



Executive Summary	Dashboard	Gender	Age	Socioeconomic	Products	Colors	Sales Last Period
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Problem

GoBig.com Company is looking for data analysis that guides the decision to partner with Adventure Works.

Findings

Adventure Works has an average profit margin of \$30M. Since the incorporation of more products, the company has grown from \$60K in 2017 to \$2.14M in 2021 per month. Bikes and Accessories are the most successful categories. Clothing sells less in items such as caps and socks, however the sales vs costs are positive. The company has potential with younger people in Europe. Canada is a stable market with consistent sales throughout the year. Customers have a 55k yearly income on average. Some outliers own up to 7 cars and buy a wide variety of products from each category.

Suggestion

In a scale from 1 -10 the decision to partner with Adventure Works has an 8. The reasons are that it is a low-risk business decision. Adventure works has a big audience with a middle class income. in all 6 countries they sell. Additionally, the benefits of shipping and retail sales would double sells by the Q1.

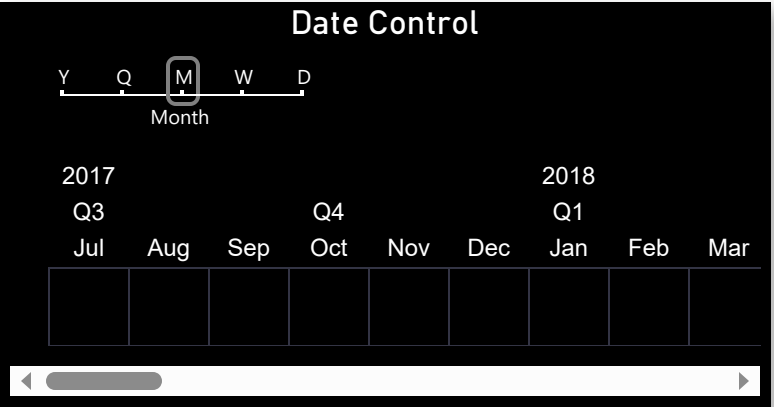


Ask a question about your data

Try one of these to get started

what is the total sales by category

what is the total sales by sub category

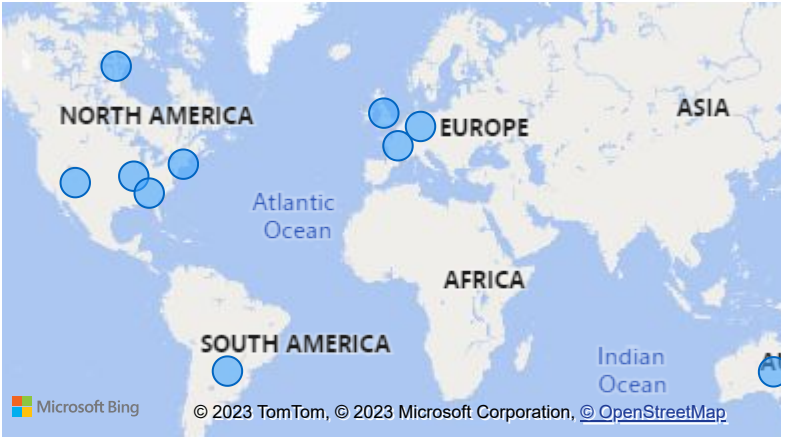
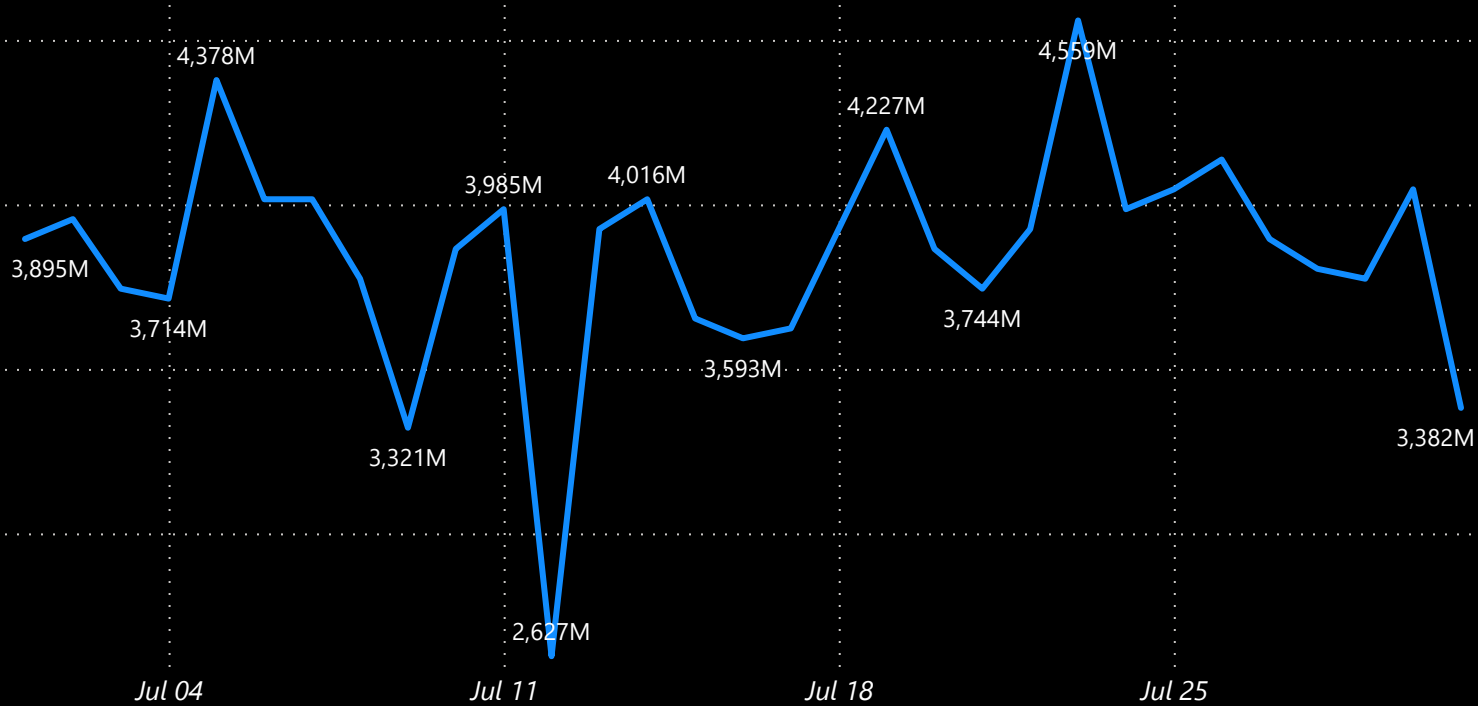


