

# Adventure Works Analysis

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KPIs

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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

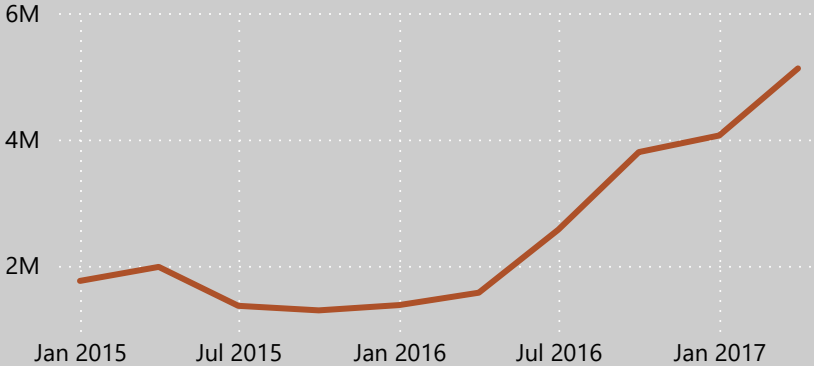
14.33M

Total Cost

84K

Total Quantity Sold

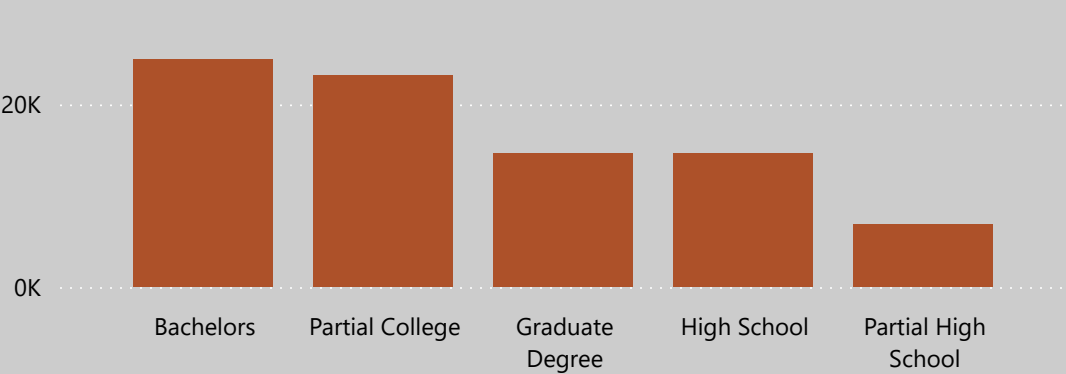
Total Revenue by Year and Quarter



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	97,92,591.61
Total	2,49,14,586.82

