



# ADVENTURE WORKS

**Summary**

**Sales And Budget 2016**

**Customer**

**Notes**



# Adventure Works

Units Sold  
**91,321**

Total Sales  
**29,307,837**

Country

All

Sub Category

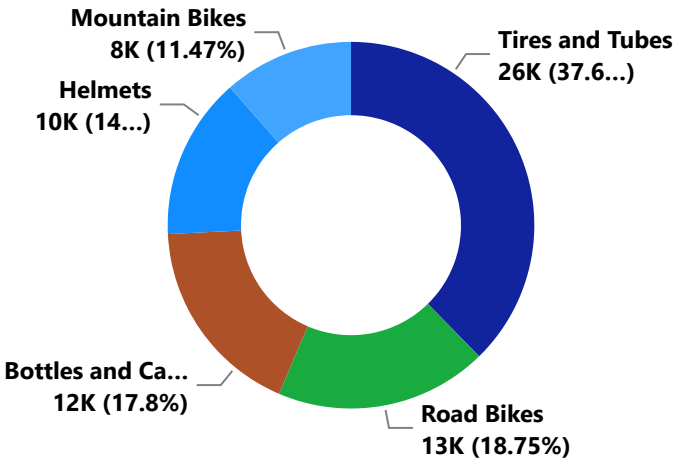
All

## Summary

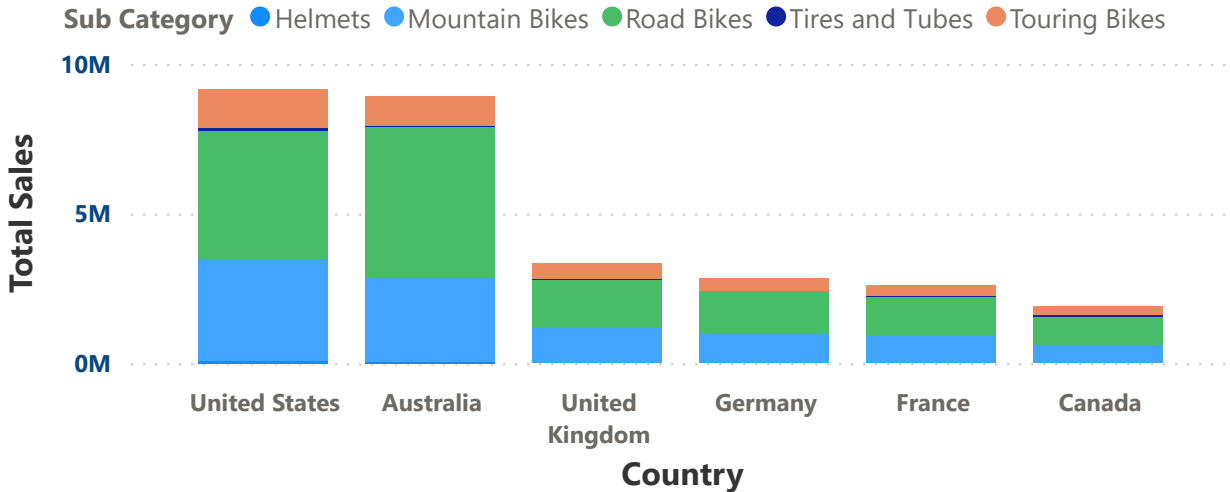
Tires and Tubes accounted for 37.68% of Units Sold.

Australia in Sub Category made up 17.40% of Total Sales.

