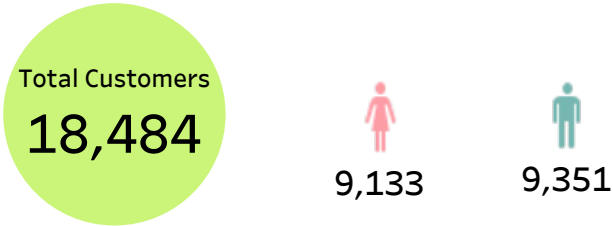


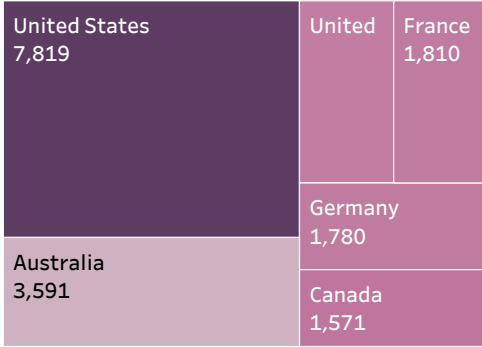
AdventureWorks Analysis

Know Your Customer	Business Presence across Globe	Sales that keep the Business Run..	Executive Summary	Sales by Gender	% Sales by Country	Does Family size affect sales?	Does Birthmonth affect Sales?
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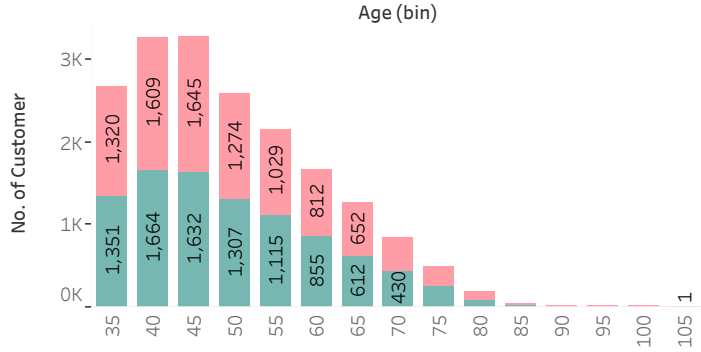
AdventureWorks Customer Segmentation



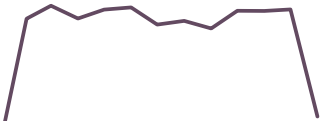
Where are my Customers?



Customer by Age group



Customer's Date of First Purchase (New Customers)



