



# Case Study: Product Color Performance Analysis

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# Scenario

- **Company Overview:** Adventure Works is a global sports cycle manufacturer operating in **10 countries**.
- **Product Range:** The company offers **bicycles, accessories, components, and clothing**.
- **Objective:** Identify **color-based performance trends** across all product categories.
- **Business Impact:** Insights will help determine **the most and least profitable colors**, guiding **strategic production and marketing decisions**.



# Accessories Color Performance

1

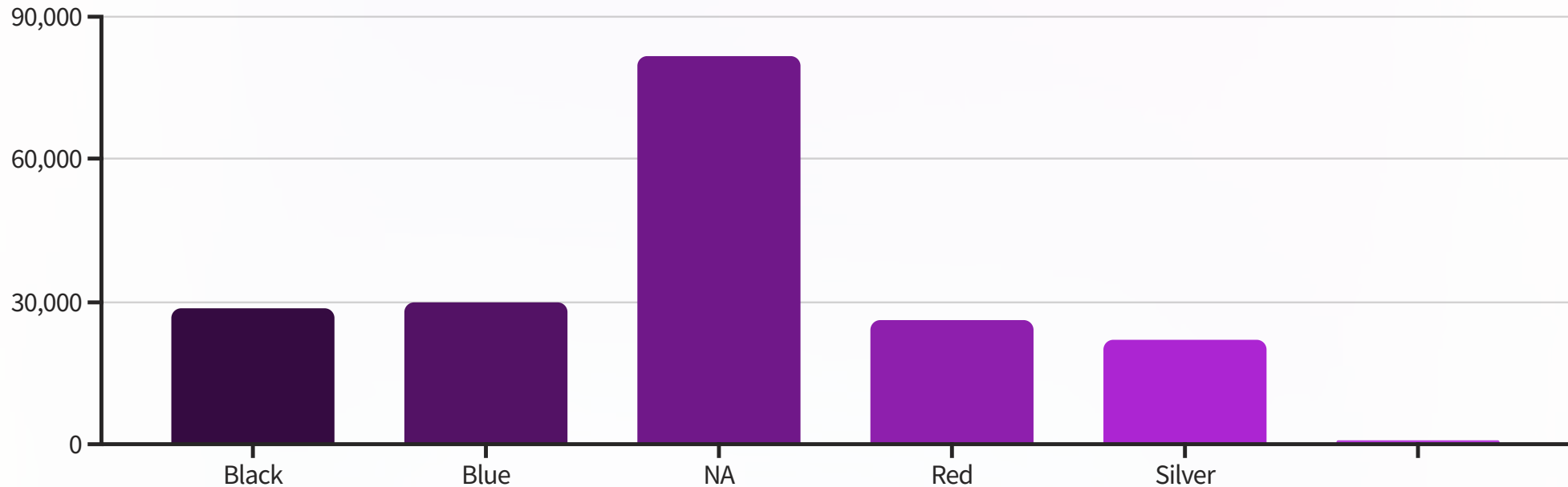
## Standard Colors

All colors yielded ₹20K–₹30K as total profit.

