

ADVENTURE WORK



AGENDA

01

Sale Overview

Which market should we focus on?

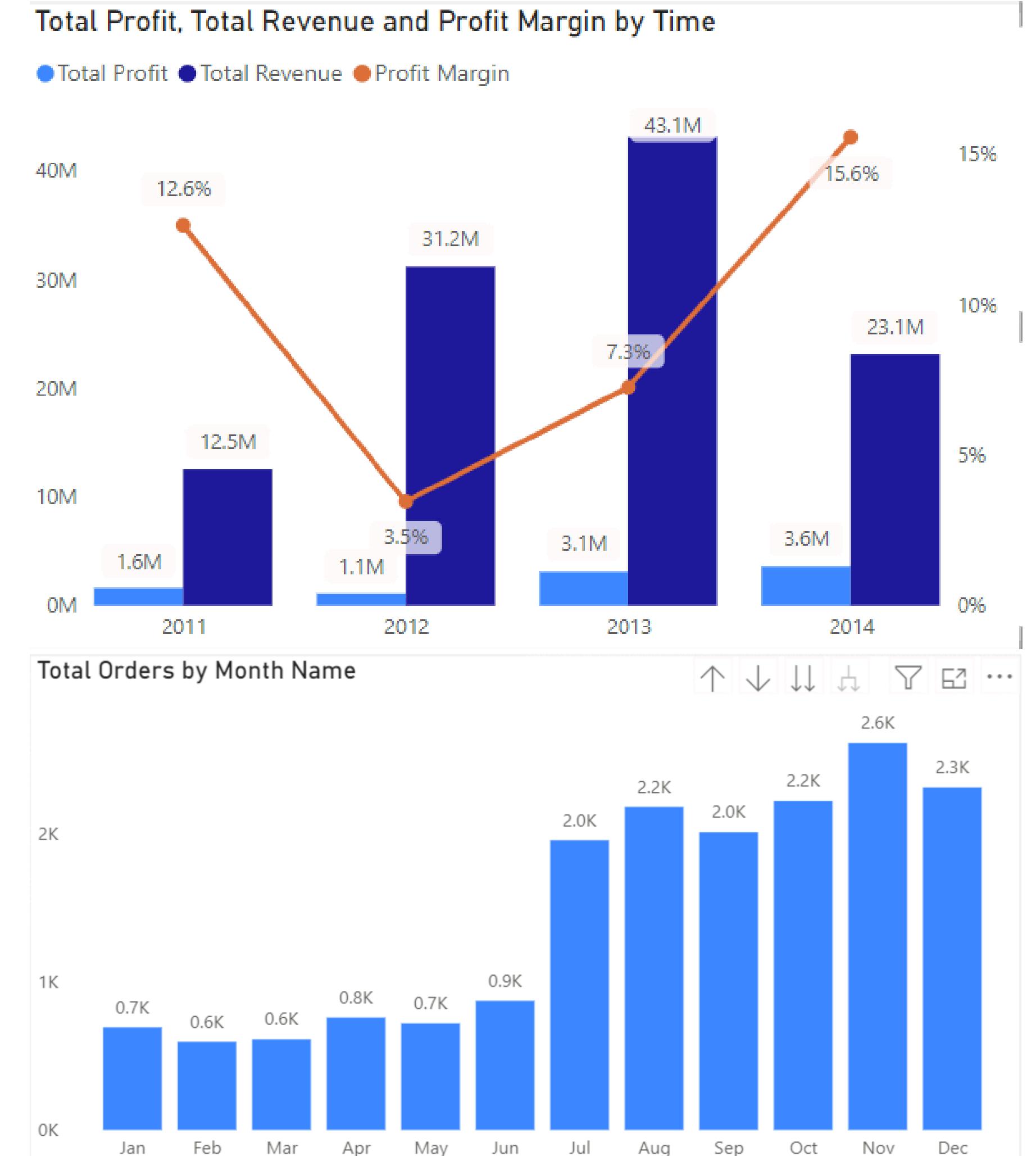
02

Customer Segmentation and Products by Market

- Which customer groups should we focus on in the target markets?
- Which product groups should be focused on for the target customer segment?