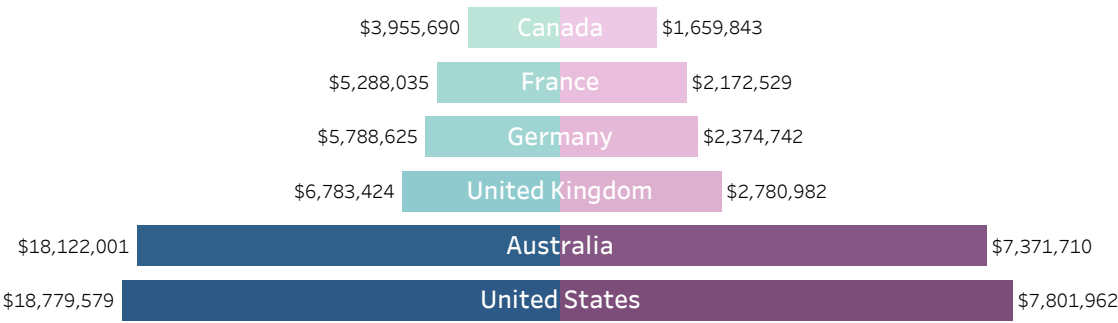
AdventureWorks Analysis

Know Your Customer	Business Presence across Globe	Sales that keep the Business Run..	Executive Summary	Sales by Gender	% Sales by Country	Does Family size affect sales?	Does Birthmonth affect Sales?
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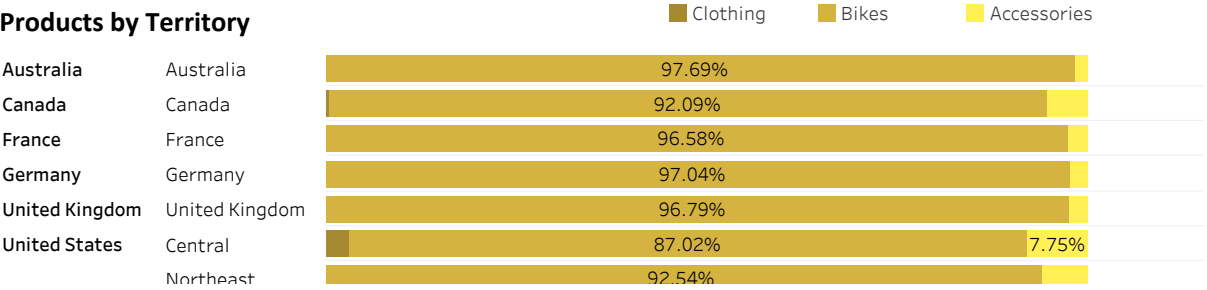
AdventureWorks Territory Analysis

Sales Profit
\$29.36M \$12.08M

Sales and Profit by Territory



Products by Territory



AdventureWorks Analysis

Know Your Customer	Business Presence across Globe	Sales that keep the Business Run..	Executive Summary	Sales by Gender	% Sales by Country	Does Family size affect sales?	Does Birthmonth affect Sales?
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Sales Analysis

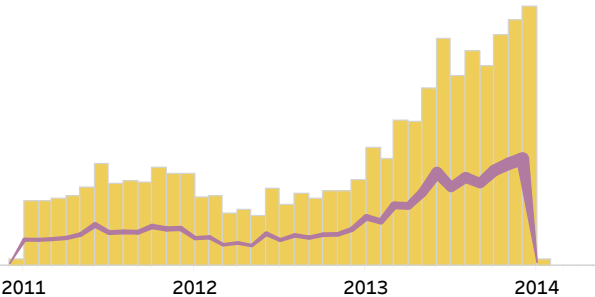
Total Sales
\$29.36M

Profit
\$12.08M

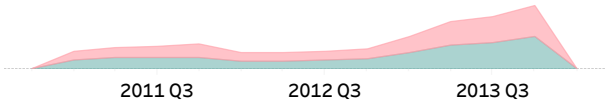
Order Quantity
60,398



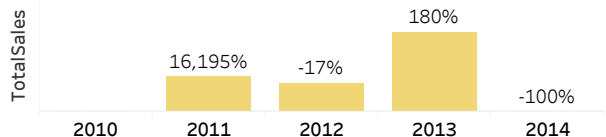
Sales and Profit Growth Month over Month



