AdventureWorks Analytics

Business Insights with Tableau

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Table of Contents

Introduction

Dataset Used:
AdventureWorks (customer, product, territories)

Source:

Microsoft SQL Server 2022

Tool Used:

Tableau Desktop

Objective:

Derive actionable insights from AdventureWorks Database

Customer Analysis

- Total Customers: 18,018

- Top Customers by Sales: Jordan Turner (15,571), Maurice Shan (12,408), Janet Munoz (12,015)

- Top Customers by Order Quantity: Jennifer Simmons, Fernando Barnes, Samantha Jenkins

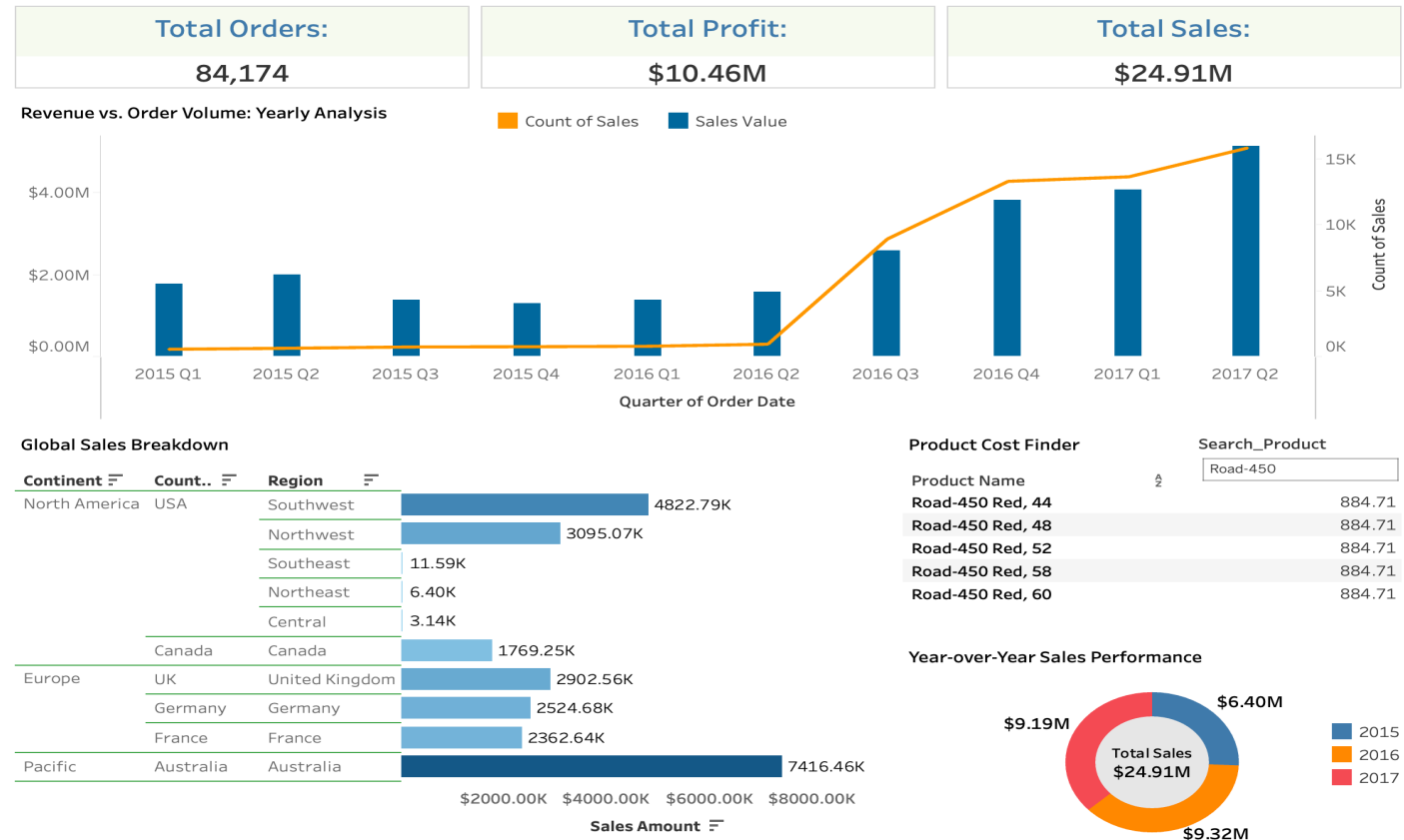- Gender Split: Higher male representation