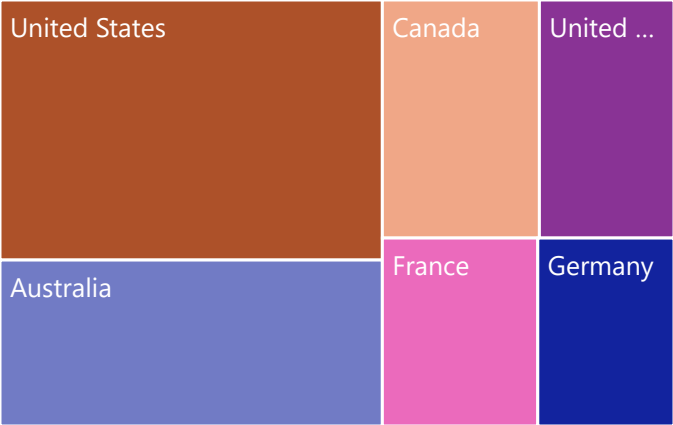
Total Quantity Sold by EducationLevel



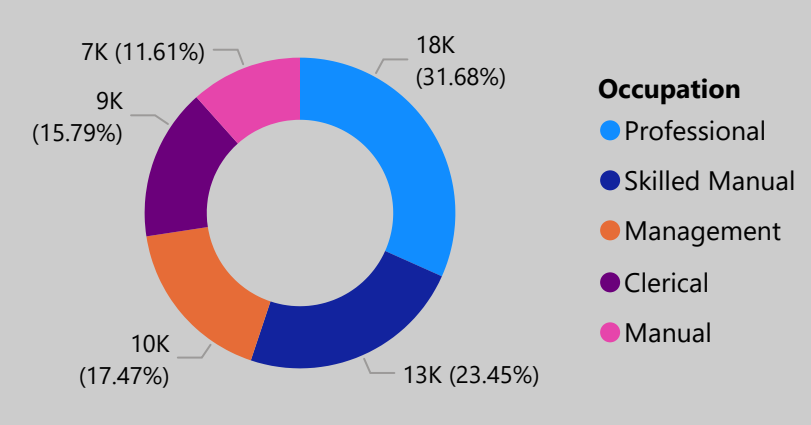
Total Profit by Region



Total Quantity Returns by Country



Total Orders by Occupation



# Customer Performance

18K  
Total Customers

Date

01-01-2015

30-06-2017

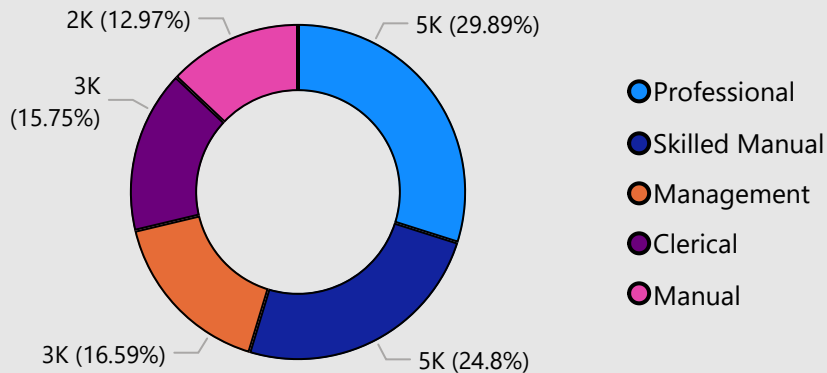
MaritalStatus

All

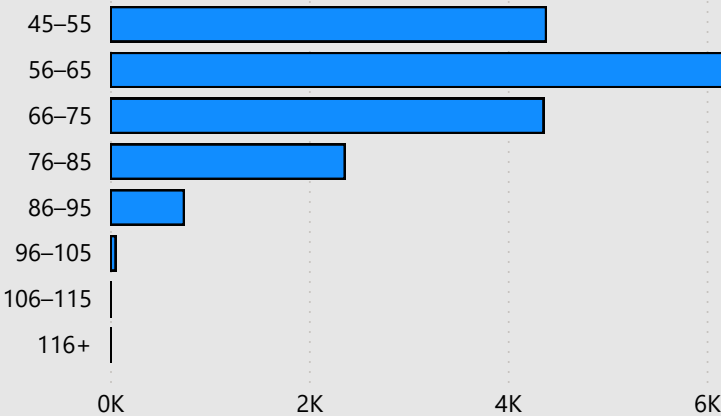
