

ADVENTURE WORKS SALES ANALYSIS - OVERALL OVERVIEW

GIRIRAJU B 8



Active Customers

17,416

Total Orders

25,164

Total Order Quantity

84,174

Total Product

293

Total Product Category

4

Total Product Subcategory

37

Monthly Revenue

\$1.83M ✓

Previous Month: \$1.77M
(+\$0.06M +3.31%)

Total Cost

\$14.46M

Total Revenue

\$24.91M

Gross Profit

\$10.46M

Total Returns

1,828

Return Rate %

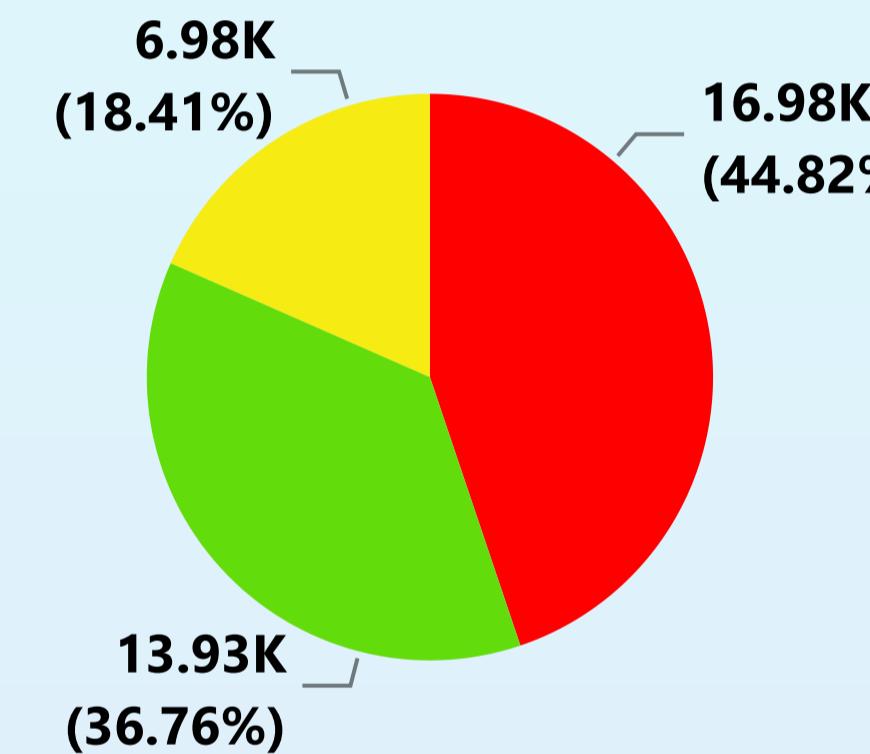
2.17%

Net Revenue

\$9.69M

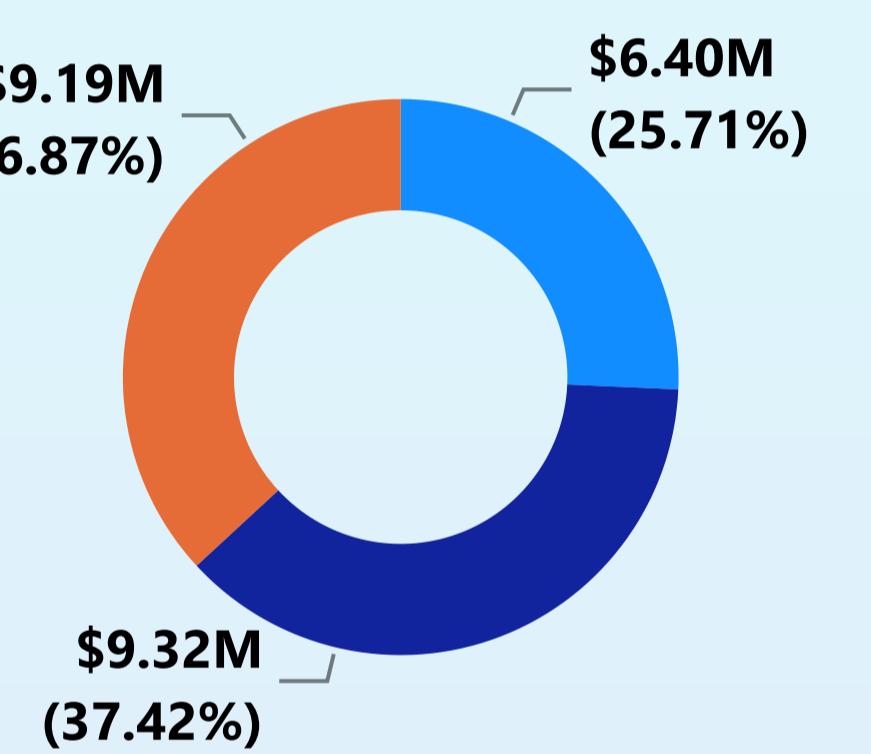
Total_Orders by Category Name

Category... ● Accessories ● Bikes ● Clothing

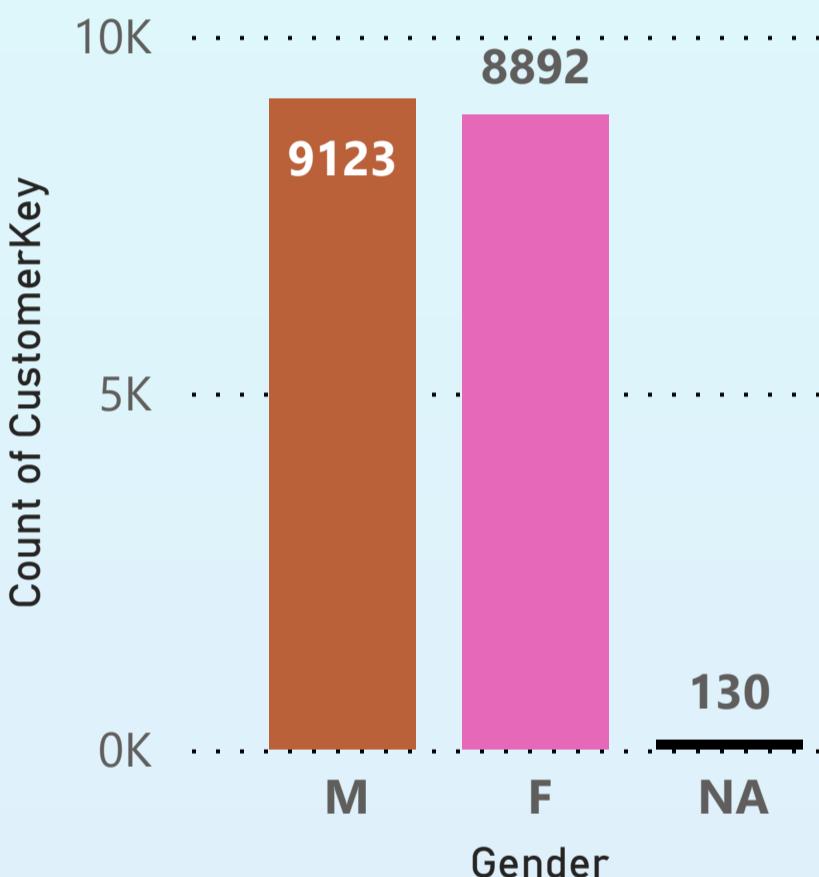


Total Revenue by Year - Quarter

Order... ● 2020 ● 2021 ● 2022

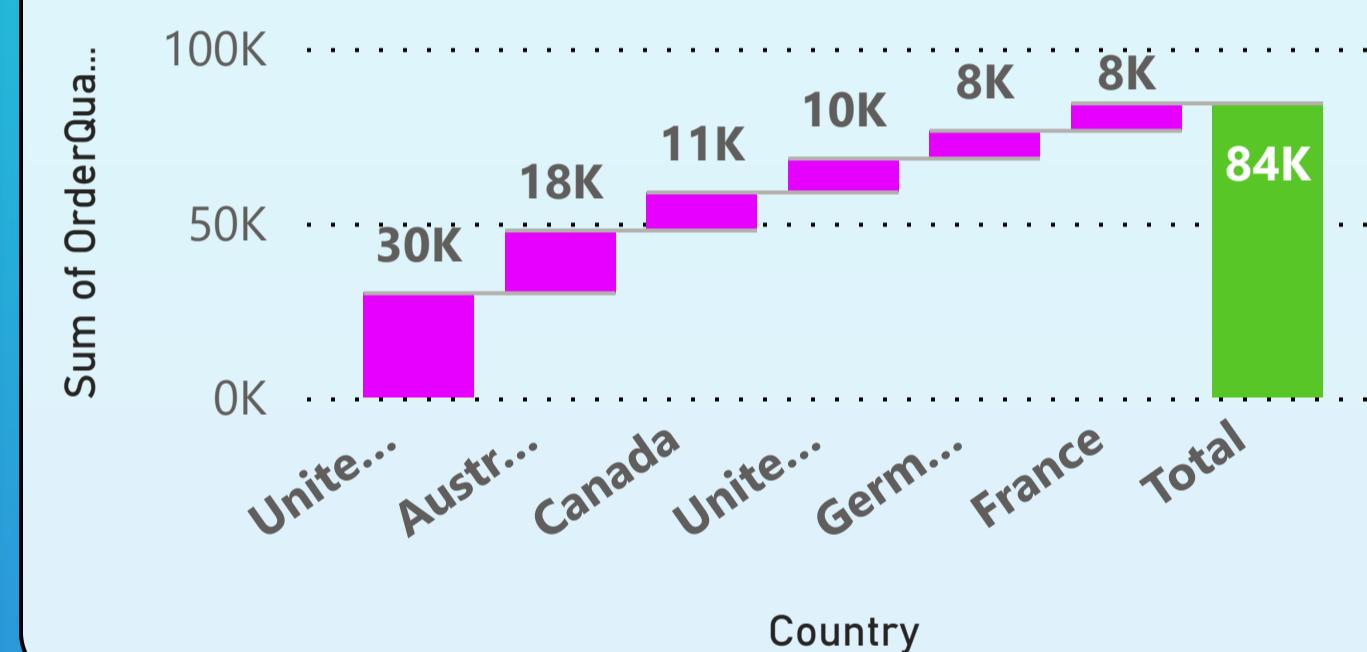


Customers by Gender



Sales by Country

● Increase ● Decrease ● Total



Revenue Trend by Year and Month



Total Revenue & Avg Profit% by Category

● Total Revenue ● Avg_Profit_Percent



Most Ordered Product Subcategory

Tires and Tubes

Least Ordered Product Subcategory

Bike Stands

More Details

Top10 Product Names by High Revenue

ProductName	Total Orders	Total Revenue
Mountain-200 Black, 46	606	\$1,241,753.51
Mountain-200 Black, 42	602	\$1,233,557.12
Mountain-200 Silver, 38	586	\$1,213,851.89
Mountain-200 Silver, 46	571	\$1,182,780.59
Mountain-200 Black, 38	569	\$1,165,936.88
Mountain-200 Silver, 42	547	\$1,133,066.52
Road-250 Black, 52	316	\$689,373.79
Road-250 Red, 58	303	\$661,013.42
Road-250 Black, 48	294	\$641,379.38
Total	4,573	\$9,803,223.39





