



Adventure Works Board Meeting

Cursanti:

Ionut Toma

Ionut Roman

Indrumator:

conf. univ. dr. Adrian Beteringhe

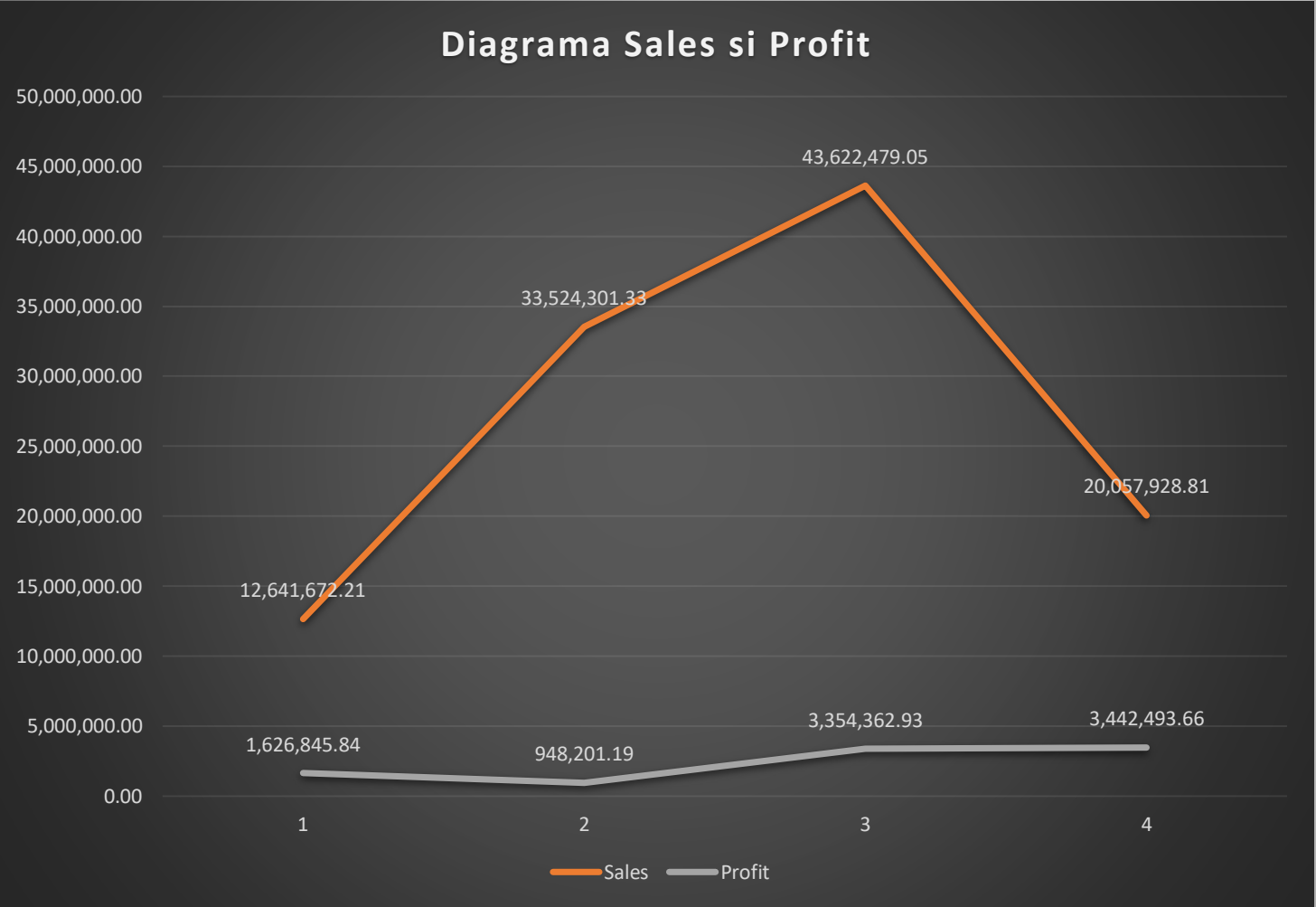


Adventure Works Board Meeting

- **Analiza urmatorilor indicatori
pentru perioada
