

INTRODUCTION

INTERNET SALES

RESELLER SALES

TOTAL SALES

BIKES

COMPONENTS,
CLOTHING &
ACCESSORIES

CUSTOMERS

MARKETING

FINANCE



ADVENTURE WORKS DATA WAREHOUSE ANALYSIS

INTERNET SALES

\$32.44M

Net Sales(I)

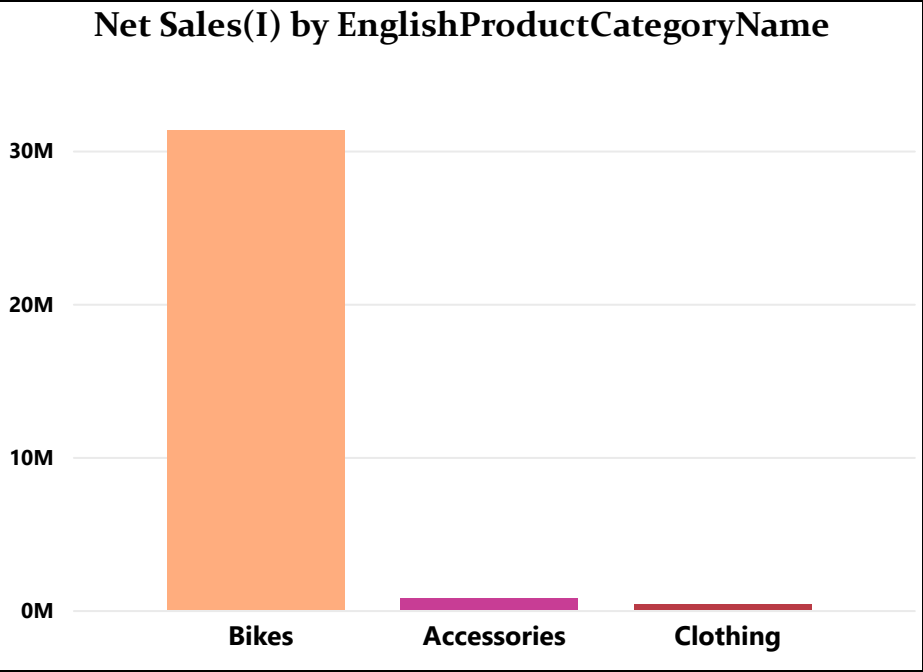
\$15.16M

Profit(I)

40.68

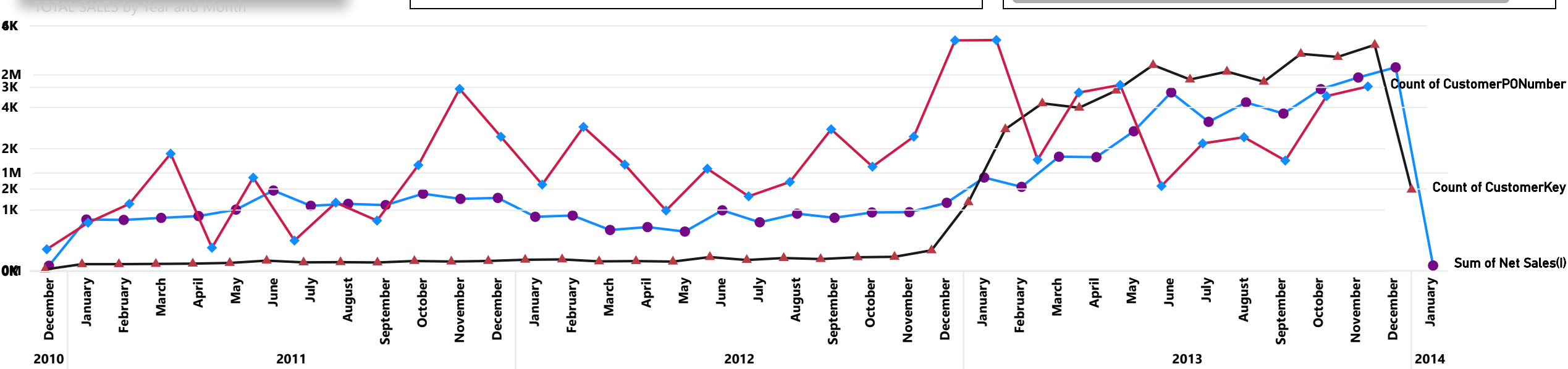
order_rate

Net Sales(I) by EnglishProductCategoryName



Sum of Net Sales(I) EnglishProductName

Sum of Net Sales(I)	EnglishProductName
15,17,683.89	Mountain-200 Black, 4
15,06,272.05	Mountain-200 Black, 4
14,80,106.41	Mountain-200 Silver, 3
14,37,715.64	Mountain-200 Silver, 4
14,30,827.12	Mountain-200 Black, 3
13,89,465.23	Mountain-200 Silver, 4
13,32,494.09	Road-150 Red, 48
13,28,540.10	Road-150 Red, 62
1,37,83,635.61	



Resellers SALES

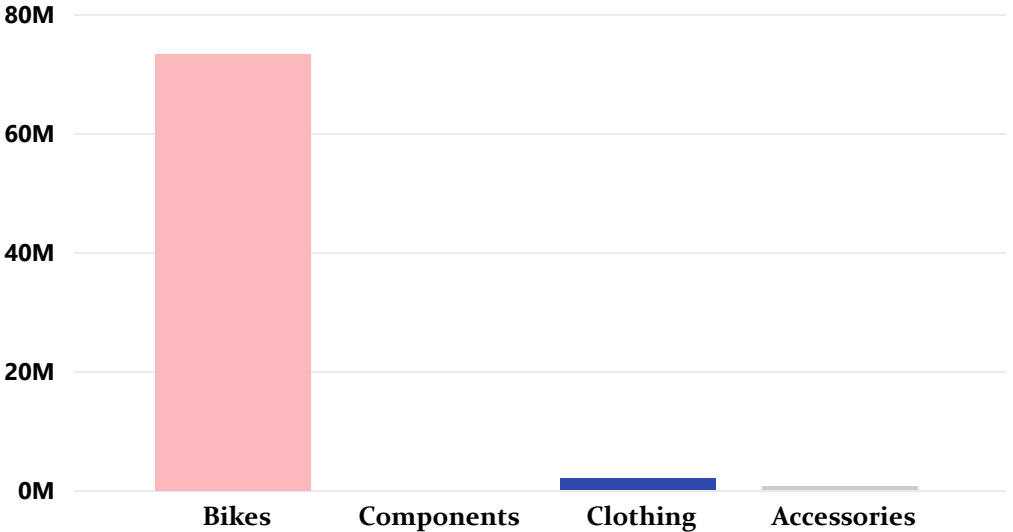
\$88.9M

Net Sales(S)

