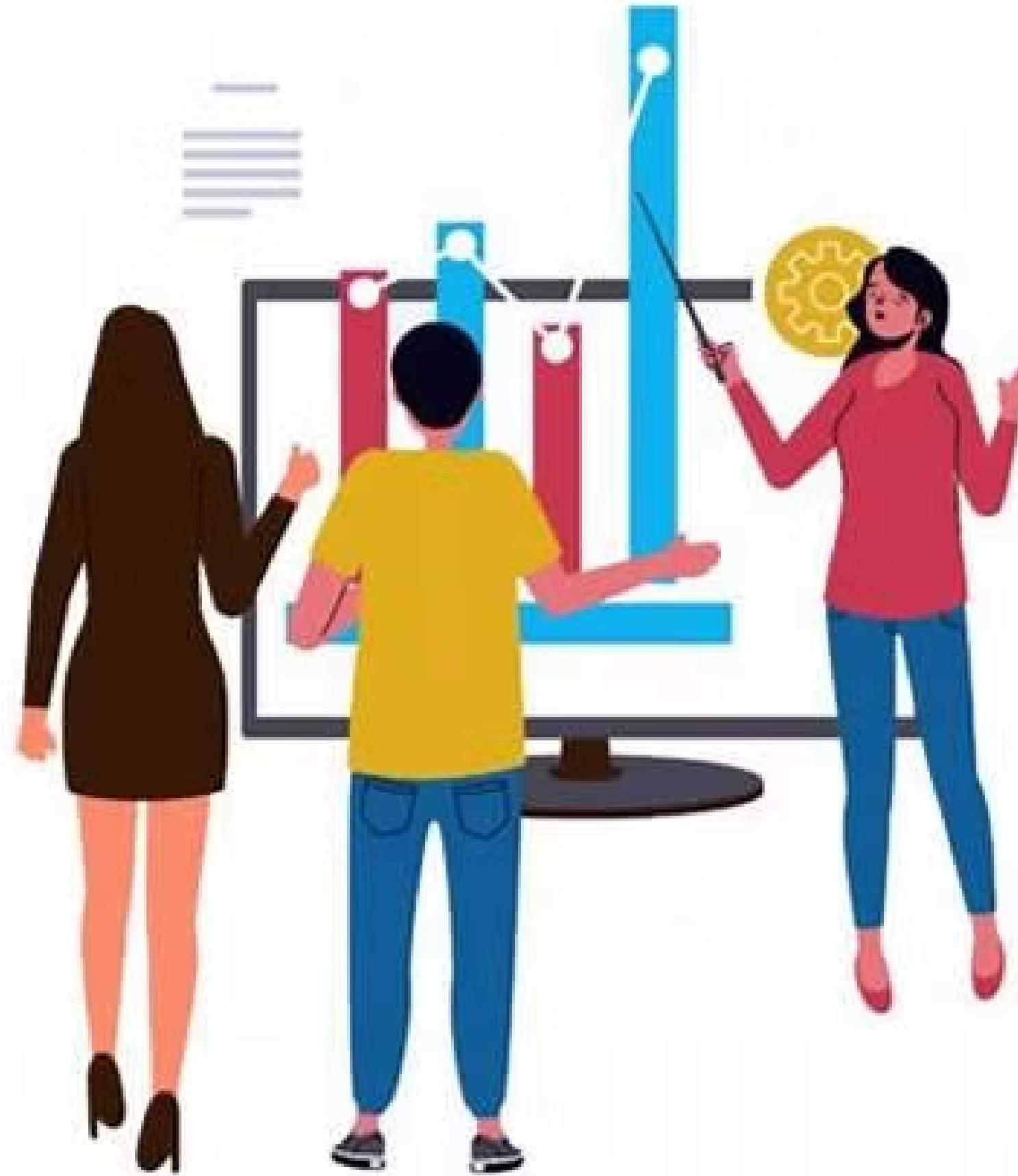




ADVENTURE
WORKS



Adventure Works Sales Analysis

PRESENTED BY: MUBARAQ ONIPEDE

OUTLINE

1-
Problem
Statement

2-
Objectives

3-
Analysis
Workflow

4-
Insights

5-
Recommendation

6-
Future
Work



PROBLEM STATEMENT

The objective of this analysis is to identify yearly and seasonal sales trends, assess the performance of different sales channels, and evaluate the contribution of top-performing salespersons to optimize sales strategies.

