



# **ADVENTUREWORK CYCLES BUSINESS ANALYSIS**

**Kavya Chandran**

**Hemasree Diguva Sodum**

**Yewande Oluleye**

# **PRESENTATION OUTLINE**

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- **INTRODUCTION**
- **PRODUCT INFORMATION**
- **BUSINESS QUESTIONS**
- **METHODS**
- **DESCRIPTIVE ANALYSIS**
- **RESULTS**
- **RECOMMENDATION**
- **REFERENCES**
- **Q & A**

# ABOUT ADVENTURE WORKS CYCLE

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Adventure Works Cycles is a large and rapidly growing global manufacturer and seller of bicycles and accessories to the commercial markets in North America, Europe, and Asia.



# PRODUCTS

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**BIKES**



**ACCESSORIES**



**CLOTHING**





# PROBLEM STATEMENT

Adventure Work Cycles who wants to design and deliver an end to end business intelligence solution. We are looking to track core business KPIs like Gross Margin, Profit and Returns and also compare regional performance across territories, analyze performance and trending at the product level and forecast future profits and use the data to identify the company's high value customers.

# BUSINESS QUESTIONS



**What is the company's performance and trend year over year?**



**How did each product perform over the years?**



**What are the buying preferences and customers' profiles?**



# METHODS

**Step 1: Extracted Data**

**Step 2: Transformed Data**

**Step 3: Load Data**

**Step 4: Data Modeling**

**Step 5: Writing DAX**

**Step 6: Dashboard Creation**

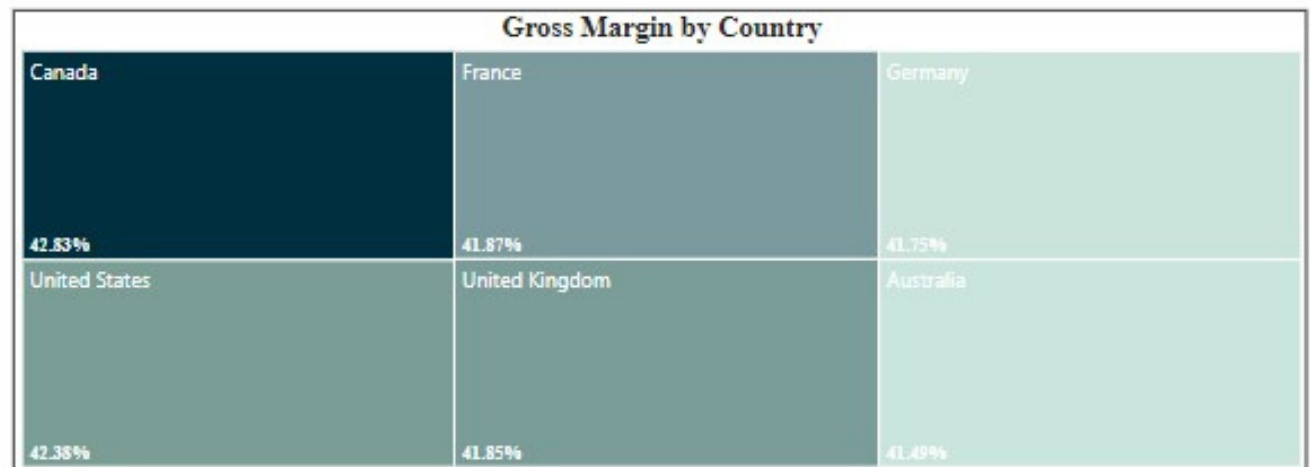
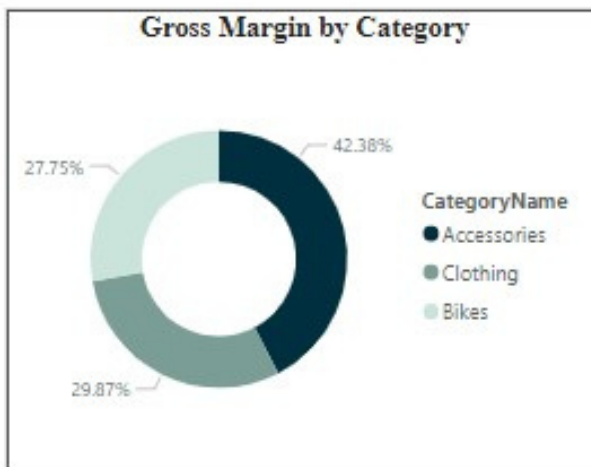
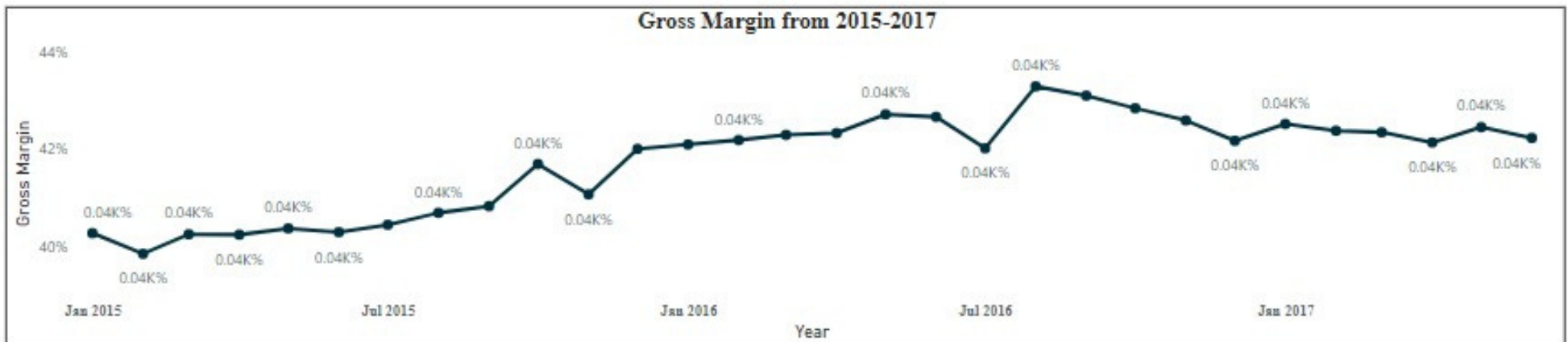
**Step 7: Share & Collaborate**

