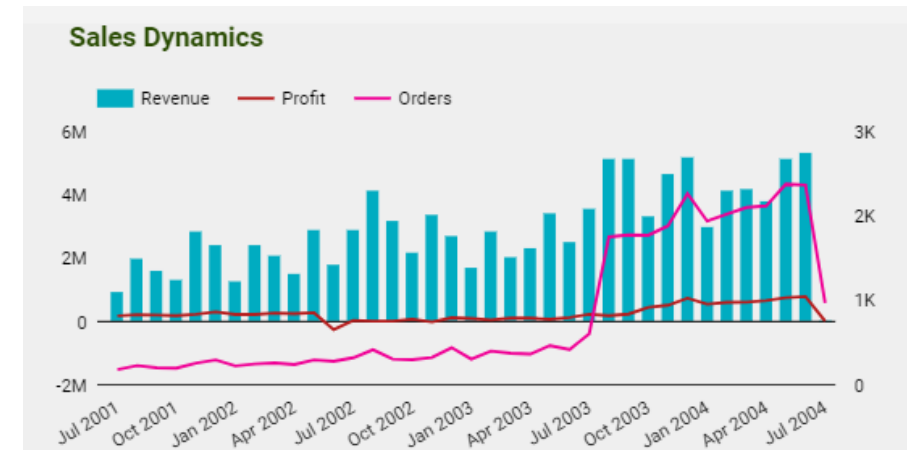# Adventure Works Executive Summary

Gulsanam Rozikova

Business Problem

- **Problem:** identifying the opportunities for growth.

- **Solutions:**

1. Focus on more profitable territories: Australia.

2. Increase profit margin on sales to stores.

3. Collect cookies data or shorten the surveys.

Sales Dynamics

Legend: ■ Revenue — Profit — Orders

Left axis: 6M, 4M, 2M, 0, -2M
Right axis: 3K, 2K, 1K, 0

X-axis: Jul 2001, Oct 2001, Jan 2002, Apr 2002, Jul 2002, Oct 2002, Jan 2003, Apr 2003, Jul 2003, Oct 2003, Jan 2004, Apr 2004, Jul 2004

Profitable areas

By Country Performance

Country	Revenue ▾	Orders	AVG Order Value
USA	63,308,723	12,041	5,258
Canada	16,441,125	4,067	4,043
Australia	10,683,870	6,843	1,561
UK	7,702,839	3,219	2,393
France	7,291,472	2,672	2,729
Germany	4,945,860	2,623	1,886

- Although the USA and Canada lead the sales, profits in Australia are much higher than in other countries.

- The Australians buy more bikes, which is the main revenue generator category, than other products.

- Enhanced marketing, increased brand recognition in Australia can boost profits.

Profits by Category and Country

Category	Australia	USA	UK	Germa...	France	Canada
						Country / Profit
Bikes	3.3M	1.9M	1.1M	998.4K	813.9K	230.5K
Accessories	95.8K	268.5K	63.3K	51.7K	56.8K	107K
Components	13.8K	306.1K	36.3K	14.4K	38.6K	86.1K
Clothing	27.8K	179.4K	23.8K	9K	23.7K	66.1K
Grand to...	3.5M	2.7M	1.3M	1.1M	933K	489.7K

Customer Types

- Average profit margin from sales to stores is extremely low compared to individual sales.

- Need to increase the profit margin on sales to stores.

- Targeted marketing of company products to individuals based on our customer profile. This would stimulate individual sales.

Sales by Customer Type
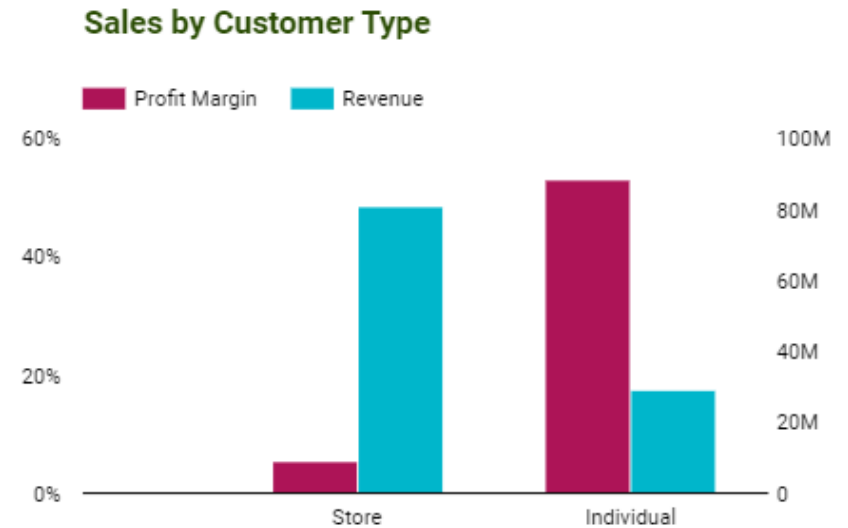
Customer Profile

- Assuming that survey data is representative of the customer population, we can see that majority of the clients are over 35.

- Middle income customers make most of the purchases.

- This type of data can be used to target specific customers of similar profiles on social media.

- Very small proportion of customers filled out the survey. It should be shortened not to demotivate the visitors. Additionally, cookie data should be collected to extract useful data on customer personality.