Customer Analysis Dashboard
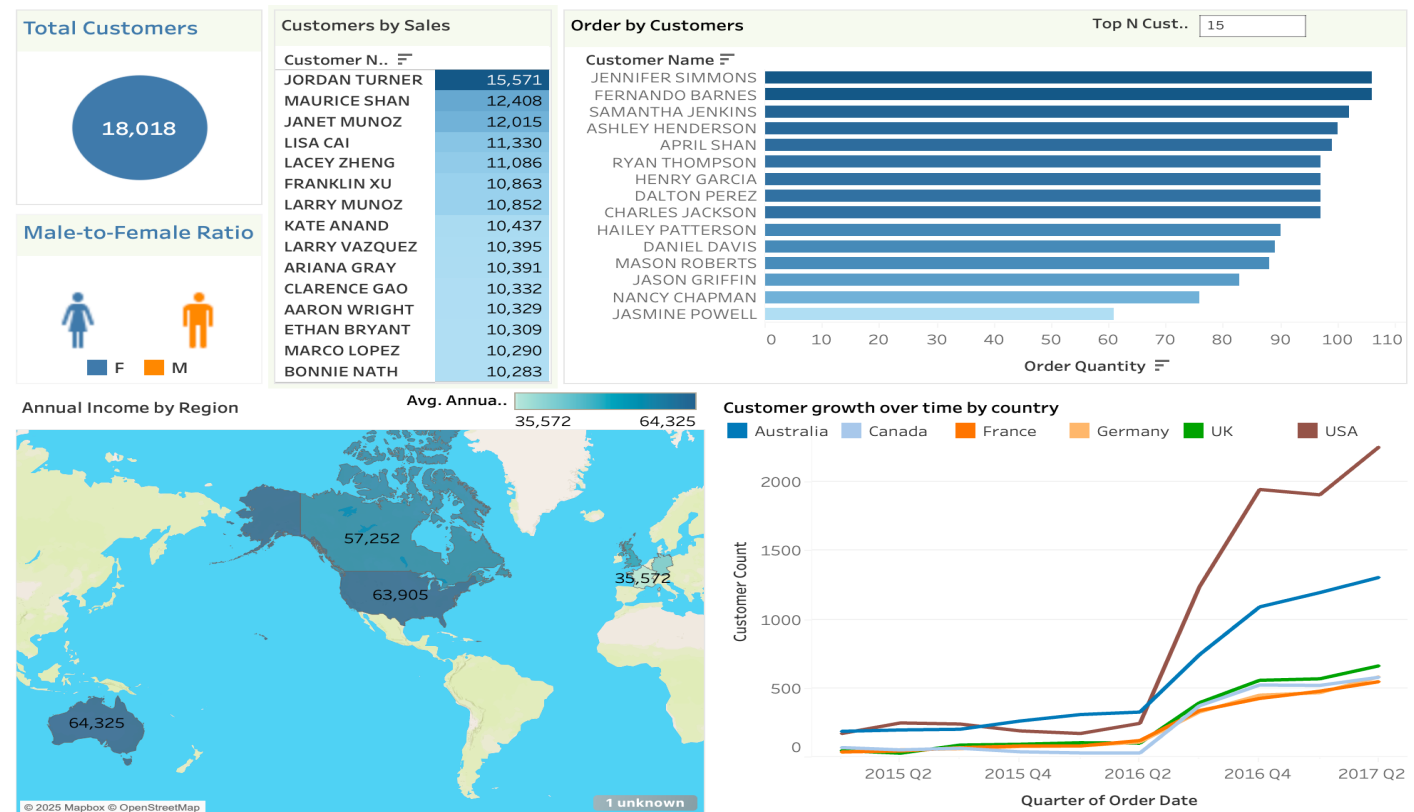
Sales Analysis

- Total Orders: 84,174

- Total Profit: $10.46M

- Total Sales: $24.91M

- Australia leads all regions with $7.42M in sales.

- Europe shows consistent contribution led by UK and Germany.

