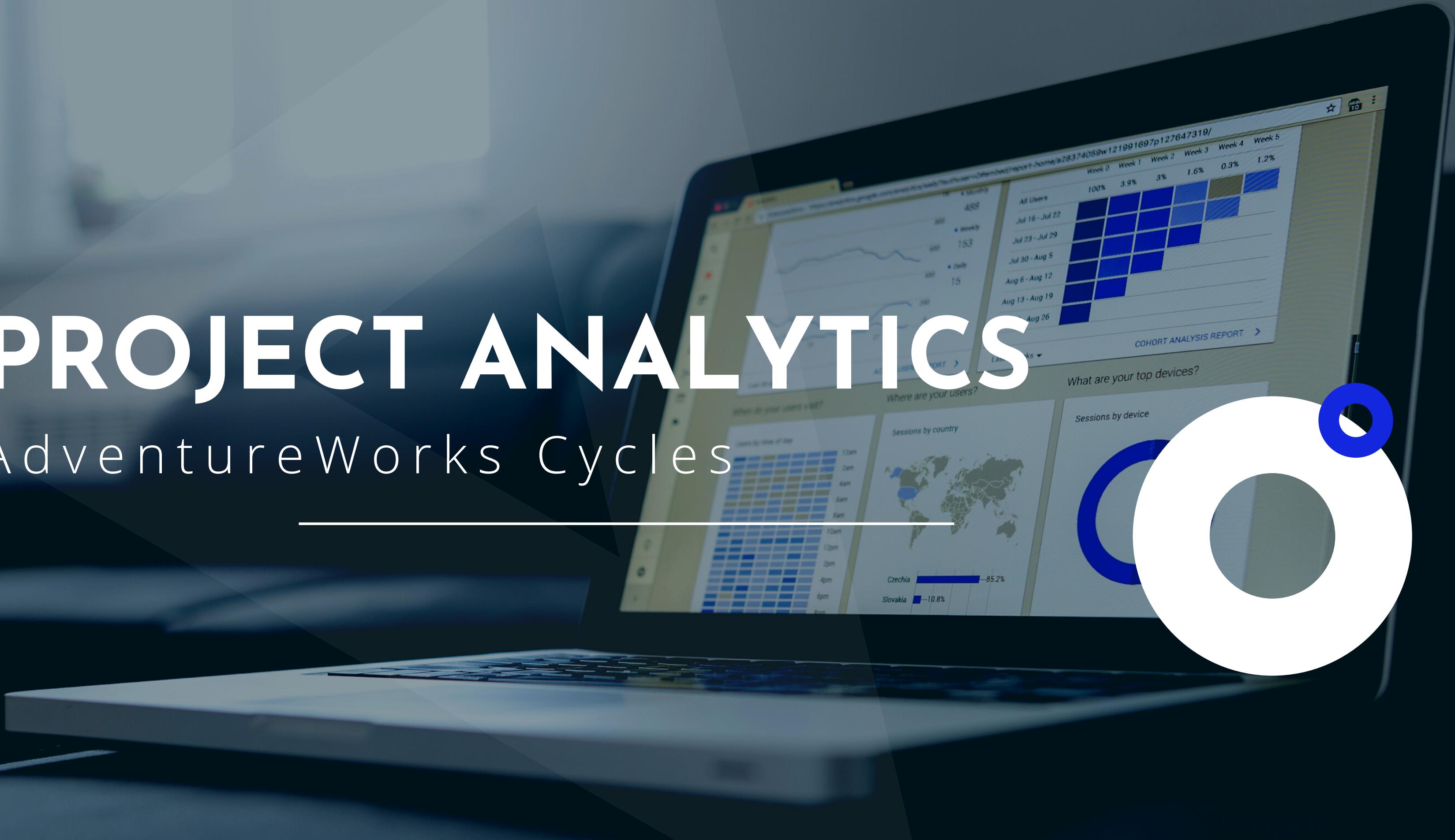
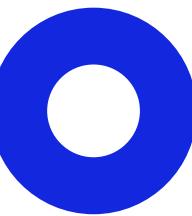
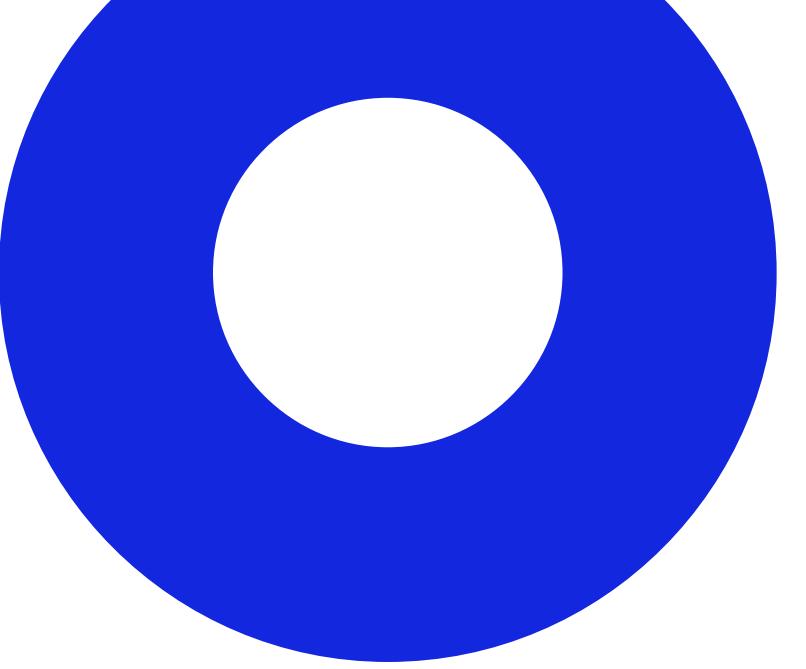


