



# Adventureworks Sales Dashboard



Total Sales

\$140.65M

Growth rate, %

54.06%

FY2004

76.97%

Offline Sales %

23.03%

Online Sales %

\$108,266,246

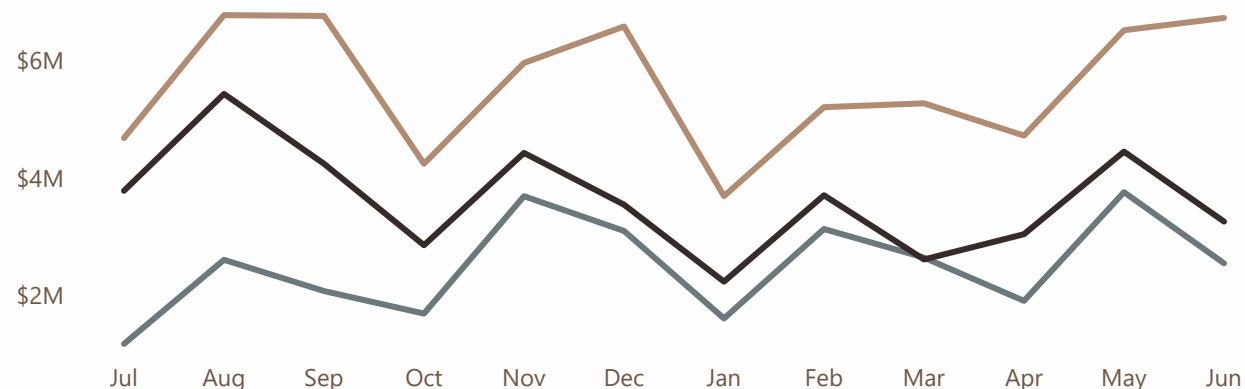
Offline Sales

\$32,385,154

Online Sales

## Total Sales YoY by Month

Fiscal Year — FY2002 — FY2003 — FY2004



## Total Monthly Sales

● Total Sales Adventureworks ● Total Bicycle Sales in US



## Insights

1. We can clearly see seasonality in YoY graph (higher sales during warm season and before Christmas).
2. Overall sales are volatile and has an upward trend. Comparing to US industry's total bicycle sales (<https://www.bicycle-guider.com/bike-facts-stats/>), company shows similar growth trend.
3. Growth rate is 45.69% in FY2003 and 54.06% in FY2004.
4. Major sales are done by Salespersons (77% in total), TOP Salesperson in total sales is Shelley Dyck.
5. The total sales and average purchase size of offline and online sales differs tremendously. In the decomposition tree we can see that Salespersons mostly sell bikes and components (expensive) while online sales are mostly accessories (cheap). Still, online sales plays an important part generating 23% of total sales.
6. Most sales, offline and online, are within North America (US & CA). Australia also shows great results in online sales.



76.97%

Offline Sales %

23.03%

Online Sales %

\$108,266,246

Offline Sales

\$32,385,154

Online Sales

\$28,446

Average purchase size offline

\$1,214

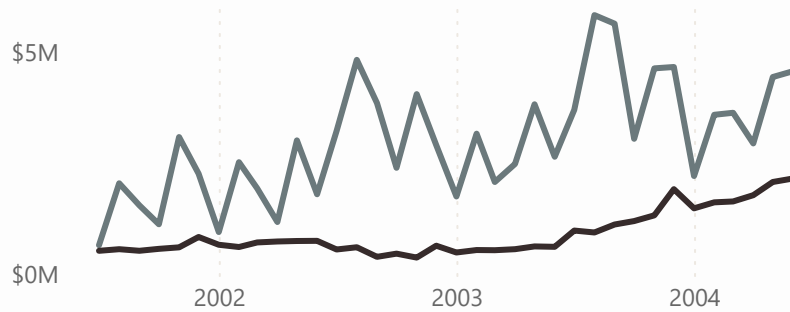
Average purchase size online

### Top Salespersons

Salesperson	Country	Total sales
Shelley Dyck	US	\$13,975,741.47
Linda R. Ecoffey	US	\$13,434,509.56
Maciej Duszka	US	\$12,433,502.77
Gail Erickson	CA	\$11,384,513.04

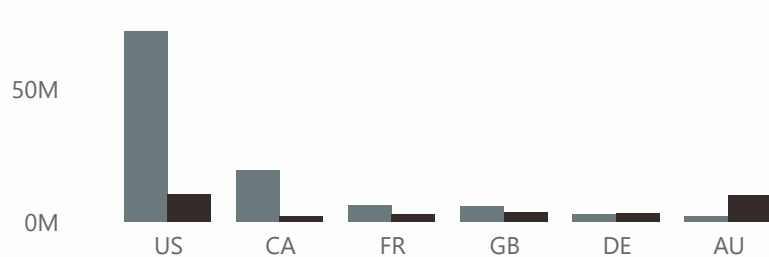
### Offline & Online Sales

● Sum of Offline Sales ● Sum of Online Sales



### Offline & Online Sales by countries

● Sum of Offline Sales ● Sum of Online Sales



### Top Products by Quantities

💡 Sales Type × 💡 Product Categ... × 💡 Product Subca... ×

