Summary of Sales Analysis

Years 2011-2014

- The company has branches in various locations.
- Its goal is to promote the sport of cycling worldwide.

Adventure Works Cycles

The company specializes in the sale of bicycles and related equipment.

TREY
research

Product/Service Quality

High-quality products or services to meet customer expectations.

Commitments to customer satisfaction, including efficient support and issue resolution:

- regularly introducing new and improved products or services.

- maintain transparency in business operations, pricing, and communication.

Sales Department

Generating revenue and facilitating the exchange of goods or services with customers.

TREY
research

Overall sales strength and pick of the sales

Total revenue generated and profit of the businesses

Findings of Research

- There was a rise in revenue over the years 2011-2013
  - A consistent trend shows that before winter holidays stands out as **profitable** period over the years.
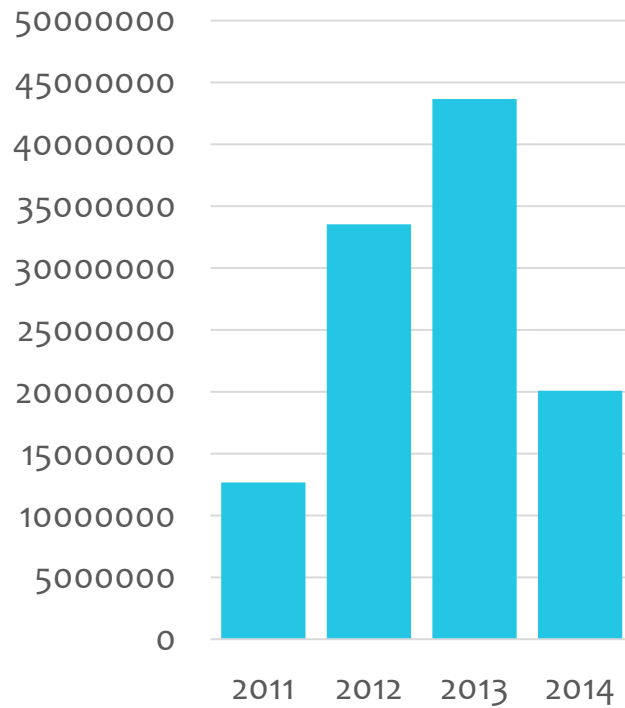 - Summer season relatively **high revenues** across multiple years.

Results

- Activities associated with this particular month tend to exhibit strong financial performance and well financially during winter and summer holidays;
- Potential seasonal trends or business patterns, emphasizing the significance of year-end performance and the relatively strong start to each fiscal year.

TREY
research

Annual Sales

In 2011 and 2014 there are only partial data, so they must be analyzed monthly by comparing with corresponding months in subsequent/previous years.