mai 2011 – iunie 2014**

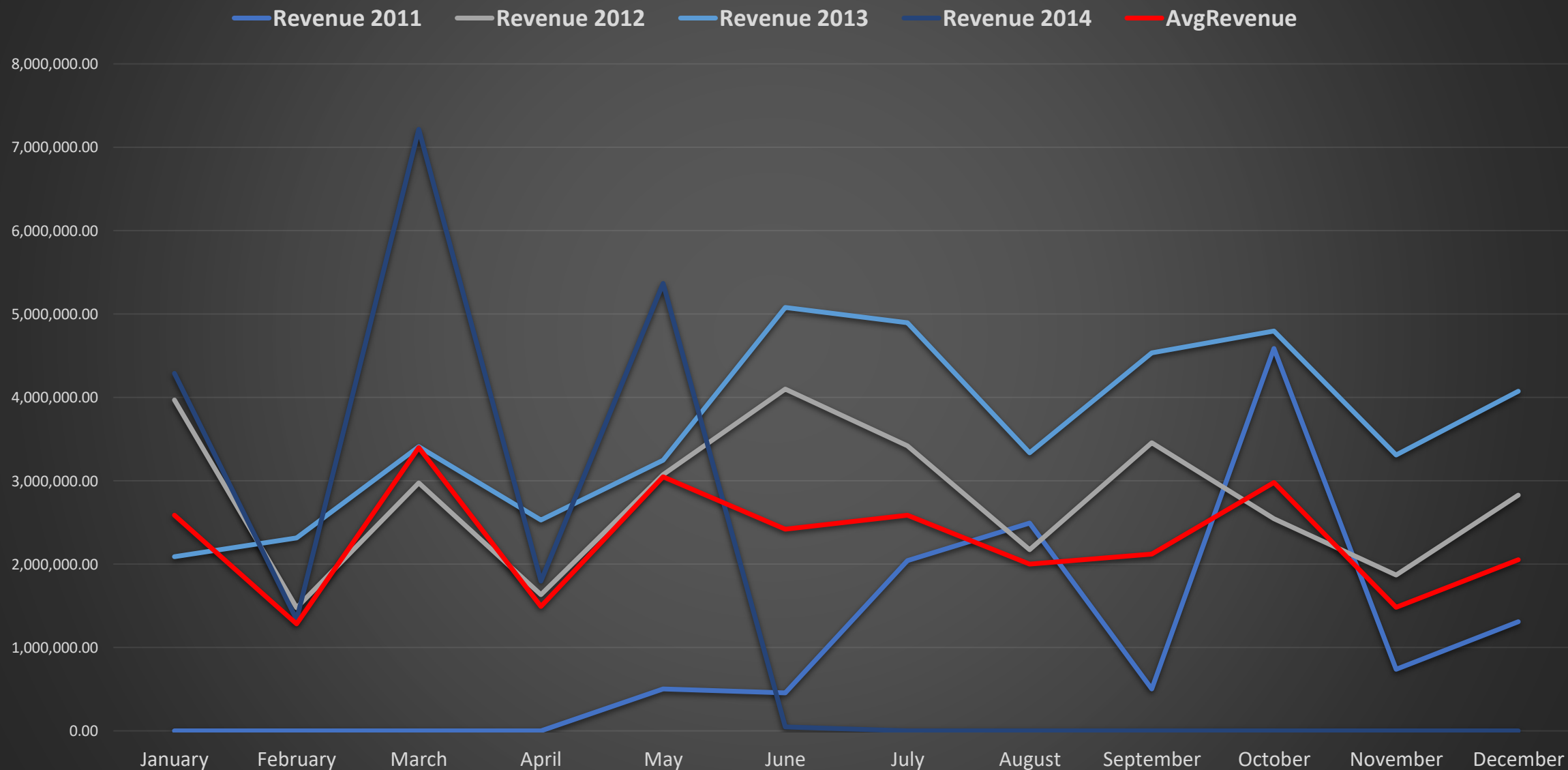
- 1. Sezonalitatea vanzariilor si profitului**
- 2. Evolutie vanzari si profit la nivel de an/luni**
- 3. Detalii vanzari si profit**
- 4. Recomandari**
- 5. Concluzii**