- Steady sales until 2016 Q2, then a sharp growth starting 2016 Q3.

Sales Performance Dashboard

Total Orders:	Total Profit:	Total Sales:
84,174	$10.46M	$24.91M

Revenue vs. Order Volume: Yearly Analysis

Count of Sales   Sales Value

Global Sales Breakdown

Continent	Count..	Region	Sales Amount
North America	USA	Southwest	4822.79K
		Northwest	3095.07K
		Southeast	11.59K
		Northeast	6.40K
		Central	3.14K
	Canada	Canada	1769.25K
Europe	UK	United Kingdom	2902.56K
	Germany	Germany	2524.68K
	France	France	2362.64K
Pacific	Australia	Australia	7416.46K

$2000.00K $4000.00K $6000.00K $8000.00K

Sales Amount

Product Cost Finder

Search_Product: Road-450

Product Name	
Road-450 Red, 44	884.71
Road-450 Red, 48	884.71
Road-450 Red, 52	884.71
Road-450 Red, 58	884.71
Road-450 Red, 60	884.71

Year-over-Year Sales Performance

$6.40M
$9.19M

Total Sales
$24.91M

$9.32M

2015
2016
2017
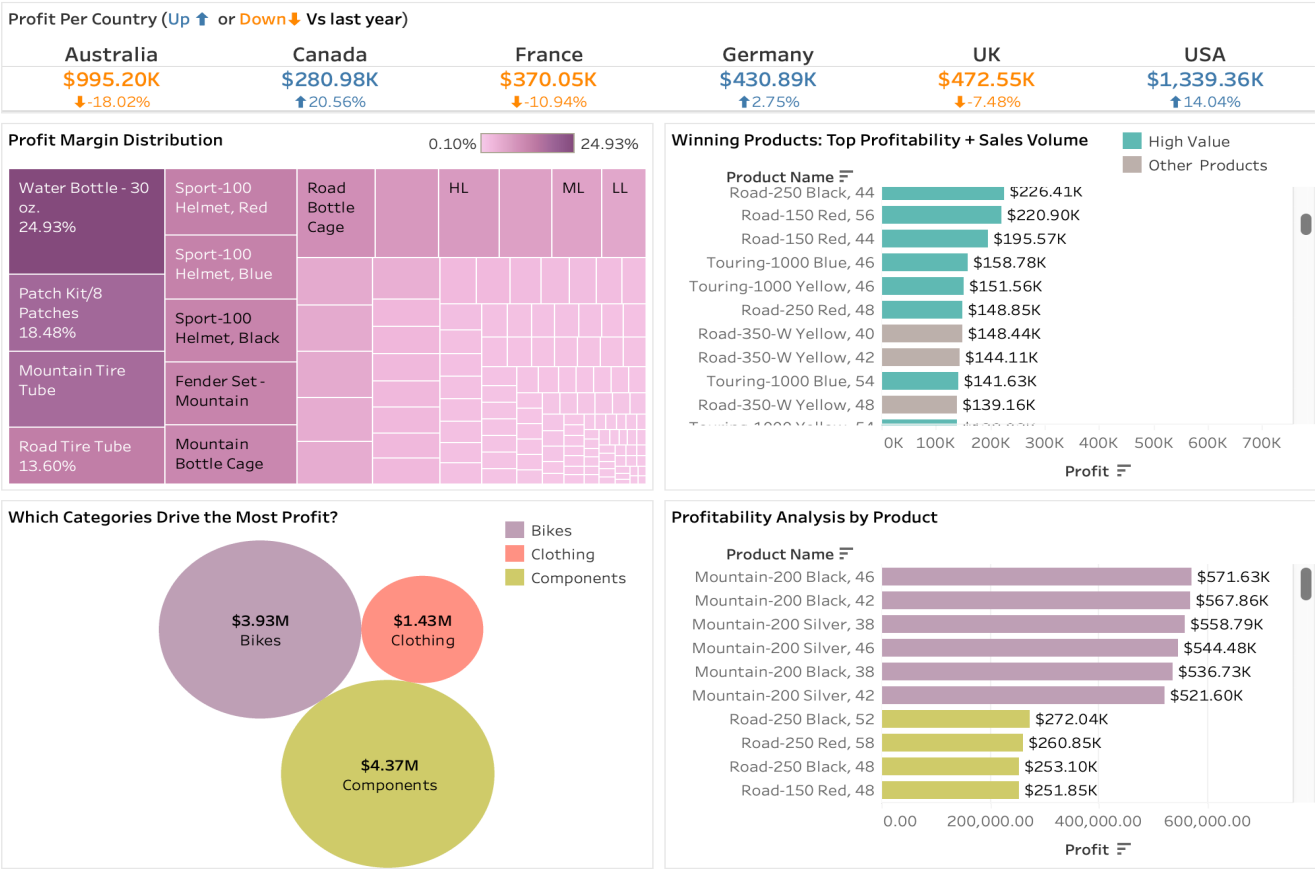
Profit Analysis

- ➢ USA leads in profit with $1.33M, a 14% increase over last year.

- ➢ Australia, despite high profit, saw an 18% decline YoY.

- ➢ Top profitable product: Mountain-200 Black, 46 at $571K.

- ➢ Components category generated the highest profit: $4.37M.

- ➢ Water Bottle - 30 oz. had the highest margin (24.93%).

- ➢ Germany and Canada showed positive growth despite smaller volumes.

Profit Analysis Dashboard

Profit Per Country (Up ⬆ or Down⬇ Vs last year)

Australia	Canada	France	Germany	UK	USA
$995.20K	$280.98K	$370.05K	$430.89K	$472.55K	$1,339.36K
⬇-18.02%	⬆20.56%	⬇-10.94%	⬆2.75%	⬇-7.48%	⬆14.04%

Profit Margin Distribution — 0.10% ▮ 24.93%

Water Bottle - 30 oz. 24.93% · Patch Kit/8 Patches 18.48% · Mountain Tire Tube · Road Tire Tube 13.60% · Sport-100 Helmet, Red · Sport-100 Helmet, Blue · Sport-100 Helmet, Black · Fender Set - Mountain · Mountain Bottle Cage · Road Bottle Cage · HL · ML · LL

Winning Products: Top Profitability + Sales Volume — High Value / Other Products

