**BUSINESS INTELLIGENT REPORT**

This report gives a detailed analysis on Adventure Works data with a focus on Reseller Sales and Internet Sales data.

**Reseller Sales Data**

1. Compare the worldwide reseller sales from 2010 to 2013

As shown in the bar chart, reseller sales amount for Adventure Works gradually increases from 2010 to 2013. Most noticeably, sales figure in 2010 is incredibly low and there is a huge jump in sales between 2010 and 2011. This can be explained by the fact that the year 2010 only has sales data in December recorded in the database. On the other hand, sales have increased steadily from 2011 to 2013. That said, despite 2013 still experienced increase in sales, the increase is only half of that between 2011 and 2012. If this trend continues, sales for the company will reach a peak and might stop increasing in the next few years.

1. Compare the reseller sales among different countries: Australia, United States, Canada, France, United Kingdom and Germany in 2013

Since the worldwide of the company reaches its peak in 2013, we will look at the difference in sales among countries for that year. It can be seen from the bar chart that United States has the biggest sales figure of around $20 million, which is almost 10 times of the lowest sales figure of $2 million for Australia. Moreover, sales figures from countries other than United States are highly similar and only range from $2 to $5 million. As a result, Adventure Works is without a doubt most popular in United States. Having said that, the company could extend their market share in other countries by spending more on product marketing and advertisement in those countries, especially in Australia.

1. Find the top 10 products by reseller sales amount and units sold in United States in 2013

The bar chart displays 10 products that have the highest reseller sales figures in the United States for the year 2013, where the bars represents the sales figures while a line represents the quantity of units sold for each product. It can be seen that Moutain-200 is the most popular product for reseller customers and it also generates the highest revenue for the company. Other products like Touring-1000, Road-350-W and Road-250 also generate considerably higher revenues compared to the rest of the top 10. As a result, the company should continue to produce these models and work on improving their quality to maintain their current market shares.

On the other hand, it is interesting to note that although the quantity of units sold follows a pattern with the sales figures for the top 4 products, it starts to break the trend and goes upward for the remaining products. Especially, Touring-300 and Moutain-500, despite only generating half the revenue of Road-350-W and Road-250, have higher number of units sold. This means that these 2 products are highly popular among reseller customers. Therefore, the company should ensure that these products always have excellent quality as they have a major market shares among Internet buyers. They could also focus on studying why these 2 products are highly favoured by their reseller customers; whether it is due to distinctive features or competitive prices in order or further improve these products.

1. Find the bottom 10 products by reseller sales amount and units sold in United States in 2013

Similarly, this bar chart shows 10 products that have the lowest reseller sales and their quantity of units sold in the United States for the year 2013. While LL Road Seat/Saddle 1 has the lowest sales of under $500, it has the second highest quantity of units sold, just below Water Bottle. The quantity sold for the other 8 products are considerably low as it ranges from just above 0 to under 200. The reasons for this can be that the demand among reseller buyers for these 8 products are low or that their quality does not satisfy the customers. Noticeably, LL Touring Handlebars, LL Touring Seat/Saddle and ML Touring Seat/Saddle all have very low number of units sold and sales generated. As a result, the company could consider terminating these products or develop new and better models to replace them.

That said, this bar chart might be biased as these 10 products consist of relatively low-priced accessory items for bicycles compared to the top 10 products, thus their low prices might be a factor in the resulting low revenue. However, if we look at the bar chart for top 10 products again, they consist of all bicycle models and thus have considerably higher prices than these accessory items. Despite higher prices, their quantity sold ranges from 1000 to 3000 items while most items in this bottom 10, except Water Bottle, have quantity sold much lower than 1000. In addition, resellers often buy products in large quantity so they can resell them, so the low quantity sold for these products indicates that they have only few orders from resellers. Therefore, these items, except Water Bottle, should be re-evaluated on their quality by the company to be considered whether they should continue selling them or not. Moreover, surveys could be conducted to gain feedback from reseller buyers on how well these items are selling in their stores to help the company better understand their general market demand.

**Internet Sales Data**

1. Compare the Internet sales by marital status among different countries in 2013

As we can see from the bar chart, most countries except Australia have fairly higher sales generated from married customers than single buyers. This means that their products are more popular among married couples. This could be explained by married couples having more stable income and thus they could afford more than single buyers. In order to increase sales from single customers in those countries, the company might consider having discounts on their products for single buyers on special occasions such as Valentine’s Day to boost sales from single customers. On the other hand, the company can encourage more married buyers in Australia to purchase their products by having promotion events for family on occasions like New Year’s Eve or Christmas.

1. Compare the Internet sales by buyers’ yearly income in United States in 2013

The above bar chart displays the sales amount by Internet buyers with different yearly incomes. It is interesting to note that the group that generates the highest revenues for the company is the those with yearly income ranges from $40,000 to $80,000. On the other hand, both groups with the higher yearly incomes above $100,000 and lower income below $30,000 generate the lowest sales for the company. This means that the majority of their Internet customers are the middle class. The company can use this information to focus on attracting more customers from other income classes. For low-income customers, the company can have special contracts for those with yearly income lower than $30,000 so they do not have to pay for the products at once but over a period of time. Moreover, they can also develop new and cheaper bicycle models that are more affordable for those with low income. On the other hand, the company might consider developing a special line of high-end bicycles that are designed specifically for the those with higher yearly incomes above $100,000.

1. Compare the monthly Internet sales in United States between 2011 and 2013

The above line chart shows the internet sales figure for each month in United States from 2011 to 2013. It is noticeable that there is a trend among all years. The chart indicates that sales usually reaches its peaks in two seasons: summer (June) and winter (November – December). Sales typically drops and reaches its lowest point in January. This information could help the company in strategic decisions to manage their monthly sales. For example, to increase sales in January, the company can have a major discount and promotion event in January every year to attract more customers to buy their products in order to increase the sales for this month. Moreover, the company could carry out occasional, smaller discount events on selected items over the year in the months where sales starts declining (July – September) to the sales stable throughout the year.