



Adventure Cycles Sales Analysis



Total Customers	Total Orders	Total Units Sold	Total Revenue	Online Orders	On Store/Phone Orders	Discount	Average Shipping Days	Freight (Shipping Cost)
18K	29K	261K	8M	26K	3440	342	6	3M



ADVENTURE CYCLES SALES ANALYSIS (2011-2013)

Introduction

Sales Analysis

Order Analysis

Product
Analysis

Customer
Analysis

Trends

Year

All

Total
Customers

18K

Total Orders

29K

Total Revenue

8M

Total Units
Sold

261K

Online Orders

26K

On Store/Phone
Orders

3440

Discount

342

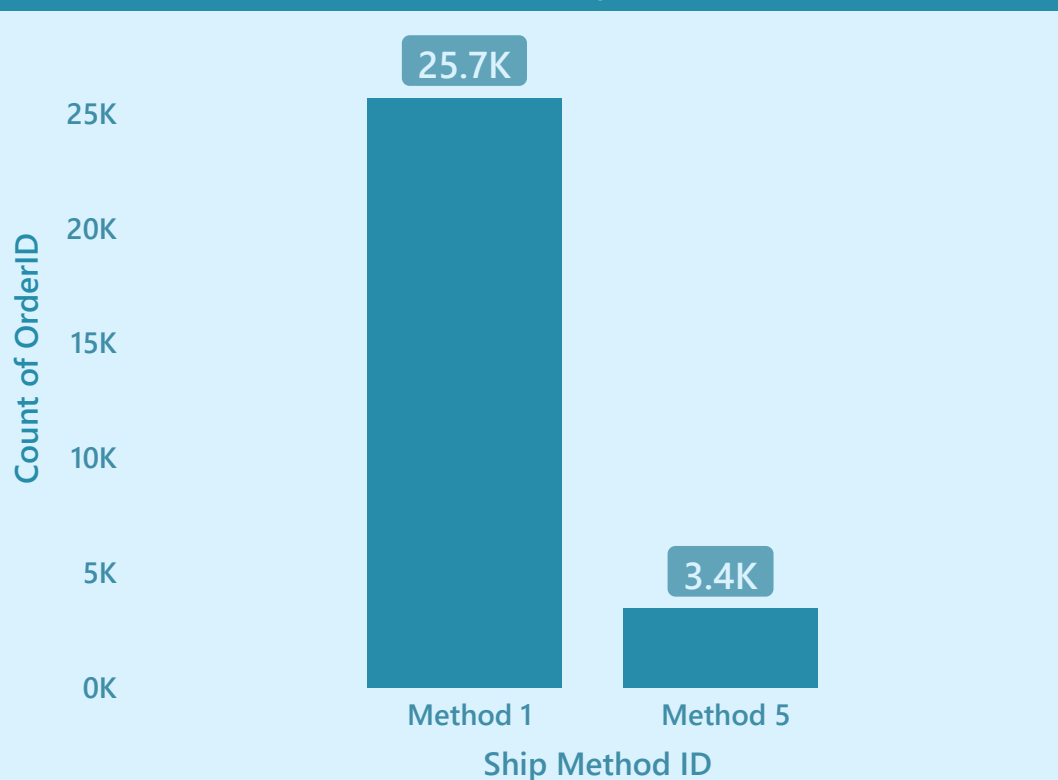
Average
Shipping Days

6

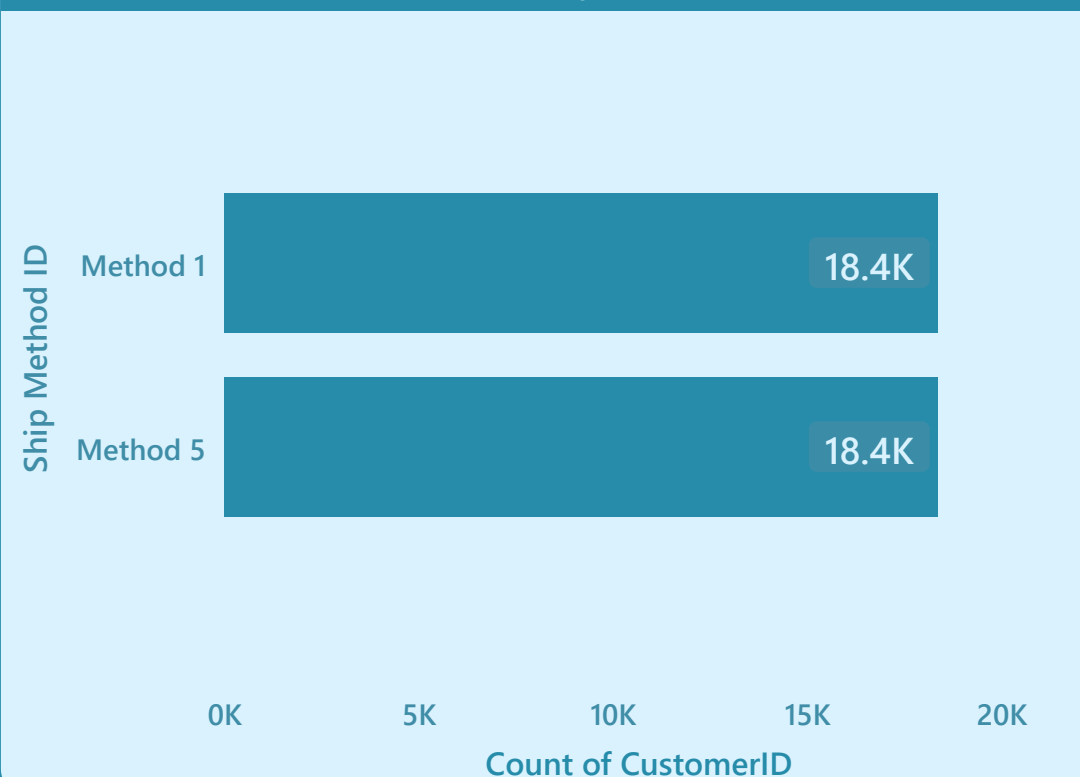
Freight
(Shipping Cost)

3M

Ship Method ID by Order ID



Ship Method ID by Customer ID



