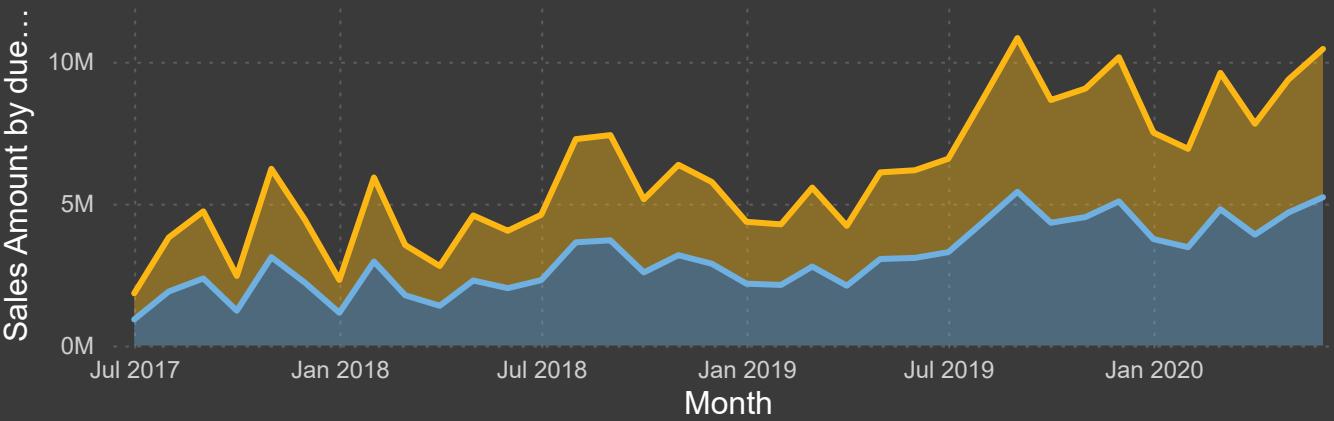


# Adventure Work Sales Analysis

## Year Sales Trend Analysis

● Sales Amount by due date ● Sum of Sales Amount



## Profitability Analysis

Category	Sum of Sales Amount	Profit
<div>Components</div>	1,17,99,076.66	10,32,966.48
Warehouse	81,33,313.11	6,63,862.96
Value Added Reseller	33,07,774.48	3,26,223.14
Specialty Bike Shop	3,57,989.07	42,880.38
<div>Clothing</div>	17,77,840.84	2,32,423.42
Warehouse	9,32,521.23	96,539.31
Value Added Reseller	5,92,385.71	88,050.55
Specialty Bike Shop	2,52,933.91	47,833.56
<div>Accessories</div>	5,71,297.93	1,95,792.59
Warehouse	3,31,169.64	1,09,695.31
Value Added Reseller	1,75,002.81	62,768.16
Specialty Bike Shop	65,125.48	23,329.12
<div>Bikes</div>	6,63,02,381.56	-9,90,699.89
Value Added Reseller	3,08,92,354.33	-29,566.92
Specialty Bike Shop	60,80,117.73	-86,245.41
Warehouse	2,93,29,909.50	-8,74,887.56
Total	8,04,50,596.98	4,70,482.60