Sale Overview

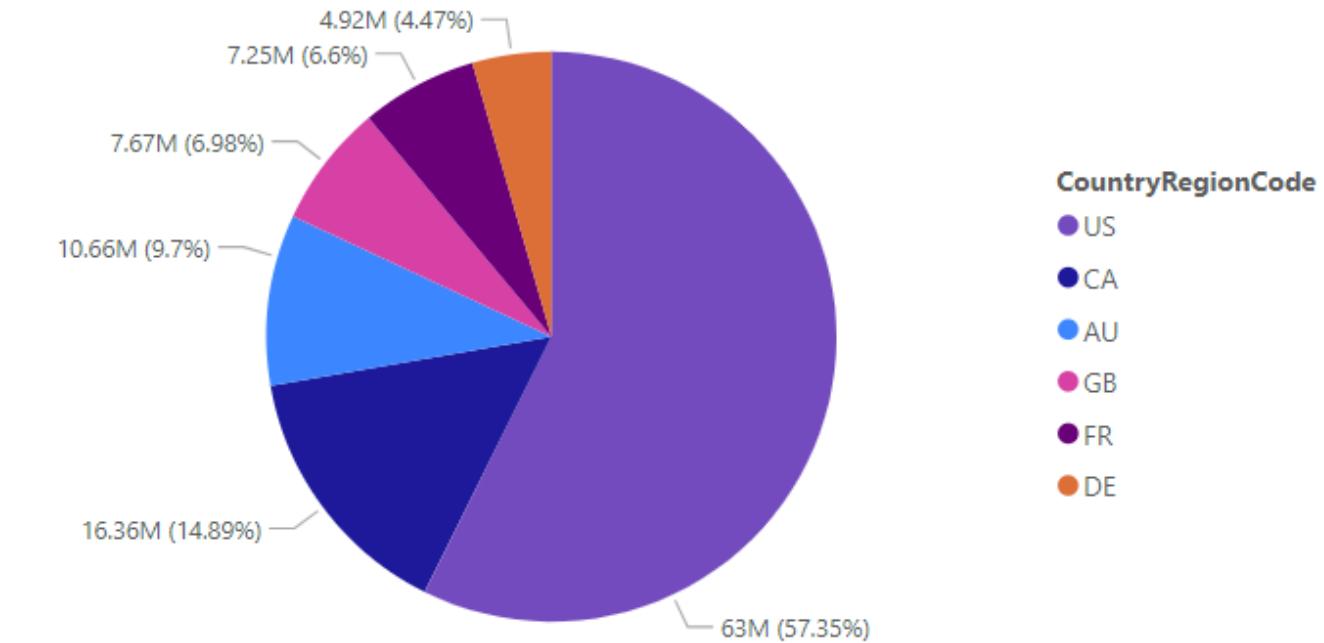
- First half revenue in 2014 reached \$20 million, which is half of that in 2013.
- Orders usually increase at the end of the year, which can help improve revenue.
- Profit in the first half of 2024 reached \$3.6 million, surpassing the entire year of 2013.



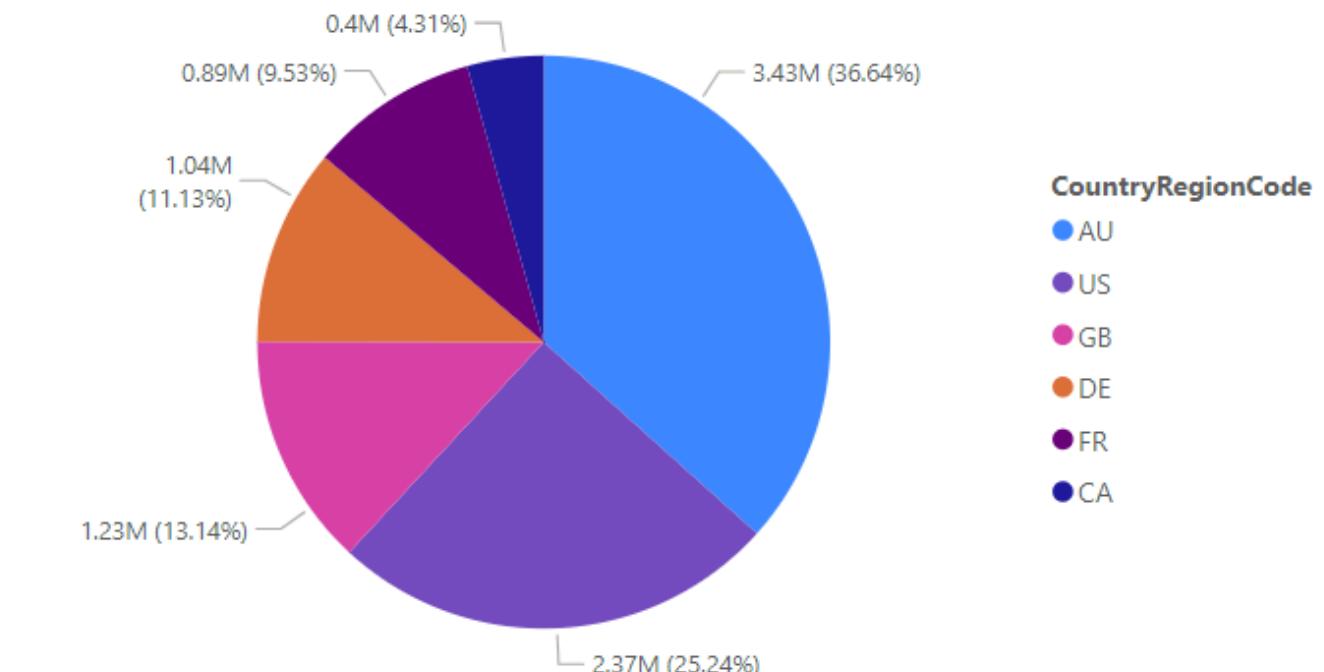
Which market should we focus on?

- 80% of the revenue primarily comes from three markets: UNITED STATES, CANADA, AUSTRALIA.