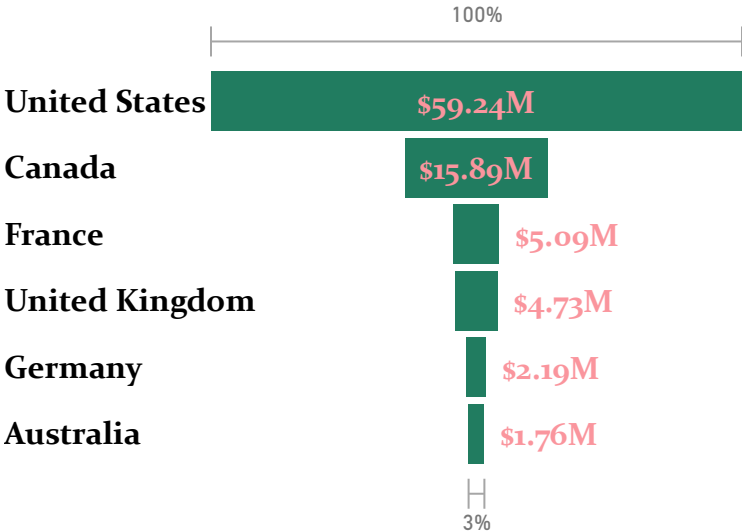
\$8.92M

Profit(S)

