

Internship Project

Adventure Works Analysis

[Dashboard](#)[Learn More](#)

Adventure Works Analysis



- Sales Dashboard

29.36M

Sales

12.08M

Profit

295

Product

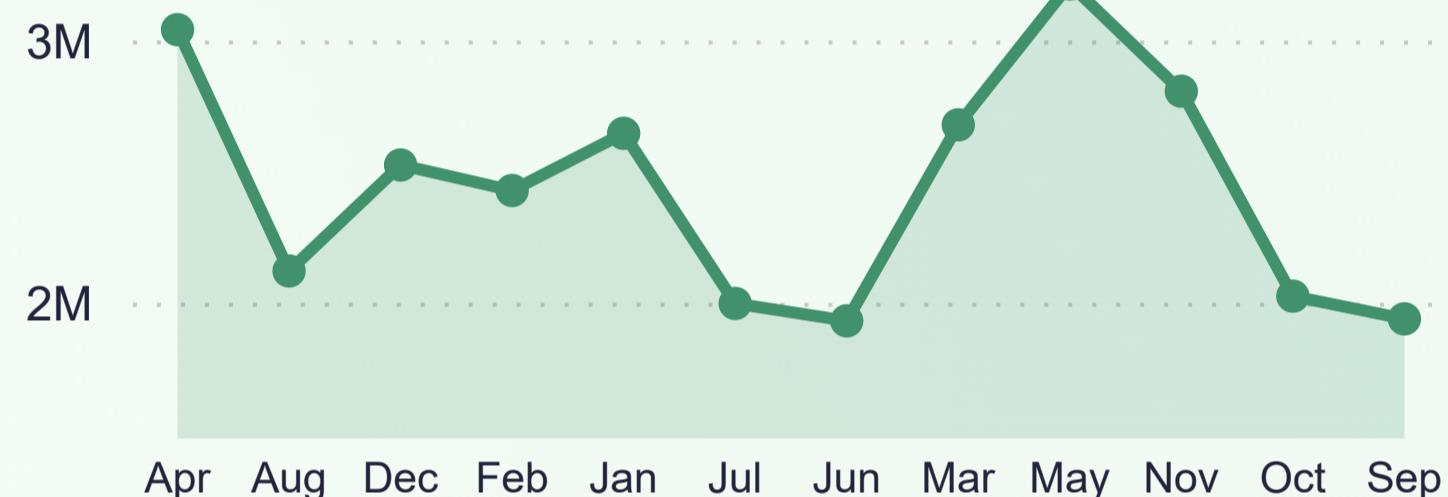
18K

Customers

41.15%

Profit Margin

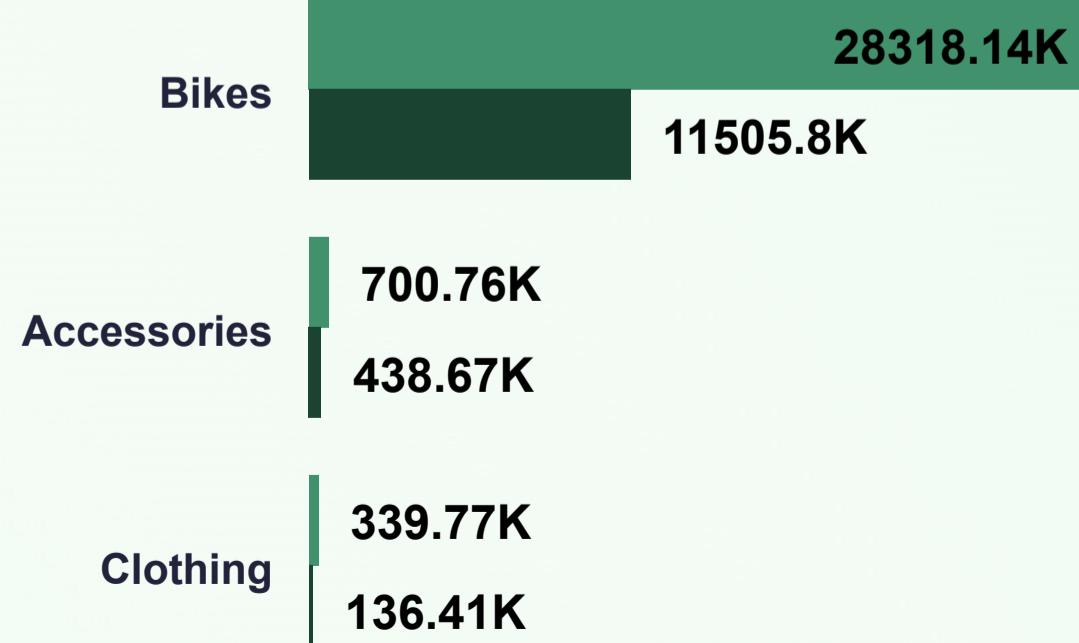
