



Adventure  
Works

Overall KPI



Internet Sales



Discount Policy



R & I Sales

Market



Reseller Sales



Customer Profile





# KPI

Internet Profit

Reseller Profit

Sales per customer

Year

- ☐ 2010
- ☐ 2011
- ☐ 2012
- ☒ 2013

\$5.92M✓

Goal: \$1.82M (+225.18%)

(\$4.02M)!

Goal: (\$2.04M) (-96.5%)

\$3339.64!

Goal: \$559.26 (-39.27%)

AVG Internet Margin on Sale

AVG Reseller Margin on Sale

New Customers

110%✓

Goal: 56% (+97.3%)

2.75%!

Goal: 4.84% (-43.09%)

12523✓

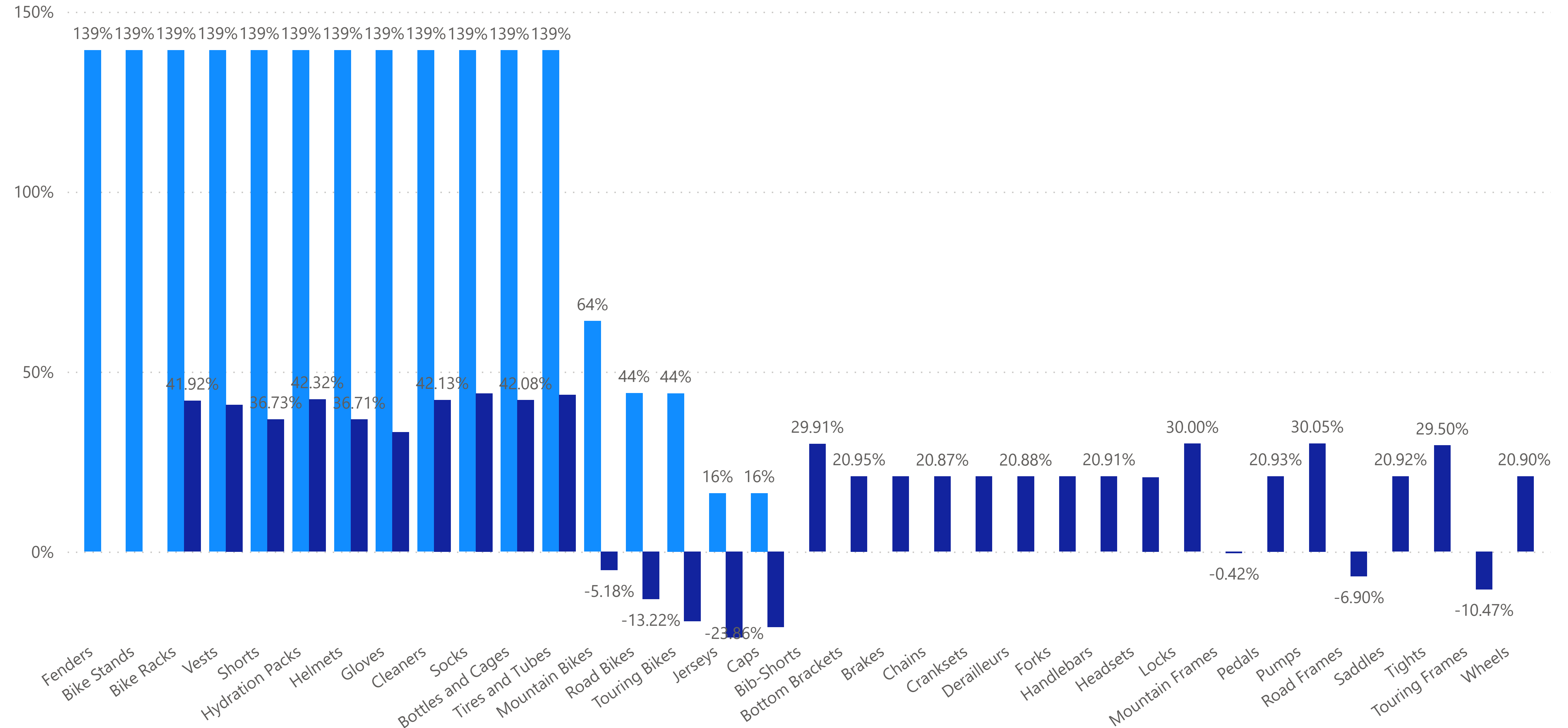
Goal: 3225 (+288.31%)



# Gross Margins

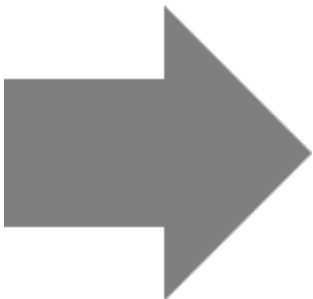
AVG Internet and Reseller Margin on Sale by Subcategory

● Average of %MarginOnSale (internet) ● Average of %MarginOnSale (reseller)