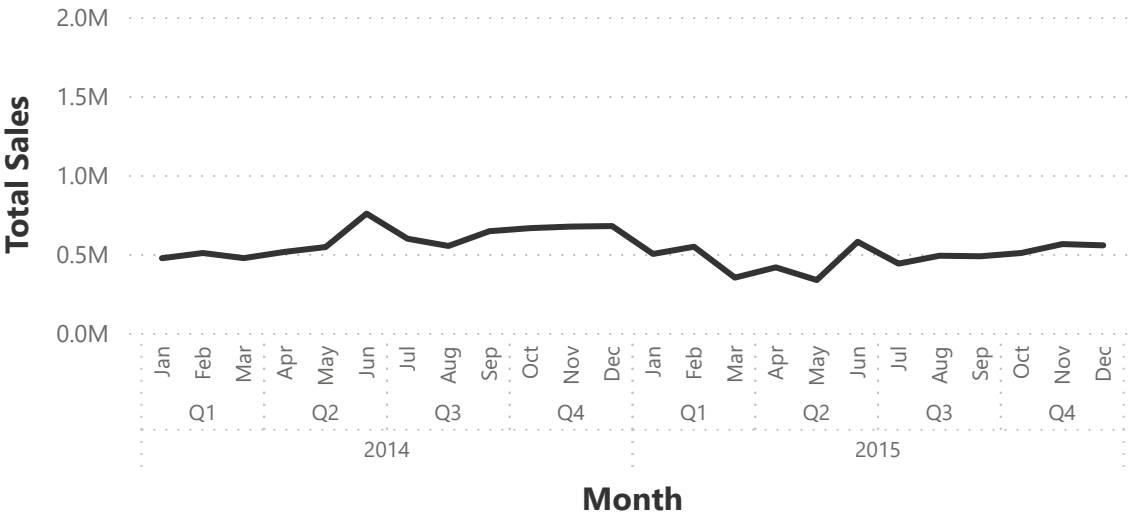
## Units Sold by Sub Category



## Total Sales by Country and Sub Category



## Total Sales by Year, Quarter and Month



## Total Sales by Country





# Sales And Budget 2016

Total Sales  
**16,473,618**

Units Sold  
**82,884**

Total Budget  
**\$16,869,574**

Variance  
**(\$395,956)**

At \$1,978,396, [Dec](#) had the highest Total Budget and was [130.49%](#) higher than [Feb](#), which had the lowest Total Budget at [\\$858,350](#).

Total Budget and total Total Sales are positively correlated with each other.

[Dec](#) accounted for [11.73%](#) of Total Budget.

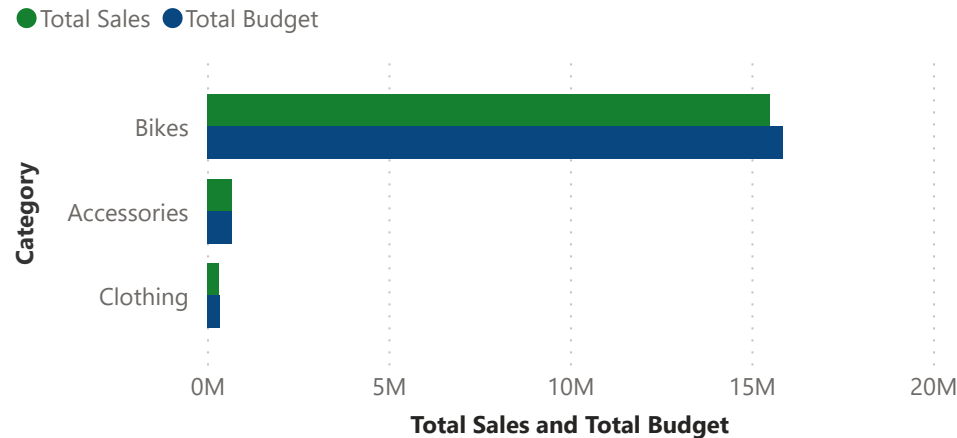
[Total Budget](#) and [Total Sales](#) diverged the most when the Month was [Aug](#), when [Total Budget](#) were [\\$115,084.17](#) higher than [Total Sales](#).

Variance % trended down, resulting in a [59.09%](#) decrease between [Friday, January 1, 2016](#) and [Thursday, December 1, 2016](#).