Total Customers

18.145

Active Customers

17,416

Inactive Customers

729

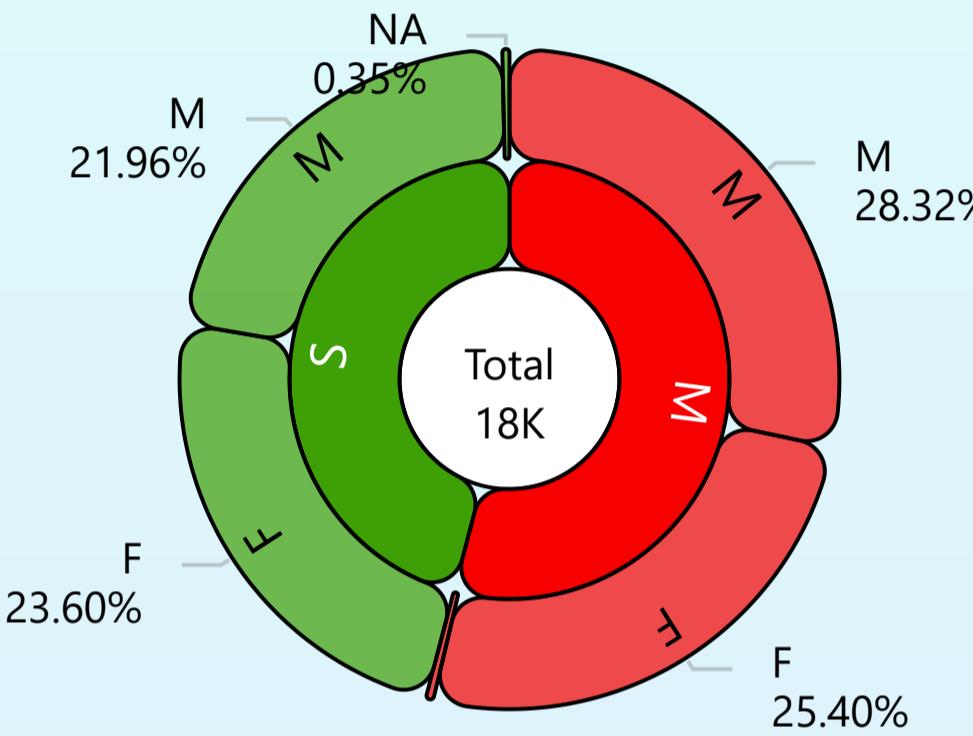
Top 3 Customers

MR. MAURICE SHAN

MRS. JANET MUNOZ

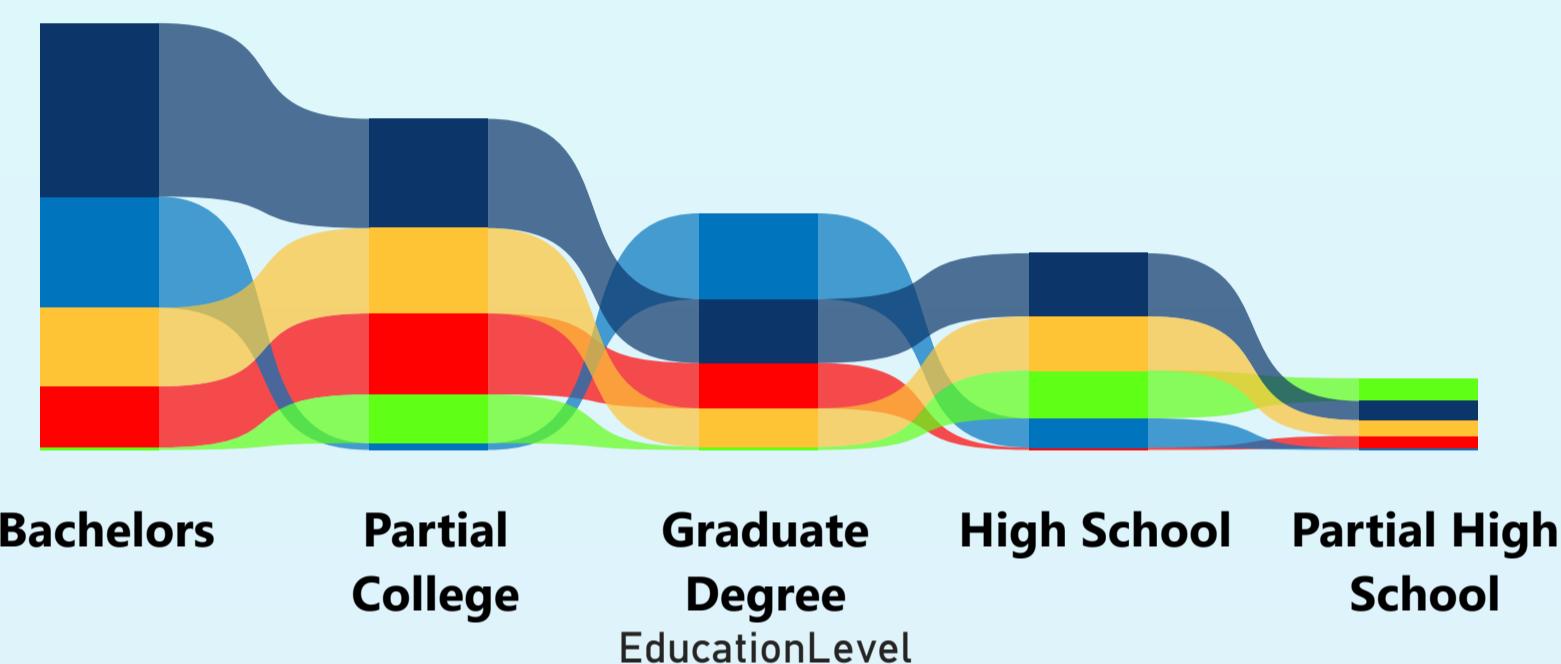
MRS. LISA CAI

Distribution of Customer Gender and Marital Status



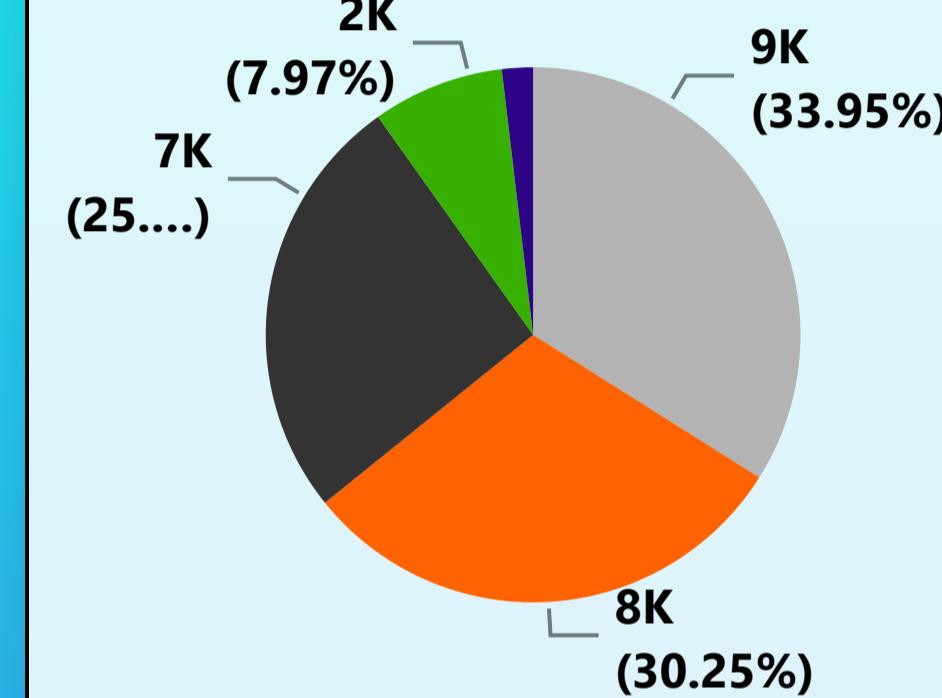
Customer Spending by Education Level & Occupation