Net Sales(S) by EnglishProductName



Net Sales(S) by SalesTerritoryCountry



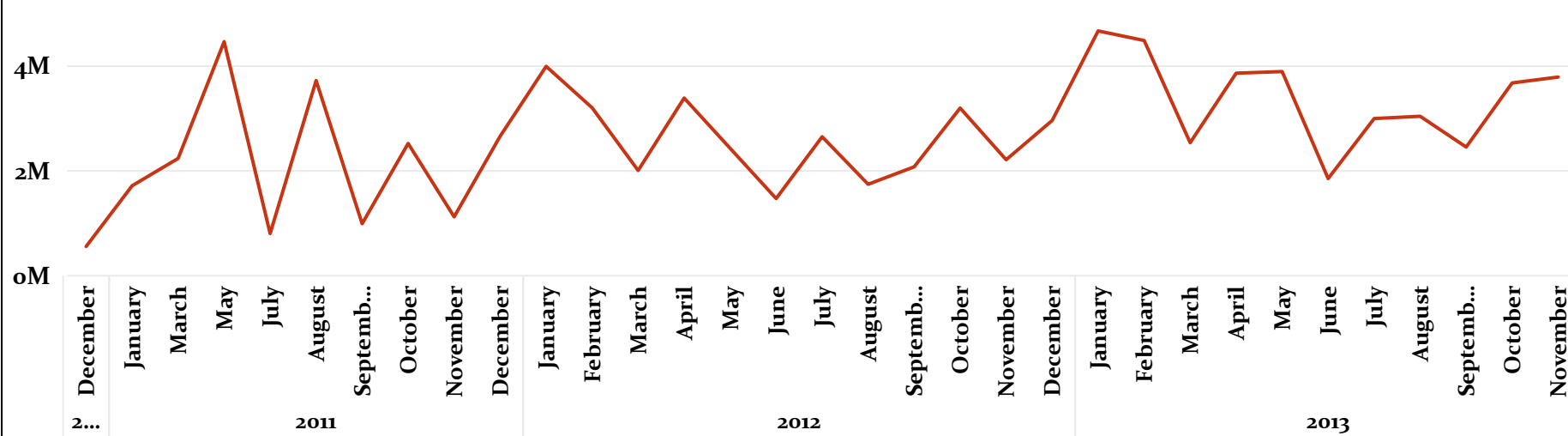
Top 5 Resellers

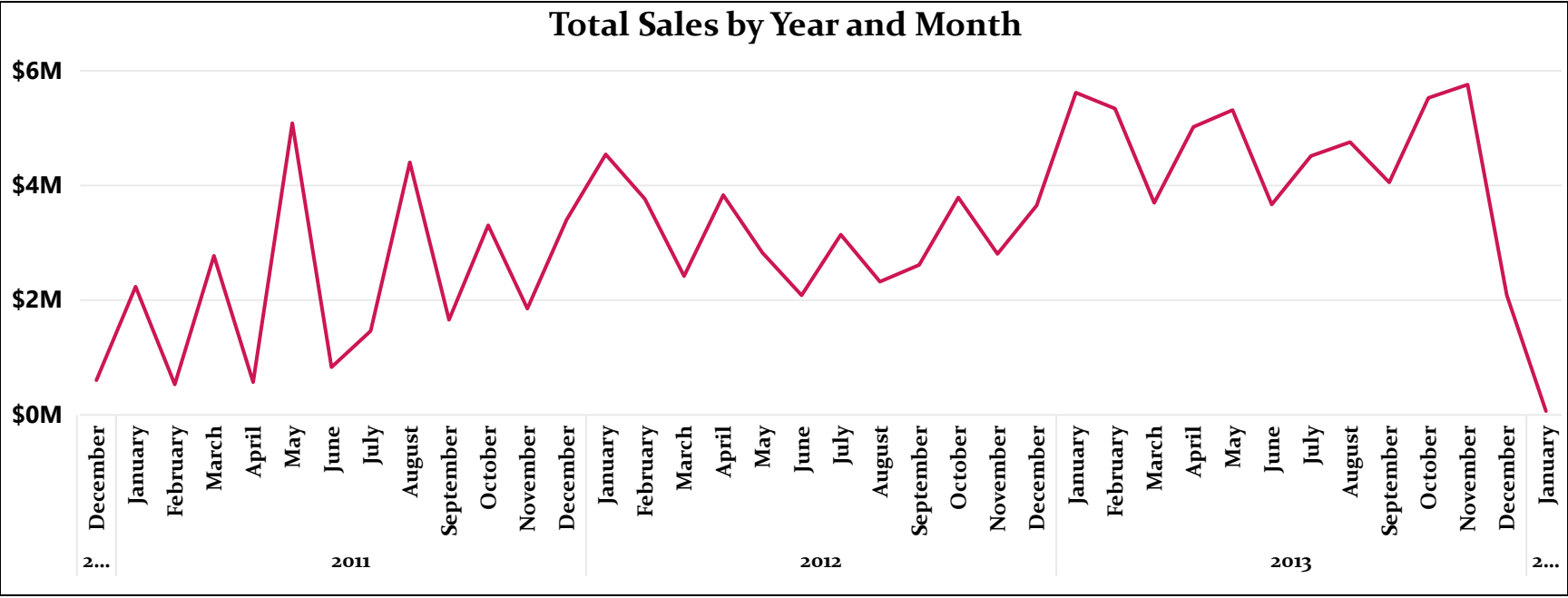
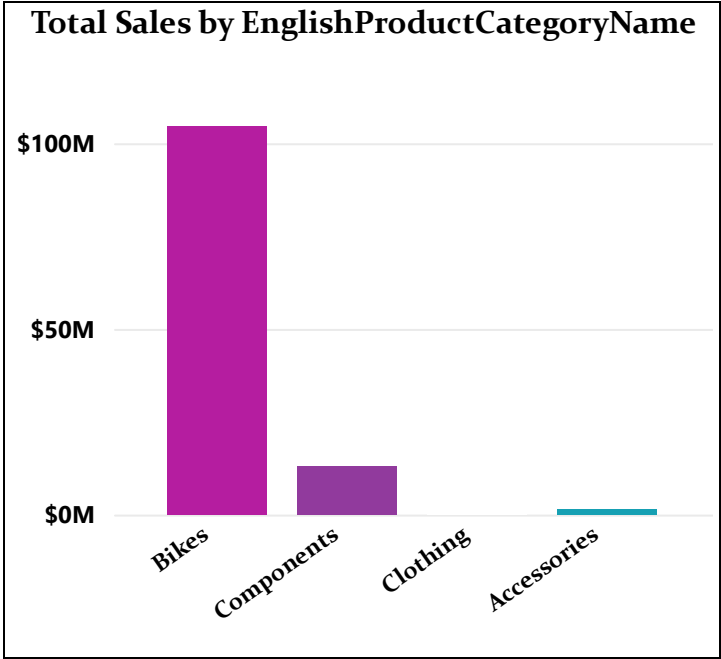
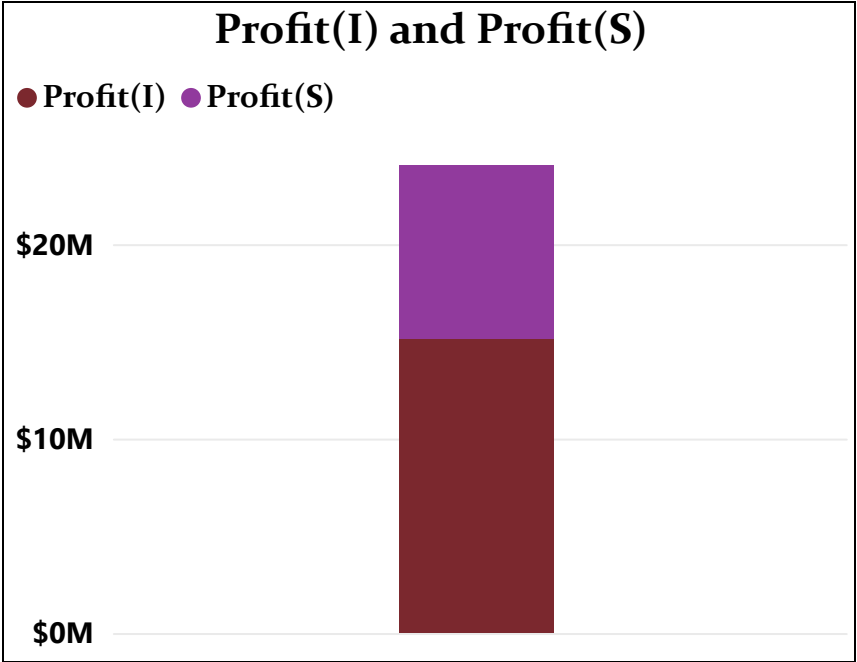
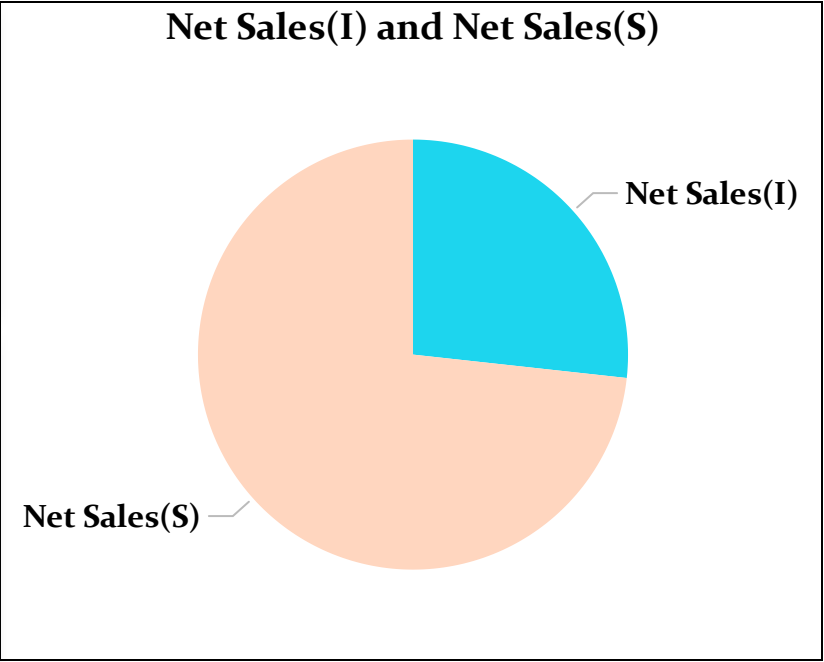
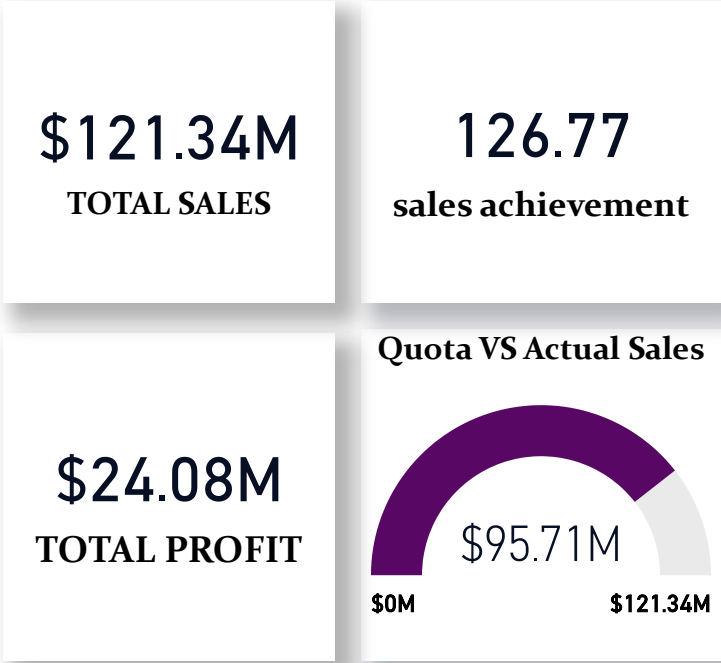
ResellerKey Sum of Net Sales(S)

