# Project context:

Adventure Works Cycles, a multinational manufacturer, distributes metal and composite bicycles. In the new year, the company aims to growth revenue, start by analyzing the company's current business and Customer data.
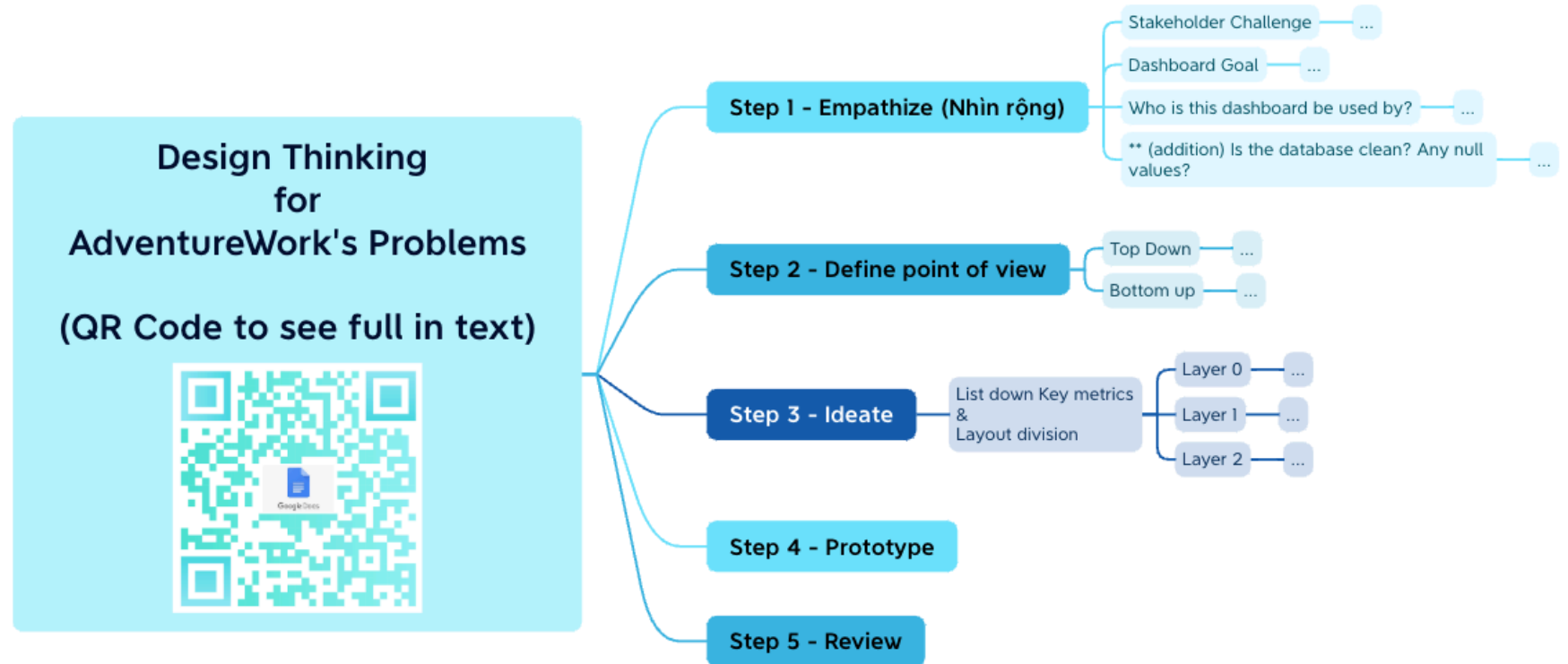
# How I do this project ?

In this project, I apply Design Thinking to identify the path that project will going, its include 5 steps as below:
- Step 1: Empathize
- Step 2: Define Point of View
- Step 3: Ideate
- Step 4: Prototype
- Step 5: Review

At the end, i based on dashboard to draw insights and give suggestions to improve weaknesses and promote strengths that the business has.