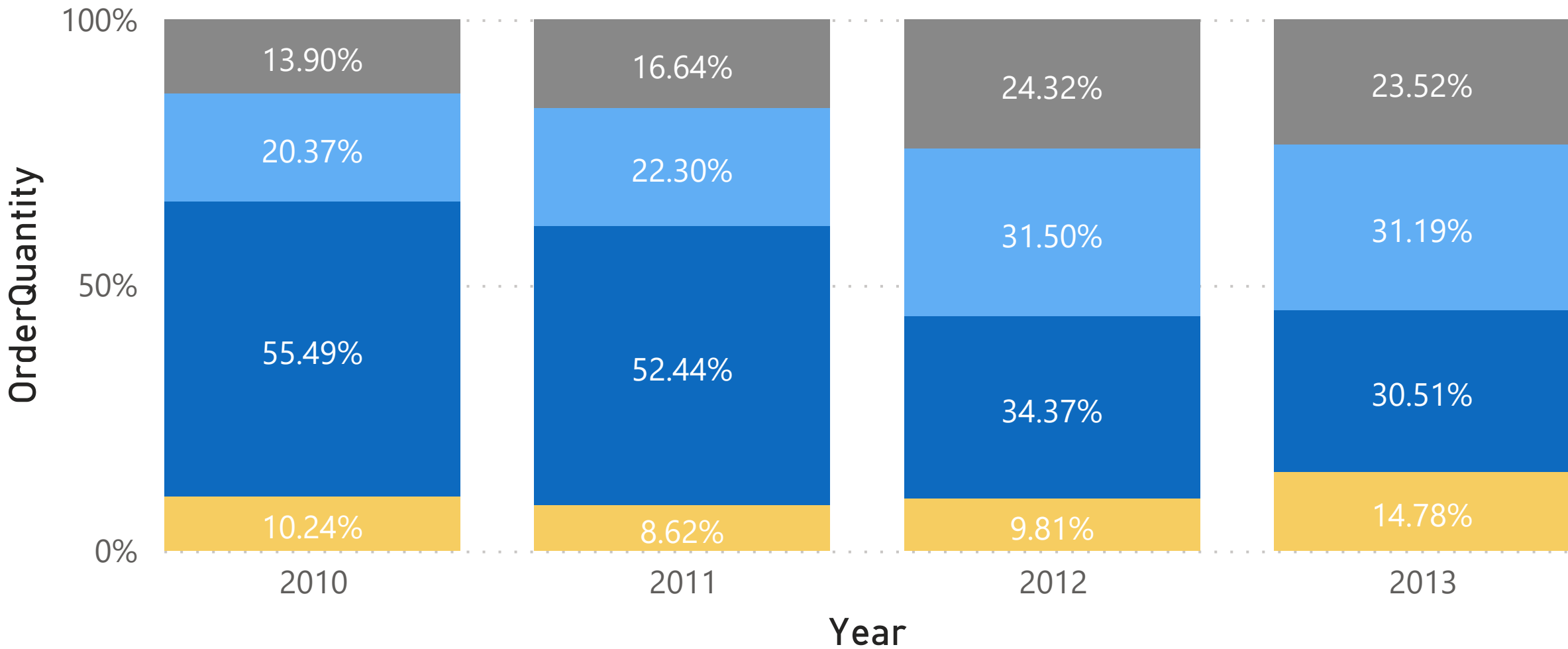


# Resellers Quantity



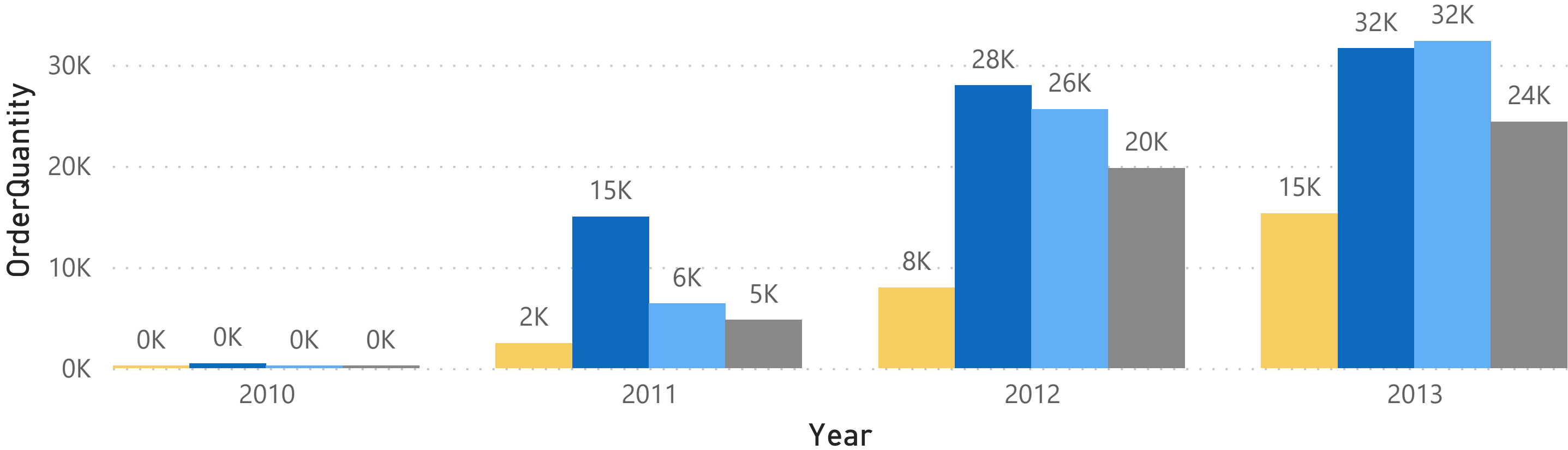
Quantity per Year by Product Category (%)

Product Category   Accessories   Bikes   Clothing   Components



Quantity per Year by Product Category

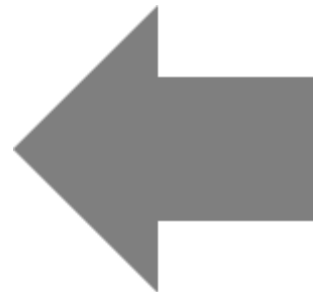
Product Category   Accessories   Bikes   Clothing   Components



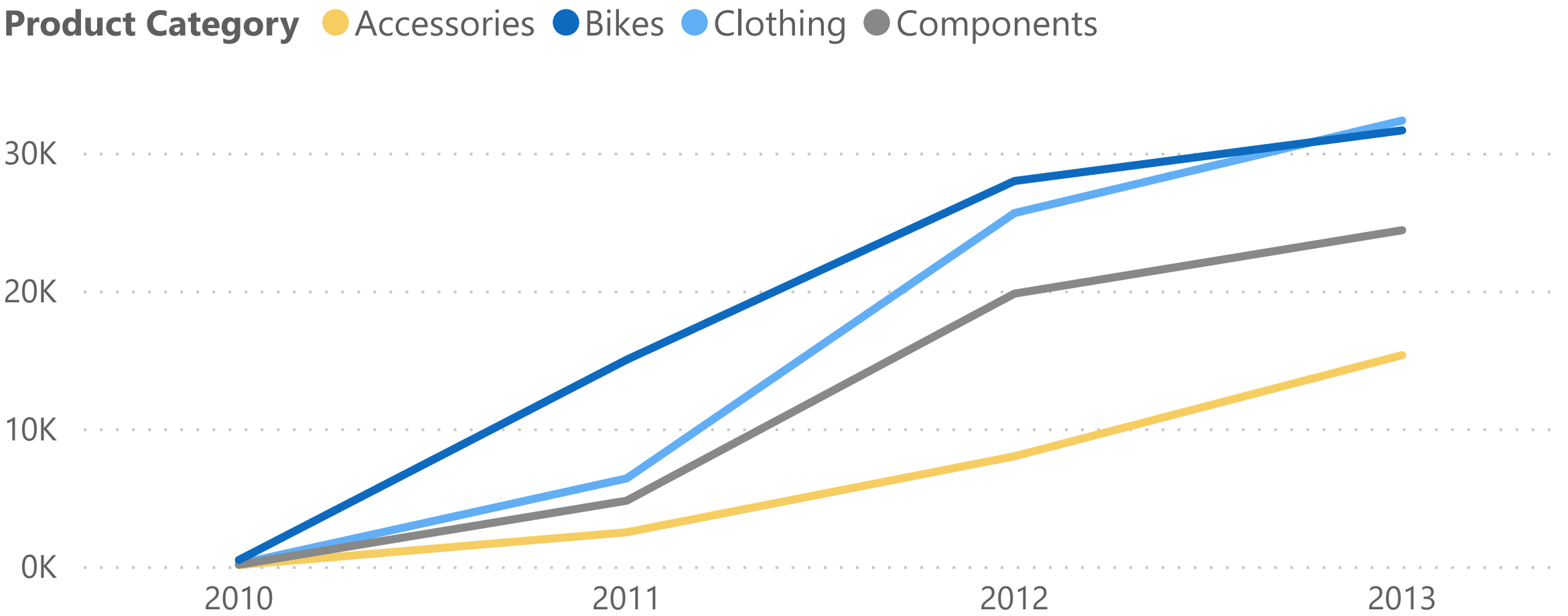
ModelName	OrderQuantity	Subcategory
Bike Wash	2411	Cleaners
Cable Lock	1086	Locks
Chain	774	Chains
Classic Vest	6176	Vests
Cycling Cap	6121	Caps
Front Brakes	789	Brakes
Front Derailleur	813	Derailleurs
Full-Finger Gloves	6055	Gloves
Half-Finger Gloves	5498	Gloves
Hitch Rack - 4-Bike	2838	Bike Racks
HL Bottom Bracket	543	Bottom Brackets
HL Crankset	613	Cranksets
HL Fork	444	Forks
HL Headset	255	Headsets
HL Mountain Frame	4363	Mountain Frames
HL Mountain Front Wheel	222	Wheels
HL Mountain Handlebars	500	Handlebars
HL Mountain Pedal	785	Pedals
HL Mountain Rear Wheel	850	Wheels
HL Mountain Seat/Saddle 2	519	Saddles
HL Road Frame	1648	Road Frames
HL Road Front Wheel	567	Wheels
HL Road Handlebars	631	Handlebars
HL Road Pedal	676	Pedals
HL Road Rear Wheel	92	Wheels
HL Road Seat/Saddle 2	134	Saddles
Total	214378	



