

Analyze and Visualize Sales Data

Business Intelligence Developer



About Dataset



The dataset contains information on the sales performance of the company “**Adventures Works Cycle**” over a given period. It includes details such as the date of the sale, the product sold, the quantity sold, the revenue generated and many more. The data is organized in a structured format and can be used to analyze trends, identify patterns, and make informed business decisions.

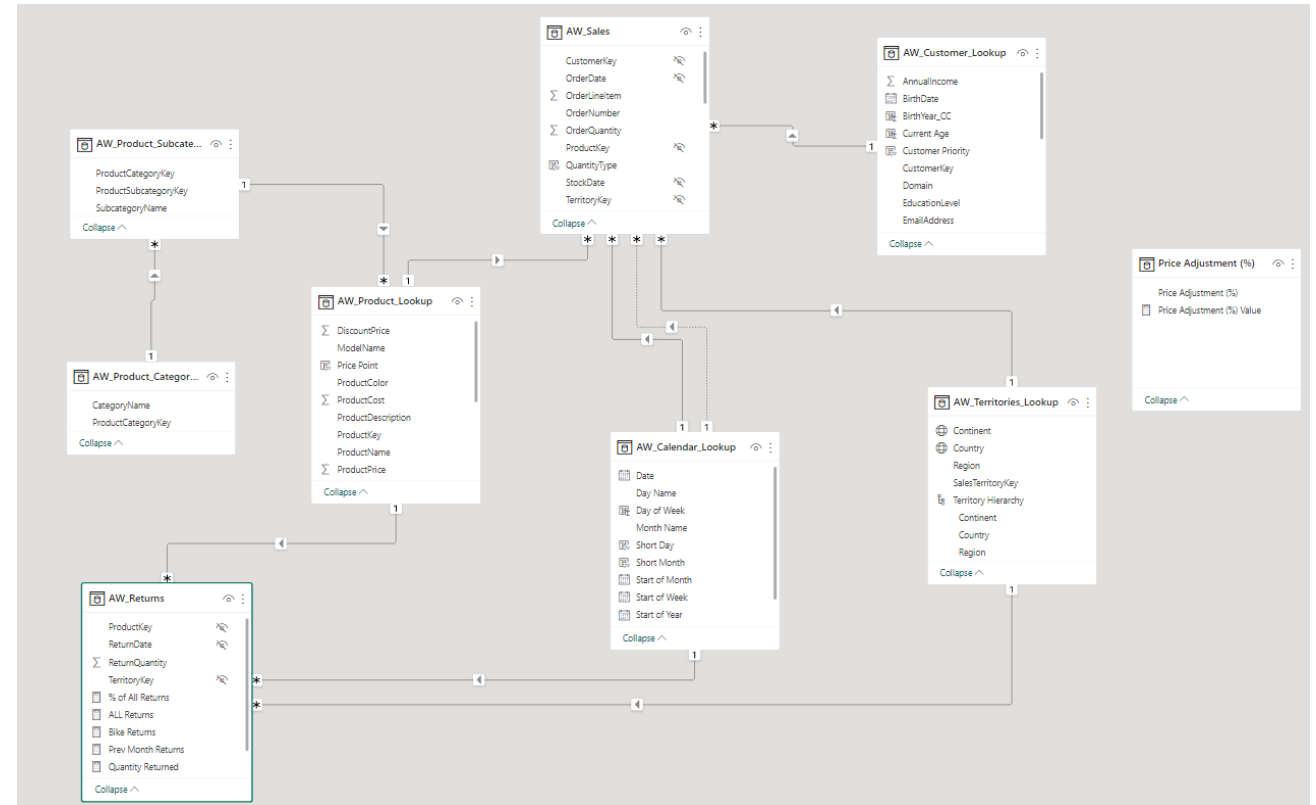
Data View

ProductKey	ProductSubcategoryKey	ProductSKU	ProductName	ModelName	ProductDescription
215	31	HL-U509	Sport-100 Helmet, Black	Sport-100	Universal fit, well-vented, lightweight , snap-on visor.
253	14	FR-R38B-58	LL Road Frame - Black, 58	LL Road Frame	The LL Frame provides a safe comfortable ride, while offering superior bump absorption in a value-priced aluminum frame.
256	14	FR-R38B-60	LL Road Frame - Black, 60	LL Road Frame	The LL Frame provides a safe comfortable ride, while offering superior bump absorption in a value-priced aluminum frame.
259	14	FR-R38B-62	LL Road Frame - Black, 62	LL Road Frame	The LL Frame provides a safe comfortable ride, while offering superior bump absorption in a value-priced aluminum frame.
279	14	FR-R38B-44	LL Road Frame - Black, 44	LL Road Frame	The LL Frame provides a safe comfortable ride, while offering superior bump absorption in a value-priced aluminum frame.
282	14	FR-R38B-48	LL Road Frame - Black, 48	LL Road Frame	The LL Frame provides a safe comfortable ride, while offering superior bump absorption in a value-priced aluminum frame.
285	14	FR-R38B-52	LL Road Frame - Black, 52	LL Road Frame	The LL Frame provides a safe comfortable ride, while offering superior bump absorption in a value-priced aluminum frame.
296	12	FR-M94B-42	HL Mountain Frame - Black, 42	HL Mountain Frame	Each frame is hand-crafted in our Bothell facility to the optimum diameter and wall-thickness required of a premium mountain frame. The heat-treated welded aluminum frame
299	12	FR-M94B-44	HL Mountain Frame - Black, 44	HL Mountain Frame	Each frame is hand-crafted in our Bothell facility to the optimum diameter and wall-thickness required of a premium mountain frame. The heat-treated welded aluminum frame
300	12	FR-M94B-48	HL Mountain Frame - Black, 48	HL Mountain Frame	Each frame is hand-crafted in our Bothell facility to the optimum diameter and wall-thickness required of a premium mountain frame. The heat-treated welded aluminum frame
301	12	FR-M94B-46	HL Mountain Frame - Black, 46	HL Mountain Frame	Each frame is hand-crafted in our Bothell facility to the optimum diameter and wall-thickness required of a premium mountain frame. The heat-treated welded aluminum frame
304	12	FR-M94B-38	HL Mountain Frame - Black, 38	HL Mountain Frame	Each frame is hand-crafted in our Bothell facility to the optimum diameter and wall-thickness required of a premium mountain frame. The heat-treated welded aluminum frame
332	2	BK-R50B-58	Road-650 Black, 58	Road-650	Value-priced bike with many features of our top-of-the-line models. Has the same light, stiff frame, and the quick acceleration we're famous for.
334	2	BK-R50B-60	Road-650 Black, 60	Road-650	Value-priced bike with many features of our top-of-the-line models. Has the same light, stiff frame, and the quick acceleration we're famous for.
336	2	BK-R50B-62	Road-650 Black, 62	Road-650	Value-priced bike with many features of our top-of-the-line models. Has the same light, stiff frame, and the quick acceleration we're famous for.
338	2	BK-R50B-44	Road-650 Black, 44	Road-650	Value-priced bike with many features of our top-of-the-line models. Has the same light, stiff frame, and the quick acceleration we're famous for.
