



# ADVENTURE WORKS ANALYTICS

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# OVERVIEW

01

About

02

Problem  
Statement

03

Goal

04

Dashboard

05

Insights

06

Recommendations

# ABOUT

Adventure Works is a dynamic company specializing in the retail of bicycles, clothing, and accessories for outdoor enthusiasts. With a passion for adventure and quality products, Adventure Works has established itself as a leading brand in the outdoor retail industry. With a diverse range of offerings, including bikes, apparel, and accessories, Adventure Works caters to the needs of cyclists, hikers, and adventurers alike.



# PROBLEM STATEMENT

Adventure Works is seeking to expand its business and identify potential new products to add to its existing offerings. As a data analyst tasked with this project, the challenge lies in analyzing multiple data sheets containing over 2000+ records. These records encompass sales data, customer feedback, market trends, and competitor analysis. The objective is to extract meaningful insights from this vast amount of data to inform strategic decision-making regarding product expansion.



# GOAL

The goal of this project is twofold: firstly, to conduct a comprehensive analysis of Adventure Works' current product offerings, sales performance, and customer preferences.

Secondly, to leverage this analysis to identify potential new product categories or specific products that align with market demand and the company's brand ethos. By providing actionable insights and suggestions, the aim is to facilitate informed decision-making processes that will drive the successful expansion of Adventure Works' business operations.





# INSIGHTS

## Return Rate Insights:

- Overall return rate is 2.2%, showing satisfactory customer satisfaction levels.
- Top selling product, water bottle, has a return rate of 1.95%, indicating good product quality and customer satisfaction.
- Sport helmet red has the highest return rate at 3.33%, suggesting potential issues with product quality or customer expectations.





# INSIGHTS

## Customer Analysis Revelations:

- Top customer, Maurice, contributes significantly with 43.4% of total orders, indicating strong customer loyalty.
- Majority of orders are from professionals, signifying potential B2B opportunities or corporate partnerships.
- Most orders originate from the US, highlighting a strong market presence but also opportunities for international expansion or diversification.





# INSIGHTS

## Comparative Analysis:

- Return rate decreased compared to the previous year, implying improved product quality or customer service.
- Monthly orders dropped by 0.88% from the previous month, signaling a need for targeted marketing efforts.
- Revenue increased by 3.33% despite the decrease in monthly orders, indicating potential improvements in pricing strategies or product mix optimization.



# RECOMMENDATIONS

- Implement measures to minimize return rates, such as improving product quality, providing clearer product descriptions, or enhancing customer support.
- Given that bikes are the most profitable but have a higher return rate, optimize inventory levels to balance profitability.
- Explore tailored promotions or loyalty programs for professional customers, considering their significant contribution to total orders.
- Intensify marketing efforts in the US, considering it as the primary market.
- Assess market potential and strategies for improving sales in the Pacific region, where return rates are higher.