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Information

Monthly Trend

Map

Sales Type

Sales Reason

Product

Sales Team

AdventureWorks Sales Analysis (7/1/2001 - 7/31/2004)

140.71M

Total Revenue

31.47K

Total Orders

8.53%

Profit Margin

4.47K

AOV

39.07%

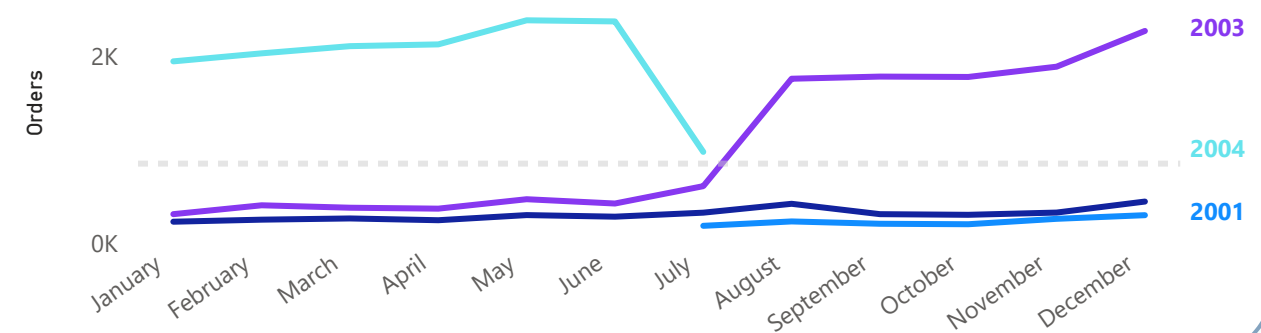
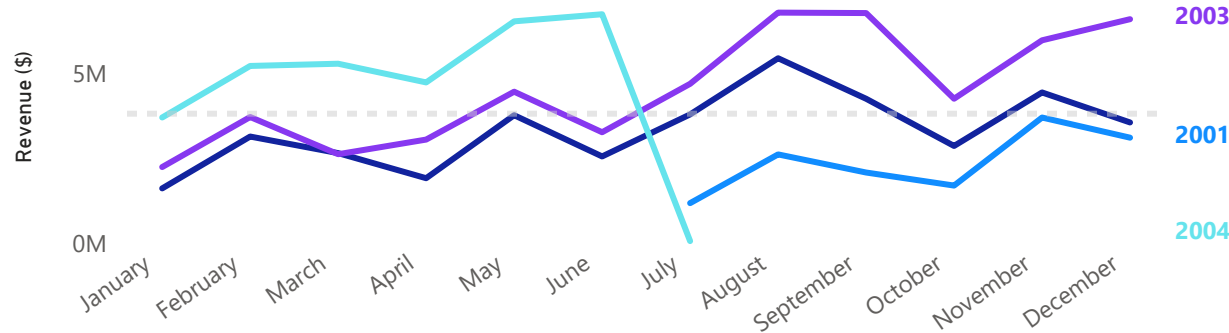
Retention Rate

7.36K

Average Revenue per Customer

Monthly Sales & Orders

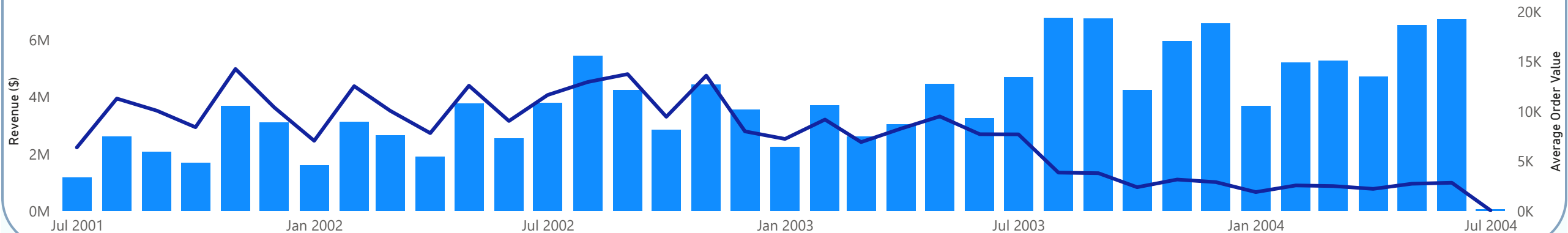
Revenue and order trends over time



Monthly Sales & Average Order Value

Revenue and average order value trends over time

Revenue (\$) Average Order Value



AdventureWorks Sales Analysis (7/1/2001 - 7/31/2004)

