



## Read Me First - FM Business Intelligence Data Services

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This demo is not meant for training purposes. It has been developed as proof of concept that can be applied by any business user in a company. The underlying data model is implemented by our data experts and it does not depend on the business requirements. The model is built entirely based on data and not from the classical methods of conceptual, logical, and physical data modeling.

If you like what you see, please contact us at [contact@youarereasonable.com](mailto:contact@youarereasonable.com)

Demos: [https://odysee.com/@FM\\_Business\\_Intelligence\\_Data\\_Services:4](https://odysee.com/@FM_Business_Intelligence_Data_Services:4)



# Adventure Works Company

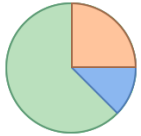
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Adventure Works Cycles, the fictitious company on which the AdventureWorks sample databases are based, is a large, multinational manufacturing company. The company manufactures and sells metal and composite bicycles to North American, European and Asian commercial markets. While its base operation is located in Bothell, Washington with 290 employees, several regional sales teams are located throughout their market base.

In 2000, Adventure Works Cycles bought a small manufacturing plant, Importadores Neptuno, located in Mexico. Importadores Neptuno manufactures several critical subcomponents for the Adventure Works Cycles product line. These subcomponents are shipped to the Bothell location for final product assembly. In 2001, Importadores Neptuno, became the sole manufacturer and distributor of the touring bicycle product group.

Coming off a successful fiscal year, Adventure Works Cycles is looking to broaden its market share by targeting their sales to their best customers, extending their product availability through an external Web site, and reducing their cost of sales through lower production costs.



# Scenario Info - Adventure Works Company

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## Sales and Marketing

As a bicycle manufacturing company, Adventure Works Cycles has two types of customers:

- Individuals. These are consumers who buy products from the Adventure Works Cycles online store.
- Stores or Resellers. These are retail or wholesale stores that buy products for resale from Adventure Works Cycles sales representatives.

Primary type of customers: **SC** = Store Contact, **IN** = Individual (retail) customer, **SP** = Sales person, **EM** = Employee (non-sales), **VC** = Vendor contact, **GC** = General contact

## Purchasing and Vendor Scenario

At Adventure Works Cycles, the purchasing department buys raw materials and parts used in the manufacture of Adventure Works Cycles bicycles. Adventure Works Cycles also purchases products for resale, such as bicycle apparel and bicycle add-ons like water bottles and pumps.

## Product Overview

As a bicycle manufacturing company, Adventure Works Cycles has the following four product lines:

1. Bicycles that are manufactured at the Adventure Works Cycles company.
2. Bicycle components that are replacement parts, such as wheels, pedals, or brake assemblies.
3. Bicycle apparel that is purchased from vendors for resale to Adventure Works Cycles customers.
4. Bicycle accessories that are purchased from vendors for resale to Adventure Works Cycles customers.

## Manufacturing Overview

In the AdventureWorks sample database, tables are provided that support the following typical manufacturing areas:

- Manufacturing processes:
  1. Bill of materials: Lists the products that are used or contained in another product.
  - 2 Work orders: Manufacturing orders by work center.
  3. Locations: Defines the major manufacturing and inventory areas, such as frame forming, paint, subassembly, and so on.
  4. Manufacturing and product assembly instructions by work center.
- Product inventory: The physical location of a product in the warehouse or manufacturing area, and the quantity available in that area.
- Engineering documentation: Technical specifications and maintenance documentation for bicycles or bicycle components.