340	2	BK-R50B-48	Road-650 Black, 48	Road-650	Value-priced bike with many features of our top-of-the-line models. Has the same light, stiff frame, and the quick acceleration we're famous for.
342	2	BK-R50B-52	Road-650 Black, 52	Road-650	Value-priced bike with many features of our top-of-the-line models. Has the same light, stiff frame, and the quick acceleration we're famous for.
348	1	BK-M82B-38	Mountain-100 Black, 38	Mountain-100	Top-of-the-line competition mountain bike. Performance-enhancing options include the innovative HL Frame, super-smooth front suspension, and traction for all terrain.
349	1	BK-M82B-42	Mountain-100 Black, 42	Mountain-100	Top-of-the-line competition mountain bike. Performance-enhancing options include the innovative HL Frame, super-smooth front suspension, and traction for all terrain.
350	1	BK-M82B-44	Mountain-100 Black, 44	Mountain-100	Top-of-the-line competition mountain bike. Performance-enhancing options include the innovative HL Frame, super-smooth front suspension, and traction for all terrain.
351	1	BK-M82B-48	Mountain-100 Black, 48	Mountain-100	Top-of-the-line competition mountain bike. Performance-enhancing options include the innovative HL Frame, super-smooth front suspension, and traction for all terrain.
358	1	BK-M68B-38	Mountain-200 Black, 38	Mountain-200	Serious back-country riding. Perfect for all levels of competition. Uses the same HL Frame as the Mountain-100.
360	1	BK-M68B-42	Mountain-200 Black, 42	Mountain-200	Serious back-country riding. Perfect for all levels of competition. Uses the same HL Frame as the Mountain-100.
362	1	BK-M68B-46	Mountain-200 Black, 46	Mountain-200	Serious back-country riding. Perfect for all levels of competition. Uses the same HL Frame as the Mountain-100.
364	1	BK-M47B-38	Mountain-300 Black, 38	Mountain-300	For true trail addicts. An extremely durable bike that will go anywhere and keep you in control on challenging terrain - without breaking your budget.
365	1	BK-M47B-40	Mountain-300 Black, 40	Mountain-300	For true trail addicts. An extremely durable bike that will go anywhere and keep you in control on challenging terrain - without breaking your budget.
366	1	BK-M47B-44	Mountain-300 Black, 44	Mountain-300	For true trail addicts. An extremely durable bike that will go anywhere and keep you in control on challenging terrain - without breaking your budget.
367	1	BK-M47B-48	Mountain-300 Black, 48	Mountain-300	For true trail addicts. An extremely durable bike that will go anywhere and keep you in control on challenging terrain - without breaking your budget.
373	2	BK-R89B-44	Road-250 Black, 44	Road-250	Aluminum-alloy frame provides a light, stiff ride, whether you are racing in the velodrome or on a demanding club ride on country roads.
375	2	BK-R89B-48	Road-250 Black, 48	Road-250	Aluminum-alloy frame provides a light, stiff ride, whether you are racing in the velodrome or on a demanding club ride on country roads.
377	2	BK-R89B-52	Road-250 Black, 52	Road-250	Aluminum-alloy frame provides a light, stiff ride, whether you are racing in the velodrome or on a demanding club ride on country roads.
379	2	BK-R89B-58	Road-250 Black, 58	Road-250	Aluminum-alloy frame provides a light, stiff ride, whether you are racing in the velodrome or on a demanding club ride on country roads.
409	12	FR-M63B-38	ML Mountain Frame - Black, 38	ML Mountain Frame-W	The ML frame is a heat-treated aluminum frame made with the same detail and quality as our HL frame. It offers superior performance. Men's version.
410	17	FW-M423	LL Mountain Front Wheel	LL Mountain Front Wheel	Replacement mountain wheel for entry-level rider.
411	17	FW-M762	ML Mountain Front Wheel	ML Mountain Front Wheel	Replacement mountain wheel for the casual to serious rider.
412	17	FW-M928	HL Mountain Front Wheel	HL Mountain Front Wheel	High-performance mountain replacement wheel.

