Analysis of Adventure Works Cycles

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Summary

- Overview of Company Performance
- Review of Internet Sales Performance
- Review of Reseller Sales Performance
- Comparison of Reseller vs Internet Performance
- Predictive Model
- Prescriptive Model
- Recommendation

Overall Company Sales Performance

◇ Sales revenue has not grown significantly in the last year

◇ Team needs to determine why

◇ Recommend new strategy

◇ Sales have been cyclic

◇ Sales forecast to continue similar pattern

◇ Units sold by top 3 has been flat overall

◇ Total sales much greater than profit
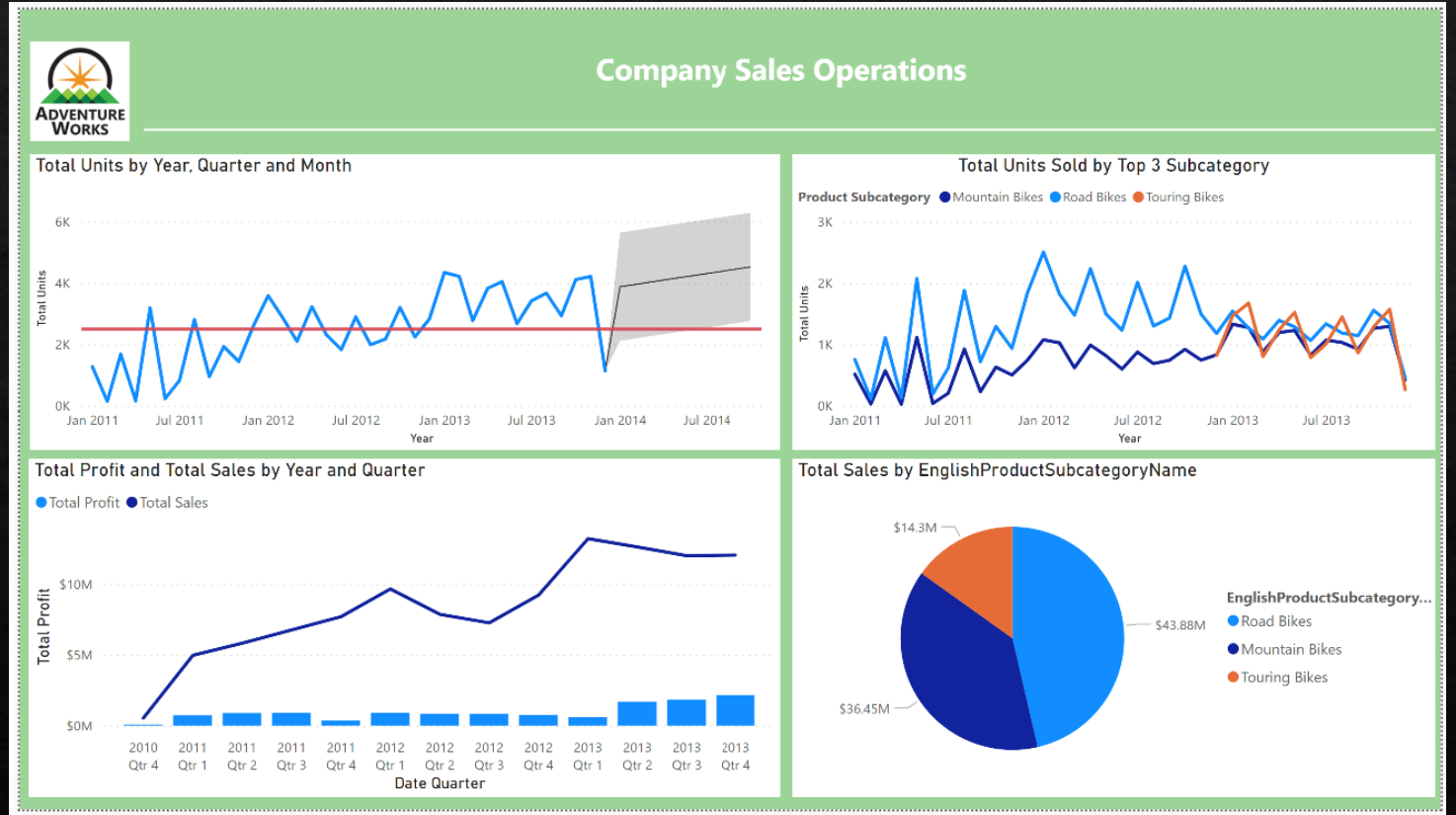
Internet Sales Ops