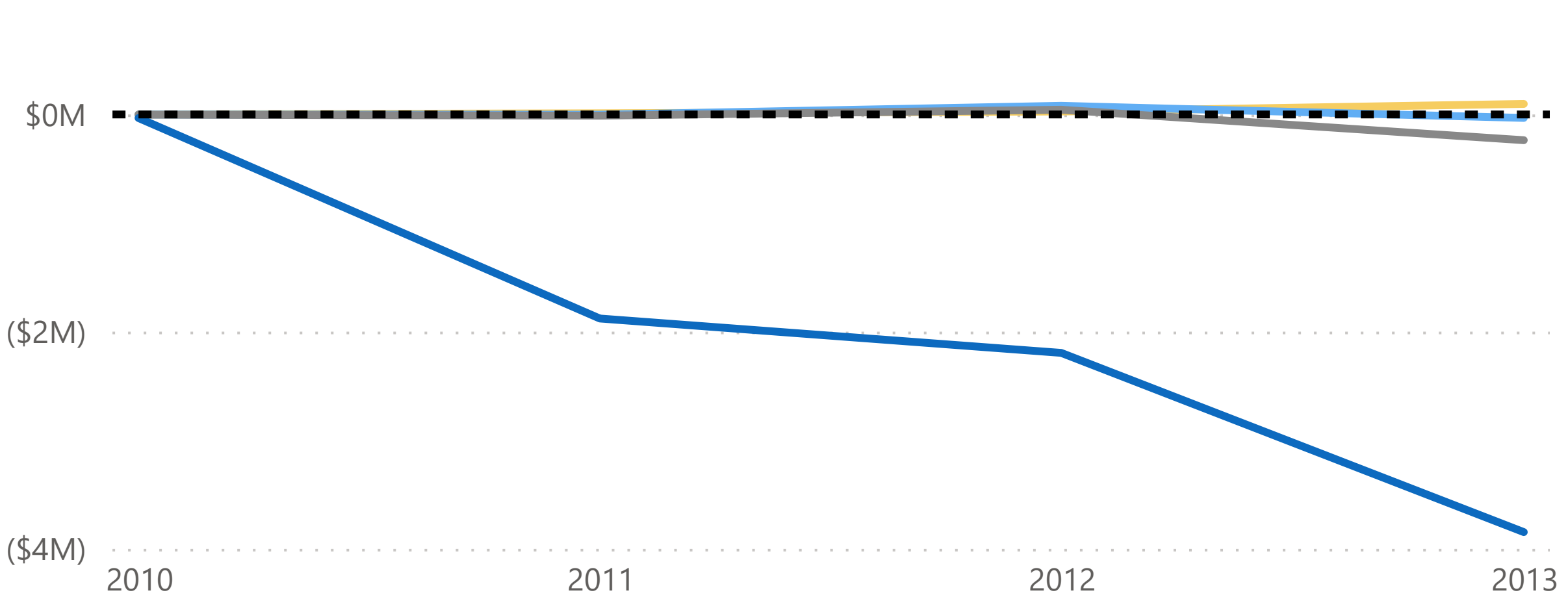
# Resellers Profit



Quantity of units sold per Year by Product Category



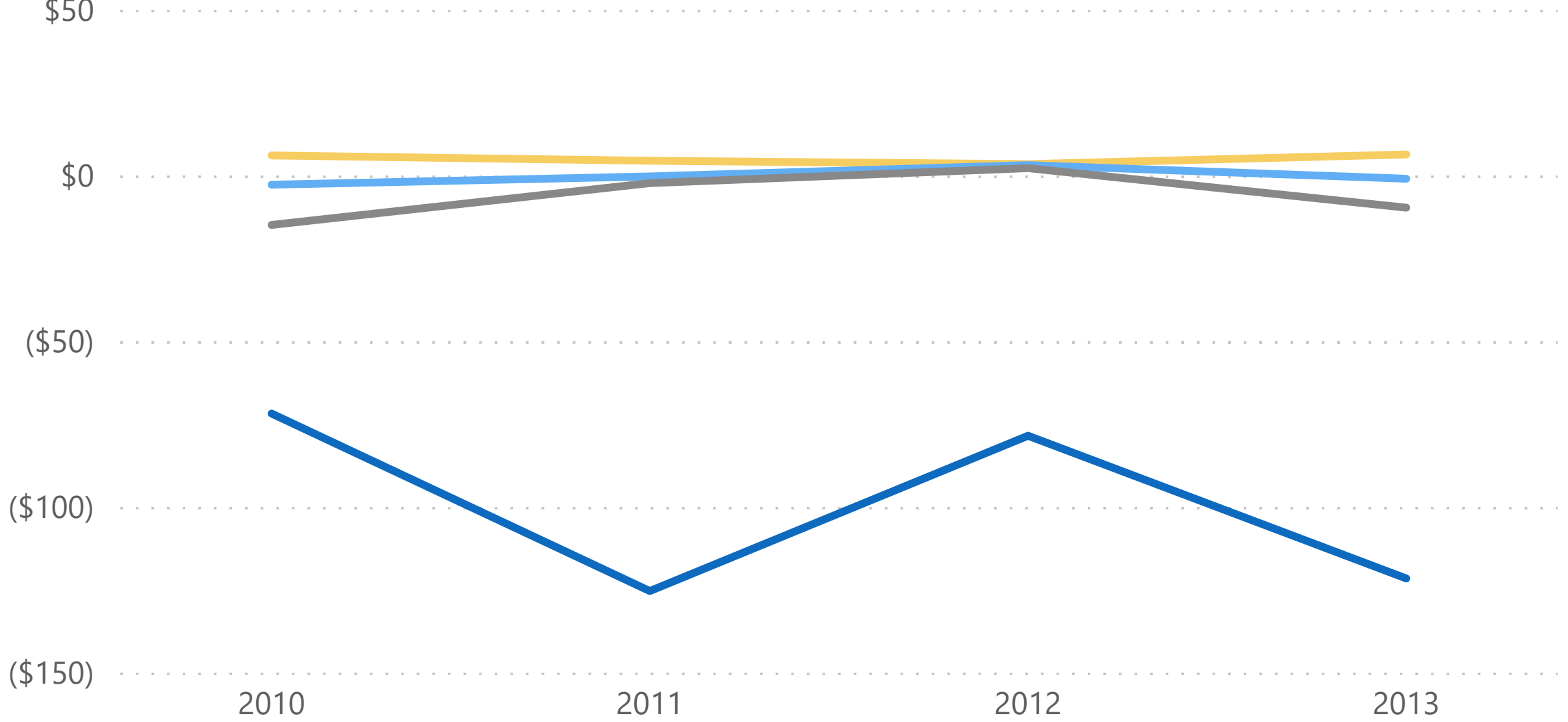
Profit per Year by Product Category



AVG %Margin on Sale per Year by Product Category

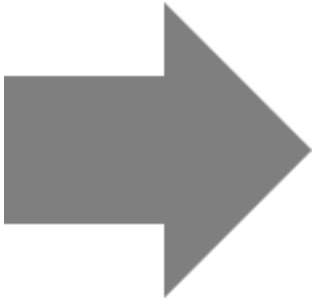


Profit per Unit



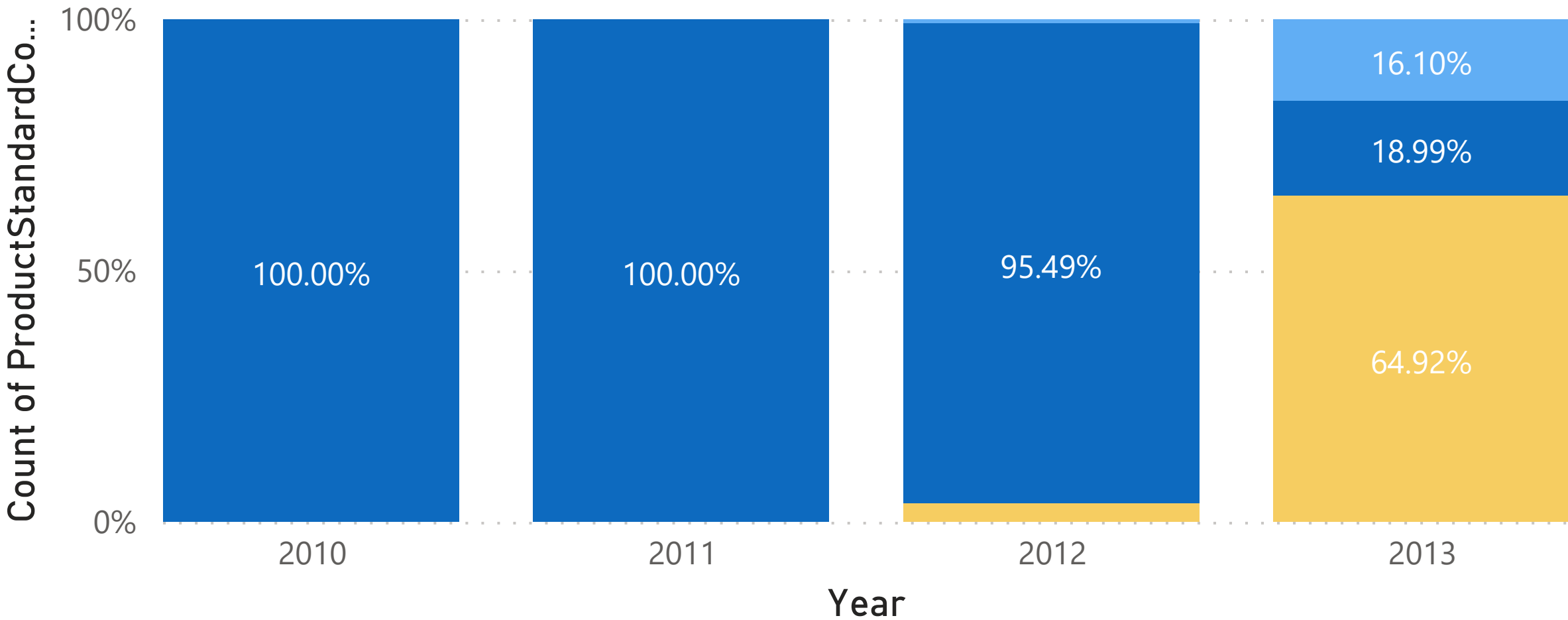


# Internet Quantity



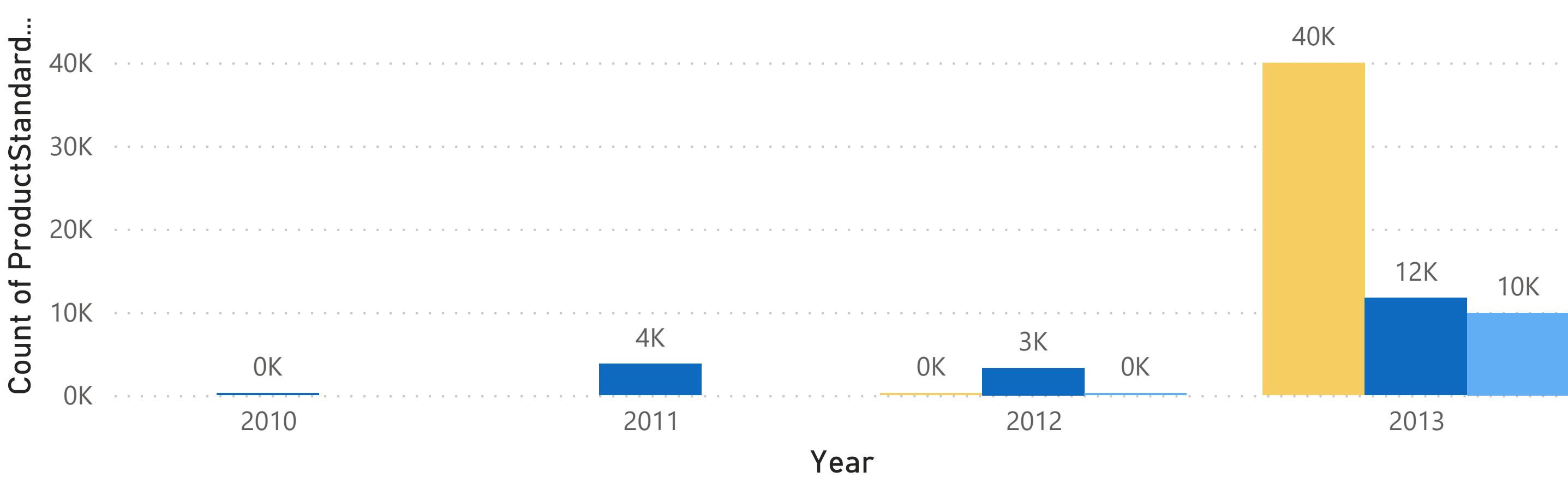
Quantity per Year by Product Category

Product Category   Accessories   Bikes   Clothing



Quantity per Year by Product Category

Product Category   Accessories   Bikes   Clothing



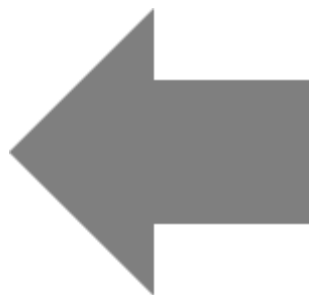
ModelName	OrderQuantity	Subcategory
All-Purpose Bike Stand	306	Bike Stands
Bike Wash	1061	Cleaners
Classic Vest	601	Vests
Cycling Cap	2588	Caps
Fender Set - Mountain	2637	Fenders
Half-Finger Gloves	1714	Gloves