- United States
- Canada
- Australia
- France
- United Kingdom
- Germany

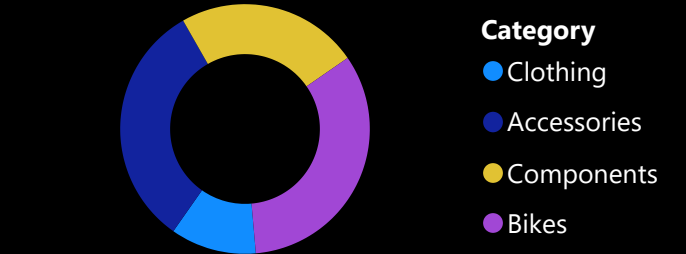
30M

Average of Profit Mar...

Profit Margin

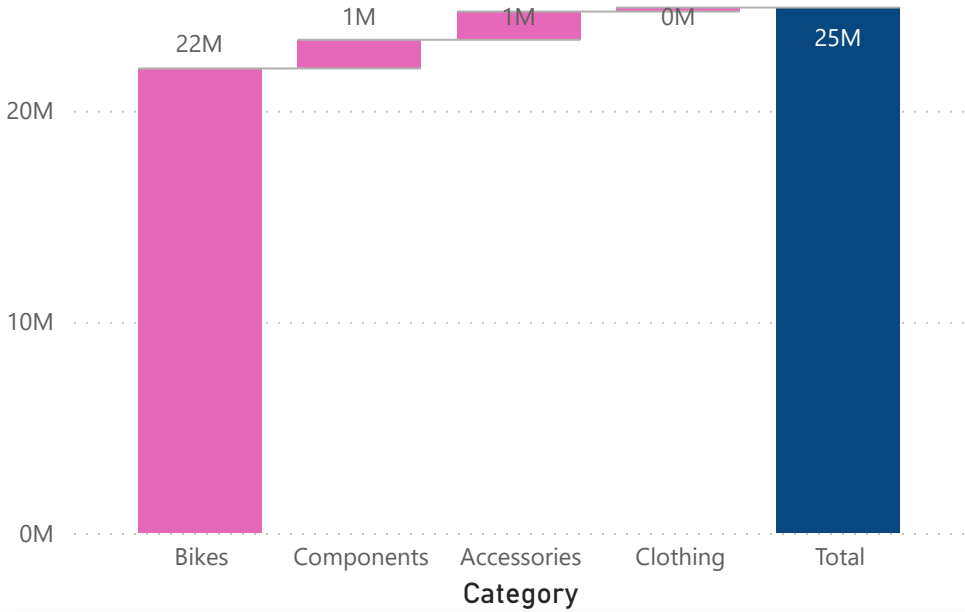


Profit by Category

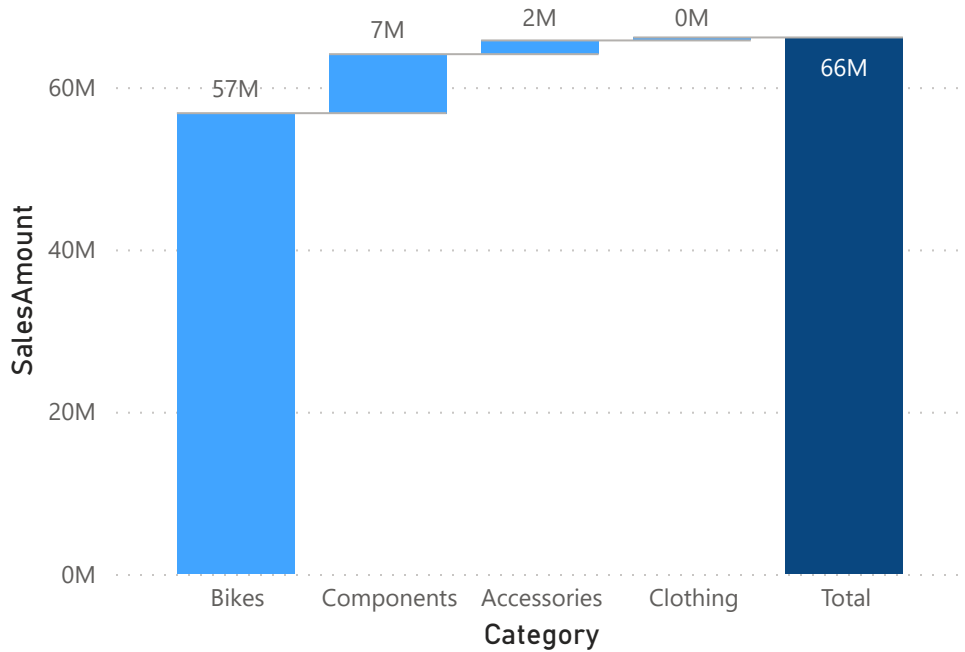




Total Sales Females by Category



Total Sales Males by Category



