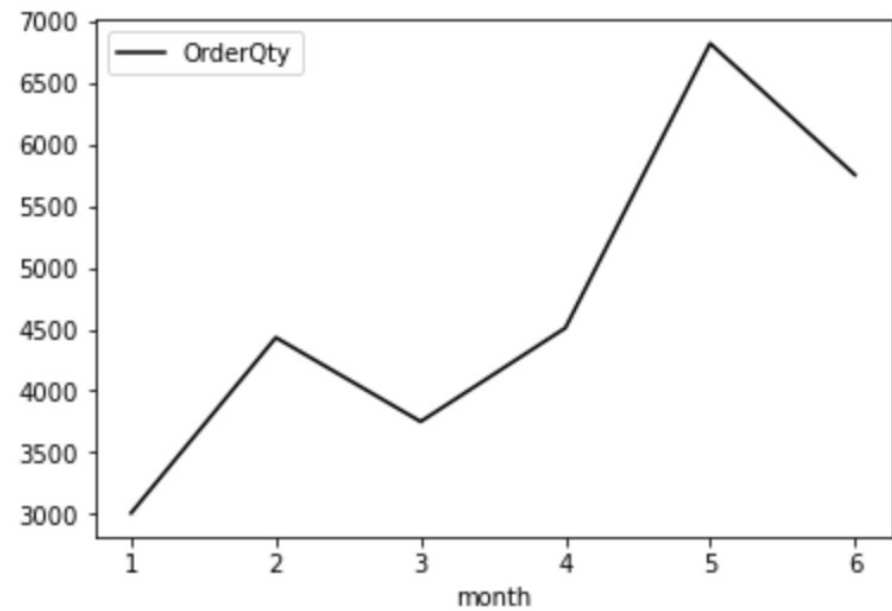
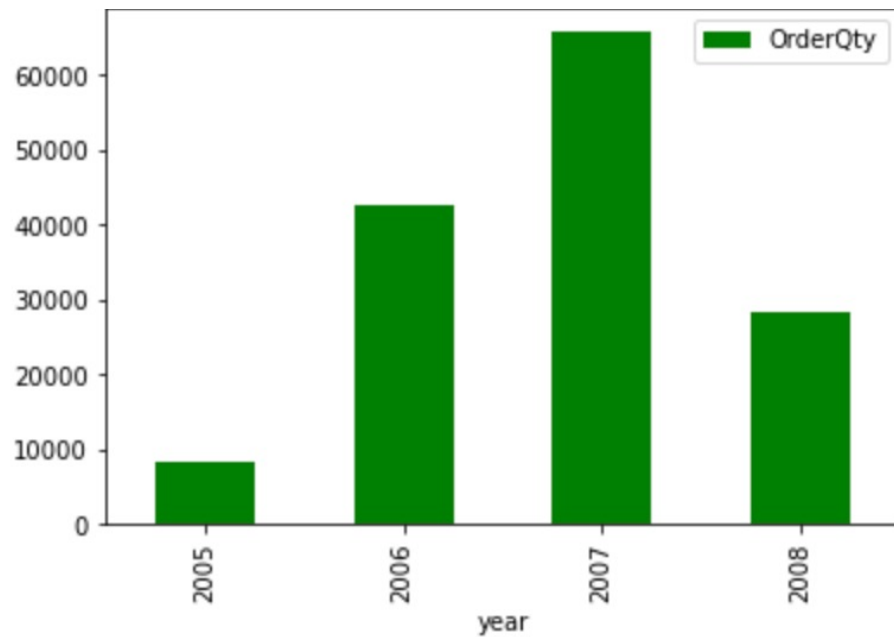


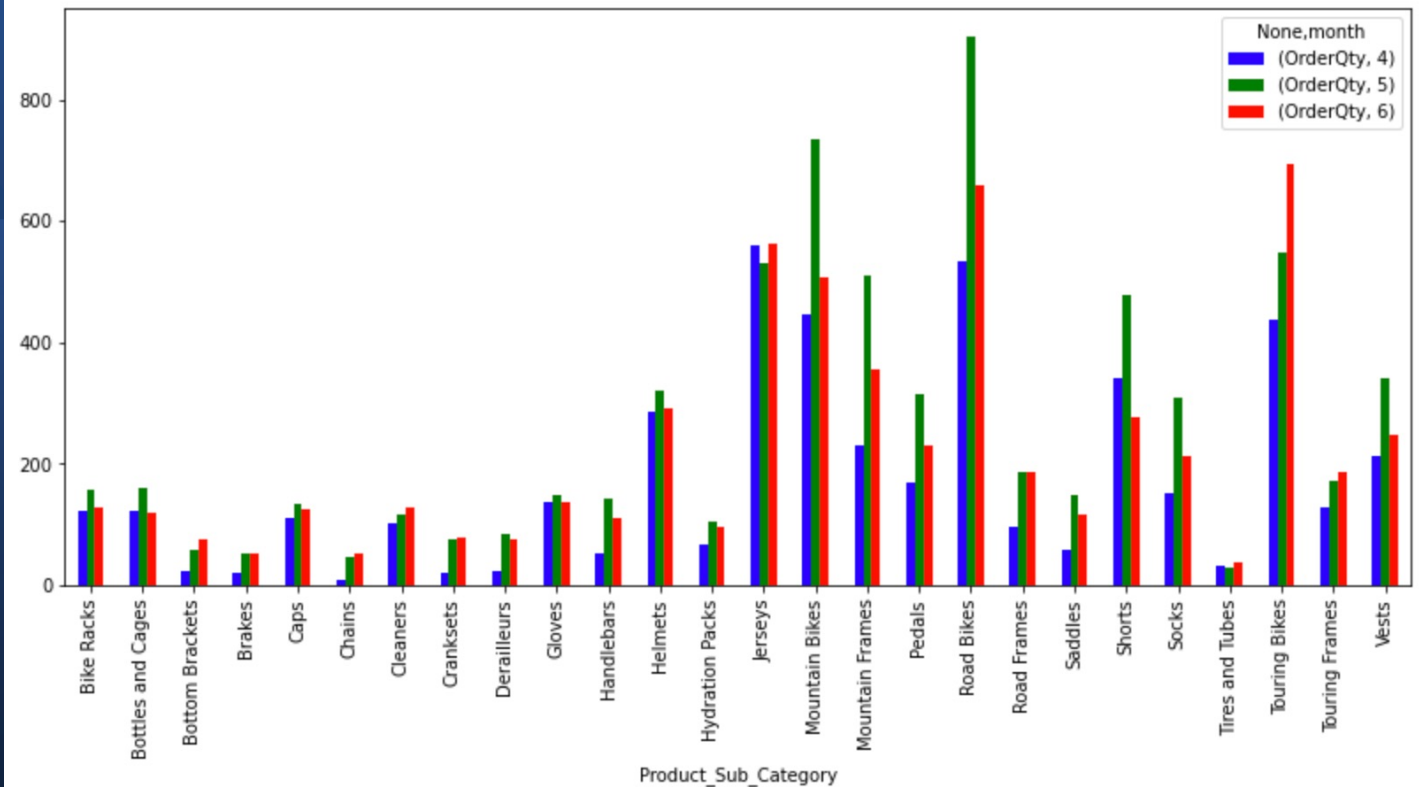