Hitch Rack - 4-Bike	357	Bike Racks
HL Mountain Tire	1502	Tires and Tubes
HL Road Tire	1028	Tires and Tubes
Hydration Pack	808	Hydration Packs
LL Mountain Tire	1156	Tires and Tubes
LL Road Tire	1213	Tires and Tubes
Long-Sleeve Logo Jersey	1955	Jerseys
ML Mountain Tire	1366	Tires and Tubes
ML Road Tire	1010	Tires and Tubes
Mountain Bottle Cage	2280	Bottles and Cages
Mountain Tire Tube	3595	Tires and Tubes
Mountain-100	396	Mountain Bikes
Mountain-200	3934	Mountain Bikes
Mountain-400-W	627	Mountain Bikes
Mountain-500	653	Mountain Bikes
Patch kit	3590	Tires and Tubes
Racing Socks	665	Socks
Road Bottle Cage	2359	Bottles and Cages
Road Tire Tube	2596	Tires and Tubes
Road-150	3102	Road Bikes

Total 70944



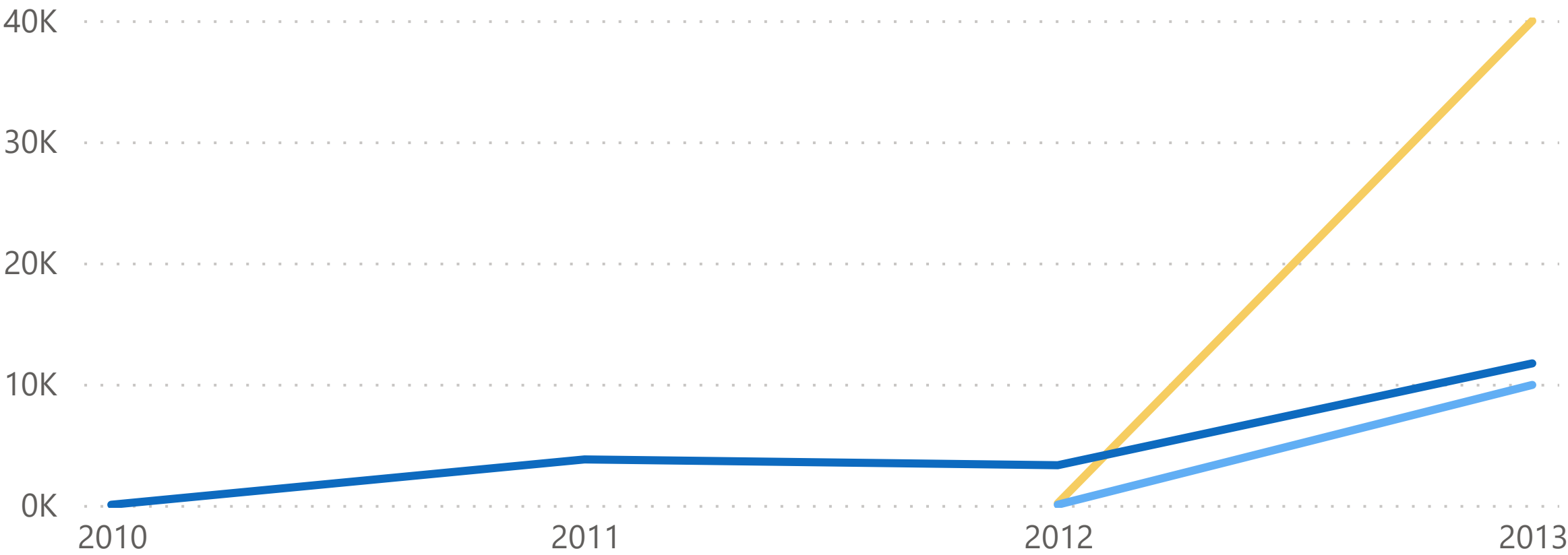


# Internet Profit



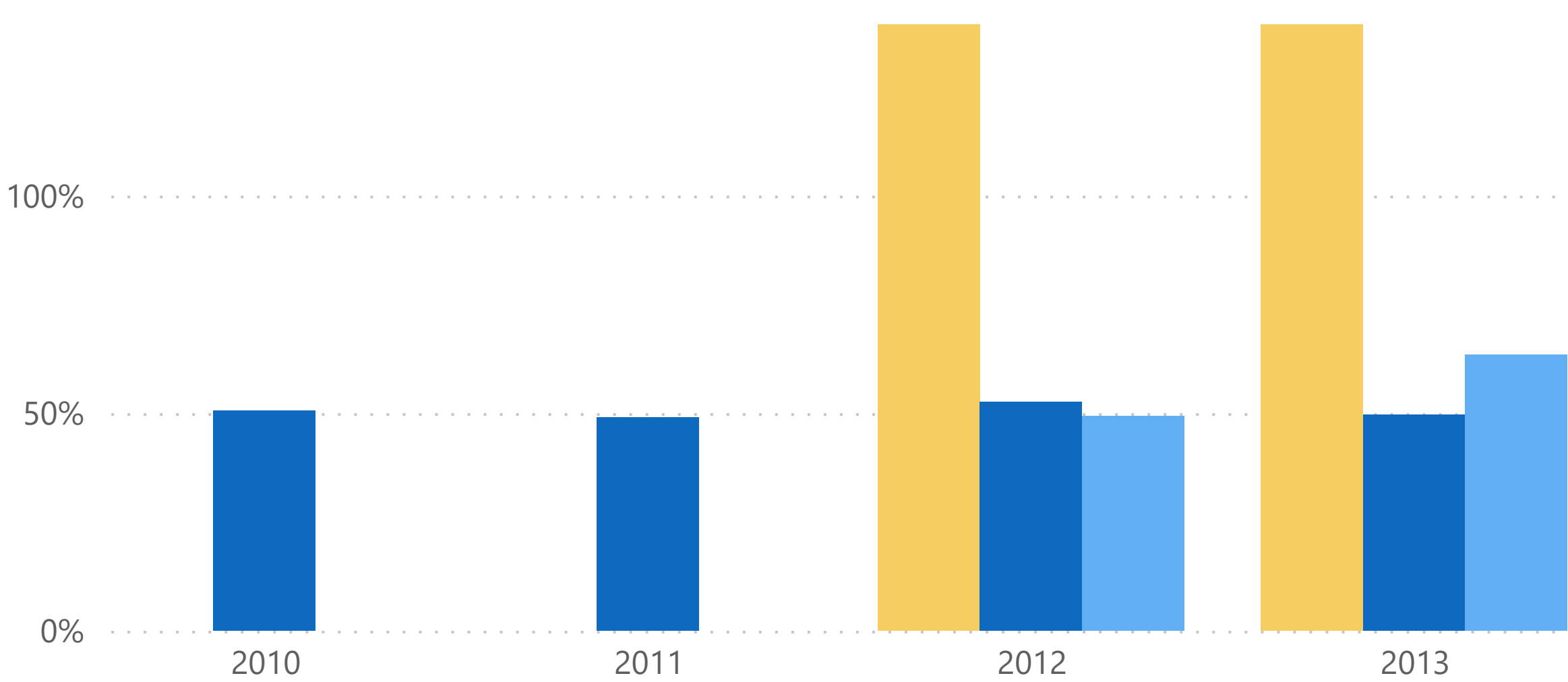
Quantity of units sold per Year by product Category

