

AdventureWorks: *Scaling Smart*



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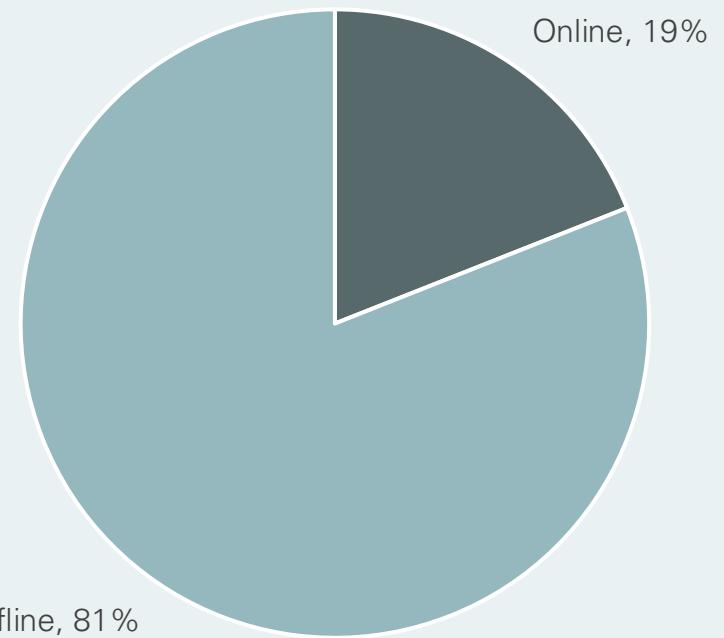
AdventureWorks Roadmap Overview

- 1. Growth
 - Key metrics and milestones
 - Regional Performance
 - Main Initiatives
- 2. Sales to Revenue
 - Sales performance trends
- 3. Assortment
 - New arrivals and seasonal planning
- 4. Challenges
 - Inventory planning
 - Assortment competition
- 5. Key Takeaways

AdventureWorks in 2012: A Stable Foundation

- Total Revenue: \$37.68M
- Offline Sales: \$30.61M
- Online Sales: \$7.06M

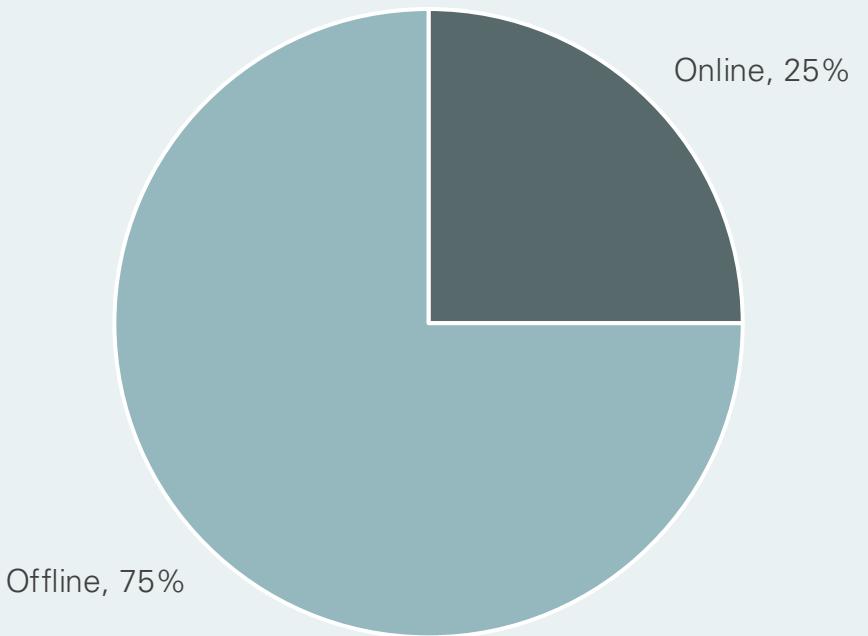
Online VS Offline



2013: A Year of Acceleration

- Total Revenue: \$48.97M →  +30%
- Online Sales: \$11.86M →  +67.9%
- Offline Sales: \$37.11M →  +21.3%