Total Sales By Month



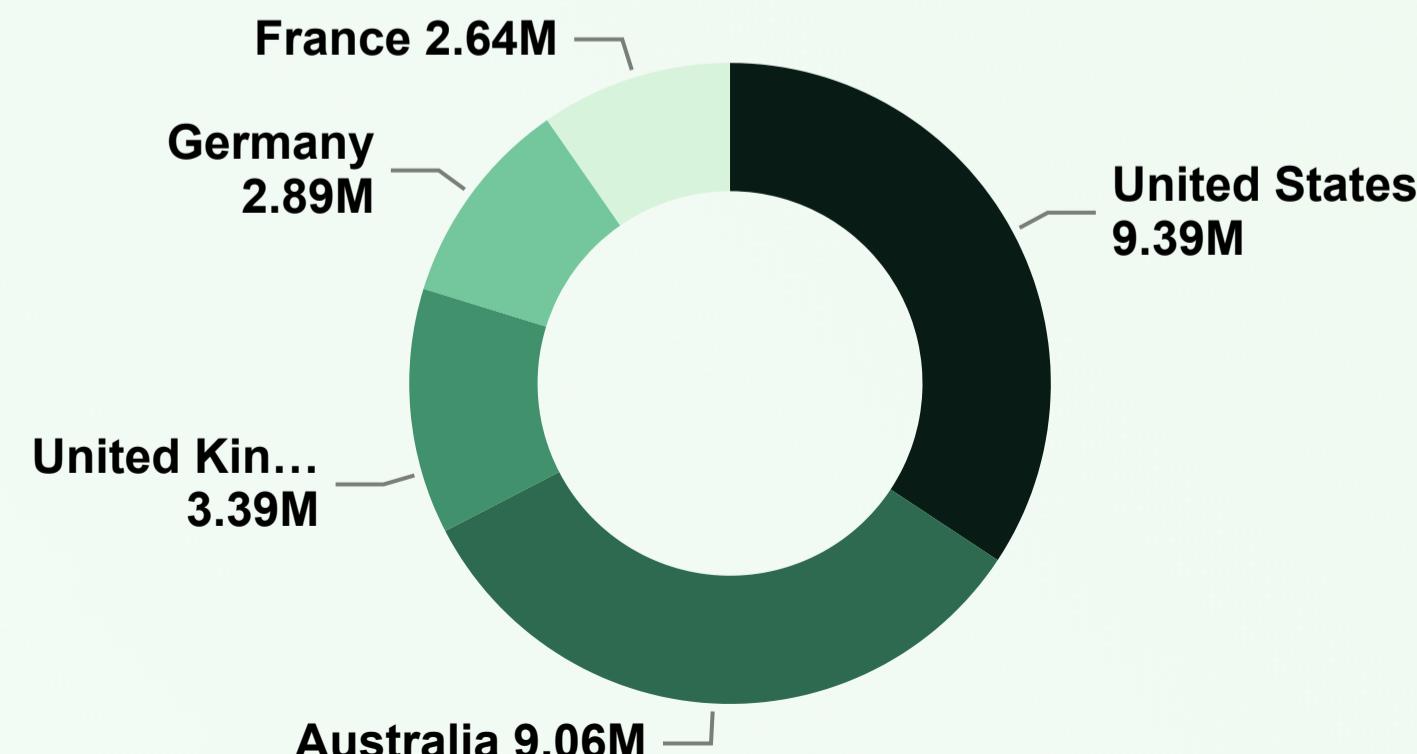
Total Sales By Category



Unit Price Vs Profit By Category

● Unit Price ● Profit


Top 5 Countries

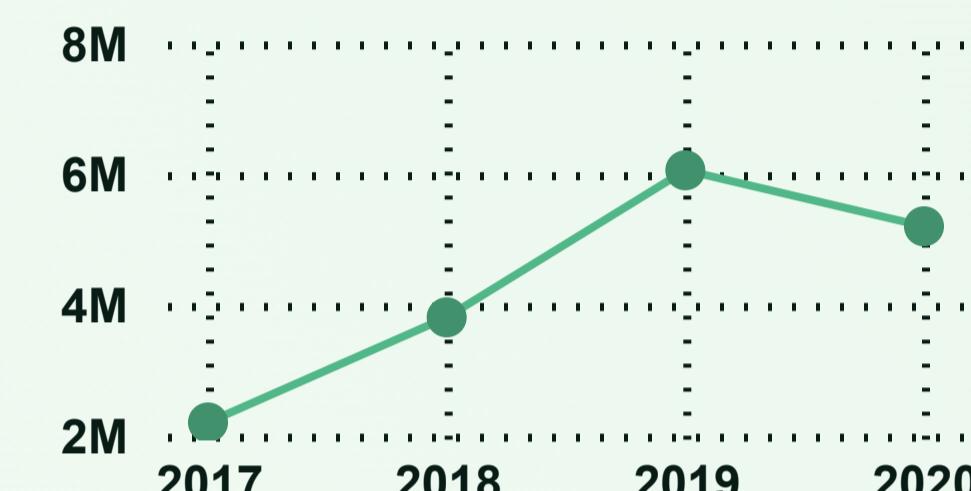


Year

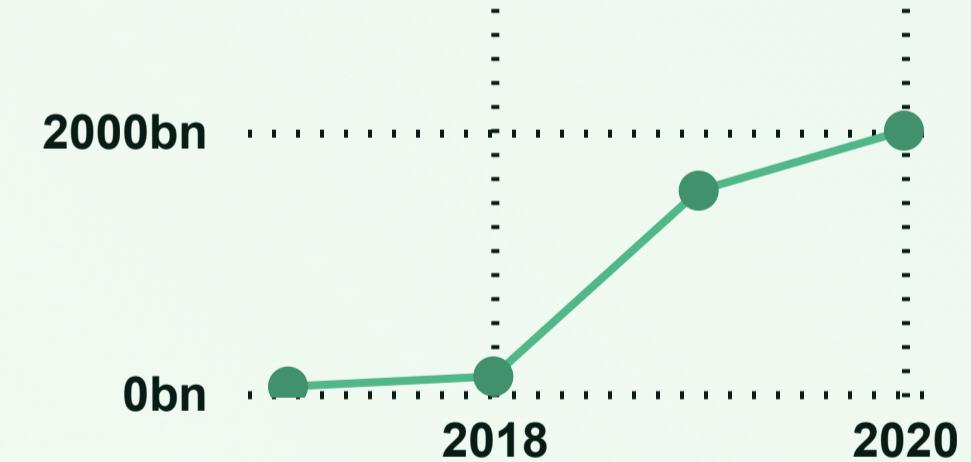
All

More Analysis On Customers