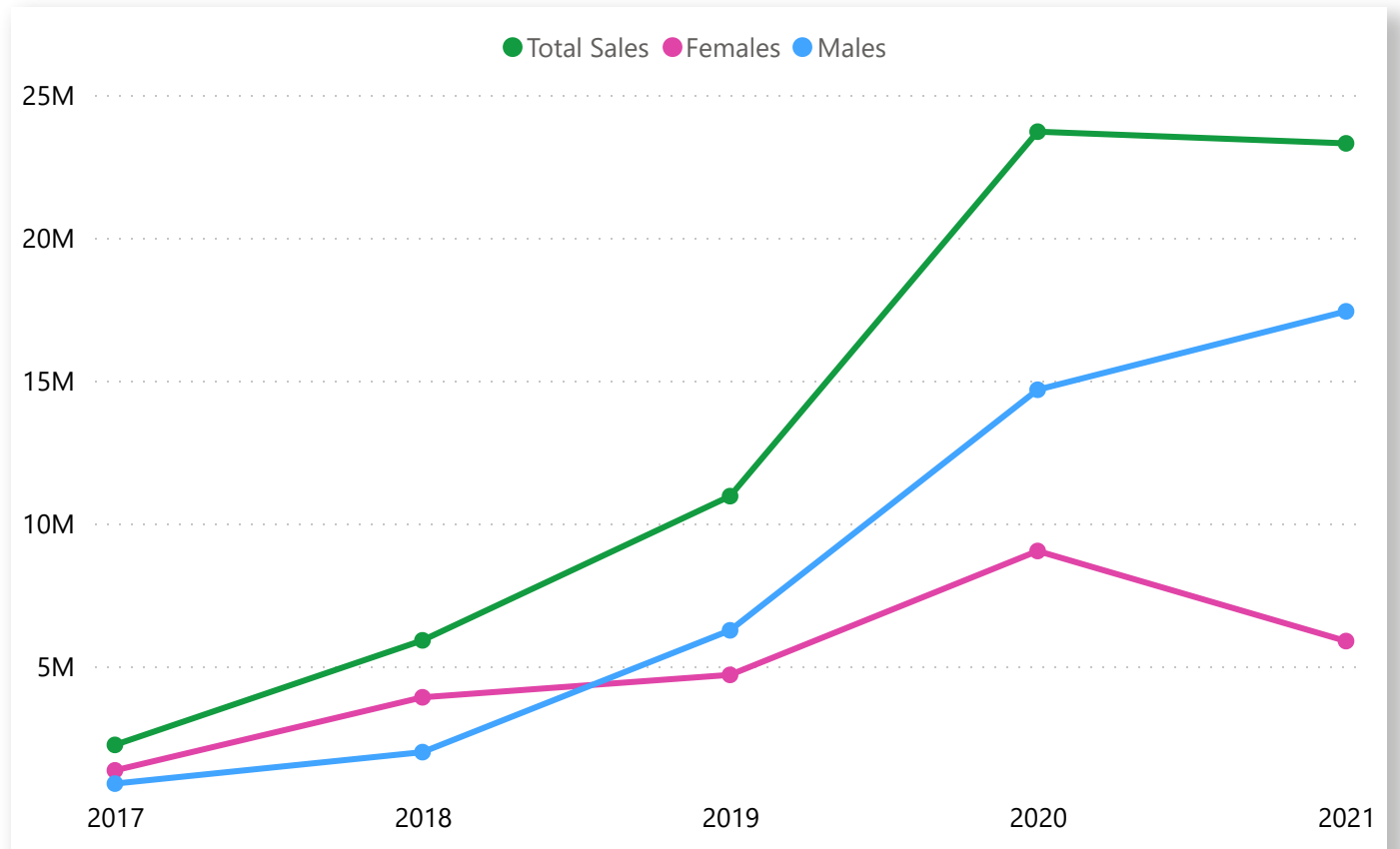
166%

Ratio Sales Males to Females

60%

Ratio Sales Females to Males

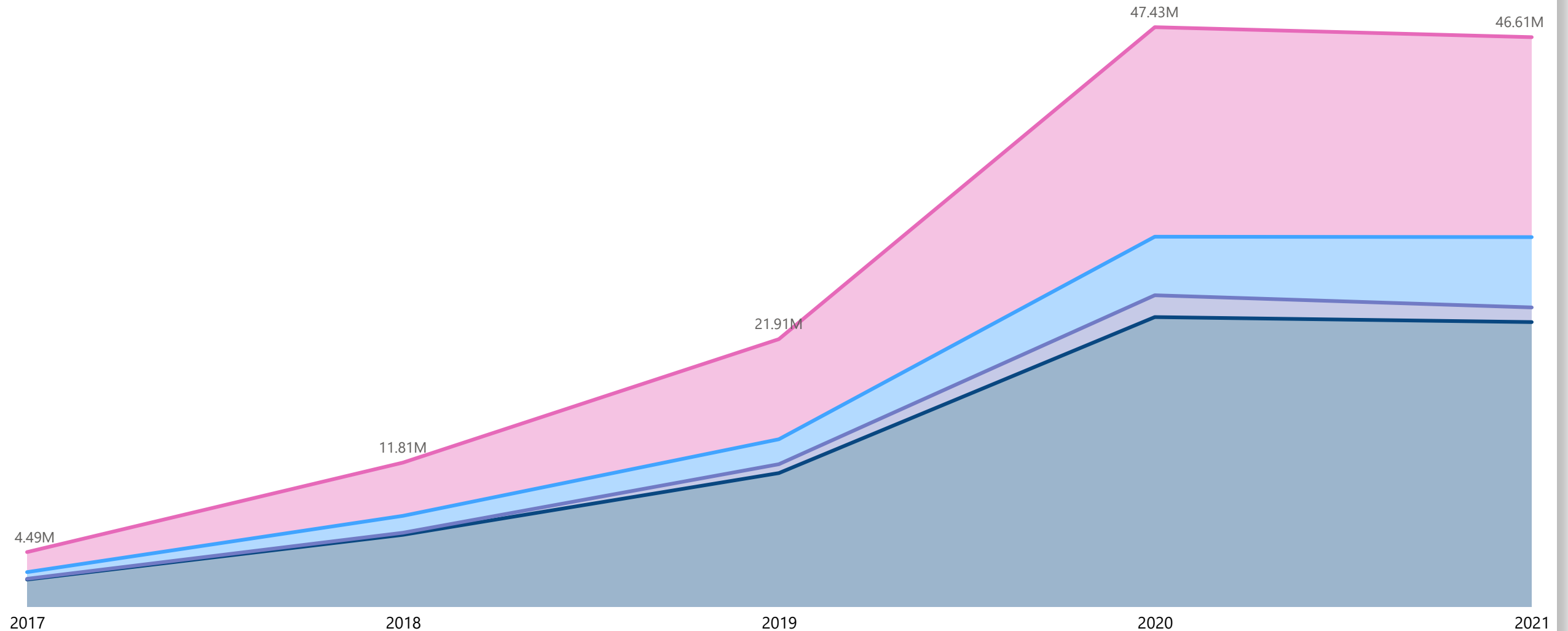
At the beginning there were more female customers by a big gap. Now more males are purchasing bikes. The clothing category has potential despite the small amount sold compared to other categories it can expand among



