

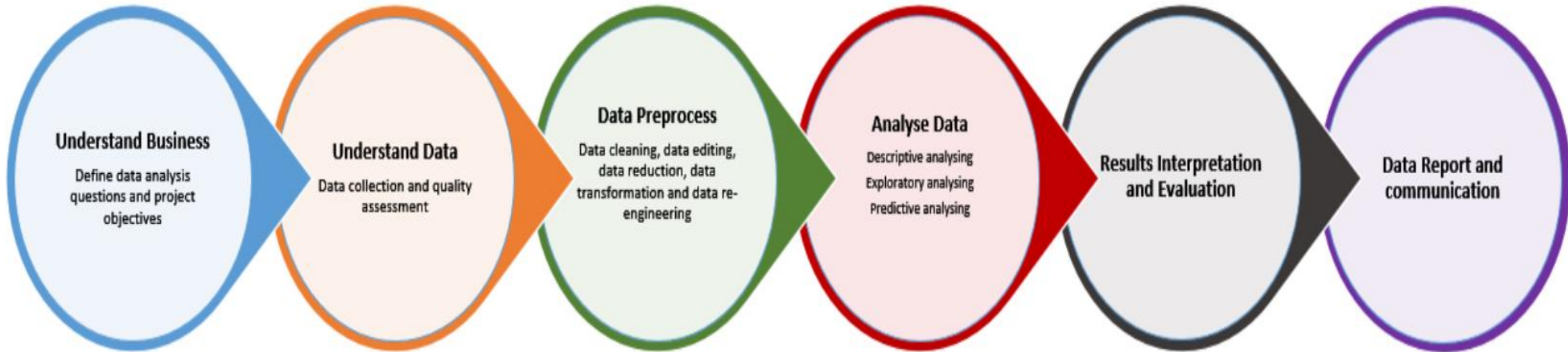


# **Project On** **Adventure Works Cycles**

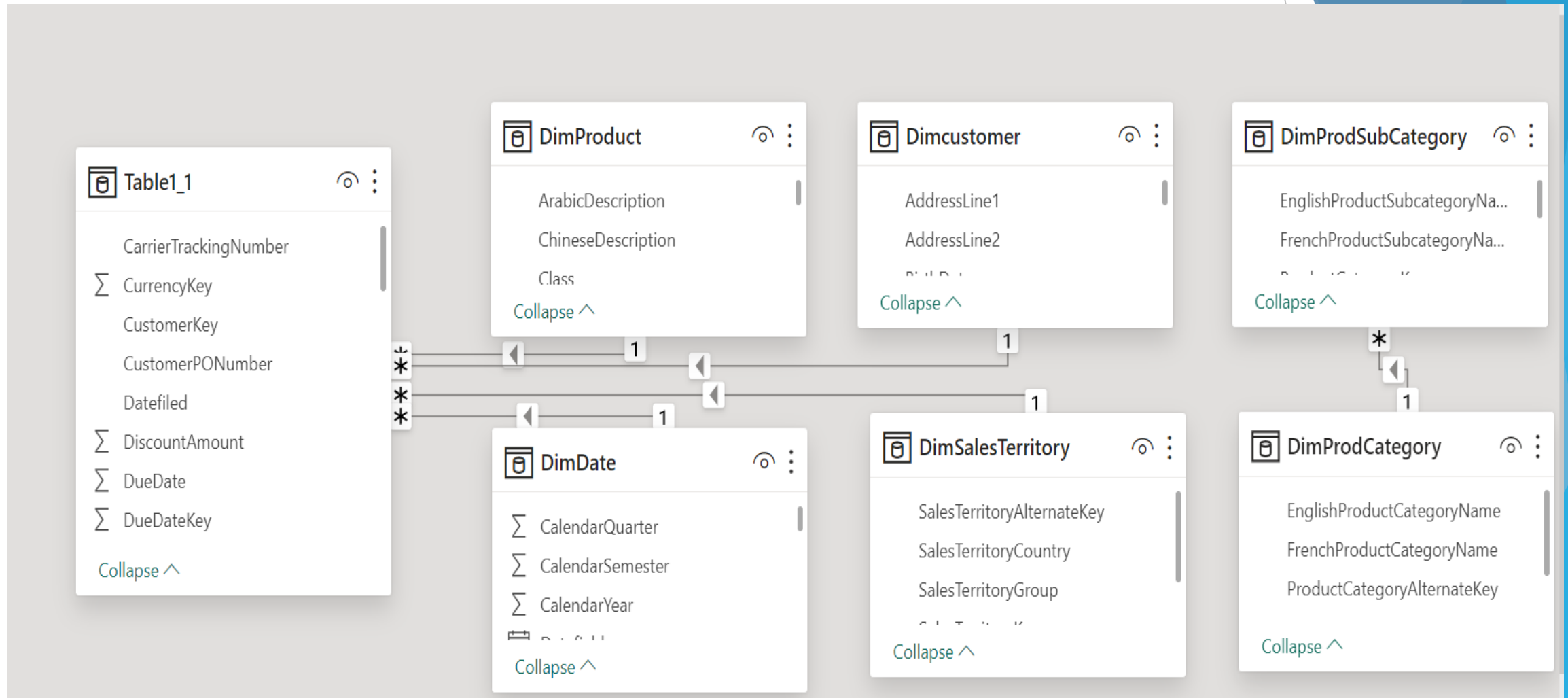
# Overview

**Adventure Works Cycles aims to expand market share and improve operational efficiency. To achieve this, the company plans to target top customers, enhance product availability, and lower production costs. This project involves harnessing data from various sources to glean insights into customer behavior, product performance, and operational processes.**