PROJECT ANALYTICS

AdventureWorks Cycles





Hi There....

WELCOME



02



Want to know about us

We are a large, multinational manufacturing company that produces and distributes bicycles, parts and accessories to commercial markets in North America, Europe and Asia.



CENTRAL PROBLEM

04



Profits have been declining in recent months



Through data analysis, we will identify the reasons why profits have declined in recent months.



COSTS PER MONTH



\$421.257,18

January



\$739.689,11

February



\$686.223,77

March

COSTS PER MONTH



\$580.487,96

April



\$1.036.153,6

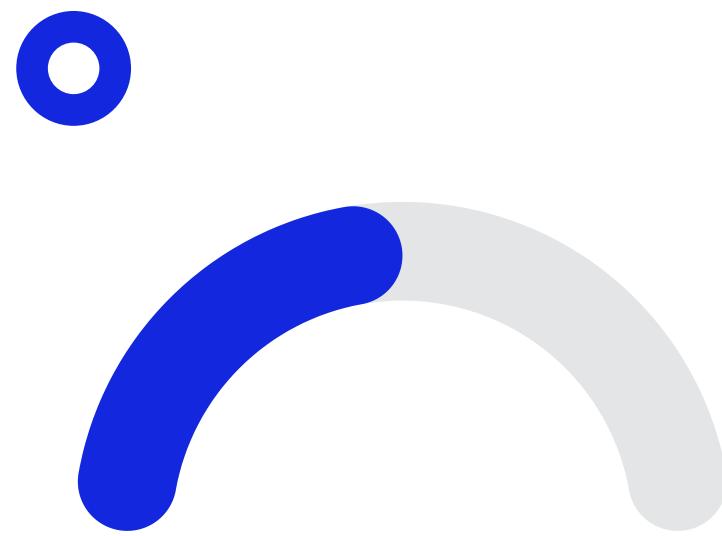
May



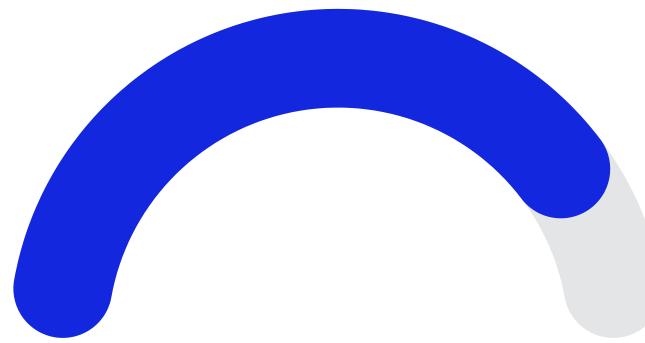
\$989.610,2

June

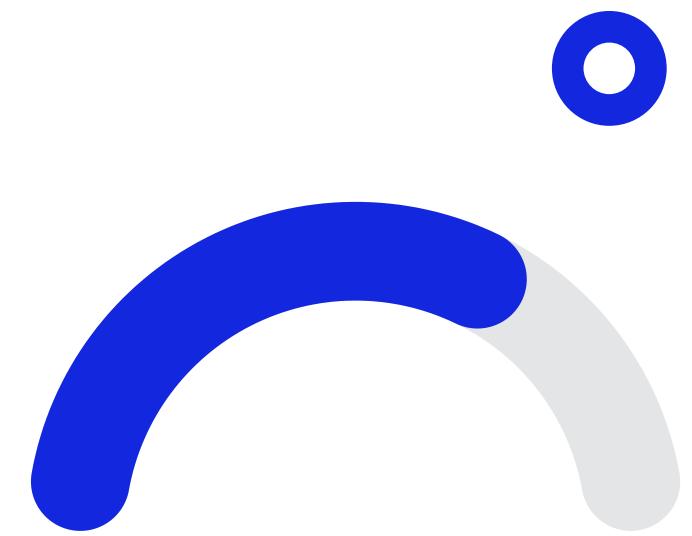
SALES PER MONTH



January

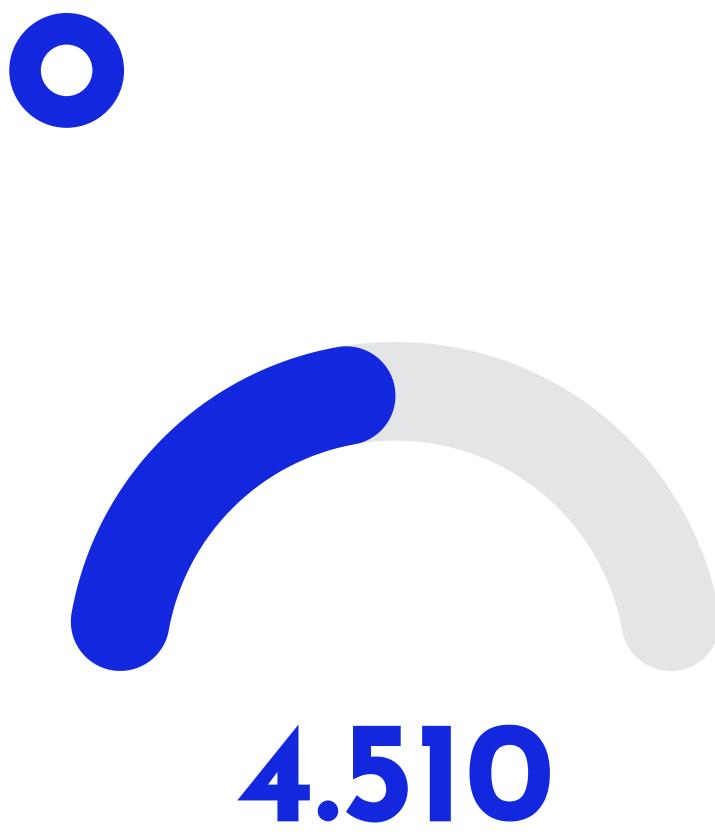


February



March

SALES PER MONTH



April



May

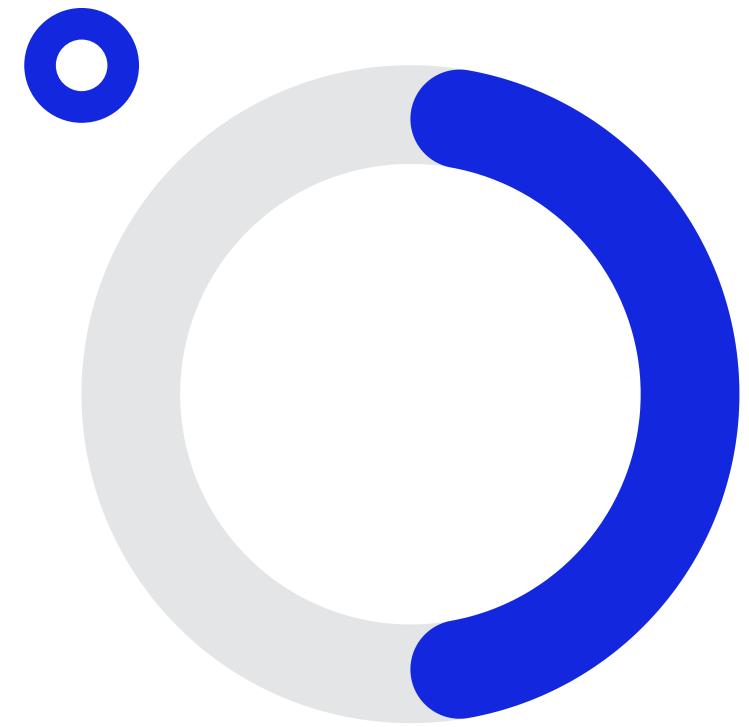


June

08

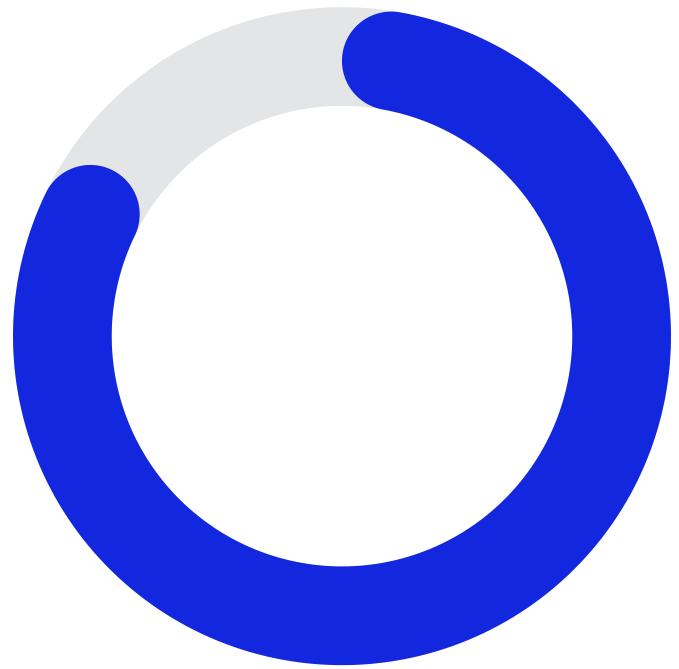
PROFIT PER MONTH

09



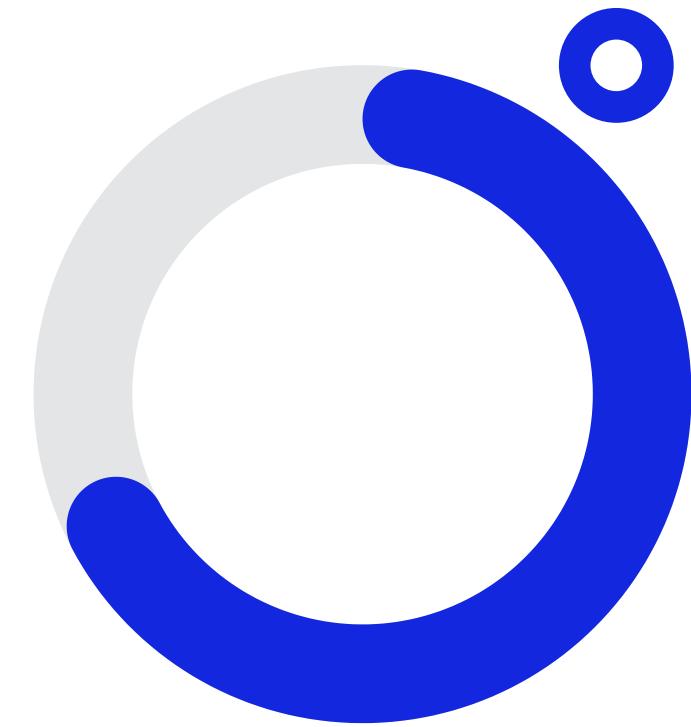
\$226.862,82

January



\$400.932,68

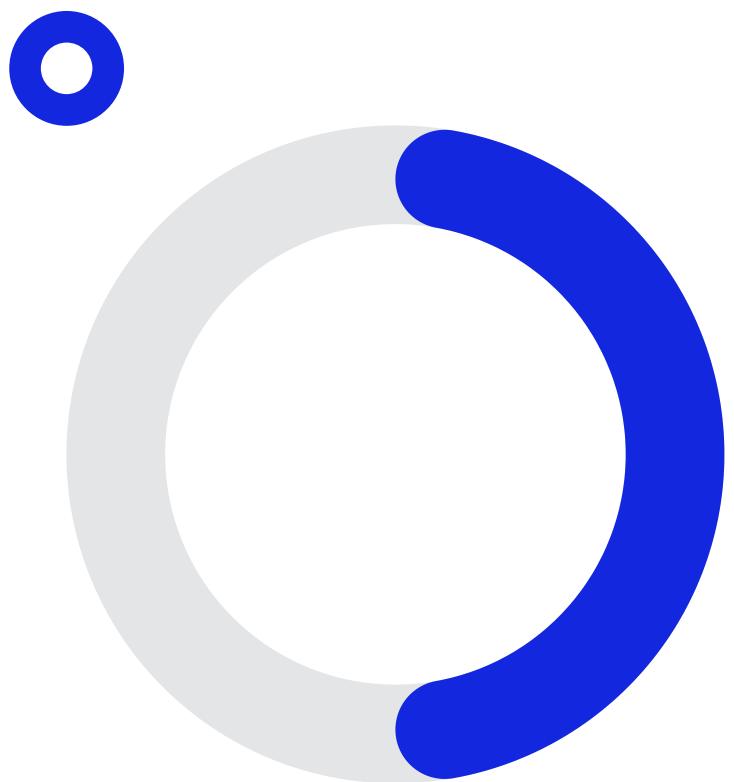
February



