

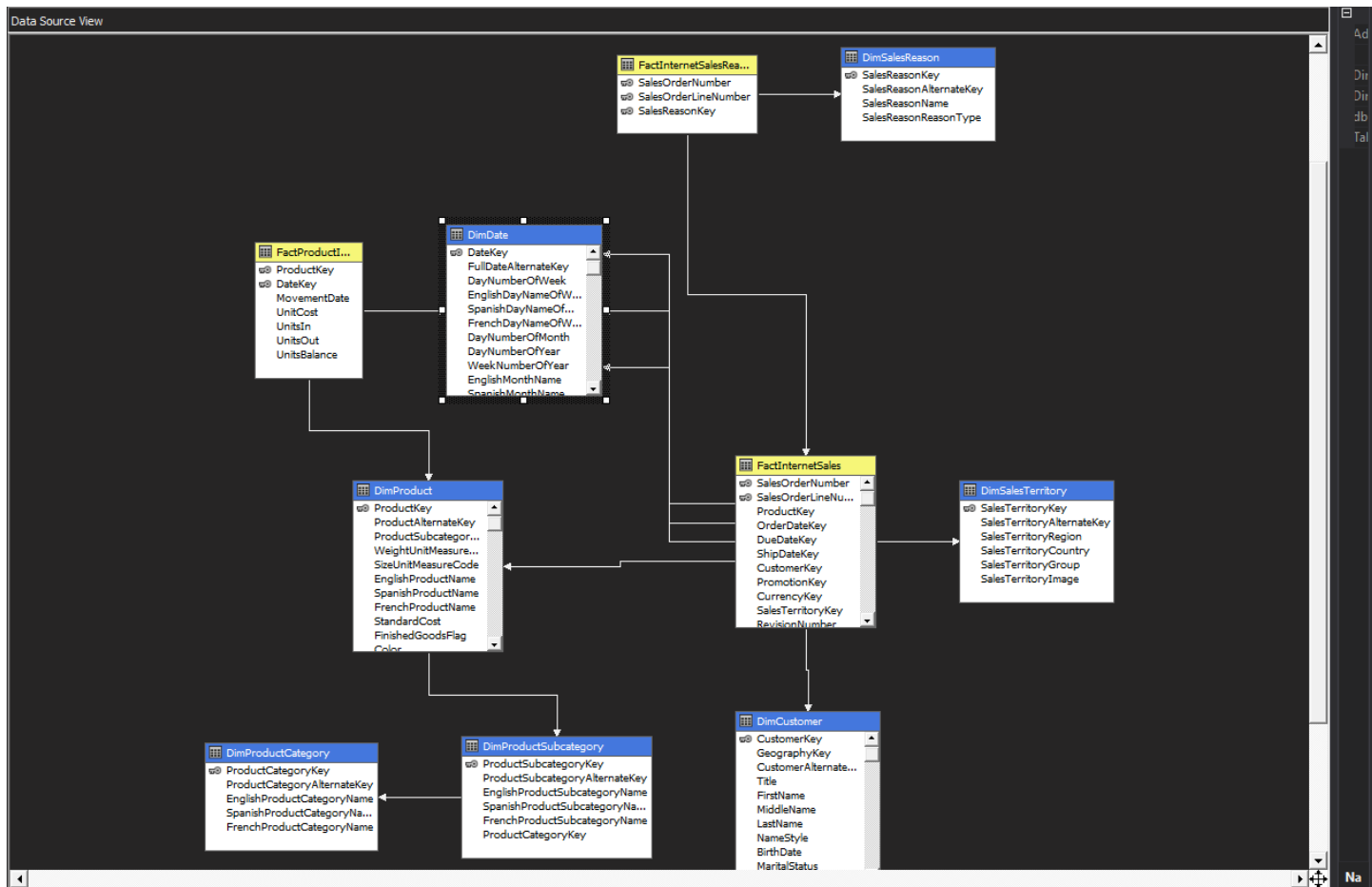
AdventureWorks Cycles

❖ Line of Analysis: Product profitability analysis.