170	9,43,503.35
328	9,02,514.92
514	8,83,202.08
678	9,30,309.20
697	9,69,203.45

Total 46,28,733.00

Net Sales Over Time





BIKE SALES

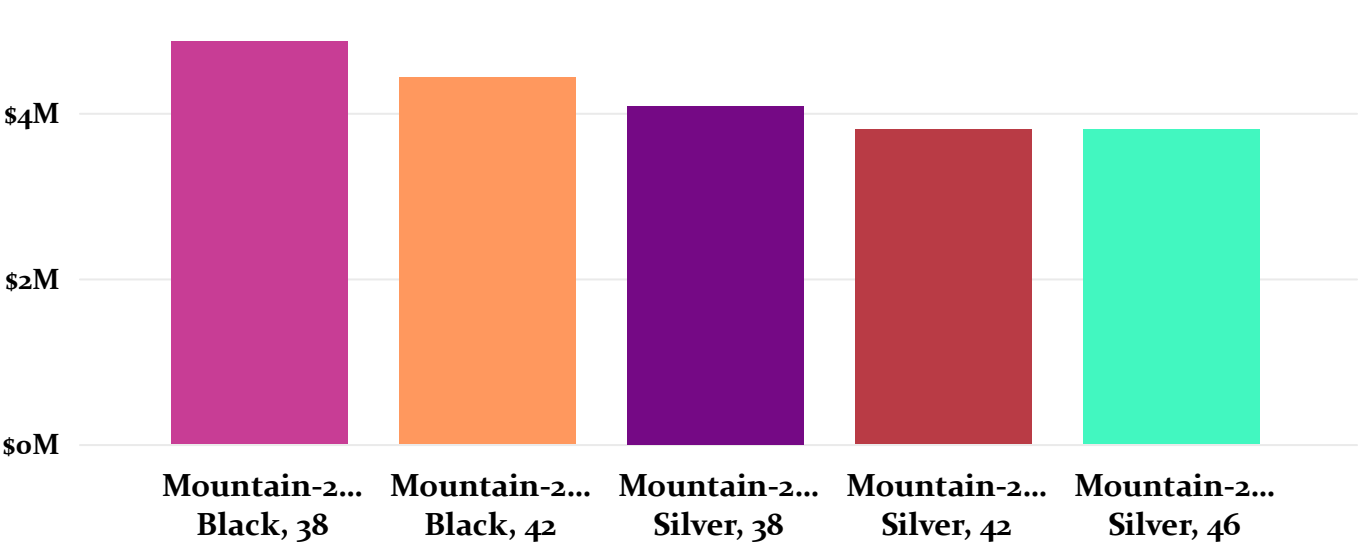
\$104.56M

TOTAL SALES

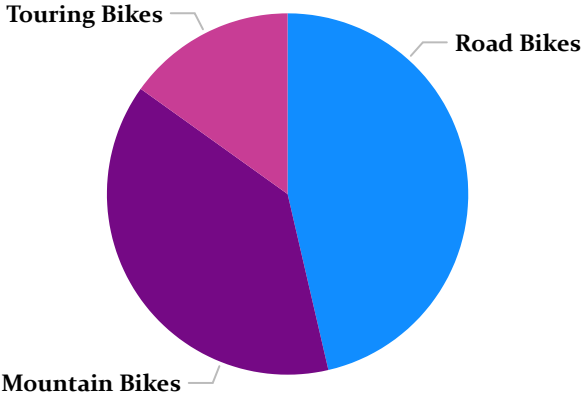
\$20.45M

TOTAL PROFIT

Bike Sales by Products

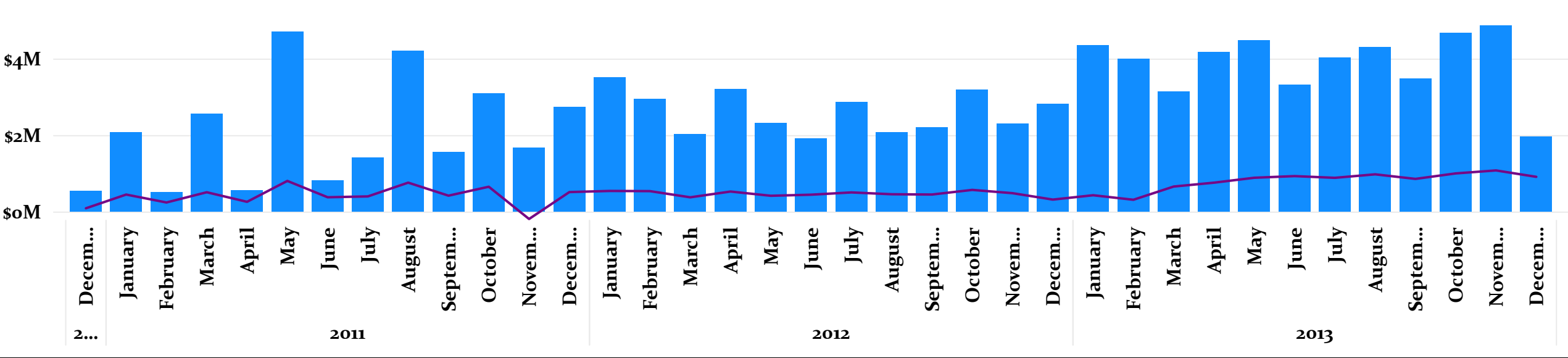