Gender

All

Total Customers by Occupation



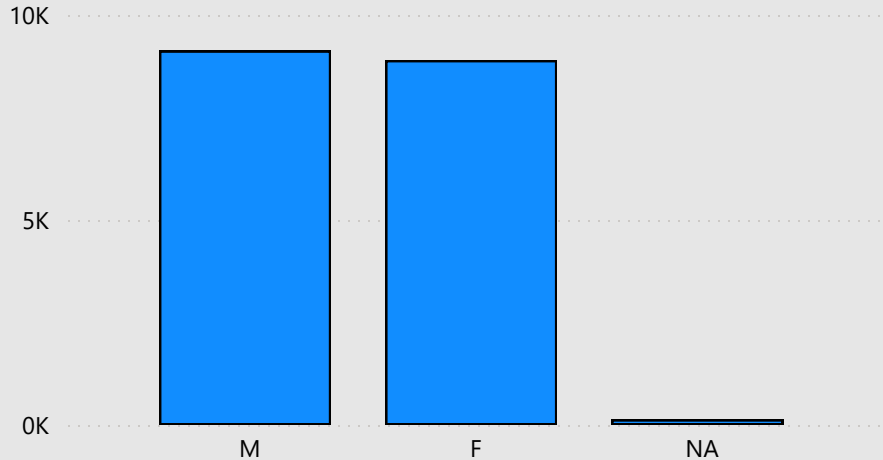
Total Customers by Age Group



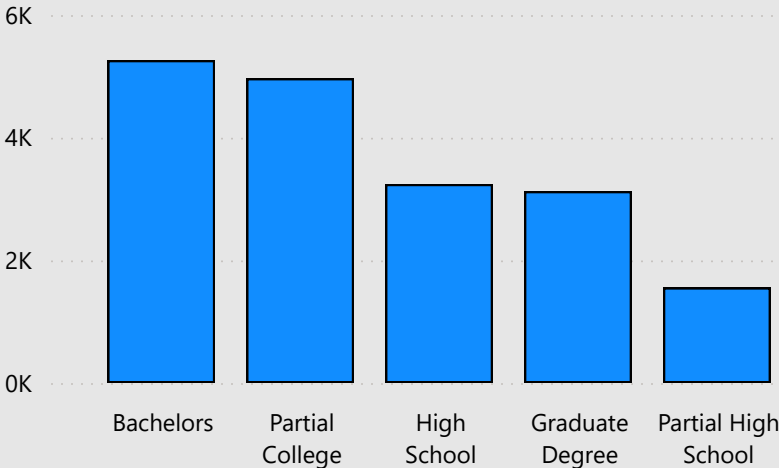
Total Customers by Annual Income

Total Customers	AnnualIncome
1135	\$10,000
1745	\$20,000
2236	\$30,000
2688	\$40,000
661	\$50,000
3072	\$60,000
2313	\$70,000
1325	\$80,000
830	\$90,000
18148	

