

Case Study: Seasonal Profit Analysis for AdventureWorks

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Scenario

Company

AdventureWorks, a sports cycle manufacturer

Scope

Analyzing seasonal sales trends

Regions

Operating across 10 regions

Product Categories

Accessories, Bikes, Clothing, Components





Product Category Performance

1

Consistent Profitability

Accessories, Clothing, and Components consistently remained profitable, showing no recorded losses.

2

Seasonal Fluctuations

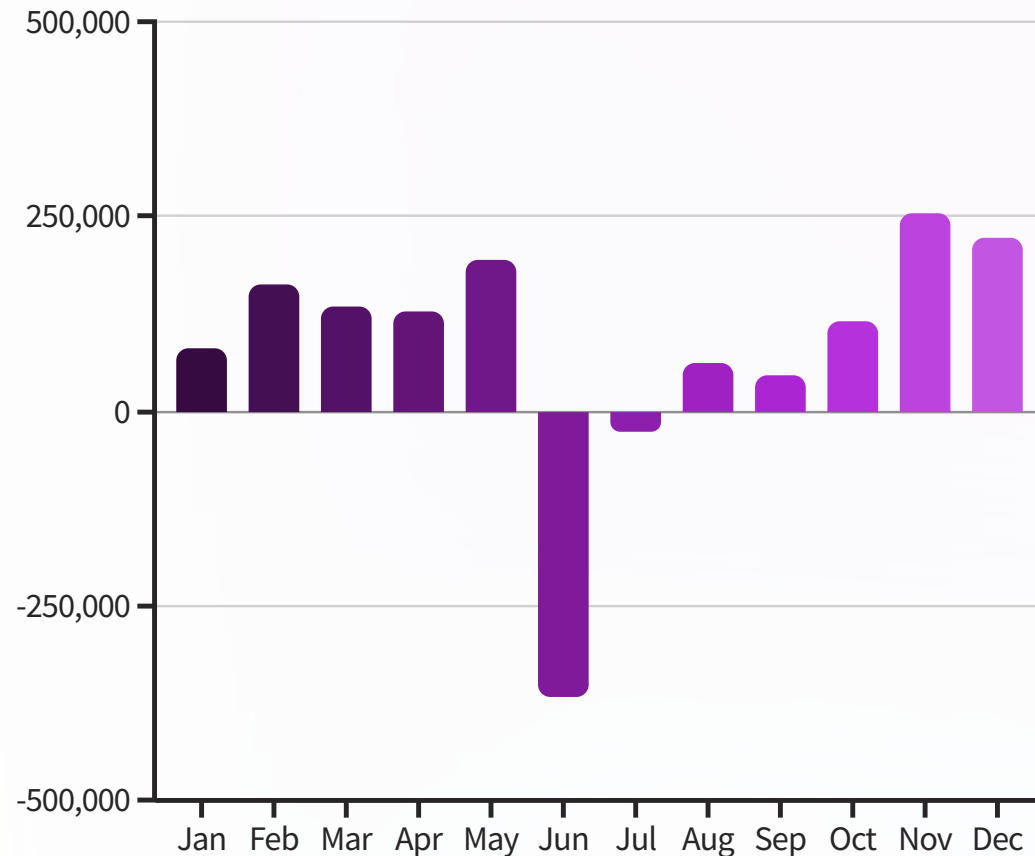
Bikes experienced significant seasonal fluctuations, with notable losses during summer months.

3

Top Performer

Components emerged as the most profitable category, averaging ₹83K in monthly profits.

Monthly Sales & Profit Trends



June recorded the lowest sales across all product categories, with **Bikes suffering the worst losses (₹448K)**.

August was the best-performing month for all categories **except Bikes**.

November and December were the most profitable months overall, each exceeding **₹200K** in profit.