Cost Trend



Orders Trend



Profit Trend





Adventure Works Customer Analysis



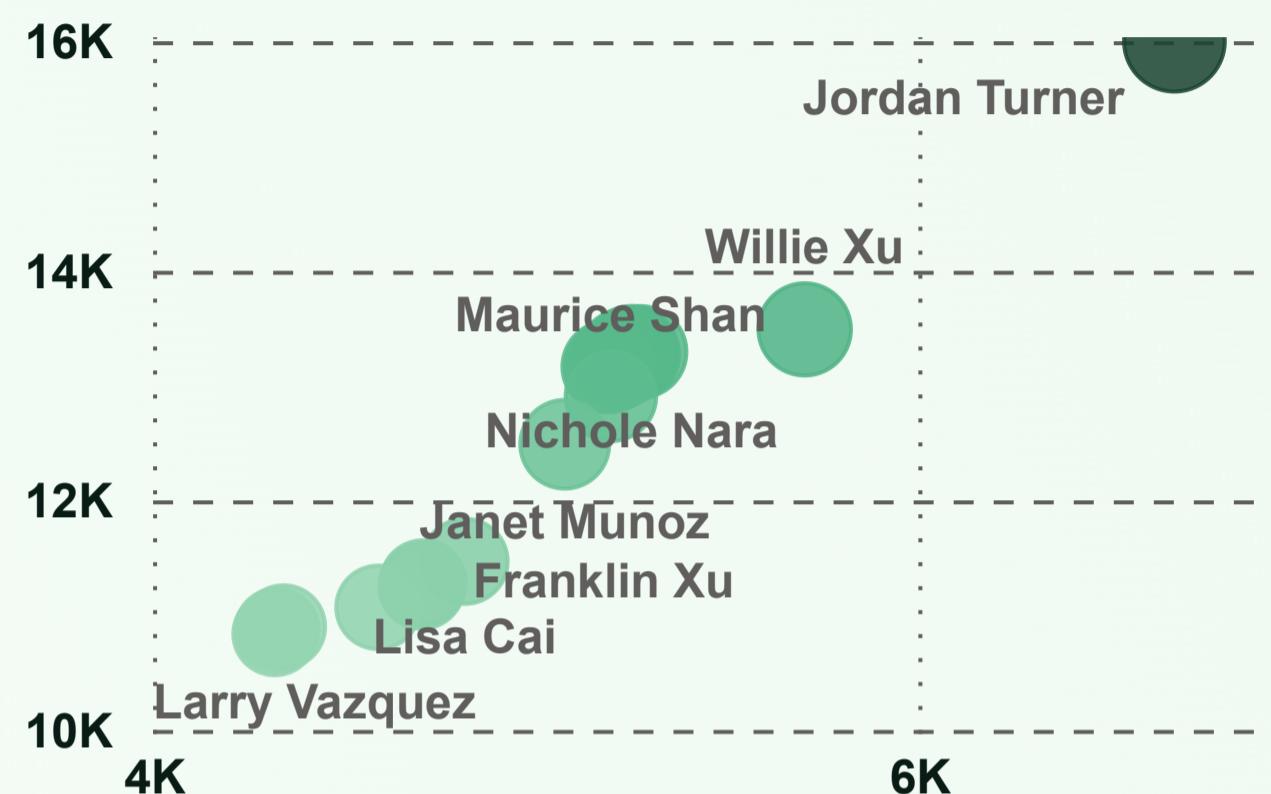
Month

All

Year

All

Customer Matrix



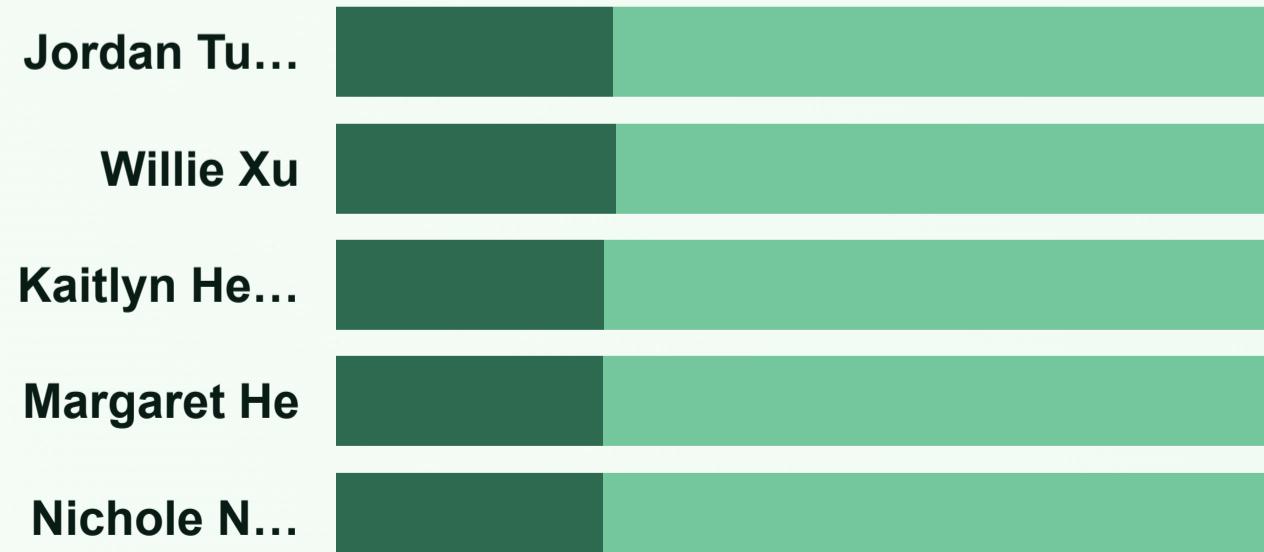
Analysis On Customers

Customer	Sales	Avg Sales	Profit	Profit Margin
Jordan Turner	16.00K	799.95	6.67K	41.68%
Willie Xu	13.49K	1,498.90	5.70K	42.27%
Nichole Nara	13.30K	1,022.72	5.25K	39.49%
Kaitlyn Hend...	13.29K	949.59	5.27K	39.67%
Margaret He	13.27K	947.81	5.25K	39.60%
Randall Domi...	13.27K	1,206.00	5.23K	39.44%
Total	29,358.68K	486.09	12,080.88K	41.15%