- Ship Method ID we can see that most of the used method is 1 and less number is 5. we are getting huge loss for method 5.
- Because shipping mode 5 charges more shipping cost.
- Tax for the shipment method 5 is more and those orders are phone/ store pickup orders.



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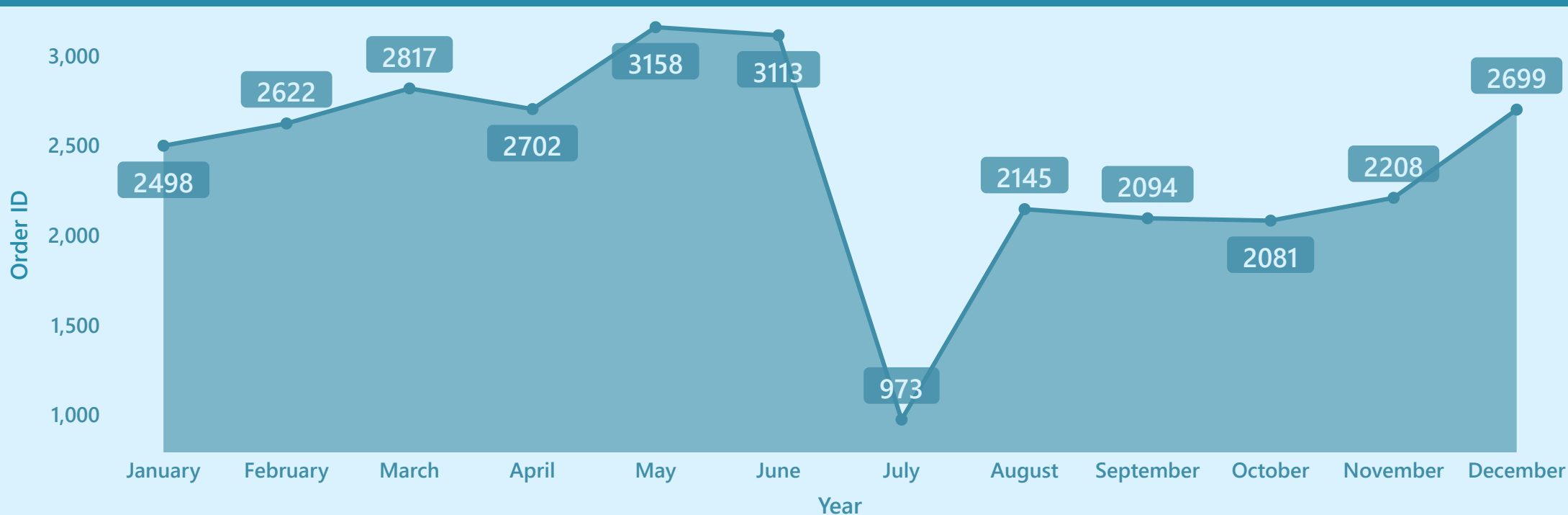
Average Shipping Days

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Freight (Shipping Cost)

3M

Orders over month



- At the month of May we had the highest Count of Orders and was 224.56% higher than July, which had the lowest Count of Orders.
- May accounted for 10.85% of Total Count of Orders.
- Across all 12 Month, Total Count of Orders ranged from 973 to 3,158.