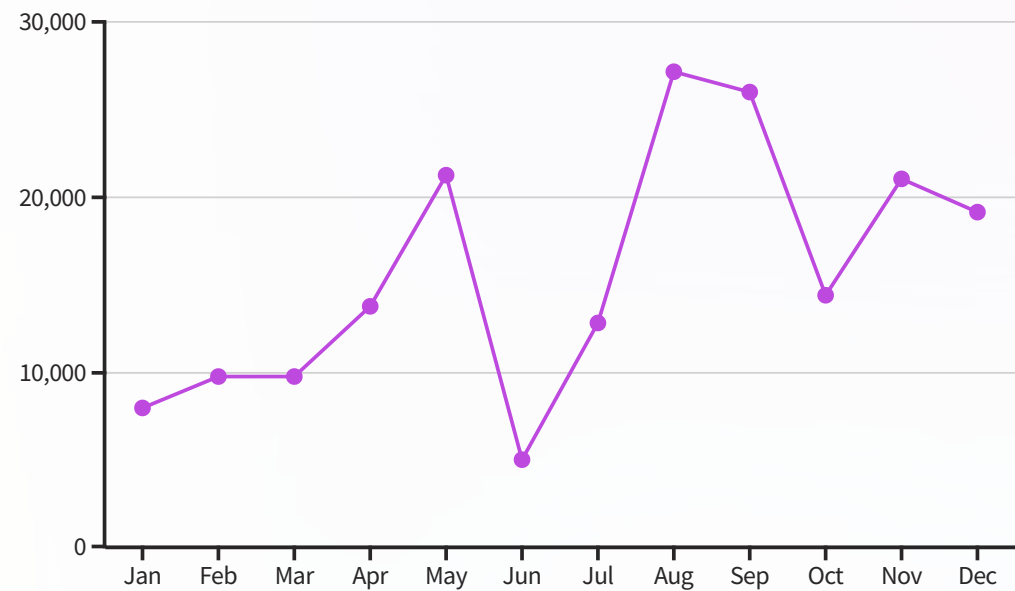
January to April & October showed moderate performance across all categories.

Category-Wise Seasonal Performance: Accessories & Bikes

Accessories

Shown weaker sales in **January, February, March, and June** (₹5K–₹9K per month, compared to a ₹15.6K average).

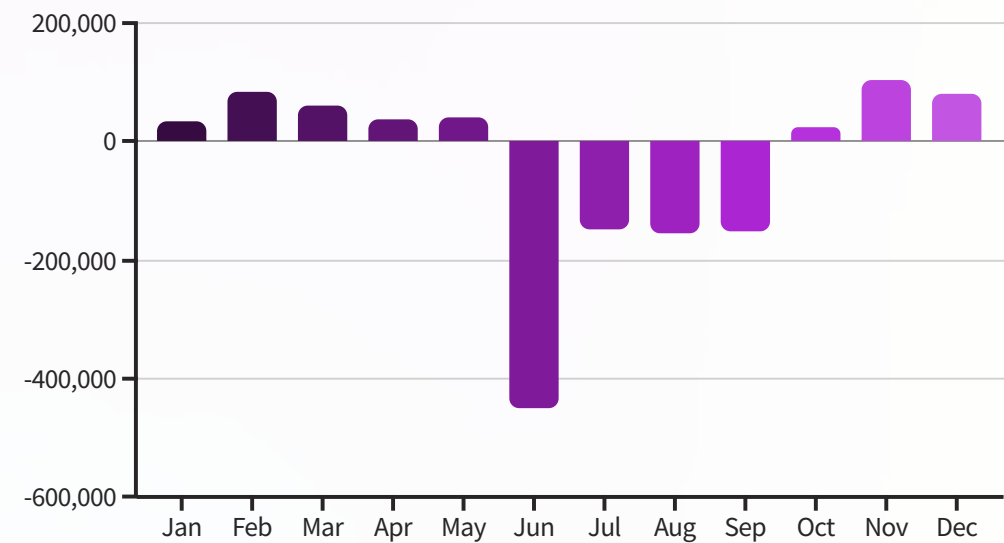
Other months ranged from ₹10K to ₹25K in monthly profit.



Bikes

Suffered major losses from **June to September**, worst in June (₹448K loss) and around ₹150K loss in other summer months.

Winter months (**Feb, Mar, Nov, Dec**) were the most profitable (₹80K–₹103K).



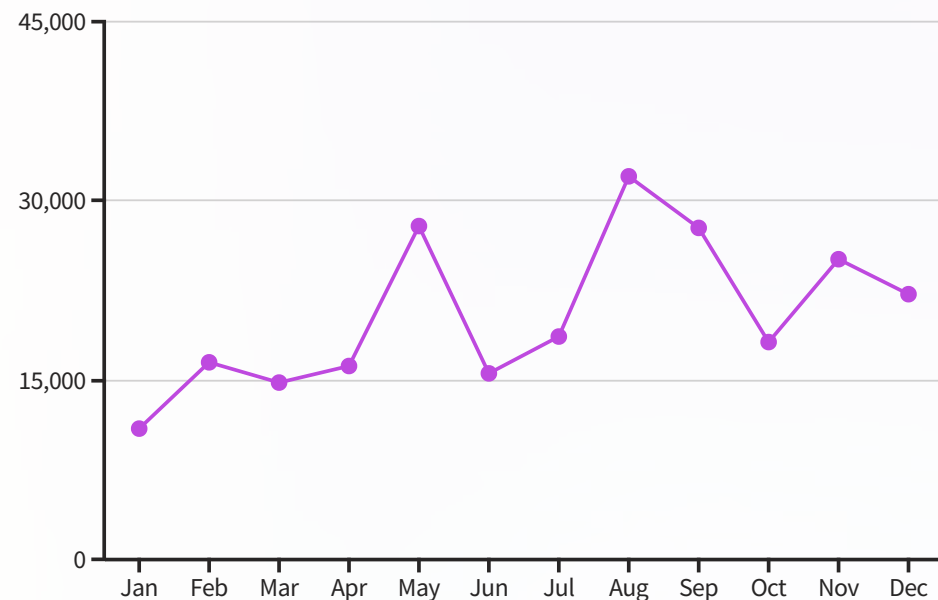
Category-Wise Seasonal Performance: Clothing & Components

Clothing

Performed best from **August to December and in May**, averaging **₹25K profit per month**.