Total Customers by Gender



Total Customers by EducationLevel



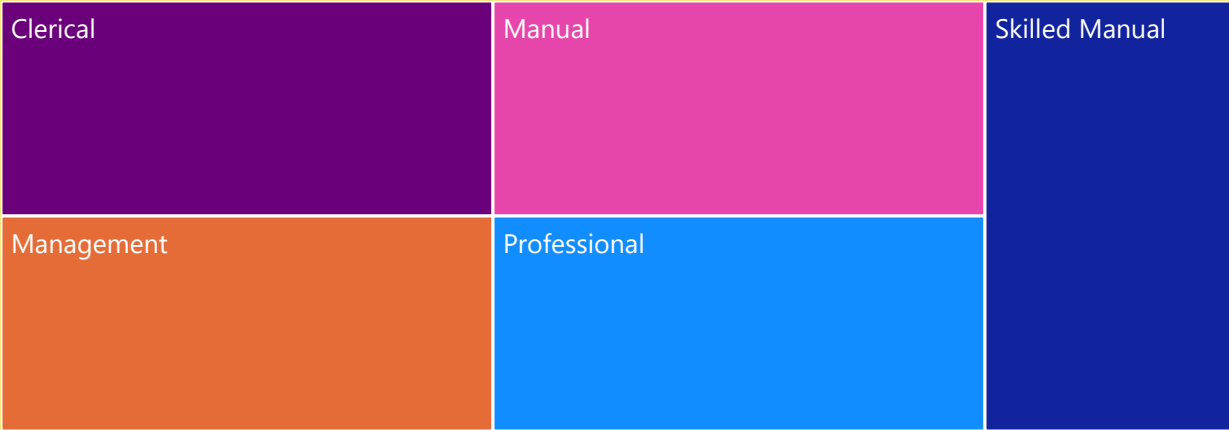
Total Customers by CategoryName



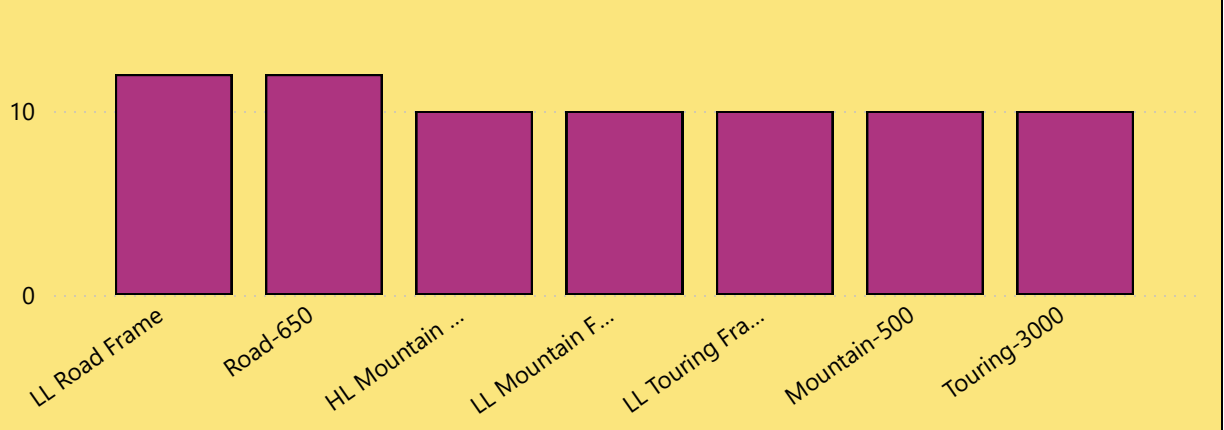
# Product Performance

119 Distinct Models	293 Total Products	413.66 Avg Product Cost	56K Total Orders	Date 01-01-201530-06-2017	ProductName All	Gender All
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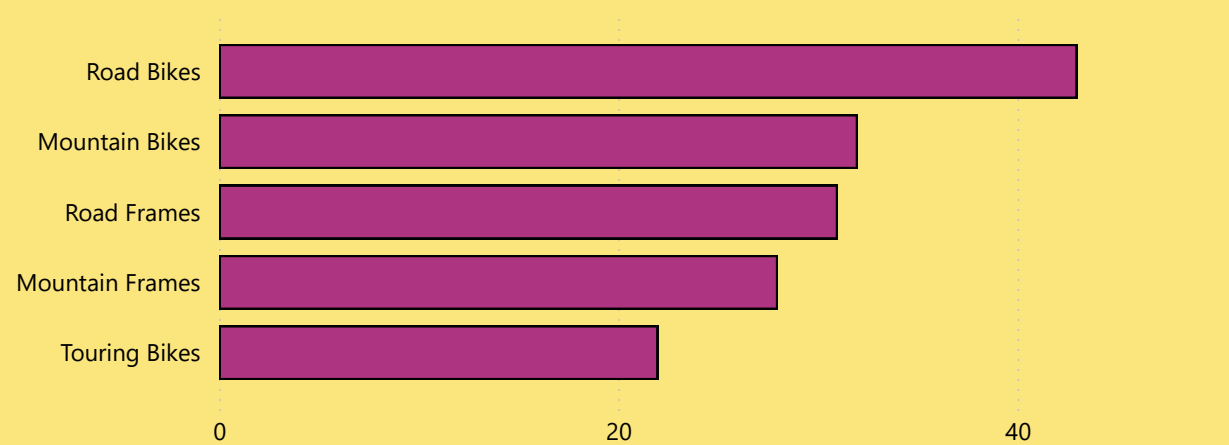
Total Products by Occupation