Category Accessories Bikes Clothing

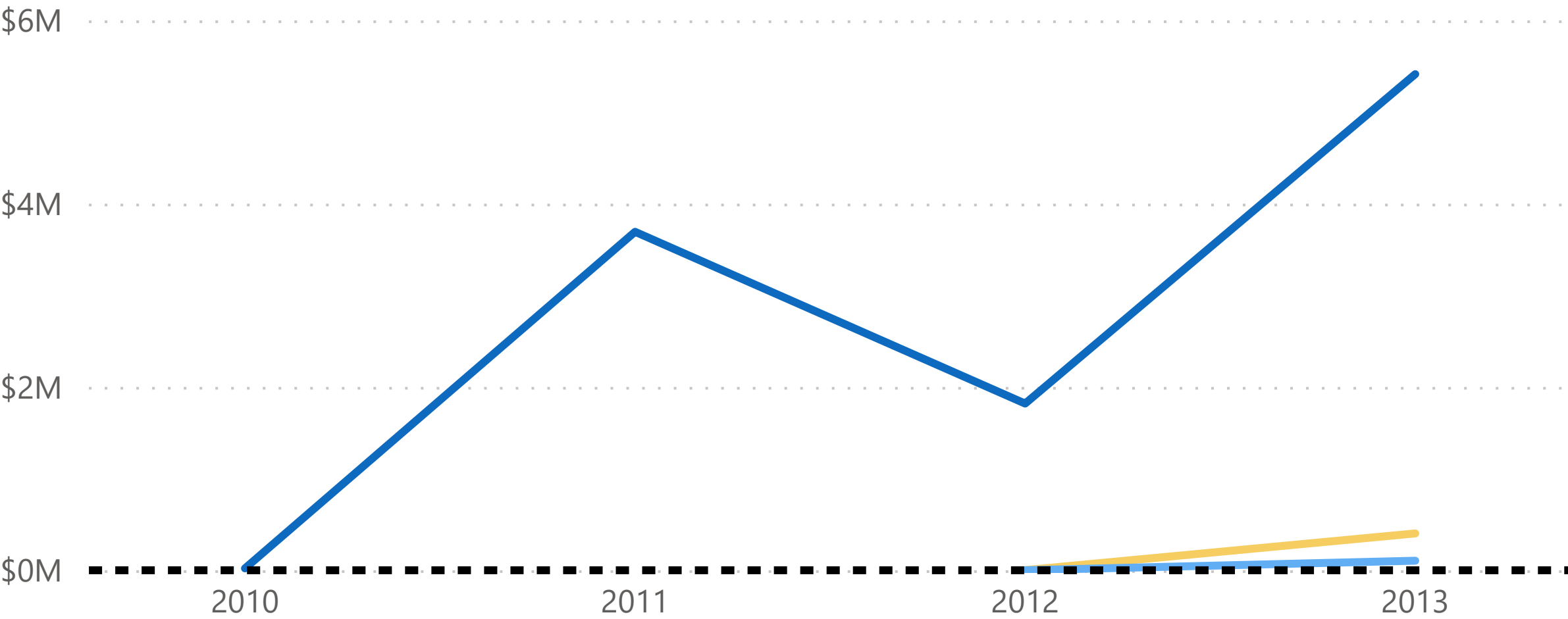


AVG %Margin on Sale per Year by product Category

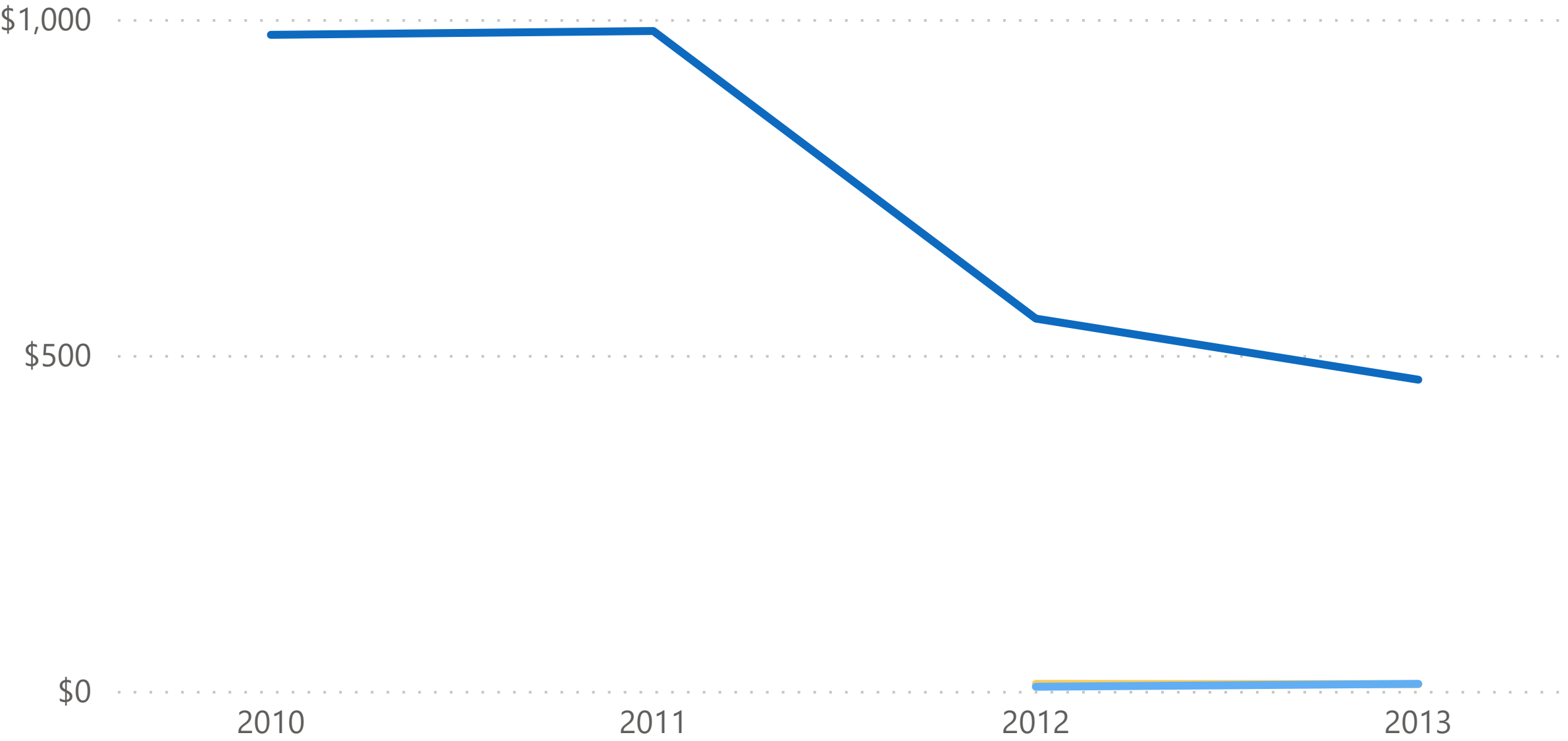
Category Accessories Bikes Clothing

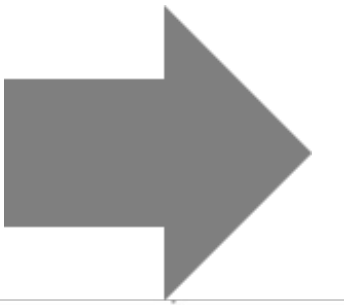


Profit

