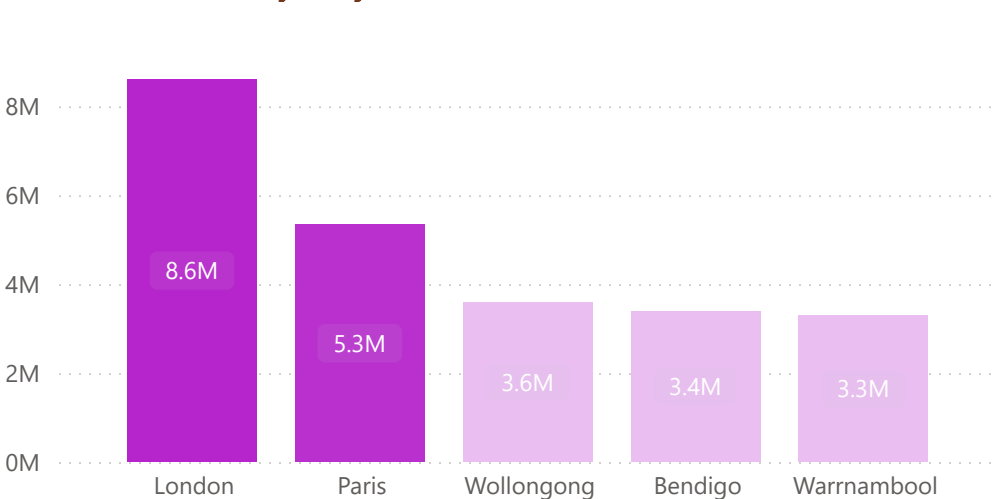


# Adventure Works Report

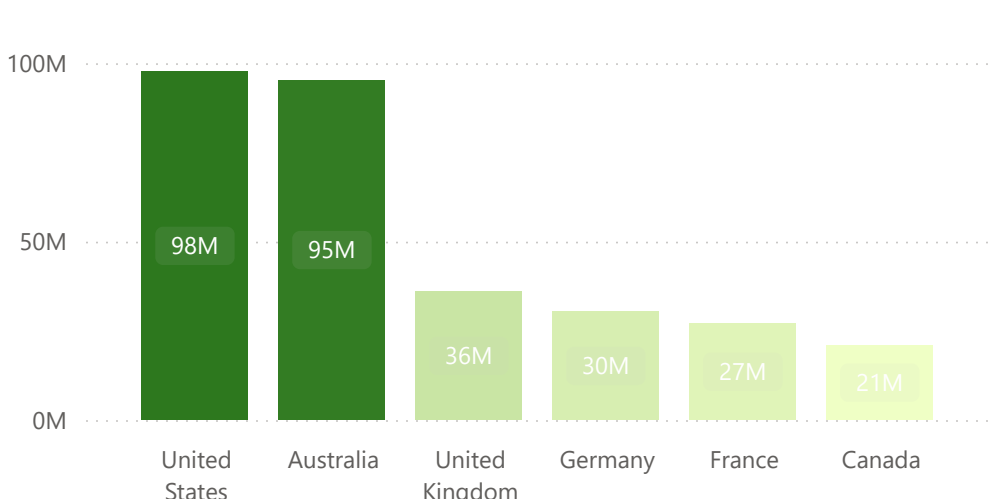
EnglishCo... ▾

- ☐ Australia
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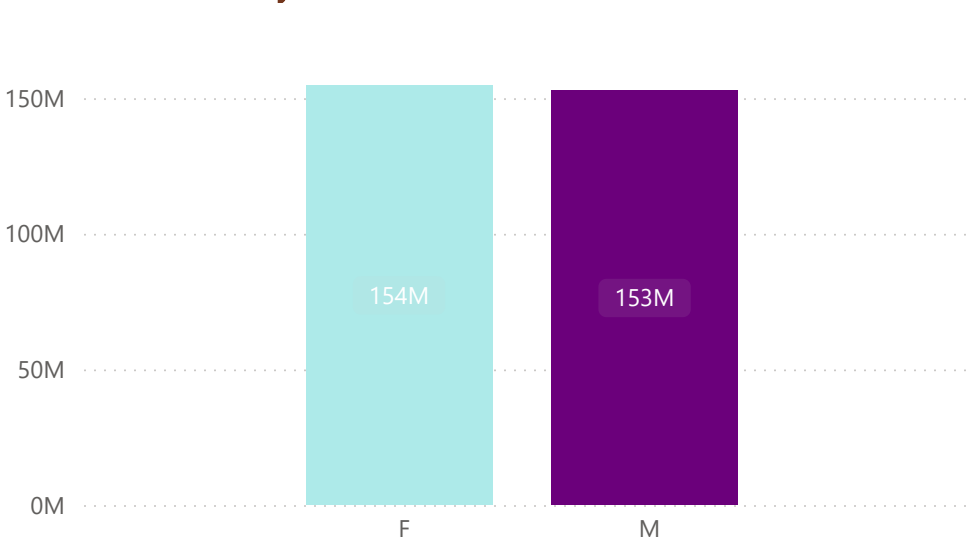
## Total Revenue by City