Occupation ● Clerical ● Management ● Manual ● Professional ● Skilled Manual



Total Orders by Income Level

Inco... ● Low ● Average ● Very Low

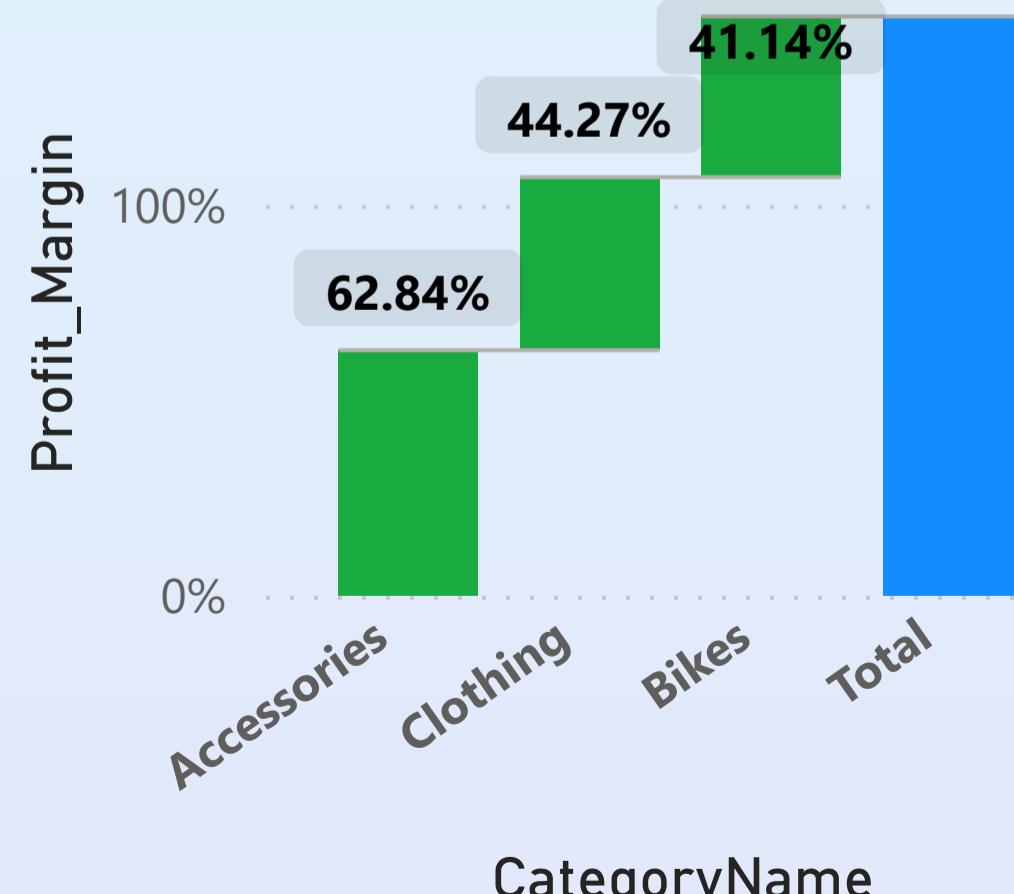


Inactive Customers

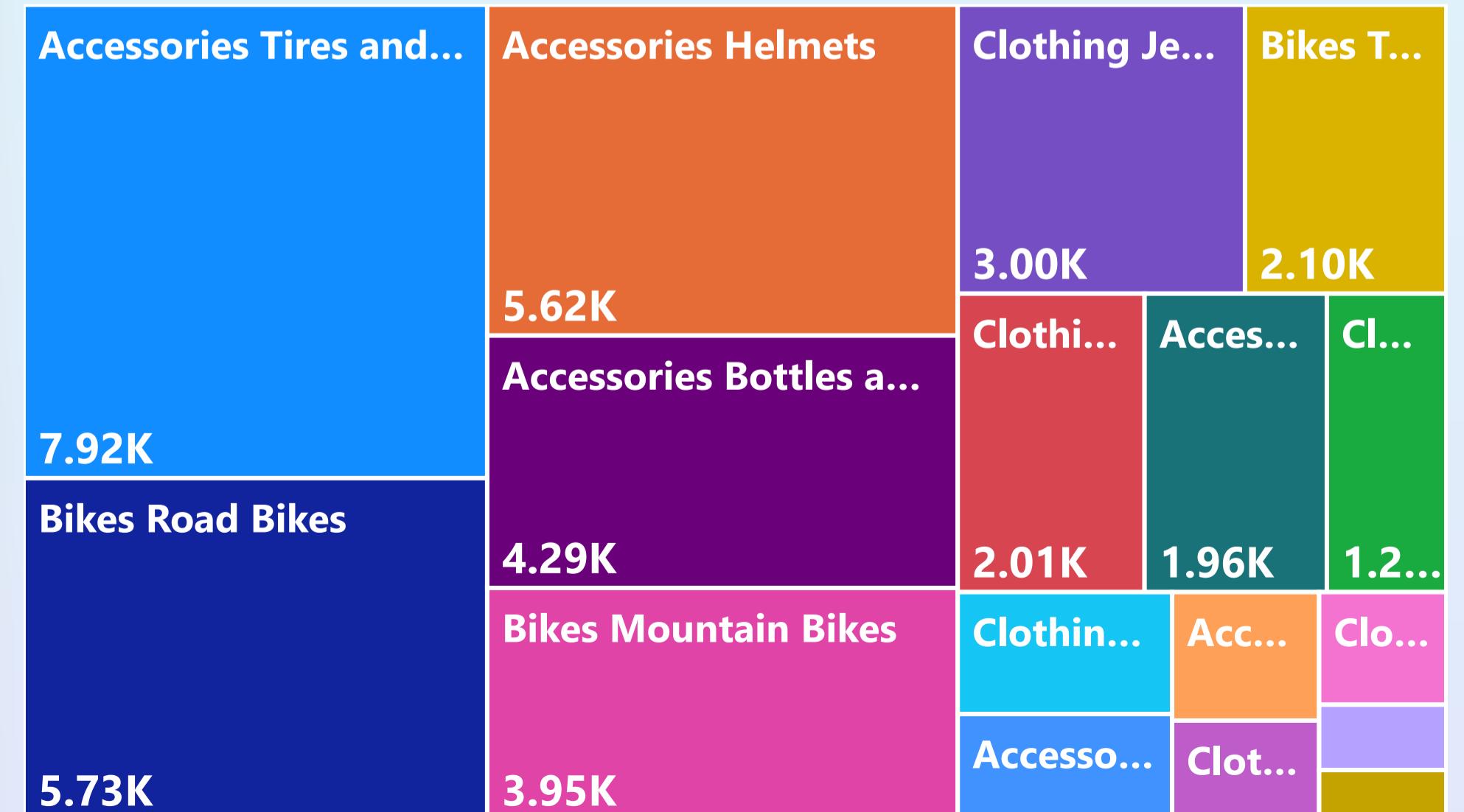
- MR. ADAM MITCHELL
MR. AIDAN GRIFFIN
MR. ALEJANDRO SHAN
MR. ANGEL COOK
MR. ANTHONY
ROBINSON
MR. AUSTIN LI
MR. BENJAMIN
MARTIN
MR. BILLY RUIZ
MR. BLAKE FLORES
MR. BLAKE ROSS
MR. BLAKE LEE
MR. BLAKE WRIGHT**

Category by Profit Margin

● Increase ● Decrease ● Total



Count of CustomerKey by CategoryName and SubcategoryName



Top 10 Spending Customers & Purchased Products

Full Name	Total Orders	Total Revenue	Total Profit
MR. MAURICE SHAN	6	\$12,407.95	\$5,074.77
MRS. JANET MUNOZ	6	\$12,015.40	\$4,971.54
MRS. LISA CAI	7	\$11,330.45	\$4,780.91
MRS. LACEY ZHENG	7	\$11,085.75	\$4,650.96
MR. JORDAN TURNER	7	\$11,022.40	\$4,611.74
MR. FRANKLIN XU	6	\$10,863.44	\$4,555.92
MR. LARRY MUNOZ	7	\$10,852.03	\$4,505.97
MRS. KATE ANAND	4	\$10,436.51	\$4,246.10
MR. LARRY VAZQUEZ	4	\$10,394.98	\$4,222.83
Total	60	\$110,800.35	\$46,023.86