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## SUMMARY

Group

Select all

Europe

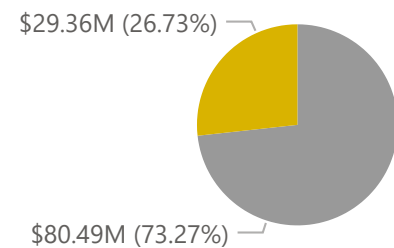
North America

Sales by Date

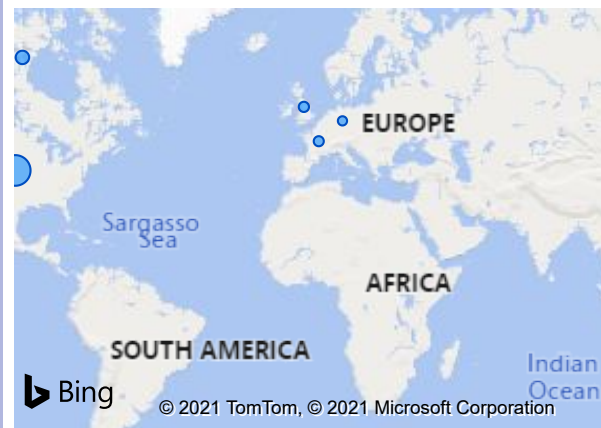
\$8.21M

Sales by Channel

Channel SC IN

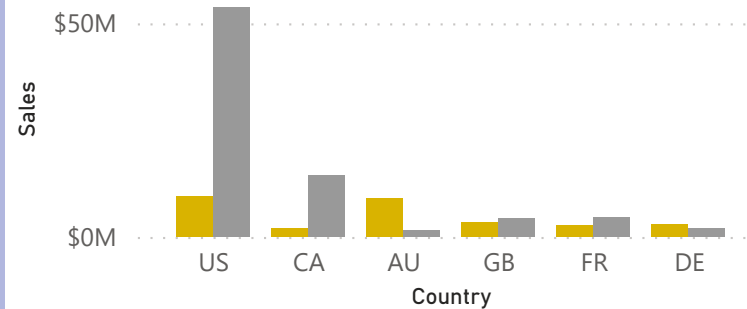


Sales by Country



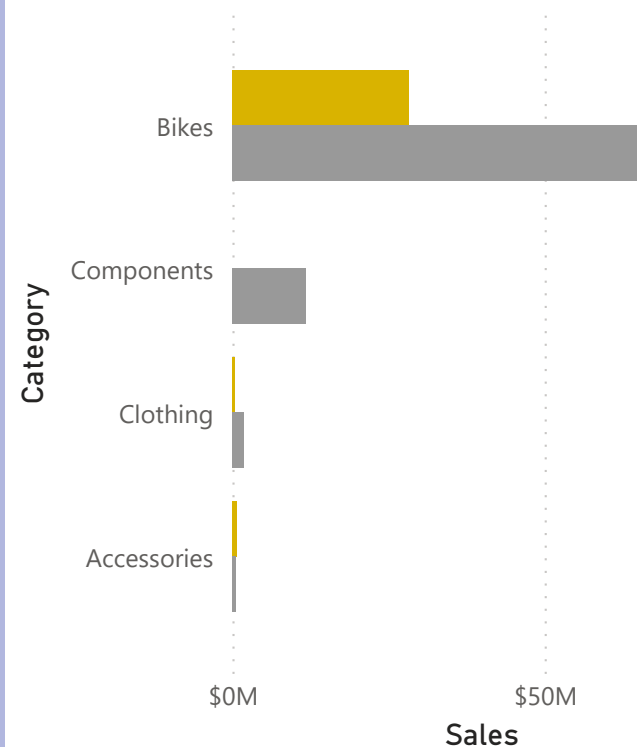
Sales by Country and Channel

Channel IN SC



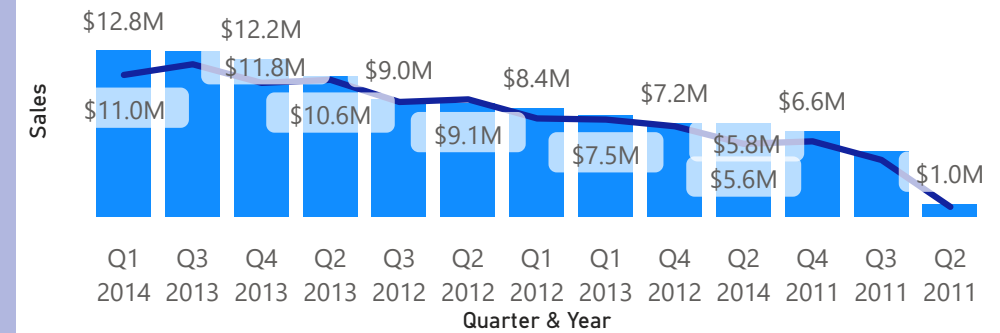
