Sales Performance Analysis

Total Revenue
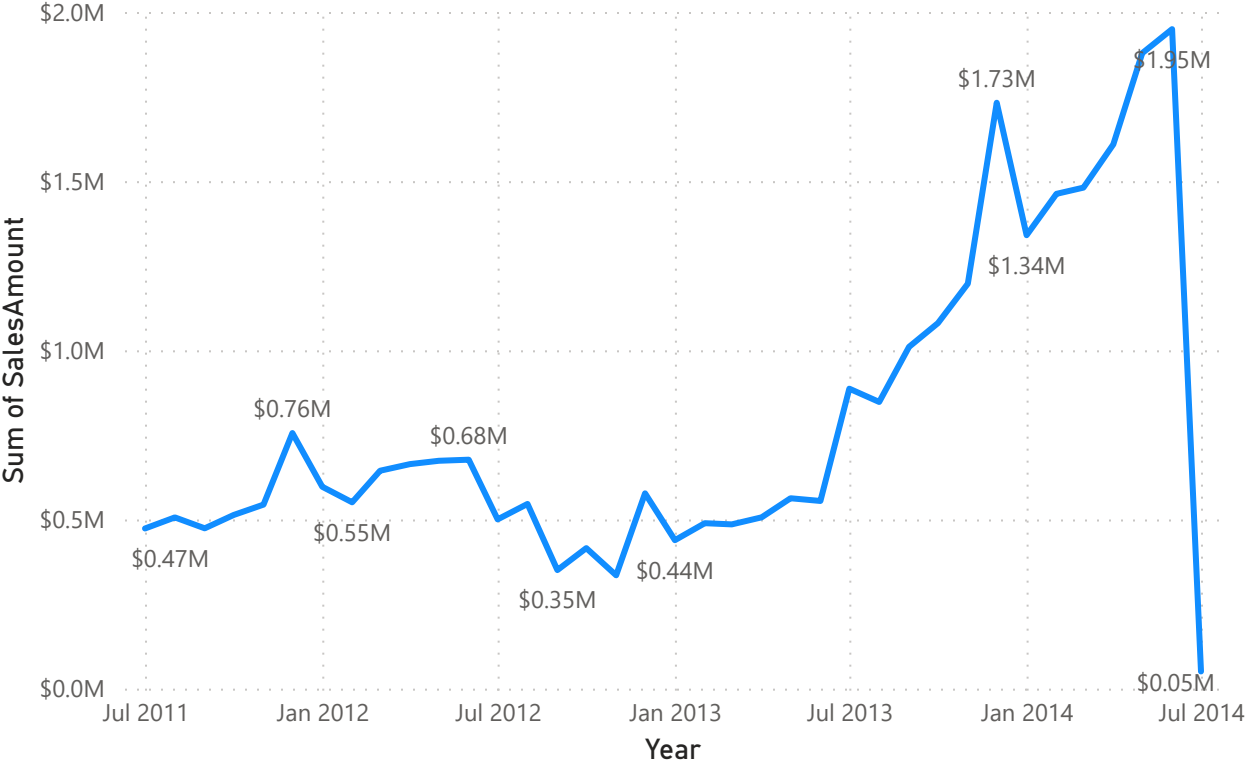# $29.36M

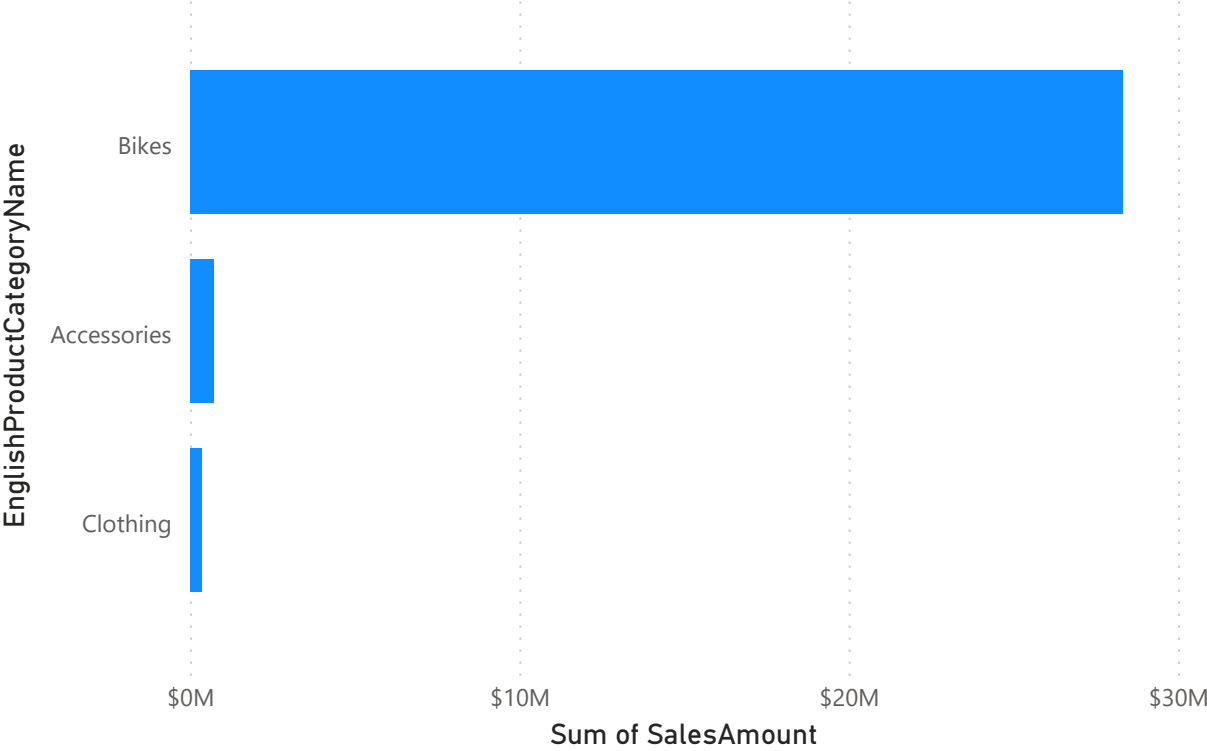## Average Order Value
$486.09

Total Units Sold
60K

Total Sales Amount over Time

Sales Amount by Product Category

Customer Segmentation

Loyal Customers (30 or more purchases)

CustomerKey	FirstName	LastName	Number of Purchases
11185	ASHLEY	HENDERSON	68
11300	FERNANDO	BARNES	67
11277	CHARLES	JACKSON	65
11262	JENNIFER	SIMMONS	63
11287	HENRY	GARCIA	62
11176	MASON	ROBERTS	60
11091	DALTON	PEREZ	59
11331	SAMANTHA	JENKINS	58
11566	APRIL	SHAN	58
11276	NANCY	CHAPMAN	57
11330	RYAN	THOMPSON	57
Total			**1474**

One-time buyers

CustomerKey	FirstName	LastName	Number of Purchases
11152	JAMES	WILLIAMS	1
11154	MEGAN	WALKER	1