*** Detail of Design thinking and draw insight & recommendations as given beside.*

Design Thinking
for
AdventureWork's Problems

(QR Code to see full in text)



- Step 1 - Empathize (Nhìn rộng)
  - Stakeholder Challenge — ...
  - Dashboard Goal — ...
  - Who is this dashboard be used by? — ...
  - ** (addition) Is the database clean? Any null values? — ...
- Step 2 - Define point of view
  - Top Down — ...
  - Bottom up — ...
- Step 3 - Ideate
  - List down Key metrics & Layout division
    - Layer 0 — ...
    - Layer 1 — ...
    - Layer 2 — ...
- Step 4 - Prototype
- Step 5 - Review

# SALES ANALYSIS

**ADVENTURE WORKS CYCLES**

| $109.85M | 22.34% | $9.37M | 58.06% | 8.53% | 121K | $905.4 |
|---|---|---|---|---|---|---|
| Total Revenue | Revenue YoY% | Total Profit | Profit YoY% | % Profit Margin | Total Orders | ACV |

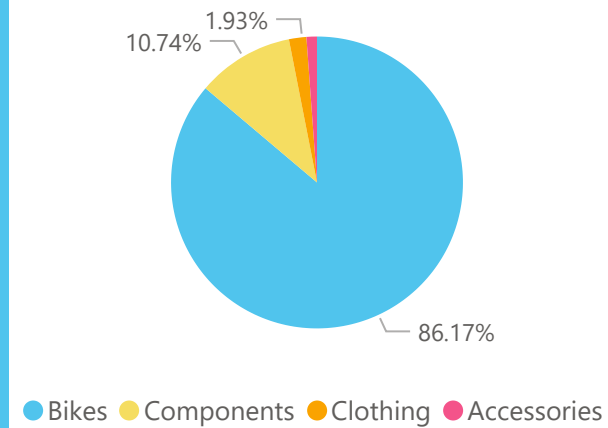## Total Revenue, Profit and Cost by Year

- Total Revenue ● Total Profit ● Total Cost

| Year | Total Revenue | Total Profit | Total Cost |
|---|---|---|---|
| 2011 | $13M | $2M | $11M |
| 2012 | $34M | $1M | $33M |
| 2013 | $44M | $3M | $40M |
| 2014 | $20M | $3M | $17M |

## Total Revenue by Category

- ● Bikes ● Components ● Clothing ● Accessories

1.93%
10.74%
86.17%

## Total Profit by Category

- ● Bikes ● Accessories ● Components ● Clothing

$0.31M (3.3%)
$0.64M (6.79%)
$7.94M (84.68%)
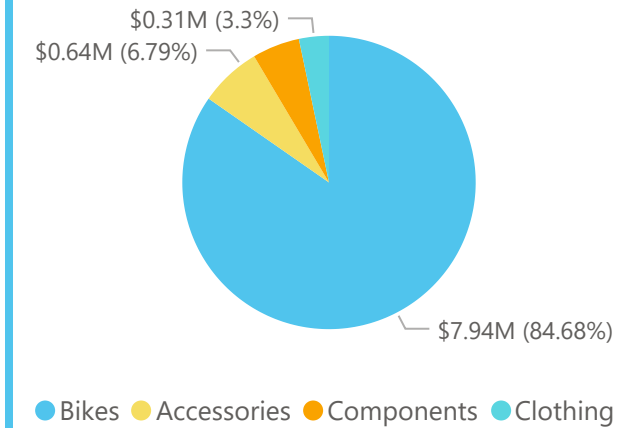
## Total Revenue, Profit and Cost by Region