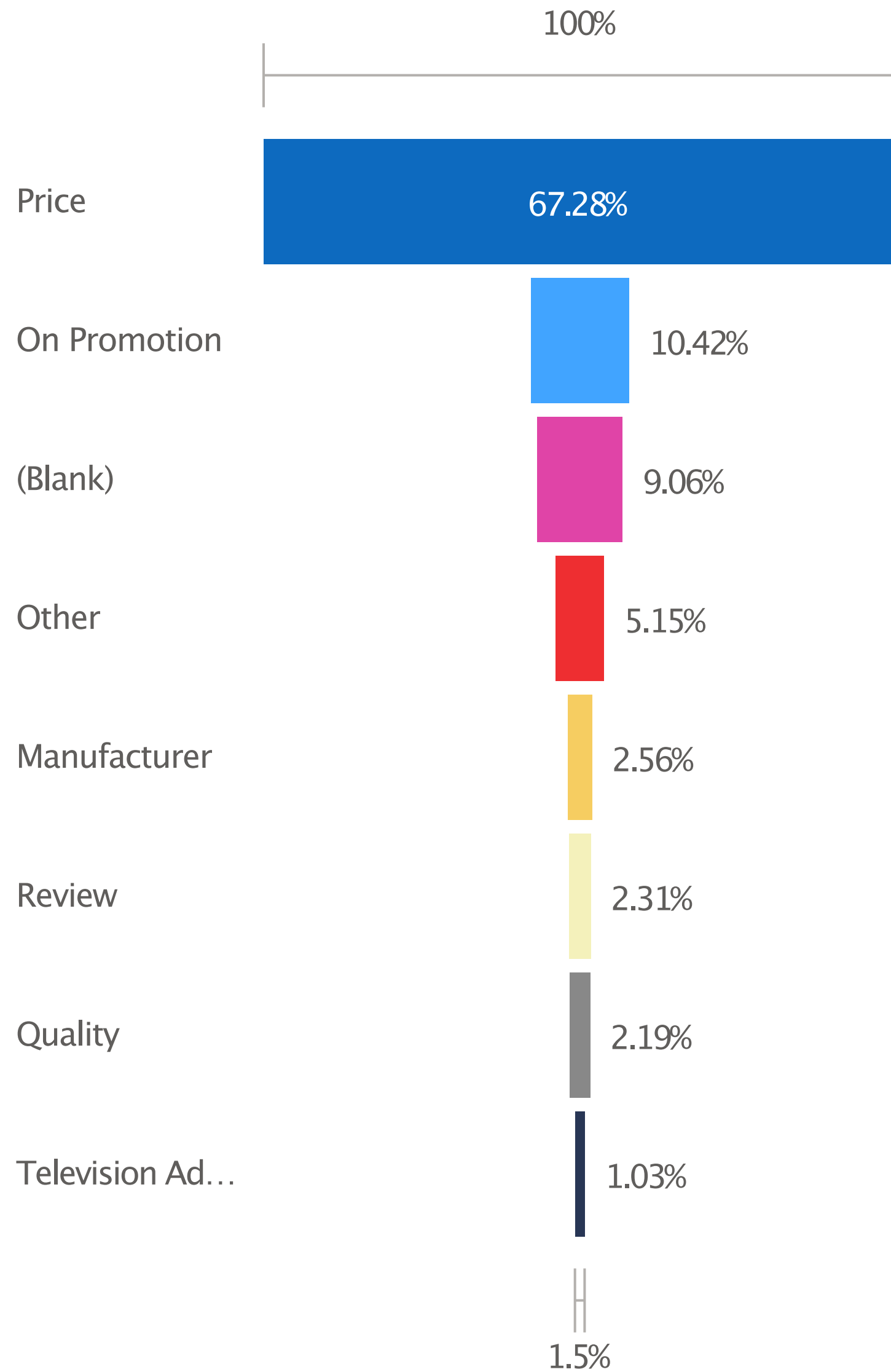


Profit per Unit





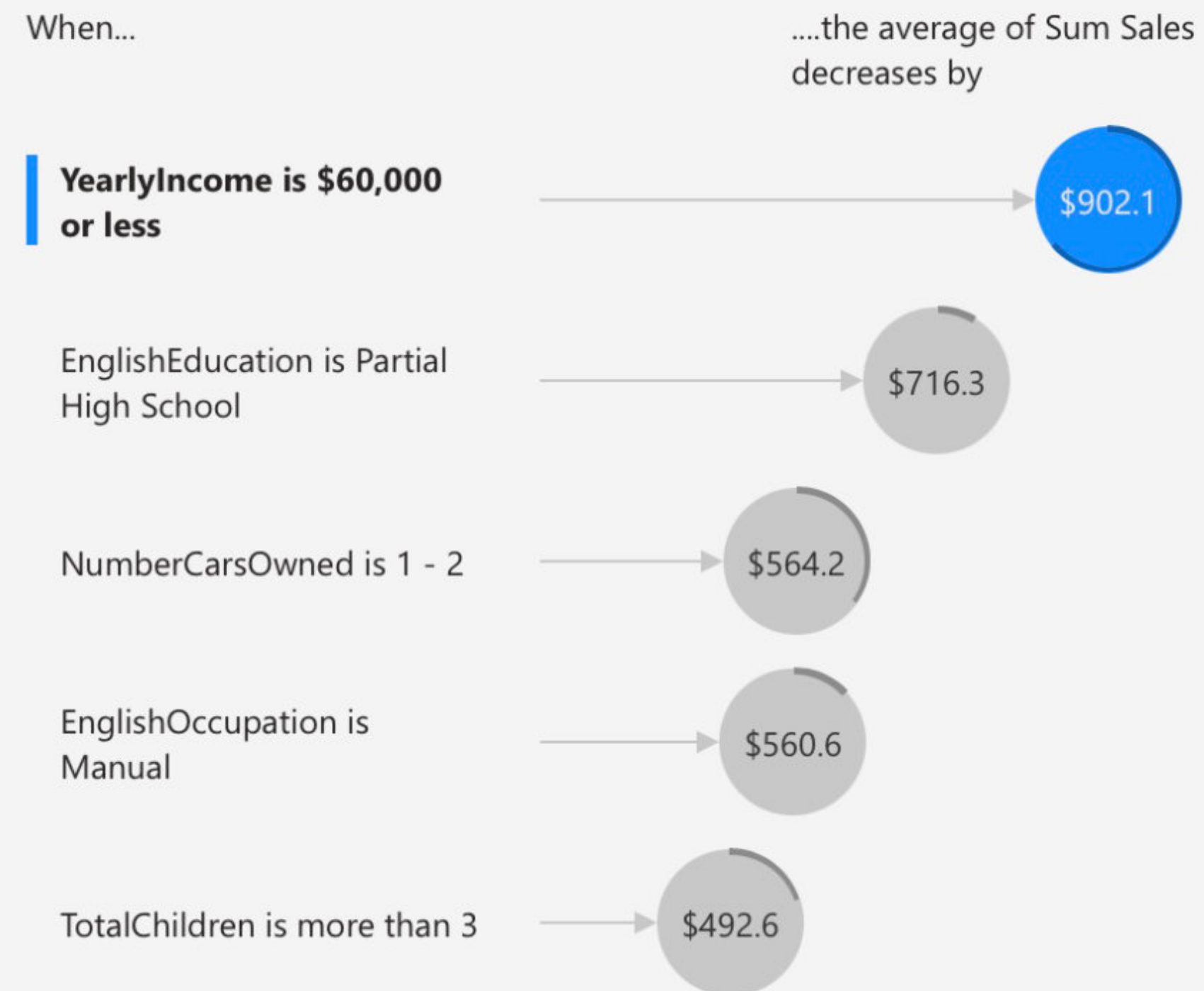
## Reasons to buy



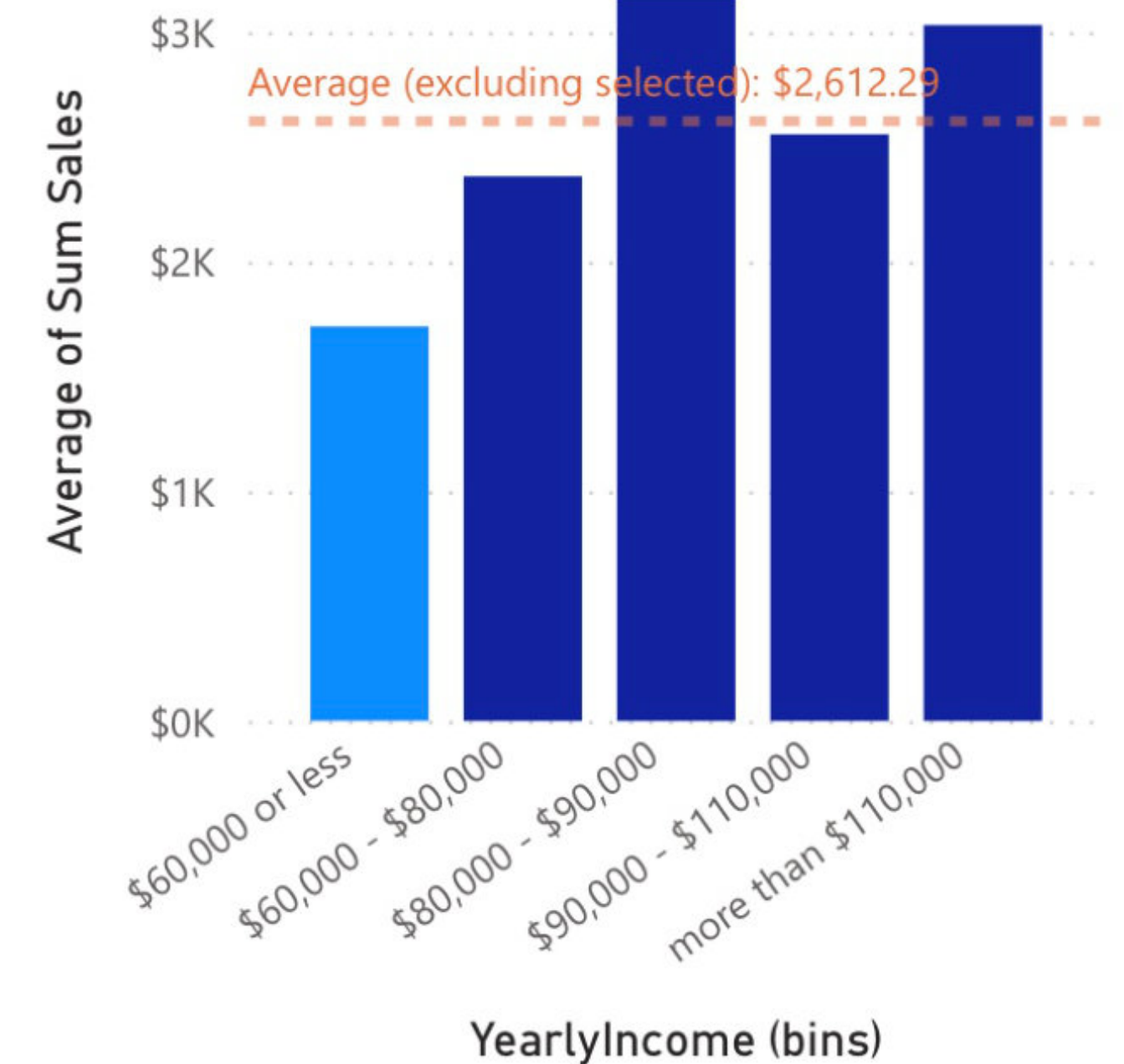
## What matters to make a customer spend more

### Key influencers Top segments

What influences Sum Sales to Decrease ?