Online VS Offline



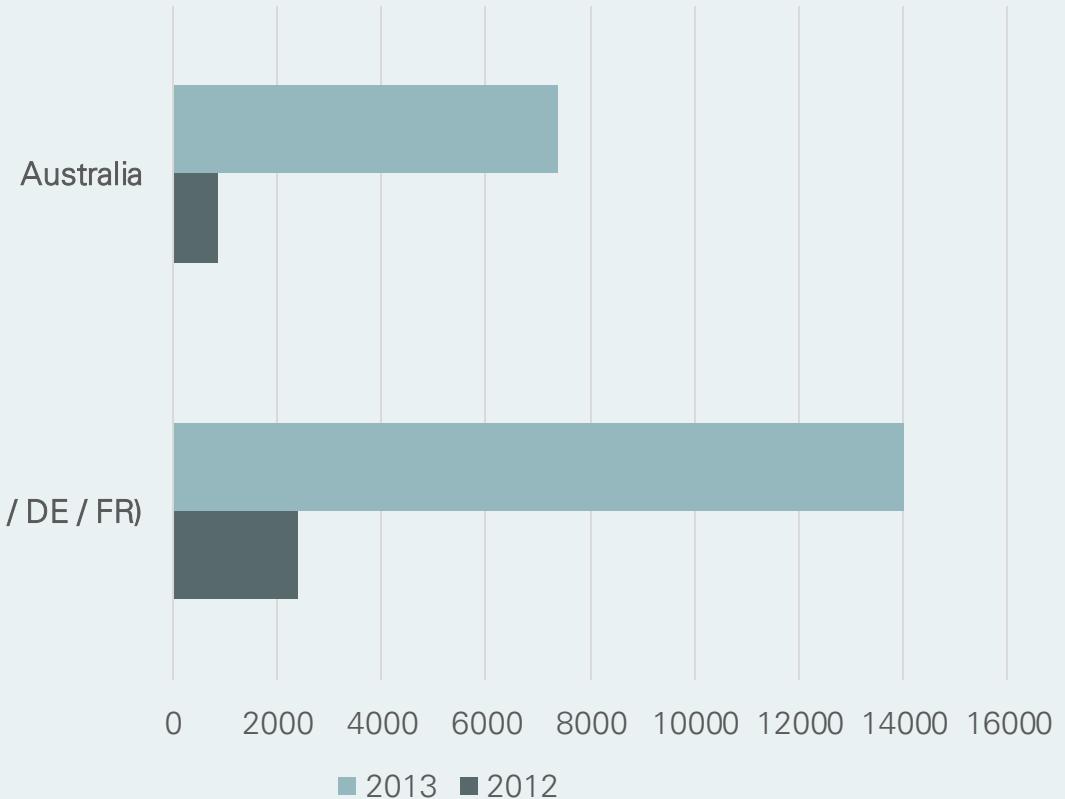
Growth Concentration: A Strategic Signal

Regional growth

- AU Region: +74%



- EU Region: +172%

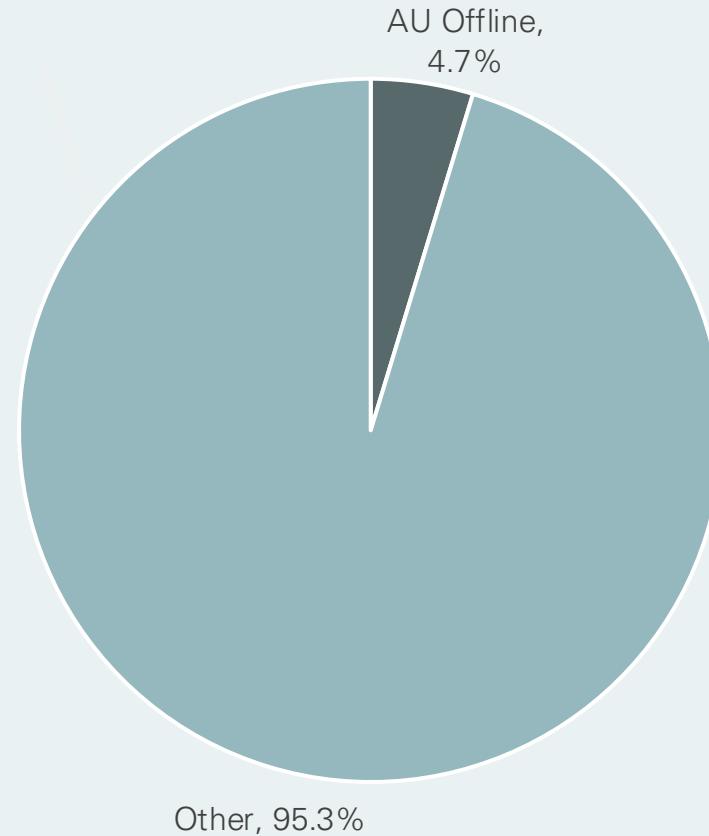


Combined contribution \$9.5M of the \$11.3M total growth

Australia Offline Launch (May 2013)

Offline expansion unlocked a new revenue stream, marking a strategic pivot.

- Launch date: May 2013
- Offline orders: 78
- Offline Revenue: \$1.8M
- 4.7% of total revenue



Online Campaign Impact (May2013)