11155	HUNTER	ROBINSON	1
11392	WILLIE	ZHAO	1
11396	IAN	LOPEZ	1
11405	BONNIE	GOEL	1
11407	MARIO	SHE	1
11426	KRISTOPHER	MEHTA	1
11435	ROBIN	ROMERO	1
11437	ALFREDO	MORENO	1
11438	JENNY	NARA	1
11442	JOSEPH	HARRIS	1
Total			**2492**

CustomerKey	FirstName	LastName	Best Selling Products
11000	JON	YANG	Fender Set - Mountain
11001	EUGENE	HUANG	AWC Logo Cap
11002	RUBEN	TORRES	Mountain-100 Silver, 44
11003	CHRISTY	ZHU	AWC Logo Cap
11004	ELIZABETH	JOHNSON	Fender Set - Mountain
11005	JULIO	RUIZ	HL Mountain Tire
11007	MARCO	MEHTA	Fender Set - Mountain
11008	ROBIN	VERHOFF	Mountain Bottle Cage
11009	SHANNON	CARLSON	Mountain-100 Black, 44
11010	JACQUELYN	SUAREZ	AWC Logo Cap
11011	CURTIS	LU	Mountain-100 Silver, 38
11012	LAUREN	WALKER	HL Mountain Tire
11013	IAN	JENKINS	HL Mountain Tire