← Sum Sales is more likely to decrease when YearlyIncome is \$60,000 or less than otherwise (on average).



☐ Only show values that are influencers

Sort by: Impact Count

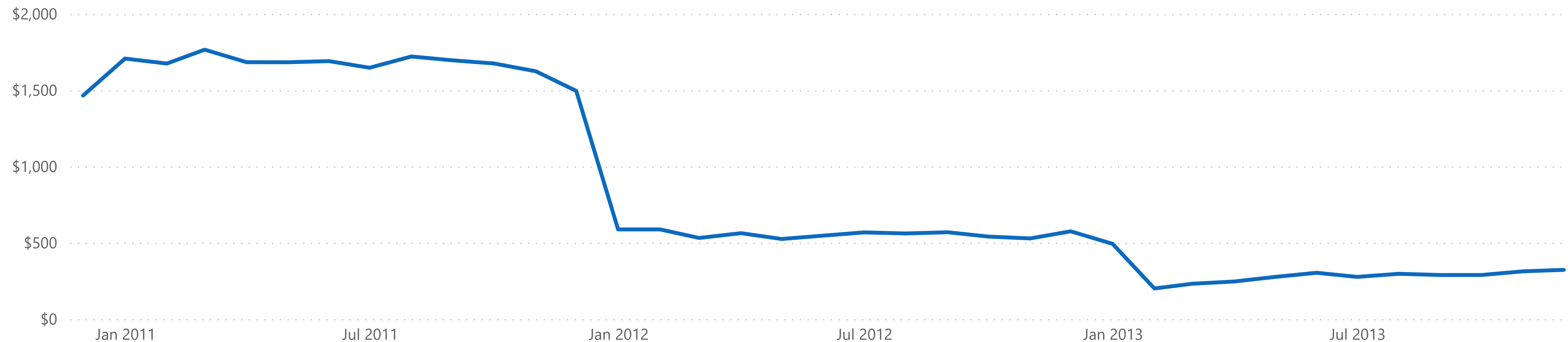




# Customer Profile of Purchase



Yearly Total Sales per Customer



Number of Customer



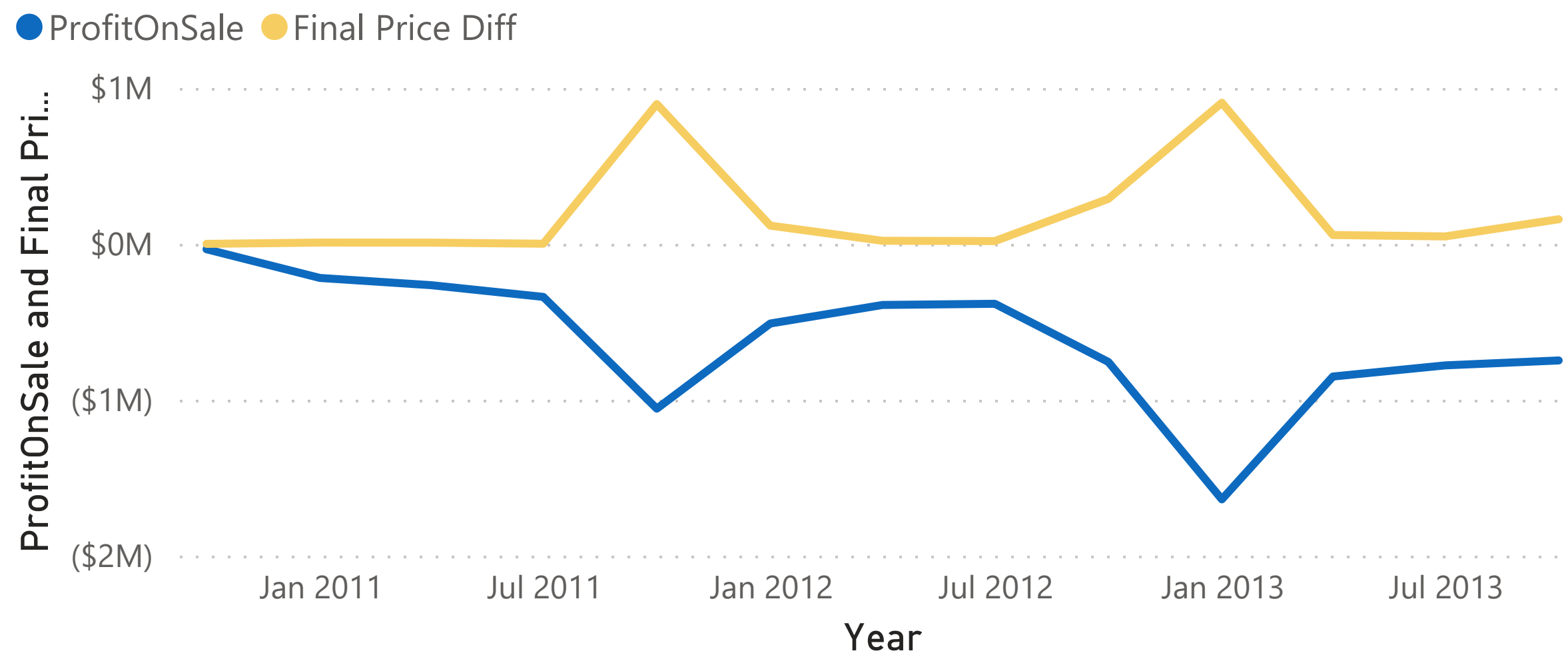
Profit on Sale



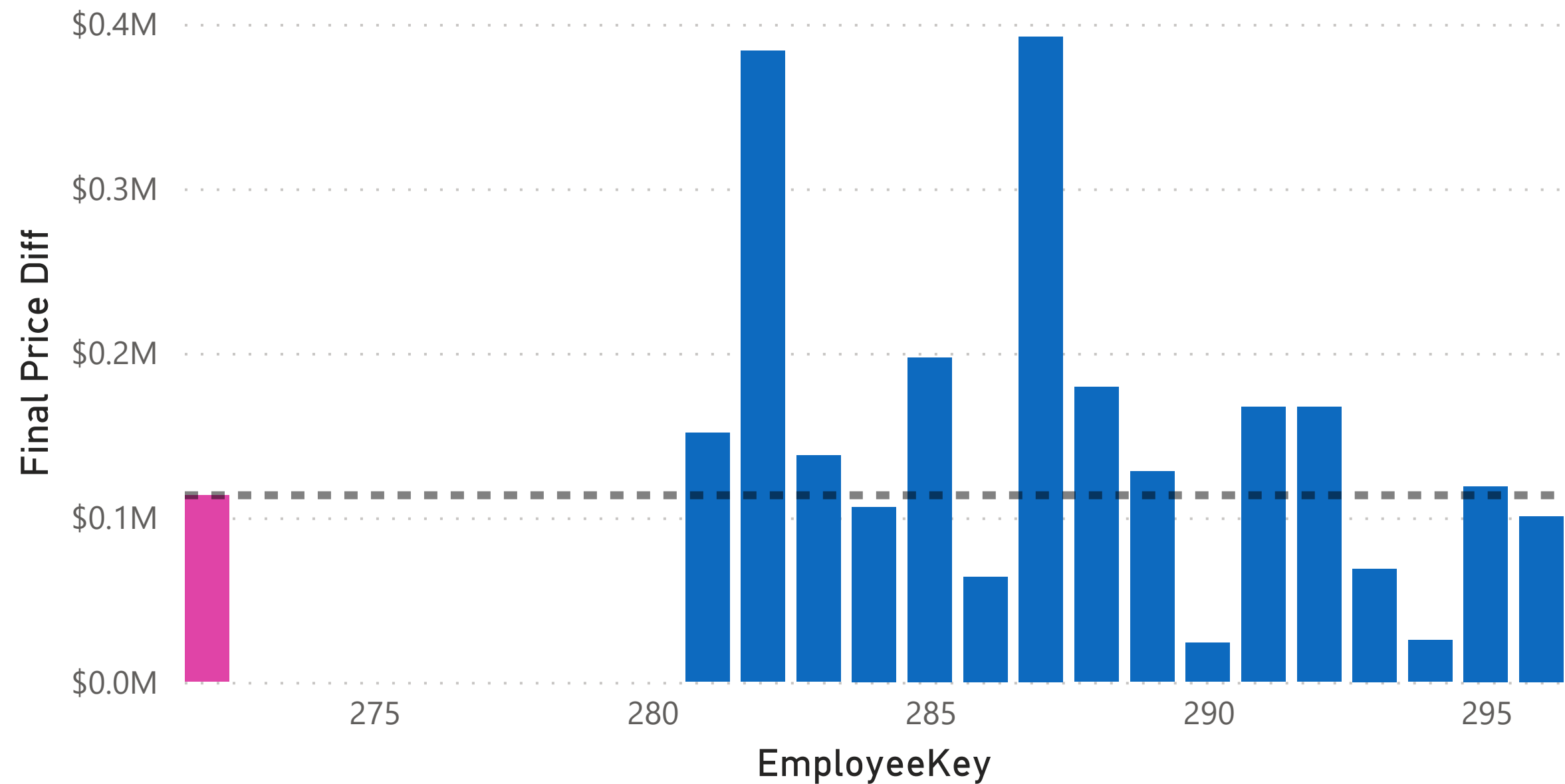


# Discounts

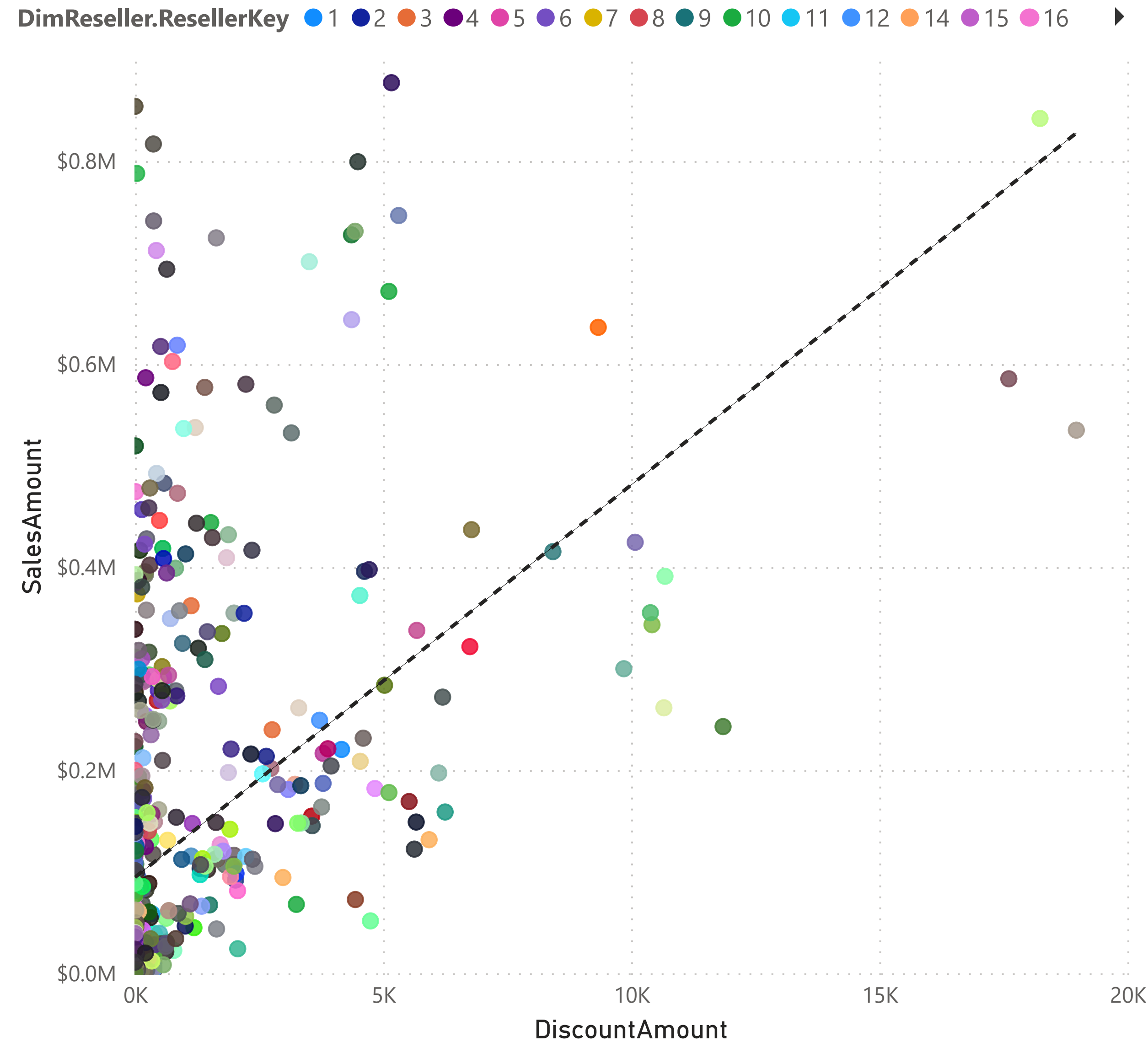
ProfitOnSale and Final Price Diff by Year and Quarter



Final Price Diff by EmployeeKey