Top 5 Customers

69.35K	28.15K
Sales	Profit

● Total Profit ● Total Sales

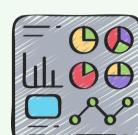


Sales By Various Dimensions



Product	Sales	Avg Sales	Profit	Profit M
Mountain-200 Black, 46	1,373.47K	2,215.27	626.62K	45
Mountain-200 Black, 42	1,363.14K	2,220.10	621.76K	45
Mountain-200 Silver, 38	1,339.46K	2,247.42	610.86K	45
Mountain-200 Silver, 46	1,301.10K	2,243.28	593.49K	45
Mountain-200 Black, 38	1,294.87K	2,224.86	590.48K	45
Mountain-200 Silver, 42	1,257.40K	2,245.10	570.54K	45
Total	29,358.68K	486.09	12,080.88K	41

Adventure Works Analysis



295

Product

18K

Customers

4T

Total Orders

Subcategory	Sales	Profit
Bike Racks	39.36K	24.64K
Bike Stands	39.59K	24.78K
Bottles and Cages	56.80K	35.56K
Caps	19.69K	4.53K
Cleaners	7.22K	4.52K
Total	29,358.68K	12,080.88K

- Product Dashboard

Country

All

Year

All

Month

All

Performance Matrix

Product

20M

Category

15M

Sub-Cate

10M

Model

5M

Jerseys

0M

Touring Bikes

2M

Road Bikes

Mountain Bikes

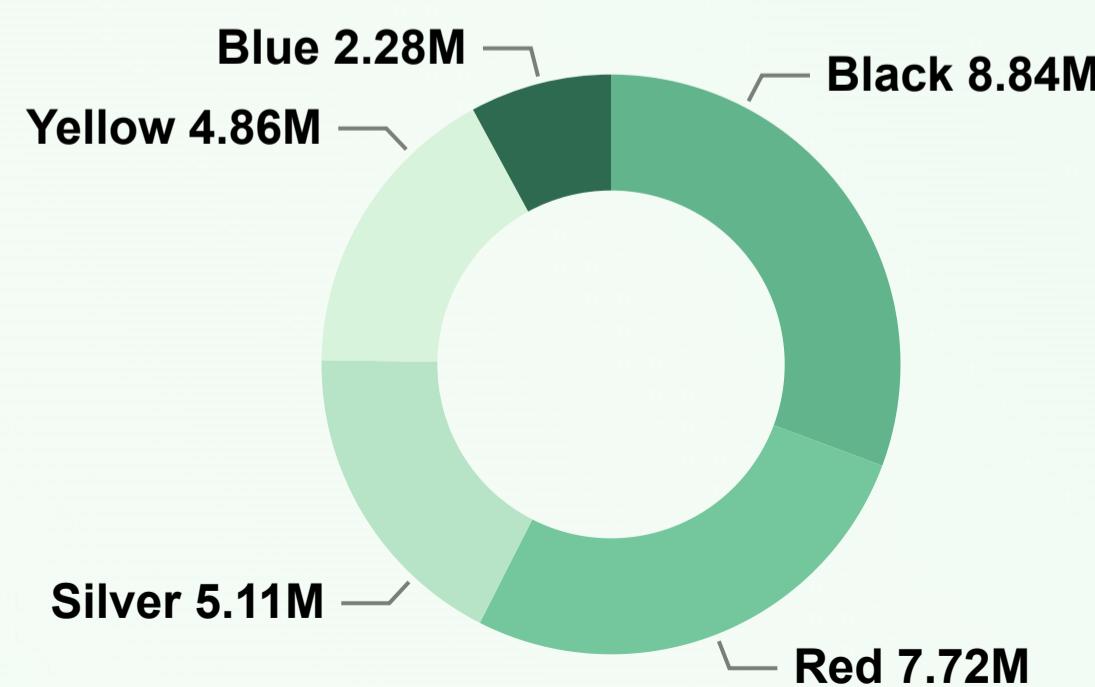
4M

6M

Top 5 Colors

Sales

Profit



Top 5 Products

Product	Sales	Profit	Order Q
Mountain-200 Silver, 46	1.30M	593.49K	5
Mountain-200 Silver, 38	1.34M	610.86K	5
Mountain-200 Black, 46	1.37M	626.62K	6
Mountain-200 Black, 42	1.36M	621.76K	6
Mountain-200 Black, 38	1.29M	590.48K	5
Total	6.67M	3,043.21K	29