Product Analysis

EnglishProductName	EnglishProductCategoryName	Sum of SalesAmount
Mountain-200 Black, 46	Bikes	$1,373,469.55
Mountain-200 Black, 42	Bikes	$1,363,142.09
Mountain-200 Silver, 38	Bikes	$1,339,462.79
Mountain-200 Silver, 46	Bikes	$1,301,100.10
Mountain-200 Black, 38	Bikes	$1,294,866.14
Mountain-200 Silver, 42	Bikes	$1,257,434.57
Road-150 Red, 48	Bikes	$1,205,876.99
Road-150 Red, 62	Bikes	$1,202,298.72
Road-150 Red, 52	Bikes	$1,080,637.54
Road-150 Red, 56	Bikes	$1,055,589.65
Total		**$12,473,878.14**
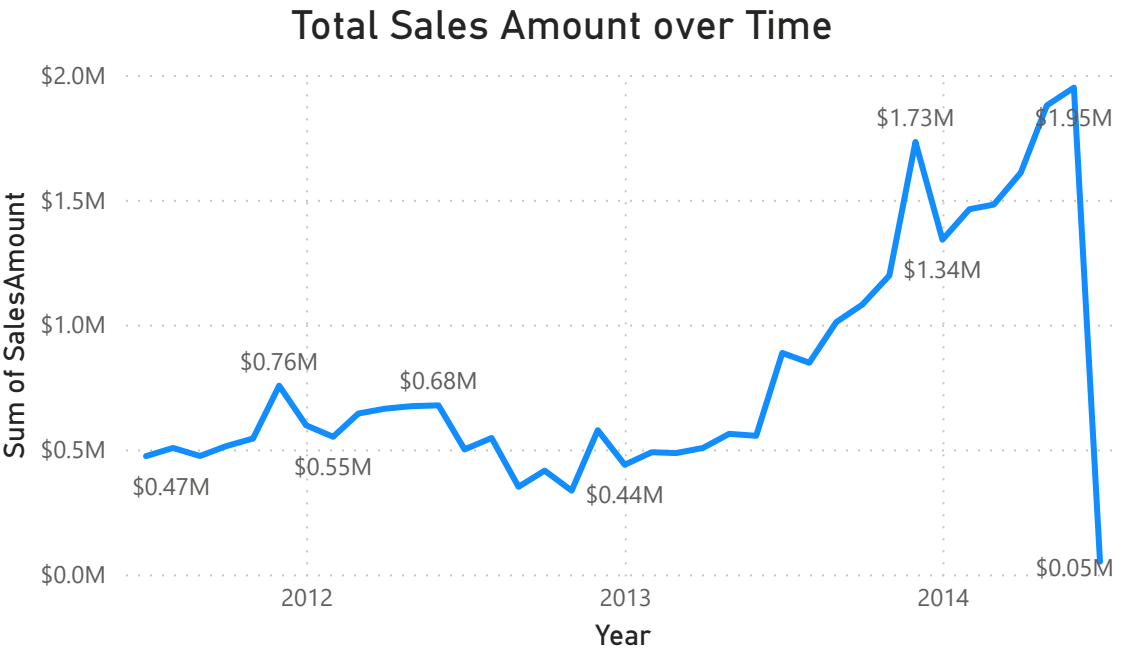
Sum of SalesAmount by EnglishProductName

Total Sales Amount over Time
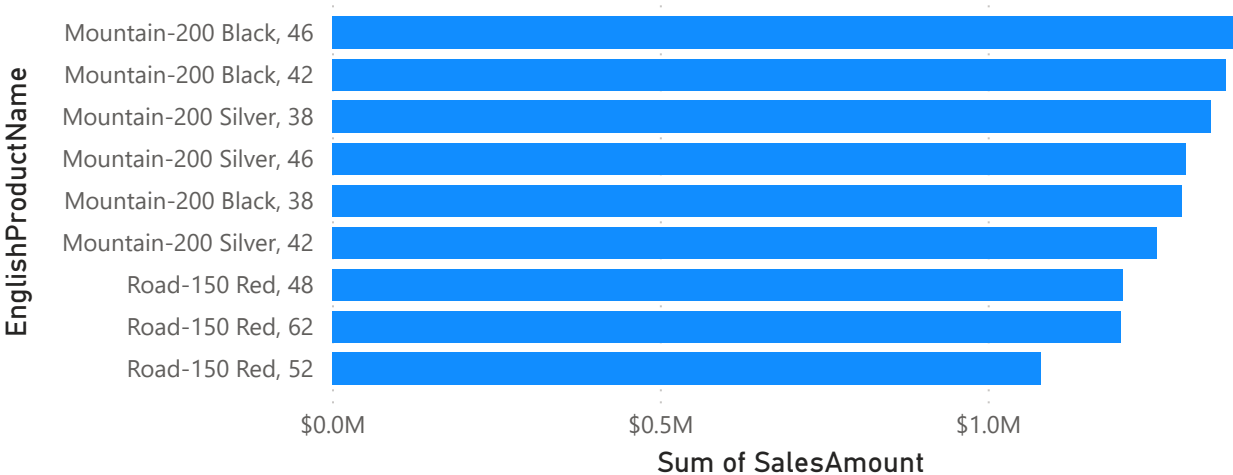
SalesTerritoryRegion	Best Selling Products
Australia	All-Purpose Bike Stand
Canada	All-Purpose Bike Stand
France	All-Purpose Bike Stand
Germany	All-Purpose Bike Stand
Northwest	All-Purpose Bike Stand
Southwest	All-Purpose Bike Stand
United Kingdom	All-Purpose Bike Stand
Northeast	AWC Logo Cap
Southeast	AWC Logo Cap
Central	Fender Set - Mountain