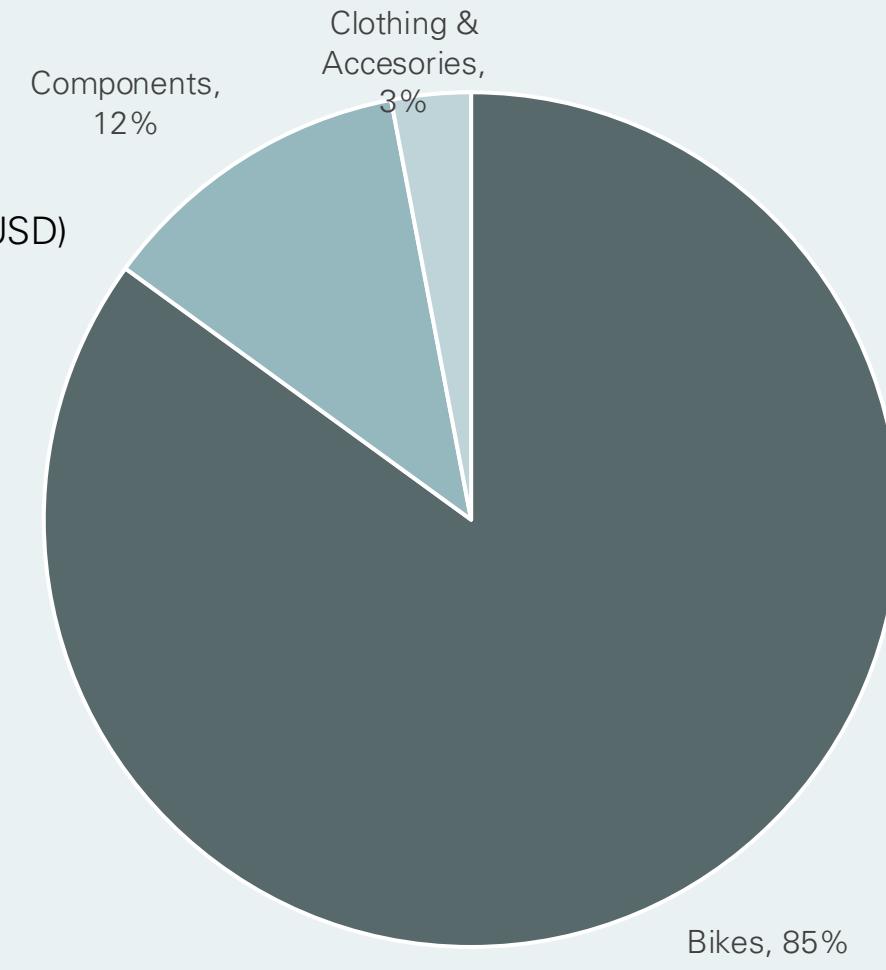
The Clothing & Accessories campaign was a turning point — doubling orders and setting the tone for Q3 growth.

- Launch date -> May 2013
- June Orders: 390 -> 719
- November Orders: 383 -> 2103
- From double to sextuple in 24 weeks



Top Products — Dominance & Emerging Potential

- Clothing & Accessories: 3% — introduced mid-2013 via online campaign (1.5 mil USD)
- This growth came entirely through online channels
- They offer cross-sell potential with **all bike buyers**.



With targeted campaigns, they could grow a lot more from current 3%

Newcomers Package — Gateway to Brand Loyalty

A curated bundle of top-selling gear for new cyclists:

Name	Total Sold	Unit Revenue
Long: Sleeve Logo Jersey, L	5023	€149.00 K
Sport: 100 Helmet, Blue	4607	€102.50 K
Sport: 100 Helmet, Black	4475	€109.79 K
Sport: 100 Helmet, Red	4218	€89.50 K
Women's Tights, L	2119	€85.90 K
Women's Tights, S	2470	€91.35 K
Women's Mountain Shorts, S	2111	€96.81 K
Men's Blo: Shorts, M	2781	€95.92 K
Long: Sleeve Logo Jersey, M	2781	€95.13 K

- Can be bought in bundles
- Typically carry high margin
- Customer likely to restock

Complication — Growth Meets Inventory Pressure

- STR – Stock Turnover Rate
- Low STR – out of stock, lost sale, customer frustration
- High STR – overstocking, no sales, unpopular product

Name	Stock Turnover Rate
Bike Wash - Dissolver	2.51
Women's Tights, L	2.45
Short Sleeve Classic Jersey, L	2.20
Half Finger Gloves, L	0.98
Full Finger Gloves, L	0.98
Water Bottle Gloves, L	0.77
Sport-Finger Gloves, L	0.89
AWC Logo Cap	0.94
Hydration Pack - 70 oz.	0.70
Water Bottle - 30 oz.	0.85
Long-Sleeve Logo Jersey, M	0.64
Men's Bib-Shorts, M	0.62
Sport-100 Helmet, Red	0.61
Sport-100 Helmet, Black	0.58

Opportunity — Expand Assortment to Unlock Growth

We offer

- **Helmets:** 3 variants (Black / Blue / Red)
- **Jerseys:** 2 styles (Long Sleeve / Short Sleeve)
- **Gloves:** 2 types (Full-Finger / Half-Finger)

We are missing

- neon, matte, seasonal tones
- Aerodynamic, thermal jerseys
- Tiered price points (basic vs. premium)

Key Takeaways

-  AdventureWorks is a bike-first brand — but not bike-only
-  Clothing & Accessories are emerging stars with digital traction
-  Online campaigns drive growth efficiently
-  Stock turnover insights reveal margin opportunities
-  Assortment expansion is a strategic leverage

Thank
you

Q&A