2013 was more successful than 2012. This is evident in the increases: 50% in the quantity of items sold, 76% in the amount of sales and 20% in profits
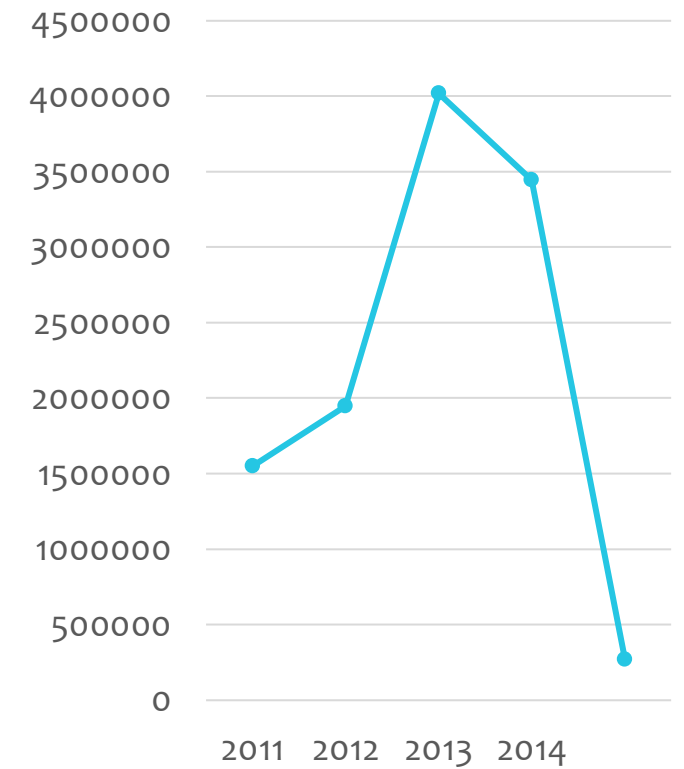
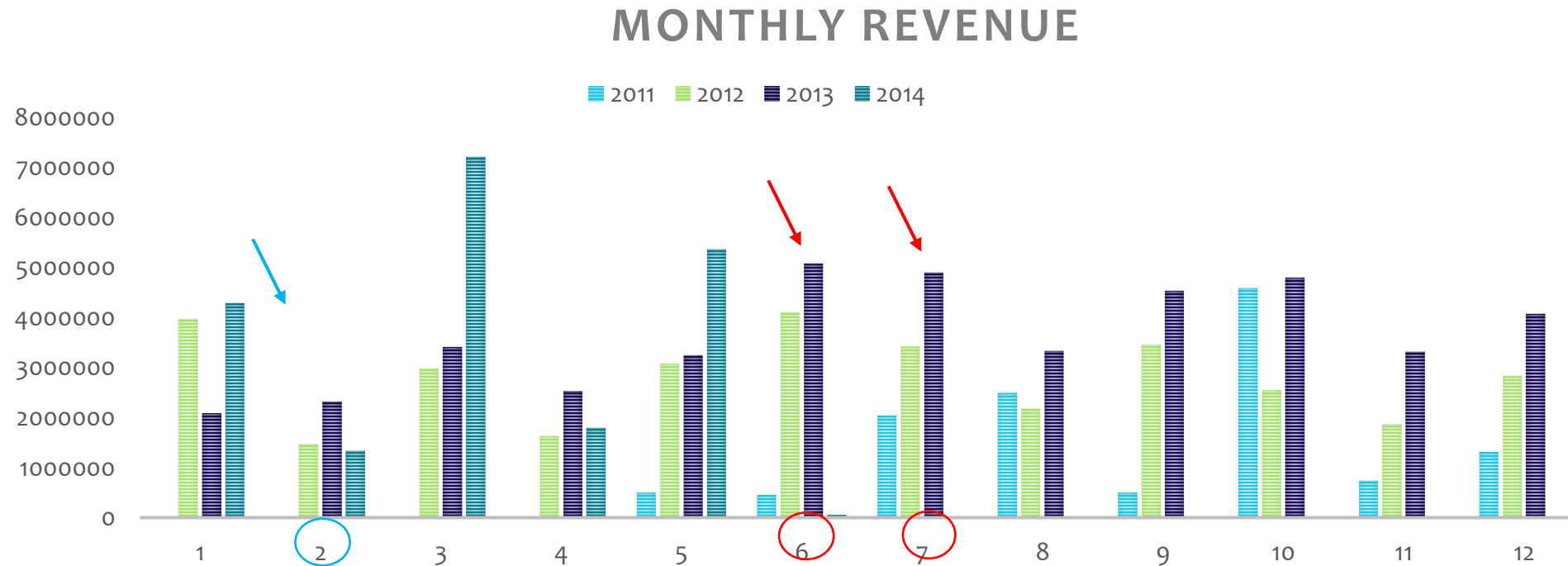### Gross Revenue by the Years