Total Sales by Gender

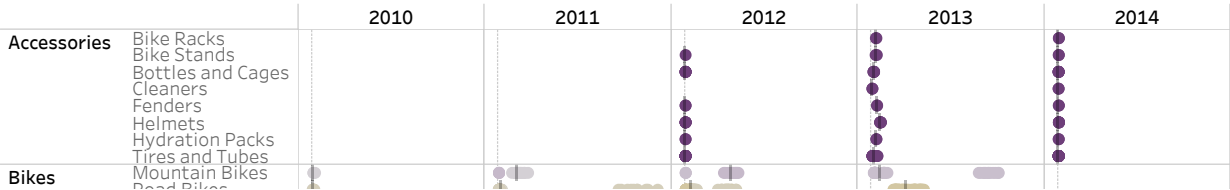


Promotion / Sales behaviour



Sales and Profit by Product

ProfitRa.. 0.2300 0.6260



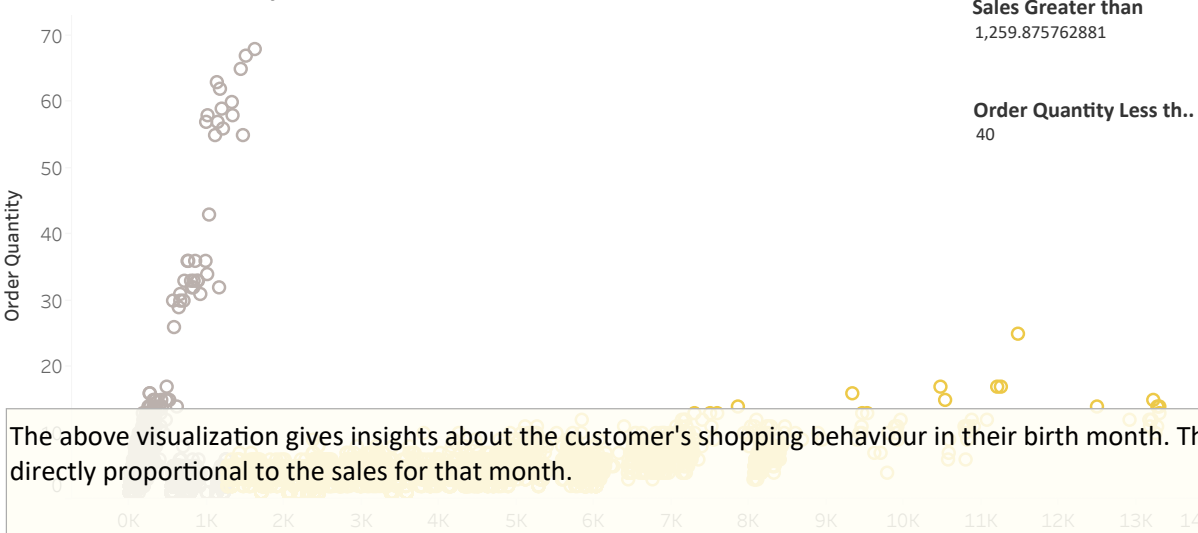
AdventureWorks Analysis

Know Your Customer	Business Presence across Globe	Sales that keep the Business Run..	Executive Summary	Sales by Gender	% Sales by Country	Does Family size affect sales?	Does Birthmonth affect Sales?
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AdventureWorks Executive Analysis

Total Sales	Profit	Profit Ratio	Profit per Cust..	Profit per Order	Order Quantity
\$29.36M	\$12.08M	41.15%	\$653.59	\$436.78	60,398

Sales vs Order Quantity



The above visualization gives insights about the customer's shopping behaviour in their birth month. The number of customers with a particular birthmonth is directly proportional to the sales for that month.

Month of August is when there are the most birthdays, so the sales are high for August accordingly...

AdventureWorks Analysis

Know Your Customer	Business Presence across Globe	Sales that keep the Business Run..	Executive Summary	Sales by Gender	% Sales by Country	Does Family size affect sales?	Does Birthmonth affect Sales?
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Monthly Sales by Gender

Month of Order D..

January 2011	221,260	248,564
February 2011	272,994	193,341
March 2011	233,126	252,073
April 2011	220,225	281,849
May 2011	273,611	288,070
June 2011	368,555	369,285
July 2011	315,159	281,588
August 2011	296,240	318,318
September 2011	299,116	303,967
October 2011	365,026	343,182
November 2011	354,991	305,555
December 2011	342,781	326,650
January 2012	246,456	248,908
February 2012	274,578	232,416
March 2012	210,440	163,043
April 2012	206,433	193,903
May 2012	182,952	175,925
June 2012	290,954	264,206
July 2012	201,265	243,293
August 2012	277,371	246,547
September 2012	214,149	272,029
October 2012	261,132	274,028
November 2012	254,393	283,563
December 2012	343,519	280,983
January 2013	424,598	433,092
February 2013	387,089	384,260
March 2013	523,365	526,542
April 2013	562,405	483,617
May 2013	666,088	618,505
June 2013	820,392	822,786
July 2013	707,018	664,658

