



Adventure works sales and customer analysis

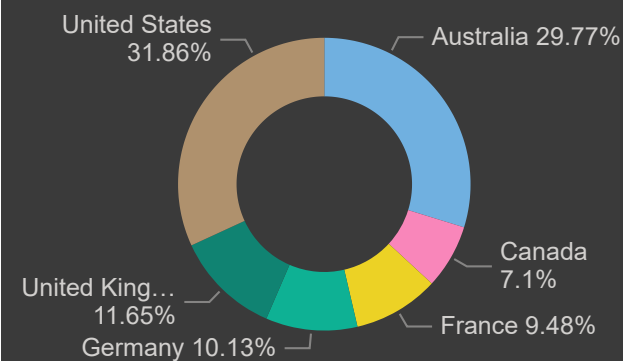
ADVENTURE
WORKS

10.58M
total profit

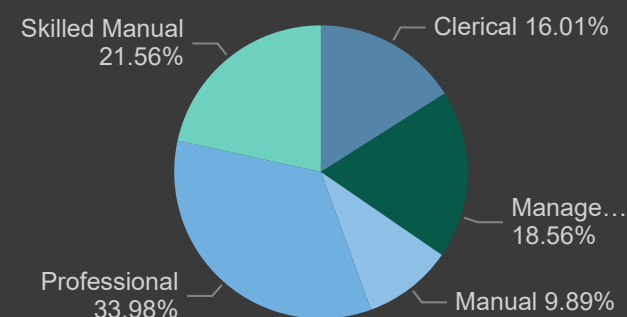
25M
sales

84K
OrderQuantity

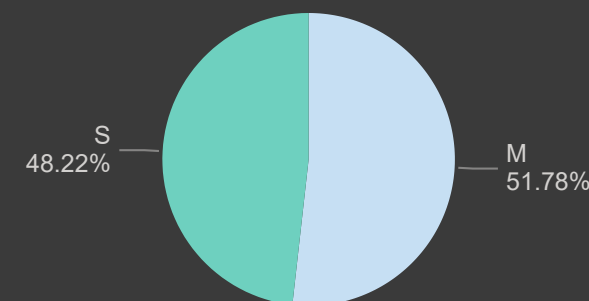
sales by Country



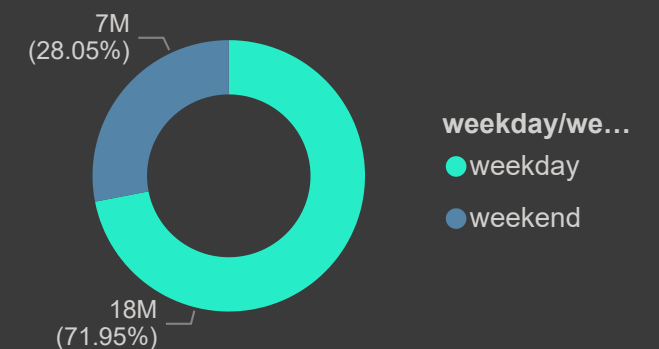