Total Revenue by CountryRegionCode



Total Profit by CountryRegionCode



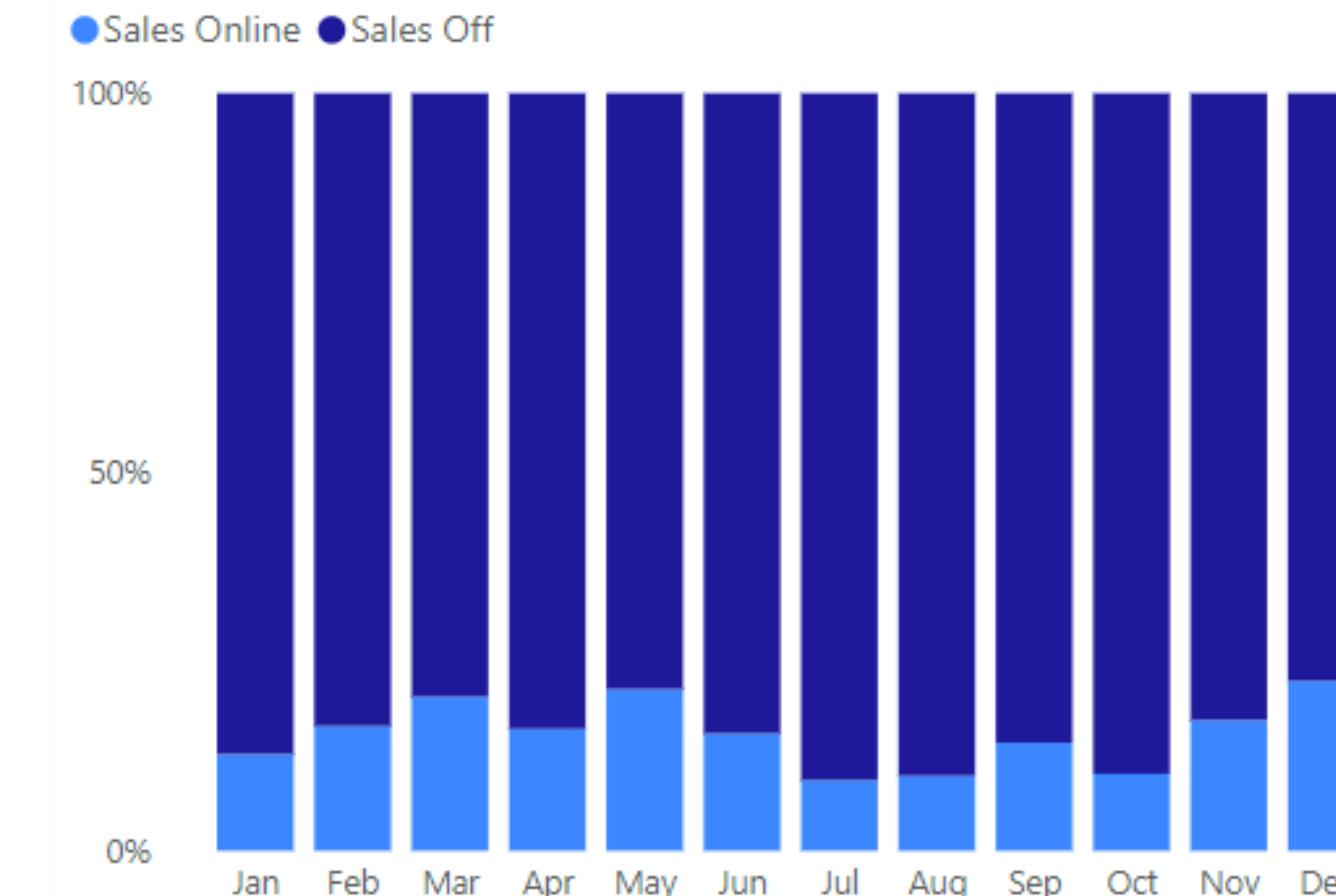
Customer Segmentation and Products by Market

US Market

- Total: 8210 customers
- Online customers account for 95%
- Revenue from online customers is only 15%
- Revenue from in-store customers accounts for 85%

8210
Total Customer

Sales Online and Sales Off by Month



Customer

95.2%

% Customer Online

14.9%

% Revenue Online

85.1%

% Revenue B2B

Which customer groups should the company focus on in the US market?

