

ADVENTUREWORKS SALES ANALYSIS

(for the manufacturing & part-acquisition team)

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The goal of this report is to assist the Adventureworks manufacturing & part-acquisition team to determine how products influence sales by comparing sales by product line, with drill-downs into best-selling products by territory.

1. ProductLine R sold the most among the four product lines.

This analysis excludes products with missing product line information. As summarized in Fig. 1, products in ProductLine R were sold the most, with total sales near 300 million. Products in ProductLine T were sold the least, with about 50 million sales.

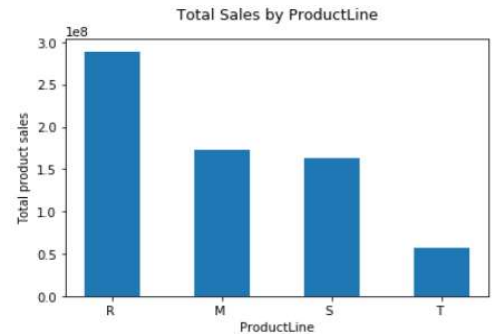


Fig. 1. Summary of total sales by product line.

2. Product sales differ in territories.

In order to get a better understanding on the marketability of the current products, the product sales are analyzed based on territories in which they were sold. The territories of interests include Northwest, Northeast, Central, Southwest, Southeast, Canada, France, Germany, Australia and United Kingdom.

Table 1 is a summary of the top selling products for each territory. Among all the products, AWC Logo Cap from ProductLine S is the best-selling one with a total sale value of \$ 12,178,487 in Southwest. AWC Logo Cap is also the top selling product in Northwest, Central, Northeast, Southeast, United Kingdom and France, sales ranging from 2.7 million to 6.3 million. The next best-selling product is Long-Sleeve Logo Jersey, L, which only sold well in Canada. The third best-selling product is Water Bottle - 30 oz and it was sold well in Germany and Australia.

Table 1. Top Selling Products by Territory

ProductID	Product_name	ProductLine	Territory_name	Total_sale
712	AWC Logo Cap	S	Southwest	1.217849e+07
715	Long-Sleeve Logo Jersey, L	S	Canada	9.089475e+06
712	AWC Logo Cap	S	Northwest	6.337214e+06
712	AWC Logo Cap	S	Central	4.779110e+06
712	AWC Logo Cap	S	Northeast	4.309207e+06
712	AWC Logo Cap	S	Southeast	4.135538e+06
712	AWC Logo Cap	S	United Kingdom	3.092073e+06
712	AWC Logo Cap	S	France	2.696381e+06
870	Water Bottle - 30 oz.	S	Germany	2.133513e+06
870	Water Bottle - 30 oz.	S	Australia	1.803794e+06

To provide further information for the manufacturing & part-acquisition team to make informative decisions, a list of top 3 selling products for each territory is also included in Table 2 show below.

Table 2. Top 3 Selling Products by Territory

ProductID	Product_name	ProductLine	Territory_name	Total_sale
712	AWC Logo Cap	S	Southwest	1.217849e+07
715	Long-Sleeve Logo Jersey, L	S	Southwest	1.203233e+07
711	Sport-100 Helmet, Blue	S	Southwest	1.135786e+07
715	Long-Sleeve Logo Jersey, L	S	Canada	9.089475e+06
712	AWC Logo Cap	S	Canada	9.032828e+06
708	Sport-100 Helmet, Black	S	Canada	8.533419e+06
712	AWC Logo Cap	S	Northwest	6.337214e+06
715	Long-Sleeve Logo Jersey, L	S	Northwest	6.007942e+06
711	Sport-100 Helmet, Blue	S	Northwest	5.772490e+06
712	AWC Logo Cap	S	Central	4.779110e+06
715	Long-Sleeve Logo Jersey, L	S	Central	4.713560e+06
711	Sport-100 Helmet, Blue	S	Central	4.480074e+06
712	AWC Logo Cap	S	Northeast	4.309207e+06
715	Long-Sleeve Logo Jersey, L	S	Northeast	4.193125e+06
712	AWC Logo Cap	S	Southeast	4.135538e+06
711	Sport-100 Helmet, Blue	S	Northeast	3.992266e+06
715	Long-Sleeve Logo Jersey, L	S	Southeast	3.869487e+06
708	Sport-100 Helmet, Black	S	Southeast	3.856591e+06
712	AWC Logo Cap	S	United Kingdom	3.092073e+06
711	Sport-100 Helmet, Blue	S	United Kingdom	2.806577e+06
708	Sport-100 Helmet, Black	S	United Kingdom	2.793643e+06
712	AWC Logo Cap	S	France	2.696381e+06
711	Sport-100 Helmet, Blue	S	France	2.551802e+06
707	Sport-100 Helmet, Red	S	France	2.438676e+06
870	Water Bottle - 30 oz.	S	Germany	2.133513e+06
712	AWC Logo Cap	S	Germany	1.960786e+06
708	Sport-100 Helmet, Black	S	Germany	1.866456e+06
870	Water Bottle - 30 oz.	S	Australia	1.803794e+06
957	Touring-1000 Yellow, 60	T	Australia	1.452468e+06
954	Touring-1000 Yellow, 46	T	Australia	1.391589e+06