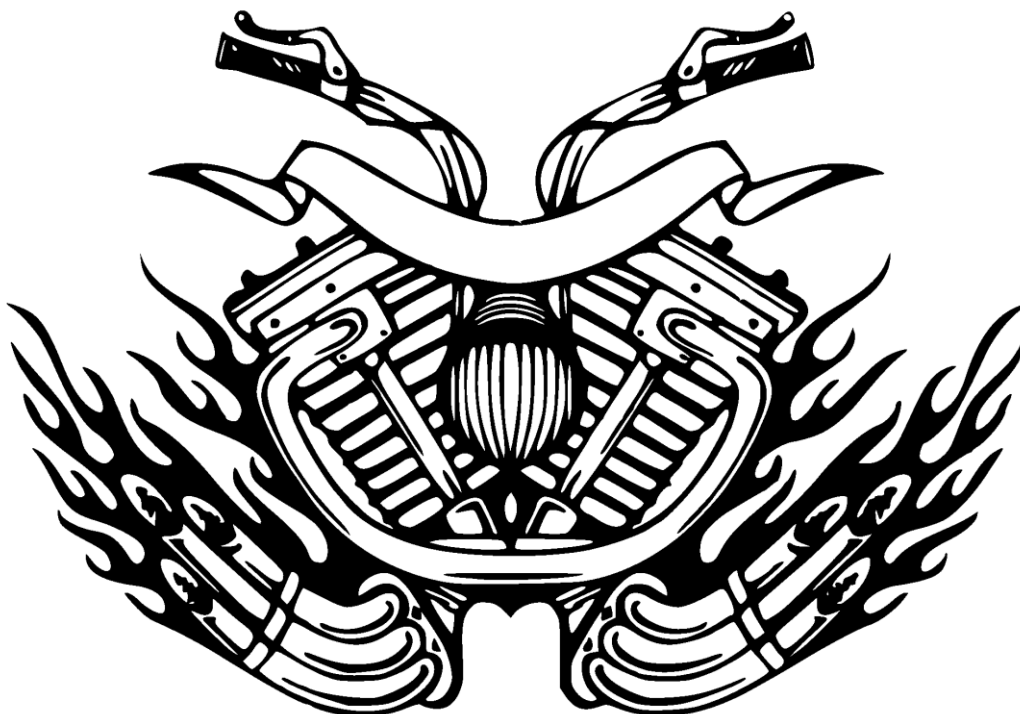




Business Template

ADVENTURE MOTORCYCLES SHOPS

Logo / Image



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1 BUSINESS DESCRIPTION

1.1 BUSINESS BACKGROUND

Motorcycles is a specific products in a market.

Target market for this business is the type of person who wants the independence of their own transport, so that they can travel when they want. Possibly, a person on a small budget, unable or unwilling to pay for the running costs of a car. Different models of motorcycles are more popular in different regions, genders, perhaps seasons of the year, and for sure for different budgets. This kind of business is very specific and competitive, so if you want to be successful in this field you should very responsibly approach this case and learn a lot of factors which influence on people's choice of buying motorcycles. First of all it can be done by collecting product sales information and analyzing the one using special tools.

The business has its stores in different regions of the world. The main countries are USA, Canada, UK, France, Germany, and Australia. Products are distributed both online and offline.

1.2 PROBLEMS BECAUSE OF POOR DATA MANAGEMENT

Poor data management doesn't let to do successful business because of insufficient information about what should you do next. If you don't use instruments that can give you information for analysis and which can help you to come up with a business strategy you won't be competitive in this or that field.

Businesses are interested in questions about sales in the first place, in order to be able to make decisions about business development based on facts supported by numbers.

1.3 PURPOSE OF THE REPORT

- Define a clear vision of the current state of the business
- Determine the average customer of the business
- Help to understand the fashion trend of product models, colors, and what is currently popular