Diagrama vanzari si profit per an

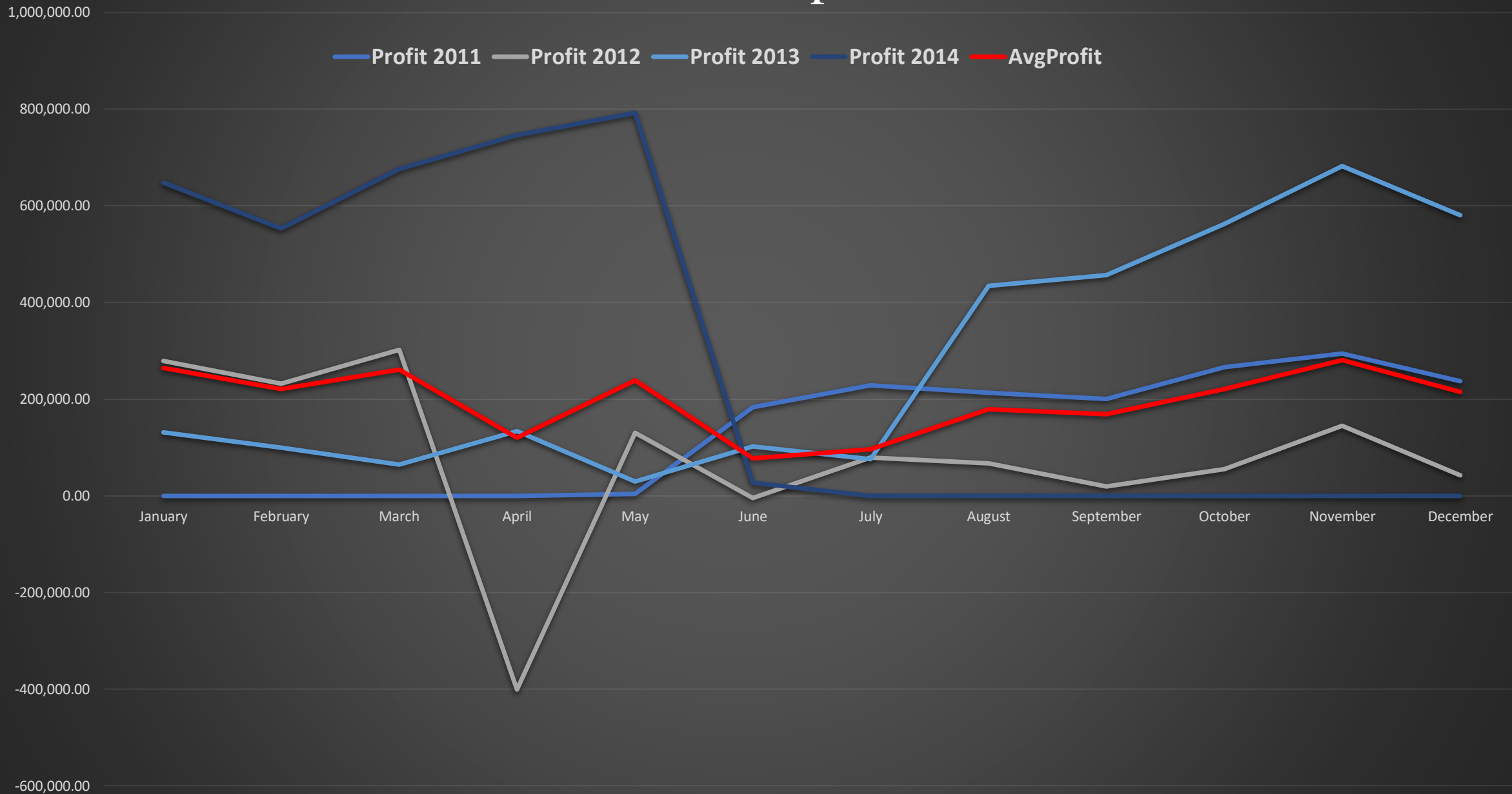


Year	Sales	Profit
2011	12,641,672.21	1,626,845.84
2012	33,524,301.33	948,201.19
2013	43,622,479.05	3,354,362.93
2014	20,057,928.81	3,442,493.66