\$377.015,45

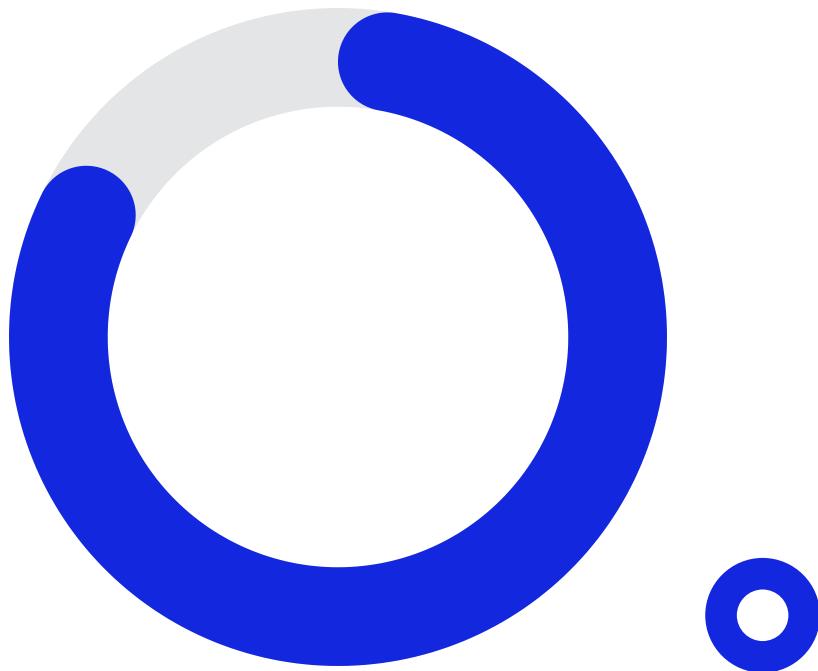
March

PROFIT PER MONTH



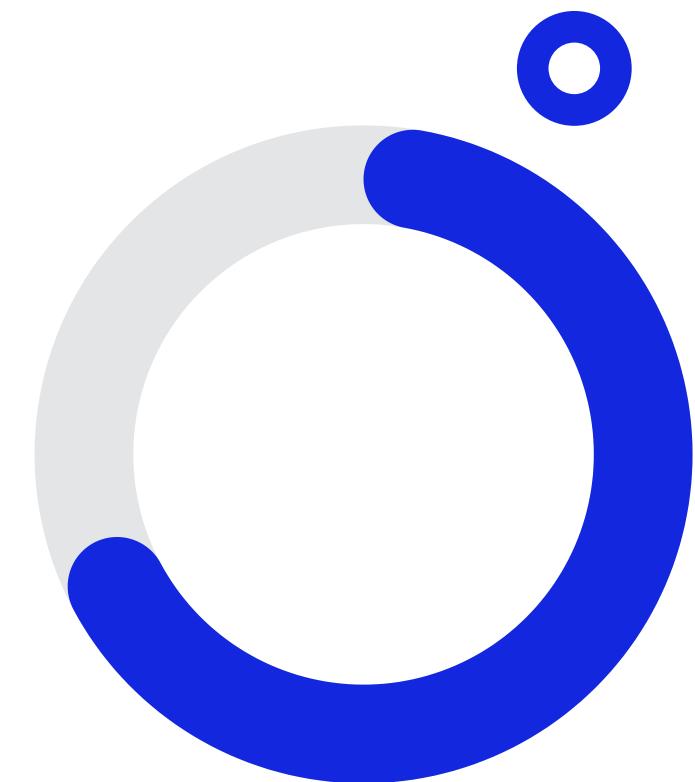
\$140.779,24

April



\$262.248,6

May

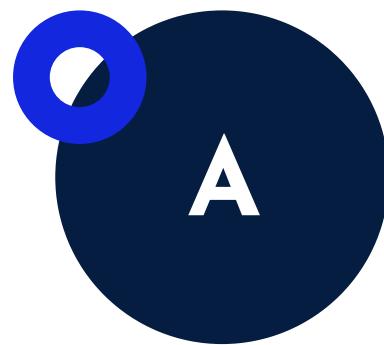


\$256.2479,3

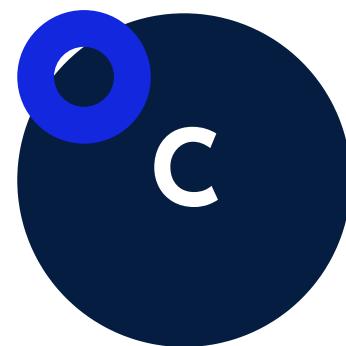
June

FACTORS DETECTED FOR DECREASING PROFITS

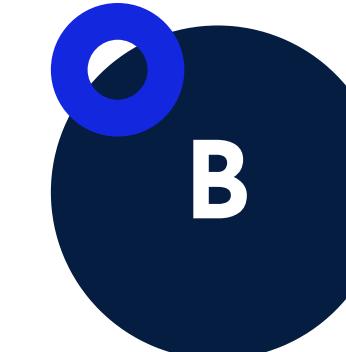
Notable reasons why profit has been declining in recent months.



In April there was the lowest rate of profit in recent months. The city of Bordeaux in France was one of the places that had less sales.