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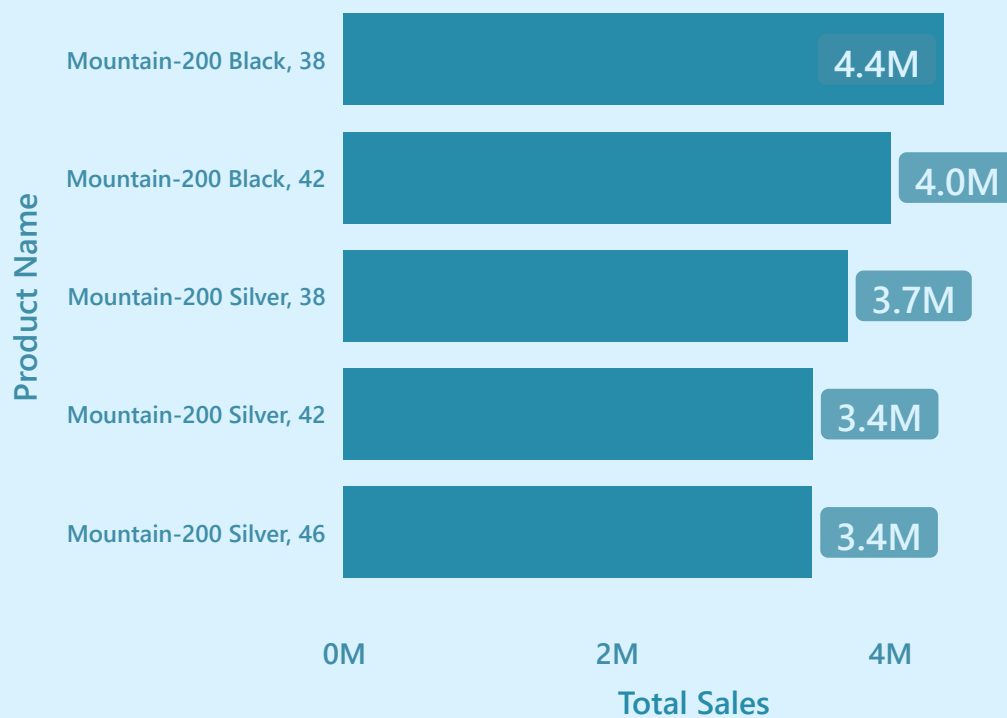
Average Shipping Days

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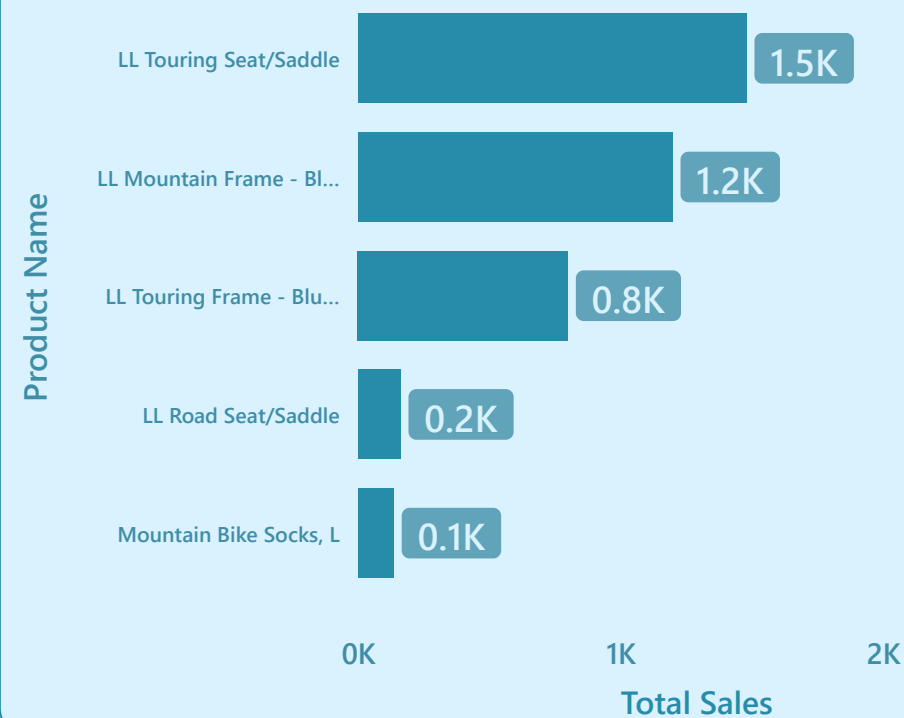
Freight (Shipping Cost)