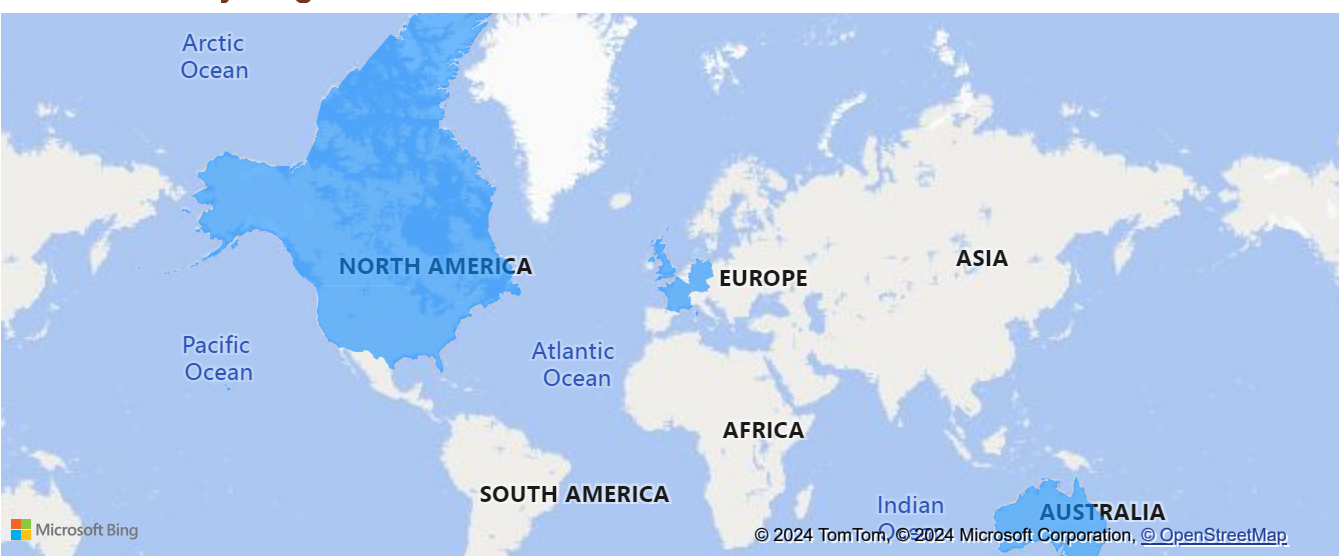
## Total Revenue by Region



## Total Revenue by Gender

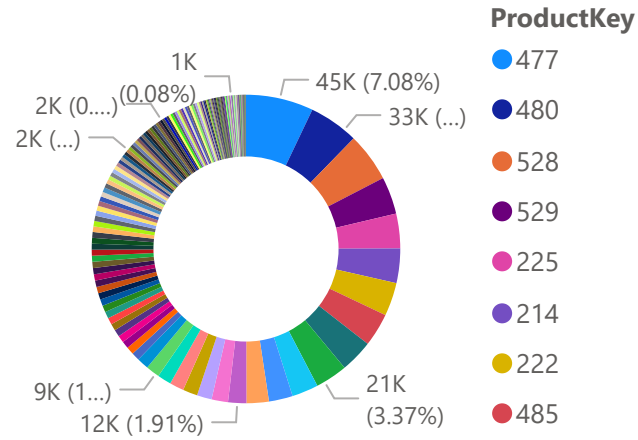


## Total Sales by Region

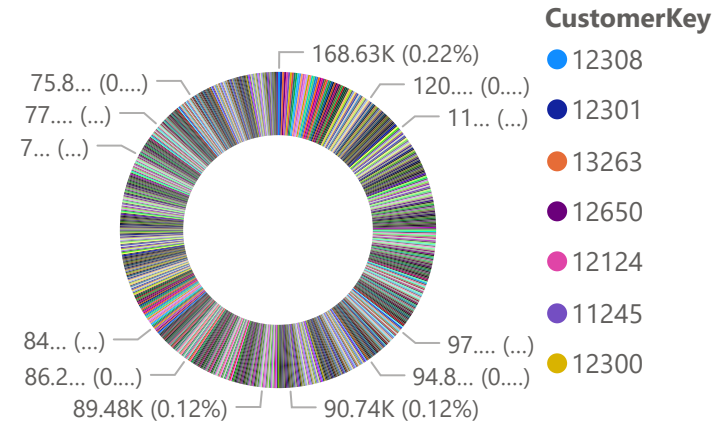


# Adventure Works Report

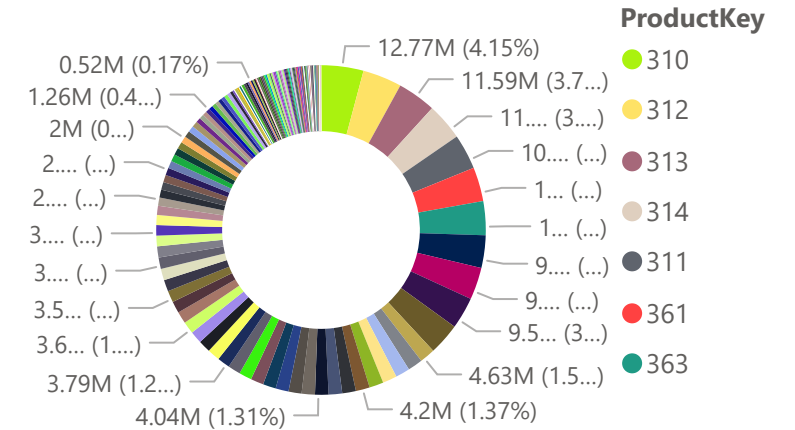