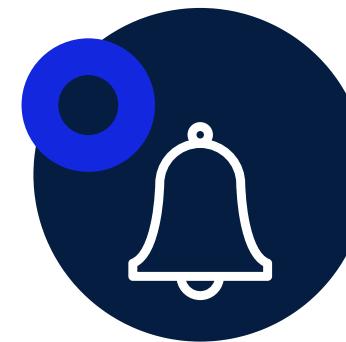
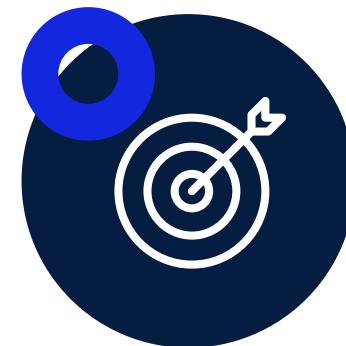
The financial crisis in 2008 was one of the main factors behind the decrease in profits and the increase in costs.



May was the month with the most sales for the company, but it was also the month with the highest cost, the highest costs were detected in Nevada in the US and in Bordeaux in France, both having the bicycle and components as the main reason for the increase in cost.

CONCLUSION

This information was collected through data provided by the company and this conclusion is intended to solve the problem of AdventureWorks Cycles.



Costs are expected to decrease mainly with bicycles and accessories in the cities of Bordeaux and Nevada.

The company should continue to sell high quality products and increase the company's awareness in regions that do not yet consume its products.

The company must constantly update itself in the market, be able to establish itself in certain regions, have sales strategies, especially in crisis. Control the relationship between costs and financial sustainability to recover profitability.