- ◈ Internet Sales Ops has grown steadily

- ◈ Expected to increase growth
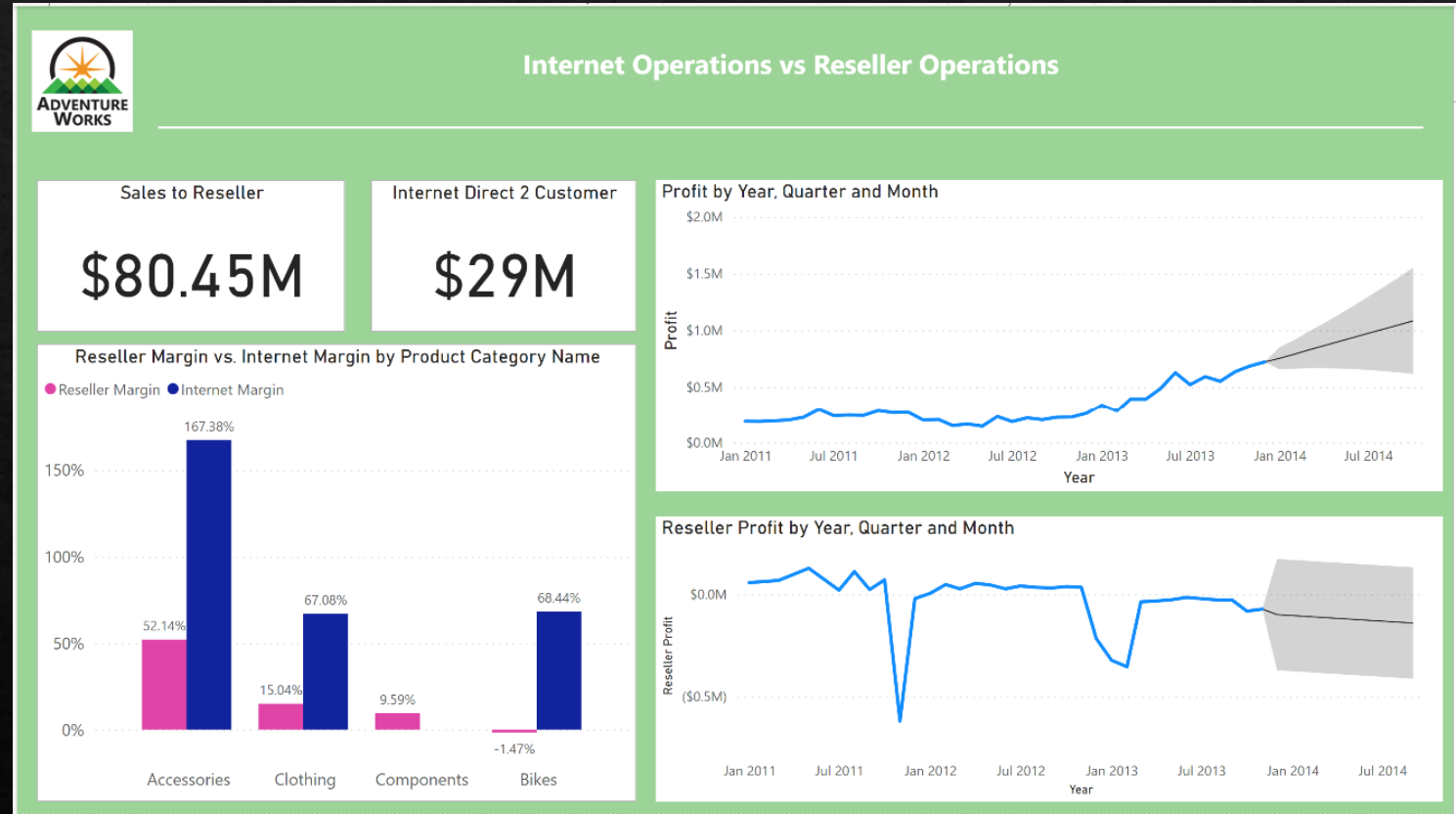