- Total Revenue ● Total Profit ● Total Cost

| Region | Total Revenue | Total Profit | Total Cost |
|---|---|---|---|
| Europe | $20M | $3M | $17M |
| North America | $79M | $3M | $77M |
| Pacific | $11M | $3M | $7M |
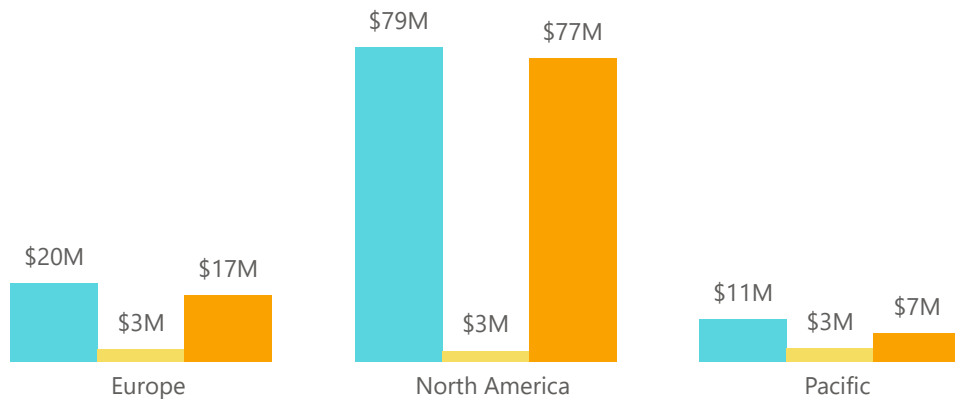
## Total Orders & Revenue by Category

- Total Orders ● Total Revenue

Categories: Accessories, Bikes, Clothing, Components

Total Orders (0K – 50K), Total Revenue ($0M – $100M)
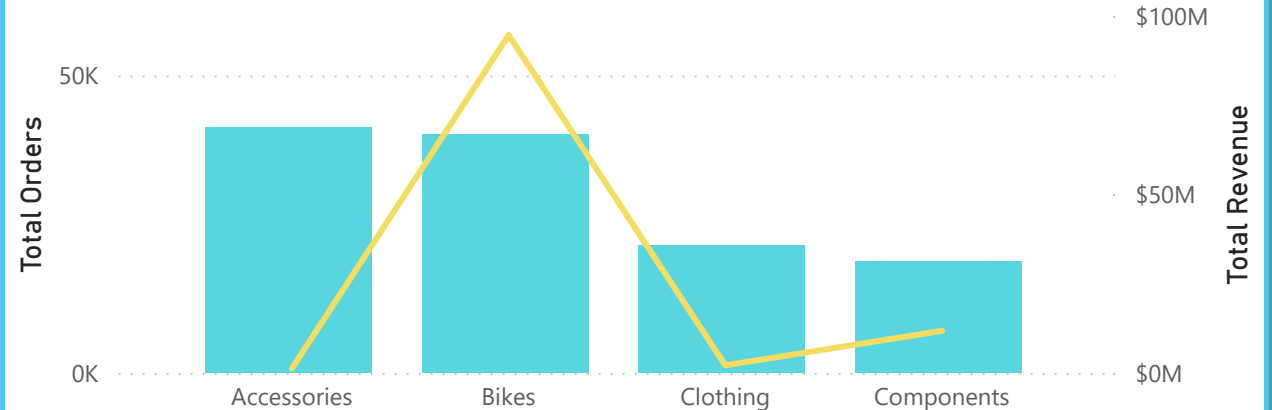
# CUSTOMER ANALYSIS

**ADVENTURE WORKS CYCLES**

| Region | Year |
|---|---|
| All | All |

| Category | Quarter |
|---|---|
| All | All |

| Number of Customer | AVG Order Per Cust. | AVG Life Span Months | AVG Value Per Order | AVG Sales PM/Customer |
|---|---|---|---|---|
| 20K | 6.12 | 6 | $1.51K | $690.99 |

## Number Customer and Orders by Time Series

● Total Number Customer ● Total Orders

57K

22K

37K

11K

6K
1K

3K

10K

2011   2012   2013   2014
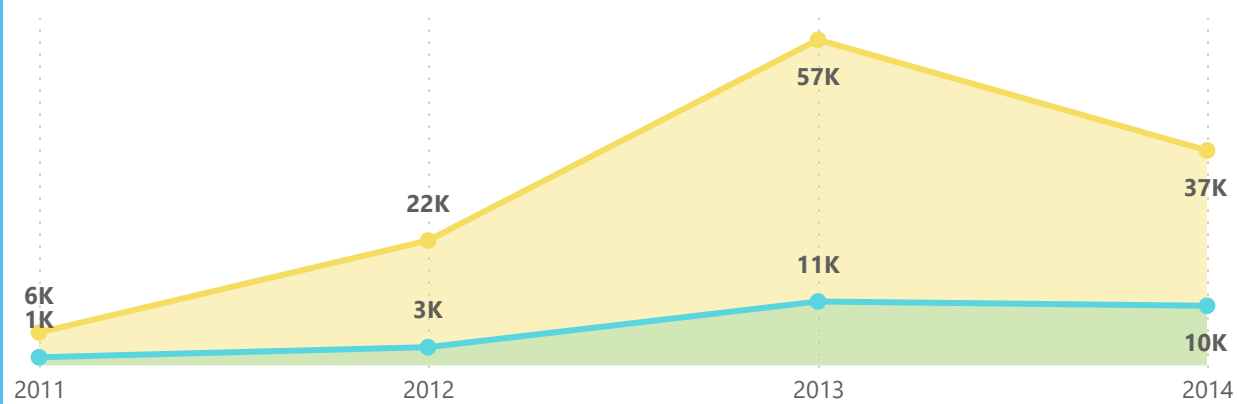
## Total Life Time Sales by Year & Category