DiscountAmount and SalesAmount by DimReseller.ResellerKey

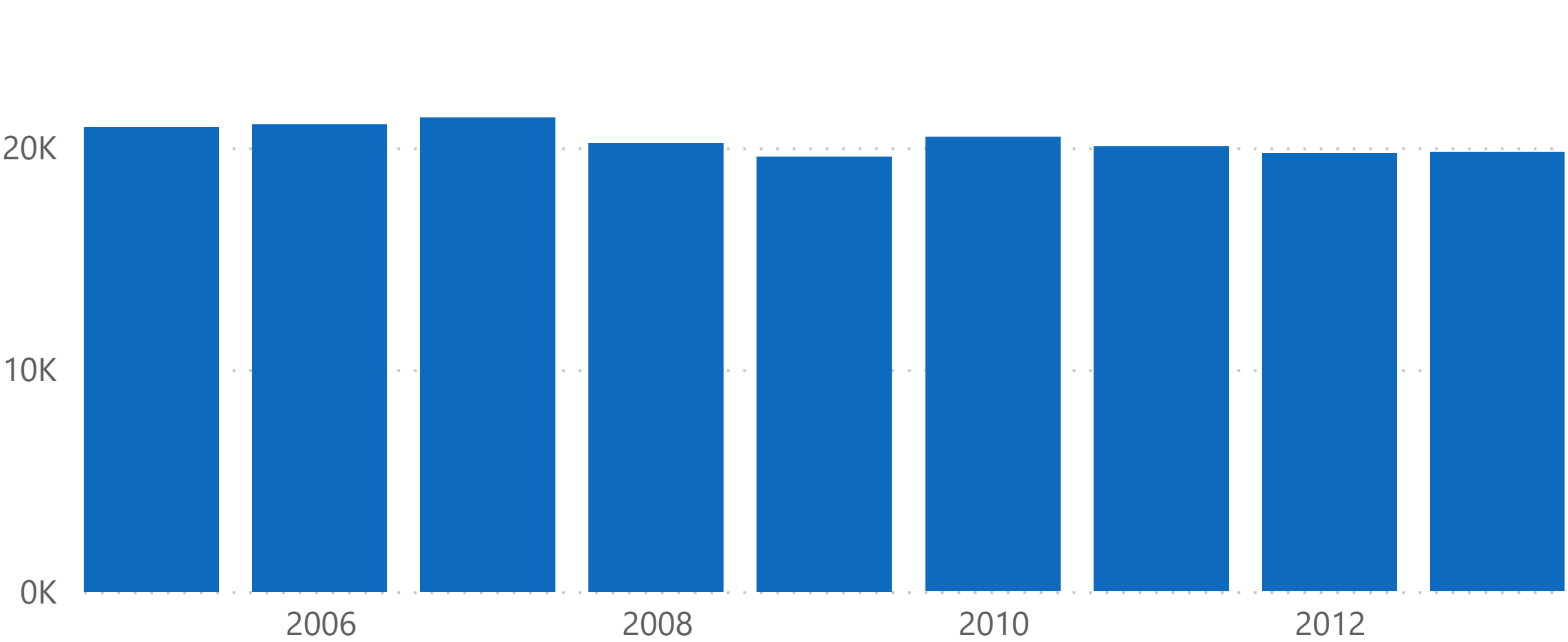




# Market Trends

Year	Comfort	Road/700c	Mountain bike	Hybrid/cross	Youth
2005	0.14	0.16	0.29	0.14	0.15
2006	0.17	0.18	0.24	0.19	0.14
2007	0.15	0.21	0.25	0.17	0.12
2008	0.16	0.20	0.26	0.18	0.12
2009	0.15	0.20	0.24	0.21	0.13
2010	0.13	0.23	0.22	0.21	0.12
2011	0.14	0.24	0.23	0.20	0.12
2012	0.13	0.20	0.25	0.24	0.12
Total	1.17	1.62	1.98	1.54	1.02

Bicycle Sales (x 1,000)



% of bikes being sold by bike type

● Comfort ● Hybrid/cross ● Mountain bike ● Road/700c ● Youth