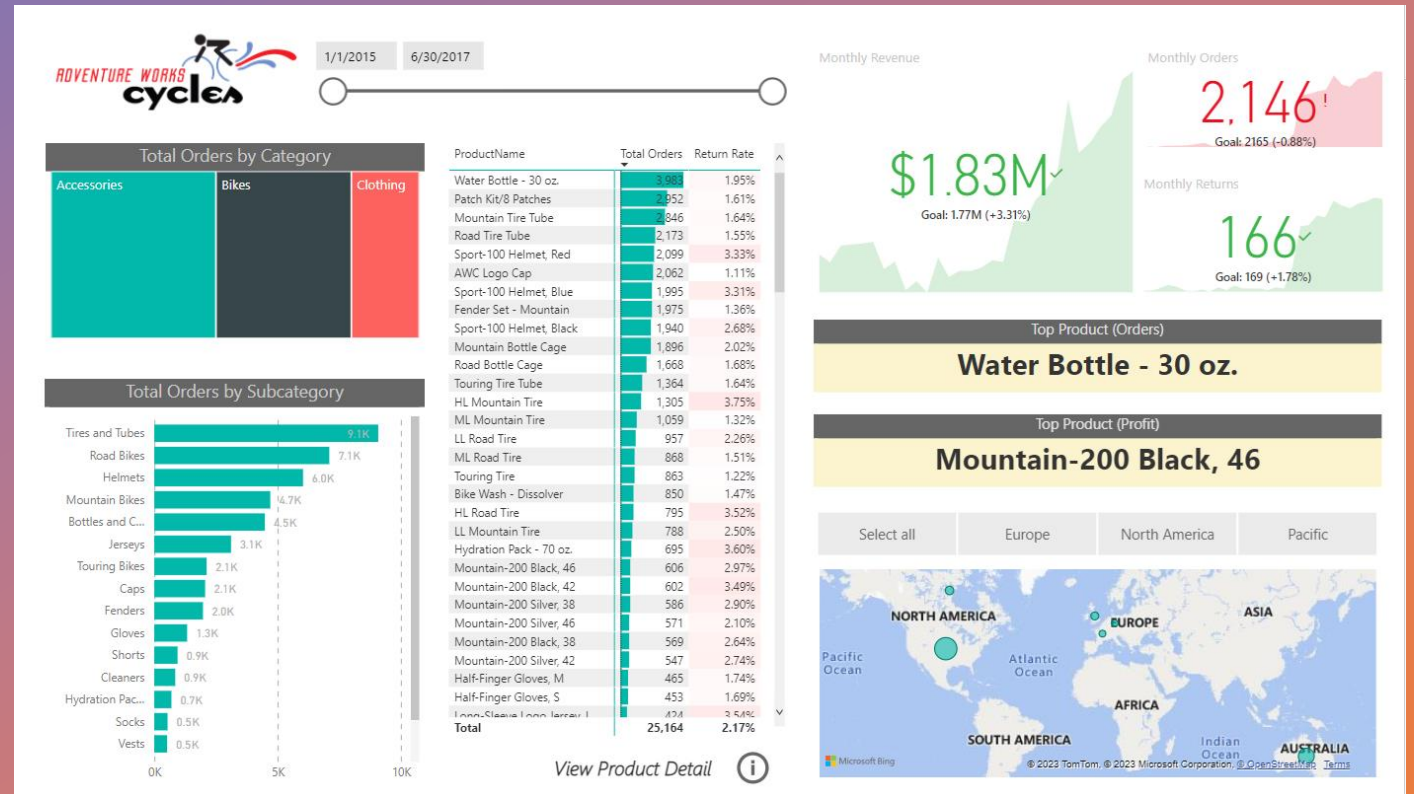
Table: AW_Product_Lookup (293 rows) Column: ProductKey (293 distinct values)