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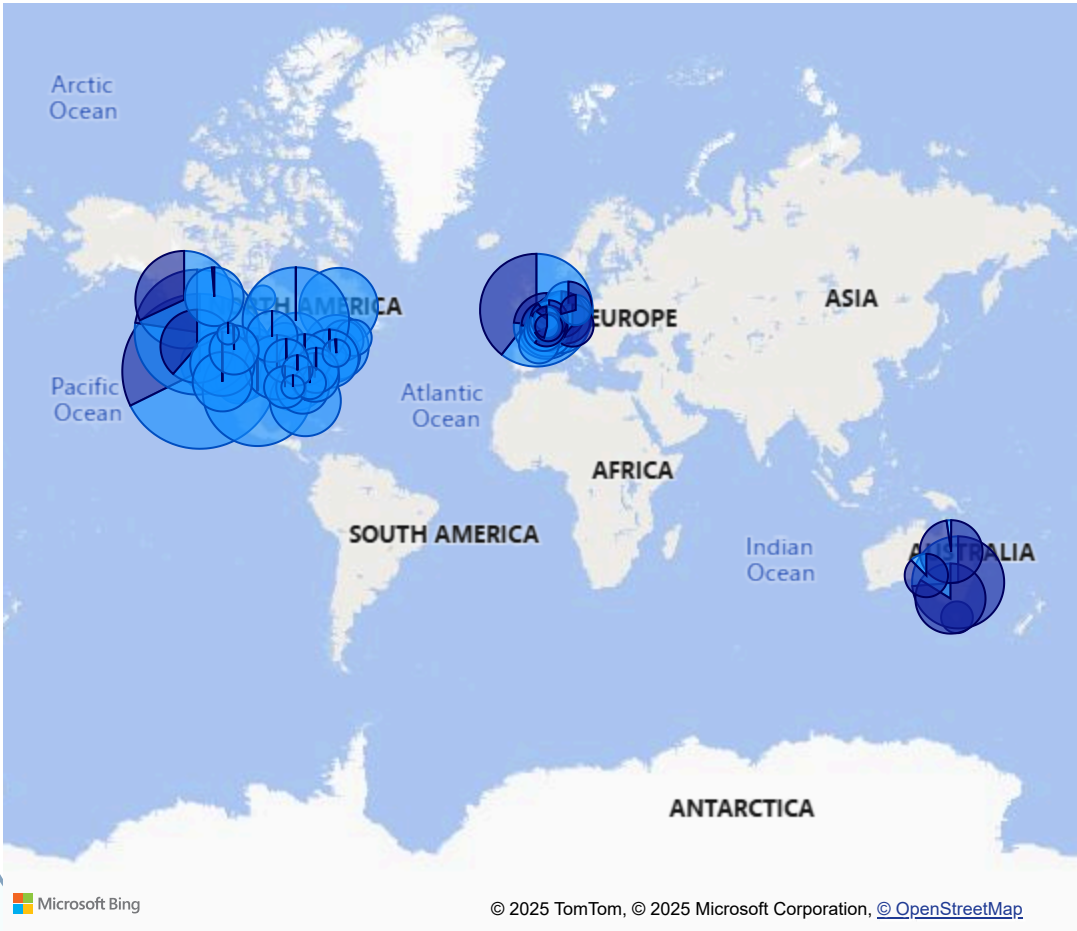
7.36K