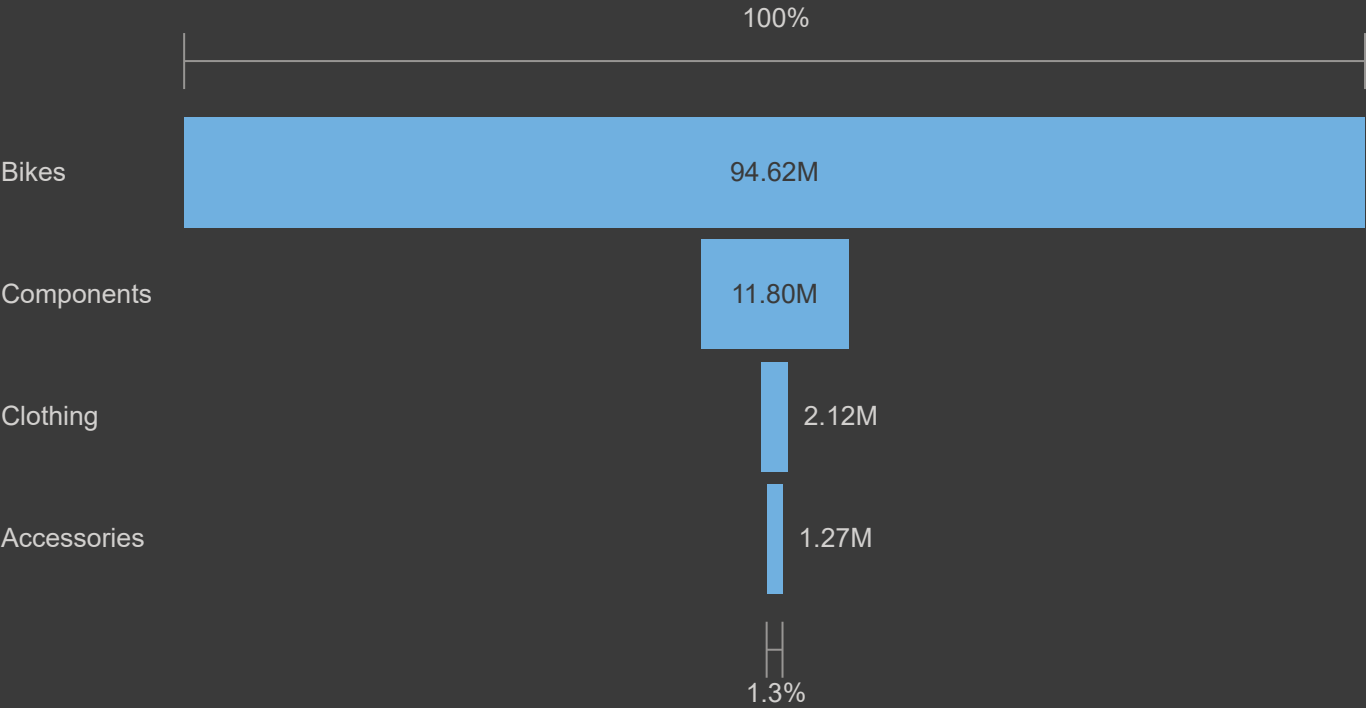
## Country-Region



## Fiscal Year

FY2018
FY2019
FY2020

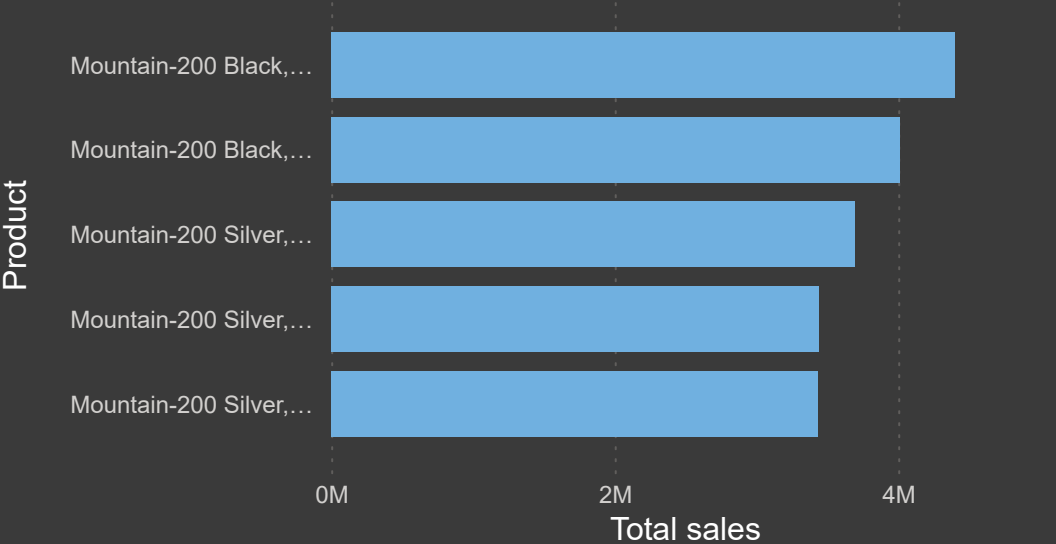
Sales Amount by Category



Sales by Region

Country-Region	Sum of Sales Amount
	8,04,50,596.98
Australia	90,61,000.58
Canada	19,77,844.86
France	26,44,017.71
Germany	28,94,312.34
United Kingdom	33,91,712.21
United States	93,89,789.51
Total	10,98,09,274.20

