



Report: 2023 December

BASED ON INTERNAL DATA:
“ADVENTUREWORKS 2001-2004”

Adventure **Works**

Have It Your Way

HOW IS SALES PERFORMANCE?

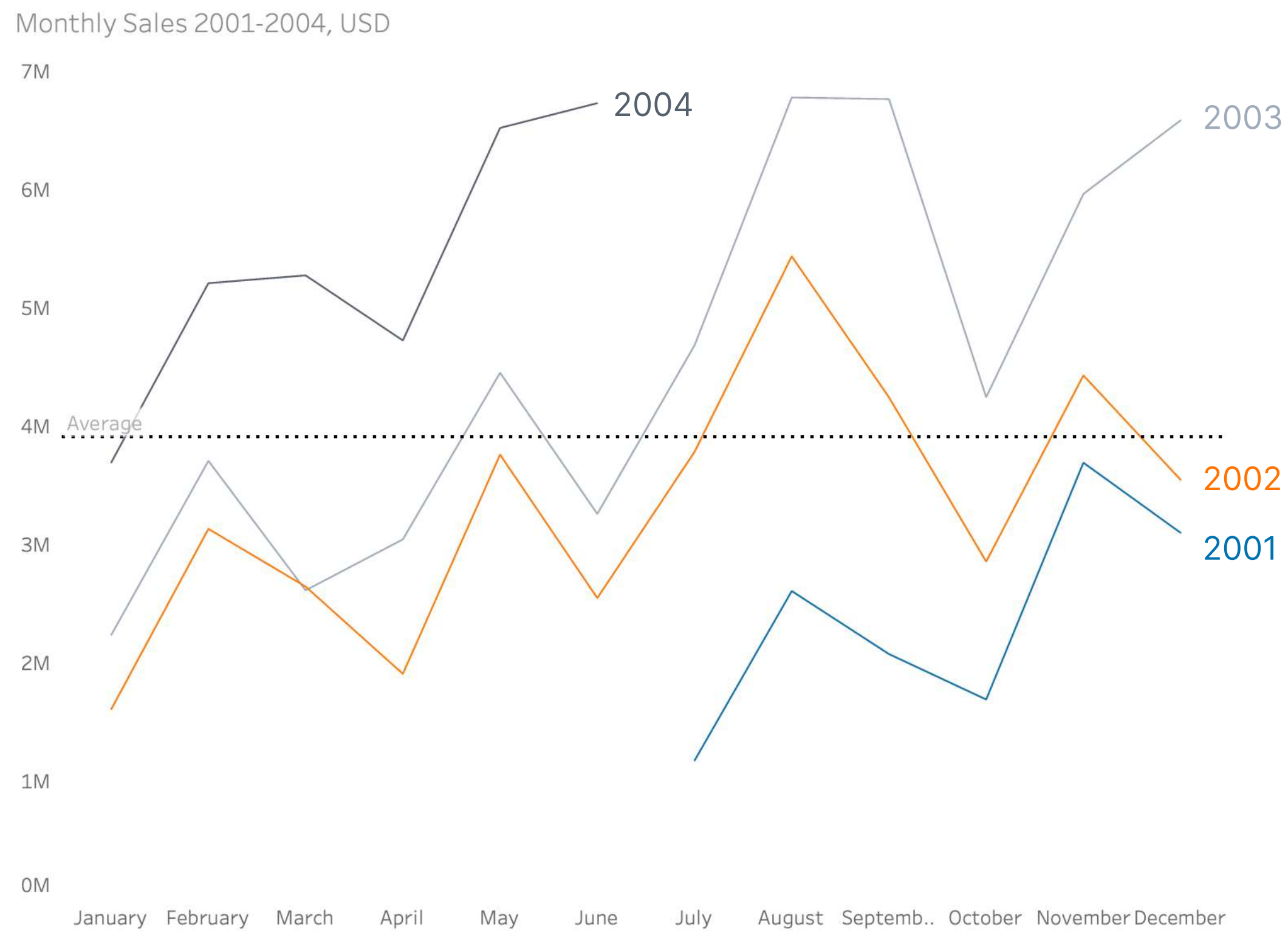
EXECUTIVE SUMMARY: Maximizing Sales Performance