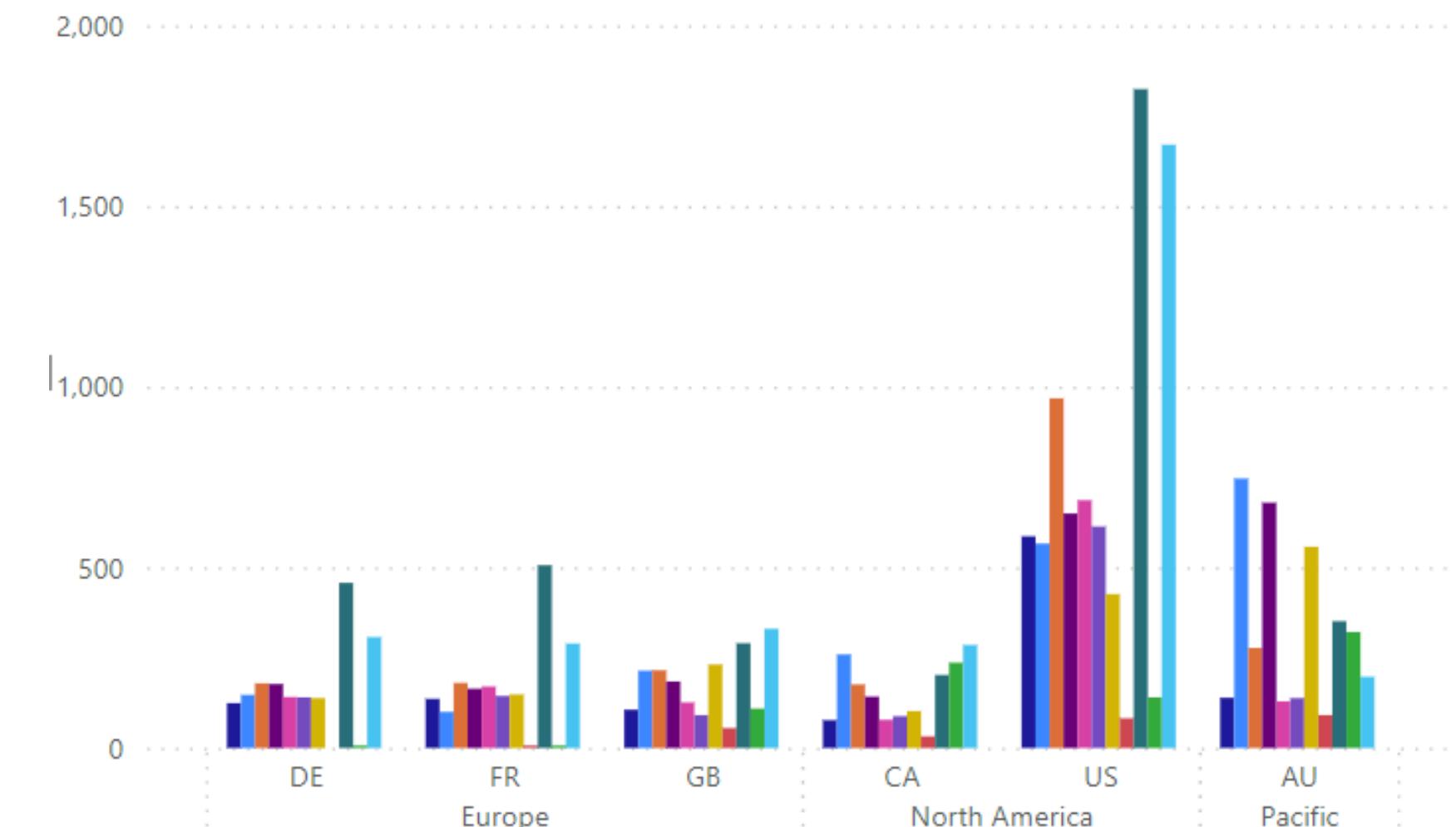
- In terms of the number of customers, the groups "New Customer," "Promising," and "Cannot Lose Them" have the most customers.
- However, when considering factors such as Profit, Revenue, and Profit Margin, the company should focus on the customer groups: Promising, Cannot Lose Them, At Risk, Loyal, and Champions.

Year: 2014 | CountryRegionCode: US

Segment	Total Revenue	Total Profit	Profit Margin	%CT Total Customer
Promising	1,034,703.40	425,997.86	41.2%	19.01%
Cannot Lose Them	5,466,220.90	228,530.36	4.2%	12.16%
Champions	3,857,615.79	216,599.30	5.6%	8.31%
At Risk	366,965.82	152,951.86	41.7%	6.99%
Loyal	328,023.90	139,571.86	42.5%	5.29%
About To Sleep	91,292.46	37,838.32	41.4%	7.20%
New Customers	37,396.95	22,163.55	59.3%	22.68%
Hibernating customers	14,914.15	8,518.35	57.1%	7.92%
Lost customers	12,775.33	7,388.87	57.8%	6.55%
Need Attention	6,151.06	3,387.35	55.1%	1.49%
Potential Loyalist	5,617.55	2,682.35	47.7%	2.41%
Total	11,221,677.31	1,245,630.03	11.1%	100.00%

Total Customer by Continent, CountryRegionCode and Segment

Segment ● About To Sleep ● At Risk ● Cannot Lose Them ● Champions ● Hibernating customers ● Lost customers ● Loyal ● Need Attention ● New Customers ● Potential Loyalist ● Promising



Which customer groups should the company focus on in the US market?

In the five important customer groups, the "Cannot Lose Them" and "Champions" groups contribute over 80% of the revenue from B2B customers. However, their profit is very small or negative.