Company Sales

5%
18%
31%
46%

- 2011
- 2012
- 2013
- 2014
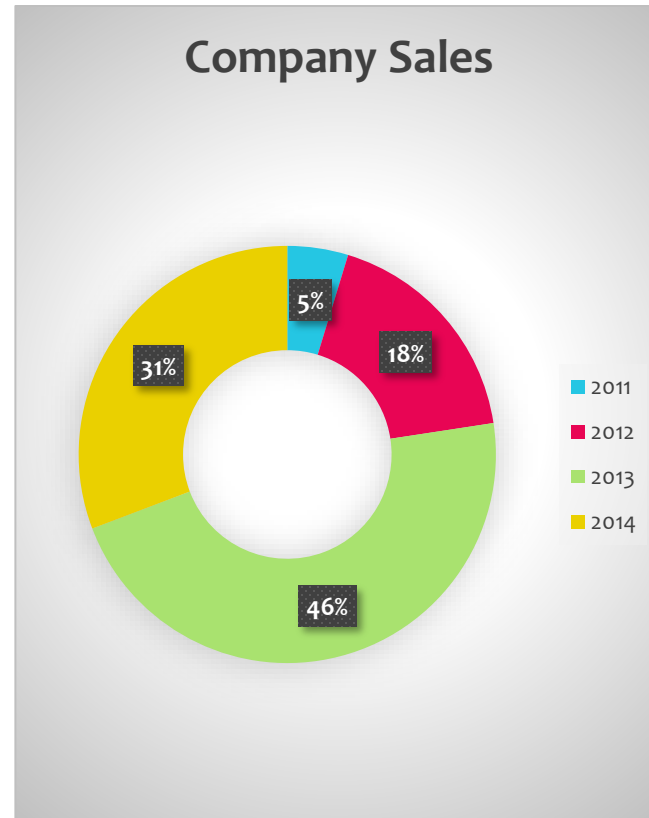
Profit Over Years
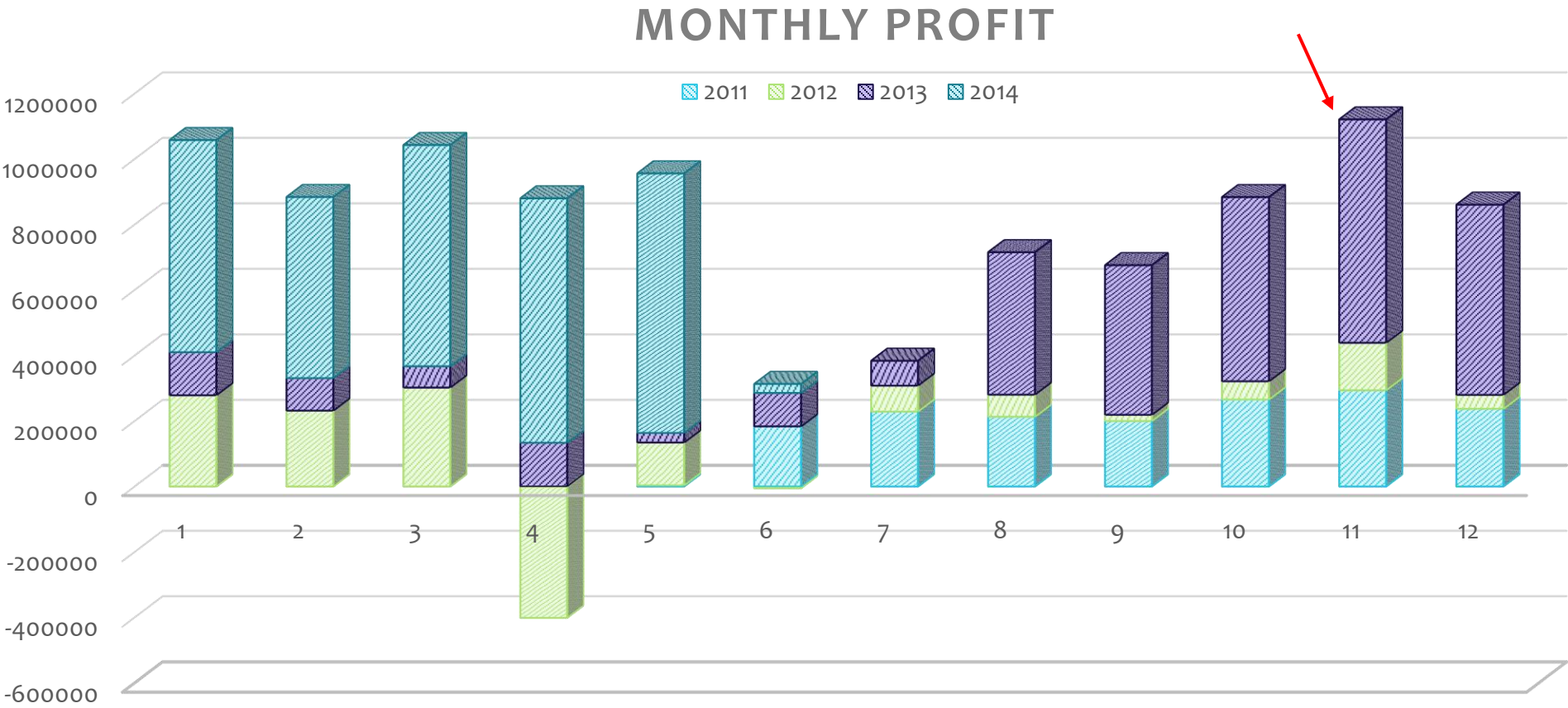
TREY
research

The Lowest Revenue Month February

Winter is less favorable for cycling

Less Sales

June and July emerge as months with relatively **high revenues** across multiple years.