Average Revenue per Customer

Top Regions by Revenue

Revenue and region trends

Sales Type ● Offline ● Online



| Country | Revenue (\$) | % | Orders Volume | % | Profit Margin (%) | Retention Rate (%) |
|----------------|----------------|---------|---------------|---------|-------------------|--------------------|
| United States | 82,425,341.28 | 58.58% | 12041 | 38.27% | 3.75% | 25.69% |
| Canada | 21,501,812.46 | 15.28% | 4067 | 12.93% | 2.47% | 49.31% |
| Australia | 12,197,515.53 | 8.67% | 6843 | 21.75% | 32.23% | 72.08% |
| United Kingdom | 9,506,447.59 | 6.76% | 3219 | 10.23% | 16.06% | 46.08% |
| France | 9,136,704.47 | 6.49% | 2672 | 8.49% | 12.32% | 26.68% |
| Germany | 5,939,763.50 | 4.22% | 2623 | 8.34% | 21.22% | 29.25% |
| | 140,707,584.82 | 100.00% | 31465 | 100.00% | 8.53% | 39.07% |



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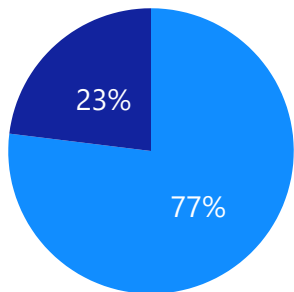
Retention Rate

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Average Revenue per Customer