Gender

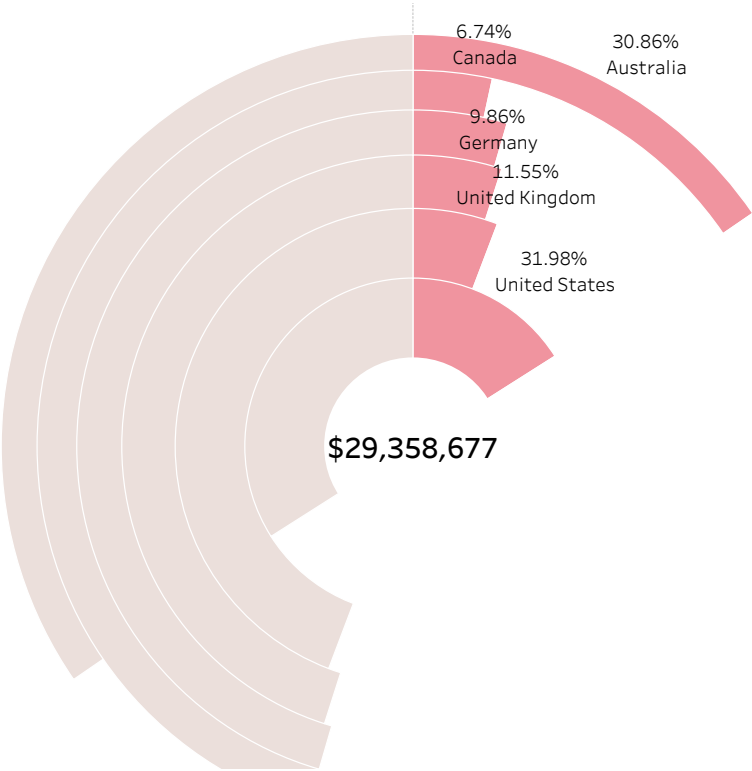
F
M

As seen, the difference between sales for Females and Males is negligible.

AdventureWorks Analysis

Know Your Customer	Business Presence across Globe	Sales that keep the Business Run..	Executive Summary	Sales by Gender	% Sales by Country	Does Family size affect sales?	Does Birthmonth affect Sales?
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% Sales by Country

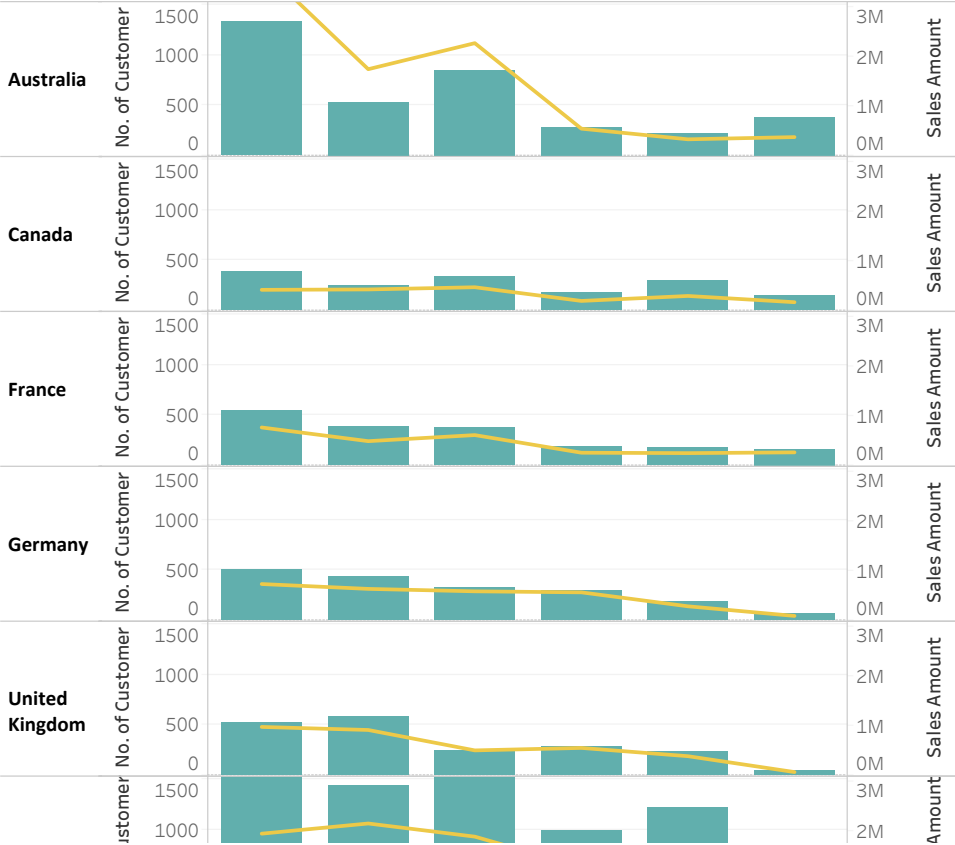


United States and Australia are the top 2 countries respectively that generate more sales.

