

Inventory Sales Performance

Jose Gonzalez
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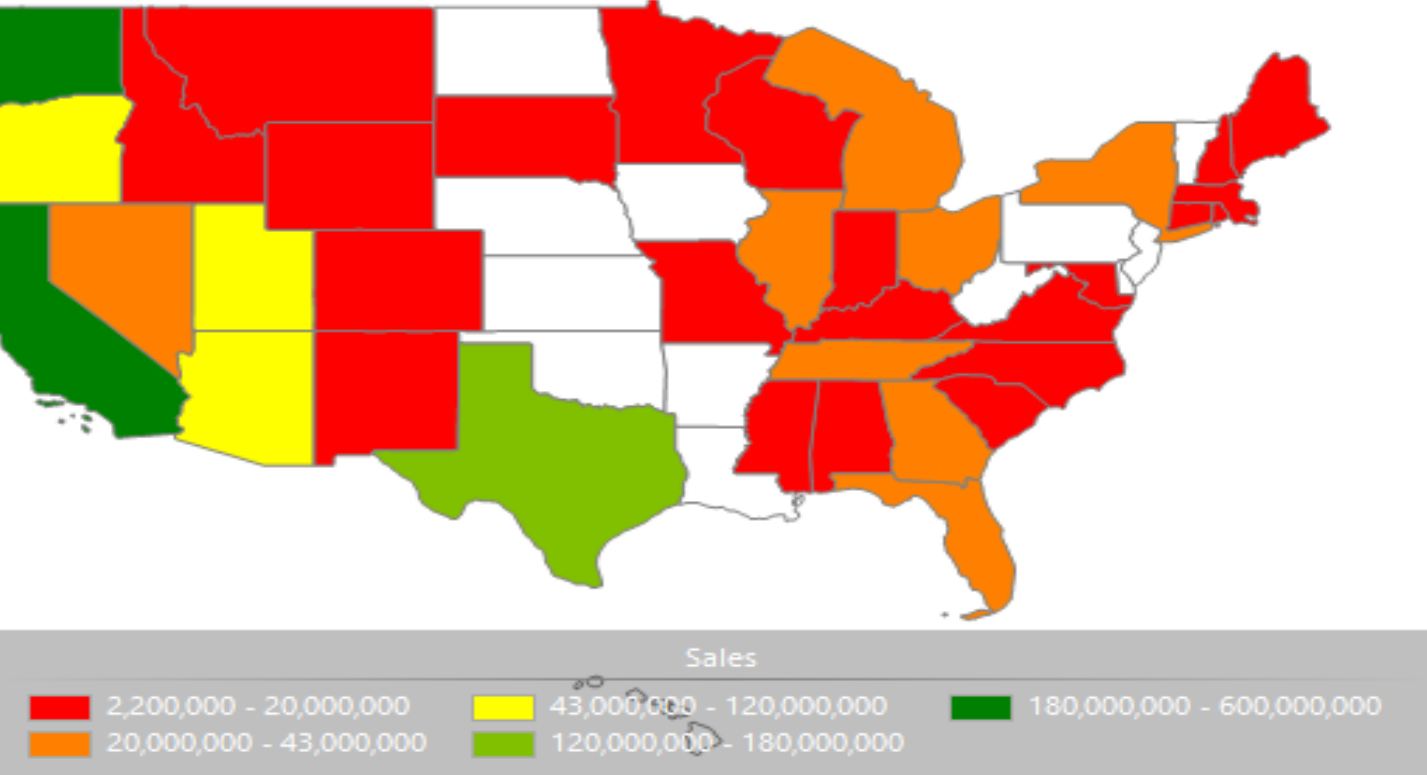
Introduction

The report shows a brief insight into how the company is performing in regards to profits when compared to the production costs for certain categories of products. The focus is to showcase our target audience and maximize sales when promoting the inventory. By getting to know our customers and what attracts our clientele, the company can continue to thrive in its success.