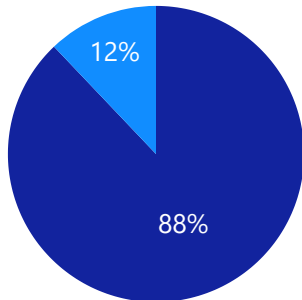
Revenue & Order Share by Sales Type

Revenue Distribution



● Online
● Offline

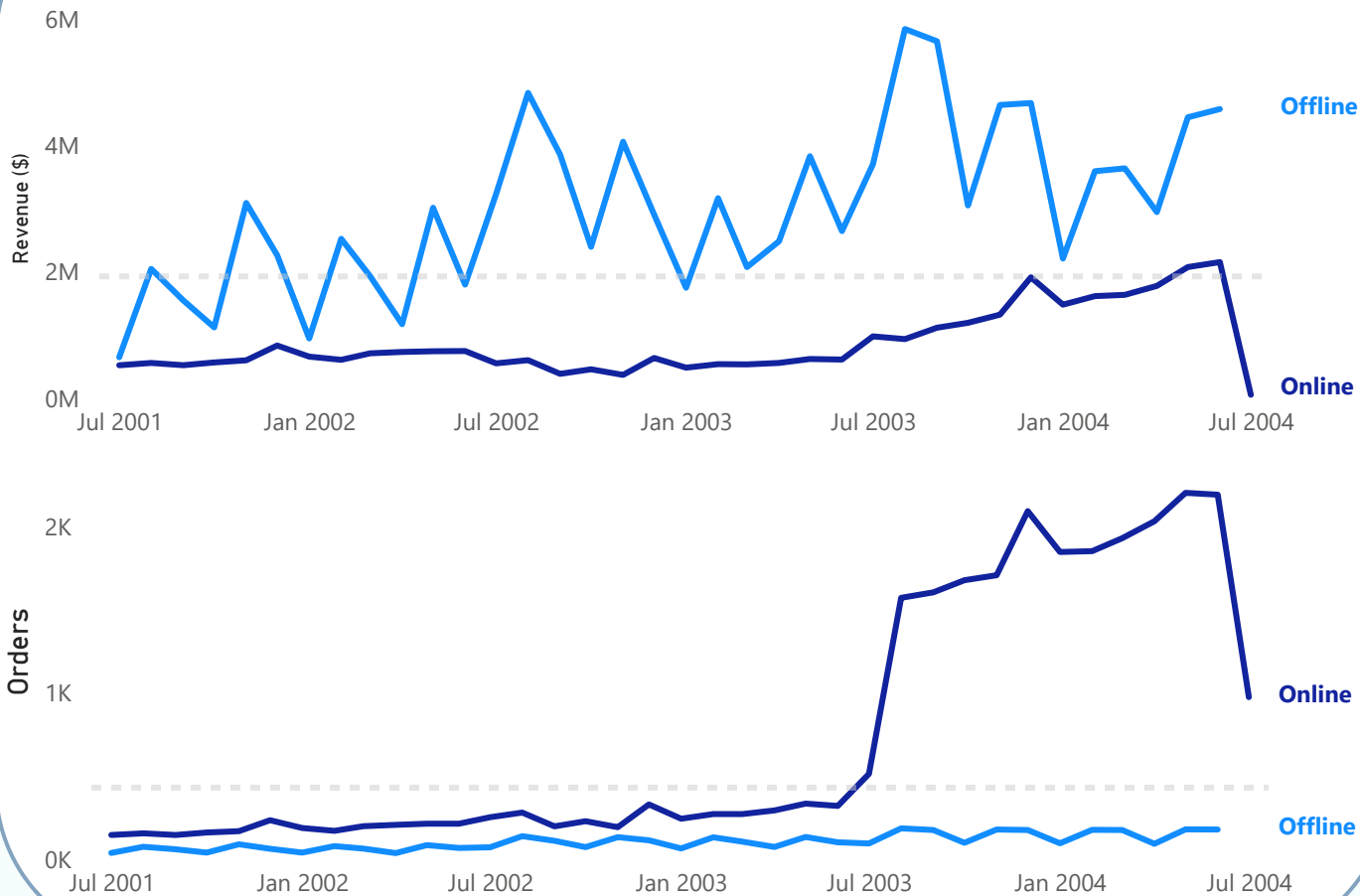
Order Distribution



| Sales Type | Customers Type | Revenue (\$) | Orders Volume | Profit Margin (%) |
|------------|----------------|----------------|---------------|-------------------|
| Offline | Business | 108,266,245.70 | 3806 | -2.88% |
| Online | Individual | 32,441,339.12 | 27659 | 39.81% |
| | | 140,707,584.82 | 31465 | 8.53% |

Online vs Offline Trends

Sales Type performance over time





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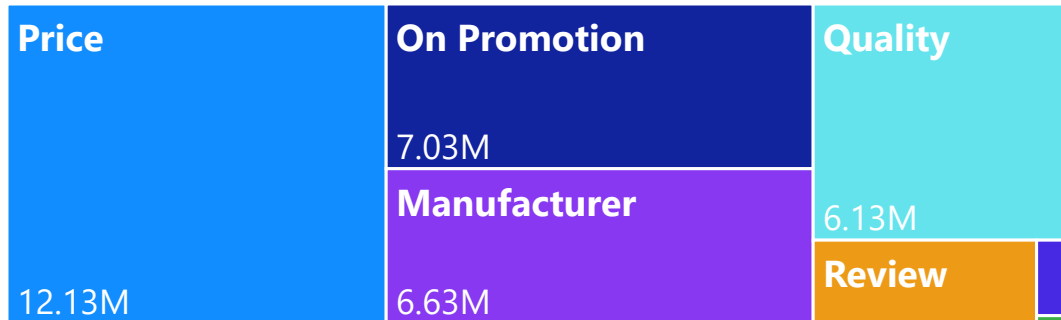
Retention Rate