● Accessories ● Bikes ● Clothing ● Components

$100M

$80M

$60M

$40M

$20M

2011   2012   2013   2014
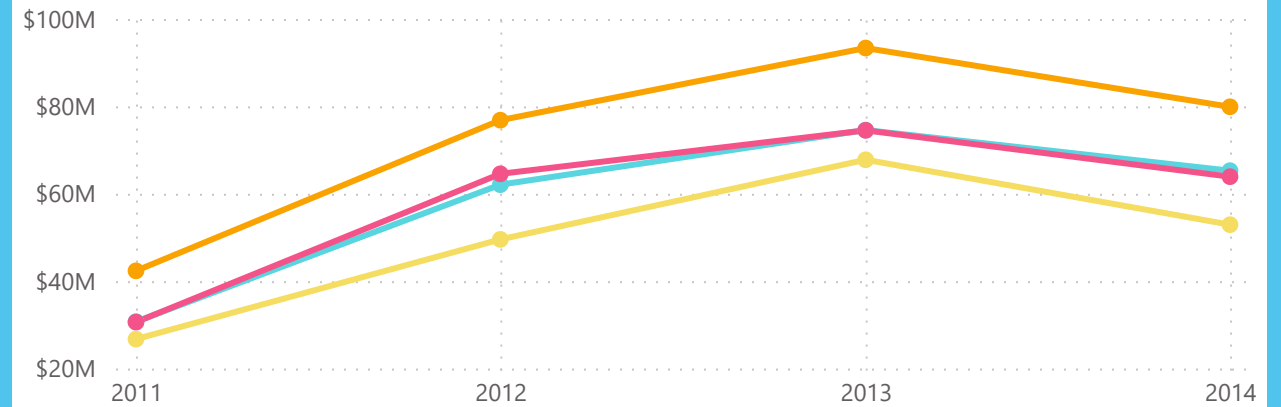
## Number Customer and Orders by Location Series

● Total Number Customer ● Total Orders

North America

Europe

Pacific

0K   20K   40K   60K   80K
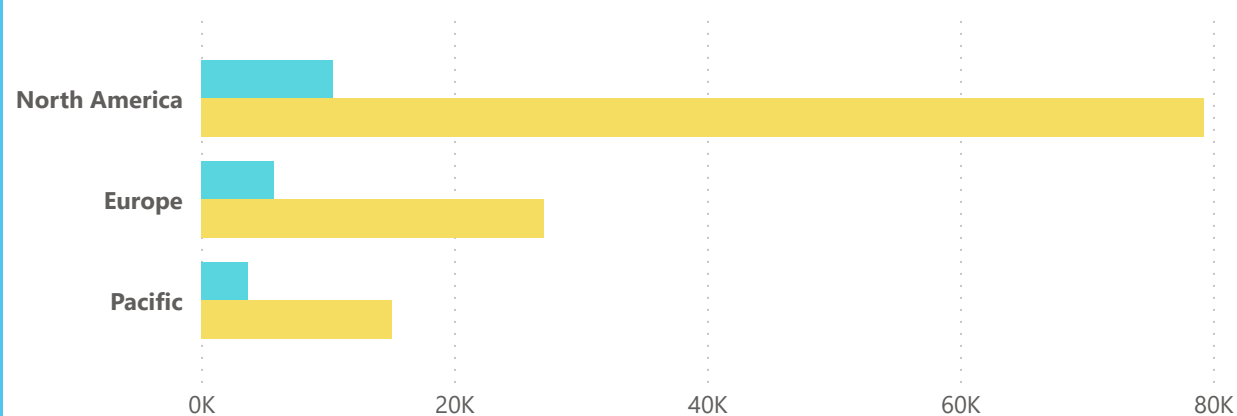
## AVG Sales Per Month and AVG Life Span Months by Product Series