## Total Sales Volume by ProductKey



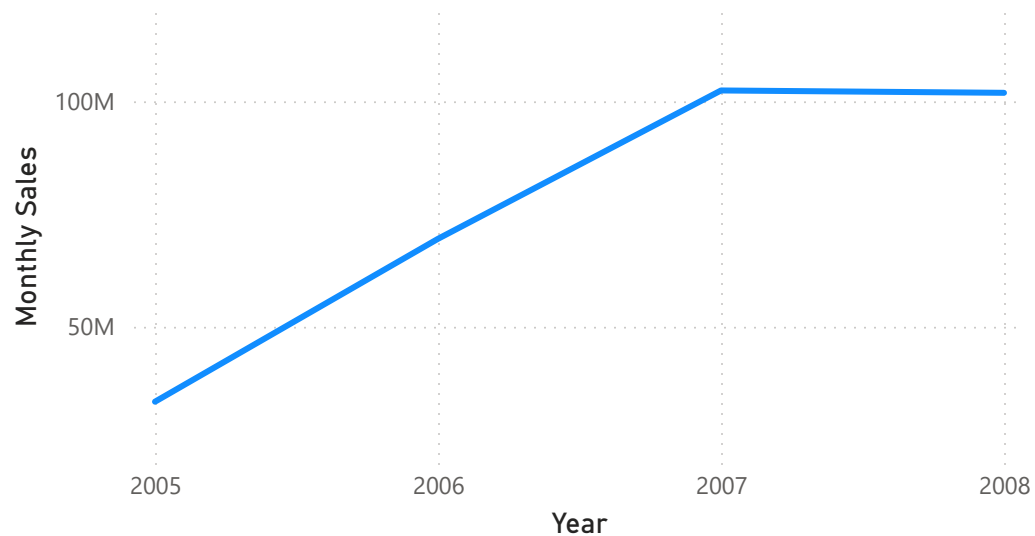
## Total Revenue by CustomerKey and CountryRegionCode



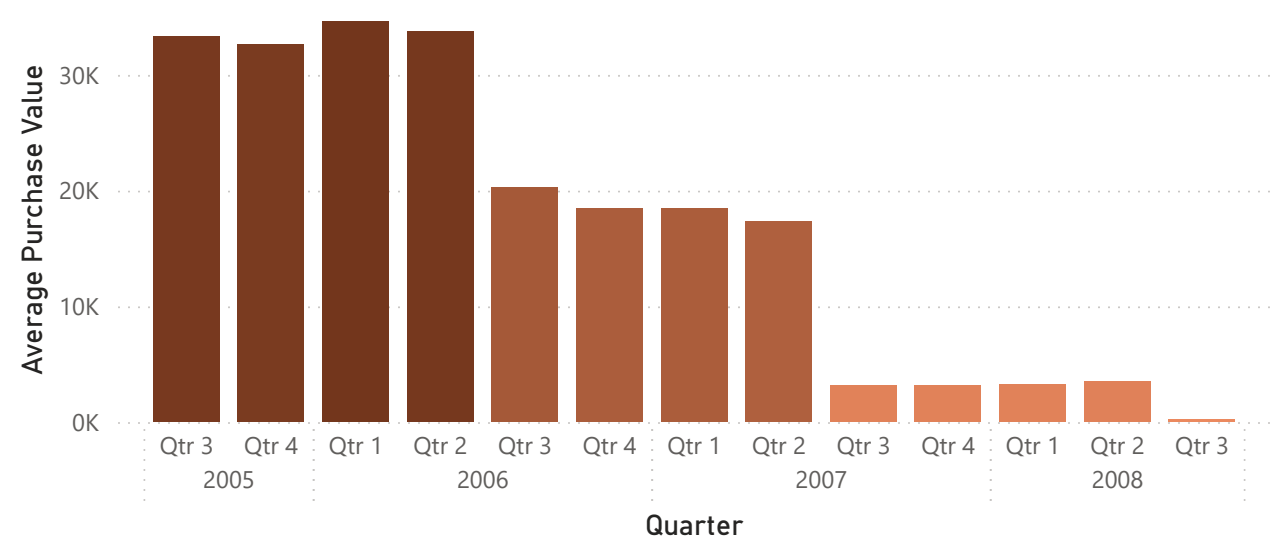
## Sum of Total Sales Amount and Total Sales Volume by ProductKey