- ◈ Top 3 subcategory has had strong growth
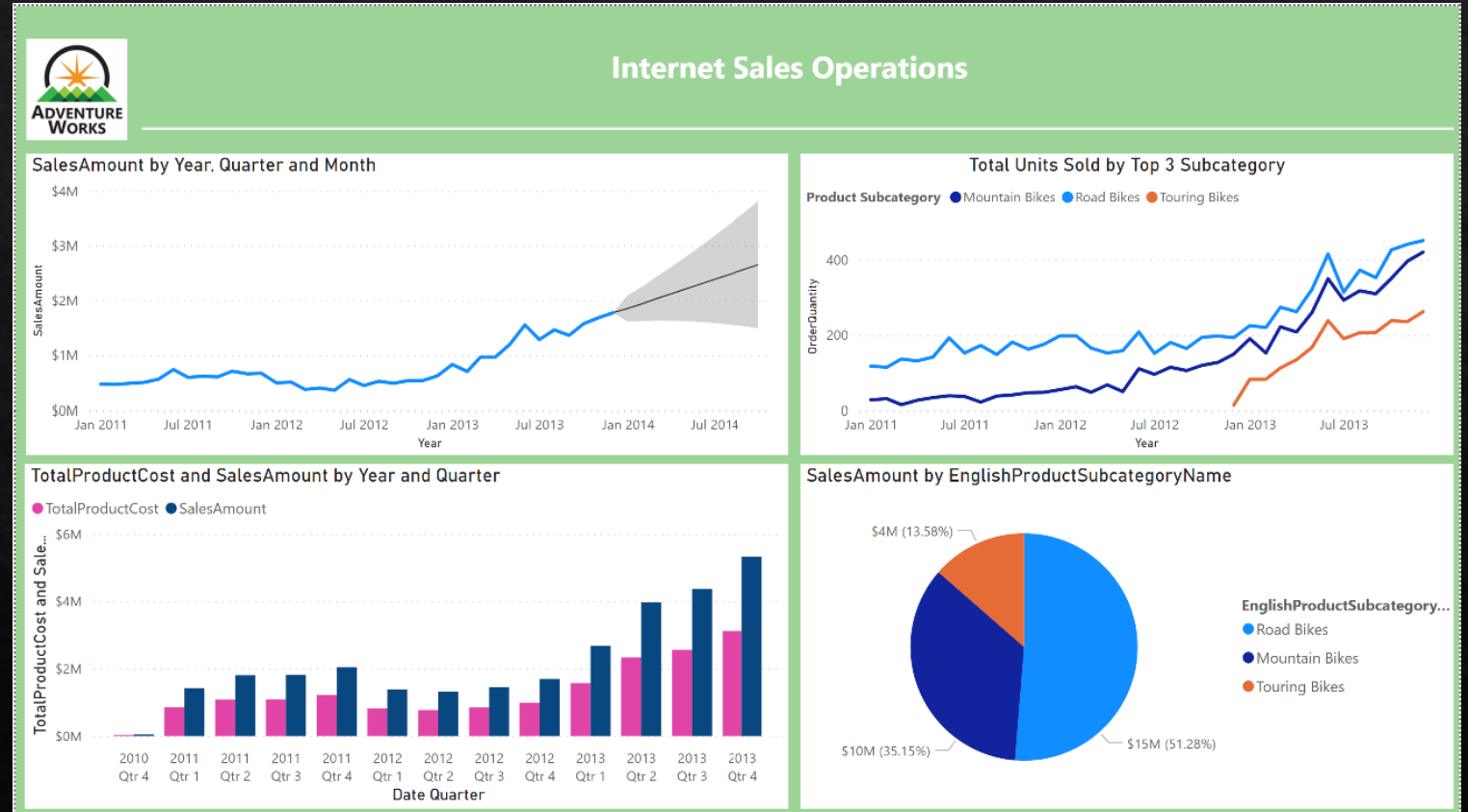
Reseller Sales Ops