sales by Occupation



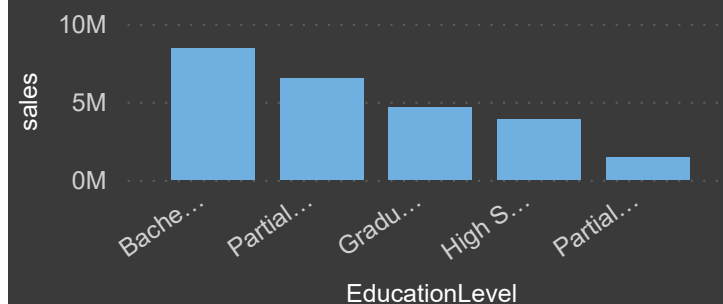
sales by MaritalStatus



sales by weekday/weekend



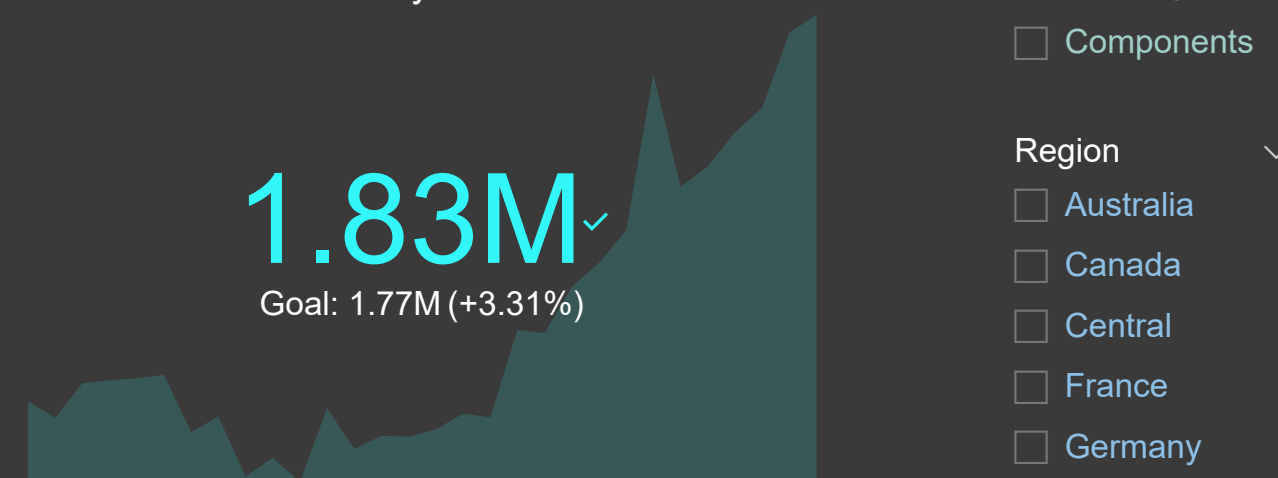
sales by EducationLevel



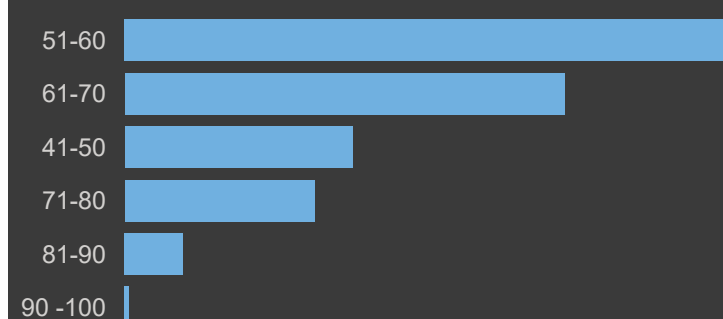
total profit and previous year profit by END OF YEAR