MONTHLY REVENUE

Legend: 2011, 2012, 2013, 2014

TREY
research

November stands out as **profitable** period over the years.

MONTHLY PROFIT

o The **last** quarter consistently stands out as the most **profitable** period.

o The **third quarter** consistently exhibits relatively **high revenues** compared to other quarters.

Quartely Revenue
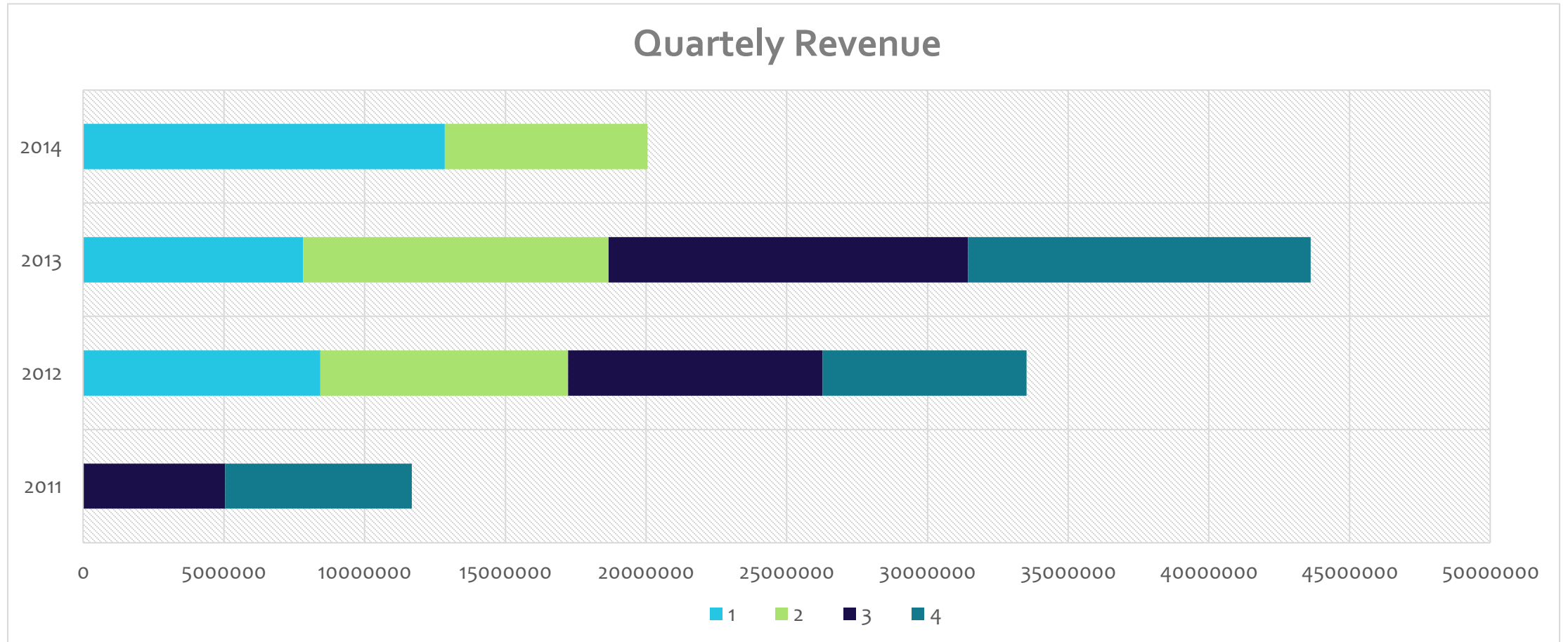
Is the an upward /downward trend in the company's performance over the years?