More Details



Total Revenue
\$24.91M

Total Orders
25,164

Total Sales
84,174

Gross Profit
\$10.46M

Total Returns
1,828

Return Rate %
2.17%

Net Revenue
\$9.69M

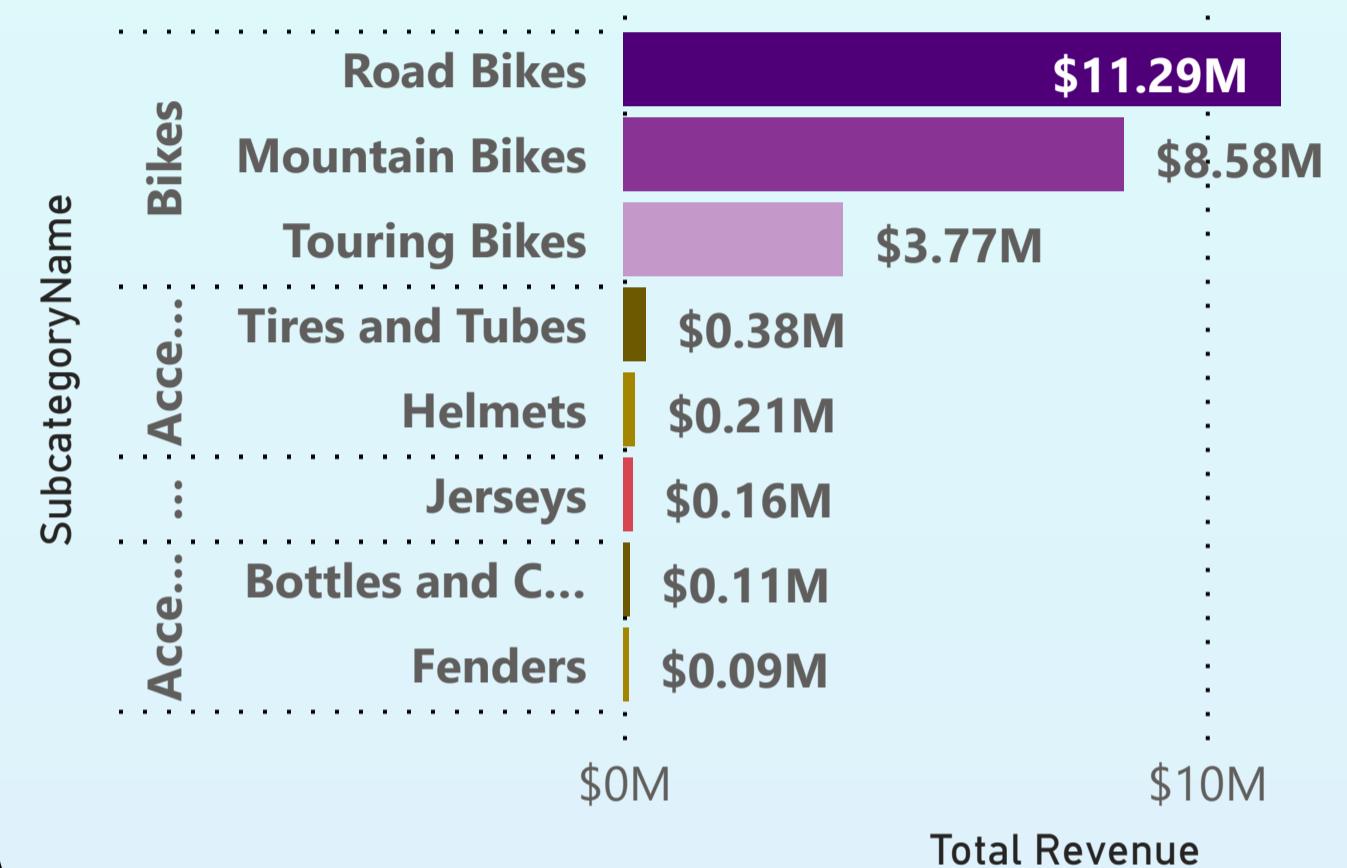
Home

Filter

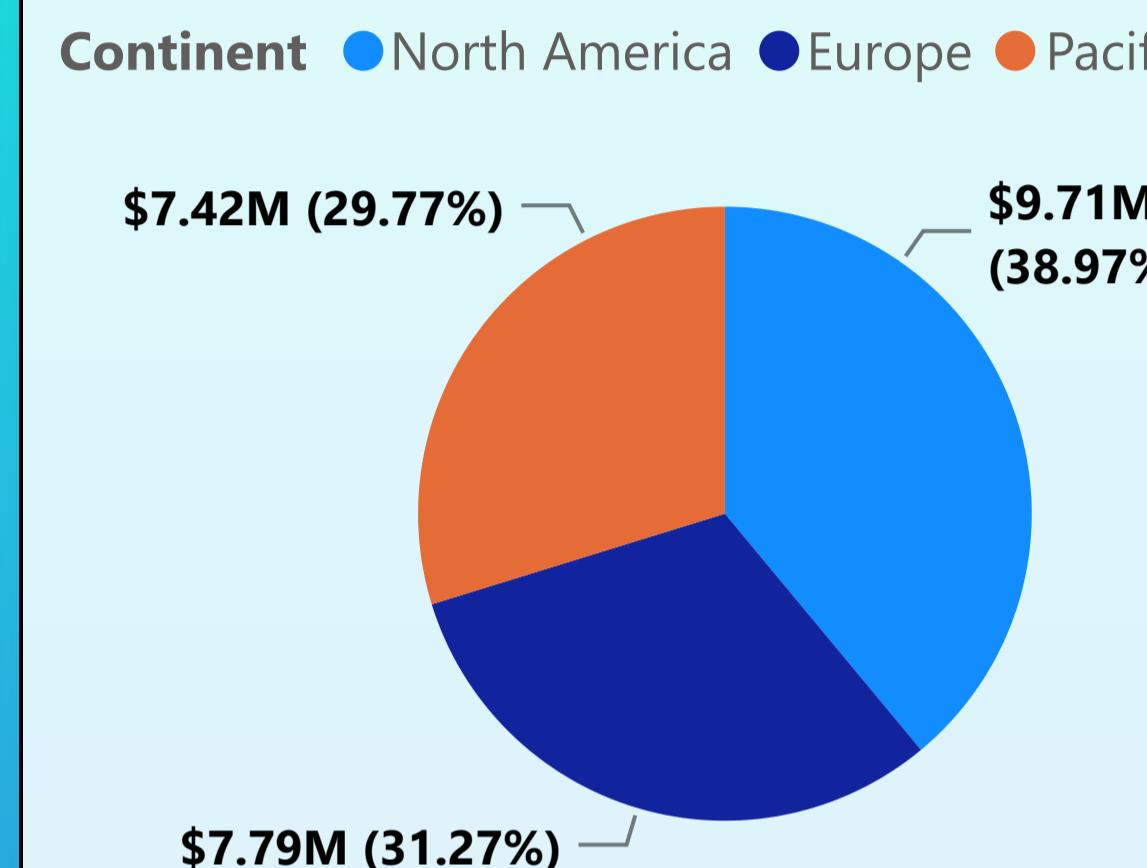
i

Insights

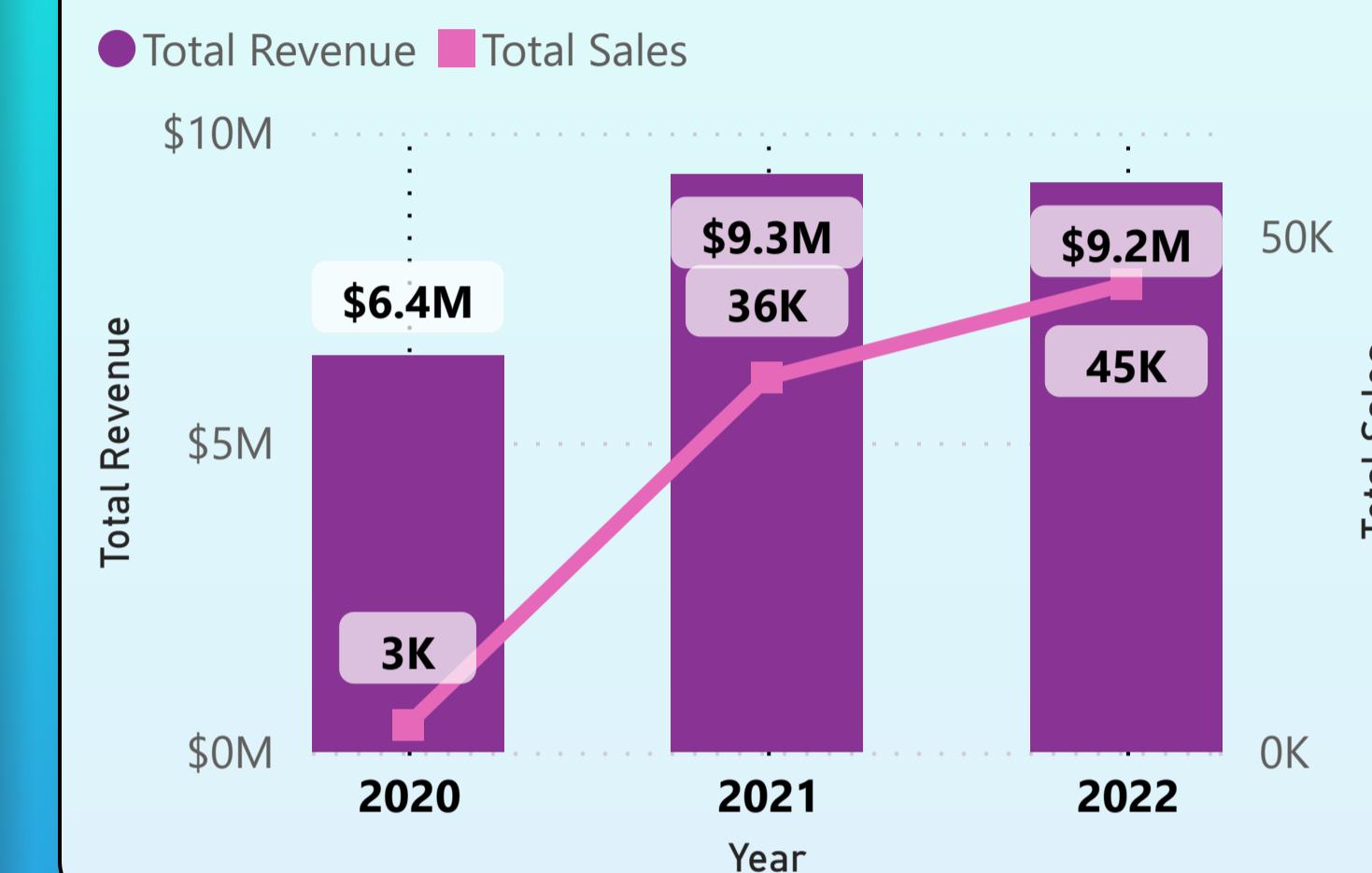
Revenue Distribution Across Product Categories and Subcategories