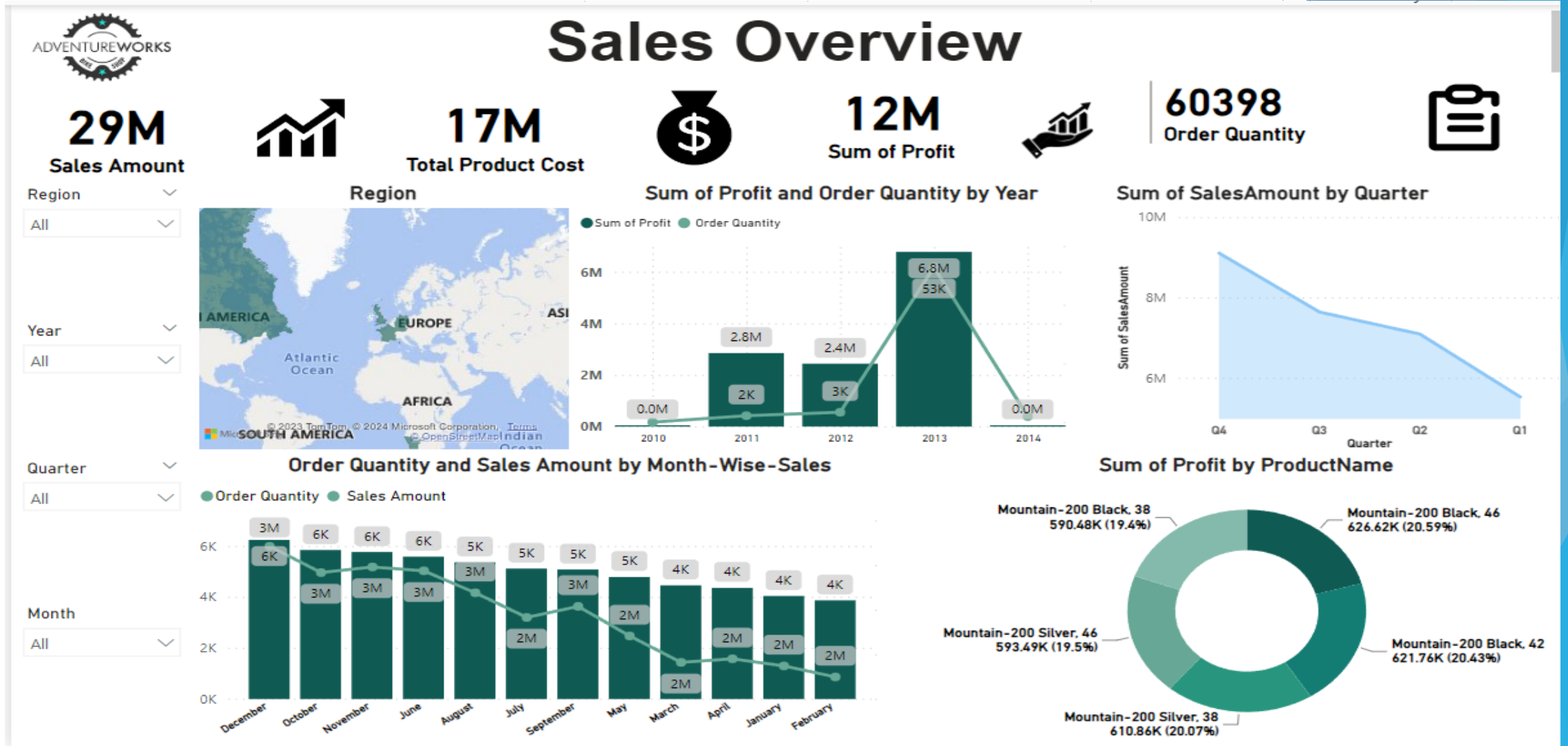
# Introduction



# Model View