Data Modeling View

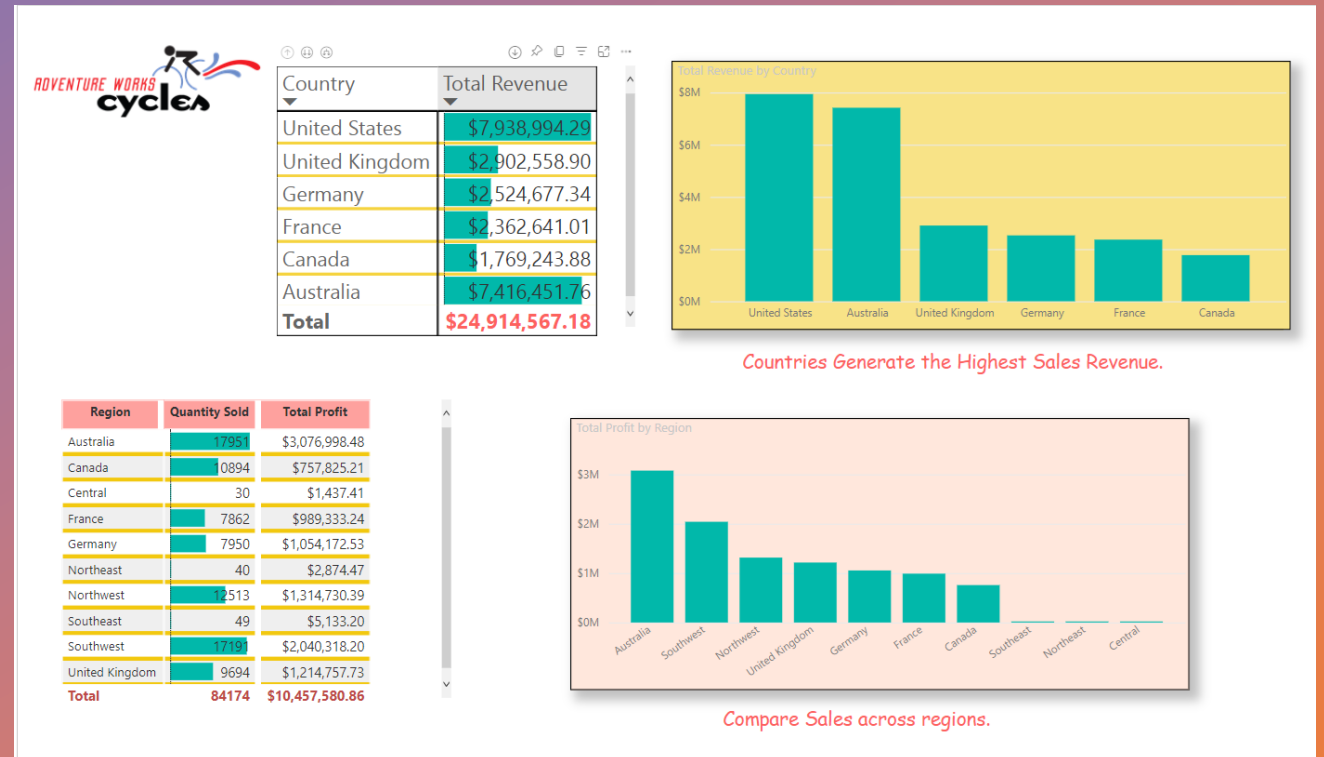
A data model is a conceptual representation of data that defines the structure, relationships, and business rules governing the flow of information within an organization. A data model is used to organize and standardize data for easy access and analysis, and it is a critical component of any BI system.