Total Products by ModelName



Total Products by SubcategoryName



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

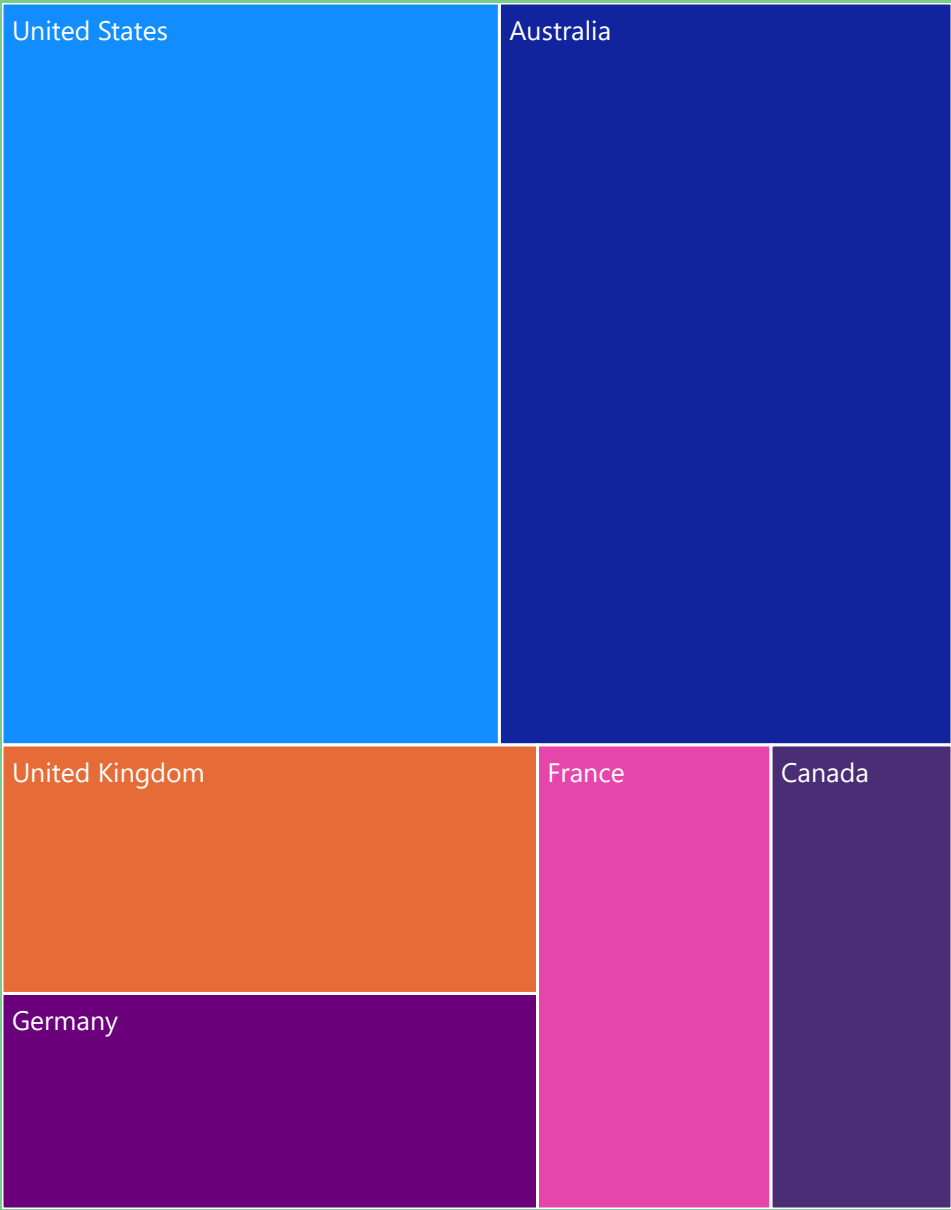
10.58M

Total Profit