Sales by Name and Channel

Channel IN SC



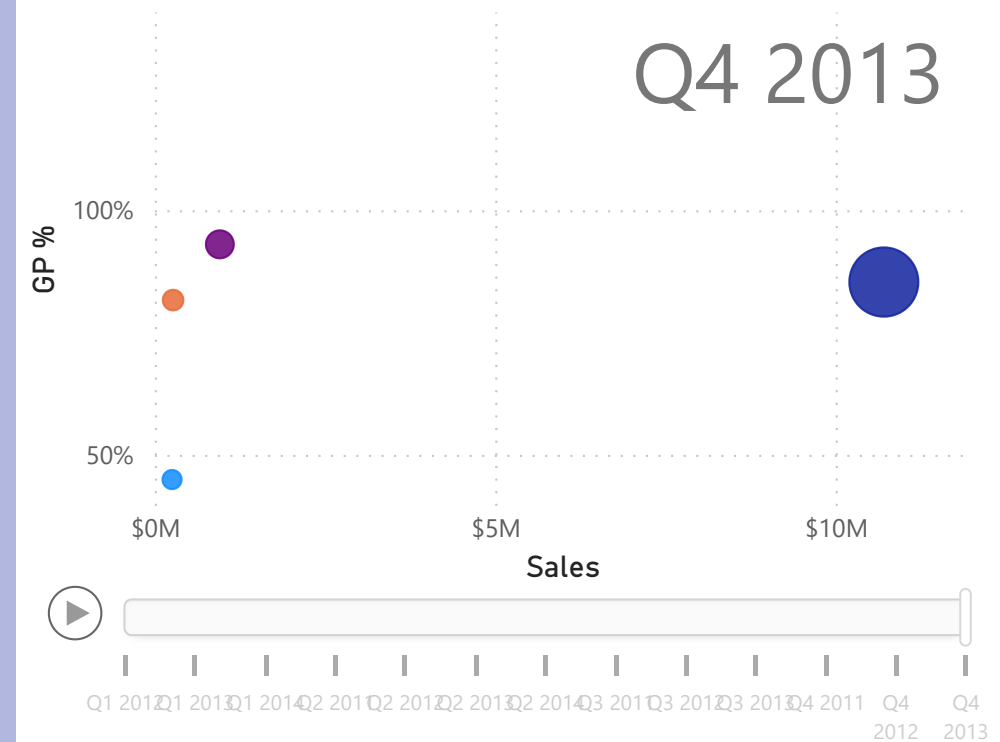
Sales and Gross Profit by Quarter & Year

Sales Gross Profit



Sales, GP % and Gross Profit by Categories and Quarter & Year

Categories Accessories Bikes Clothing Components





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## COUNTRY & CHANNEL

Channel

- Select all
- IN
- SC

Country

- Select all
- AU
- CA
- DE
- FR

\$109,846,381....

