

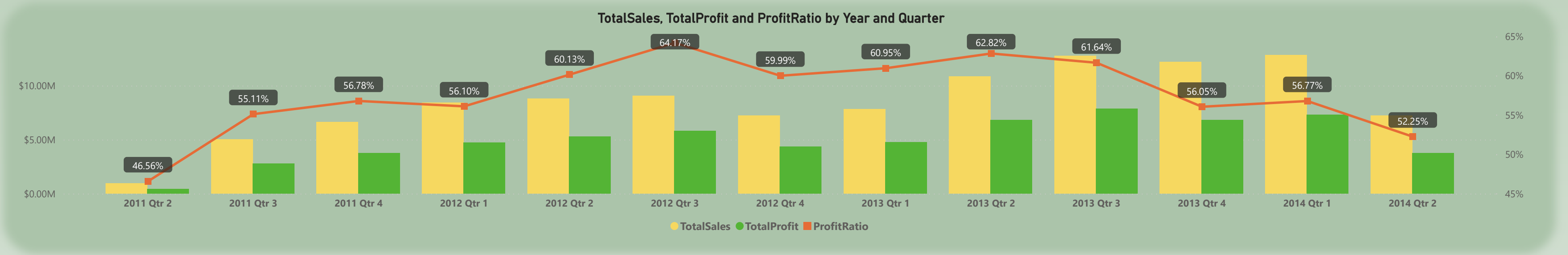
# Customers & Market Analysis

Dataset: Adventure Works Cycle 2019

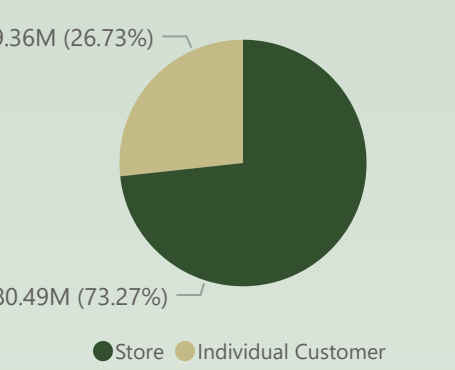
Note:

- 1. ProfitRatio = TotalProfit/TotalSales
- 2. AOV (Averange Order Value) = Totals/ Number of orders
- 3. LostCustomer = Customers who are considered lost are the ones who have made any purchase from the last order in a particular period of time.
- 4. NewCustomer= Customers who are considered new are the ones who have made their first purchase in a particular period of time

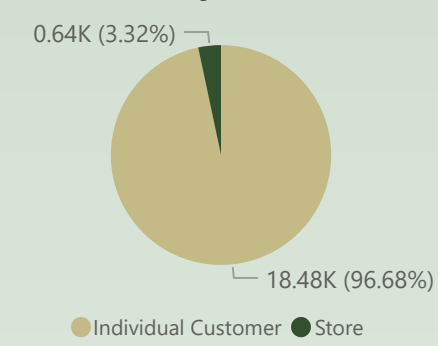
Number of Customer	Total Sales	Total Profit	Profit Ratio	Total Orders	Average Oder Value	Order Fulfillment	Average Days Between Orders
19K	\$109.85M	64.51M	58.73%	31K	\$3.49K	100%	262