Analysis of Adventure Works Cycles

- Ditty Devasahayam

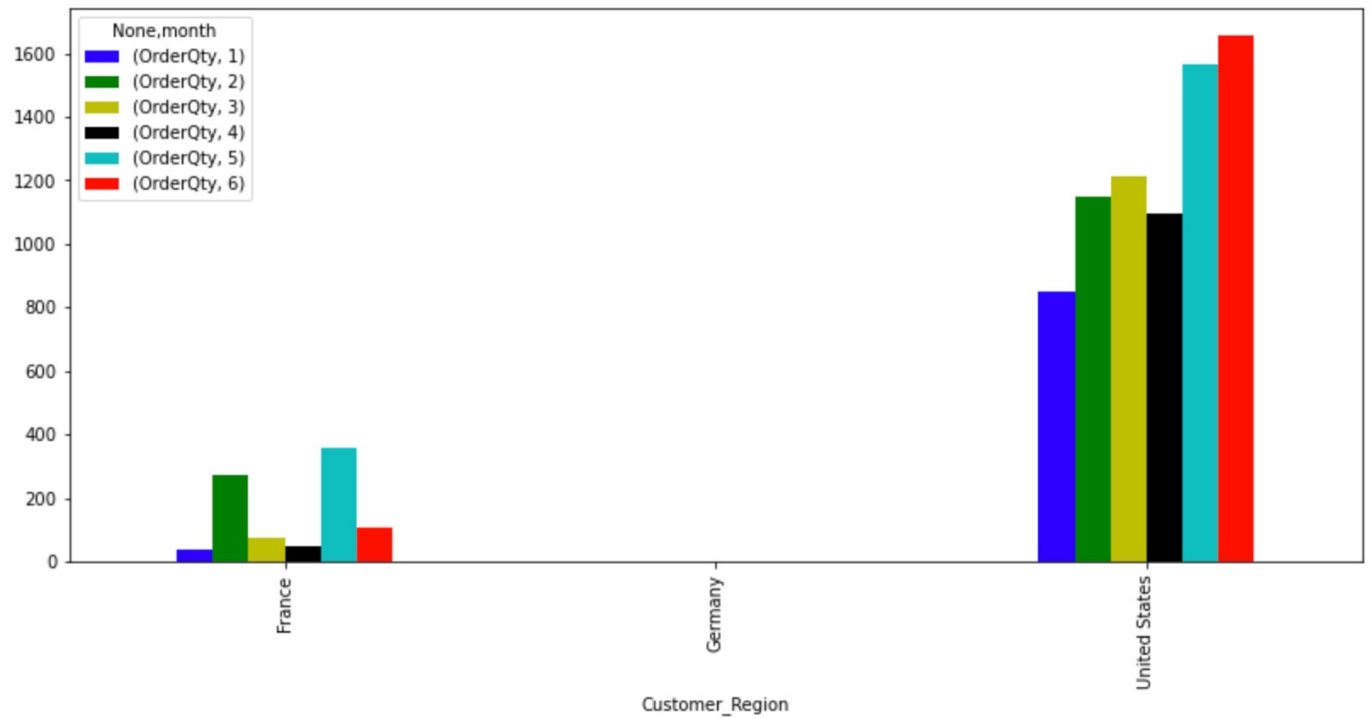
Decline in sales over the last one year (i.e., 2008)