● AVG SPM ● AVG LSM
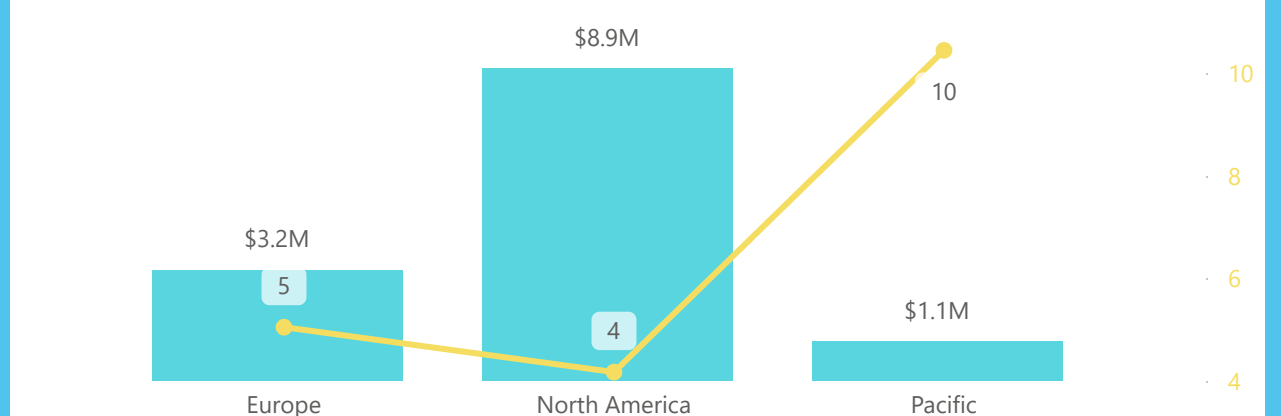
$8.9M

$3.2M

$1.1M

10

5

4

Europe   North America   Pacific

# Product Analysis

**Region** All

**Year** All

**Category** All

**Quarter** All

| **4** | **37** | **504** | **275K** | **7.42K** | **$399.57** | **$34.09** |
|---|---|---|---|---|---|---|
| Category | SubCategory | Product | SoldItem | AVG SoldItem PM | AVG Value per Item | AVG Profit Per Item |