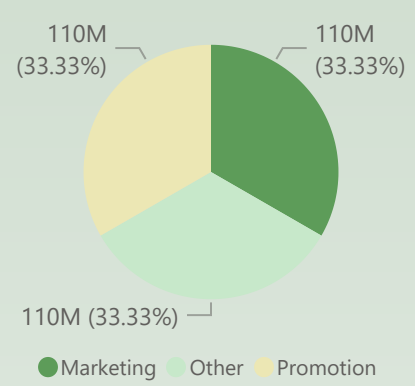
TotalSales by Customer Segment



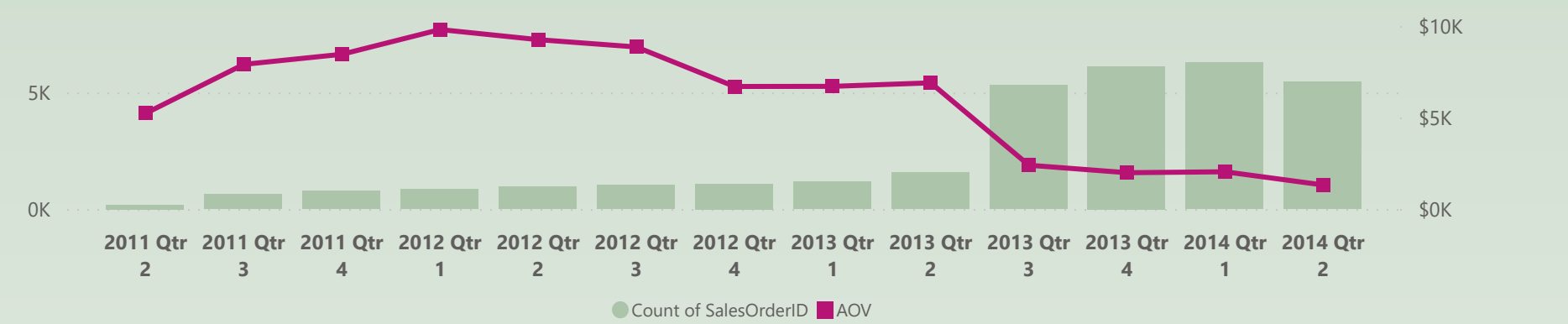
Count of CustomerID by Customer Segment



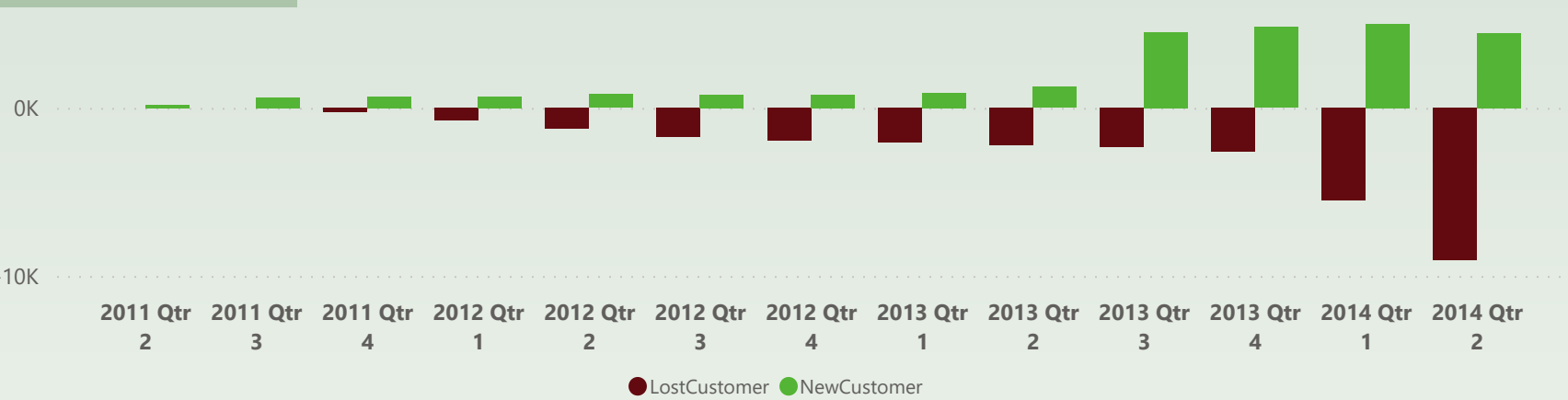
Sum of SubTotal by ReasonType



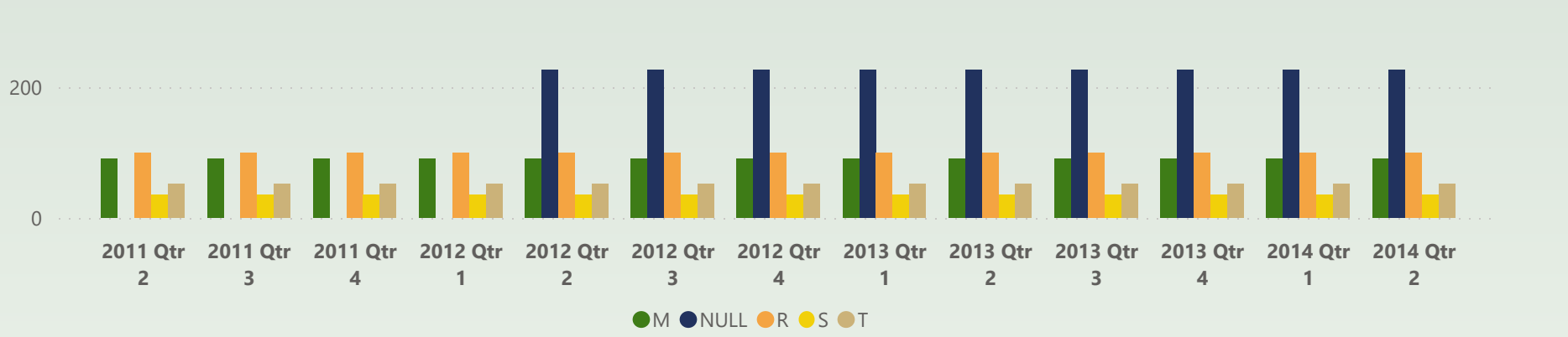
Sales Volume and AOV by Year and Quarter