Segment	Total Revenue	Total Profit	Profit Margin	%CT Total Customer
At Risk	376.25	40.46	10.8%	0.39%
Cannot Lose Them	4,888,598.98	-12,328.90	-0.3%	58.75%
Champions	3,343,457.62	2,247.90	0.1%	40.47%
Promising	323.99	-19.66	-6.1%	0.39%
Total	8,232,756.85	-10,060.20	-0.1%	100.00%

Which customer groups should the company focus on in the US market?

- Although the "Champions" and "Cannot Lose Them" groups have low B2C revenue, they are the segments that bring profit within this group.
- The "Promising," "At Risk," and "Loyal" groups have over 95% of their revenue and profit coming from B2C.

PersonType	Year	CountryRegionCode	Segment
<input checked="" type="checkbox"/> IN	2014	US	Multiple selections
<input type="checkbox"/> SC			
Segment	Total Revenue	Total Profit	Profit Margin %CT Total Customer
Promising	1,034,379.41	426,017.51	41.2%
Cannot Lose Them	577,621.92	240,859.26	41.7%
Champions	514,158.17	214,351.41	41.7%
At Risk	366,589.57	152,911.40	41.7%
Loyal	328,023.90	139,571.86	42.5%
Total	2,820,772.97	1,173,711.44	41.6%
100.00%			

Which customer groups should the company focus on in the US market?

In the long term, the company should focus on the "Promising" customer segment.



Which customer groups should the company focus on in the US market?

The "Promising" segment generates the most profit from price, followed by quality and manufacturer reasons.

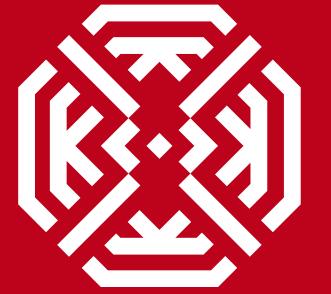


Which product groups should be focused on for the "Promising" customer segment?

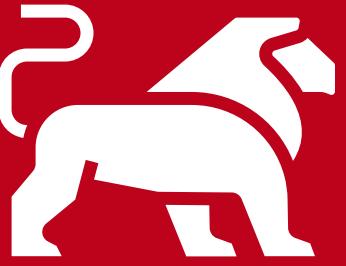
The "Promising" segment generates the highest total profit from Road Bikes (\$465.92K), followed by Mountain Bikes (\$289.23K) and Touring Bikes (\$123.56K).

Focusing on both Road Bikes for the "Promising" segment and Mountain Bikes for overall dominance across all segments in the US.





Provide new products with special offers to the B2B Champions and B2B Cannot Lose Them groups as a measure to increase product awareness among customers.



Focus on building long-term relationships with the "Promising" customer segment. Consider creating company bike experience activities along with advertisements.