Product categories or sub-categories are most popular



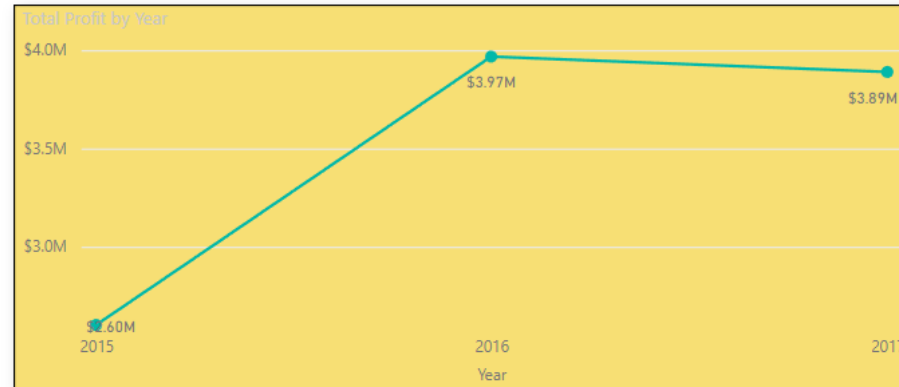
Regions or countries generate the highest sales revenue



Trends

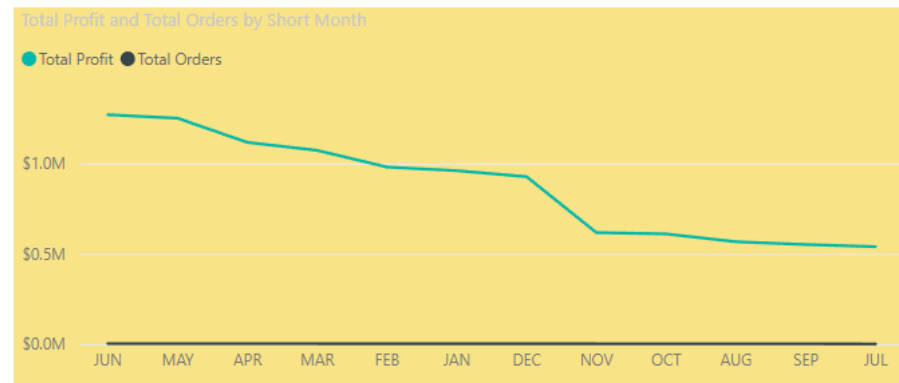


Year	Total Profit
2015	\$2,601,605.63
2017	\$3,888,951.80
2016	\$3,967,023.43
Total	\$10,457,580.86



Trends in sales over Year

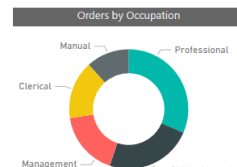
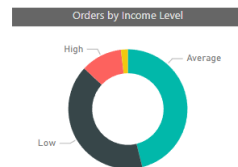
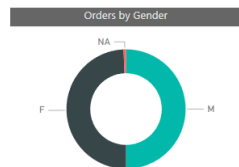
Short Month	Total Orders	Total Profit
APR	2,491	\$1,116,367.01
AUG	1,821	\$566,440.29
DEC	2,382	\$926,500.70
FEB	2,190	\$979,793.00
JAN	2,237	\$959,691.33
JUL	753	\$539,304.31
JUN	2,670	\$1,269,376.40
MAR	2,426	\$1,072,136.02
MAY	2,700	\$1,250,030.40
NOV	1,868	\$617,105.26
OCT	1,862	\$609,738.50
Total	25,164	\$10,457,580.86