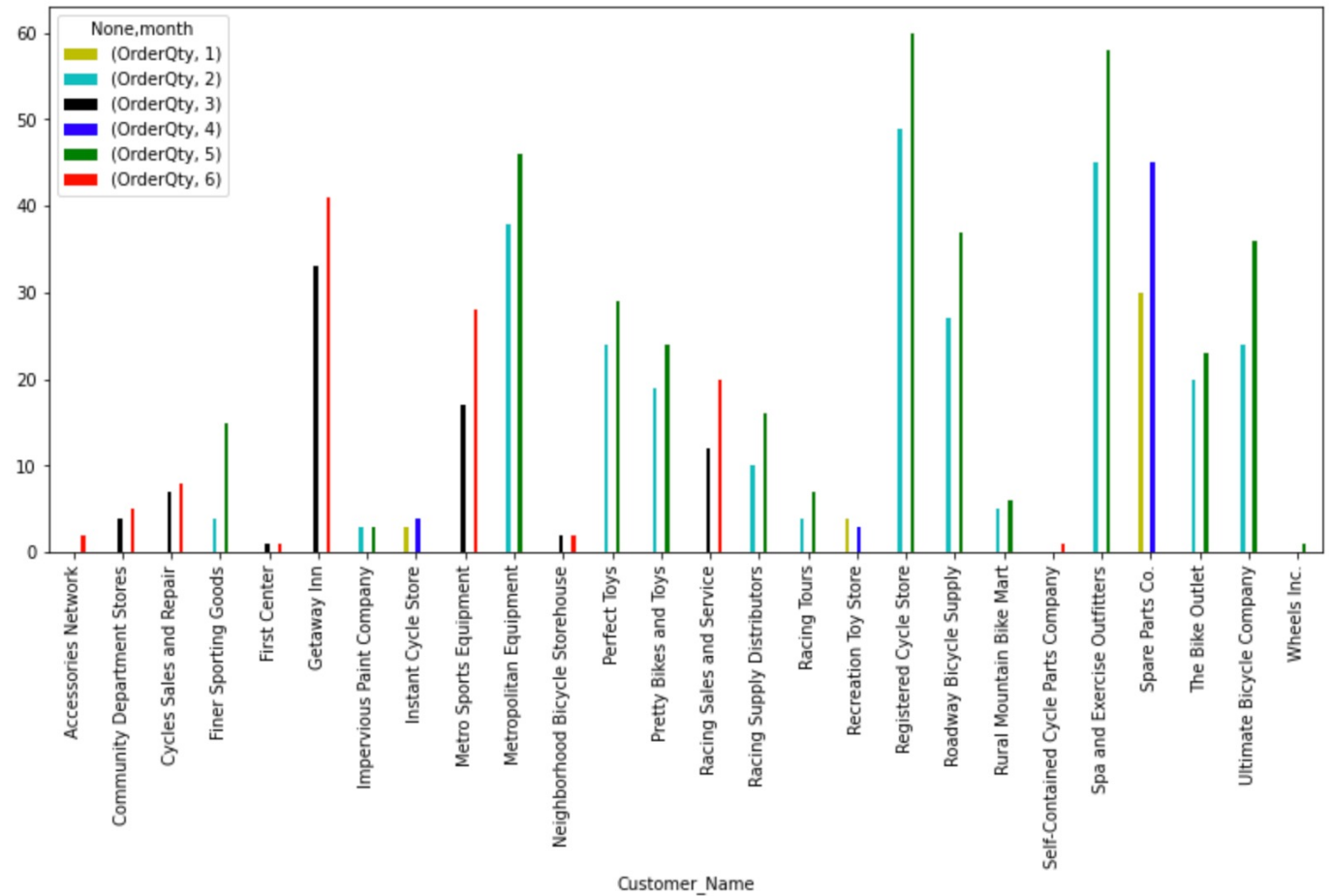
Quantity ordered
per item in the last
three months (i.e.,
April, May, and