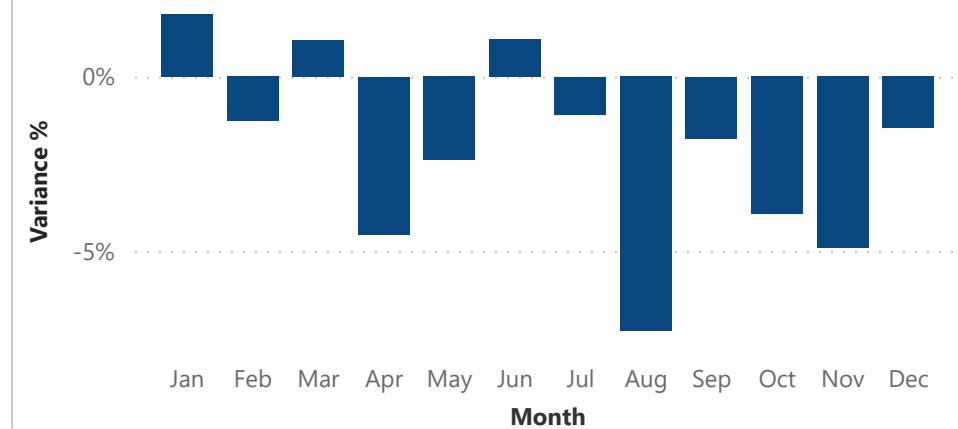
[Variance %](#) started trending down on [Friday, January 1, 2016](#), falling by [59.09%](#) ( [1058.41%](#)) in [11](#) months.

[Variance %](#) dropped from [1791.09%](#) to [732.68%](#) during its steepest decline between [Friday, January 1, 2016](#) and [Thursday, December 1, 2016](#).

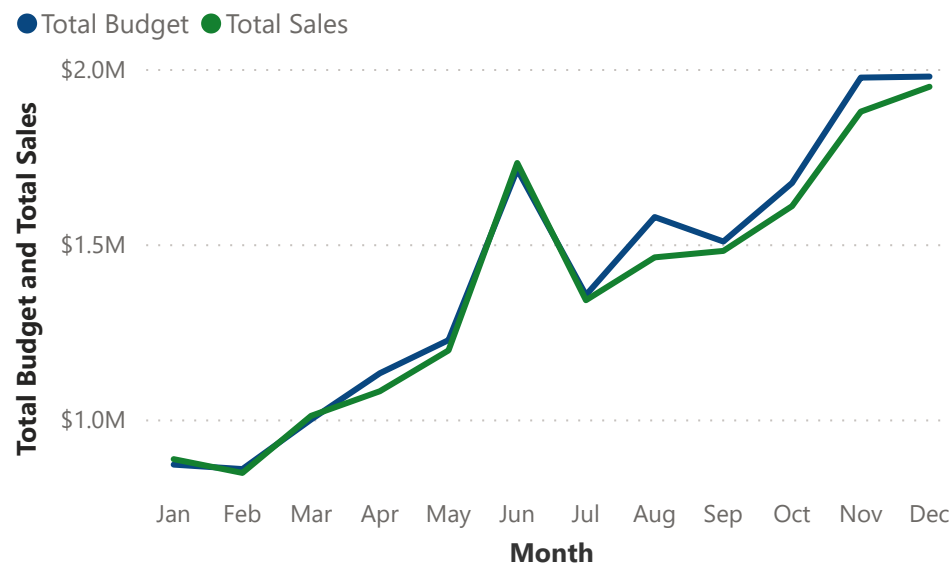
## Total Sales and Total Budget by Category



## Variance % by Month



## Total Budget and Total Sales by Month



| Group  | Units Sold | Total Sales   | %GT Total Sales |
|--|------------|---------------|-----------------|
| <input checked="" type="checkbox"/> North America  | 40,699     | 6,572,762.17  | 39.90%          |
| <input checked="" type="checkbox"/> United States  | 29,830     | 5,483,882.67  | 33.29%          |
| <input checked="" type="checkbox"/> Canada         | 10,869     | 1,088,879.50  | 6.61%           |
| <input checked="" type="checkbox"/> Europe         | 25,039     | 5,517,376.34  | 33.49%          |
| <input checked="" type="checkbox"/> United Kingdom | 9,700      | 2,140,388.50  | 12.99%          |
| <input checked="" type="checkbox"/> Germany        | 7,670      | 1,784,107.09  | 10.83%          |
| <input checked="" type="checkbox"/> France         | 7,669      | 1,592,880.75  | 9.67%           |
| <input checked="" type="checkbox"/> Pacific        | 17,146     | 4,383,479.54  | 26.61%          |
| <input checked="" type="checkbox"/> Australia      | 17,146     | 4,383,479.54  | 26.61%          |
| Total  | 82,884     | 16,473,618.05 | 100.00%         |