## Total Sold Item by Group & Category

● Accessories ● Bikes ● Clothing ● Components

**North America:** 38K, 69K, 56K, 40K
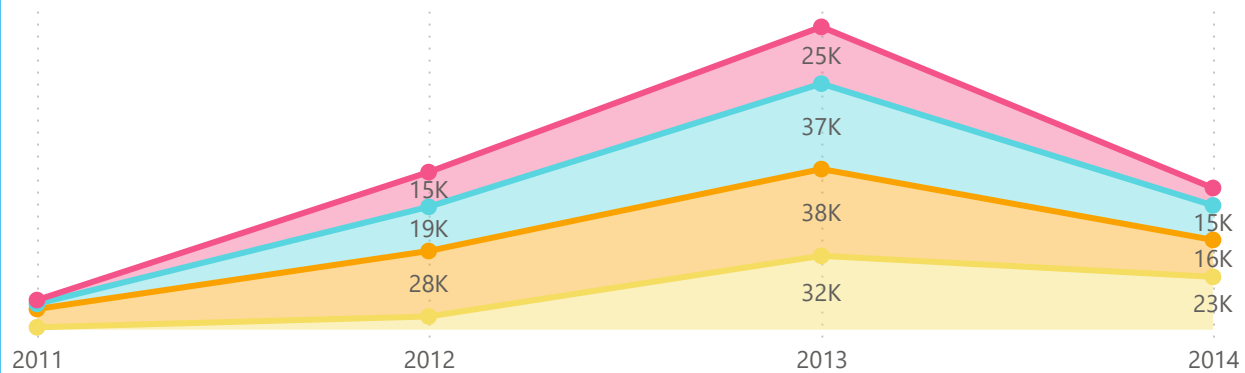**Europe:** 16K, 15K, 14K, 8K
**Pacific:** 8K, 6K, 3K, 1K
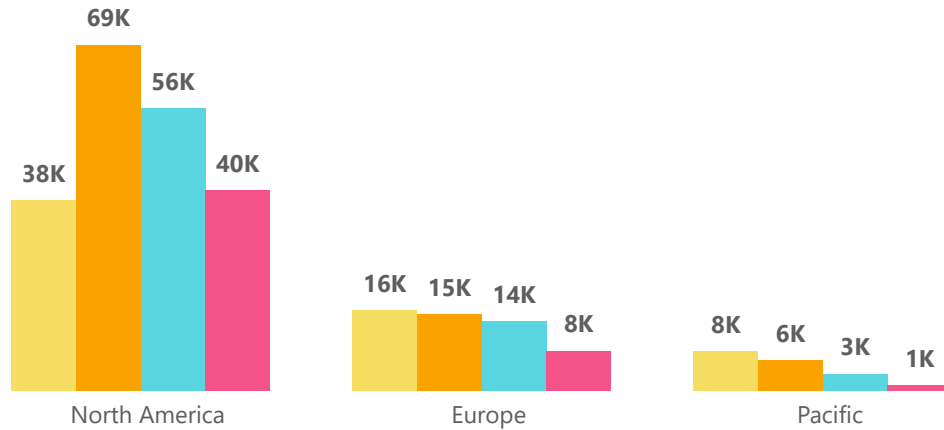
## Top 5 Sub Category most Purchased

● Helmets ● Jerseys ● Mountain Bikes ● Road Bikes ● Tires and Tubes
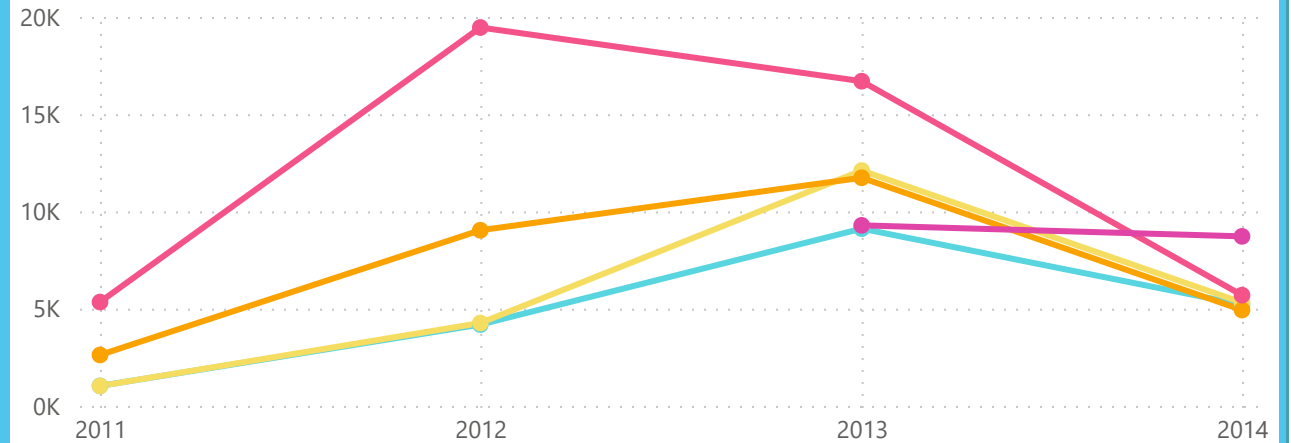
## Total Sold Item by Year and Category

● Accessories ● Bikes ● Clothing ● Components

2011, 2012 (15K, 19K, 28K), 2013 (25K, 37K, 38K, 32K), 2014 (15K, 16K, 23K)

## Top 5 Sub Category generate the most profit

● Helmets ● Mountain Bikes ● Mountain Frames ● Road Bikes ● Touring Bikes