June 2008)



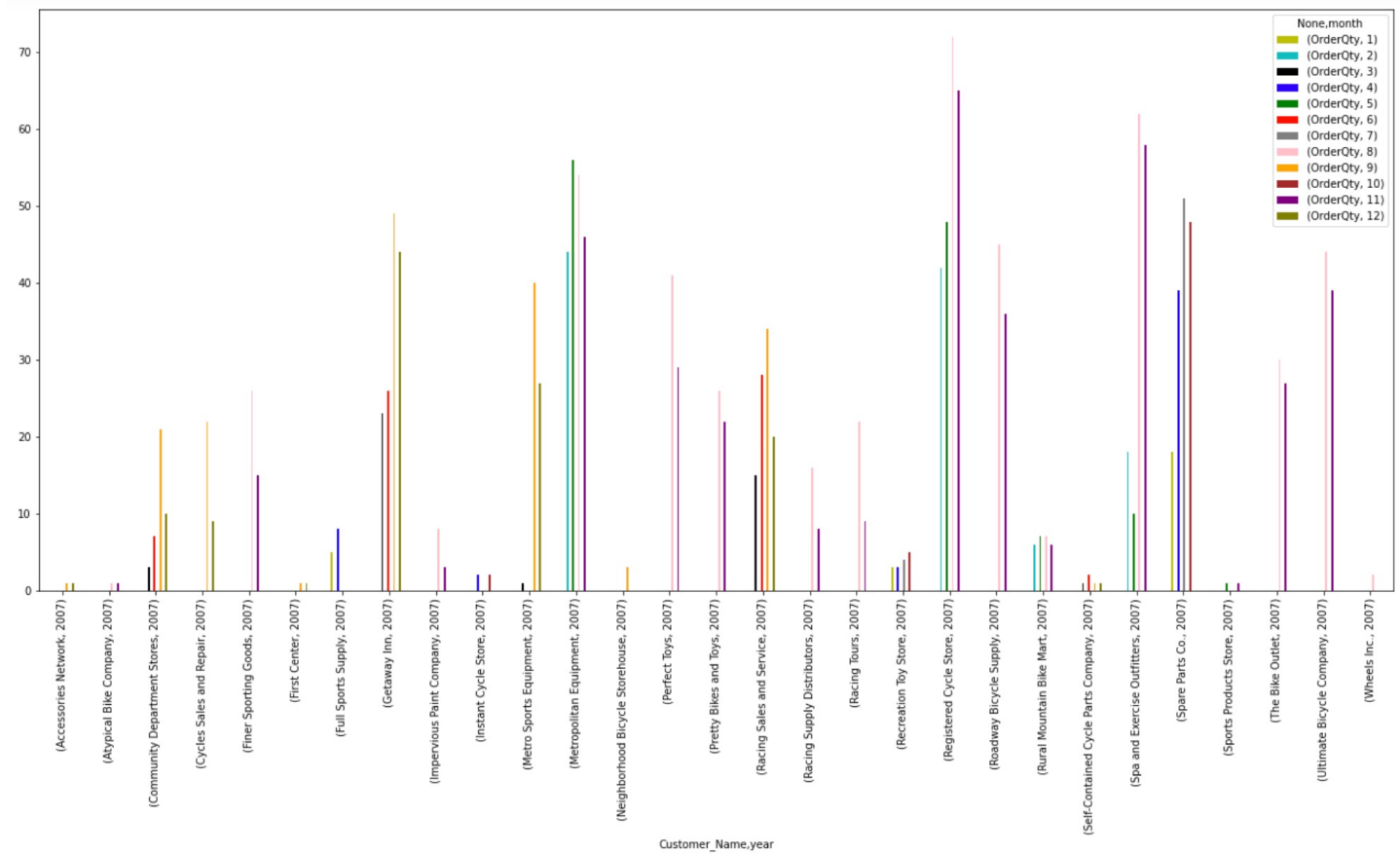
There is a decline
in sales only in
France



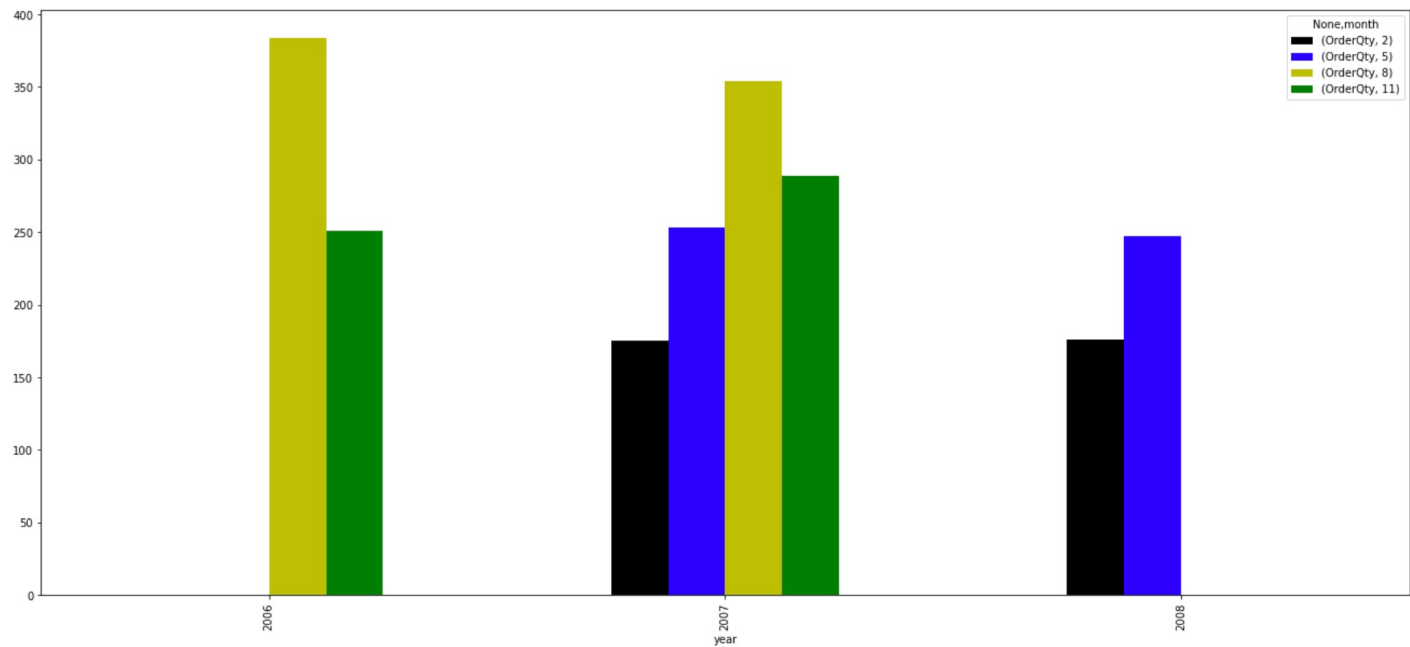
Regular buyers (blue and green) have backed off which has led to huge decline in sales in France, especially in June 2008.