Bike Sales by SubcategoryName



Bike Sales and Profit by Year

● TOTAL SALES ● TOTAL PROFIT



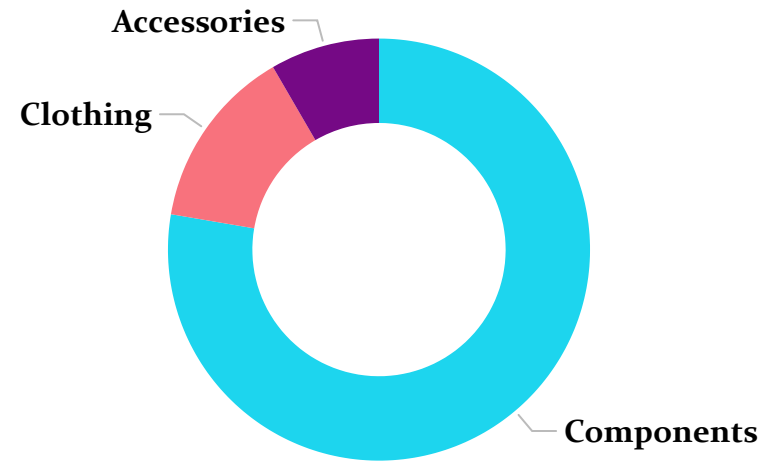
\$1.41M

TOTAL SALES

\$24.08M

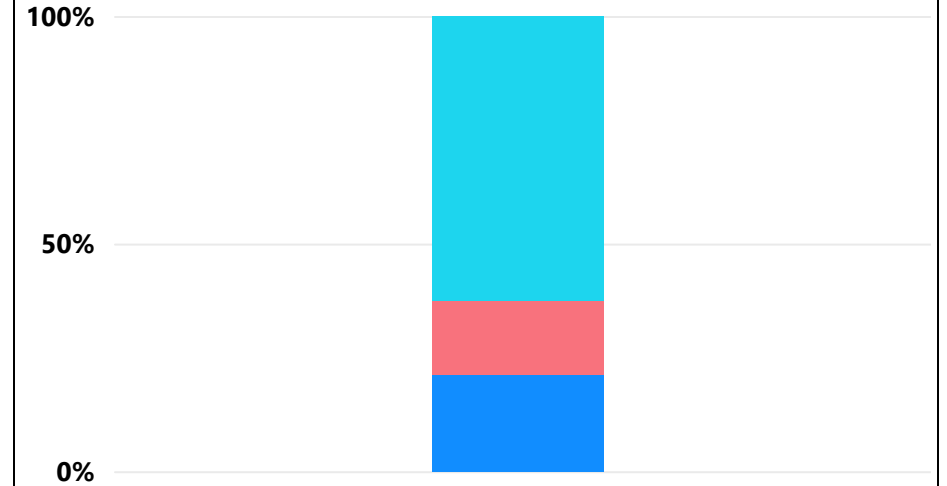
TOTAL PROFIT

Sales by CategoryName

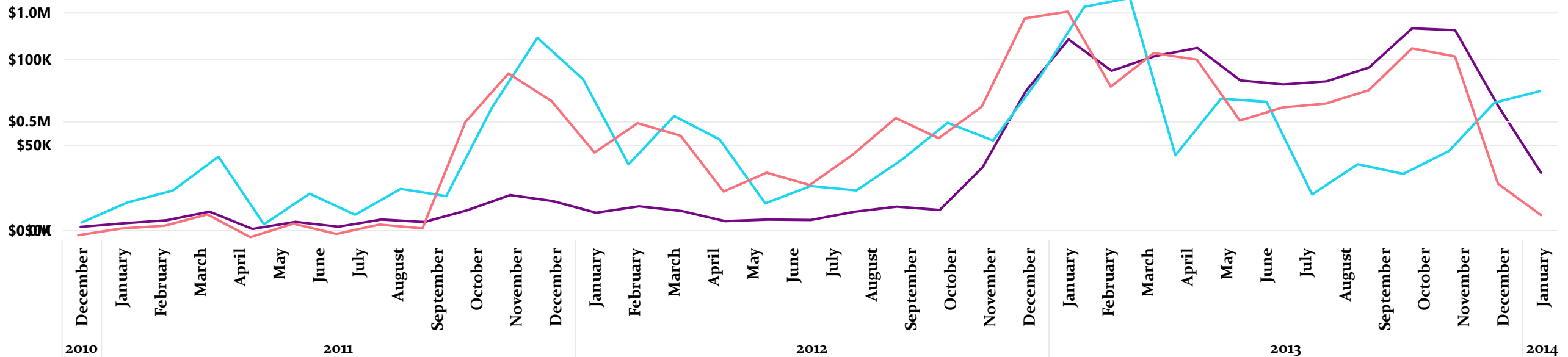