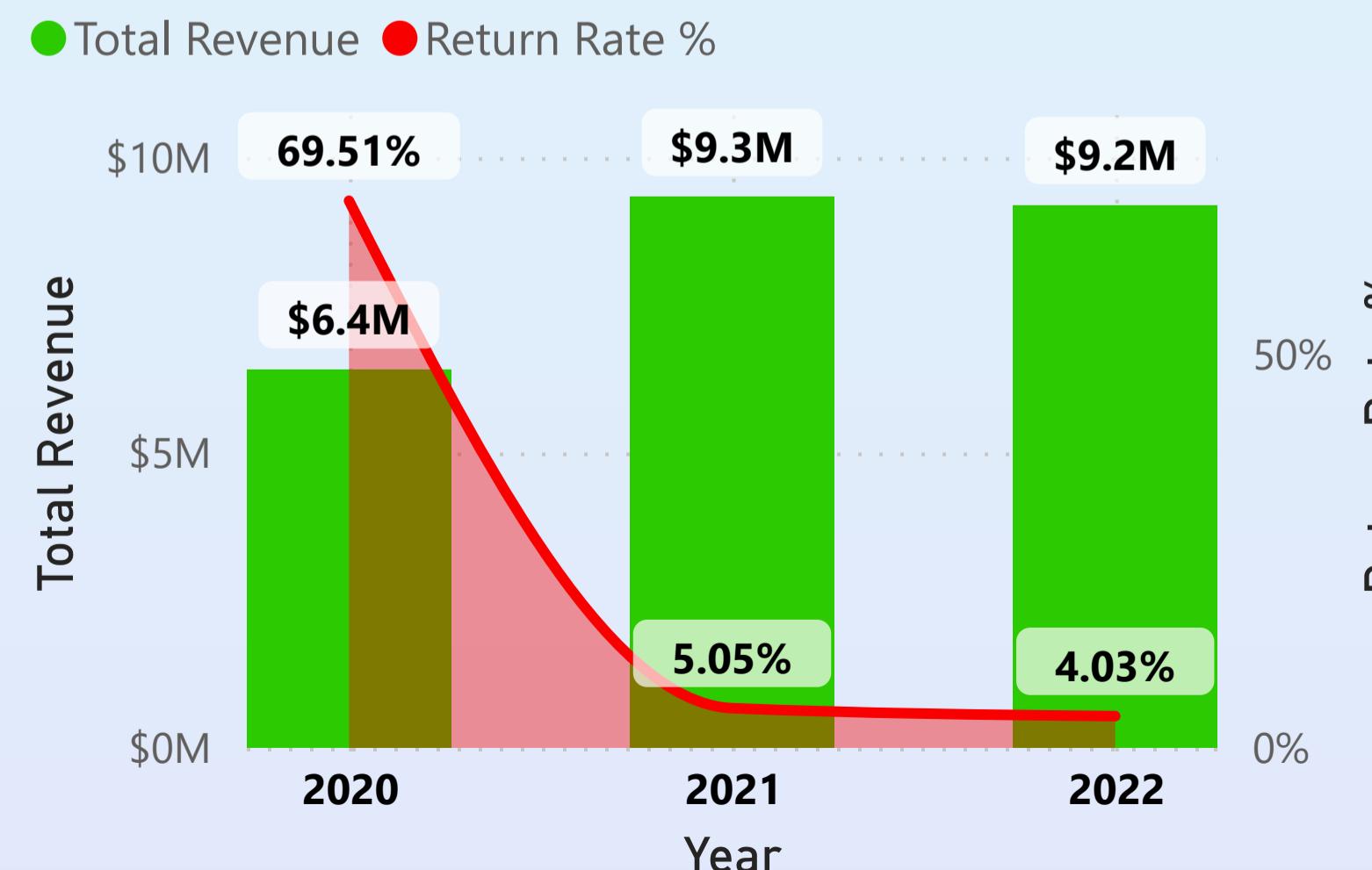
Total Revenue by Continent



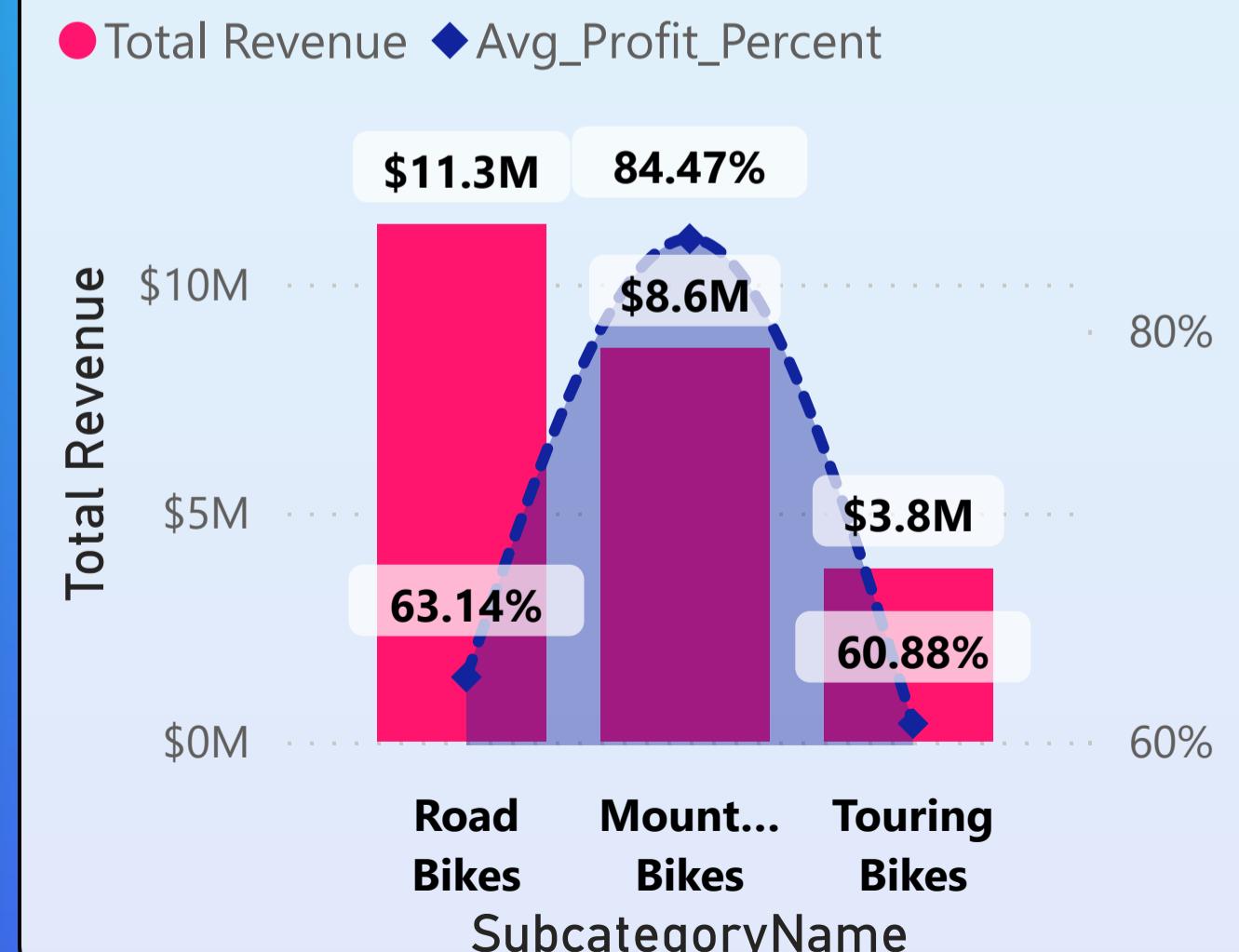
Revenue & Sales Trend by Year



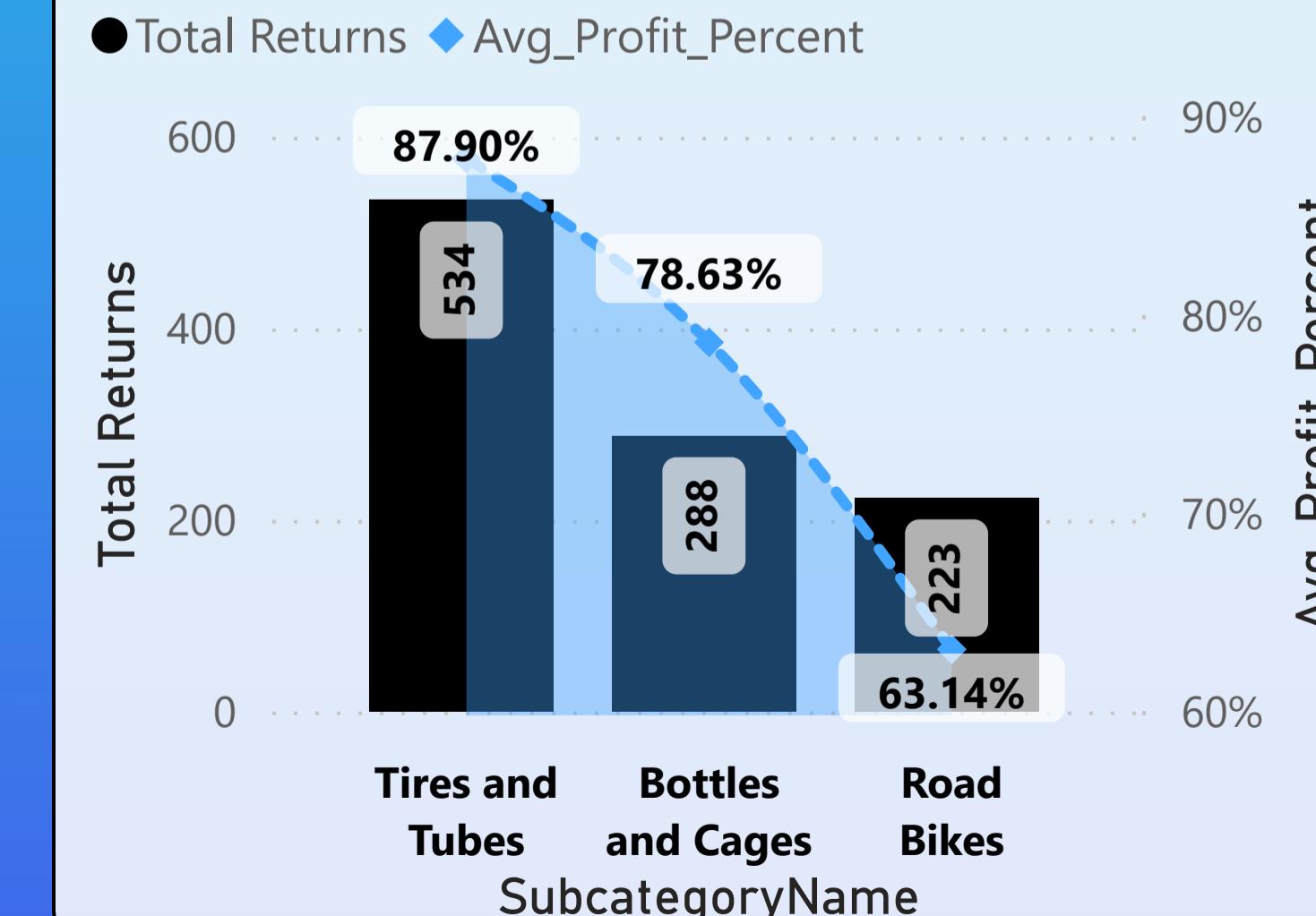
Total Revenue and Return Rate % by Year

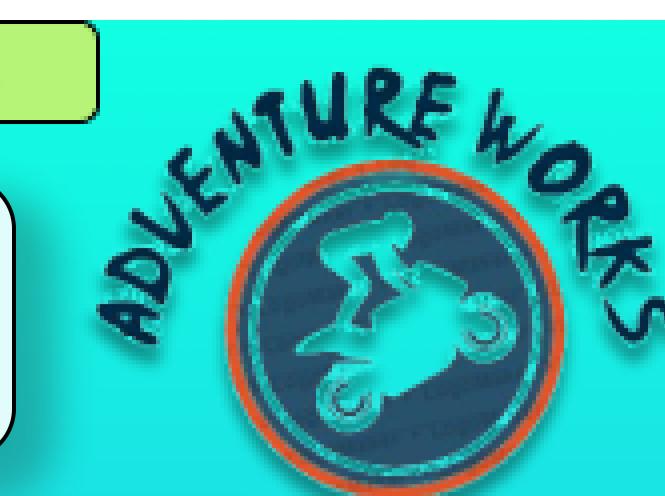


Top 3 Revenue & Avg_Profit by Subcategory



Top 3 Returns & Avg_Profit by Subcategory





Total Revenue

\$24.91M

Total Orders

25,164

Total Sales

84,174

Gross Profit

\$10.46M

Total Returns

1,828

Return Rate %

2.17%

Net Revenue

\$9.69M

Home

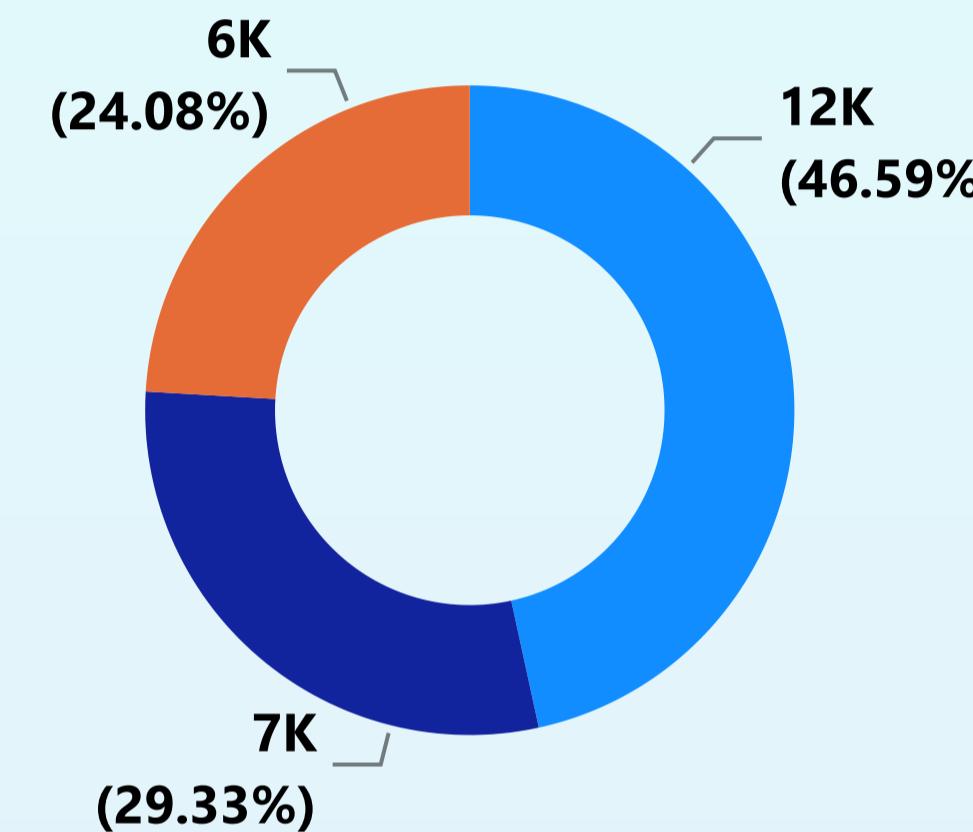