Trends in sales over months

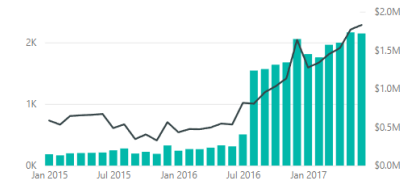
Visualizations

FullName	Total Orders	Total Revenue
Mr. Maurice Shan	6	\$12,407.99
Mrs. Janet Munoz	6	\$12,015.39
Mrs. Lisa Cai		\$11,330.44
Mrs. Lacey Zheng		\$11,085.74
Mr. Jordan Turner		\$11,022.38
Mr. Franklin Xu	6	\$10,863.44
Mr. Larry Munoz		\$10,852.04
Mrs. Kate Anand	4	\$10,436.51
Mr. Larry Vazquez		\$10,394.98
Mrs. Ariana Gray	6	\$10,391.42
Mr. Clarence Gao	4	\$10,331.73
Mr. Aaron Wright	4	\$10,329.22
Mr. Ethan Bryant	4	\$10,308.52
Mr. Marco Lopez	6	\$10,289.68
Mrs. Bonnie Nath	4	\$10,282.91
Mr. Ricky Vazquez	4	\$10,165.92
Mr. Clarence Anand	4	\$10,065.01
Mrs. Desirna Perez	4	\$9,761.59
Mrs. Desiree Dominguez	4	\$9,717.63
Mrs. Jasmine Stewart	4	\$9,716.98
Mrs. Sydney Bryant	4	\$9,706.89
Mr. Bryant Garcia	4	\$9,687.36
Mrs. Cindy Patel	4	\$9,668.02
Mr. Amy Sun	4	\$9,534.15
Mr. Willie Xu	5	\$9,424.97
Mrs. Katrina Tang	4	\$9,302.58
Mrs. Margaret He	4	\$9,266.74
Mrs. Kaitlyn Henderson	4	\$9,258.92
Mrs. Nichole Nara	4	\$9,234.66
Mr. Randall Dominguez	4	\$9,210.36
Mrs. Rosa Hu	4	\$9,201.20
Adriana Gonzalez	4	\$9,195.69
Mrs. Gabriella Collins	4	\$9,184.02
Mrs. Dominique Prasad	6	\$9,180.93
Mrs. Brandi Gill	4	\$9,166.18
Mr. Brad She	4	\$9,161.01
Mr. Francisco Sara	4	\$9,125.54
Total	373	\$885,306.56

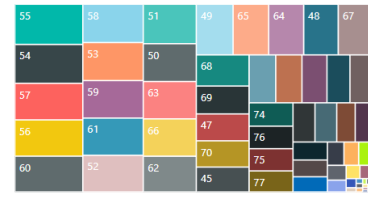


Orders & Revenue by Month

● Total Orders ● Total Revenue



Total Orders by Current Age



Top Customer

Mr. Maurice Shan

Customer Orders

6

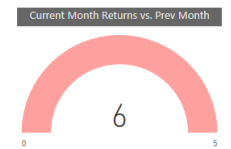
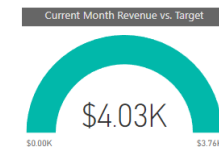
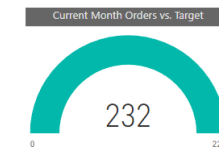
Customer Revenue

\$12.41K

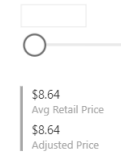
Executive Summary →



AWC Logo Cap



Price Adjustment (%)