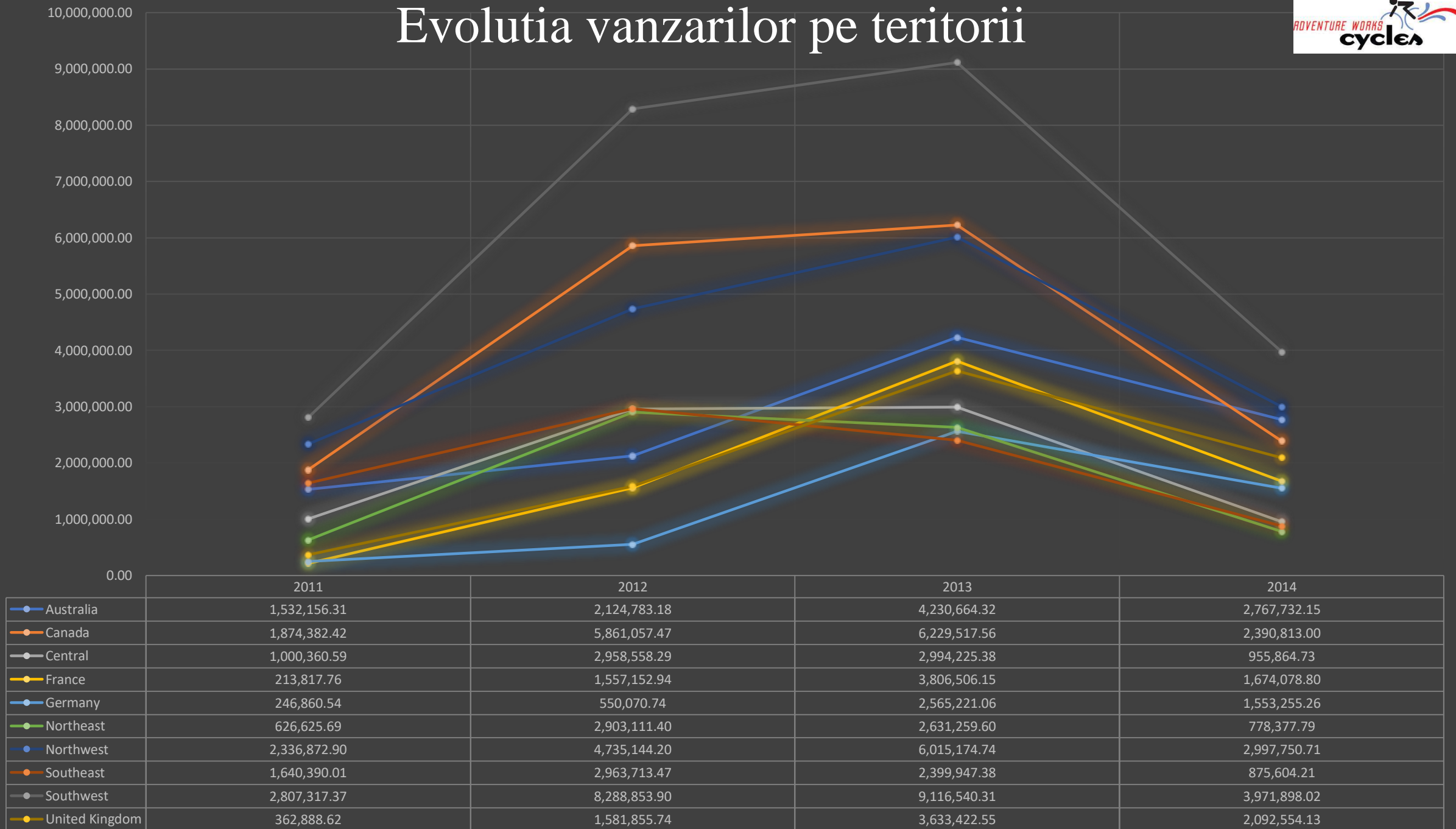
Evolutia lunara a vanzarilor



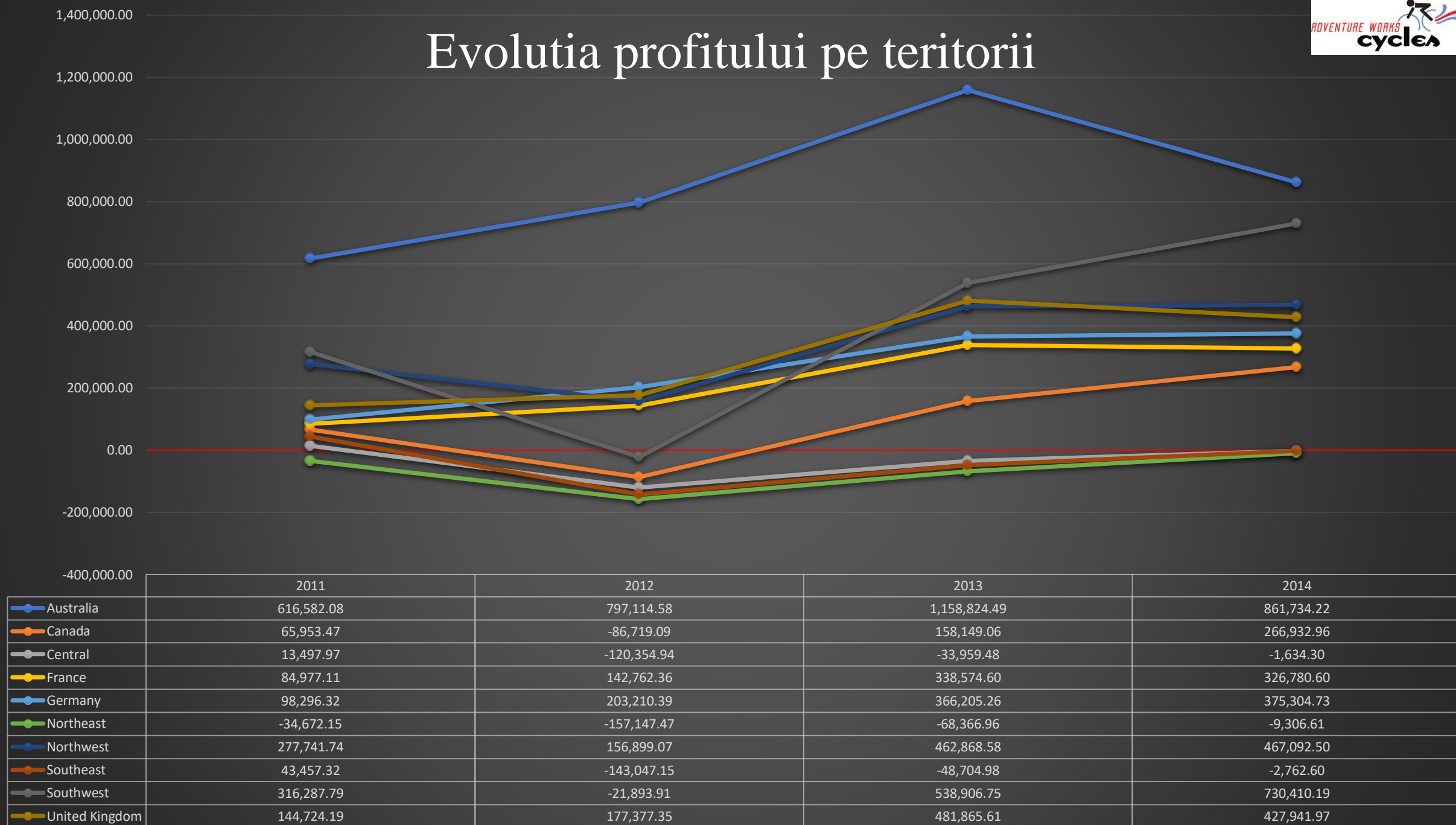
Evolutia lunara a profitului



Evolutia vanzarilor pe teritorii



Evolutia profitului pe teritorii



Evolutia discountului valoric pe teritorii

2,000,000.00
1,800,000.00
1,600,000.00
1,400,000.00
1,200,000.00
1,000,000.00
800,000.00
600,000.00
400,000.00
200,000.00
0.00

	2011	2012	2013	2014
Australia	3,020.10	97,704.24	466,805.32	199,555.92
Canada	471,833.59	1,418,495.31	1,324,758.08	437,532.70
Central	270,428.35	779,351.52	674,117.75	245,453.06
France	1,006.70	254,419.49	584,670.61	174,655.83
Germany	1,174.49	23,171.67	372,781.47	155,839.97
Northeast	222,019.27	771,458.57	647,059.06	191,749.86
Northwest	436,336.04	1,078,068.44	1,039,363.35	414,403.91
Southeast	424,029.97	848,853.95	655,123.41	223,705.11
Southwest	548,148.21	1,823,264.38	1,700,649.03	530,139.82
United Kingdom	1,510.05	288,497.92	559,432.74	221,843.51



Vanzari, Profit si Discount pe teritorii

Parameters	Australia	Canada	Central	France	Germany	Northeast	Northwest	Southeast	Southwest	United Kingdom	Grand Total
Vanzari 2011	1,532,156.31	1,874,382.42	1,000,360.59	213,817.76	246,860.54	626,625.69	2,336,872.90	1,640,390.01	2,807,317.37	362,888.62	12,641,672.21
Vanzari 2012	2,124,783.18	5,861,057.47	2,958,558.29	1,557,152.94	550,070.74	2,903,111.40	4,735,144.20	2,963,713.47	8,288,853.90	1,581,855.74	33,524,301.33
Vanzari 2013	4,230,664.32	6,229,517.56	2,994,225.38	3,806,506.15	2,565,221.06	2,631,259.60	6,015,174.74	2,399,947.38	9,116,540.31	3,633,422.55	43,622,479.05
Vanzari 2014	2,767,732.15	2,390,813.00	955,864.73	1,674,078.80	1,553,255.26	778,377.79	2,997,750.71	875,604.21	3,971,898.02	2,092,554.13	20,057,928.80