Road Bikes and Mountain Bikes

Customer Segmentation and Products by Market

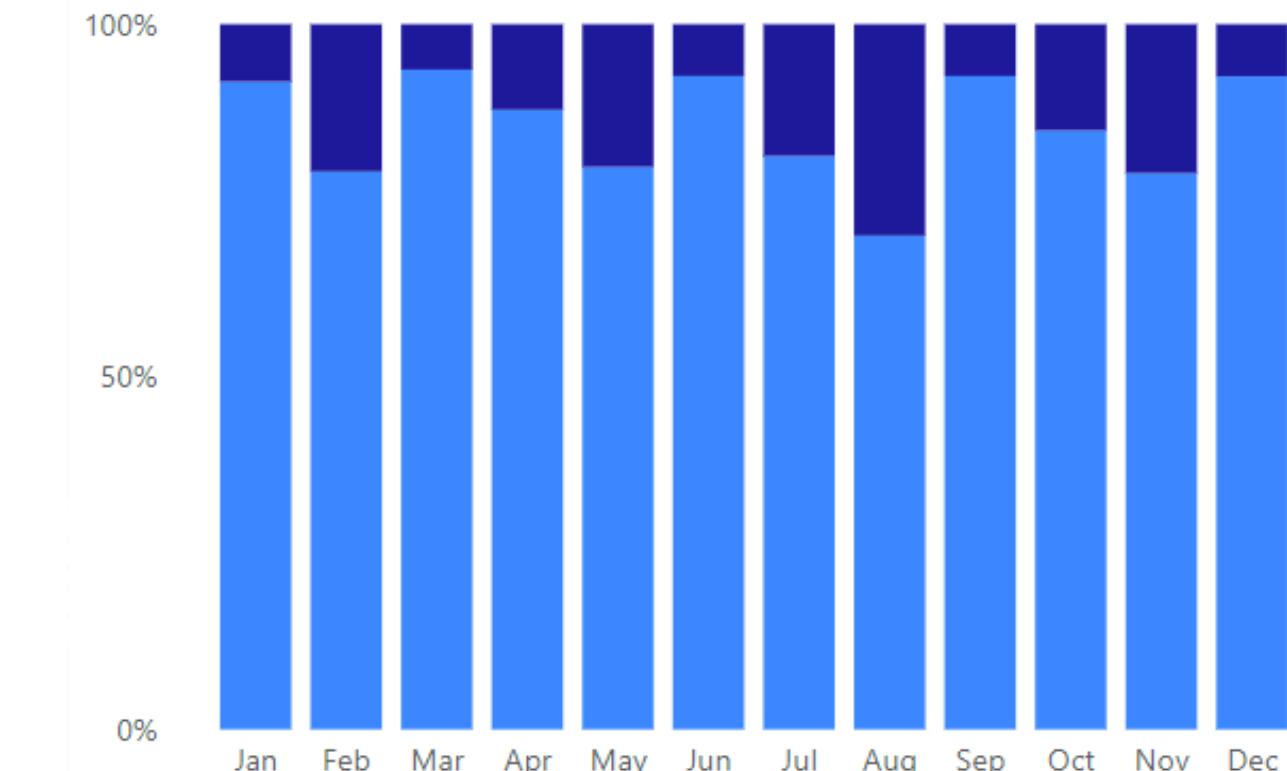
AU Market

- Total: 3625 customers
- Online customers account for 99%.
- Revenue from online customers is 85%.
- Revenue from store customers accounts for 15%.

3625
Total Customer

Sales Online and Sales Off by Month

● Sales Online ● Sales Off



Customer

99.1%

% Customer Online

85.0%

% Revenue Online

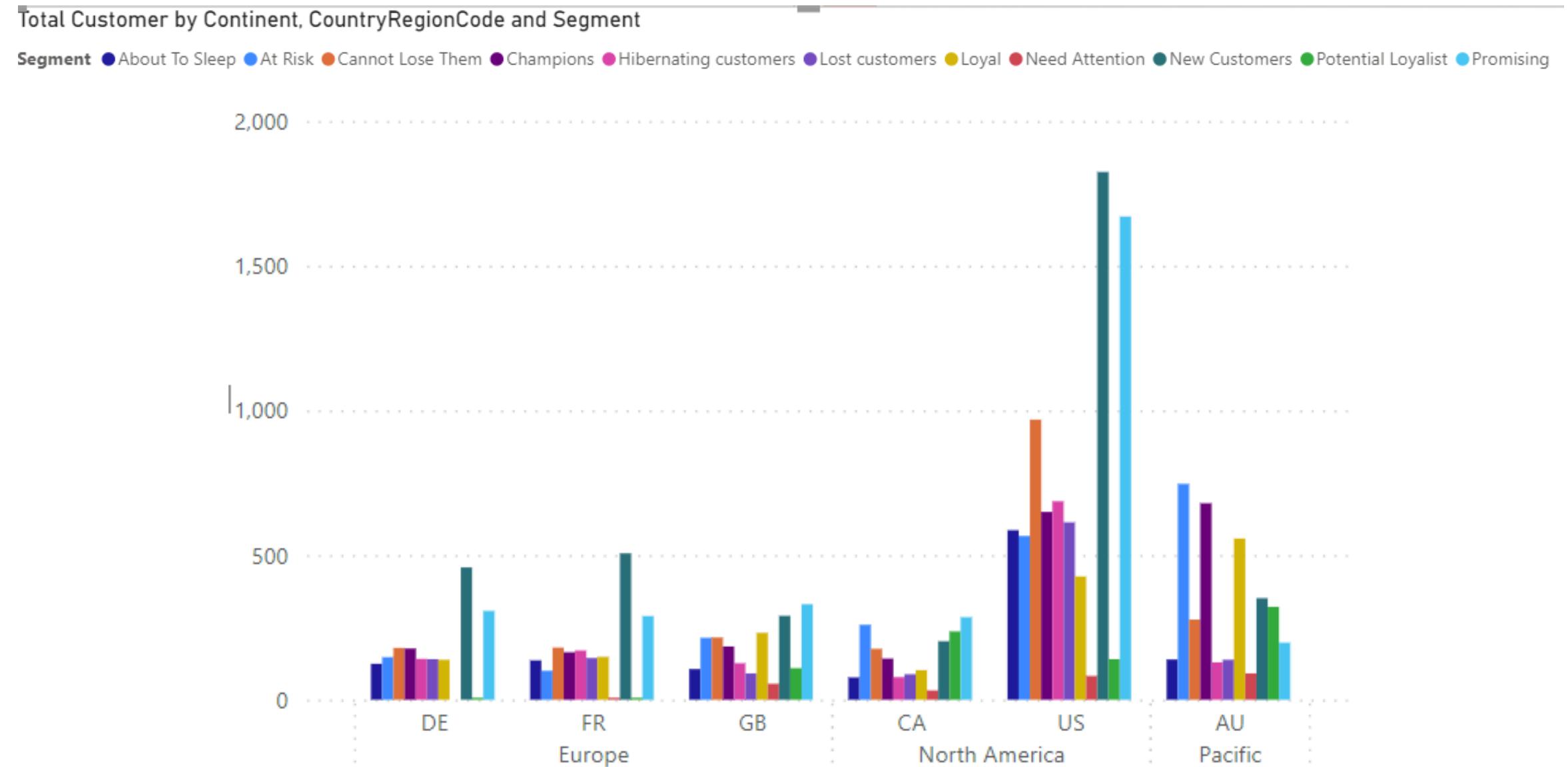
15.0%

% Revenue B2B

Which customer groups should be focused on in the AU market?