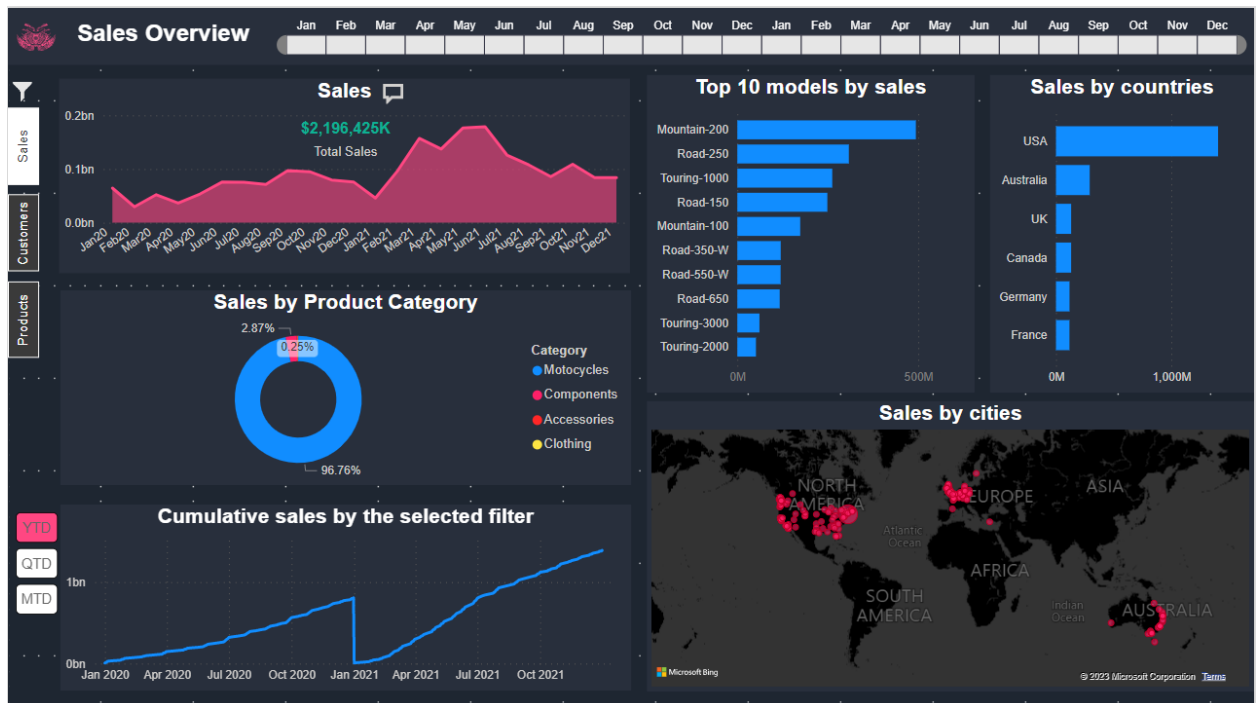
1.4 END USER OF THE REPORT

The end user of the report is a business that makes the decision for developing a business, sales and marketing department, department for releasing new models and etc.

1.5 DESCRIPTION OF THE BUSINESS QUESTIONS THAT REPORT HELPS TO RESOLVE

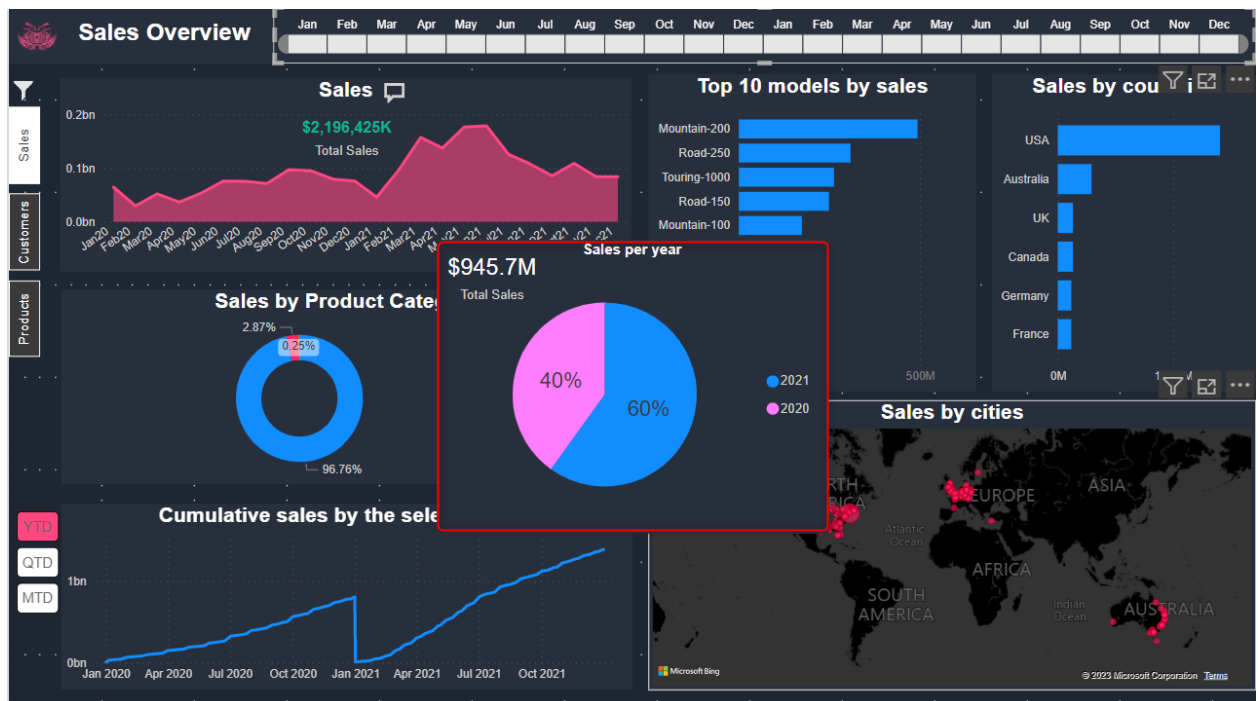
Using analytics can help business with the problems described above. The report can answer the following questions:

- Give a clear vision of business conditions (sales, which product model is the most popular, what are the dynamics of sales by years, quarters, months, which product category has the highest sales, which region has the most sales and etc.)