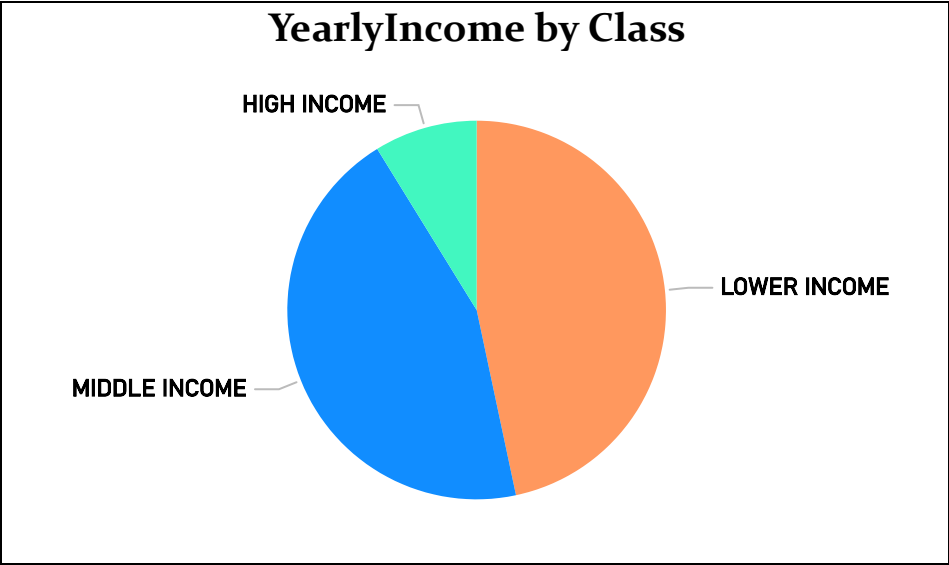
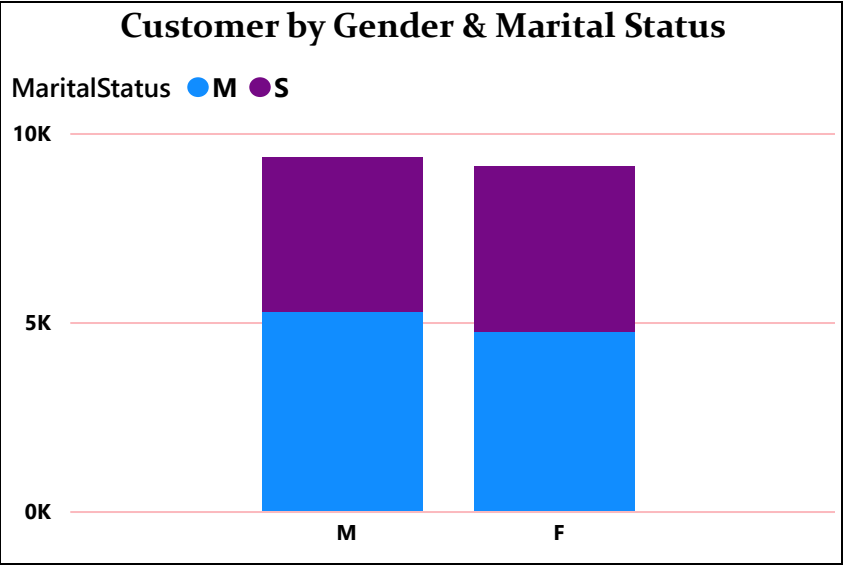
Profit by CategoryName

CategoryName Accessories Clothing Components



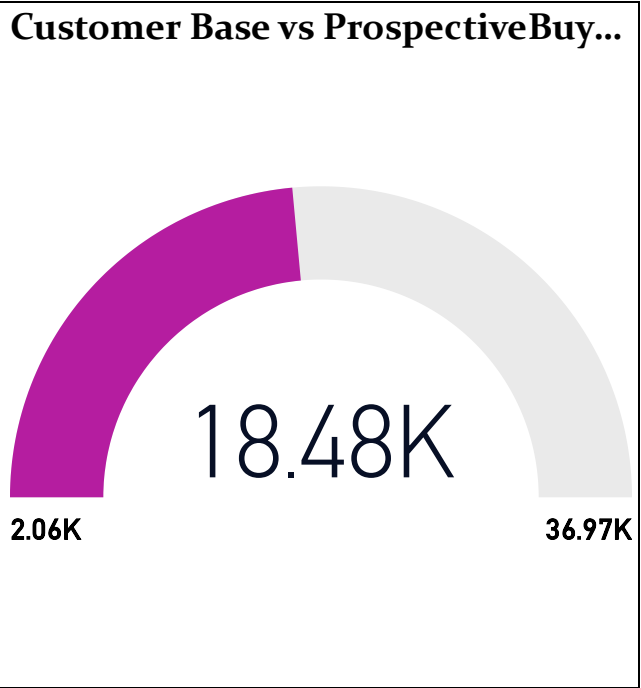
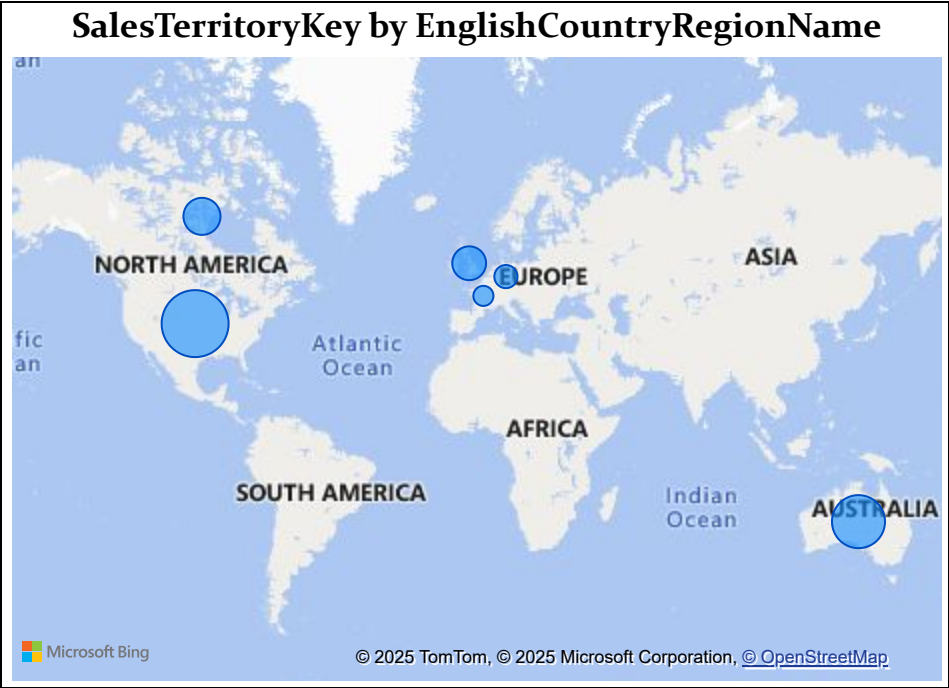
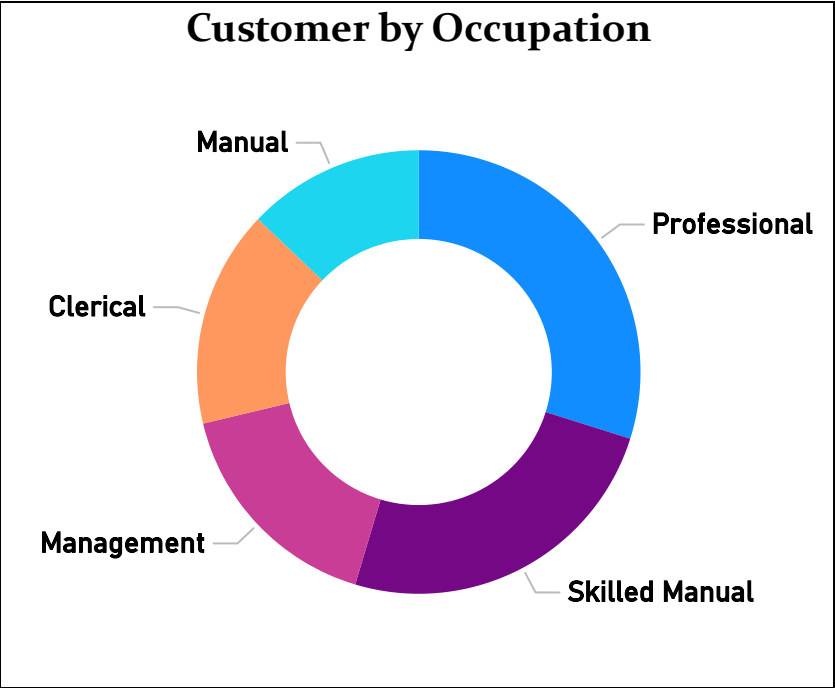
Components and Accessories by Year and Month