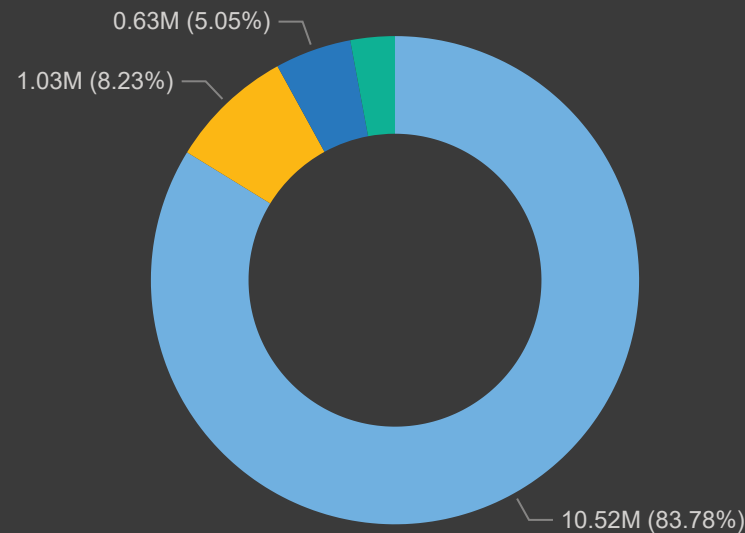
Total sales by Top 5 Products



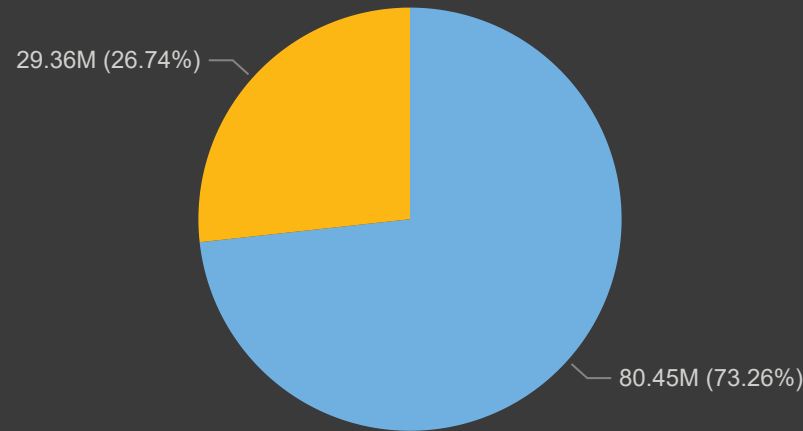
Fiscal Year

FY2018	FY2020
FY2019	FY2021

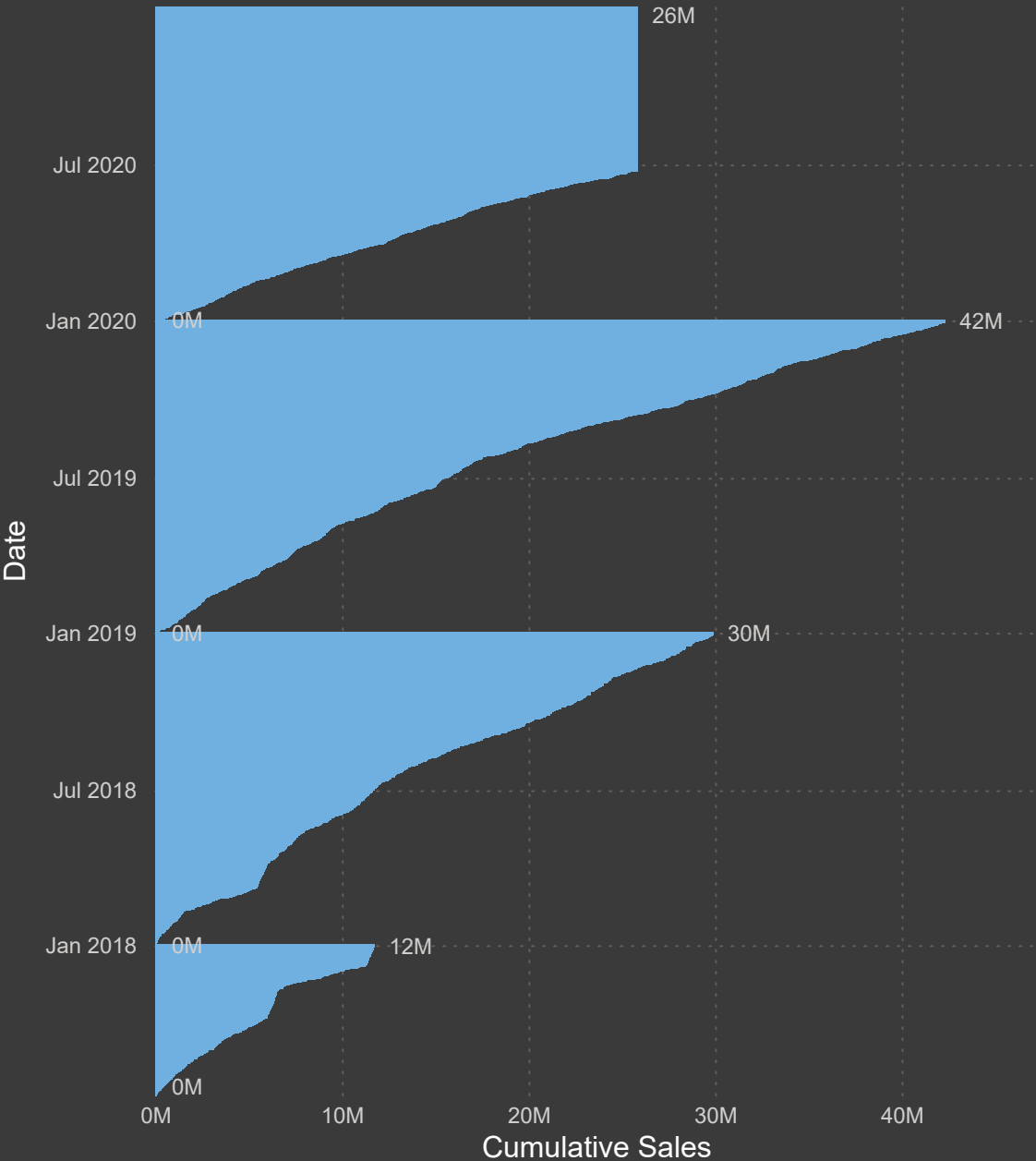
Profit by Category



Sales Amount by Channel



Cumulative Sales by Date



# Retention Rate of Customers

Customer ID	Count of Sales Order
AW00011015	1
AW00011016	1
AW00011020	1
AW00011021	1
AW00011022	1
AW00011036	1
AW00011037	1
AW00011040	1
AW00011041	1
AW00011053	1
AW00011062	1
AW00011063	1
AW00011064	1
AW00011130	1
AW00011132	1
AW00011133	1
AW00011135	1
AW00011136	1
AW00011140	1
AW00011144	1
AW00011145	1
AW00011152	1
AW00011154	1
AW00011155	1
AW00011156	1
AW00011158	1
AW00011160	1
AW00011162	1
AW00011248	1
AW00011251	1
AW00011265	1
AW00011316	1
AW00011319	1
Total	11619