Objectives

01

IDENTIFY TOP-
PERFORMING
SALESPEOPLE

02

TRACK AND ANALYZE
MONTHLY AND YEARLY
SALES TRENDS

03

ENHANCE SALES
STRATEGIES

Key Insights



SALES TRENDS



SALESPERSON
PERFORMANCE



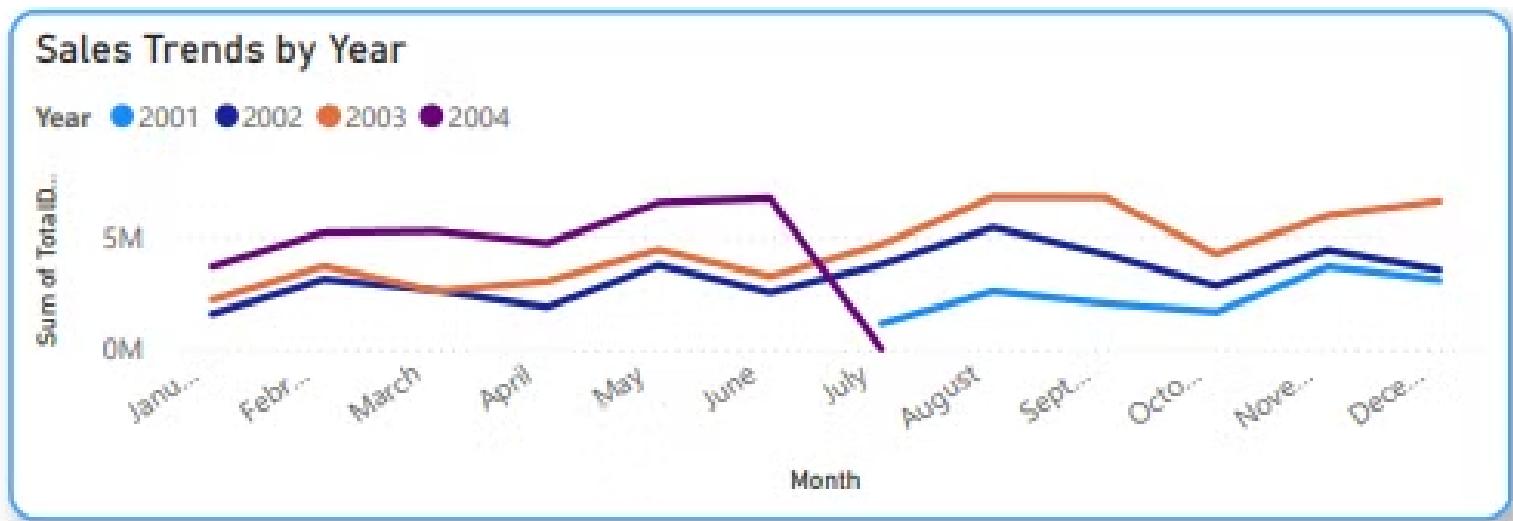
SALES BY TYPE & YEAR



CUMULATIVE SALES BY