Filter

i

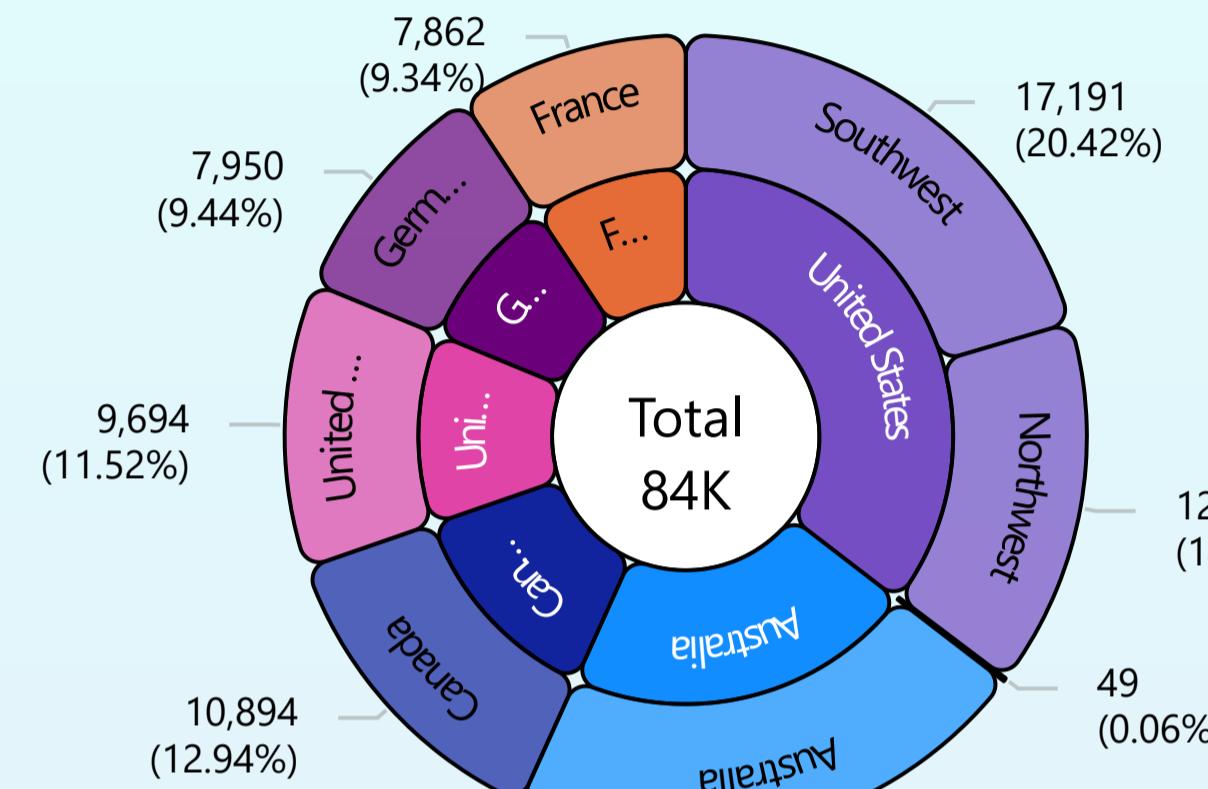
Insights

Total Orders by Continent

Continent ● North America ● Europe ● Pacific



Total Sales by Country and Region

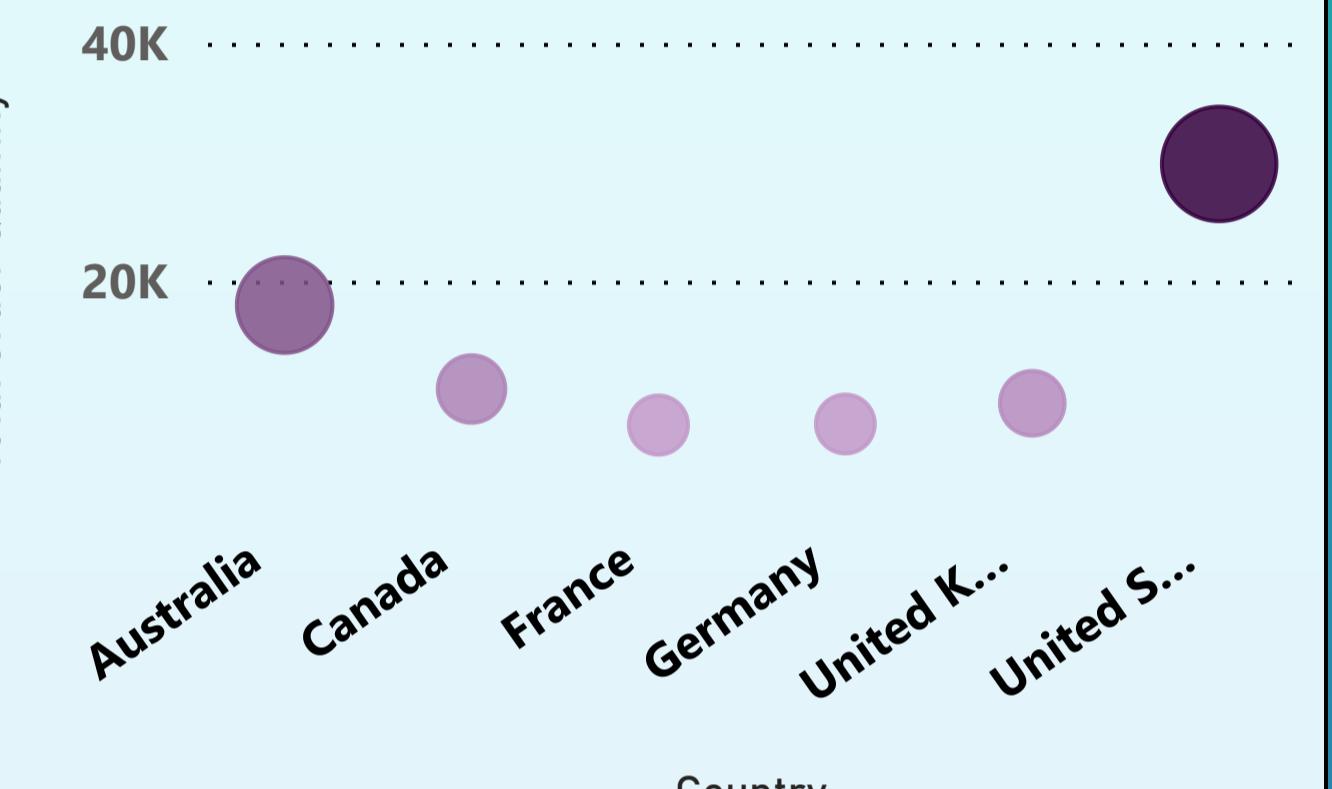


Total Order Quantity & Total Orders by Country

Total Order Quantity 7.86K

40K

20K



OrderDate

1/1/2020

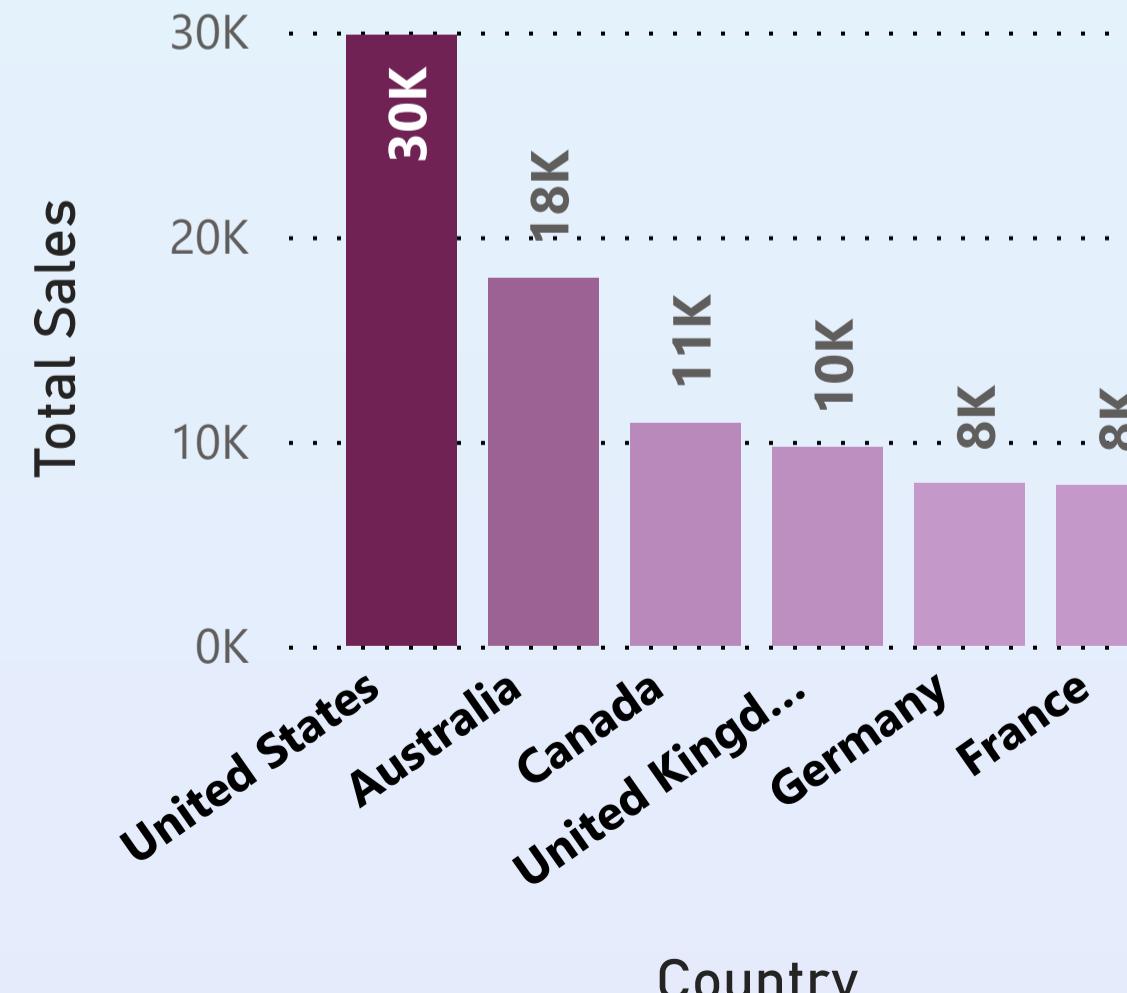
6/30/2022

Search

Search

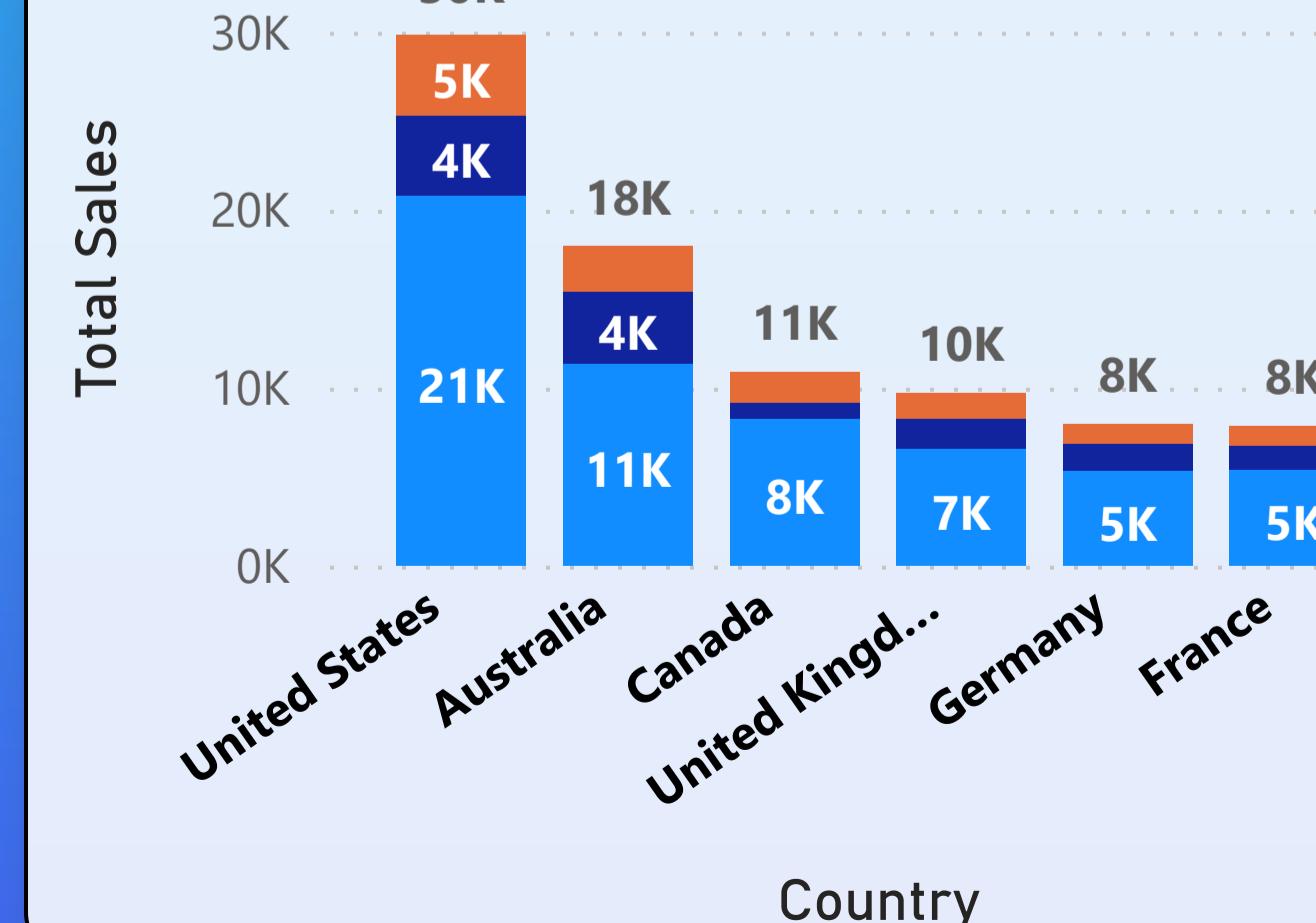
RESET

Total Sales by Country



Category Sales by Country

CategoryN... ● Accessories ● Bikes ● Clothing