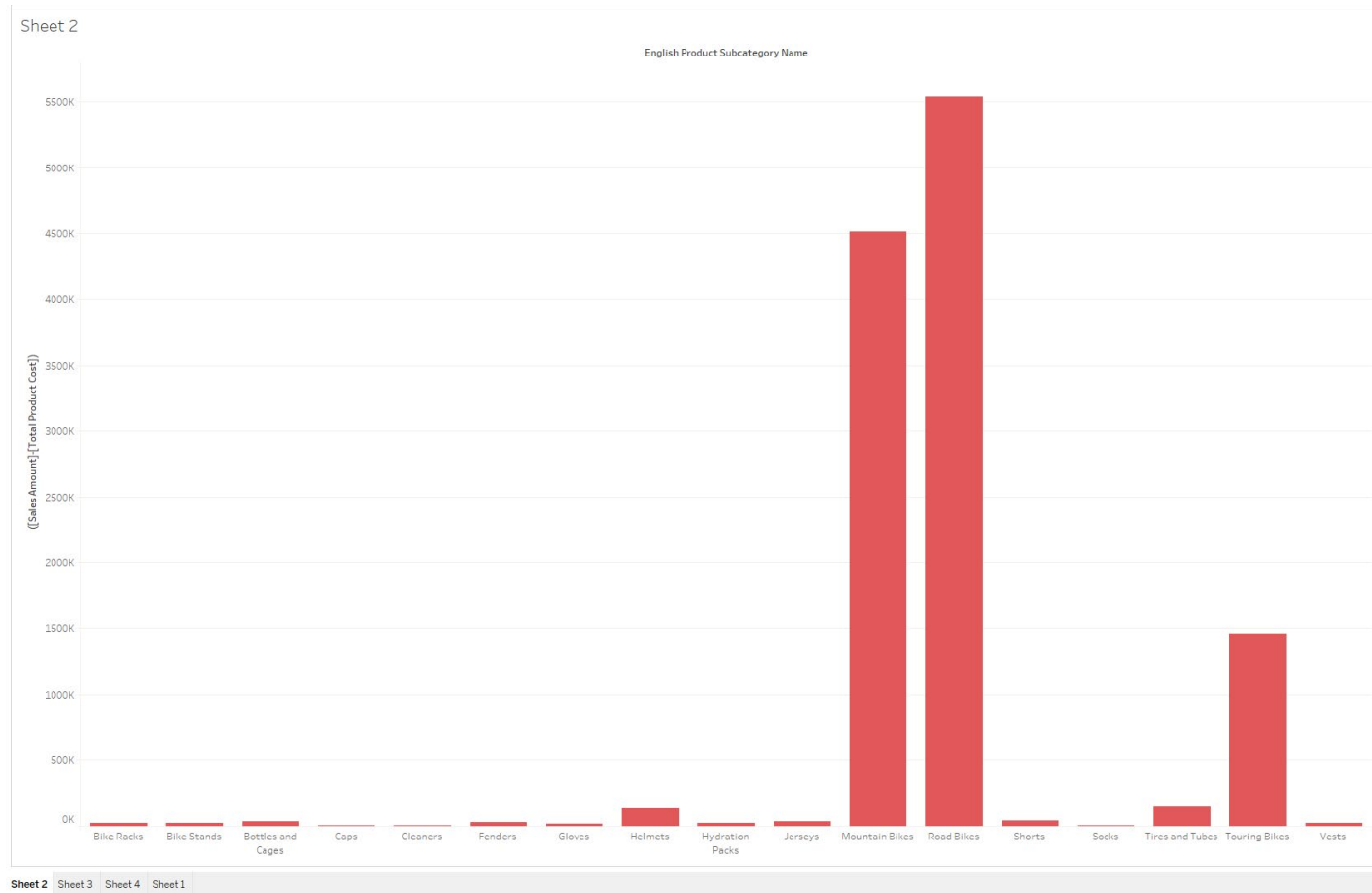
- This report analyzes and compares the amount of profitability among the various products that Adventure Works Cycles sells. More specifically, it examines which product has the highest sales margin and in which countries does it sell the most. It will further explore the product based on the gender, number of children and marital status of its buyers.

❖ CUBE - Data Schema Design.