SALESPERSON

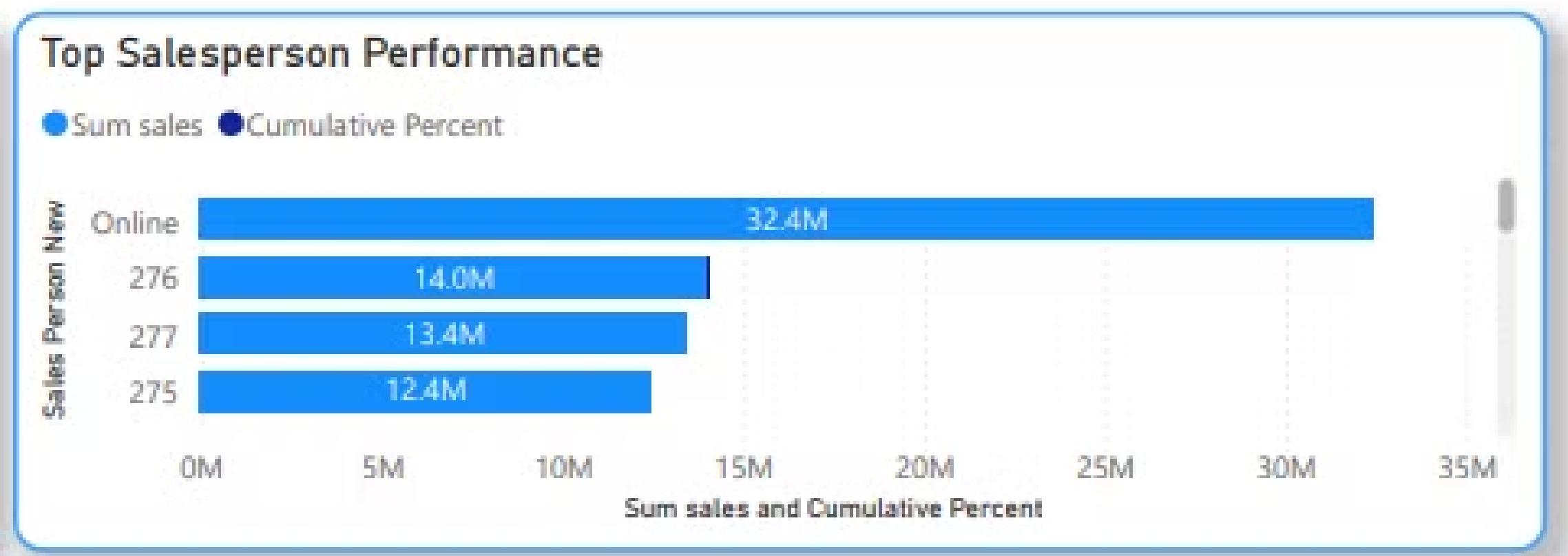
SALES TRENDS BY YEAR

- The overall average monthly sales across all years is around **4M**.
- The year 2003 saw the highest sales volume, with a noticeable peak in June.
- Sales consistently drop in July across all years