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# DESCRIPTIVE ANALYSIS

## GROSS MARGIN

### ADVENTURE WORKS CYCLES





# DESCRIPTIVE ANALYSIS

## PRODUCTS

Product Category Count

4

Product SubCategory Count

37

Unique Products

293

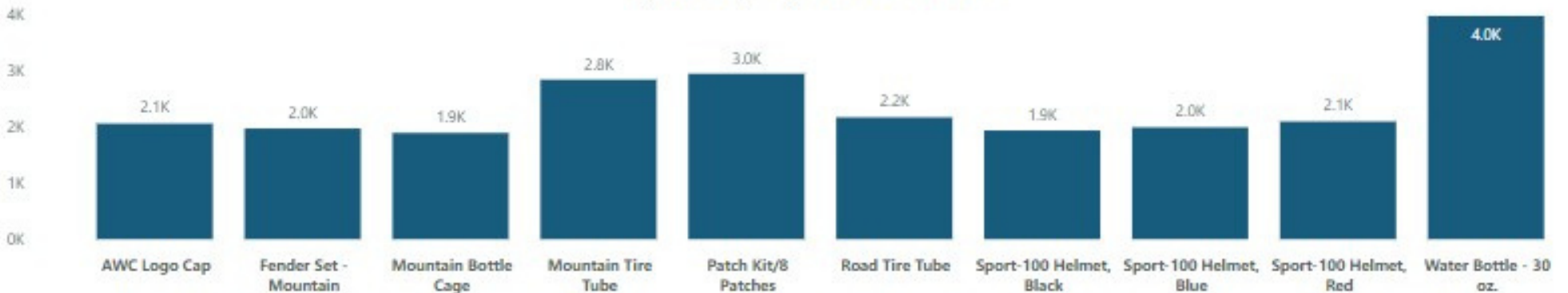
Total Orders

25K

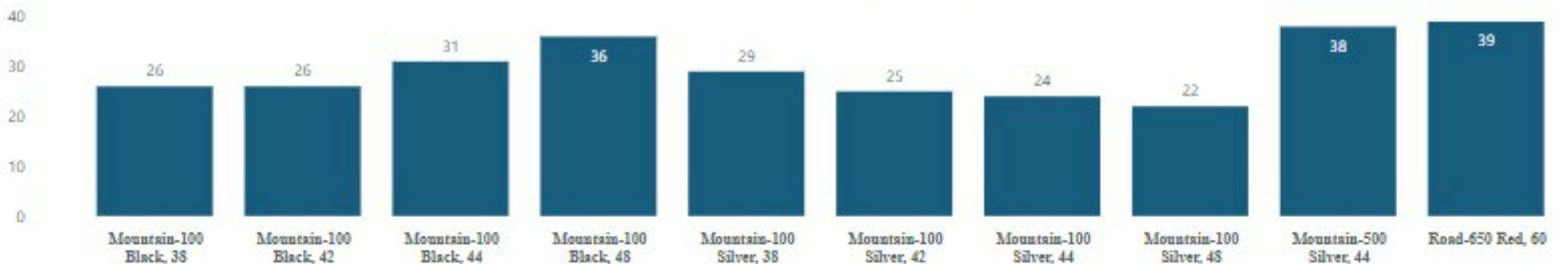
Top 1 Product (orders)