Vanzari total	10,655,335.96	16,355,770.45	7,909,008.99	7,251,555.65	4,915,407.60	6,939,374.48	16,084,942.55	7,879,655.07	24,184,609.60	7,670,721.04	109,846,381.39
Profit 2011	616,582.08	65,953.47	13,497.97	84,977.11	98,296.32	-34,672.15	277,741.74	43,457.32	316,287.79	144,724.19	1,626,845.84
Profit 2012	797,114.58	-86,719.09	-120,354.94	142,762.36	203,210.39	-157,147.47	156,899.07	-143,047.15	-21,893.91	177,377.35	948,201.19
Profit 2013	1,158,824.49	158,149.06	-33,959.48	338,574.60	366,205.26	-68,366.96	462,868.58	-48,704.98	538,906.75	481,865.61	3,354,362.93
Profit 2014	861,734.22	266,932.96	-1,634.30	326,780.60	375,304.73	-9,306.61	467,092.50	-2,762.60	730,410.19	427,941.97	3,442,493.66
profit total	3,434,255.37	404,316.40	-142,450.75	893,094.67	1,043,016.70	-269,493.19	1,364,601.89	-151,057.41	1,563,710.82	1,231,909.12	9,371,903.62
iscount 2011	3,020.10	471,833.59	270,428.35	1,006.70	1,174.49	222,019.27	436,336.04	424,029.97	548,148.21	1,510.05	2,379,506.78
Discount 2012	97,704.24	1,418,495.31	779,351.52	254,419.49	23,171.67	771,458.57	1,078,068.44	848,853.95	1,823,264.38	288,497.92	7,383,285.49
Discount 2013	466,805.32	1,324,758.08	674,117.75	584,670.61	372,781.47	647,059.06	1,039,363.35	655,123.41	1,700,649.03	559,432.74	8,024,760.83
Discount 2014	199,555.92	437,532.70	245,453.06	174,655.83	155,839.97	191,749.86	414,403.91	223,705.11	530,139.82	221,843.51	2,794,879.70
Discount total	767,085.58	3,652,619.68	1,969,350.68	1,014,752.63	552,967.60	1,832,286.76	2,968,171.74	2,151,712.45	4,602,201.44	1,071,284.22	20,582,432.80
Discount/Vanzari 2011	0%	25%	27%	0%	0%	35%	19%	26%	20%	0%	19%
Discount/Vanzari 2012	5%	24%	26%	16%	4%	27%	23%	29%	22%	18%	22%
Discount/Vanzari 2013	11%	21%	23%	15%	15%	25%	17%	27%	19%	15%	18%
Discount/Vanzari 2014	7%	18%	26%	10%	10%	25%	14%	26%	13%	11%	14%
Discount/Vanzari total	7%	22%	25%	14%	11%	26%	18%	27%	19%	14%	19%