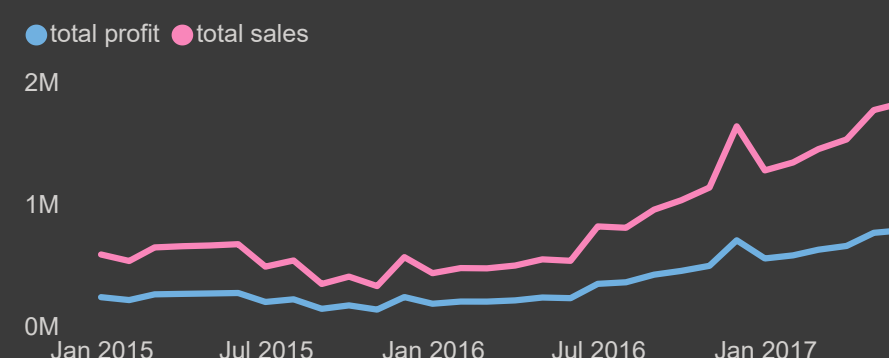
total sales and trend by start of month



total sales by age group



total profit and total sales by Year, Quarter and Month

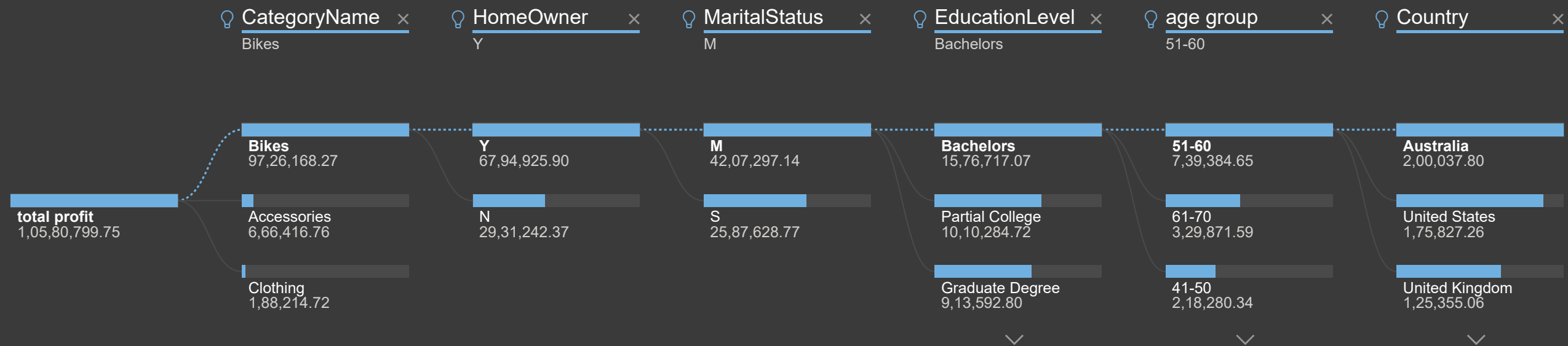


Water Bottle - 30 oz.
top sold product

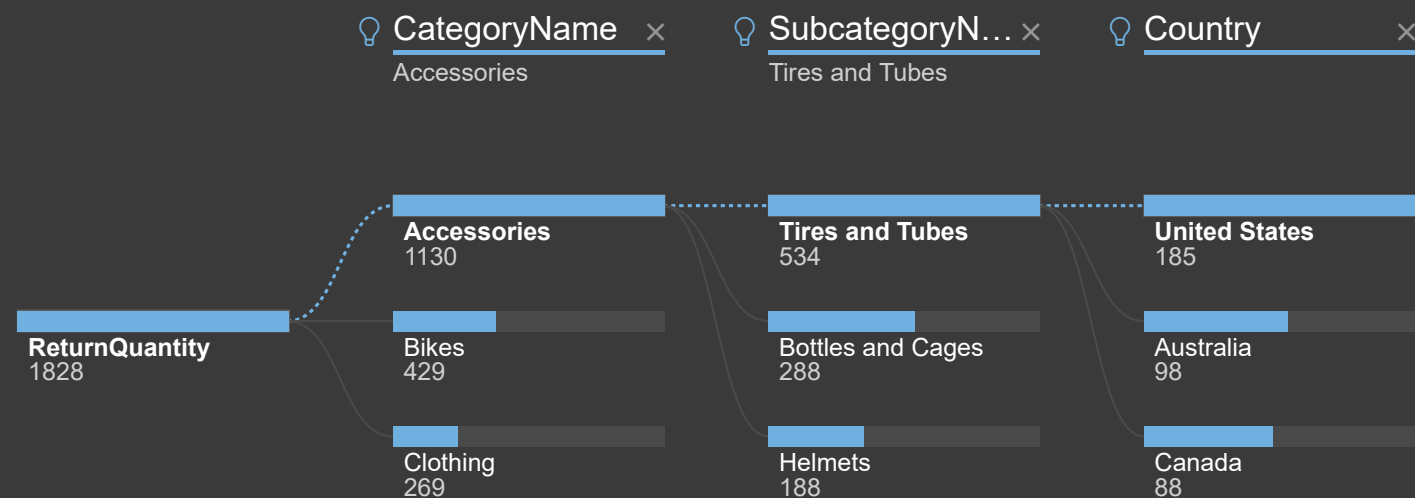
Mountain-200 Black, 46
most profitable product



PROFIT ANALYSIS



RETURN QTY. ANALYSIS



Sales Summary

total sales (212.14% increase) and total profit (232.43% increase) both trended up between January 2015 and June 2017.

total sales started trending up on August 2016, rising by 127.18% (10,22,793.75) in 10 months.

United States accounted for 31.86% of sales.

Age group 51-60 had the highest total sales and was age group 90 -100, had the lowest total sales at 67,354.08.

Sale is highest on weekdays