Product Name	Profit
Road-250 Black, 44	$226.41K
Road-150 Red, 56	$220.90K
Road-150 Red, 44	$195.57K
Touring-1000 Blue, 46	$158.78K
Touring-1000 Yellow, 46	$151.56K
Road-250 Red, 48	$148.85K
Road-350-W Yellow, 40	$148.44K
Road-350-W Yellow, 42	$144.11K
Touring-1000 Blue, 54	$141.63K
Road-350-W Yellow, 48	$139.16K

Which Categories Drive the Most Profit? — Bikes / Clothing / Components

- $3.93M Bikes
- $1.43M Clothing
- $4.37M Components

Profitability Analysis by Product

Product Name	Profit
Mountain-200 Black, 46	$571.63K
Mountain-200 Black, 42	$567.86K
Mountain-200 Silver, 38	$558.79K
Mountain-200 Silver, 46	$544.48K
Mountain-200 Black, 38	$536.73K
Mountain-200 Silver, 42	$521.60K
Road-250 Black, 52	$272.04K
Road-250 Red, 58	$260.85K
Road-250 Black, 48	$253.10K
Road-150 Red, 48	$251.85K

Executive Summary

- ➢ **Sales and profits** demonstrated steady growth, reaching their highest point in Q2 2016.

- ➢ **The United States (31.86%)** and **Australia (29.77%)** are the leading contributors to total sales, underscoring their strategic importance.

- ➢ **Professionals** emerge as the most engaged and profitable customer group, presenting opportunities for targeted retention and upsell strategies.

- ➢ **Germany** and the **UK** are exhibiting increasing customer adoption, indicating strong potential for further expansion.

- ➢ While product pricing is generally aligned with cost structures, certain categories require margin improvement to enhance overall profitability.

Conclusion

➢ To summarize, these dashboards collectively provide a 360-degree view of customer engagement, regional sales performance, and profit centres.

➢ By visualizing key metrics, we enable **data-driven strategies** that improve decision-making and performance.

➢ Focusing on **high-value products**, **growing markets**, and **profitable customer segments** ensures sustainable business growth.

Thank you!