## Monthly Sales by Year



## Average Purchase Value by Year and Quarter



# Geographic Analysis Insights

## Total Revenue by City

- **Top Cities by Revenue:**
  - London leads in total revenue, significantly higher than other cities.
  - Paris follows as the second highest, with revenue close to that of London but still lower.
  - Other notable cities include Wollongong, Bendigo, and Warrnambool, with decreasing revenue in that order.

## Total Revenue by Region

- **Top Regions by Revenue:**
  - The United States and Australia are the top-performing regions, both generating similar and the highest total revenue.
  - The United Kingdom and Germany follow, generating moderate revenue compared to the top two.
  - France and Canada have the lowest revenue among the regions displayed.

## Total Revenue by Gender

- **Gender Analysis:**
  - Revenue generation is almost evenly split between male and female customers.
  - Both genders contribute significantly to total revenue, with no noticeable difference in revenue contribution.

## Total Sales by Region (Map Visualization)

- **Geographic Distribution of Sales:**
  - North America (United States) and Australia show the highest sales activity, as indicated by the darker shades on the map.
  - Europe (notably the United Kingdom and Germany) also shows notable sales activity but less compared to North America and Australia.
  - Other regions such as Canada and France show lower sales activity.

# General Insights

- **Concentration of Sales:**
  - There is a clear concentration of sales in North America and Australia, suggesting these are key markets for the company.
  - Cities like London and Paris are major contributors within their respective regions.
- **Gender-Based Marketing:**
  - Marketing efforts do not need to be heavily gender-specific since both genders contribute almost equally to the revenue.
- **Regional Focus:**
  - Focusing on the United States and Australia for further growth opportunities might yield significant returns given their high revenue.
  - There could be potential to increase market share in Europe, especially in Germany and the United Kingdom.

# Recommendations

## 1. Expand Marketing Efforts:

Implement targeted marketing campaigns to high-revenue cities like London and Paris to further capitalize on their strong market

# Sales & Revenue Insights

## Total Sales Volume by Product

- **Top Products by Sales Volume:**
  - The product with ProductKey 477 has the highest sales volume at 44,723 units.
  - Other top products include those with ProductKey 480, 528, 529, and 225, with sales volumes decreasing in that order.

## Total Revenue by Customer

- **Top Customers by Revenue:**
  - The customer with CustomerKey 11000 in Australia has generated the highest revenue at 52,448.86.
  - Other notable customers include those with CustomerKey 11003, 11006, 11008, and 11010, with revenues of 76,358.74, 64,037.63, 78,070.79, and 120,786.85, respectively.

## Total Sales Amount by Product

- **Top Products by Total Sales Amount:**
  - The product with ProductKey 310 has the highest total sales amount at 12,774,423.90.
  - Other top products include those with ProductKey 312, 313, 311, and 361, with total sales amounts decreasing in that order.

## Monthly Sales by Year

- **Sales Trends Over Years:**
  - There is a clear upward trend in monthly sales from 2005 to 2007.
  - Sales significantly increased from 2005 to 2006, reaching over 100 million by 2006.
  - The trend continues into 2007 with a slight dip compared to 2006 but still maintaining high sales levels.

# General Insights

- **Product Performance:**
  - There is a strong correlation between products with high sales volumes and high total sales amounts.
  - Key products such as those with ProductKey 310, 312, and 313 are both high in sales volume and revenue, indicating their popularity and profitability.
- **Customer Contributions:**
  - A small number of customers significantly contribute to the total revenue, especially in regions like Australia and the United States.
  - Targeting top customers for loyalty programs or special offers could further enhance revenue.
- **Revenue by Geography:**
  - The data indicates that certain regions, particularly Australia, have customers that contribute substantially to the revenue.
  - Exploring market expansion strategies in regions with high revenue customers can be beneficial.