Sales

\$100,474,477.77

Gross Profit

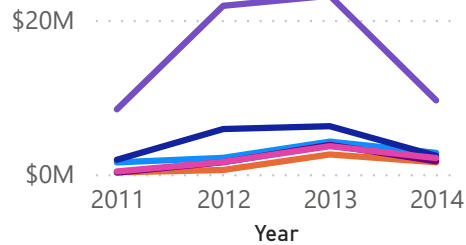
91.5%

GP %

### Sales by Date and Country

Country

- AU
- CA
- DE
- FR
- GB



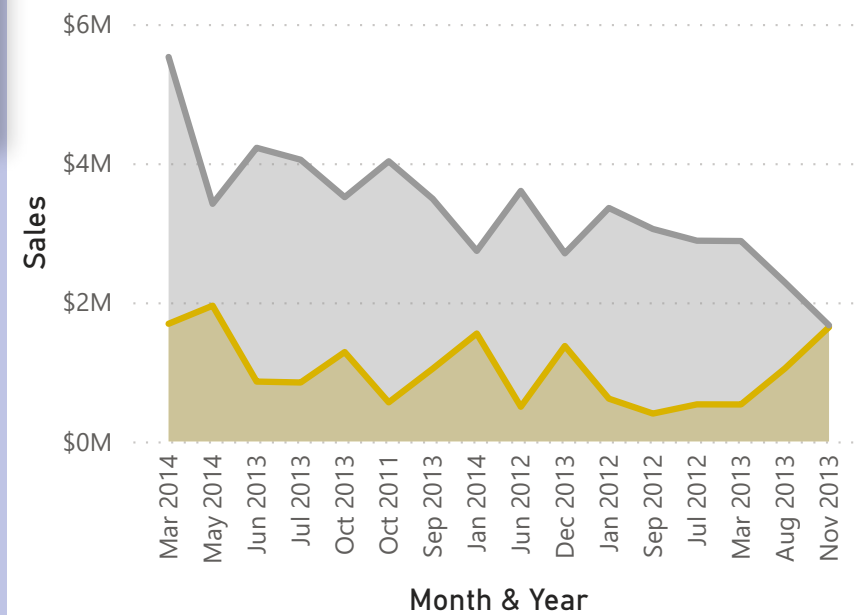
### Sales by Post Code and Channel

Channel



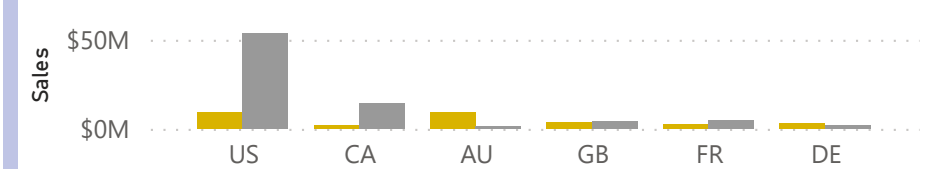
### Sales by Month & Year and Channel

Channel

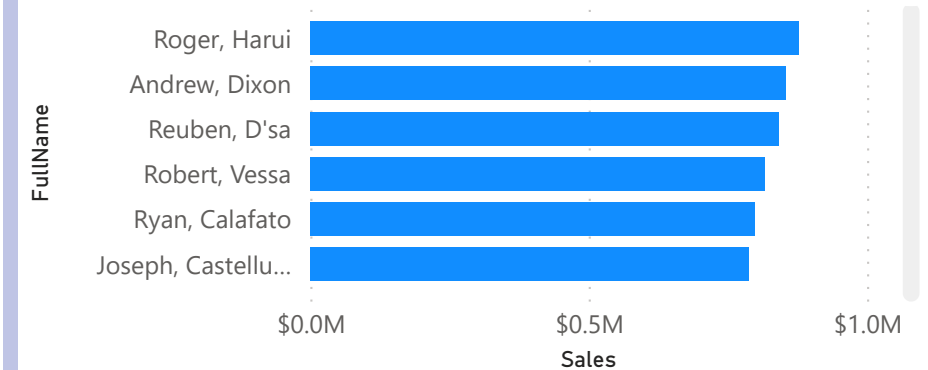


### Sales by Country and Channel

Channel



### Sales by Customer



### Sales by Sales Reps

GP % 98.9% 106.2%