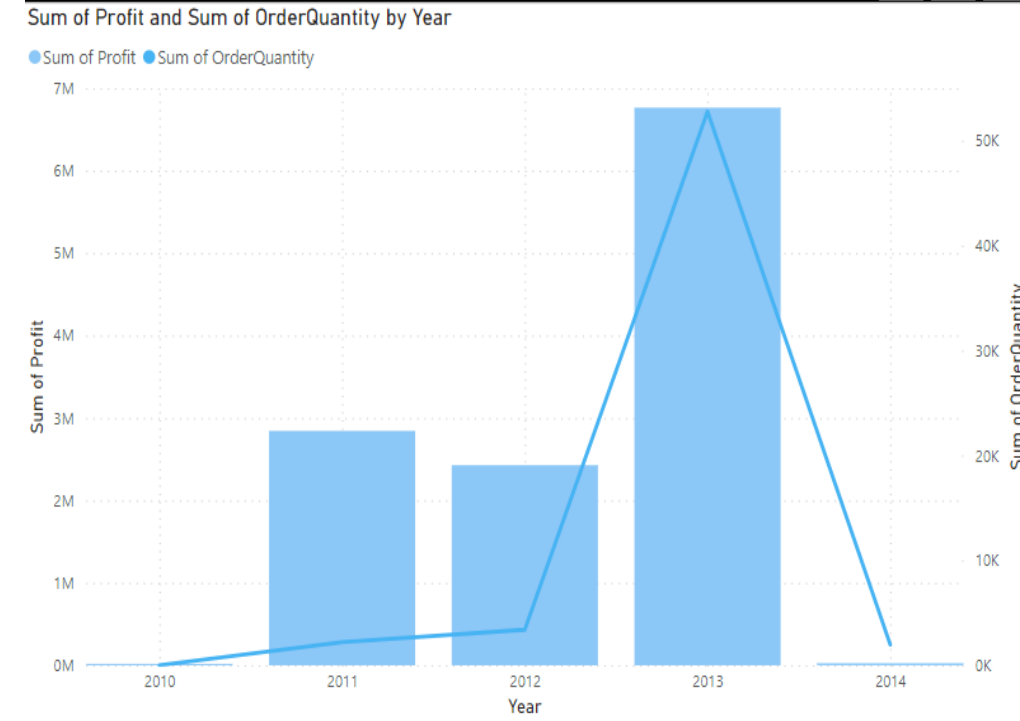
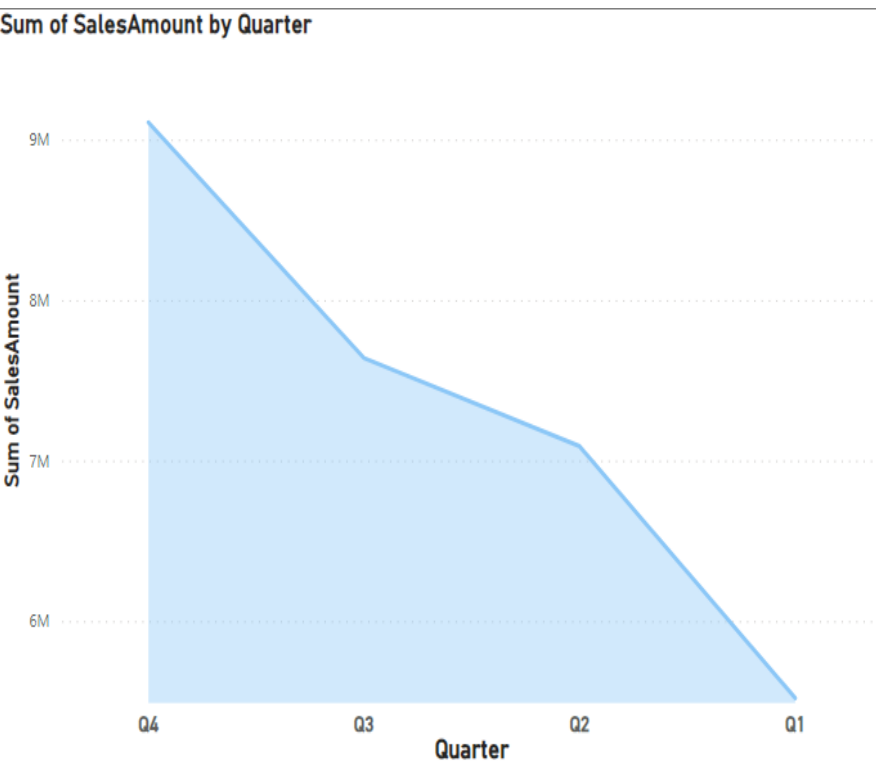