MARKETS: North America, Europe, Oceania

KEY METRICS

WHOLE PERIOD 2001/07/01 - 2004/07/31	Total Customers 19,119	Total Orders USD 31,465	Total Sales USD 140,707,585	Average Order Value USD 4,472
THIS YEAR 2003/07/01 - 2004/06/30	17 905	23 067	USD 67,148,247	USD 2,911
PREVIOUS YEAR 2002/07/01 -2003/06/30	3 587	4 477	USD 43,585,635	USD 9,735
HOW MANY % INCREASED OR DECREASED THIS YEAR VS PREVIOUS YEAR?	399.16%	415.23%	54.06%	-70.10%

SALES OVERVIEW: 2001 - 2004



Consistent Sales Growth

From 2001 Sales is rising
In 2004 above average line

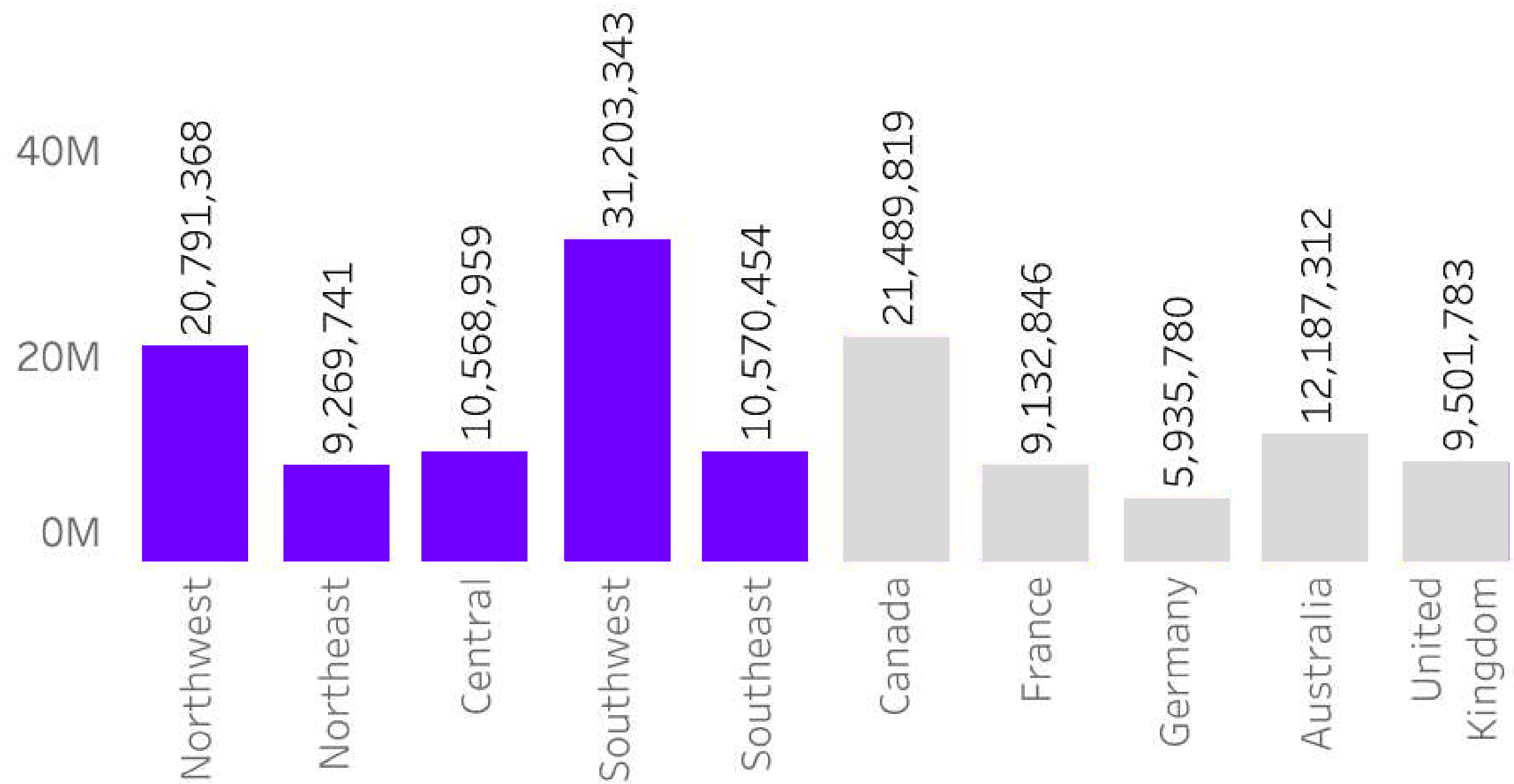
Peaks are related to
new product lines launches