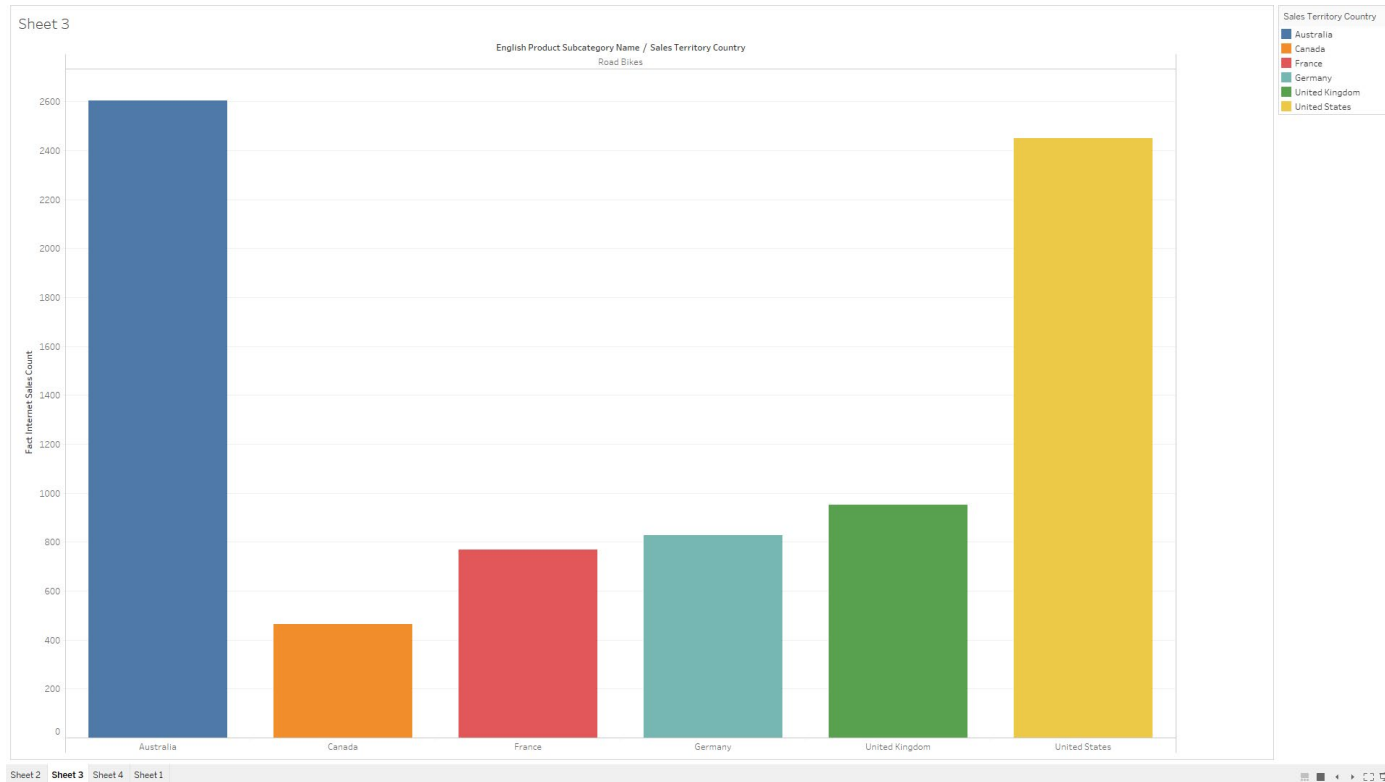
- Following is the SSAS data cube that was used in the analysis.