6.67M
Sales

3.04M
Profit

Adventure Works Analysis - What IF Analysis

Present Analysis

29.36M

Sales

12.08M

Profit

17.28M

Total Cost

41.15%

Profit Margin

If We Change...

(In % Terms)

Price Changed

7



Cost Change

-8



Future Assumptions

31.41M

Sales New

15.52M

Profit New

15.90M

Cost New

49.40%

New Profit MArgin

Adventure Works Analysis

Month

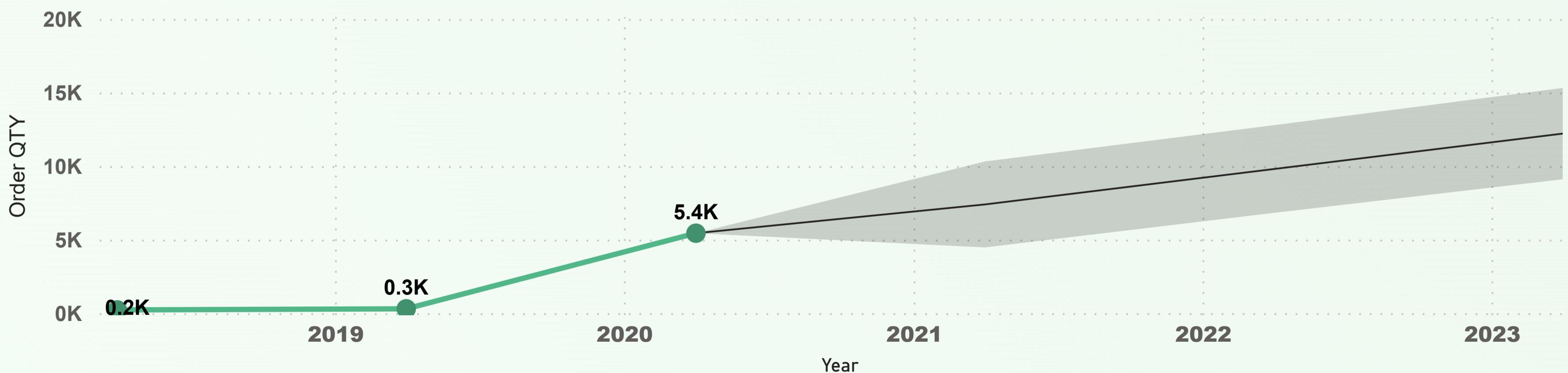
April



Sales Quantity History along With Forecast for Future 3 Years



Orders Quantity History along With Forecast for Future 3 Years





Adventure Works - Key Insights

Based on the updated sales analysis, the following additional insights can be derived:

1. **The Bikes category is the most popular, with Mountain bikes of 200cc being a favorite for off-roading experience. Road bikes of 150cc are also popular.**
2. **Silver, black, and red are the majority colors providing higher sales in the Bikes category. White and other colors are not contributing as much to sales.**
3. **The Clothing category is not as popular, with sales lower than the other two categories.**
4. **Accessories products play a significant role in profit recovery, contributing to 50% of the profit over the unit price.**
5. **California and New South Wales are the top two states in terms of sales, generating 5.71 and 3.93 million sales, respectively, with profit margins of 41.48% and 40.66%, respectively.**
6. **The US is the top-performing country, generating sales of 9.39 million with an overall profit margin of 41.54%. Australia provides sales of 9.06 million on a profit margin of 40.68%. However, sales are really down in Canada, France, and Germany, and the company should investigate the reasons for the decline in sales in these countries.**

Based on these insights, the company can focus on promoting the popular colors for the Bikes category and increasing sales in the Clothing category. The company can also analyze the reasons for the decline in sales in Canada, France, and Germany and take corrective measures to improve sales. Additionally, the company can continue to focus on selling Accessories products, which contribute significantly to profit recovery. Additionally, the company can analyze the reasons for the decline in sales in the next year and take corrective measures to avoid it in the future.

Thank You!