# Customer

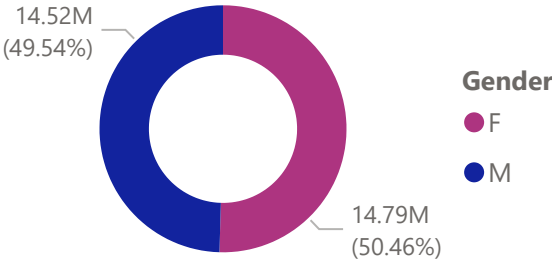
At 9,887,500.13, Bachelors had the highest Total Sales and was 505.78% higher than Partial High School, which had the lowest Total Sales at 1,632,189.92.

Bachelors accounted for 33.74% of Total Sales.

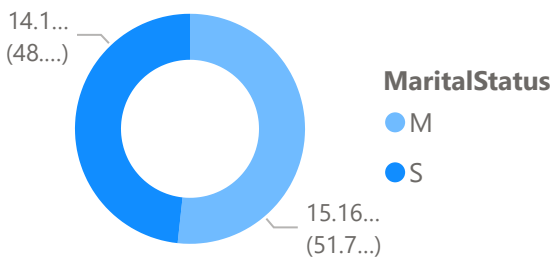
Under 50K had 10,535,223.41 Total Sales, 50K-130K had 16,803,741.59, and 130K + had 1,968,871.59.

50-60 in Sub Category made up 12.43% of Units Sold.