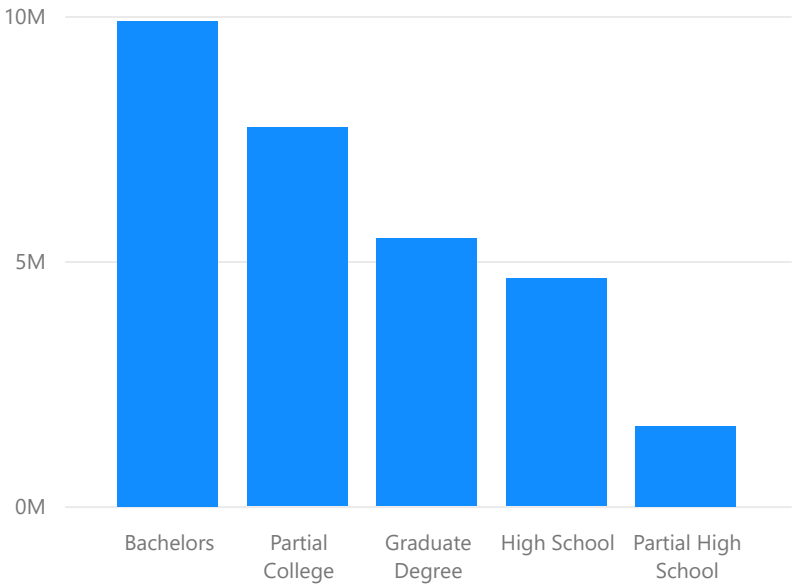


Top 5 Customers

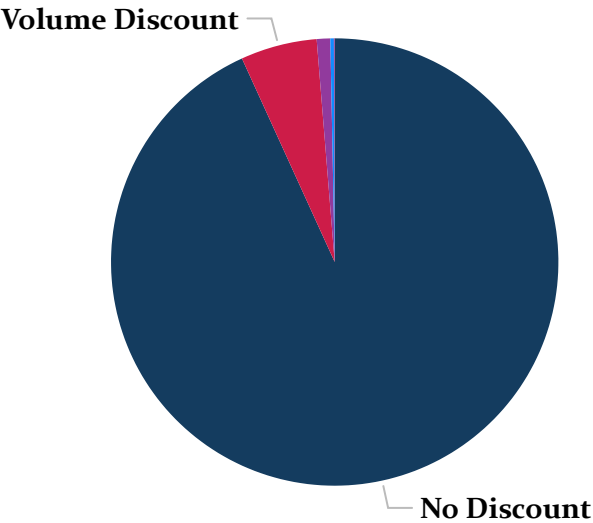
FirstName	Sum of OrderQuantity
Richard	307
Katherine	307
Jennifer	316
Eduardo	338
Dalton	325
Alexandra	314
Total	1907