Total Profit, YTD Revenue and Total Revenue by Region

● Total Profit ● YTD Revenue ● Total Revenue

\$0M

\$5M

\$10M

\$15M

\$20M

\$25M

\$30M

\$0M

\$2.4M

\$4.8M

\$7.4M

\$1.9M

\$2.9M

\$2.4M

ADVENTURE WORKS SALES ANALYSIS - CUSTOMER & PRODUCT DRILL THROUGH

GIRIRAJU B 8



Total Revenue

\$24.91M

Total Orders

25,164

Total Sales

84,174

Total Returns

1,828

Selected Product Name

All-Purpose Bike Stand

Selected Customer Name

ABBY RANA



Insights

OrderDate

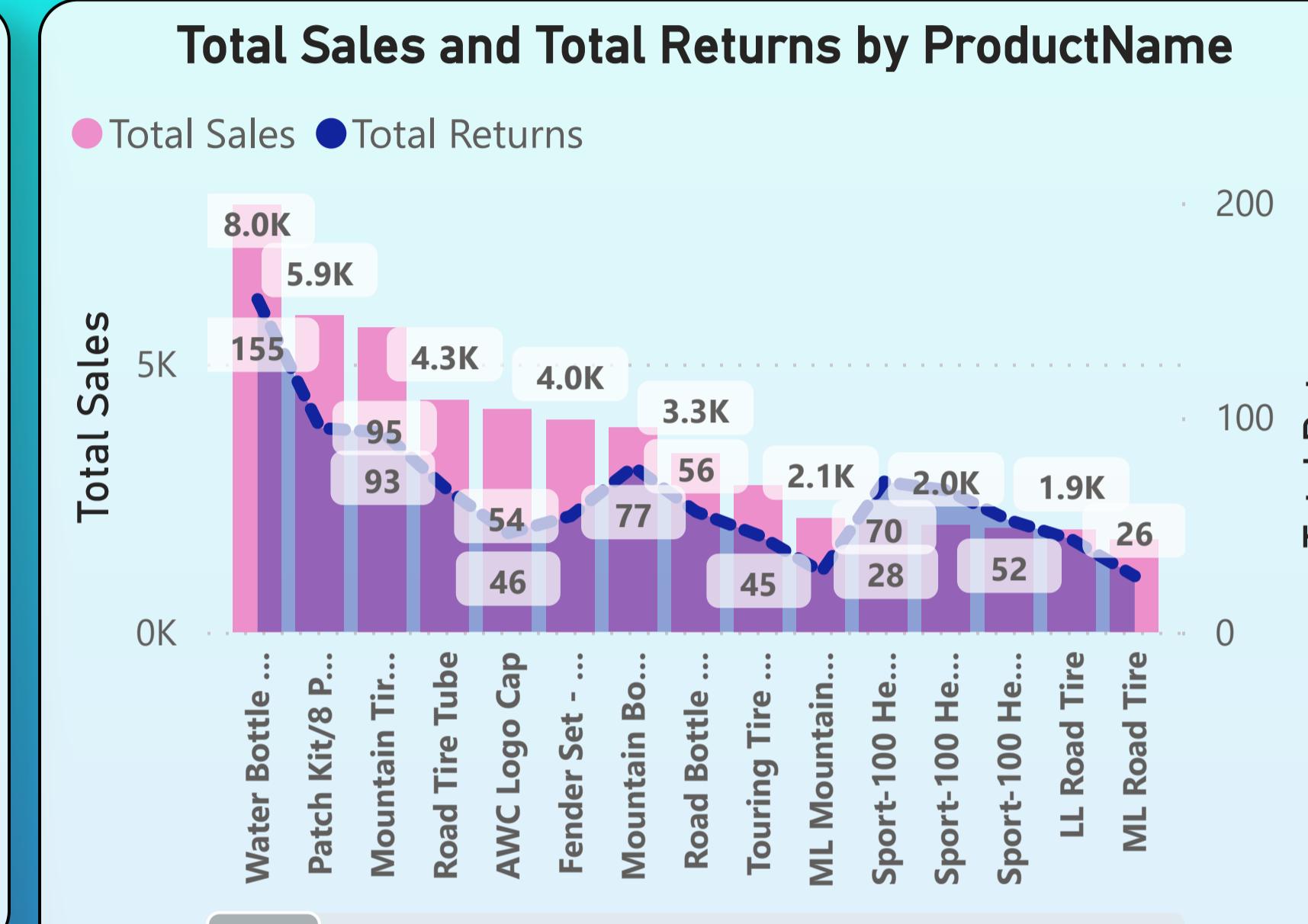
From:
To:

BirthDate

From:
To:

RESET

Full Name	ProductName	Quantity	Date	Total Revenue
ABBY RANA	Fender Set - Mountain	2	07-05-2022	\$43.96
ABBY RANA	Mountain Bottle Cage	2	07-05-2022	\$19.98
ABBY RANA	Water Bottle - 30 oz.	2	07-05-2022	\$9.98
ADRIANA GONZALEZ	Hydration Pack - 70 oz.	1	24-07-2021	\$54.99
ADRIANA GONZALEZ	Mountain-200 Silver, 46	1	20-11-2021	\$2,071.42
ADRIANA GONZALEZ	Road Bottle Cage	2	10-09-2021	\$17.98
Total		84174		\$24,914,586.82



ProductName

Customer Name

Search

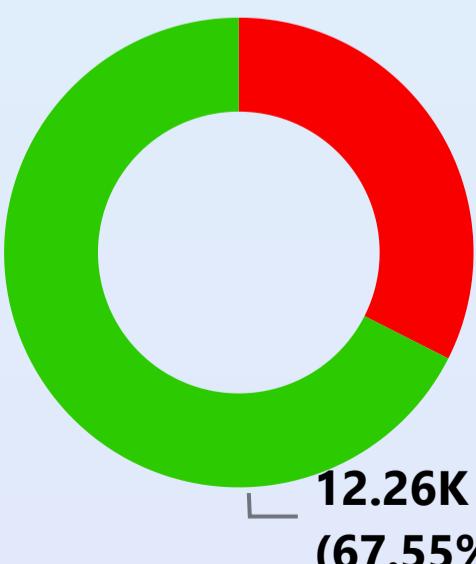
ProductSKU & Description

0

HB-T928

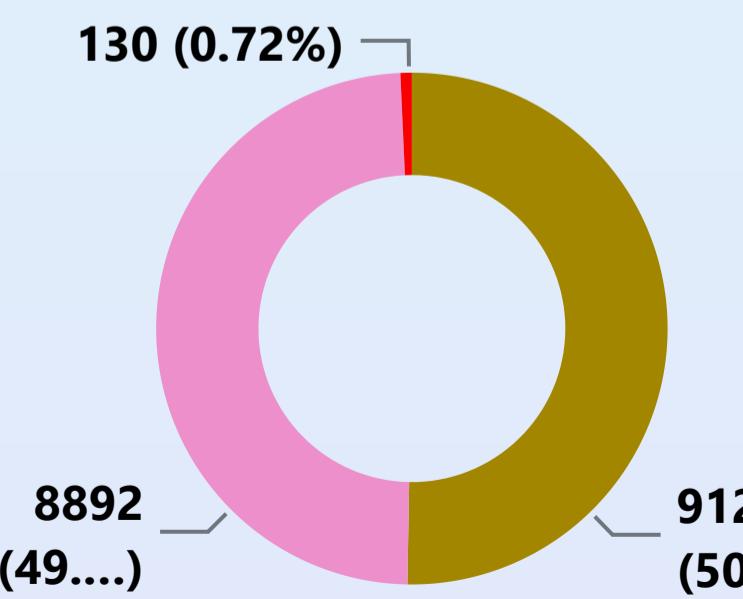
HomeOwner Category

Ho... ● N ● Y

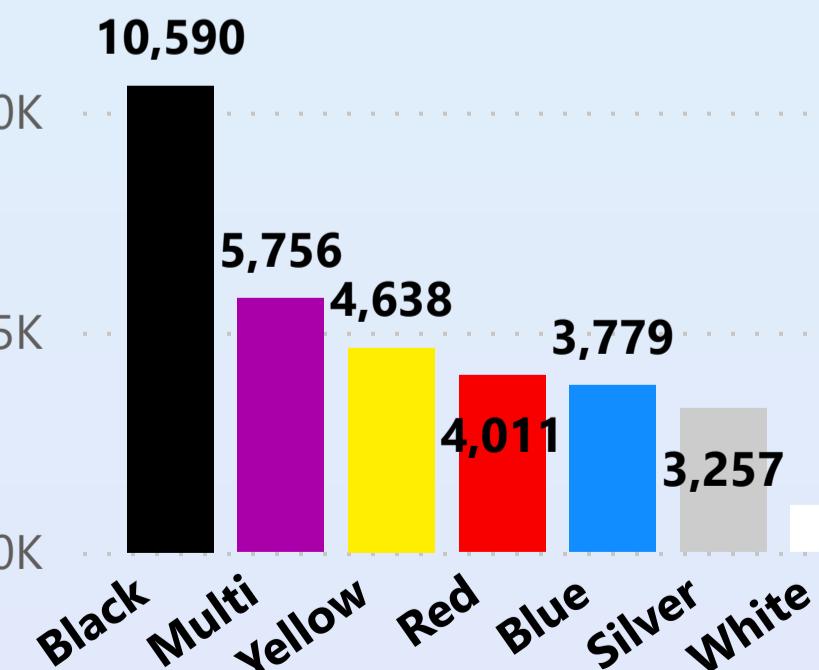


Customers by Gender

Gen... ● M ● F ● NA

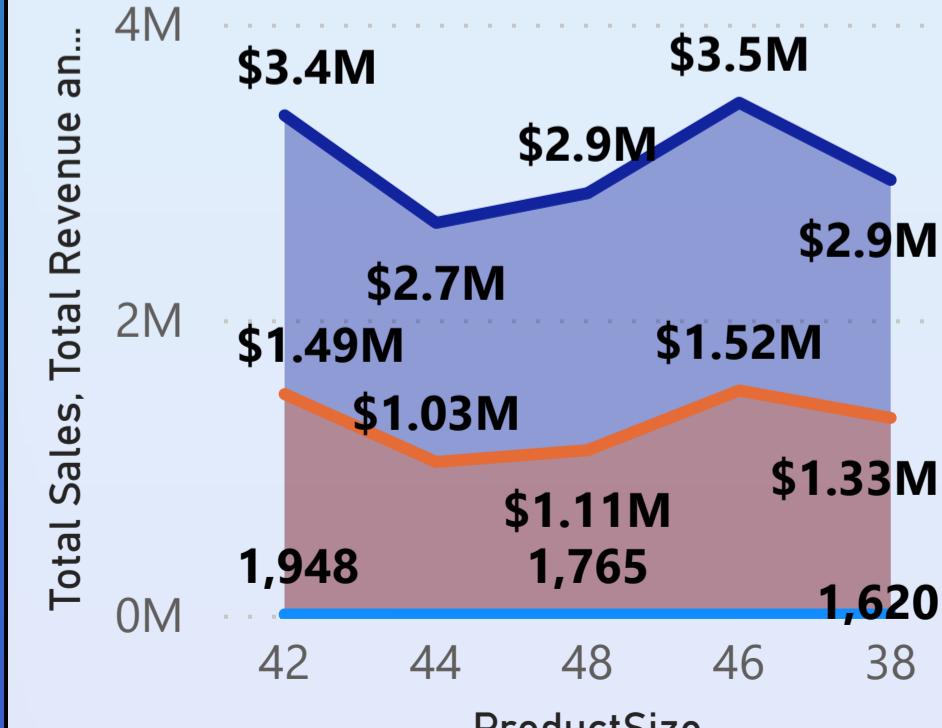


Total Order Quantity by ProductColor



Total 5 Sales by ProductSize

● Total Sales ● Total Rev... ● Total Profit



Order Quantity, Revenue & Profit by ProductStyle

● Total Ord... ● Total Rev... ● Total Profit





1. Total Active customers are **17,416**, and Inactive customers are **729**. The total number of Orders is **25,164**, and Orders Quantity is **84,714**. The total number of Products is **293**, Product Categories are **4**, and Product Subcategories are **37**.
2. The Total cost is **\$14.46** million, Total Revenue is **\$24.91** million, and Gross Profit is **\$10.46** million.
3. Total Returns are **1,828** in quantity. The Return Rate is **2.17%**, and Net Revenue is **\$9.69** million.
4. **Orders by Category:** Accessories lead with **44.82%**, followed by Bikes with **36.76%**, and Clothing with **18.41%**.
5. **Revenue by Year:** In **2021**, bags contribute **37.42%** to revenue, followed by **2022** with **36.87%**, and **2020** with **25.1%**.
6. **Total Customers:** There are **9,123 male** customers, **8,892 female** customers, and **130** with an **unspecified** gender.
7. **Sales by Country:** The highest sales are in the US, with **30,000** units, followed by Australia with **18,000** units, and Canada with 11,000 units.
8. **Revenue Trend by Year:** Sales show **steady growth** from 2020 to 2022, with a peak every **December**.
9. **Accessories** have a higher average profit percentage of **102.85%**, resulting in **\$0.91** million in Revenue. Bikes have a profit percentage of **69.89%**, generating **\$23.64** million in Revenue. Here we can see Accessories getting higher profit percentage.
10. Most Ordered Product Subcategory is **Tire and Tubes**, and the **Least is Bike Stands**.
11. Top **10 Products** by High Revenue are **all bikes** because they have a higher price.

Recommendation:

1. **Holiday Promotions:** Introduce festive **promotions** to capitalize on the increased shopping activity during December holidays.
2. **Gift Ideas and Bundles:** Create curated **gift ideas** and bundles to simplify holiday shopping, catering to the gift-giving tradition.
3. **Limited-Time Offers:** Implement exclusive **deals to create urgency**, leveraging the heightened demand for timely holiday purchases.
4. **Enhanced Marketing Campaigns:** Invest in **visually appealing campaigns** across channels to boost brand visibility during the active holiday shopping season.
5. **Customer Loyalty Programs:** Launch or enhance **loyalty programs** to foster brand loyalty and incentivize repeat purchases during the holiday rush.

Reasons for December Sales Peak:

Festive Gift-Giving, Year-End Celebrations, Promotional Events, Tax Benefits, and Consumer Behavior:

December sees heightened sales due to holiday gift-giving traditions, **year-end celebrations**, promotional events, **potential tax benefits**, and increased consumer discretionary spending.