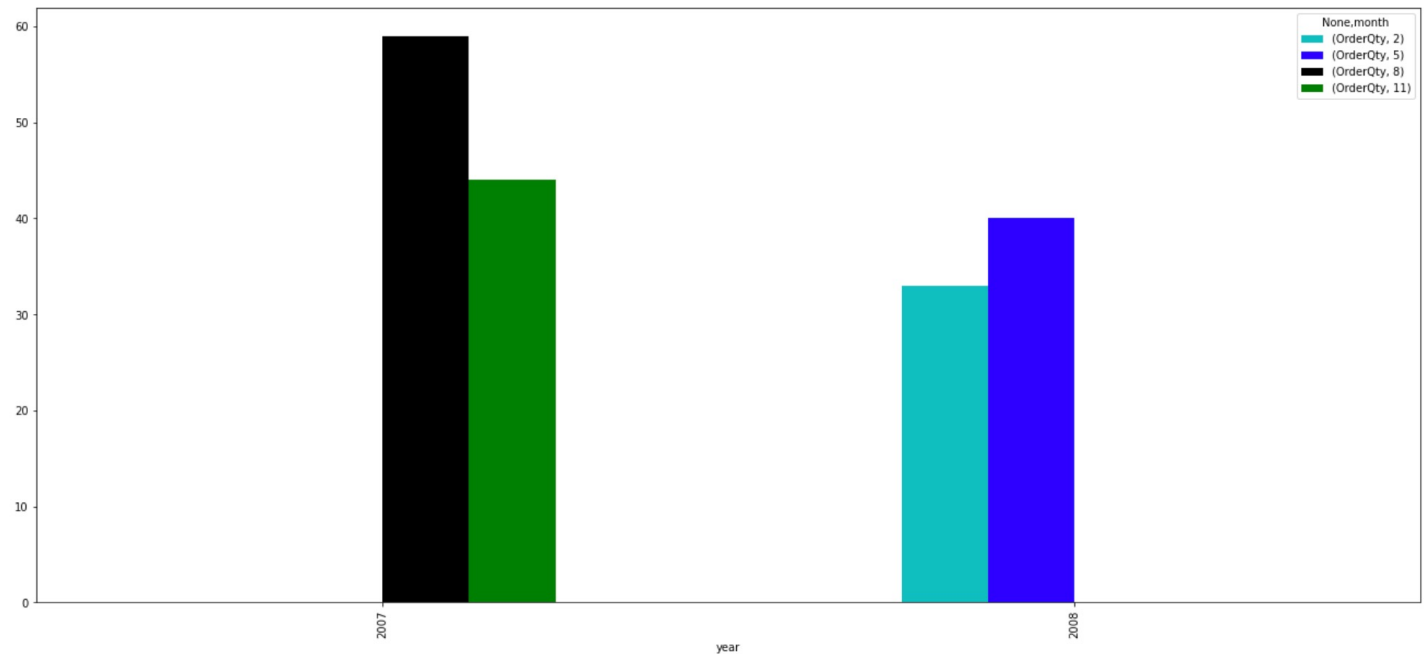
Statistics of customers in France in 2007



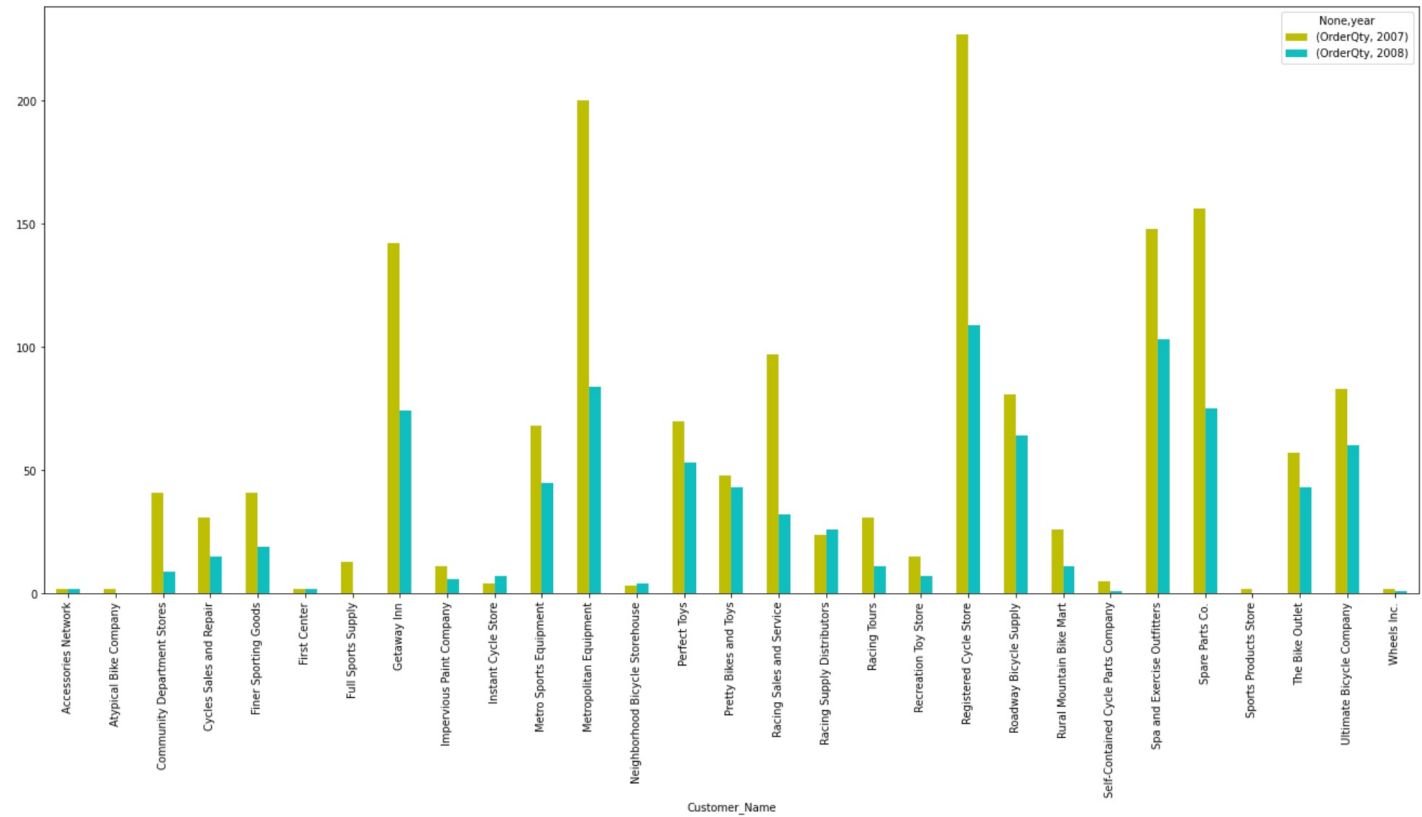
For instance, on checking the customer “Metropolitan Equipment”, we observe that the customer is not regular and has purchased only few months in every year.



Similarly, we see an irregular pattern for the customer “*The Bike Outlet*” where the customer had purchased in August and November in 2007, while in 2008 it was in February and May.



Customers in France
have highly reduced
their purchase in 2008
compared to 2007



Recommendation:

- To grow the business in France to make the customers become regular buyers.
- To further analyze the reason behind the decrease in orders by conducting a survey with the customers.