18.49K

Total Customer

86.52%

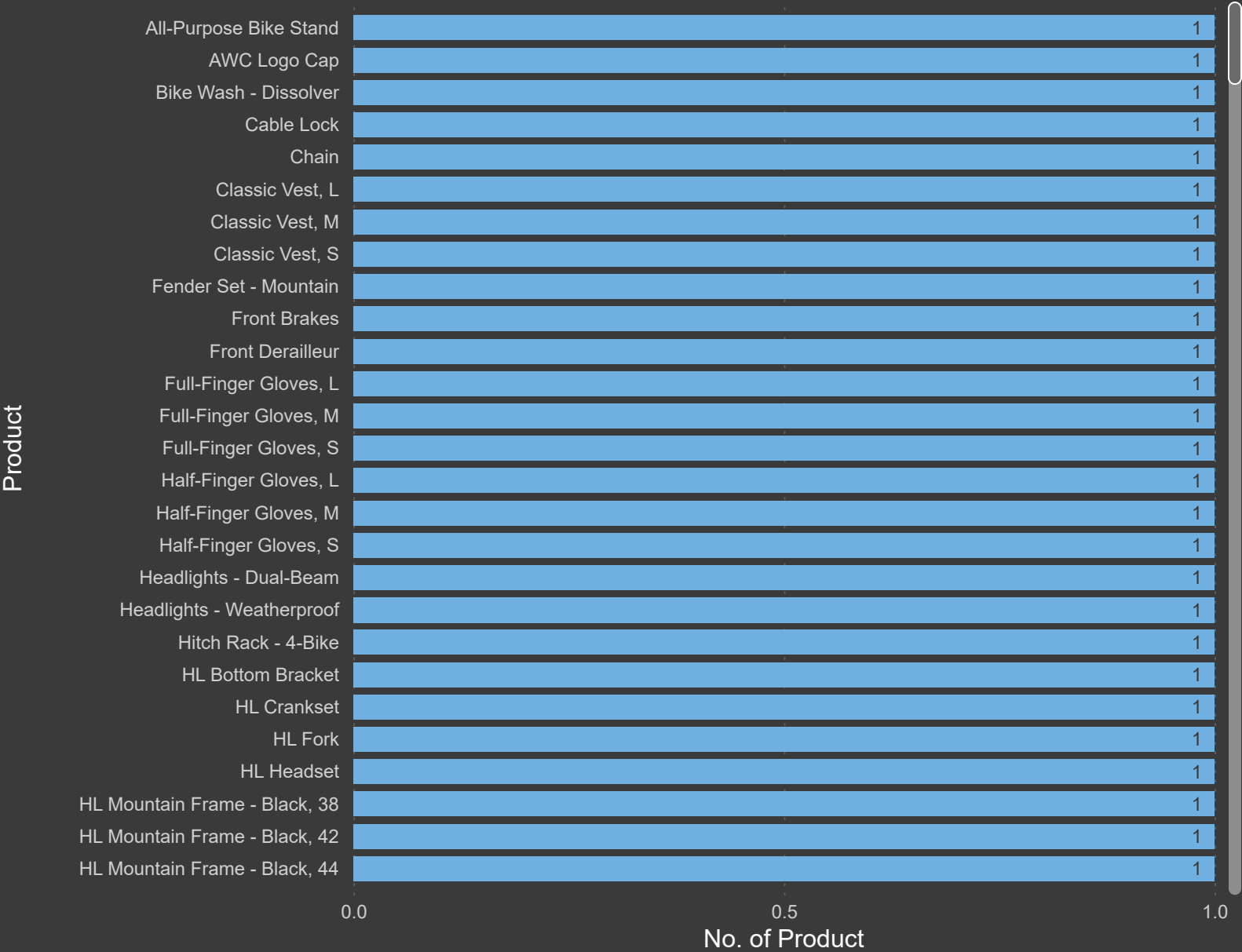
Retention rate

# Market Basket Analysis

Product

All-Purpose Bike Stand
AWC Logo Cap
Bike Wash - Dissolver
Cable Lock
Chain
Classic Vest, L
Classic Vest, M
Classic Vest, S
Fender Set - Mountain
Front Brakes
Front Derailleur
Full-Finger Gloves, L
Full-Finger Gloves, M
Full-Finger Gloves, S
Half-Finger Gloves, L
Half-Finger Gloves, M
Half-Finger Gloves, S
Headlights - Dual-Beam
Headlights - Weatherproof
Hitch Rack - 4-Bike
HL Bottom Bracket
HL Crankset
HL Fork
HL Headset
HL Mountain Frame - Black, 38
HL Mountain Frame - Black, 42
HL Mountain Frame - Black, 44
HL Mountain Frame - Black, 46
HL Mountain Frame - Black, 48
HL Mountain Frame - Silver, 38
HL Mountain Frame - Silver, 42
HL Mountain Frame - Silver, 44