# Dashboard



# Operational Challenges

The company experienced a peak in sum of Profit during 2013, reflecting a robust performance, while facing a downturn in 2012 with comparatively lower Profit figures, indicating a challenging period. Also 2013 has more Order Quantity by Year.



Over all the years analyzed, the company consistently records its highest sales in the fourth quarter, signifying a recurring trend, while the first quarter consistently shows the lowest sales figures.

# Dashboard



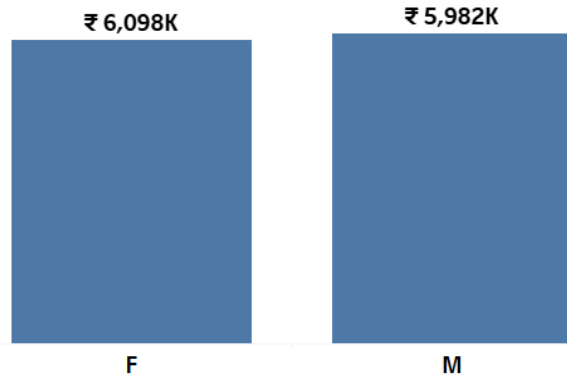
## Customer Overview

Profit

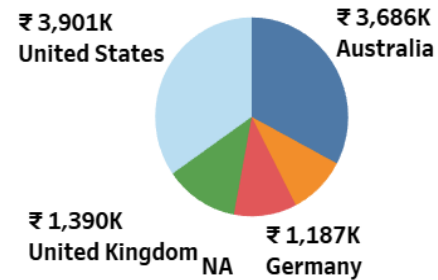
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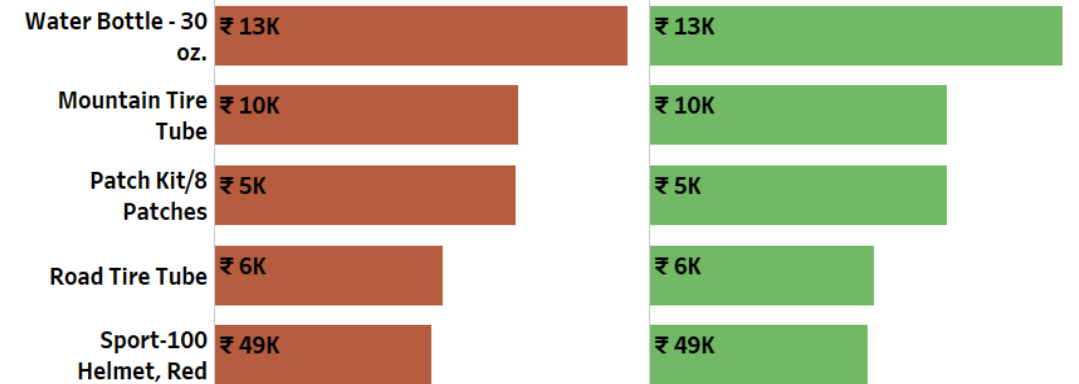
### Gender Wise Yearly Income