Water Bottle - 30 oz.

Top 10 Frequently Ordered Products



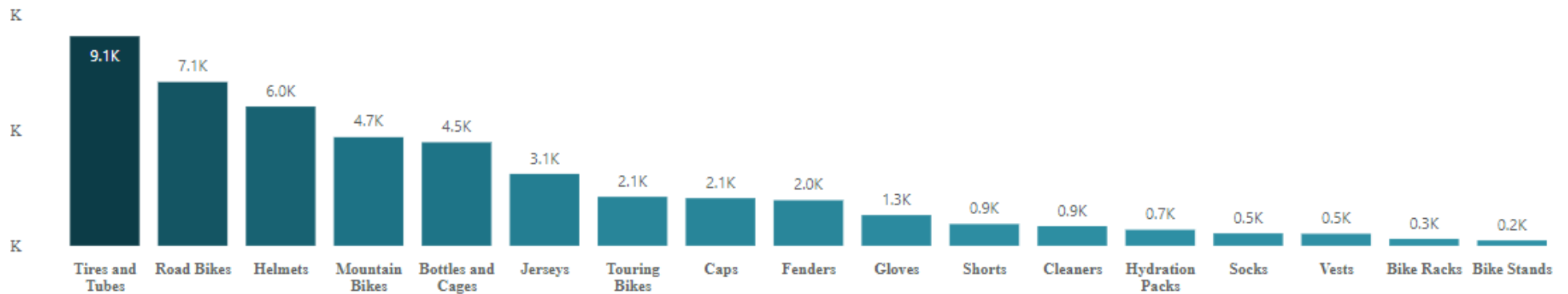
Bottom 10 products with respect to orders