3M

Top 5 Product Sales



Bottom 5 Product Sales



Mountain-200 Black, 38 had the highest Sales and was 28.14% higher than Mountain Bike Socks, L, which had the lowest Sales at 136.80.



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Average Shipping Days

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Freight (Shipping Cost)

3M

Top 5 Customers

DCS Laboratory

Ferst

Patton Enterprises

789.10K

TECC

759.94K

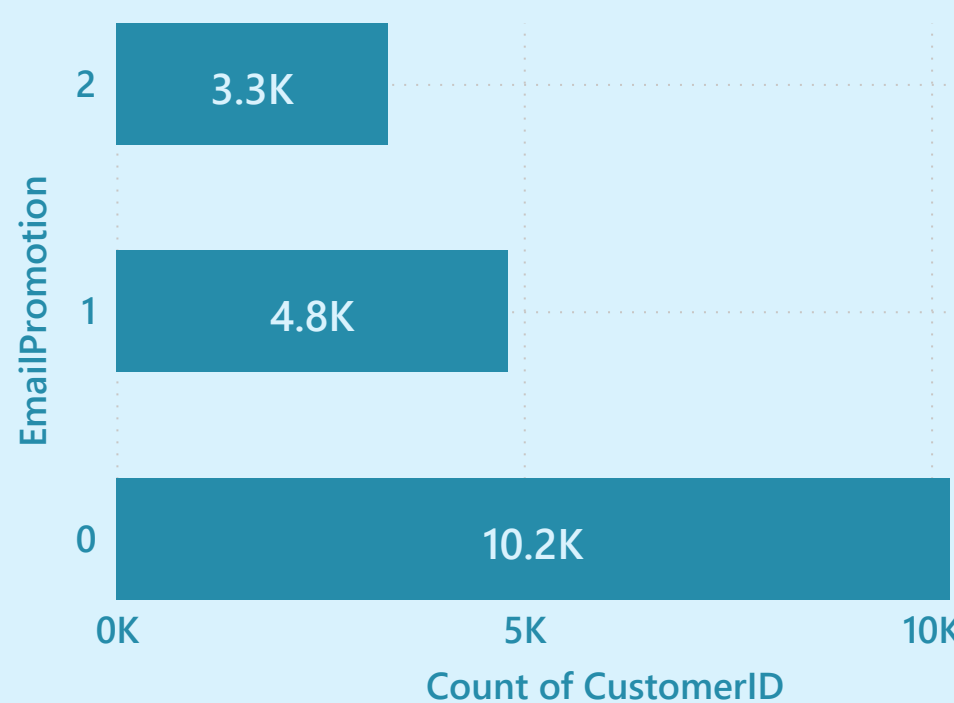
746.32K

Science Applications International (SA...)

780.01K

721.28K

Email Promotion by Customer ID



- Spending on Email promotions is not correct because when we are sending emails to the people who are not buying anything from us.
- We need to work on discount because we are giving discount for customers but not on products.