2

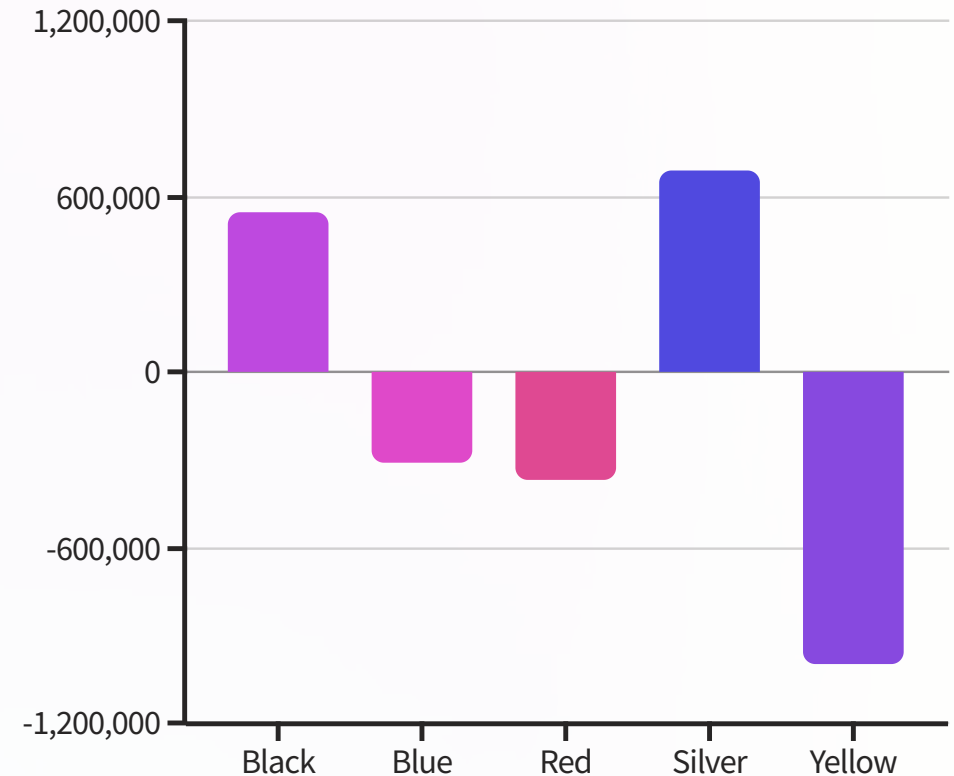
## Non-Colored Accessories

**Non-colored accessories performed the best**, generating ₹80K in profit.



# Bikes Color Performance

- **Yellow bikes recorded the highest losses** of ₹997K, followed by Red (₹365K loss) and Blue (₹312K loss).
- **Silver and Black** bikes were the most profitable, earning ₹550K and ₹689K, respectively.
- Further analysis revealed that **every Yellow bike** model (23 products) incurred a loss.
- **6 out of 21** Red bike models were profitable, proving Yellow to be the worst-performing color for bikes.