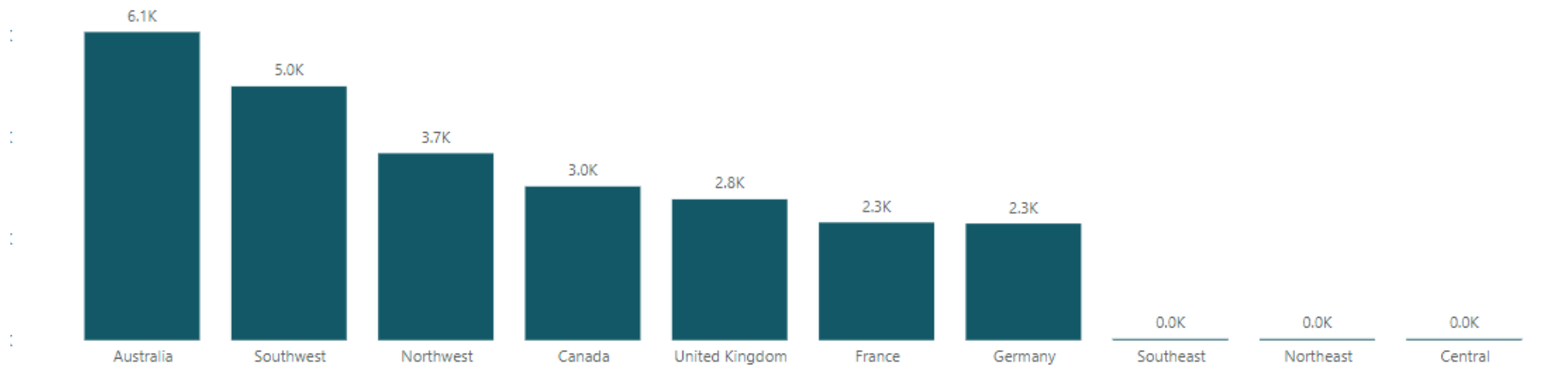
# DESCRIPTIVE ANALYSIS

## ORDERS

Total Ordered Sub-Category Products



Orders by Region



# DESCRIPTIVE ANALYSIS

## RETURNS

Unique Products

293

Total Orders

25K

Total Returns

1809

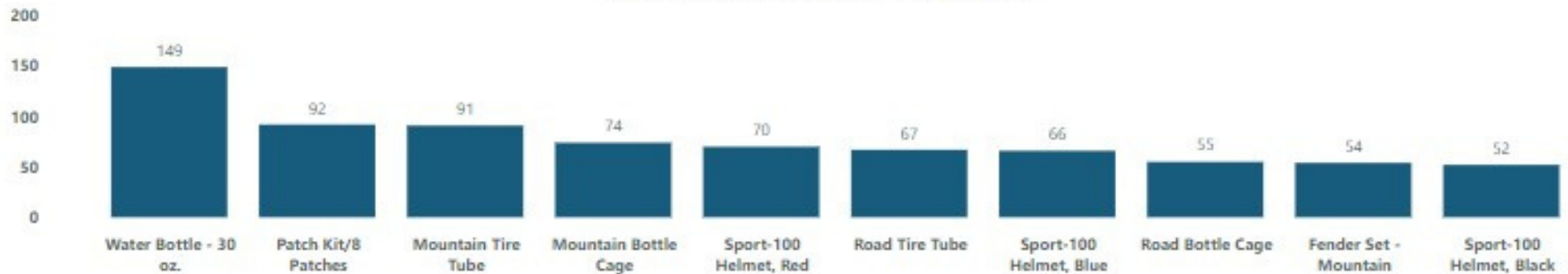
Top 1 Product ( Return)

Water Bottle - 30 oz.

Less Returned Product

Mountain-100 Black, ...