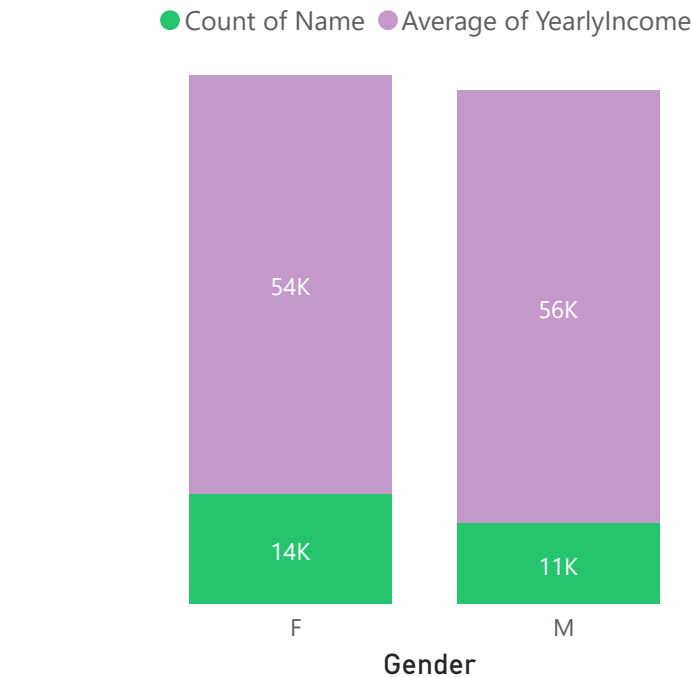
Post baby-boomers generation is the one that purchases more. People in their 50s and younger make up the majority of profit. Second place is baby-boomers and lastly pre-baby boomers. This may be due to the lack of energy to engage in sports.