No. of Product by Product



# Time Intelligence Analysis

33.64M

Total sales

15.35M

YTD Sales

8.25M

QTD Sales

3.09M

MTD Sales

44.06%

Total sales YoY%

8.14%

Total sales QoQ%

3.27%

Total sales MoM%

Fiscal Year 

(Blank)	FY2020
FY2018	FY2021
FY2019	

Fiscal Quarter 

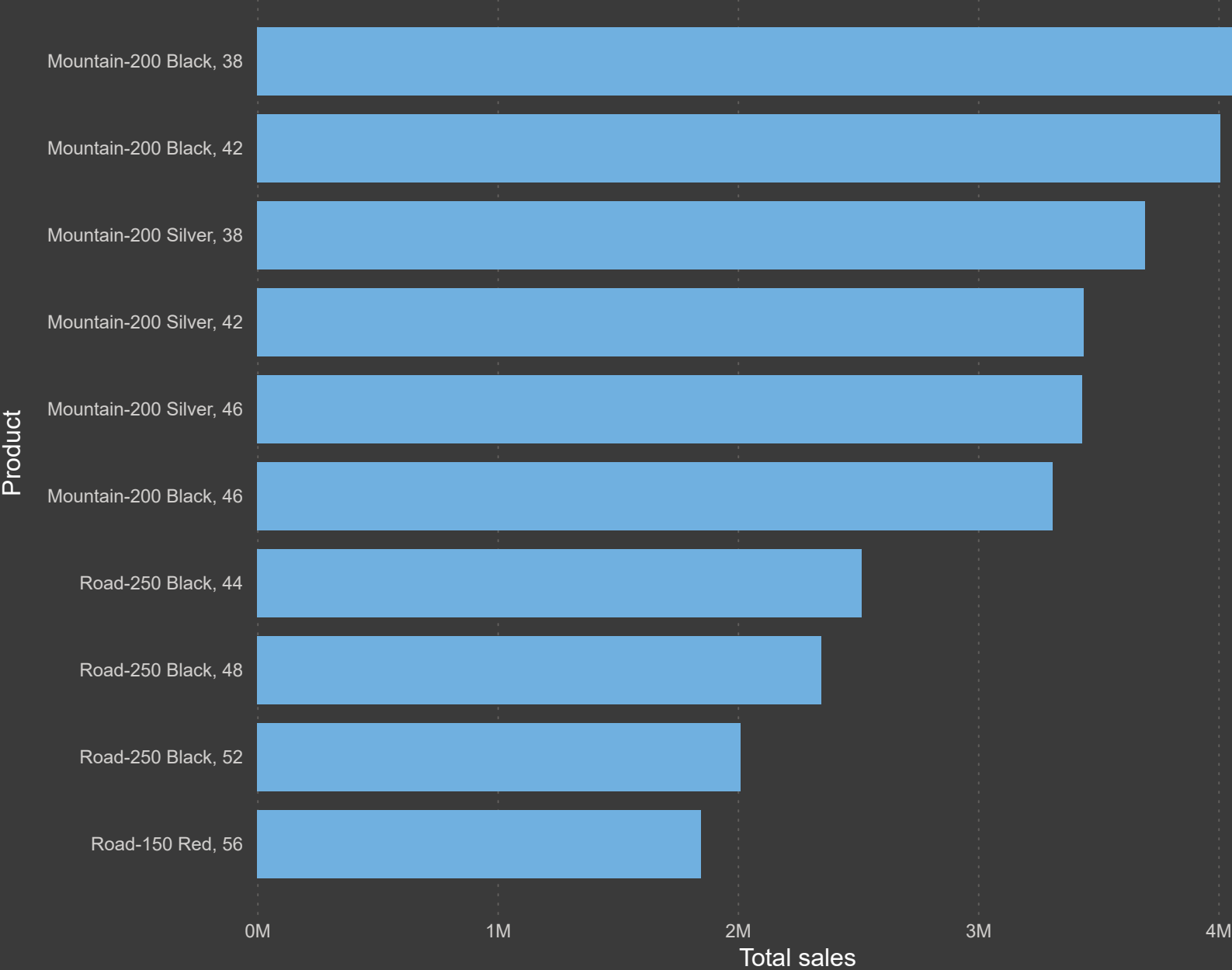
FY2019 Q1	FY2019 Q3
FY2019 Q2	FY2019 Q4

Month 

01 July 2018	01 October...	01 January...
01 August ...	01 Novem...	01 Februar...
01 Septem...	01 Decem...	01 March 2...



Total sales by Product



Dynamic Top N  
Analysis

# Product Category Performance Comparison

Category		0.14 Percentage Change in Sales
Accessories	Clothing	
Bikes	Components	

Month					▼
(Blank)	01 April 2018	01 February 2019	01 December...	01 October 2020	
01 July 2017	01 May 2018	01 March 2019	01 January 2020	01 November...	
01 August 2017	01 June 2018	01 April 2019	01 February 2020	01 December...	
01 Septembe...	01 July 2018	01 May 2019	01 March 2020	01 January 2021	
01 October 2017	01 August 2018	01 June 2019	01 April 2020	01 February 2021	
01 November...	01 Septembe...	01 July 2019	01 May 2020	01 March 2021	
01 December...	01 October 2018	01 August 2019	01 June 2020	01 April 2021	
01 January 2018	01 November...	01 Septembe...	01 July 2020	01 May 2021	
01 February 2018	01 December...	01 October 2019	01 August 2020	01 June 2021	
01 March 2018	01 January 2019	01 November...	01 Septembe...		