WHY US?



OVERVIEW: US is top performing country by Sales

Sales by Territory, USD

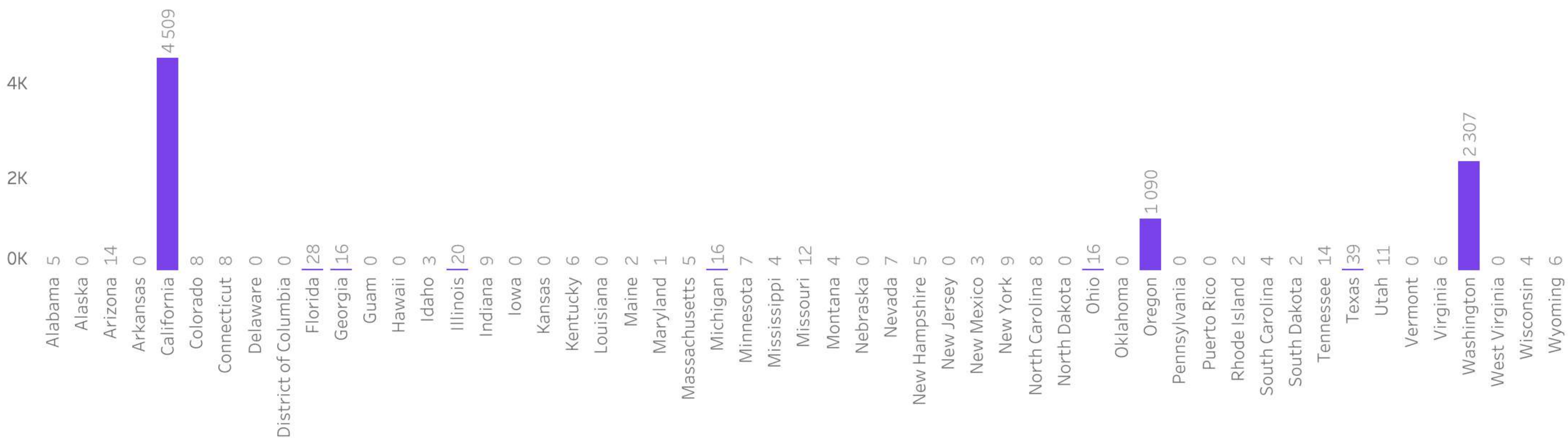


US USD 82,403,865

ALL USD 140,651,406

GAP IN THE MARKET: Recommended expansion to 17 US States

Customers by US states, no

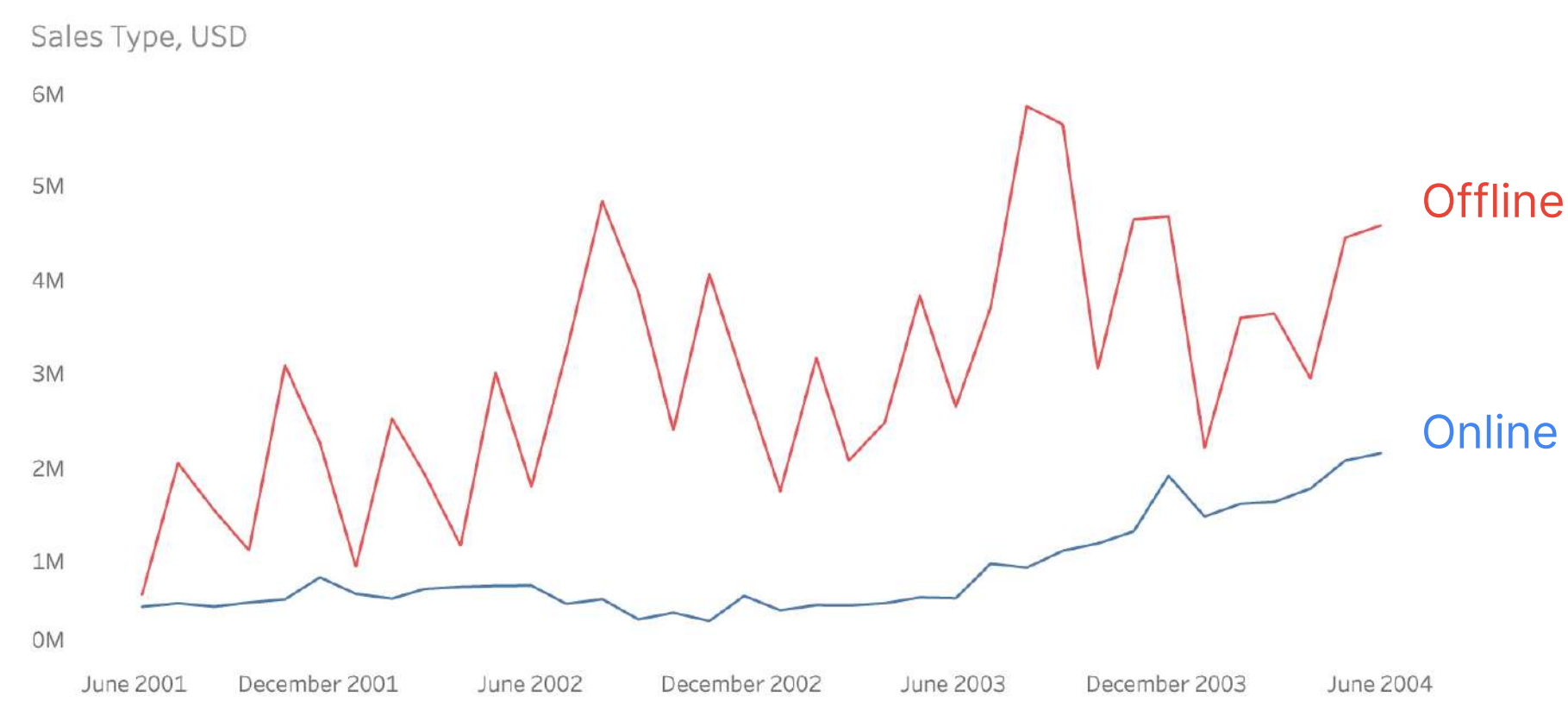


0 CUSTOMERS
IN 17 STATES

1. Alaska
2. Hawaii
3. District of Columbia
4. Pennsylvania
5. Vermont
6. Delaware
7. New Jersey
8. Kansas
9. Nebraska
10. Oklahoma
11. Iowa
12. Louisiana
13. North Dakota
14. Arkansas
15. Guam
16. Puerto Rico
17. West Virginia