Weekly Profit

● Total Profit ● Adjusted Profit



Weekly Profit

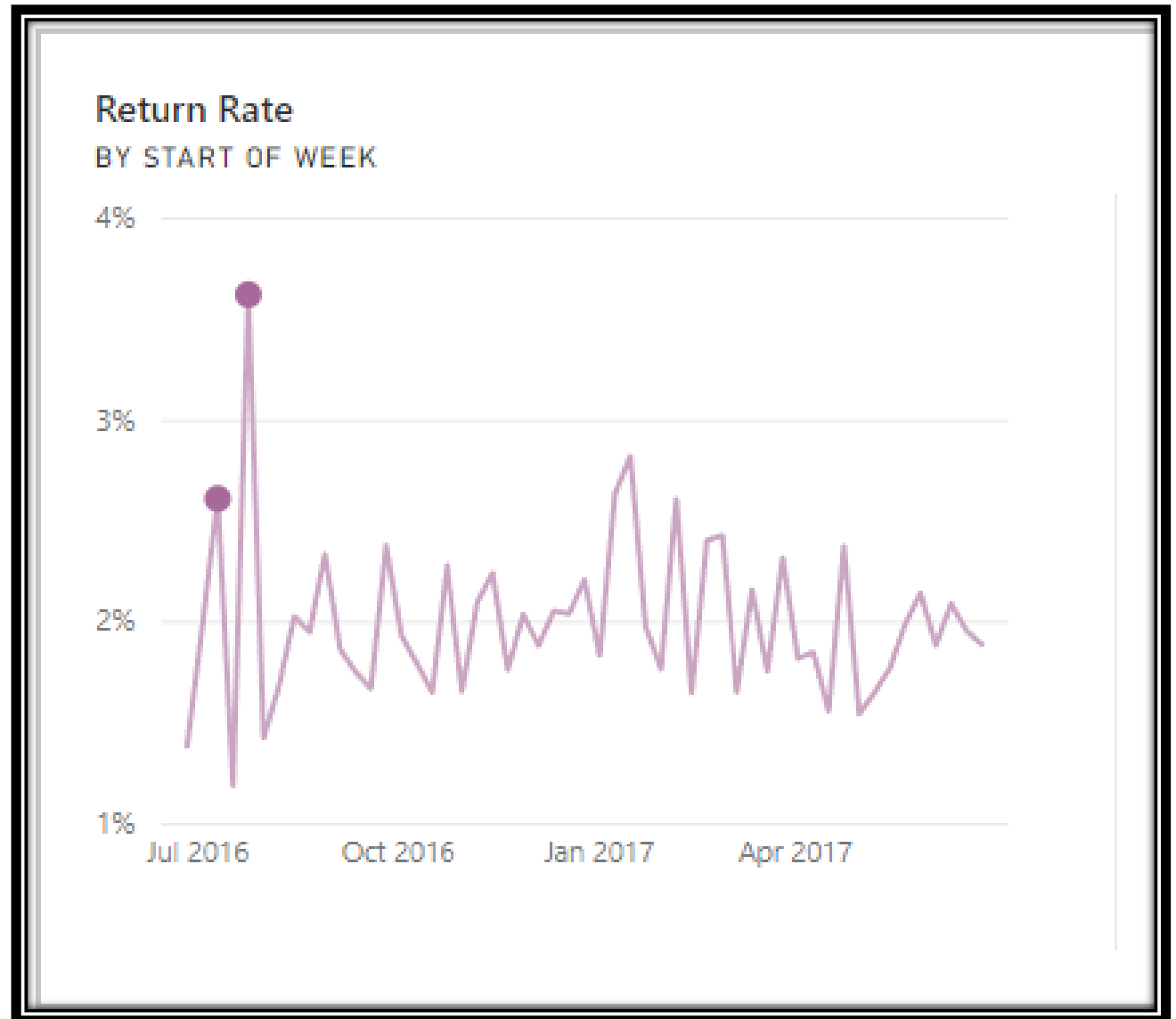


Weekly Return Volume



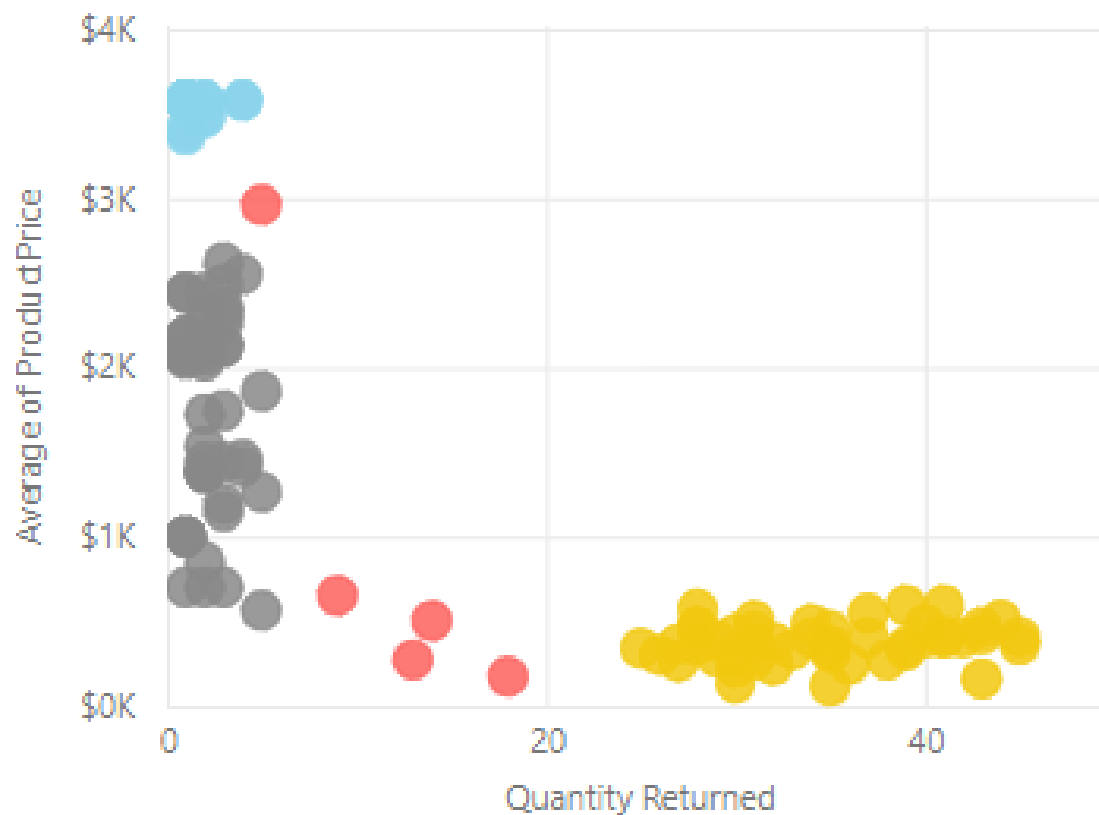
Summarize And Highlight The Insights

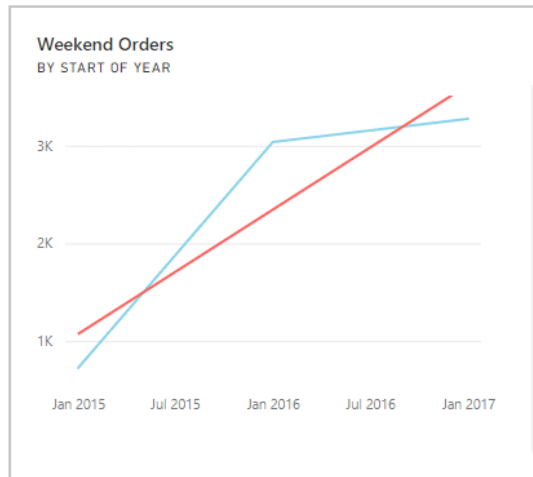
- Return Rate for Price Point 'Low' has outliers.



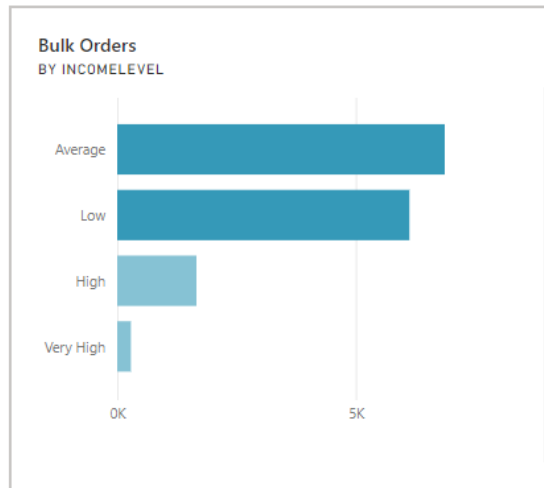
Quantity
Returned and Product