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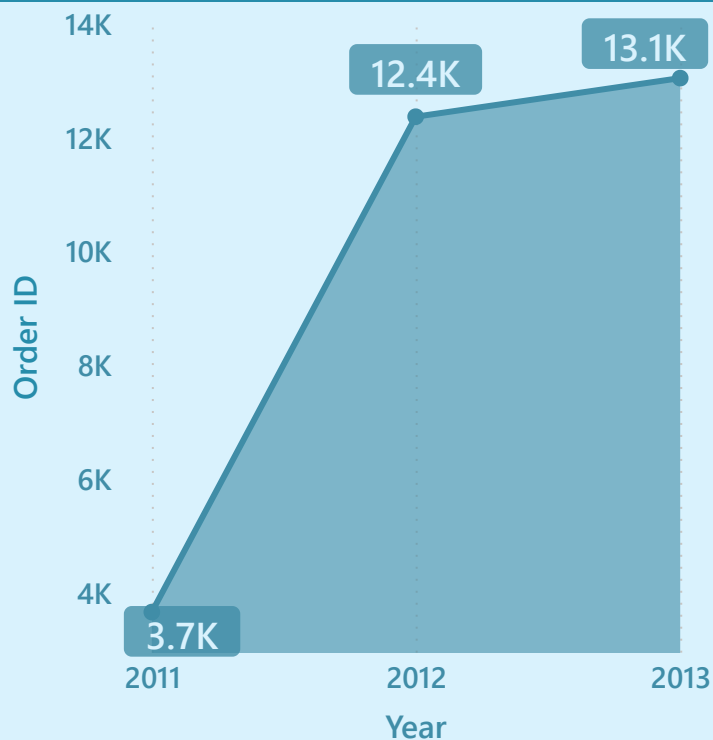
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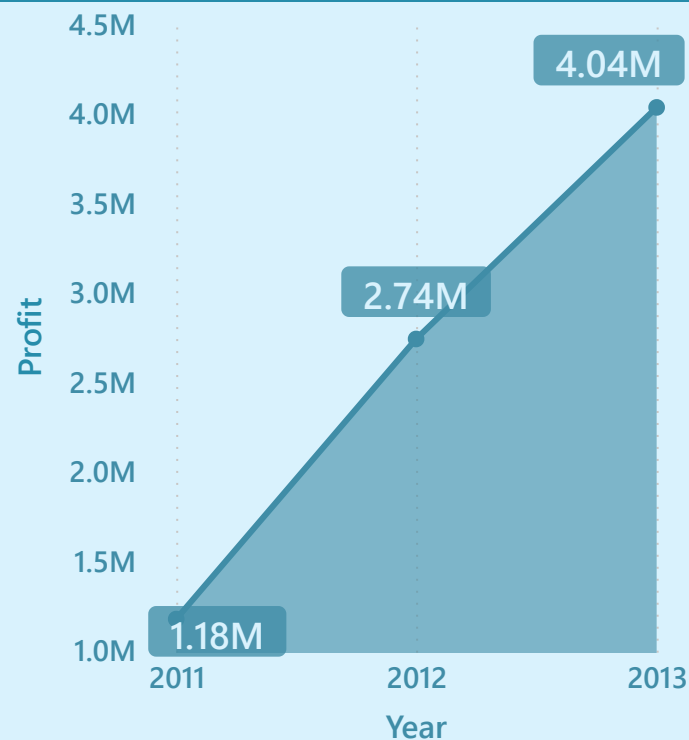
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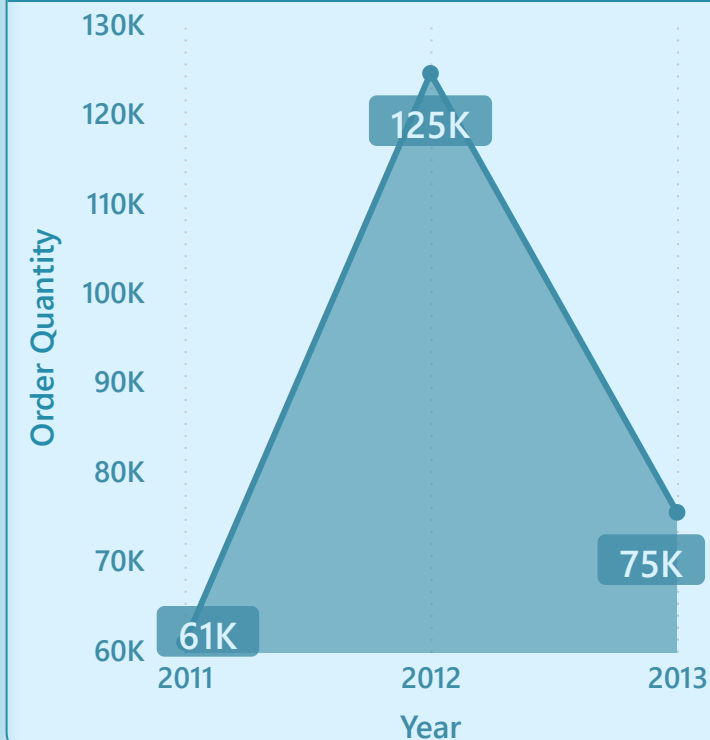
No of orders over year



Profit over year



No of products sold over year



- Total Count of Orders trended up, resulting in a 254.95% increase between 2011 and 2013.
- Profit experienced the longest period of growth (+2,858,810.80) between 2011 and 2013.
- Total Order Quantity fell by 49073 in the 2013.
- Total Order Quantity averaged 86952 per year between 2011 and 2013.