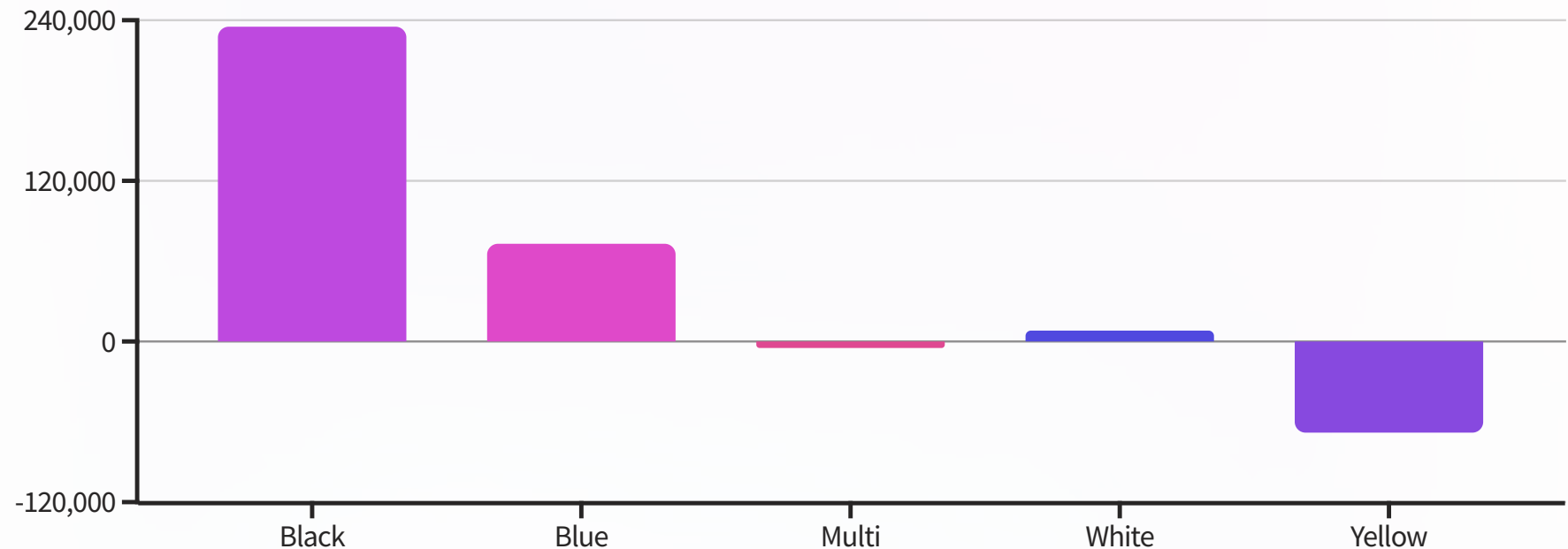
# Clothing Color Performance



# Clothing Profit Graph

**Black** was the top-performing color, contributing ₹235K in profit, followed by **Blue** at ₹74K.

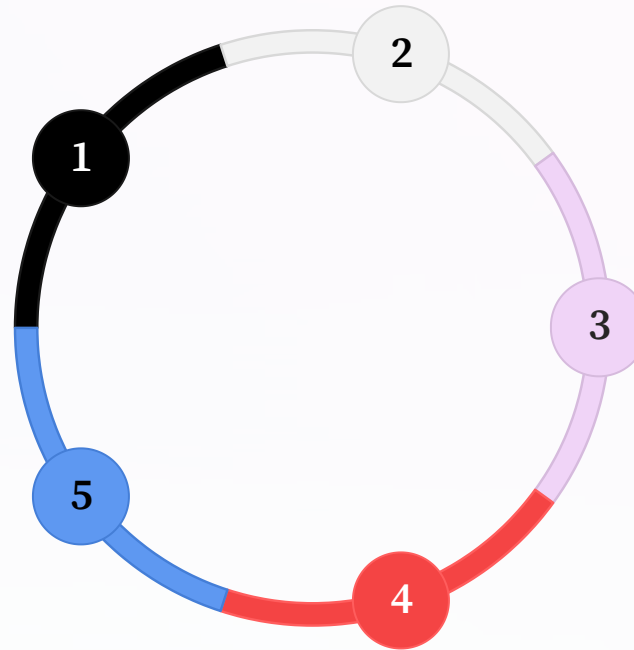
**White** had minimal profit (₹8K), while **Yellow** (₹66K loss) and **Multi-color** (₹5K loss) performed **poorly**.



# Components Color Performance

**Black (48%)**  
**Black dominated, contributing 48% of total profit (₹1M)**

**Blue**  
Blue components showed an unexpected loss of ₹1.8K



**Silver (28%)**

**Silver components followed at 28% of total profits**

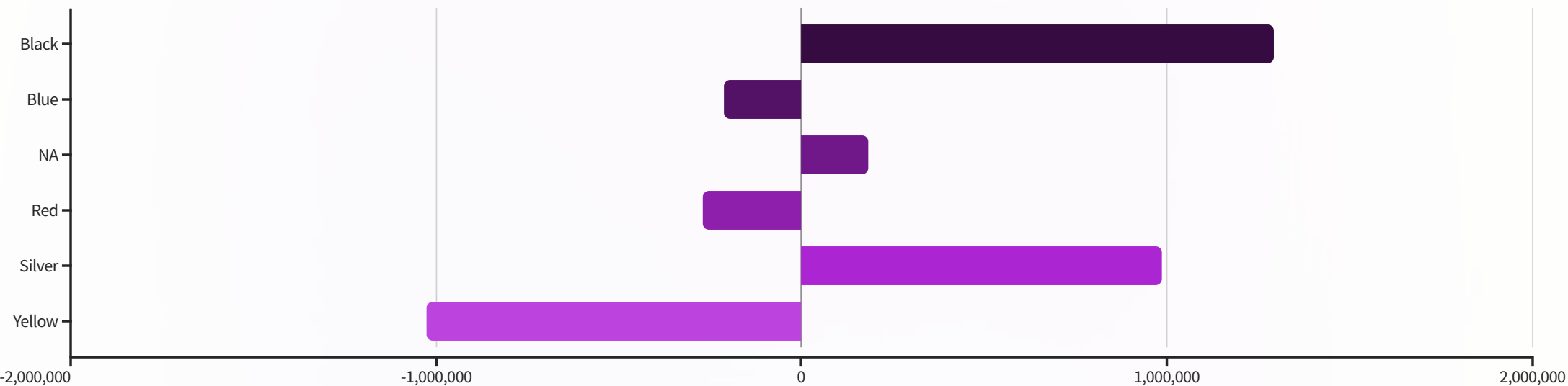
**Non-colored (10%)**

**Non-colored components accounted for 10% of profits**

**Other Colors (14%)**

Red, Silver/Black and others made up the remaining profit

# Overall Profit and Loss by Color



**Black: ₹1.3M Profit**  
**Black led in overall profitability with ₹1.3M in total profits** across all product categories

**Silver: ₹988K Profit**  
**Silver followed with ₹988K** in total profits, particularly strong in bikes

**Blue: Mixed Performance**  
Profitable in clothing but losses in bikes

**Yellow: ₹1.06M Loss**  
Yellow performed the worst, showing major losses in both Bikes (₹997K) and Clothing (₹67K)



# Key Insights and Strategic Recommendations

## 1 Profit Erosion

**50% of total profit was eroded by losses from Yellow bikes (₹997K loss)**

## 3 Underperformers

**Yellow performed the worst** across categories. **Red and Blue bikes also underperformed, with a combined loss of ₹480K, but some Red models were profitable.**

## 2 Top Performers

**The most profitable product variant was Silver bikes (₹689K profit). Silver bikes, Black clothing, and Black components proved to be highly profitable.**

## 4 Marginal Performers

White and Silver/Black products showed only marginal profitability

# Thank You

Thank you for taking the time to review this analysis. We hope these insights provide a solid foundation for strategic decision-making.

**Vaibhav Ahuja**



Thank you  
you