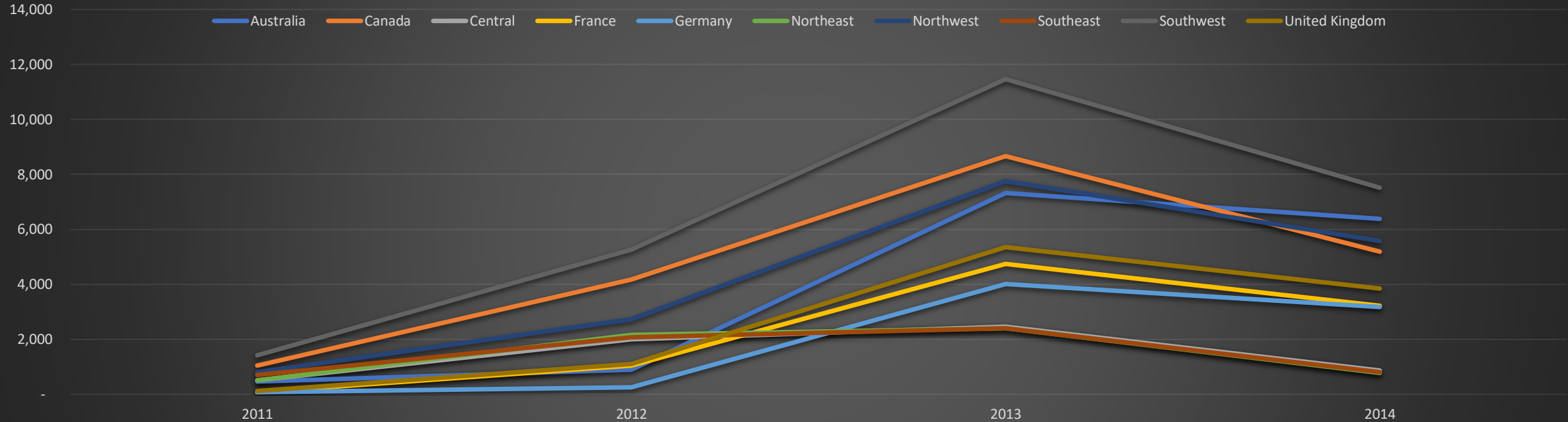


Top 10 clienti raportat la vanzari

CustomerID	Name	2011		2012		2013		2014		Total Sum of Sales	Total Sum of Profit
		Sum of Sales	Sum of Profit	Sum of Sales	Sum of Profit	Sum of Sales	Sum of Profit	Sum of Sales	Sum of Profit		
29818	Northwest	88,003.66	5,144.84	313,824.73	8,552.84	382,337.58	25,975.08	92,941.22	-1,630.51	877,107.19	38,042.25
29715	Southeast	73,842.73	-3,892.44	317,507.39	-26,918.62	323,324.43	-24,773.58	139,174.63	-7,923.00	853,849.18	-63,507.64
29722	Canada	162,738.91	8,594.58	316,681.80	-66,449.56	252,613.29	19,148.02	109,874.78	9,129.22	841,908.78	-29,577.74
30117	Southwest	56,811.47	-4,164.11	375,493.46	-31,654.35	323,306.05	-21,310.99	61,144.60	-2,985.29	816,755.58	-60,114.74
29614	Canada	119,295.15	-9,680.29	351,188.46	-35,337.63	270,118.17	-17,139.28	58,676.12	-3,619.77	799,277.90	-65,776.97
29639	Canada	66,495.98	-3,403.99	288,884.07	-21,331.06	315,833.45	-24,812.87	116,559.55	-6,367.46	787,773.05	-55,915.38
29701	Northeast			246,607.15	-28,252.63	360,839.91	-30,339.95	138,870.46	-9,235.91	746,317.52	-67,828.49
29617	Northwest	67,451.77	-4,160.22	240,901.41	-20,255.34	326,364.42	-18,976.74	106,268.24	-5,769.48	740,985.84	-49,161.78
29994	Canada	100,303.96	-7,207.00	281,590.67	-23,704.76	291,710.98	-23,047.39	57,193.11	-5,371.86	730,798.72	-59,331.01
29646	Southwest	104,177.61	-7,921.02	294,256.60	-32,682.49	276,023.13	-20,538.19	52,815.31	-2,563.64	727,272.65	-63,705.34