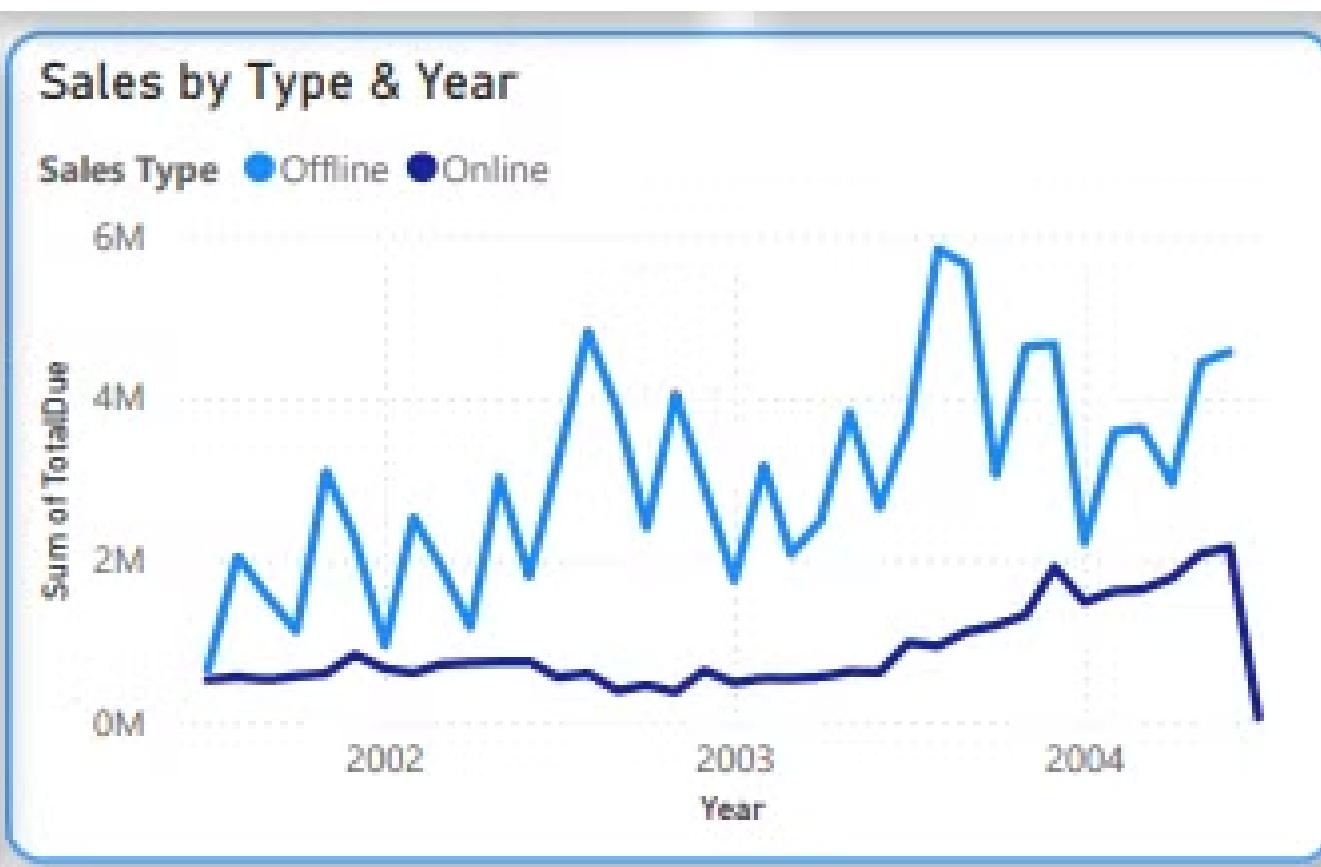
TOP SALESPERSON PERFORMANCE

- Online sales achieved total sales of **32.4M**, significantly higher than individual salespersons.
- The cumulative percentage suggests that Online sales contributed to **over 50%** of the total sales