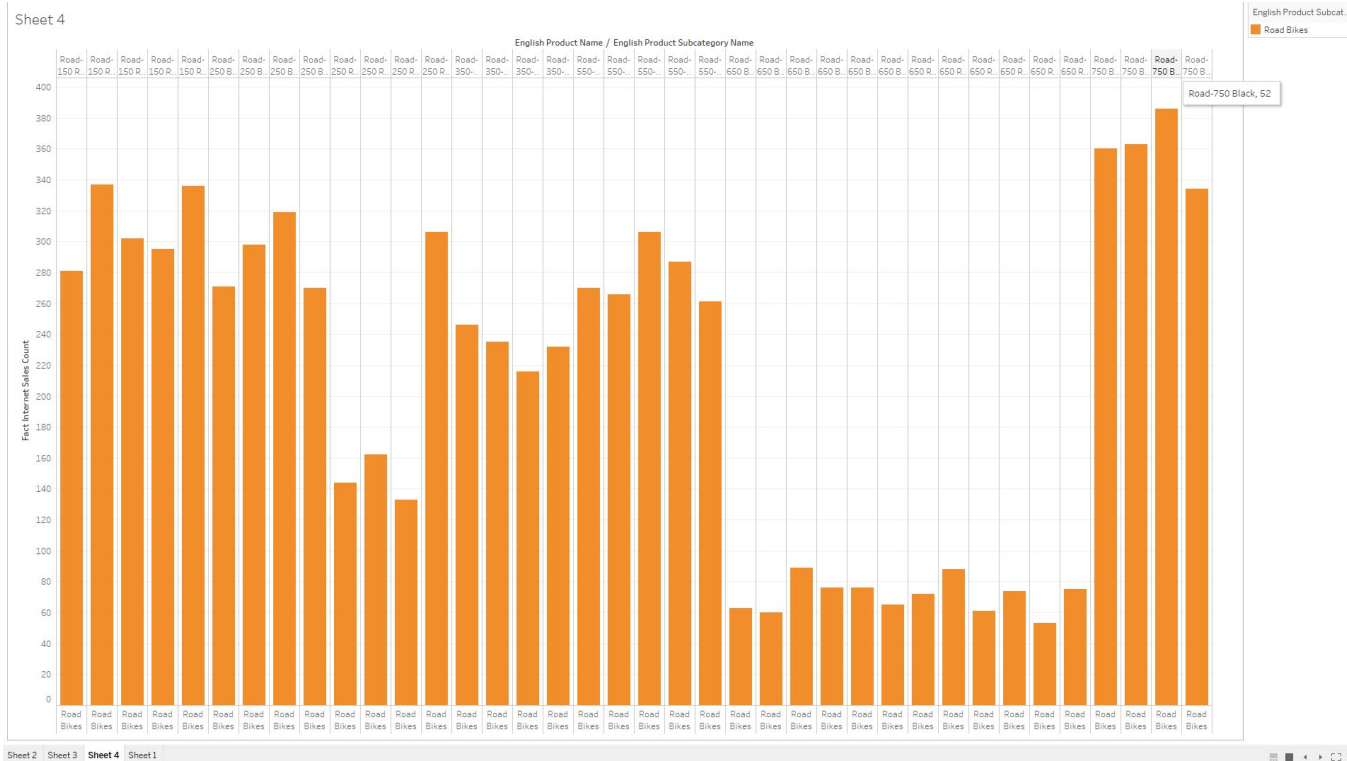
- ❖ Which is the most profitable product that Adventure Works Cycles sell?
 - In the following screenshot, it is concluded that Road Bikes have the highest sales margin in the product lineup, which is about \$5,500,000. The difference between it and the product with second highest sales margin (Mountain Bikes) is of roughly \$1,000,000.



- ❖ In which country does the product with the highest sales margin sell the most?
 - The screenshot bellow shows that Road Bikes are sold predominantly in Australia and United States.