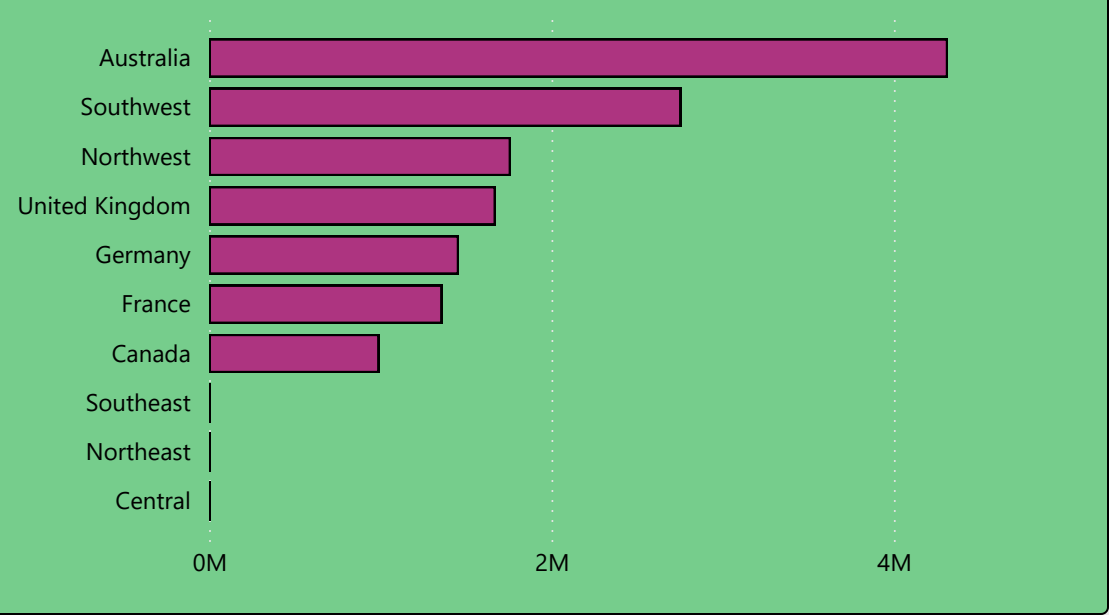
TotalChildren

All

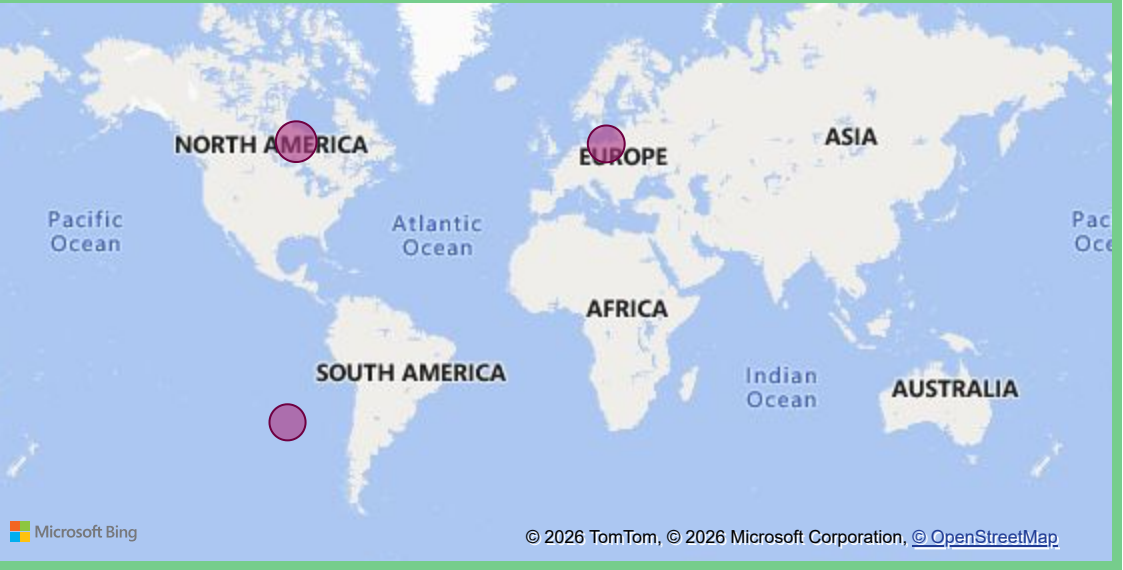
Total Profit by Country



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!**