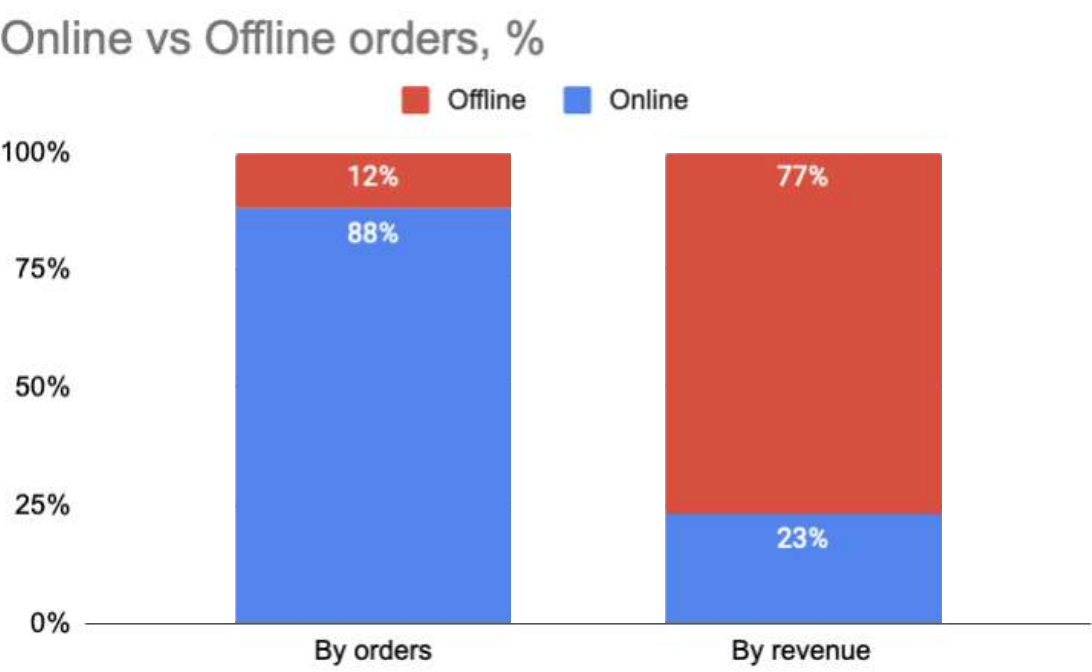
- Business growth
- Logistics department
- Marketing team

ONLINE VS OFFLINE: Recommended Growth of Sales Online and Offline



More orders online, but more revenue in physical shops.