August was the peak month, recording **₹32K** in profits.

Worst Performance in **January** and **moderate in others**.

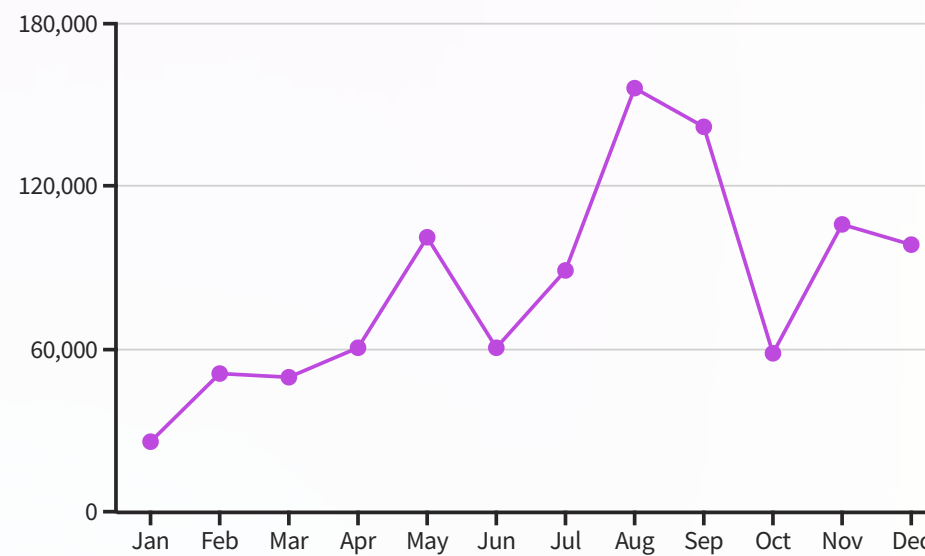


Components

January was the weakest month with **₹25K profit**, followed by **moderate growth (₹55K per month)** from February to April.

From May onward, performance improved significantly, reaching an **average of ₹100K per month**.

June and October showed moderate results (₹60K profit per month).



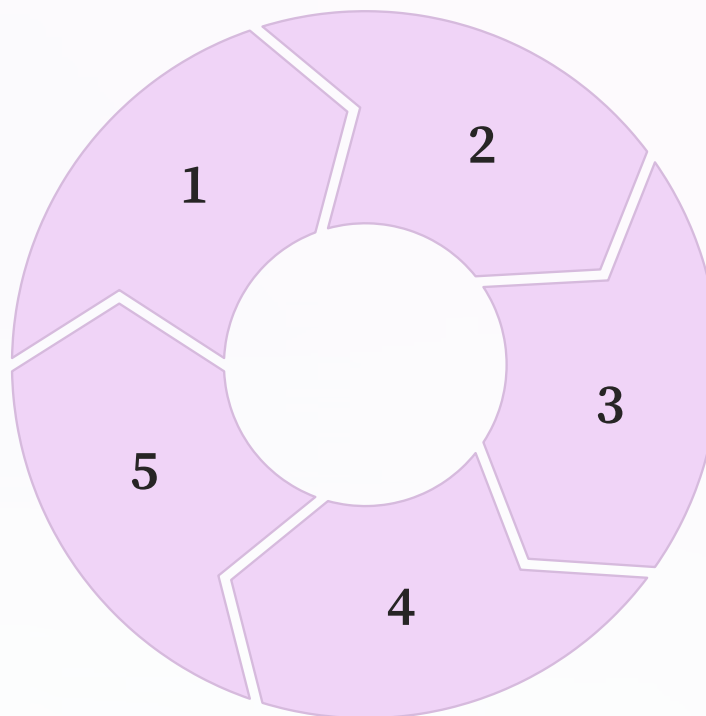
Overall Observations

Summer Slump

June consistently underperformed, showing the lowest profits across all categories (**₹366K loss overall**).

Steady Performance

The first five months of the year showed steady, moderate performance across all categories.



Consumer Behavior

People tend to buy fewer sports goods in summer, likely to avoid outdoor activities.

Seasonal Patterns

Each category has distinct peak and low seasons, but **June and October remained weak across all**.

Strong Periods

November and December showed strong profits, while **August and September were profitable except for Bikes**.