

Adventure Works Analysis

Content

KPIs

Sales & Returns Performance

Customer Performance

Product Performance

Geographical Performance

Insights And Suggestions

Thank You

Done by,
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Key Performance Indicators

18K

Total Customers

293

Total Products

119

Distinct Models

413.66

Avg Product Cost

1828

Total Quantity Returns

1809

Total Returns

84K

Total Quantity Sold

24.91M

Total Revenue

14.33M

Total Cost

10.58M

Total Profit

2.17%

Returned Rate

56K

Total Orders

Sales & Returns Performance

Date

01-01-2015

30-06-2017

ProductName

All

Gender

All

Country

All

24.91M

Total Revenue

10.58M

Total Profit

56K

Total Orders

2.17%

Returned Rate

1828

Total Quantity Returns

14.33M

Total Cost

84K

Total Quantity Sold

Total Revenue by Year and Quarter

6M

4M

2M

Jan 2015 Jul 2015 Jan 2016 Jul 2016 Jan 2017

Total Revenue by Age Group

Age Group	Total Revenue
116+	134.56
106–115	1,435.39
96–105	29,365.30
86–95	6,30,588.47
76–85	25,86,226.84
45–55	53,51,335.55
66–75	65,22,909.09
56–65	07,92,501.61
Total	2,49,14,586.82