56,573   131,788   43,622,479

Number of Transactions	Number of Items Ordered	Income

2013

2012

21,689   68,579   33,524,301
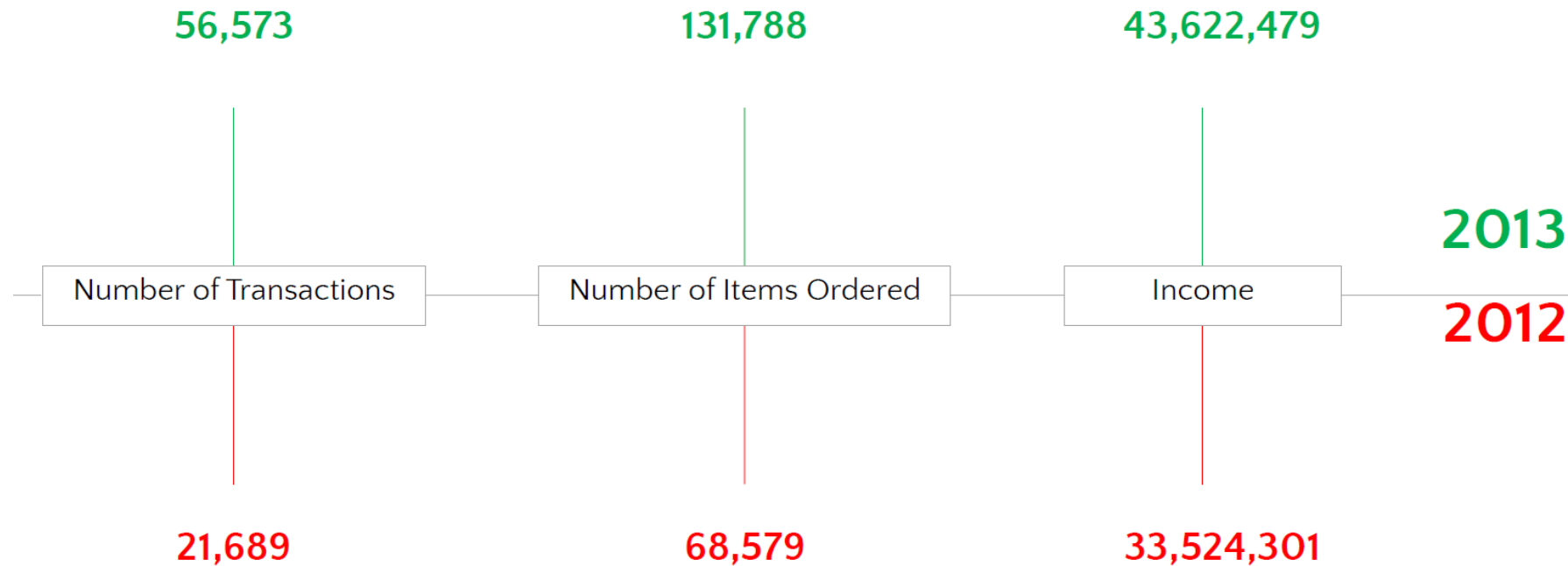
Which products are top sellers?

The most sold and profit Product Category

1. LL Touring Frame - Blue, 58
2. ML Mountain Frame-W - Silver, 38
3. LL Mountain Frame - Black, 40
4. LL Road Seat/Saddle
5. LL Touring Frame - Blue, 62
6. LL Mountain Frame - Black, 52
7. HL Mountain Frame - Black, 44
8. LL Touring Frame - Blue, 44
9. LL Touring Frame - Yellow, 58
10. LL Mountain Frame - Silver, 48

The analysis of sales data indicates a
notable trend wherein **accessories** consistently outperform **clothes** in terms of sales.

TREY
research

Category Bikes is the most sold from all categories and has the highest revenue, profit and amount of discount.

	CategoryName	NoOfItemsSold	SalesRank	TotalRevenue	RevenueRank	LineProfit	ProfitRank	AmountDiscount	AmountDiscountRank	AvgDiscount
1	Bikes	90268	1	94,651,173	1	7,936,394	1	128,641	1	0.0065
2	Clothing	73670	2	2,120,543	3	308,882	4	1,163	2	0.002
3	Accessories	61932	3	1,272,073	4	636,394	2	638	3	0.0008
4	Components	49044	4	11,802,593	2	490,233	3	379	4	0.0001

TREY
research

Recommendations

Based on the analyasis, we recommend the following actions:

- Invest in **Data-Driven Marketing** strategies to boost sales and personalize promotions during peak sales quarters to maximize revenue.
- Understanding customer preferences and adapting product offerings accordingly.
- Prioritize marketing efforts towards customer segments with high Lifetime Value (LTV), making them valuable for sustained business growth.

TREY
research

Thank You

TREY
research