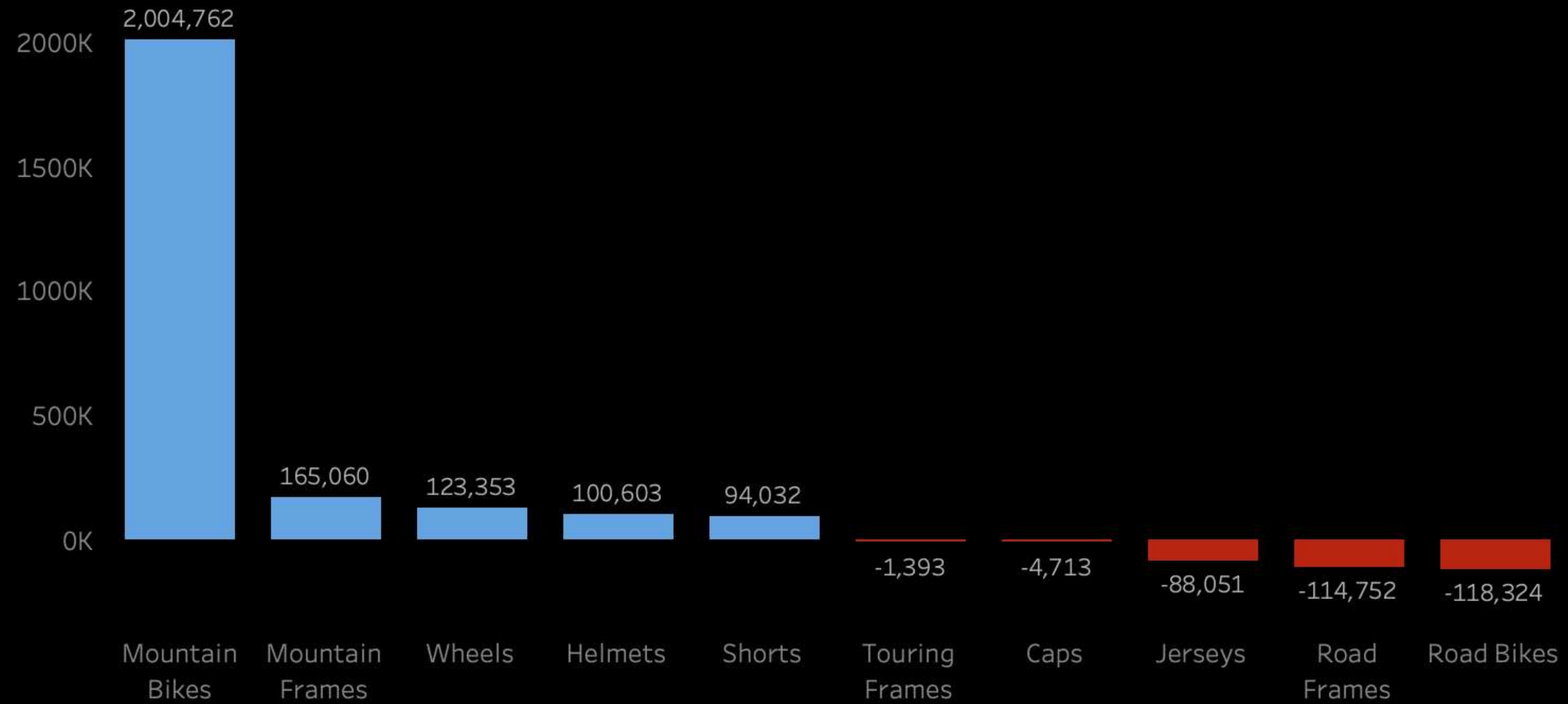
Expand sales both online and offline.