LostCustomer and NewCustomer by Year and Quarter

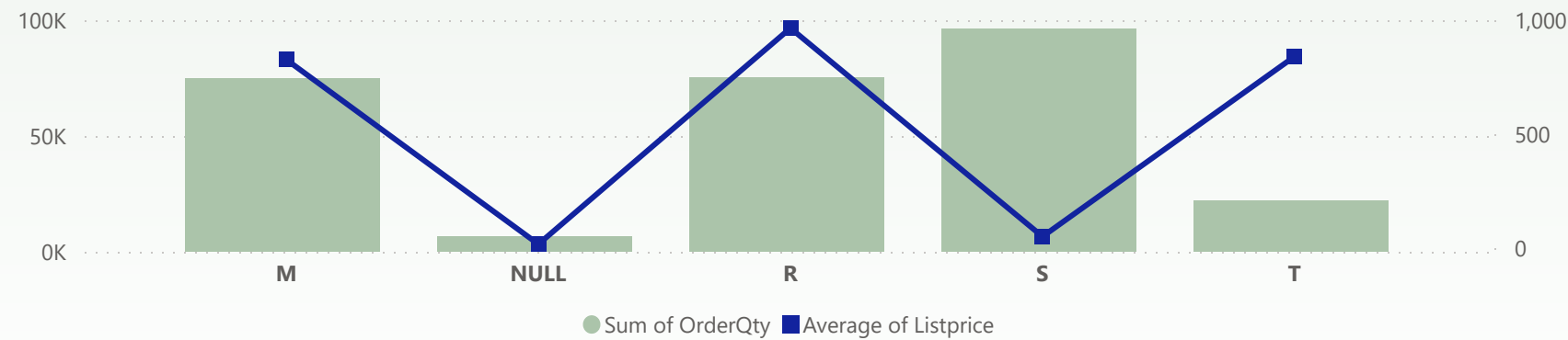


Count of ProductID by Year, Quarter and ProductLine



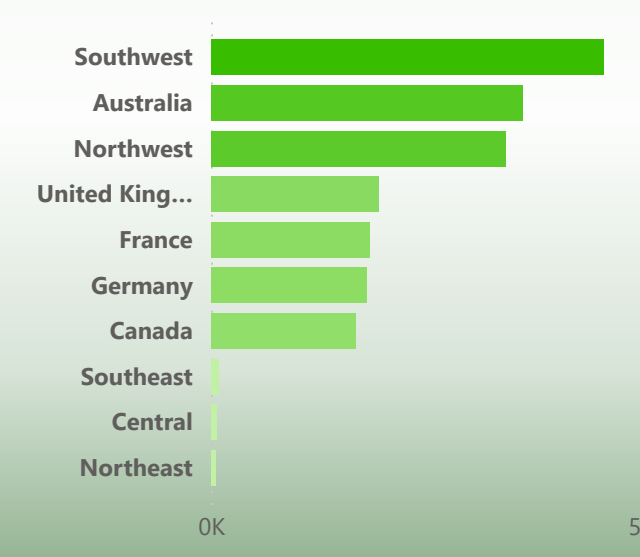
Top 10 Customers by Total Sales					
CustomerID	FullName	PersonType	Sum of SubTotal	ProfitRatio	TotalOrders
29818	Roger Harui	SC	877,107	81.89%	12
29715	Andrew Dixon	SC	853,849	71.02%	12
29722	Reuben D'sa	SC	841,909	76.80%	12
30117	Robert Vessa	SC	816,756	70.46%	12
29614	Ryan Calafato	SC	799,278	74.73%	12
29639	Joseph Castellucio	SC	787,773	69.01%	12
29701	Kirk DeGrasse	SC	746,318	80.21%	8
29617	Lindsey Camacho	SC	740,986	69.50%	12
29994	Robin McGuigan	SC	730,799	73.91%	12
29646	Stacey Cereghino	SC	727,273	73.45%	12

Sum of OrderQty and Average of Listprice by ProductLine



Top 10 Products by LineTotal				
ProductID	ProductName	Listprice	Sum of LineTotal	Sum of OrderQty
782	Mountain-200 Black, 38	2,294.99	4,400,592.80	2977
783	Mountain-200 Black, 42	2,294.99	4,009,494.76	2664
779	Mountain-200 Silver, 38	2,319.99	3,693,678.03	2394
780	Mountain-200 Silver, 42	2,319.99	3,438,478.86	2234
781	Mountain-200 Silver, 46	2,319.99	3,434,256.94	2216
784	Mountain-200 Black, 46	2,294.99	3,309,673.22	2111
793	Road-250 Black, 44	2,443.35	2,516,857.31	1642
794	Road-250 Black, 48	2,443.35	2,347,655.95	1498
795	Road-250 Black, 52	2,443.35	2,012,447.78	1245
753	Road-150 Red, 56	3,578.27	1,847,818.63	664
Total			31,010,954.28	19645

Count of storeID by TerritoryName



TotalSales by TerritoryName