Evolutie numar clienti pe teritorii



Year	Australia	Canada	Central	France	Germany	Northeast	Northwest	Southeast	Southwest	United Kingdom	Grand Total
2011	463	1,051	503	70	81	515	802	700	1,414	117	5,716
2012	892	4,168	2,002	1,047	249	2,157	2,736	2,077	5,256	1,105	21,689
	93%	297%	298%	1396%	207%	319%	241%	197%	272%	844%	279%
2013	7,321	8,659	2,468	4,746	4,015	2,395	7,757	2,396	11,466	5,350	56,573
	721%	108%	23%	353%	1512%	11%	184%	15%	118%	384%	161%
2014	6,382	5,186	859	3,225	3,183	769	5,570	803	7,508	3,854	37,339
	74%	20%	-30%	36%	59%	-36%	44%	-33%	31%	44%	32%
Grand Total	15,058	19,064	5,832	9,088	7,528	5,836	16,865	5,976	25,644	10,426	121,317



Top produse vandute

Name	Australia	Canada	Central	France	Germany	Northeast	Northwest	Southeast	Southwest	United Kingdom	Grand Total
Mountain-200 Black, 38		735,839.95					779,305.85		869,681.54		2,384,827.34
Mountain-200 Black, 42							678,674.83		835,830.23		1,514,505.06
Mountain-200 Silver, 38									782,814.34		782,814.34
Mountain-200 Black, 46									756,771.08		756,771.08
Road-650 Black, 52		249,189.56							270,131.32		519,320.88
Road-650 Red, 60		218,242.74							257,074.03		475,316.77
Road-650 Red, 44									267,222.26		267,222.26
Road-650 Red, 48									242,509.90		242,509.90
Road-650 Black, 58									239,768.52		239,768.52
Road-650 Red, 62									236,690.60		236,690.60

Northeast	Sum of Sales	Sum of Profit
Road-250 Black, 44	263,343.39	-38,316.50
Mountain-200 Black, 42	219,499.40	5,410.60
Mountain-200 Silver, 42	214,565.93	3,207.48
Road-250 Black, 48	202,518.81	-27,613.48
Mountain-200 Silver, 38	201,192.85	3,756.21
Mountain-200 Silver, 46	193,188.88	2,080.34
Mountain-200 Black, 38	187,713.79	2,420.55
Road-350-W Yellow, 48	168,621.69	-14,322.50
Road-350-W Yellow, 40	154,853.88	-10,770.15
Mountain-200 Black, 46	151,715.23	225.49
Grand Total	5,283,763.75	-214,483.38

Germany	Sum of Sales	Sum of Profit
Touring-1000 Yellow, 60	197,812.01	-14,105.11
Touring-1000 Blue, 60	188,013.49	4,253.18
Mountain-200 Silver, 38	178,440.38	65,800.24
Touring-1000 Yellow, 46	165,549.82	-10,800.79
Mountain-200 Black, 38	146,567.89	53,921.28
Touring-1000 Blue, 46	112,653.03	2,989.62
Mountain-200 Black, 46	103,963.05	38,860.02
Mountain-200 Silver, 46	100,306.42	38,291.07
Touring-2000 Blue, 54	94,821.96	5,714.16
Touring-1000 Blue, 50	81,535.19	8,920.24
Grand Total	2,113,182.20	276,349.80