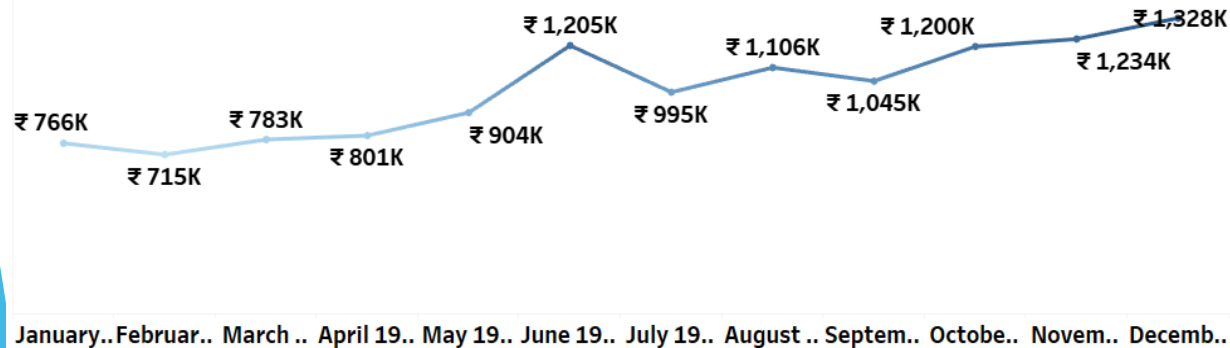
### Country-Wise-Profit



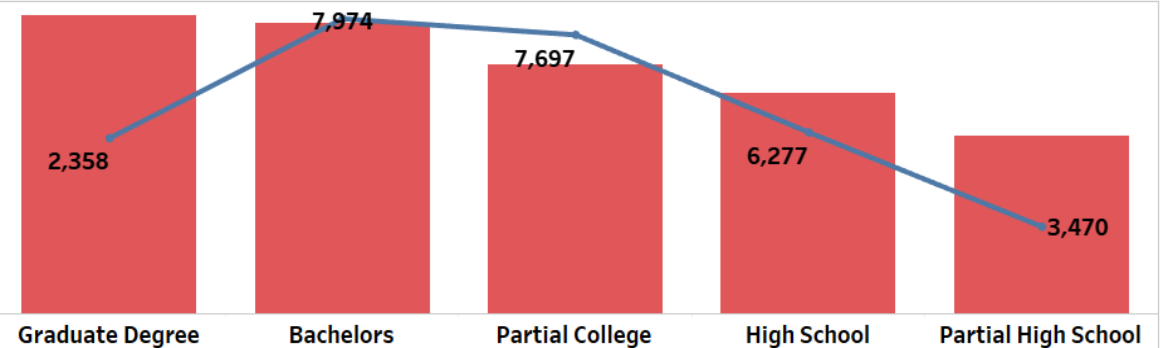
### Top 10 Product By Gender



### Month-Wise-Profit



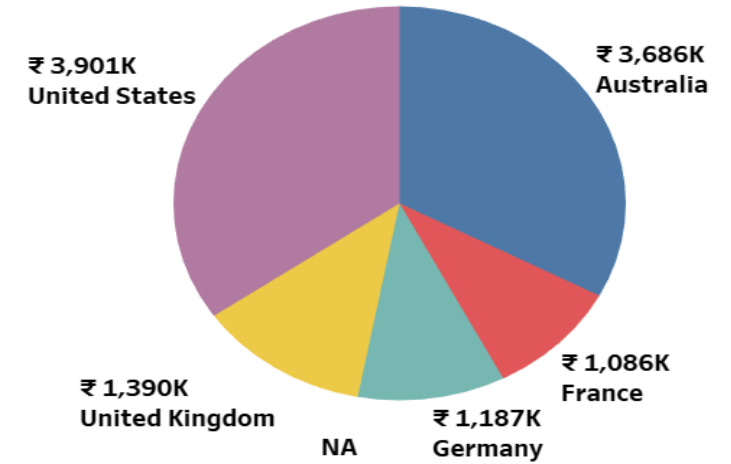
### Relationship Between Education, Income & No. of Car



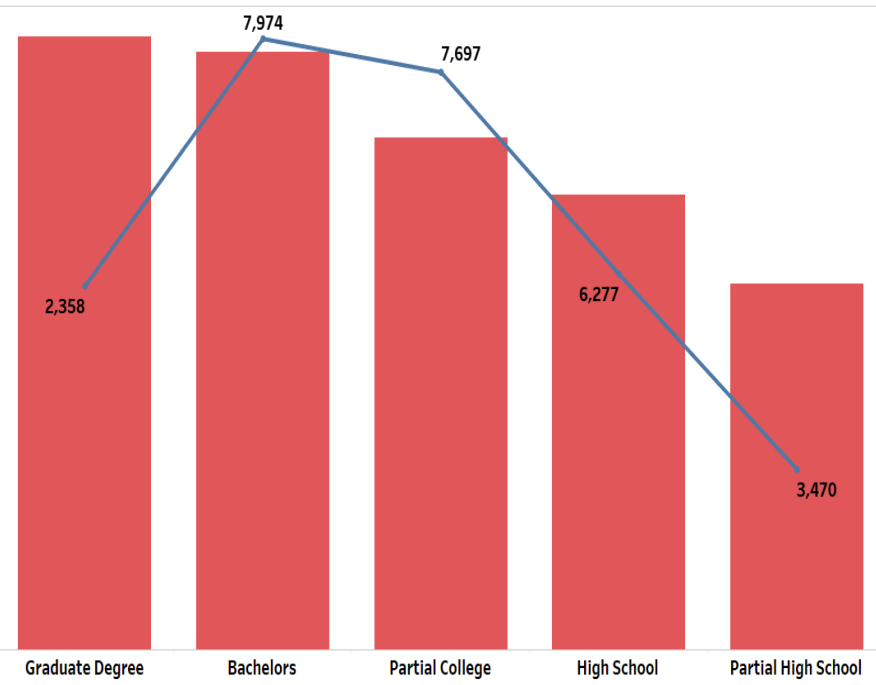
# Operational Challenges

When comparing all the regions, sales in the US are high while those in Canada are low.

Country-Wise-Profit



Relationship Between Education, Income & No. of Car



Graduate and bachelor's degree holders exhibit higher yearly incomes, with bachelor's degree holders possessing the highest number of cars, followed by those with partial college education.



# Conclusion

**Based on the analysis, we recommended the following actions:**

- 1.Focus marketing and production efforts to replicate the successful strategies of Q4 across all quarters to maintain high sales throughout the year.
- 2.Tailor marketing efforts to sustain strong sales in the US market, while devising targeted strategies to improve sales in Canada.
- 3.Customers with bachelor's degrees and partial college education should be the target market for marketing and product offerings. By taking advantage of their higher incomes can increase sales and customer engagement.

**Thank You!**