Total Quantity Sold by EducationLevel

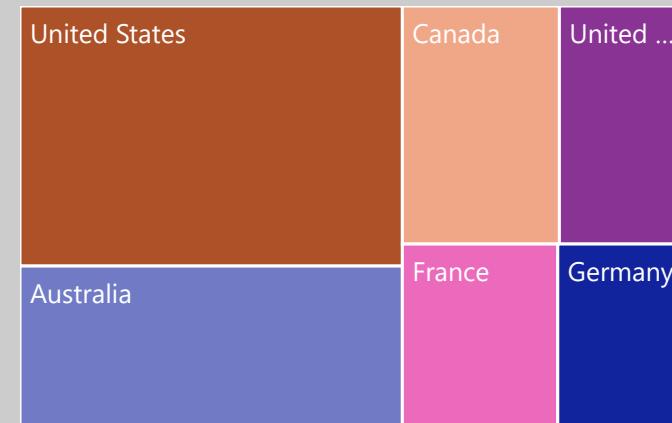
20K
0K

Bachelor's Partial College Graduate Degree High School Partial High School

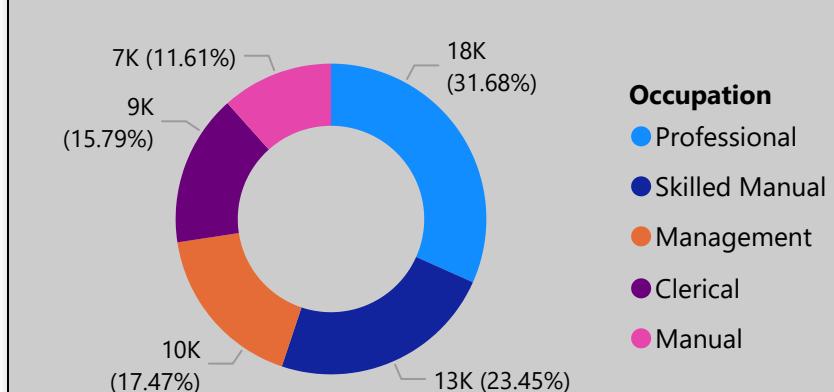
Total Profit by Region



Total Quantity Returns by Country



Total Orders by Occupation



Customer Performance



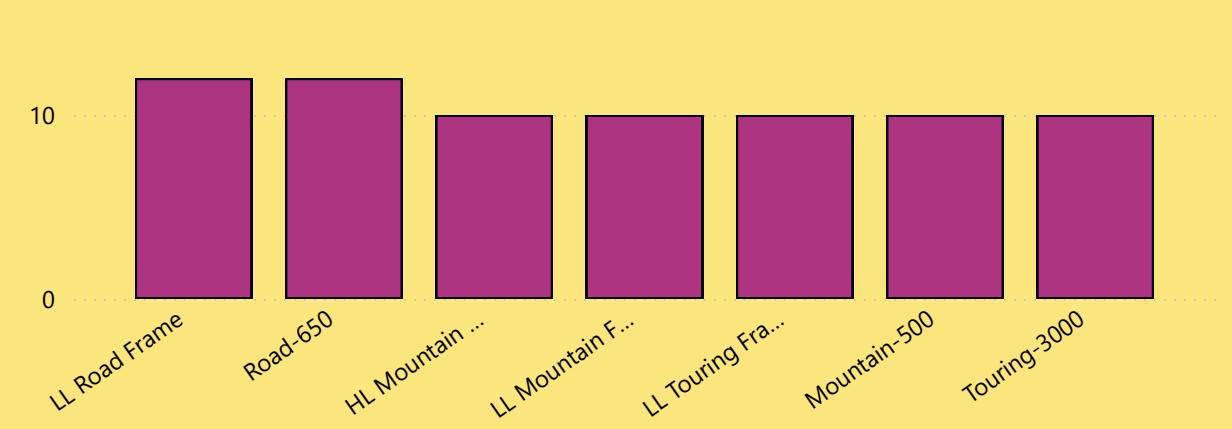
Product Performance

119 Distinct Models	293 Total Products	413.66 Avg Product Cost	56K Total Orders	Date 01-01-2015 <input type="button" value="Calendar"/> 30-06-2017 <input type="button" value="Calendar"/>	ProductName All	Gender All
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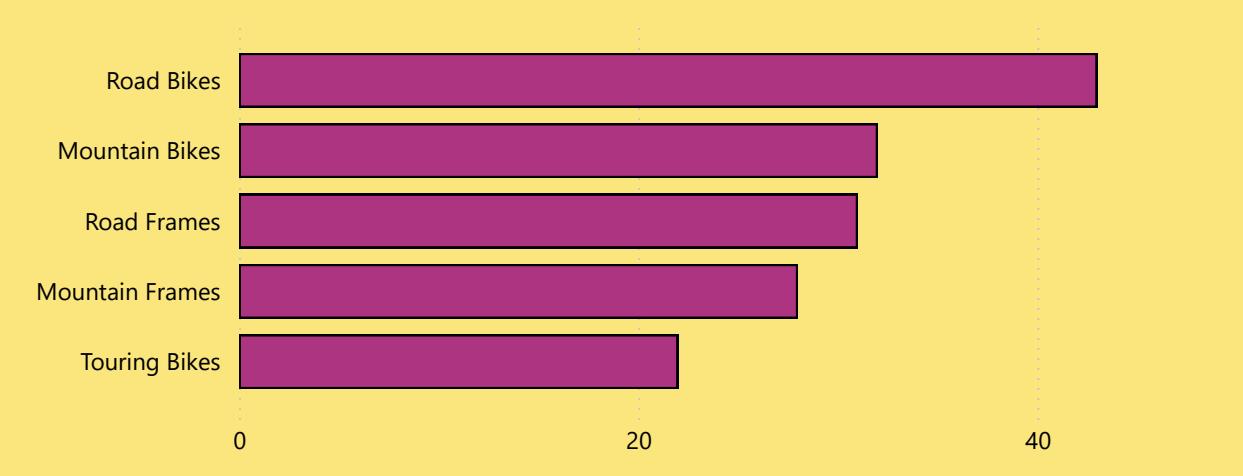
Total Products by Occupation



Total Products by ModelName



Total Products by SubcategoryName



ProductColor

ProductColor	Total Products
Black	88
NA	50
Red	37
Silver	36
Yellow	36
Blue	26
Multi	8
Silver/Black	7
White	4
Grey	1
Total	293