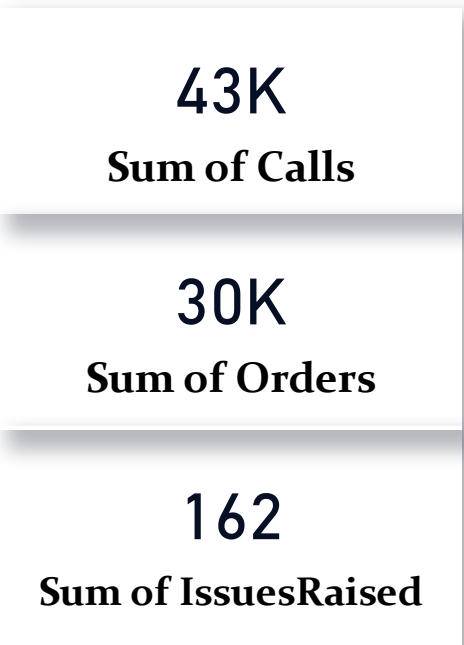
Sales by Customer Education



TOTAL SALES BY PROMOTION

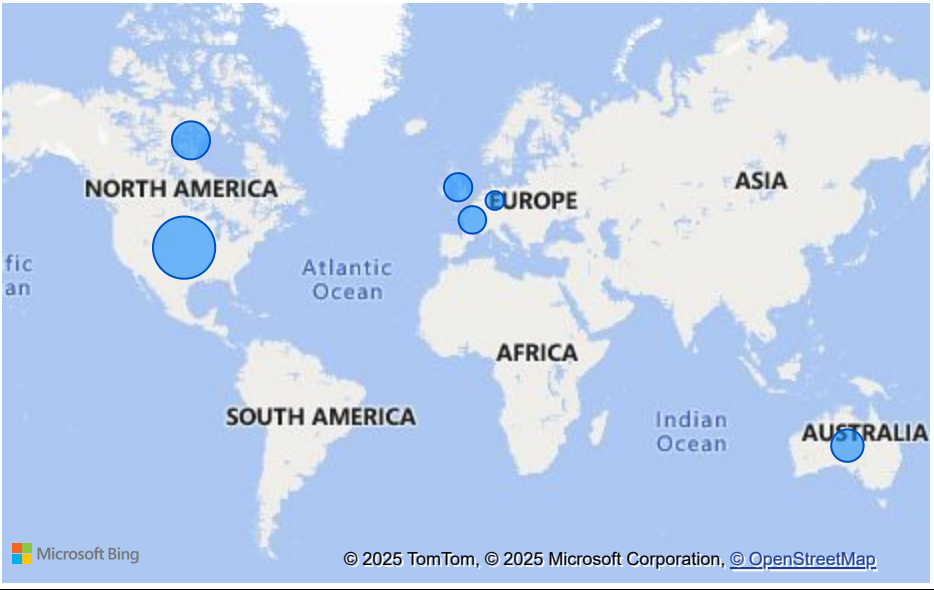


CALL CENTRE

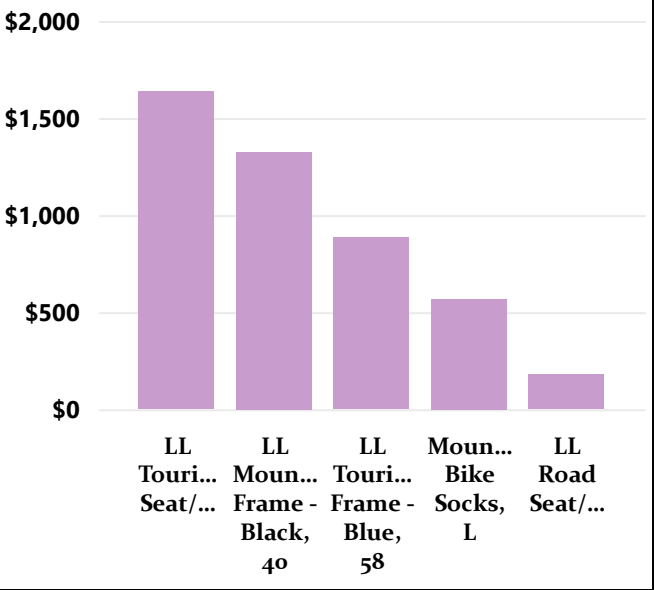


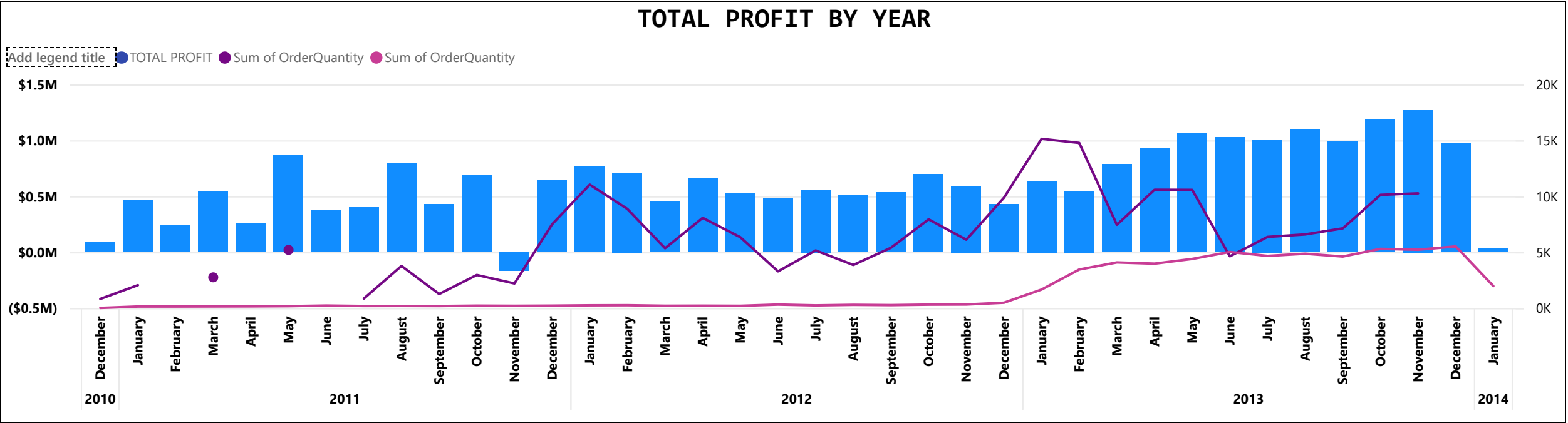
TOP 5 PROFITABLE PRODUCTS	
TOTAL PROFIT	EnglishProductName
\$13,34,884.4015	Mountain-200 Black, 38
\$12,84,797.7395	Mountain-200 Black, 42
\$11,55,604.0653	Mountain-200 Black, 46
\$12,16,968.6377	Mountain-200 Silver, 38
\$11,54,554.2663	Mountain-200 Silver, 46
\$61,46,809.1103	

Total Sales by EnglishCountryRegionName



POOR PRODUCTS BASED ON SALES





0.20
Profit margin

40.68
order_rate