Top 10 Most Frequently Returned products



# DESCRIPTIVE ANALYSIS

## CUSTOMER PROFILE



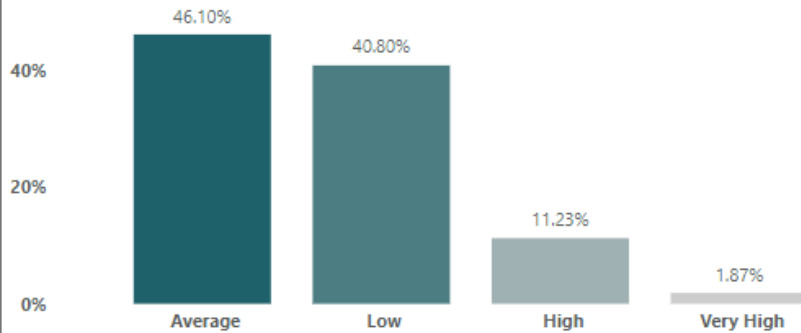
Total Orders  
**25K**

Top Customer (Orders)  
**Mr. Dalton Perez**

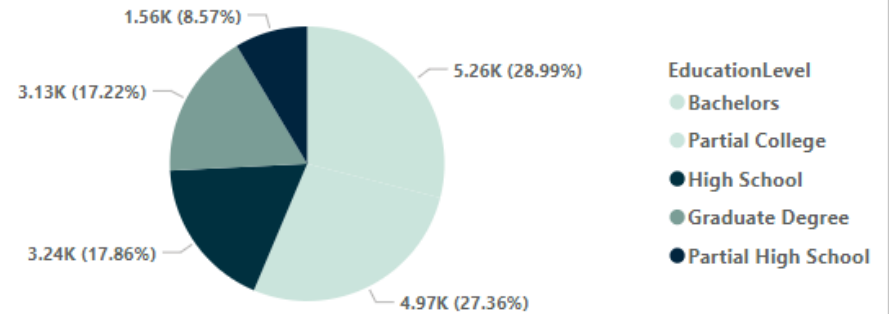
No. of Orders  
**130**

Income Level  
All

Percentage of Orders by Income Level

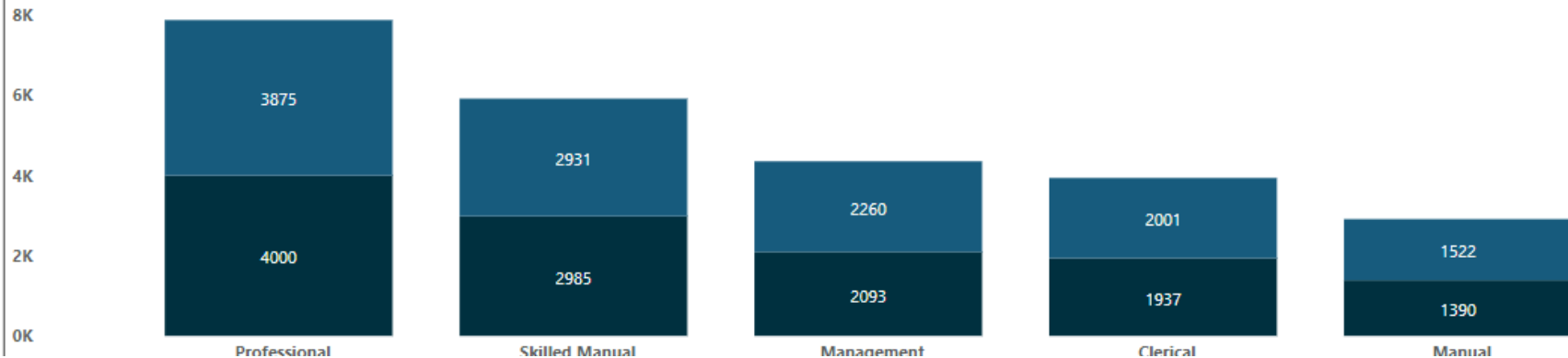


Customers by Education Level



Total Orders by Occupation

Gender ● F ● M

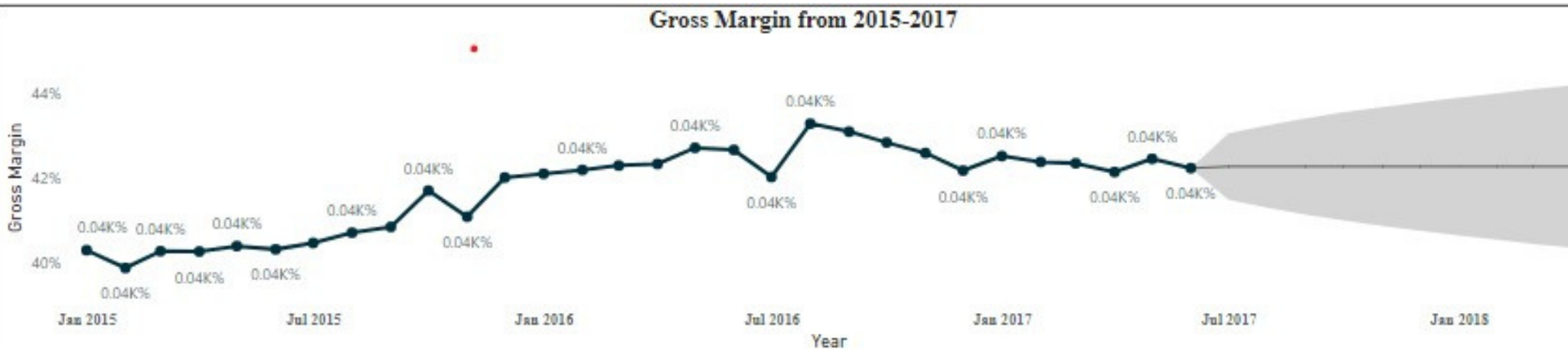


# FINDINGS AND CONCLUSION

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- There was a steady increase in gross margin from 2015– 2017
  - Canada was top performing country.
  - Australia has the highest orders.
  - The top performing product was the mountain bike.
  - The most frequently purchased product was the 30 oz water bottle.
  - The highest returned product was the 30 oz water bottle.
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# RECOMMENDATIONS



- For the upcoming years, we recommended improving the quality of 30 oz water bottle that was frequently returned.
- We also recommend increasing customer concentrating on the clerical and manual labor customers. We recommend increasing marketing tools and coming up with customized products to promote the purchases for the particular customer base

# **QUESTIONS & ANSWERS**

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# REFERENCES

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## **Data Set:**

[https://www.kaggle.com/datasets/ukveteran/adventure-works?](https://www.kaggle.com/datasets/ukveteran/adventure-works?select=AdventureWorks_Customers.csv)

[select=AdventureWorks\\_Customers.csv.](https://www.kaggle.com/datasets/ukveteran/adventure-works?select=AdventureWorks_Customers.csv)

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The image is a composite of three horizontal sections. The top section shows a bright blue sky with large, fluffy white clouds. The middle section is a solid dark blue horizontal band. The bottom section shows a lush green forest in the foreground, with a blue lake or river visible in the background under a clear sky.

**THANK YOU**