Geographical Performance

14.33M

Total Cost

24.91M

Total Revenue

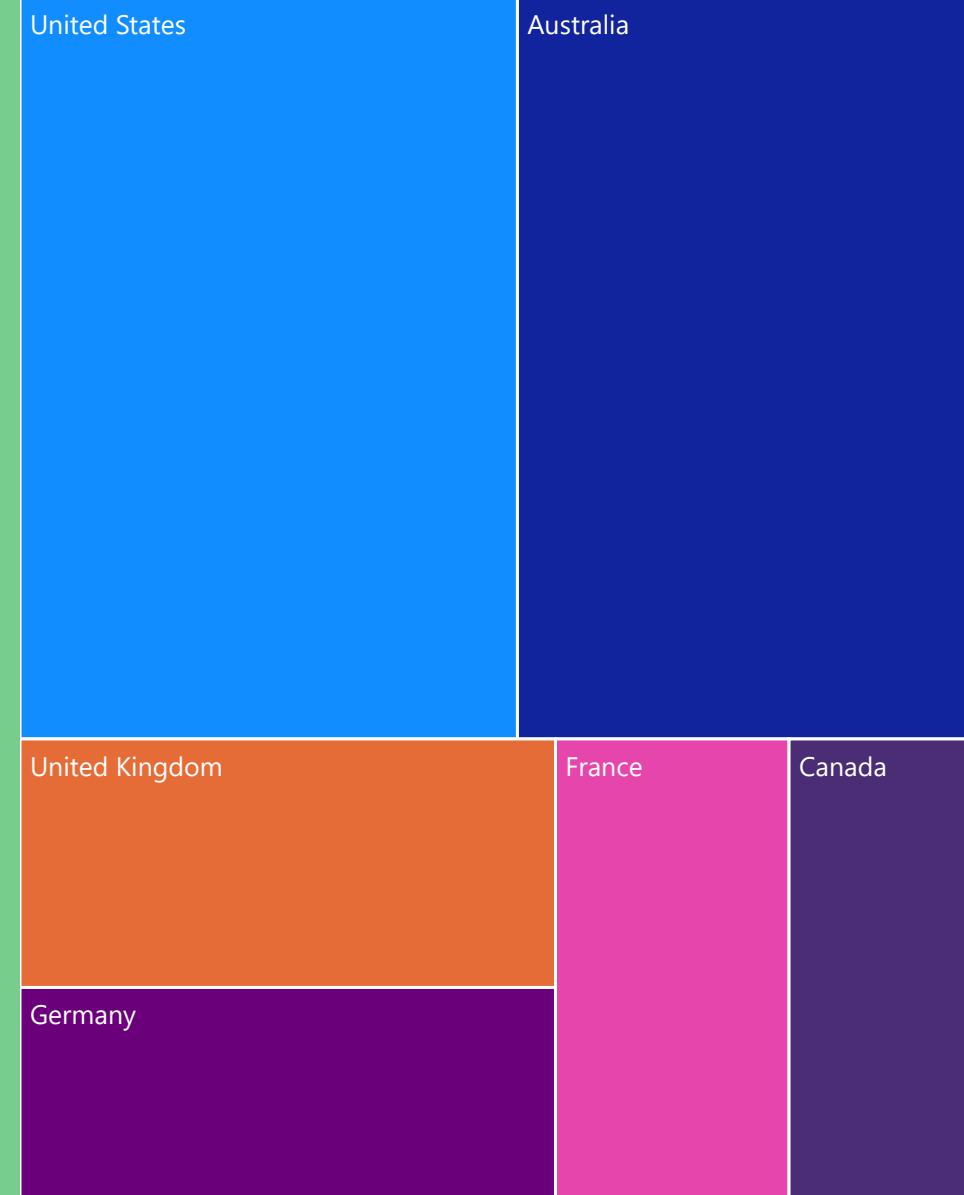
10.58M

Total Profit

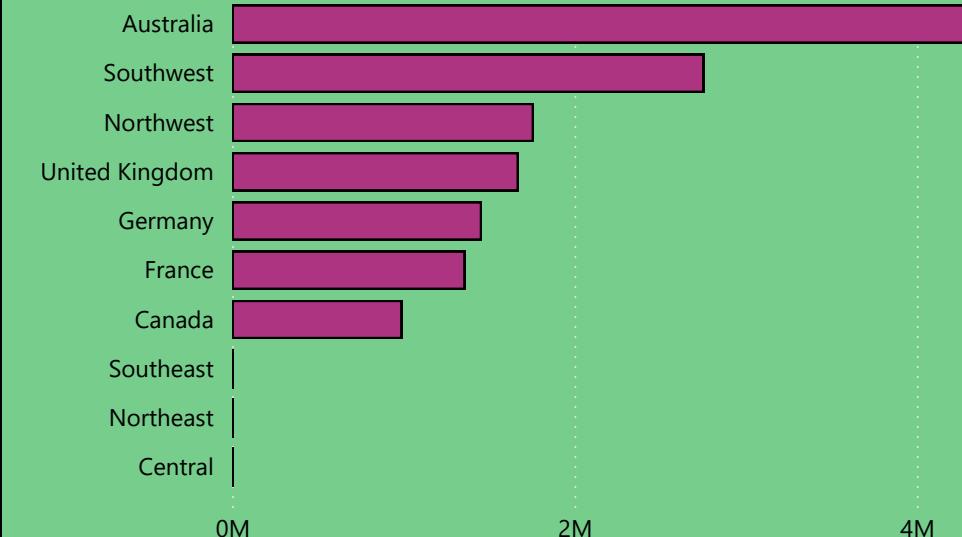
Total Children

All

Total Profit by Country



Total Cost by Region



Total Revenue by Continent



INSIGHTS

- Customers aged 45–65 generate the highest total revenue, making this age group the strongest contributor to overall sales.
- Road Bikes and Mountain Bikes account for the majority of product orders, showing clear customer preference for these categories.
- North America delivers the highest revenue and profit compared to all other regions, making it the most dominant market geographically.
- Working professionals form the largest customer segment, representing the highest share of total purchases across occupations.

SUGGESTIONS

- Focus on high-revenue age groups (45–65) as they generate the maximum revenue while keeping return rates relatively low.
- Road Bikes and Mountain Bikes dominate product sales, so inventory and promotions should prioritize these categories.
- North America is the primary profit driver, contributing the highest revenue and profit, and should remain the key focus market.
- Most customers are working professionals, so the company should focus more on them with special offers and loyalty rewards.

THANK YOU!