Price form clusters when
grouped by Start of
Week except
for 4/27/2015, 7/4/2016
, 7/11/2016 , etc.

Quantity Returned and Average of Product Price
BY START OF WEEK

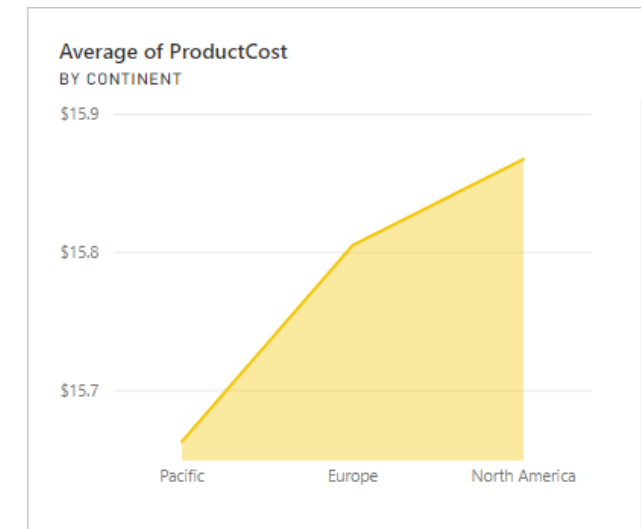




Weekend Orders is trending upwards.



'Average' and 'Low' have noticeably more Bulk Orders .



There is relatively even Product Cost by Continent for Price Point 'Low'.