Sales by Generation

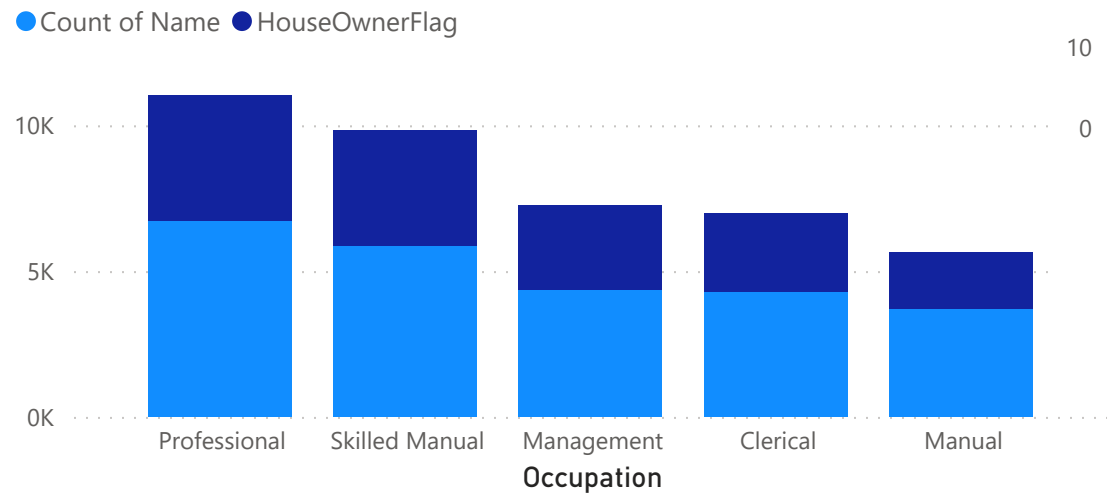
— Total Sales — Pre-Boomers — BabyBoomers — PostBoomers



Sales by Income

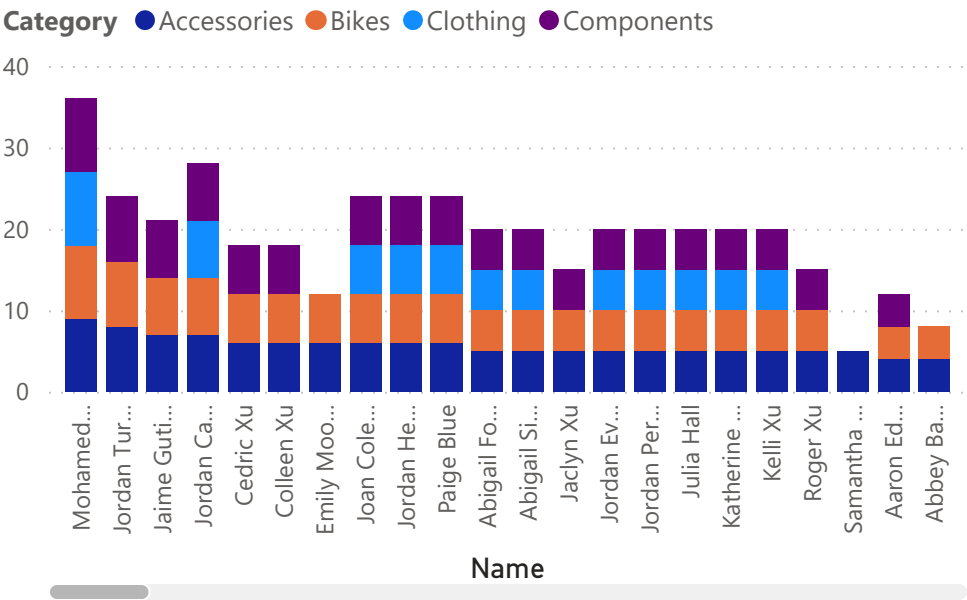


House Owners by Occupation



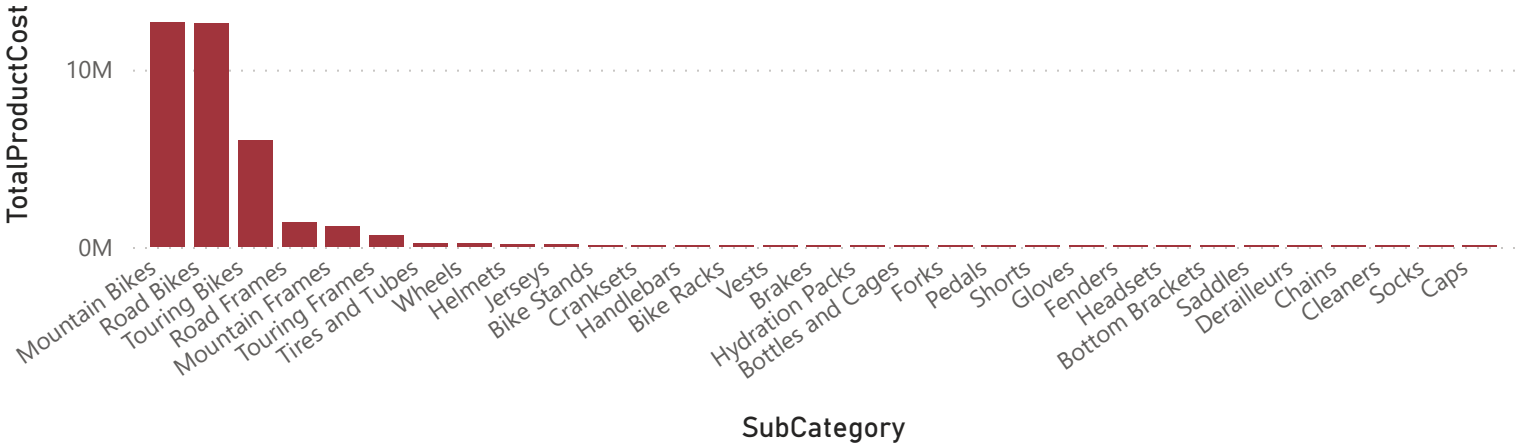
There are 14,417k female customers and 10,566males, The average annual income for women is 54,417 and for men 56,311. The majority has a professional occupation and owns a house. On average Adventure Works customers own 4 cars which could be an opportunity to make new products.