United States contribute about 32% to the total sales making it top market for AdventureWorks.

AdventureWorks Analysis

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Does Family size affect sales?

'Total Children' from DimCustomer is used to assume that the family size is 'total children' + 1 (1 parent). So for 0 no. of children, the assumption is that the family size is one (individual).

No. of Customers is used to represent No. of families.

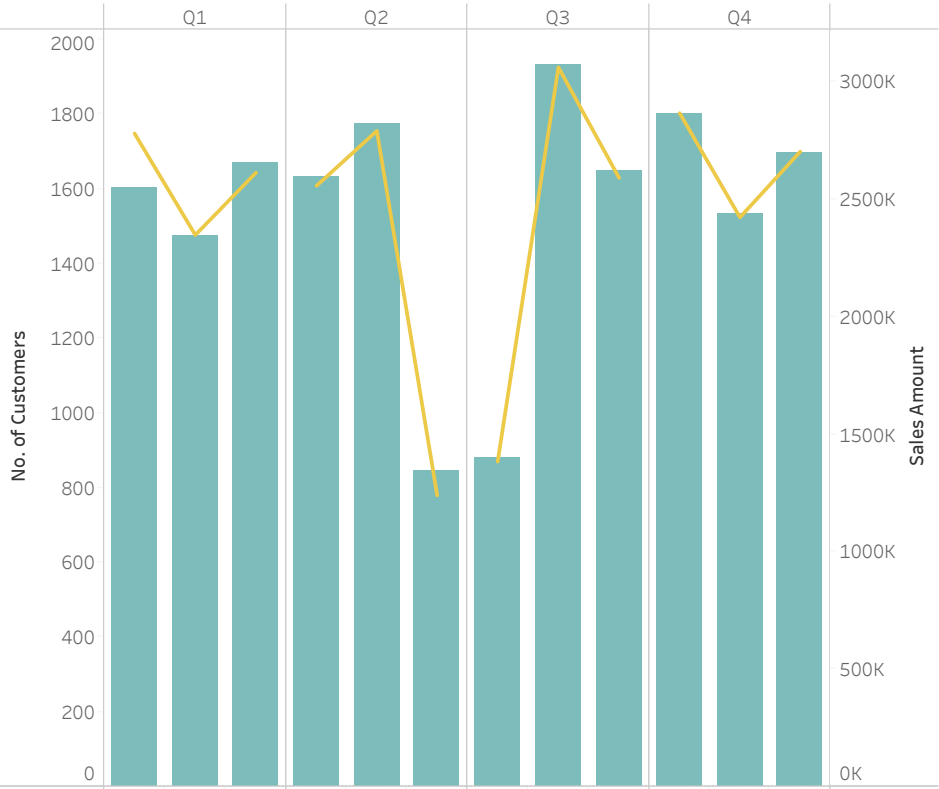
The data is further classified according to countries. Overall, there is a downward trend as the family size increases.

As seen starkly for Australia, after individual consumers, the family with two children generate more sales. Whereas in case of the United States, families with

AdventureWorks Analysis

Know Your Customer	Business Presence across Globe	Sales that keep the Business Run..	Executive Summary	Sales by Gender	% Sales by Country	Does Family size affect sales?	Does Birthmonth affect Sales?
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Customers / Sales by Birthmonth



This visualization gives insights about the customer's shopping behaviour in their birth month. The number of customers with a particular birthmonth is directly proportional to the sales for that month.

Month of August is when there are the most birthdays, so the sales are high for August accordingly.

Marketing strategies like birthday discounts can further increase the sales.