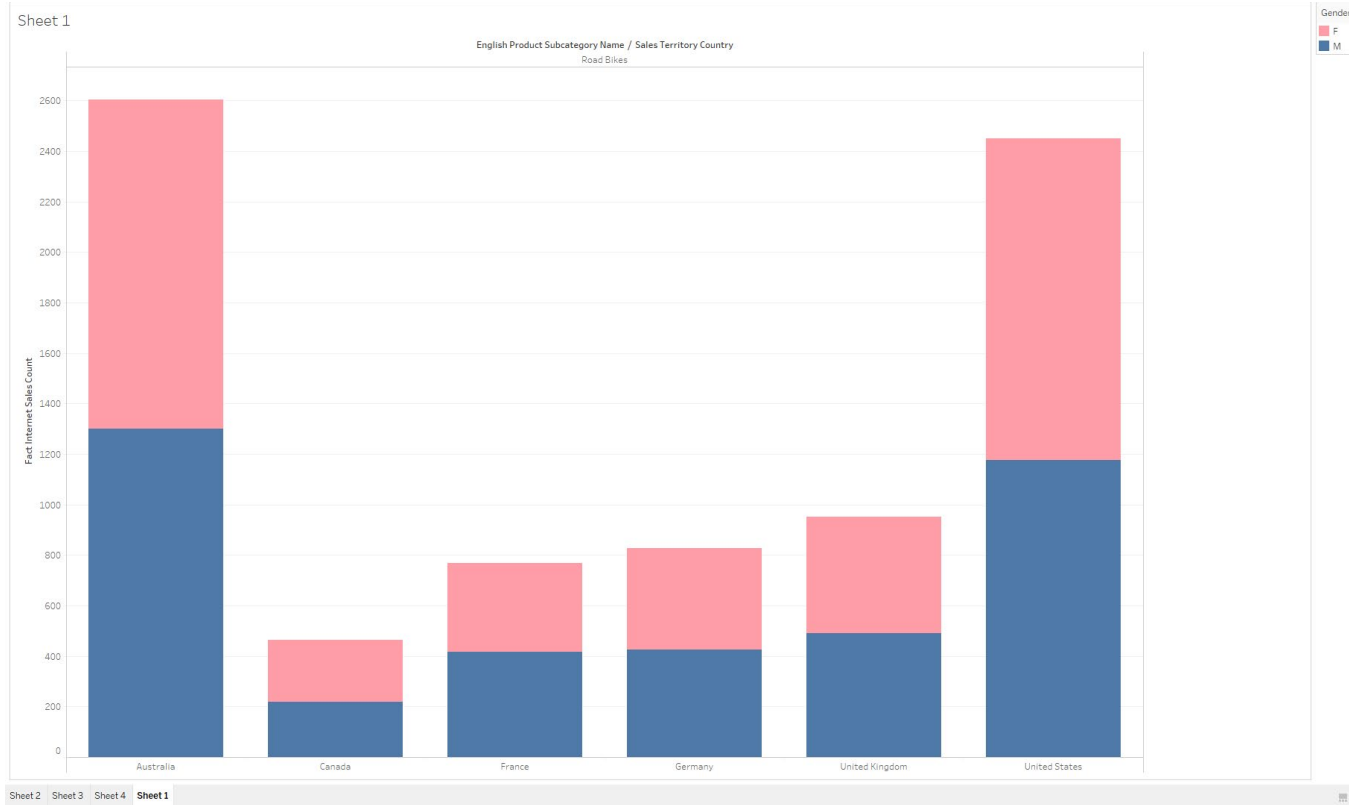


- ❖ What specific model and color of Road Bikes is the bestselling?
 - The following bar-graph shows that the Road Bike model **Road-750 Black 52** sells the most, which is about 385 units.



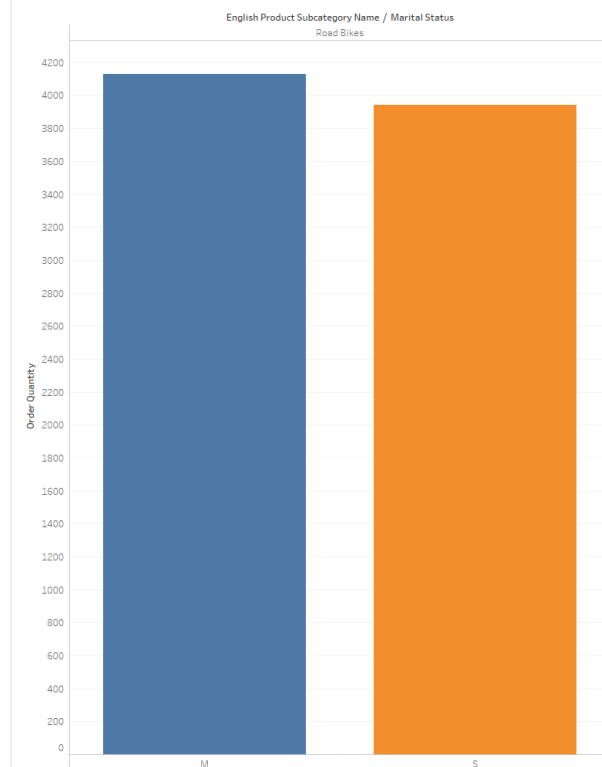
❖ Which gender buys Road Bikes more?

- After comparing the ratio of the customers' genders in all sales territories, it is concluded that the ratio is almost 50:50 in all the countries except France, where it is about 60 percent males and 40 percent females. This is depicted in the screenshot bellow.



- ❖ What is the marital status of the customers that buy Road Bike?
 - Married customers are slightly more likely to buy the Road Bikes than singles.

Sheet 5



Sheet 2 Sheet 3 Sheet 4 Sheet 1 Sheet 5

❖ The number of children that these customers have, regardless of their marital status.

➤ Looking at the graph bellow, customers with no children are significantly more likely to buy a Road Bike than customers with even a single child.