- In terms of the number of customers, the At Risk, Champions, and Loyal groups have the most customers.
- When considering factors such as Profit, Revenue, and Profit Margin, the company should focus on the At Risk, Champions, and Loyal customer groups.

Segment	Total Revenue	Total Profit	Profit Margin	%CT Total Customer
Champions	1,043,358.83	333,570.06	32.0%	19.74%
At Risk	593,555.38	241,020.97	40.6%	20.82%
Loyal	487,559.66	193,917.19	39.8%	15.10%
Cannot Lose Them	693,218.95	76,355.70	11.0%	7.57%
Promising	57,639.13	22,125.30	38.4%	3.92%
About To Sleep	27,147.96	10,722.53	39.5%	3.52%
Potential Loyalist	16,835.31	9,419.33	55.9%	11.49%
New Customers	6,755.89	4,032.86	59.7%	9.01%
Need Attention	7,413.50	3,949.60	53.3%	3.24%
Hibernating customers	2,563.07	1,534.80	59.9%	3.02%
Total	2,938,279.66	897,966.74	30.6%	100.00%



Which customer groups should be focused on in the AU market?

- The AU market is primarily B2C.

A screenshot of a Power BI report interface. At the top, there are four filter panes: 'PersonType' (with options 'IN' and 'SC'), 'Segment' (set to 'Multiple selections'), 'Year' (set to '2014'), and 'CountryRegionCode' (set to 'AU').

Segment	Total Revenue	Total Profit	Profit Margin	%CT Total Customer
Champions	192,570.02	-4,958.21	-2.6%	100.00%
Total	192,570.02	-4,958.21	-2.6%	100.00%

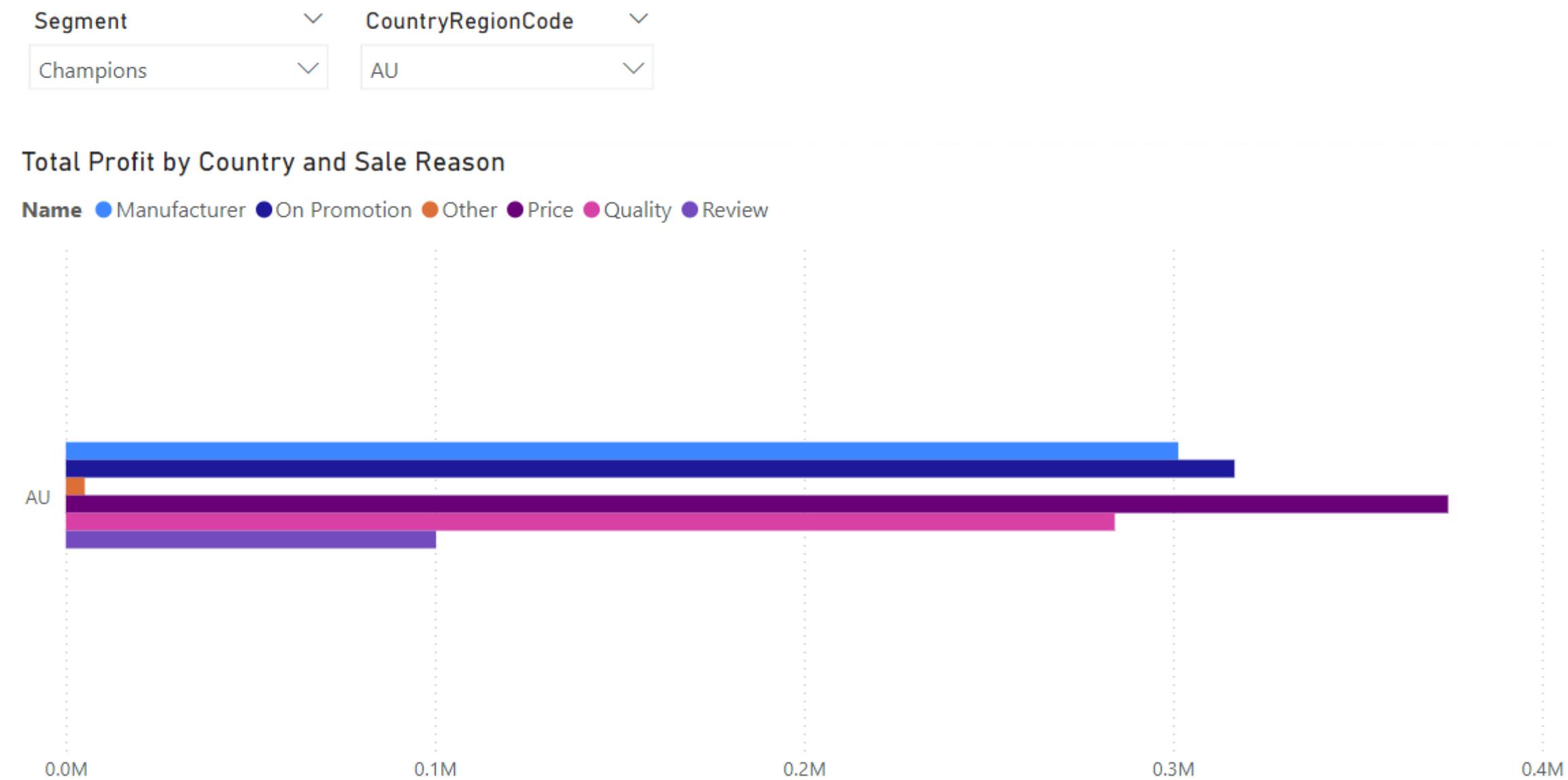
Which customer groups should be focused on in the AU market?