Proгноза si recomandari

Parameters	Australia	Canada	Central	France	Germany	Northeast	Northwest	Southeast	Southwest	United Kingdom	Grand Total
Vanzari 2011	1,532,156.31	1,874,382.42	1,000,360.59	213,817.76	246,860.54	626,625.69	2,336,872.90	1,640,390.01	2,807,317.37	362,888.62	12,641,672.21
Vanzari 2012	2,124,783.18	5,861,057.47	2,958,558.29	1,557,152.94	550,070.74	2,903,111.40	4,735,144.20	2,963,713.47	8,288,853.90	1,581,855.74	33,524,301.33
Vanzari 2013	4,230,664.32	6,229,517.56	2,994,225.38	3,806,506.15	2,565,221.06	2,631,259.60	6,015,174.74	2,399,947.38	9,116,540.31	3,633,422.55	43,622,479.05
Vanzari 2014	2,767,732.15	2,390,813.00	955,864.73	1,674,078.80	1,553,255.26	778,377.79	2,997,750.71	875,604.21	3,971,898.02	2,092,554.13	20,057,928.80
Vanzari 2014	14%	12%	5%	8%	8%	4%	15%	4%	20%	10%	100%
Proгноza Vanzari 2014	8,928,168.23	7,712,300.00	3,083,434.61	5,400,254.19	5,010,500.84	2,510,896.10	9,670,163.58	2,824,529.71	12,812,574.26	6,750,174.61	64,702,996.13
Vanzari total	10,655,335.96	16,355,770.45	7,909,008.99	7,251,555.65	4,915,407.60	6,939,374.48	16,084,942.55	7,879,655.07	24,184,609.60	7,670,721.04	109,846,381.39
Profit 2011	616,582.08	65,953.47	13,497.97	84,977.11	98,296.32	-34,672.15	277,741.74	43,457.32	316,287.79	144,724.19	1,626,845.84
Profit 2012	797,114.58	-86,719.09	-120,354.94	142,762.36	203,210.39	-157,147.47	156,899.07	-143,047.15	-21,893.91	177,377.35	948,201.19
Profit 2013	1,158,824.49	158,149.06	-33,959.48	338,574.60	366,205.26	-68,366.96	462,868.58	-48,704.98	538,906.75	481,865.61	3,354,362.93
Profit 2014	861,734.22	266,932.96	-1,634.30	326,780.60	375,304.73	-9,306.61	467,092.50	-2,762.60	730,410.19	427,941.97	3,442,493.66
Profit % 2014	31.14%	11.16%	-0.17%	19.52%	24.16%	-1.20%	15.58%	-0.32%	18.39%	20.45%	17%
Proгноza profit 2014	2,779,787.81	861,074.06	-5,271.94	1,054,130.97	1,210,660.42	-30,021.32	1,506,750.00	-8,911.61	2,356,161.90	1,380,457.97	11,104,818.26
Profit total	3,434,255.37	404,316.40	-142,450.75	893,094.67	1,043,016.70	-269,493.19	1,364,601.89	-151,057.41	1,563,710.82	1,231,909.12	9,371,903.62
Discount 2011	3,020.10	471,833.59	270,428.35	1,006.70	1,174.49	222,019.27	436,336.04	424,029.97	548,148.21	1,510.05	2,379,506.78
Discount 2012	97,704.24	1,418,495.31	779,351.52	254,419.49	23,171.67	771,458.57	1,078,068.44	848,853.95	1,823,264.38	288,497.92	7,383,285.49
Discount 2013	466,805.32	1,324,758.08	674,117.75	584,670.61	372,781.47	647,059.06	1,039,363.35	655,123.41	1,700,649.03	559,432.74	8,024,760.83
Discount 2014	199,555.92	437,532.70	245,453.06	174,655.83	155,839.97	191,749.86	414,403.91	223,705.11	530,139.82	221,843.51	2,794,879.70
Proгноza Discount 2014	643,728.77	1,411,395.81	791,784.06	563,405.91	502,709.59	618,547.94	1,336,786.79	721,629.40	1,710,128.45	715,624.23	9015740.964
Discount total	767,085.58	3,652,619.68	1,969,350.68	1,014,752.63	552,967.60	1,832,286.76	2,968,171.74	2,151,712.45	4,602,201.44	1,071,284.22	20,582,432.80
Discount/vanzari 2011	0.20%	25.17%	27.03%	0.47%	0.48%	35.43%	18.67%	25.85%	19.53%	0.42%	18.82%
Discount/vanzari 2012	4.60%	24.20%	26.34%	16.34%	4.21%	26.57%	22.77%	28.64%	22.00%	18.24%	22.02%
Discount/vanzari 2013	11.03%	21.27%	22.51%	15.36%	14.53%	24.59%	17.28%	27.30%	18.65%	15.40%	18.40%
Discount/vanzari 2014	7.21%	18.30%	25.68%	10.43%	10.03%	24.63%	13.82%	25.55%	13.35%	10.60%	13.93%
Discount/vanzari total	7.20%	22.33%	24.90%	13.99%	11.25%	26.40%	18.45%	27.31%	19.03%	13.97%	18.74%
Recomandare disc. iunie - dec	0.25%					1.75%		0.50%			
Valoarea disc iunie-dec	0.00	0.00	5,318.92	0.00	0.00	30,319.07	0.00	9,744.63	0.00	0.00	45,382.62
Propunere profit	2,779,787.81	861,074.06	46.99	1,054,130.97	1,210,660.42	297.75	1,506,750.00	833.01	2,356,161.90	1,380,457.97	11,150,200.88



Recomandari board

- Redimensionarea politicii comerciale in ceea ce priveste discounturile pe zonele **Central, Northeast** si **Southeast**
- Actiuni concertate de promovare si marketing pentru dezvoltarea numarului de clienti pe aceleasi zone (**Central, Northeast** si **Southeast**)
- Politica de discounturi pentru primele 100 articole din punct de vedere al cantitatii sa fie acordate astfel incat suma profitului sa nu fie negative (vezi Germany) valabil pentru toate zonele.
- Analiza si modificarea discounturilor pentru clienti cu marja negativa din top 10 dupa vanzari.



Concluzii

- Unele zone nu au gestionat eficient instrumentele de promovare si pret ceea ce au dus la profituri negative.
- Daca acestea ar fi folosite corect, profitul ar fi maximizat - vezi Germany:

- Cu profitul obtinut Germania se poate concentra pe dezvoltarea de noi strategii de marketing si publicitate. De curand au semnat un contract de imagine cu unul din personalitatile din aceasta zona:

Till Lindemann – solist formatia Rammstein

