

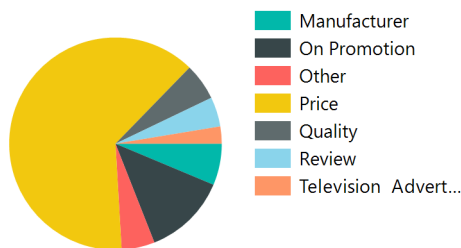


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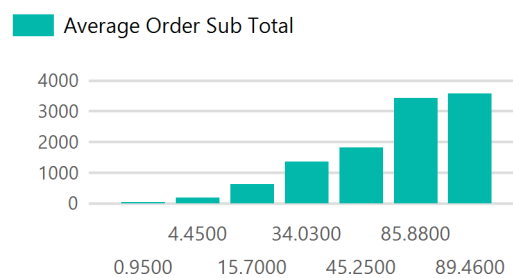
Adventureworks Sale Reason Analysis

An analysis of the reasons for sale conducted for marketing purposes. Out of the current orders outstanding, the number is linked with the method of sale, as in the way the sale was earned. The average order subtotal as well as the average freight cost for each order is included for research purposes. This may help guide future marketing campaigns and help to allocate resources accordingly.

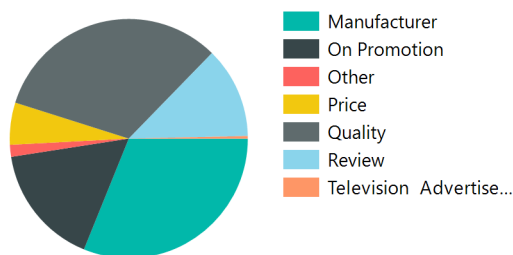
Reason for Sale Distribution



Order Subtotal vs Freight Cost



Reason for Sale vs Average Subtotal



The top left chart reveals a clear representation of the reason for each sale based on the number of sales, with the vast majority being due to 'price'. This appears to be the default reason for most sales, which can be assumed to be from customers approaching the business without prior contact.

The top right chart shows the clear correlation between subtotals and freight costs, with the two of them rising together.

Finally the bottom chart shows where the more expensive sales are coming from, comparing the average subtotal reason for sale.

The table below outlines the specific averages each chart is focusing on, sorted by number of sales.

Number of Sales	Reason for Sale	Average Order Sub Total	Average Freight Cost
722	Television Advertisement	38.0600	0.9500



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1245	Review	1361.3500	34.0300
1395	Other	178.1200	4.4500
1551	Quality	3578.2700	89.4600
1746	Manufacturer	3435.3500	85.8800
3515	On Promotion	1809.9100	45.2500
17473	Price	628.1600	15.7000