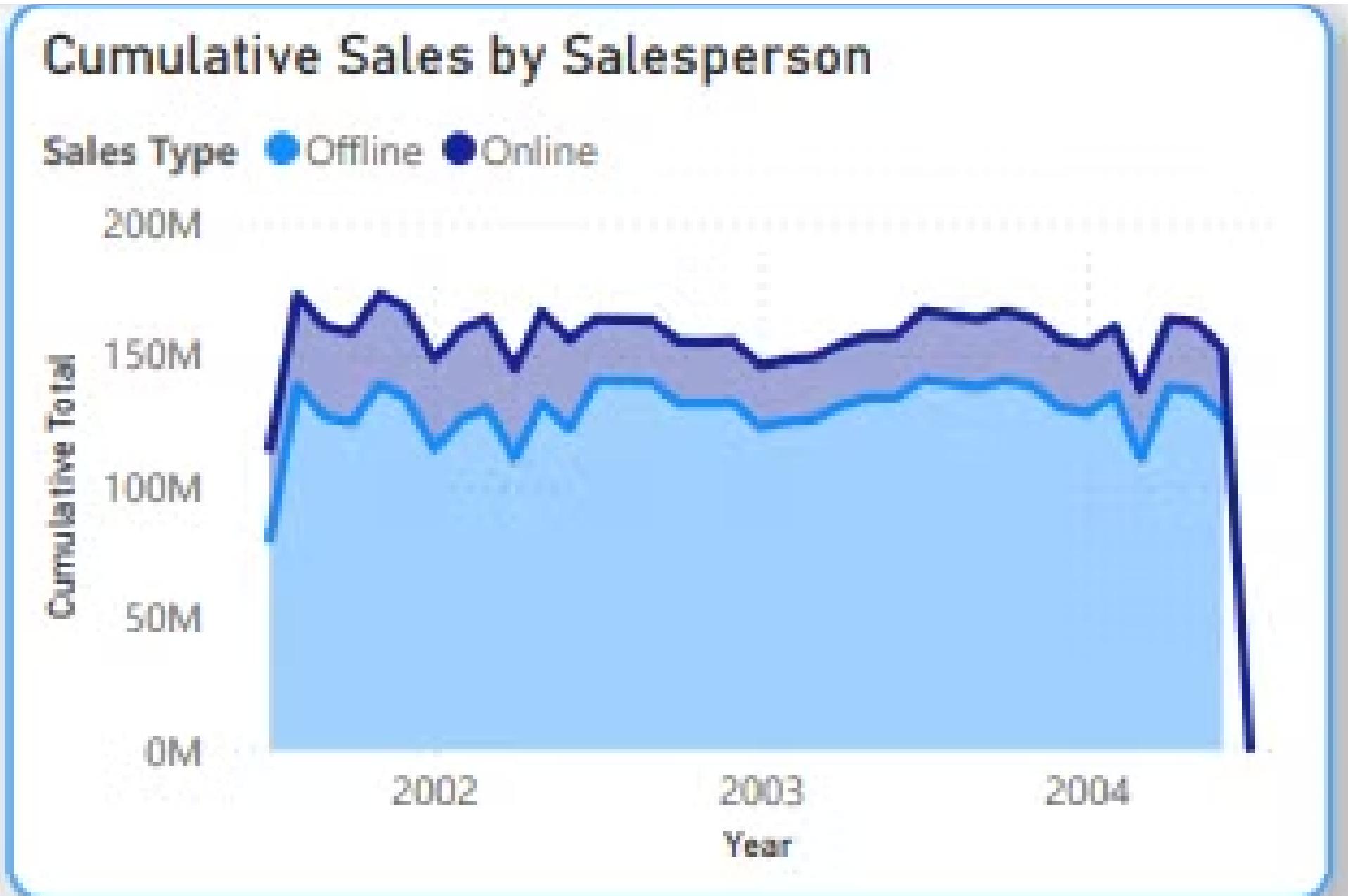
SALES BY TYPE & YEAR

- Offline sales account for the majority of total sales, with an average of approximately **4M** per year.
- Online sales have an average of around **1.5M** annually.
- Offline sales show a sharp increase in 2003.
- Both sales' types experienced a significant decline in late 2004.



CUMULATIVE SALES BY SALESPERSON

- Offline sales consistently contribute to **70-80%** of the cumulative sales from **2001 to 2004**.
- Sales performance remained stable across the years, peaking in **2003**.
- Sales performance experiences a cumulative sales reaching nearly **200M**.
- The cumulative total drops sharply at the end of **2004**.



DATA WORKFLOW



RECOMMENDATIONS

Actionable Recommendations

*Expand Online Sales
Channels:*

STEP 1

Target Low-Performing Months

STEP 2

Actionable Recommendations

Sales Team Development

STEP 3

*Drive Higher Sales per
Transaction*

STEP 4

Future Work

1

Deepen Analysis of Customer
Behavior

2

Explore Product
Category Trends

3

Implement Loyalty
Programs



Thanks For Listening Questions?

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