As we can see business has the better sales in the current year than in last one. The pic of customer's activity is a summer season. So based on this fact business need to make an appropriate decision - open new local shops, launch target advertisements, release of new models and etc.

Analytics give information about sales per city, and what the tendency of sales in each city is.

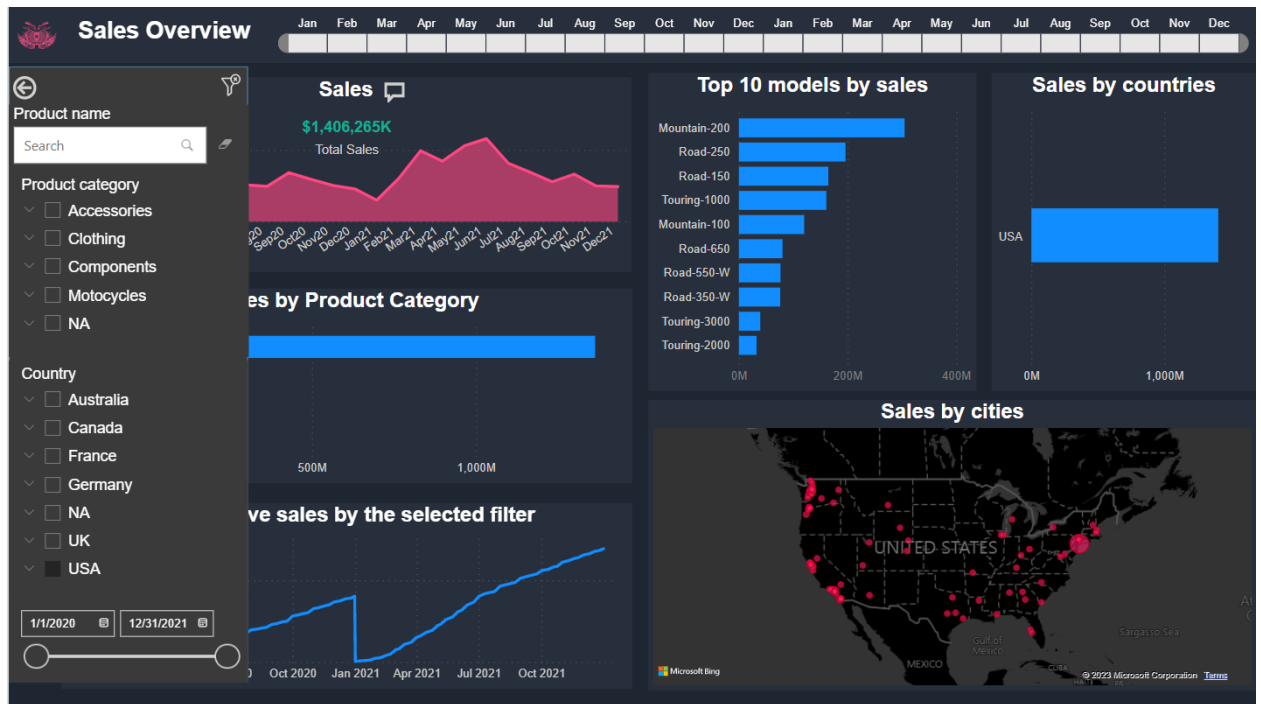


For example, New York has the most sales (nearly \$946M for 2 years), where sales current year (2021) are more than 1.5 times better than the previous year.

The main region of distribution goods was North America and just a last few years business does to Europe and Australia. So because of that there is so huge sales different between USA and other world.

For a long time, the business only distributed motorcycles, but in the last couple of years it has begun selling components, accessories and clothing.

Top selling non-motorcycles in Canada 4% of all sales. This analytics is possible when using filters that have been added to the report for ease of use and improving the quality of the analysis.



When a business understands today's situation, it allows them to make decisions based on facts and quickly respond to changing market conditions.

- Define how the average customer of motorcycles looks (gender, age)



Better understanding customers is a key point of business development. It helps for targeting advertisement and developing new product lines, search a new clients and business growth.

Our customer is a man 30-44 year old. Customers prefer make shopping on weekends and we can see a slight trend towards an increase in online purchases.

Using filters help better understand situation by countries or by customer category (based on gender and age).



Analytics can help with understanding which product has the best sales, what's models are popular among woman/man, among different ages, what's is color preferable for each customers groups and etc. This information can help understand business and what model is better to release next, understand tenancy in the market.



Using filters we can easily determine tendency by region or by customers groups.



In this report, we have also implemented RLS by country. Thus, we can only grant access to the end user of the report to the data that the user is allowed to use.