#Cars Owned and Product Category

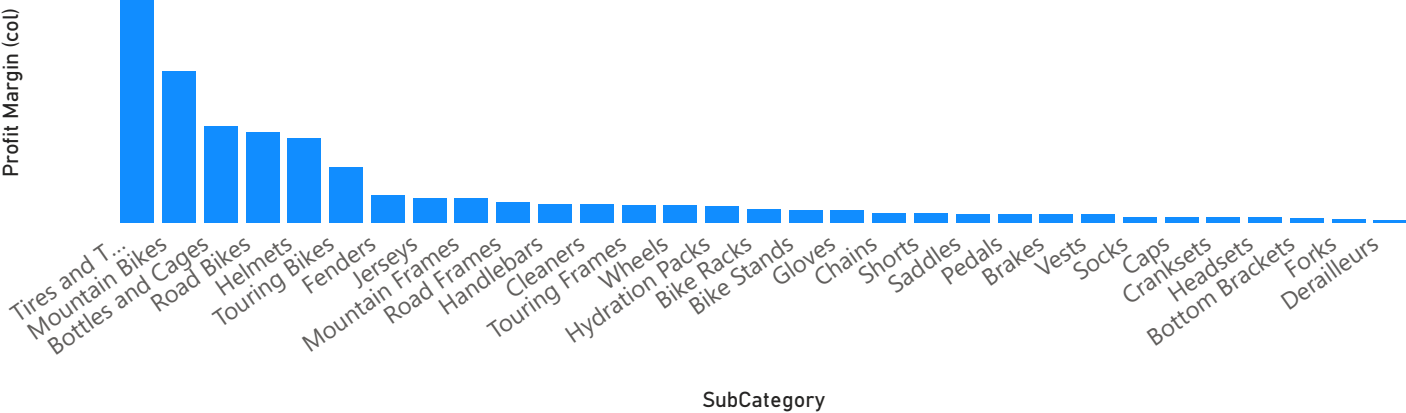


Which product categories have decreased the most by females. Then, create another visual

