

## Adventure Works KPI Report

From May to July, total sales reached \$1.04M across 16 orders, with the strongest growth in July. Sales increased positively with an increase in marketing expenditure for each sales team, though efficiency varied by team and region. The East region achieved the highest sales with their advertising campaign while the West region performed the worst with their campaign.

### **What are the total sales and average sales?**

The total sales amount is \$1,040,000, and the average sales amount is \$64,750.

### **What are the monthly total sales?**

The monthly total sales amount is \$238,237.34 in May, \$ 254,473.51 in June, and \$543,263.07 in July.

### **What is the total number of orders placed during this time period?**

There have been 16 orders placed from May to July.

### **What is the total marketing expenditure, and what is the monthly marketing expenditure?**

The total marketing expenditure is \$126,000. The monthly marketing expenditure is \$27,000 in May, \$30,500 in June, and \$68,200 in July.

**What is the change in sales over time for the sales teams, and how does this correlate with marketing spending?**

The waterfall diagram illustrates that sales over time have increased for both sales teams. Sales have increased with an increase in marketing spending. Sales Team A has used more of the marketing expenditure and generated less sales than Sales Team B.

**What sales region had the highest sales during this time period, and how did their ranking change over time?**

The ribbon diagram illustrates that the East region has generated the highest sales amount estimated at \$610,000. The East region has held the highest sales rank for this period.

**What is the performance of different sales regions with their advertising campaigns?**

For July sales, the East region generated \$333,000 with \$19,000 of the marketing expenditure, the North region generated \$65,680 with \$10,000 of the marketing expenditure, the South region generated \$82,440 with \$13,000 of the marketing expenditure, and the West region generated \$60,360 with \$27,000 of the marketing expenditure. The East region performs well with their advertising campaign, the North and South regions perform fine with their advertising campaigns, and the West region campaign performs poorly with its advertising campaigns, using the highest amount of the marketing expenditure to generate the lowest sales amount.