$132,884,859	\$207,009,06
2015	October	\$22,073,259	8.23%	\$64,766,334	\$139,379,907	\$205,698,25
2015	November	\$21,859,556	8.15%	\$66,524,756	\$134,911,420	\$209,890,72
2015	August	\$20,101,133	7.49%	\$68,386,664	\$143,365,972	\$197,227,26

Year	Quarter	Current QTD	Previous QTD	QTD diff	Qtd % Growth
2015	Qtr 4	\$66,441,797	\$66,443,063	(\$1,266)	-0.00%
2015	Qtr 3	\$66,443,063	\$74,124,209	(\$7,681,146)	-10.36%
2015	Qtr 2	\$74,124,209	\$61,247,109	\$12,877,100	21.02%
2015	Qtr 1	\$61,247,109	\$53,797,708	\$7,449,401	13.85%

Year	Month	Current MTD	Previous MTD	MTD diff	MTD % Grow
2015	January	\$18,189,387	\$18,004,827	\$184,560	1.03
2015	February	\$17,667,080	\$18,189,387	(\$522,307)	-2.87
2015	March	\$25,390,642	\$17,667,080	\$7,723,561	43.72
2015	April	\$23,260,623	\$25,390,642	(\$2,130,019)	-8.39
2015	May	\$26,328,043	\$23,260,623	\$3,067,420	13.19
2015	June	\$24,535,542	\$26,328,043	(\$1,792,501)	-6.81
2015	July	\$23,749,988	\$24,535,542	(\$785,555)	-3.20
2015	August	\$20,101,133	\$23,749,988	(\$3,648,855)	-15.36
2015	September	\$22,591,941	\$20,101,133	\$2,490,808	12.39
2015	October	\$22,073,259	\$22,591,941	(\$518,683)	-2.30
2015	November	\$21,859,556	\$22,073,259	(\$213,703)	-0.97
2015	December	\$22,508,982	\$21,859,556	\$649,426	2.97

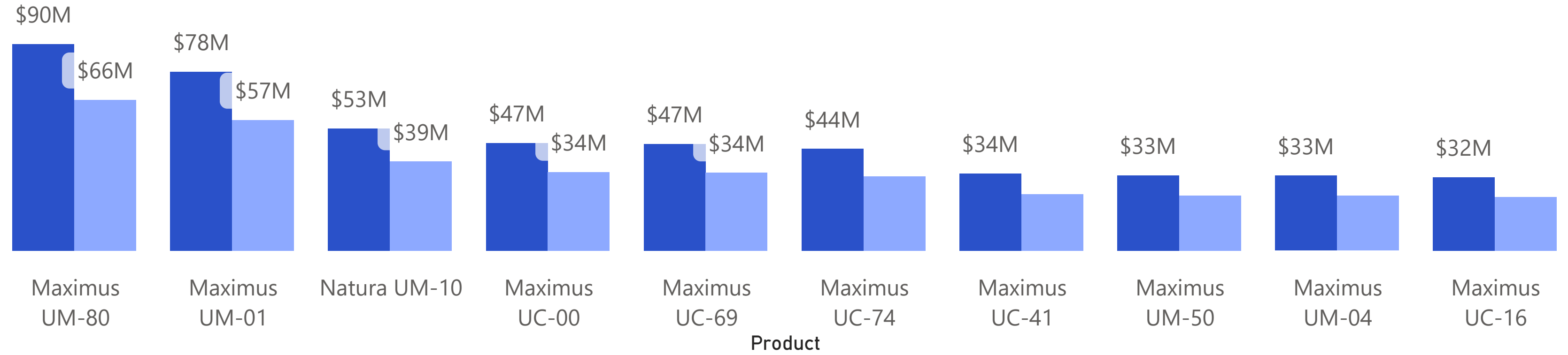
Change%

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Top 10 Actual Revenue and Expected Revenue by Product

● Actual Revenue ● Expected Revenue



Revenue Forecast by Year and month