◈ Highest source of revenue

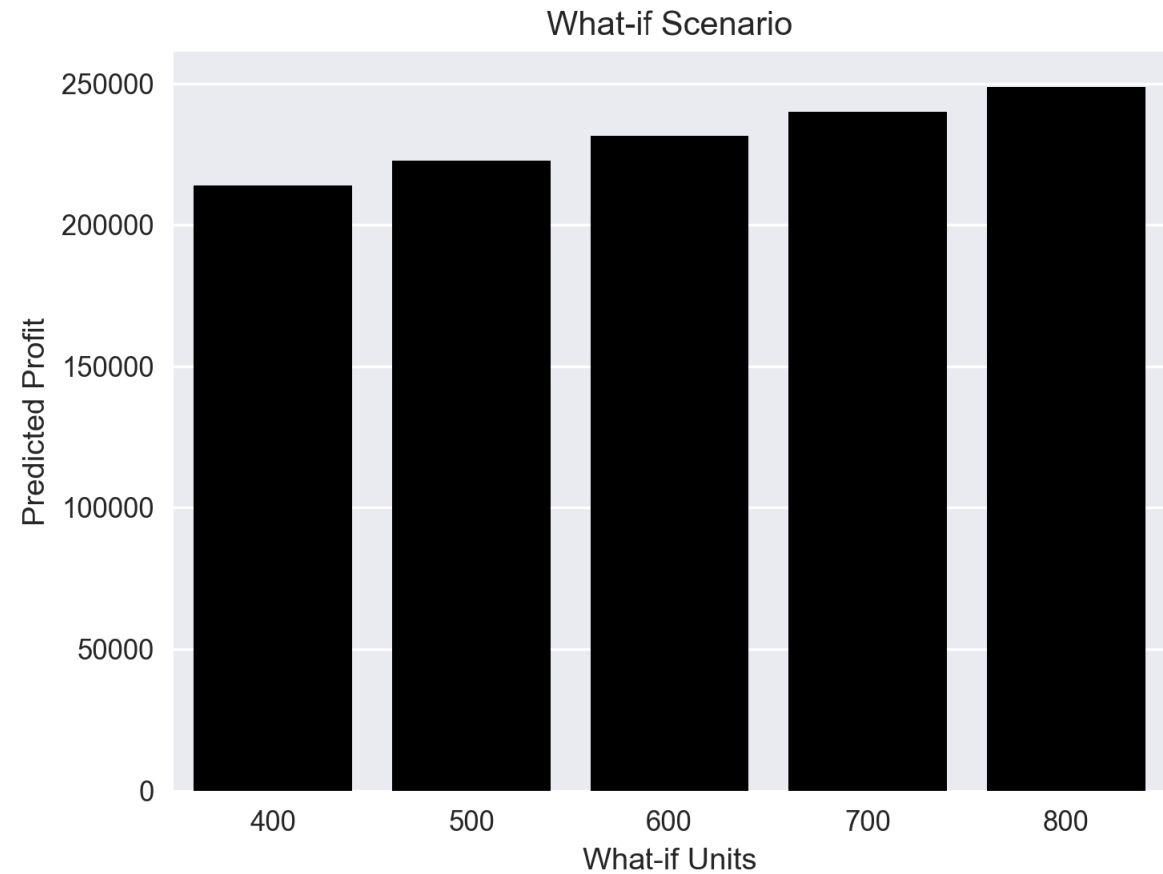◈ Overall flat, forecast to remain flat

◈ Top 3 subcategory has been flat

Internet vs Reseller

◈ Reseller generated greater revenue

◈ Internet D2C profit margin outperformed

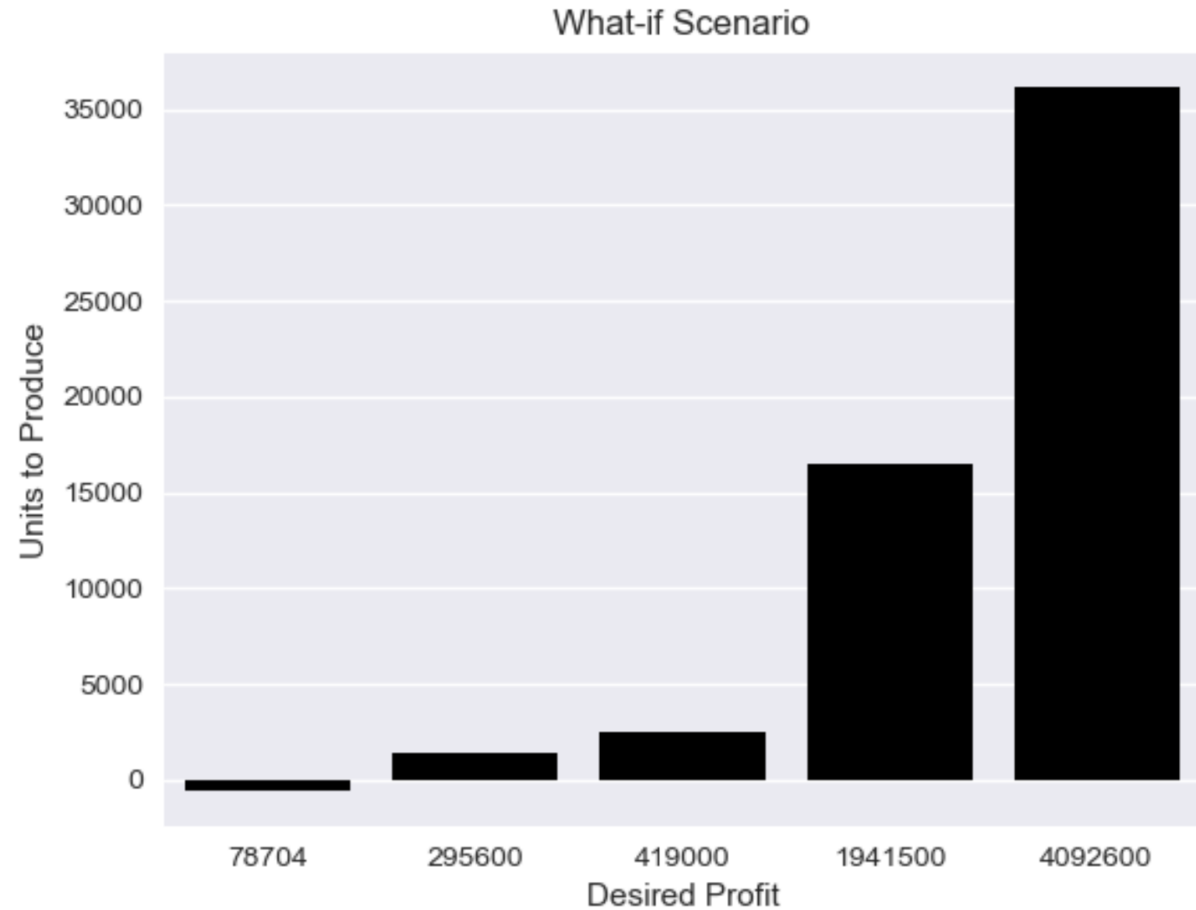◈ Internet profit expected to increase

◈ Reseller profit expected to decline

Predictive Model

◈ Created with machine learning

◈ Accepts # of units

◈ Returns predicted profit

Prescriptive Model

◈ Machine learning based prescriptive model

◈ Takes desired profit as input

◈ Returns units to produce to reach desired profit

Recommendations

◈ Change strategy from primarily wholesaler to primarily direct to consumer

◈ Increase direct to consumer sales and marketing

◈ Reduce COGS