Data

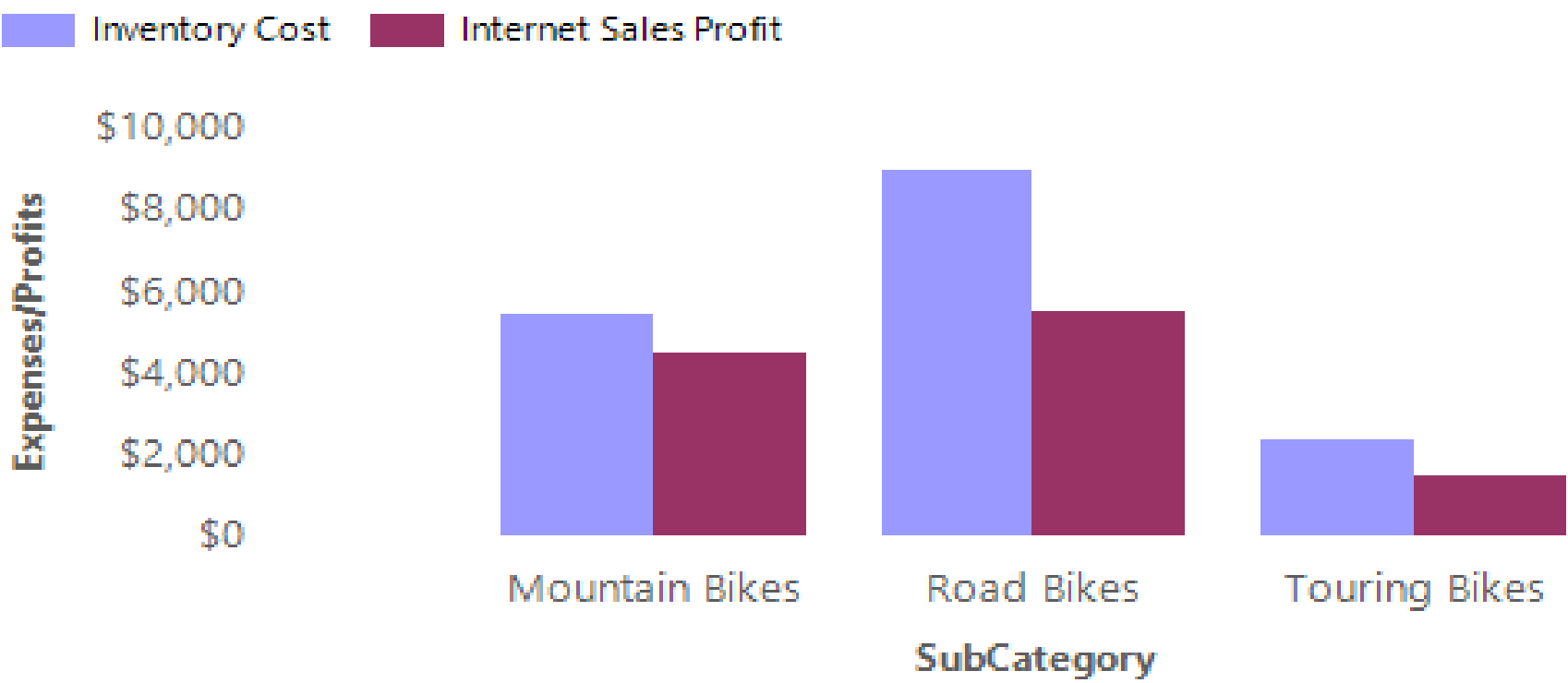
- ❖ Data source is AdventureWorksDW2019
- ❖ Product Inventory Category/Subcategory
- ❖ Date for each online order
- ❖ Sum of each sale for a product
- ❖ Company survey for products based on customer reason for purchase.

Total Sales by Year Per State



Best Performing Category

Inventory Cost VS Profits



Between the production cost of bikes, accessories, and clothing items compared to their overall internet sales profits, bikes were the best performing category of products.

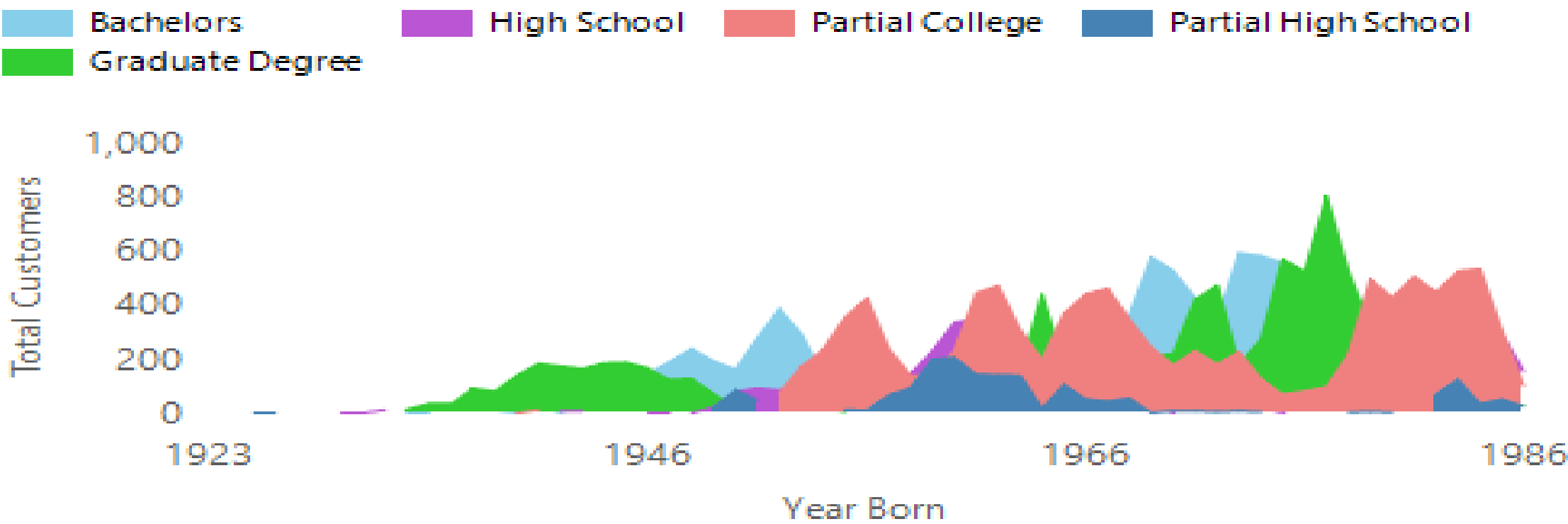
Survey Results

Reason for Sale	Total Sales
Price	\$115,022
Other	\$14,353
TV Advertisement	\$2,011
Reviews	\$1,790

A survey about customer product awareness was conducted to derive what motivates each sale.

Target Audience for Company Products

Total Customers by Date of Birth and Education



For advertising purposes, the most active customers are displayed based on age and education level.

Discussion

Bike production is the most expensive item as well as the most profitable. Mountain bikes yield the most profits when compared to its cost, having around 5 million in sales. Based on the survey results, the most purchases originated from lower priced items and only \$2000 based on TV advertisements. From 2010 to 2013 California has experienced the most purchases consistently. Most buyers were born between 1970 to 1980 and possessed a graduate degree.

Conclusion

Because of our customers demographic the television advertisement should be focused on the state of California for customers that are 40 or older to further increase sales. Lastly based on the survey results, the advertisements should emphasize the low prices that are available on the wide selection of bikes in the company. Combining these two factors will result in a more efficient tv advertisement and maximize profits.