Customer Churn Prediction

Churners | Reset

Number of Customers

377

EducationLevel

Multiple selections

Occupation

Multiple selections

HomeOwner

N

AnnualIncome

Multiple selections

TotalChildren

Multiple selections

FirstName	LastName	Occupation	HomeOwner	EducationLevel	TotalChildren	AnnualIncome
AARON	GREEN	Clerical	N	Partial High School	5	$30,000
AARON	GRIFFIN	Clerical	N	Partial High School	3	$20,000
ABBY	MEHTA	Clerical	N	Partial High School	3	$40,000
ABIGAIL	PERRY	Clerical	N	Partial High School	5	$30,000
ADAM	NELSON	Clerical	N	Partial High School	5	$30,000
ADRIAN	JAMES	Clerical	N	Partial High School	3	$20,000
ADRIENNE	ORTEGA	Clerical	N	Partial College	3	$30,000
ALBERT	ORTEGA	Clerical	N	Partial College	3	$40,000
ALEX	COLLINS	Clerical	N	Partial High School	3	$20,000
ALLISON	JAMES	Clerical	N	Partial High School	3	$20,000
ALYSSA	JOHNSON	Clerical	N	Partial High School	3	$20,000
ANGELICA	GONZALES	Clerical	N	Partial College	3	$40,000
ANNA	TORRES	Clerical	N	Partial College	3	$40,000
ANNE	JIMÉNEZ	Clerical	N	Partial College	3	$40,000
ANTHONY	JOHNSON	Clerical	N	Partial High School	3	$20,000
AUSTIN	PATTERSON	Clerical	N	Partial High School	3	$20,000

Strategies for retaining customers.
1. Great Service: Provide excellent customer service.
2. Personalize: Tailor your interactions and offers to each customer.
3. Loyalty Programs: Reward loyal customers with discounts or perks.
4. Stay Engaged: Keep in touch through newsletters and updates.
5. Quality Products: Ensure your products or services are top-notch.
6. Listen and Improve: Gather feedback and make necessary improvements.
7. Retention Marketing: Create special campaigns for existing customers.
8. Flexibility: Be flexible with payments and policies.
9. Community: Foster a customer community.
10. Upsell and Cross-sell: Recommend relevant additional products or services.
11. Surprise and Delight: Occasionally offer surprises or gifts.

1.2 Data Model Creation
A robust data model was created to support subsequent analysis.

2. Sales Performance Analysis
2.1 Monthly Sales Analysis
A line chart visualized monthly sales trends.
Insights from the chart include Year of sales and sum of sales over time.

2.2 **S**ales by Product Category
A bar chart displayed sales by product category.
The chart highlighted name of products and sales amount.

2.3 Key Performance Metrics
Key metrics such as total revenue and average order value were calculated and displayed.

3. Customer Segmentation
3.1 Customer Segments
Customers were segmented into distinct groups, including loyal customers and one-time buyers.

3.2 Demographics and Preferences
Visualization showcased customer demographics and preferences.

4. Product Analysis
4.1 Top-Selling Products and Categories
Top-selling products and categories were identified.

4.2 Product Sales Trends
Visualizations visualized product sales trends over time.

4.3 Product-Related Insights
Insights on product performance and best-sellers by region were explored.

5. Recommendations
Based on the analysis, we recommend the following actions:
Sales Strategy: Implement a targeted sales strategy for high-performing product categories.
Customer Engagement: Develop personalized customer engagement programs for loyal customers.
Product Management: Optimize the inventory of top-selling products.
Marketing Campaigns: Design campaigns aligned with customer preferences.
Data Continuity: Maintain data quality and regular updates.

6. Conclusion
This project provided valuable insights into sales performance, customer behavior, and product analysis for Adventure Works. The recommendations aim to support data-driven decision-making and strategic initiatives.