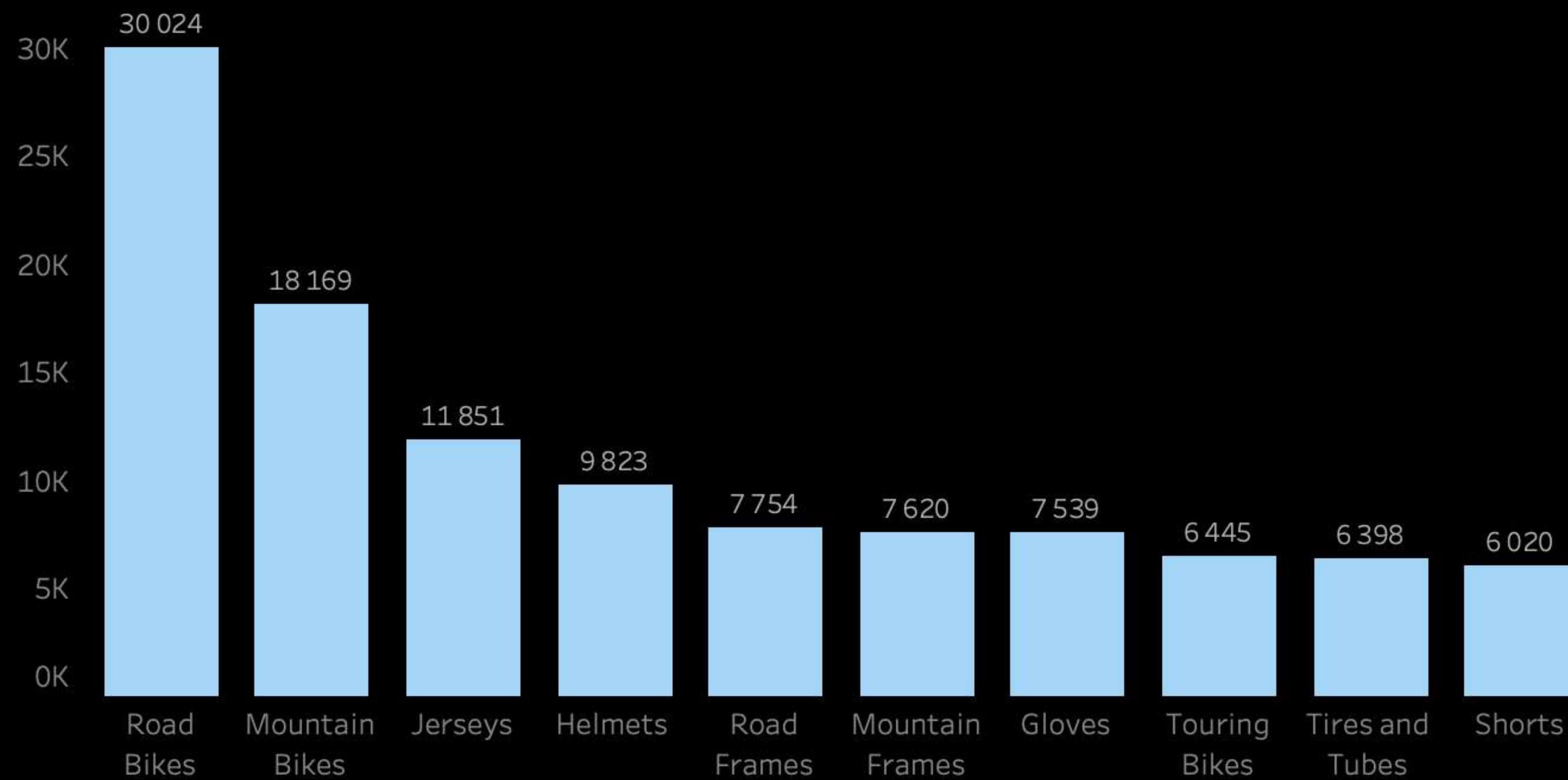
* Here are relevant general info of all regions.
For specific US States detailed case
please explore dashboard.

WHICH PRODUCTS SELLS BEST?

TOP 10 PRODUCT SUBCATEGORIES BY PROFIT, USD



TOP 10 PRODUCT SUBCATEGORIES BY QUANTITY, NO



WHY
CUSTOMERS CHOOSE
OUR PRODUCTS?

REASONS: Recommendation to collect reasons

Reason Type	Name	Total Due
Null	No reason stated	76,917,705
Marketing	Television Advertisement	12,084
Other	Price	4,370,394
	Manufacturer	2,549,184
	Quality	2,364,485
	Review	593,186
	Other	88,761
Promotion	Promotion	2,115,529

WHAT'S NEXT?

ACTIONABLE RECOMMENDATIONS: For Business Growth

1

EXPAND TO US STATES

US is TOP country by Sales

0 customers in 17 States

2

EXPAND BOTH ONLINE AND OFFLINE SALES

ONLINE
faster, cheaper expansion

OFFLINE
essential, generates more Sales

3

CONSIDER PRICING & DISCOUNTS

PAY ATTENTION TO GEOGRAPHICAL CONTEXT WHEN LAUNCHING NEW PRODUCTS

It is known unsold,

most popular
& most profitable
products by geography

4

COLLECT REASONS BOTH ONLINE AND OFFLINE

TOP reasons are known
but quite subjective
because there is small
amount of data
to draw conclusions from

Thank You