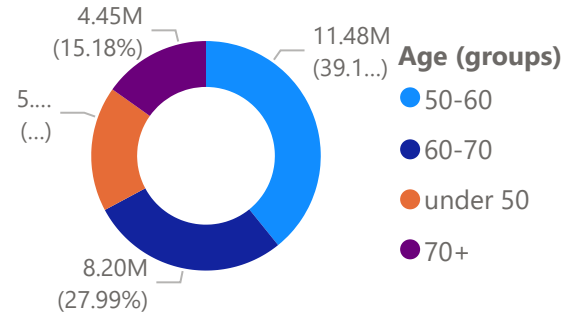
Total Sales by Gender



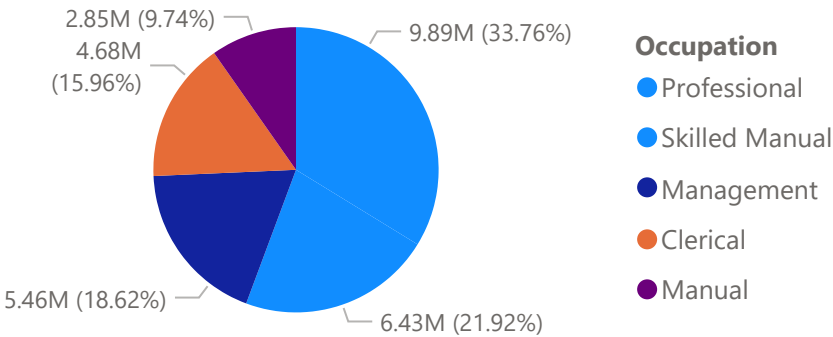
Total Sales by Marital Status



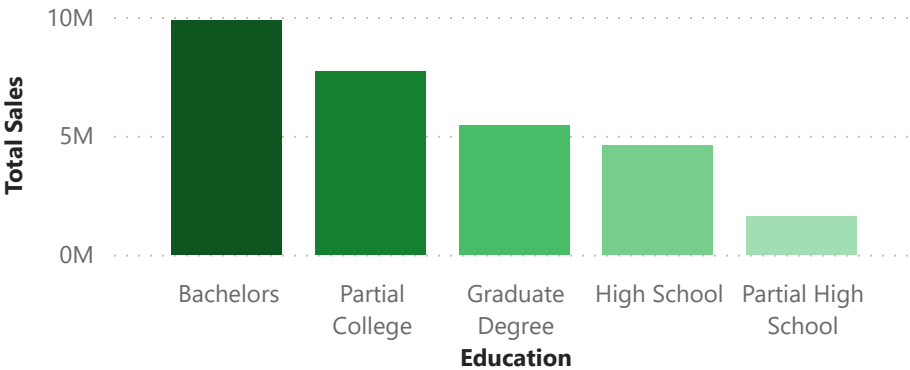
Total Sales by Age



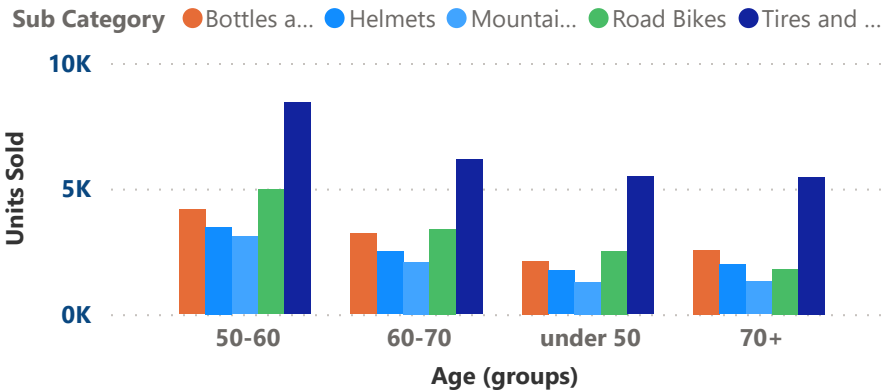
Total Sales by Occupation



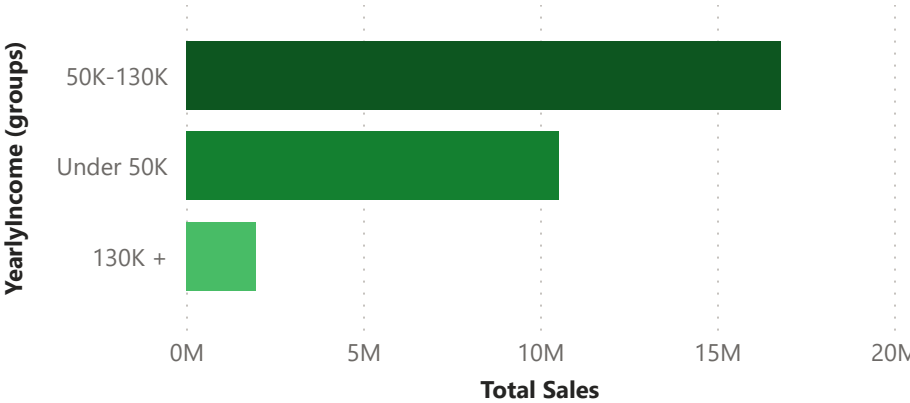
Total Sales by Education



Units Sold by Age and Sub Category



Total Sales by Yearly Income





The dashboard reveals that North America has the highest total sales, followed by Australia. Within North America, the United States leads in sales. The most popular subproducts in the United States are mountain bikes and road bikes.

Across all regions, the top-selling category is tires and tubes, accounting for 38% of total sales.

In 2016, the top three sales leaders were mountain bikes, road bikes, and touring bikes. November emerges as the month with the highest sales volume.

The majority of buyers are woman, comprising 51% of the customer base. They primarily fall within the age of 50 to 60 years and have annual income ranging from 50K to 130K.

It is noteworthy that customers with a bachelor's degree and professional occupation exhibit the highest total sales. On the other hand, customers with a partial high school education level tend to have the lowest total sales.