In the long term, the focus should be on the Champions group.



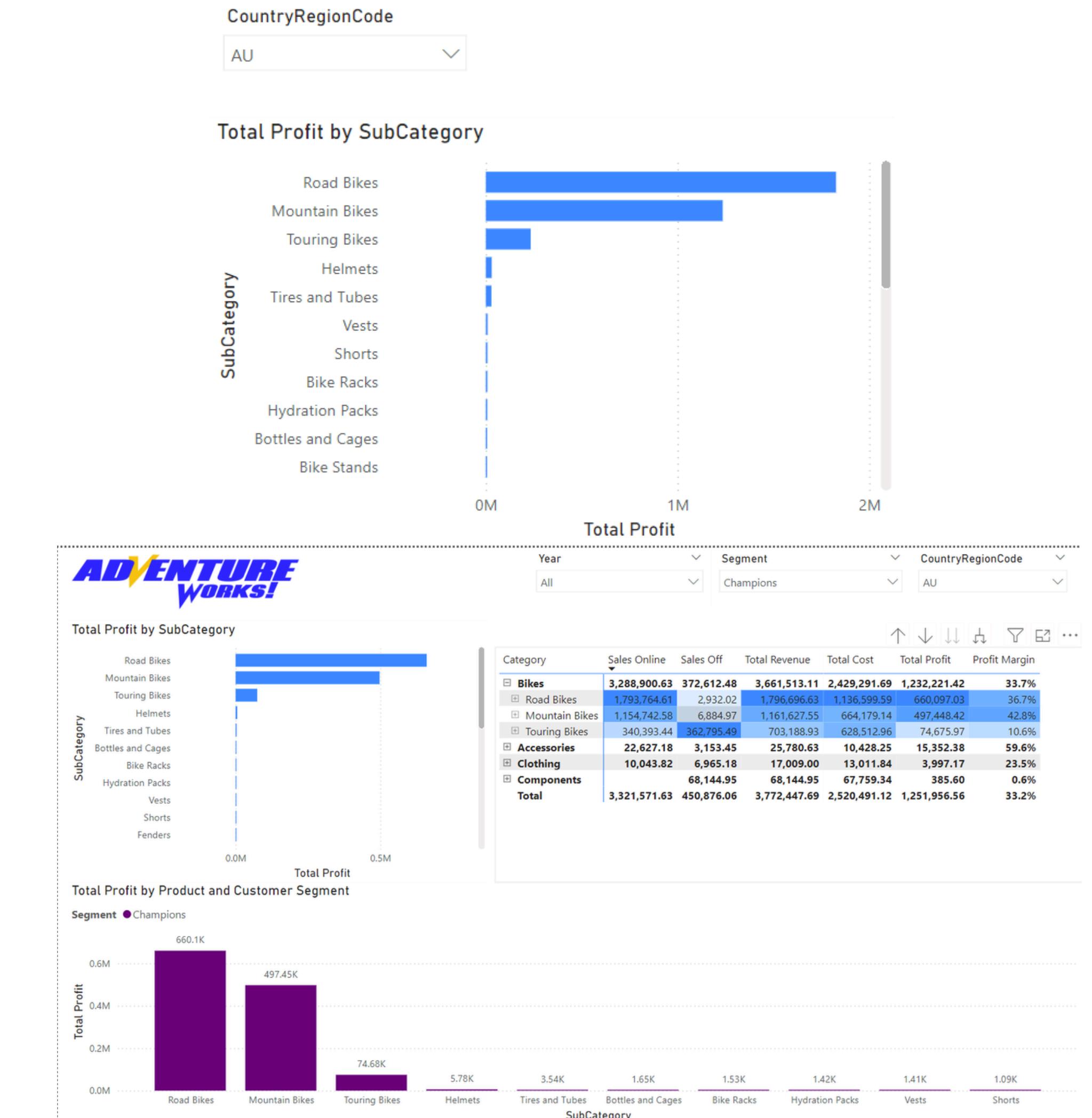
Which customer groups should the company focus on in the AU market?

In Australia, total profit is primarily driven by quality and price reasons, with quality having a slightly higher impact.



Which product groups should be focused on for the "Champion" customer segment?

In Australia, the "Champions" segment generates the highest profit from road bikes (660.1K), followed by mountain bikes (497.45K).





Provide after-sales services and special offers when purchasing new products.

**Thank you
for listening!**