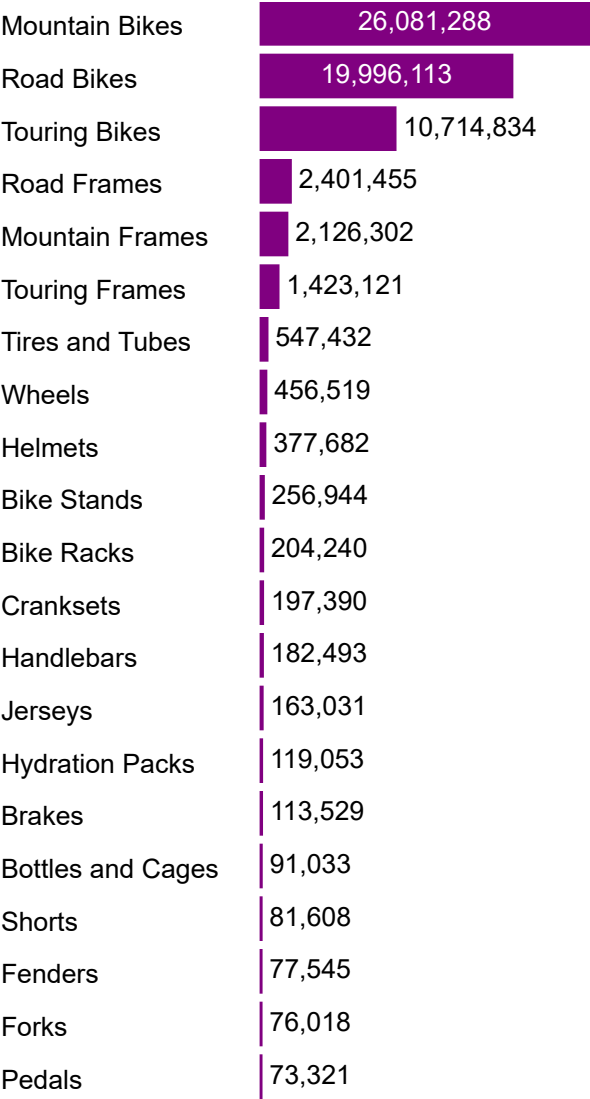
TotalProductCost by SubCategory



Profit Margin by SubCategory



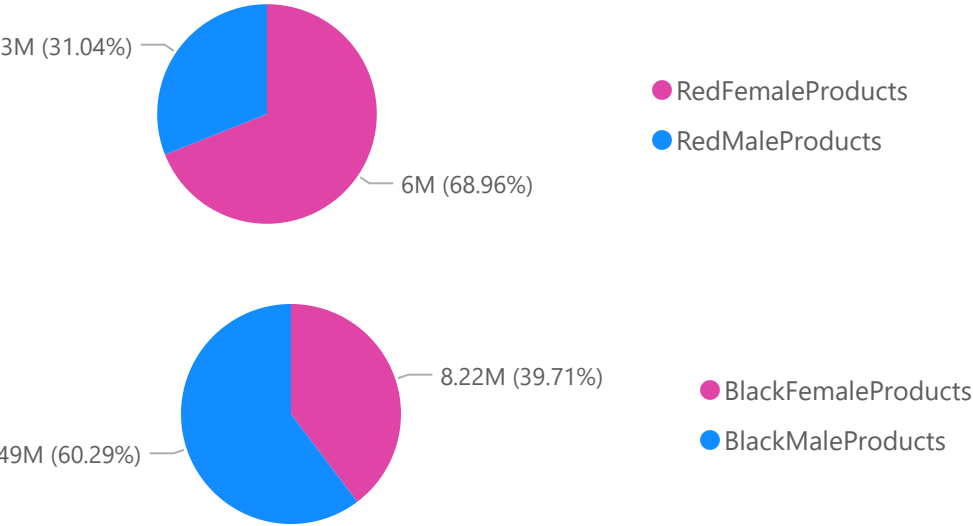
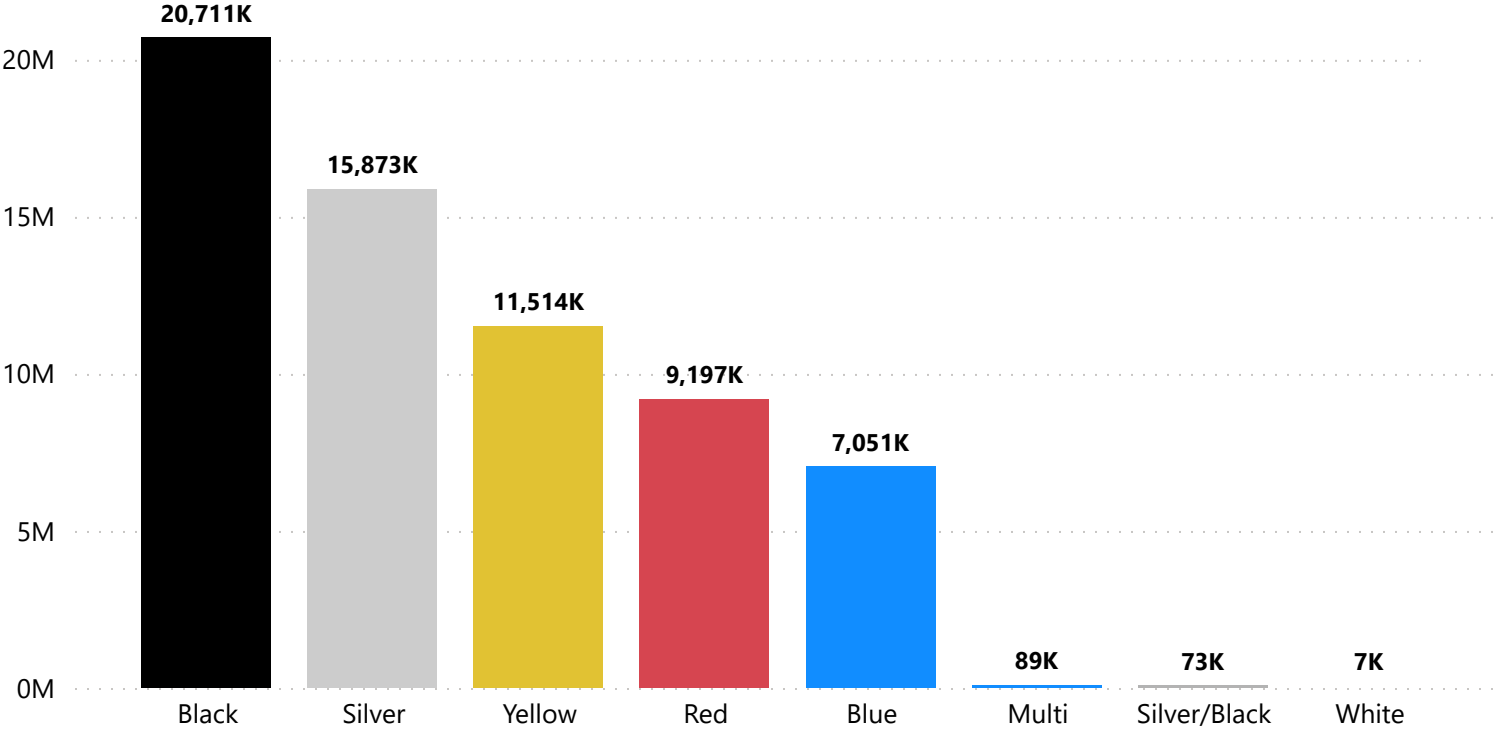
SalesAmount by SubCategory



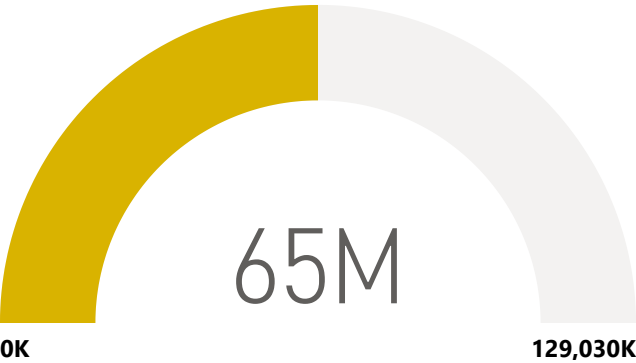
Color



SalesAmount by Color

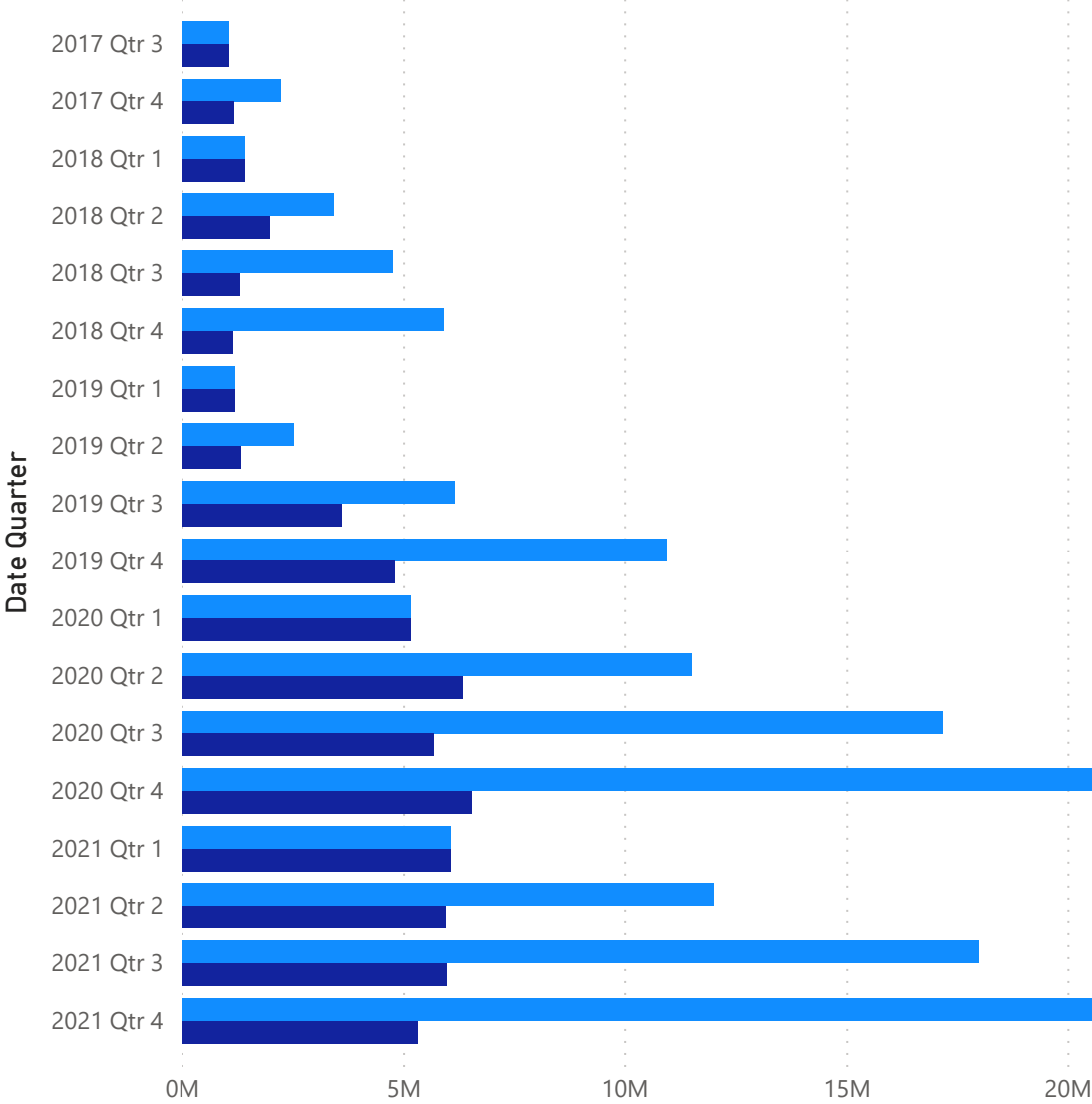


SalesAmount



TotalSalesLastPeriod

TotalSalesLastPeriod SalesAmount



TotalSalesLastPeriod and SalesAmount