7.36K

Average Revenue per Customer

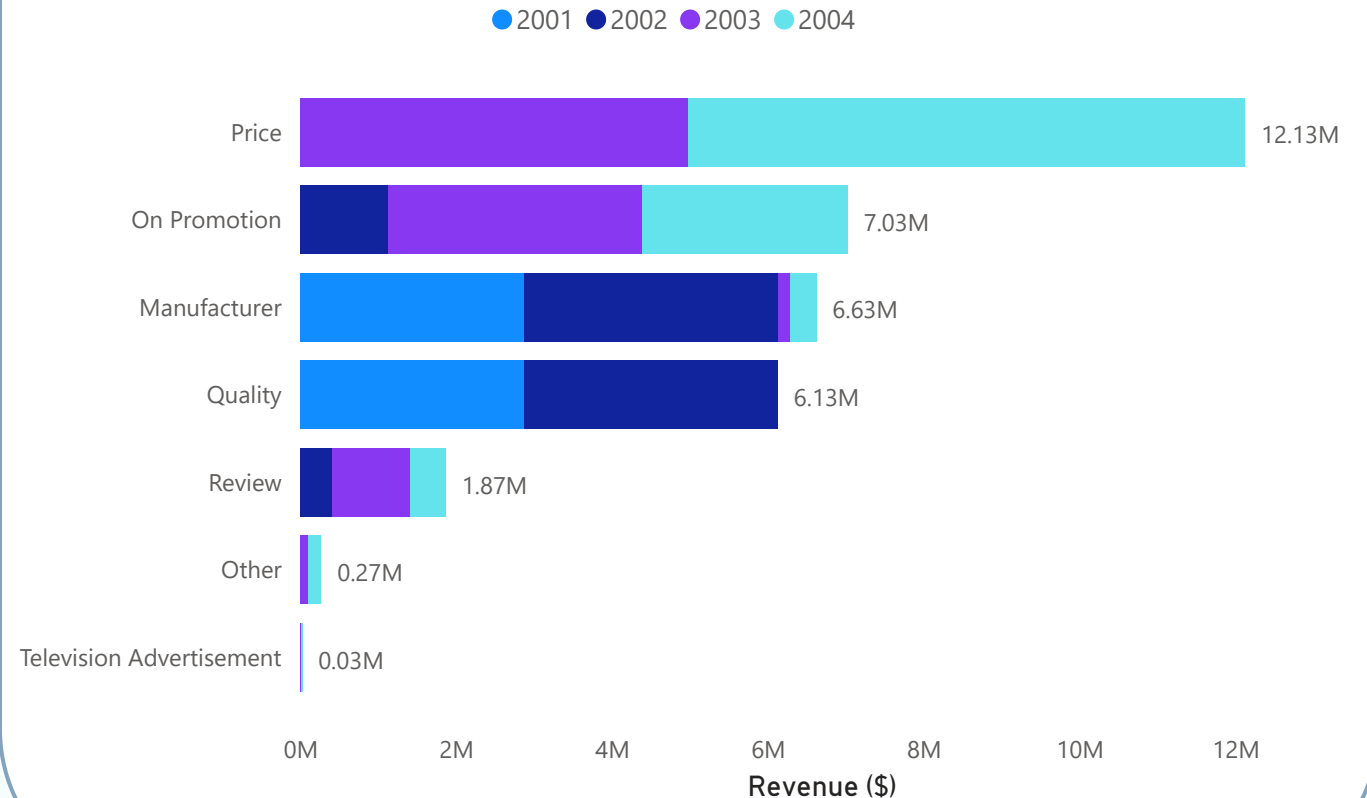
Revenue Breakdown by Reason

Sales reasons based by sales performance for online orders



Revenue Trend by Year & Sales Reason

Sales reasons trend over time for online orders



| Sales Reason | Revenue (\$) | Orders Volume | Average Order Value |
|--------------------------|----------------|---------------|---------------------|
| Price | 12,128,306.44 | 17473 | 694.12 |
| On Promotion | 7,029,821.14 | 3515 | 1,999.95 |
| Manufacturer | 6,627,925.00 | 1746 | 3,796.06 |
| Quality | 6,132,636.01 | 1551 | 3,953.99 |
| Review | 1,872,844.63 | 1245 | 1,504.29 |
| Other | 274,574.14 | 1395 | 196.83 |
| Television Advertisement | 30,360.81 | 722 | 42.05 |
| | 140,707,584.82 | 31465 | 4,471.88 |

AdventureWorks Sales Analysis (7/1/2001 - 7/31/2004)

140.71M

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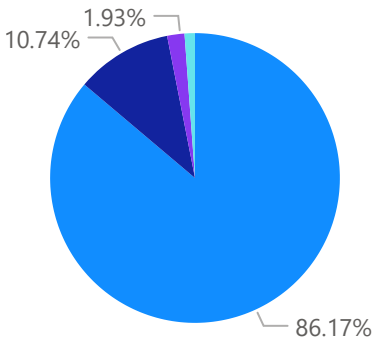
Retention Rate

7.36K

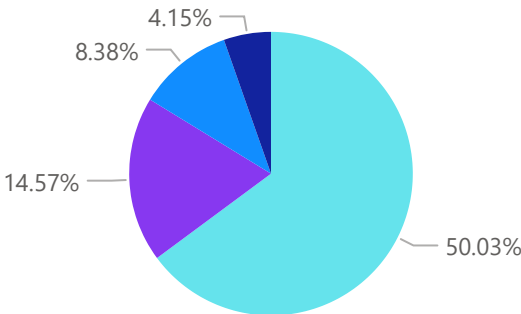
Average Revenue per Customer

Revenue & Profit Margin Share by Product Category

Revenue Distribution



Profit Margin Distribution

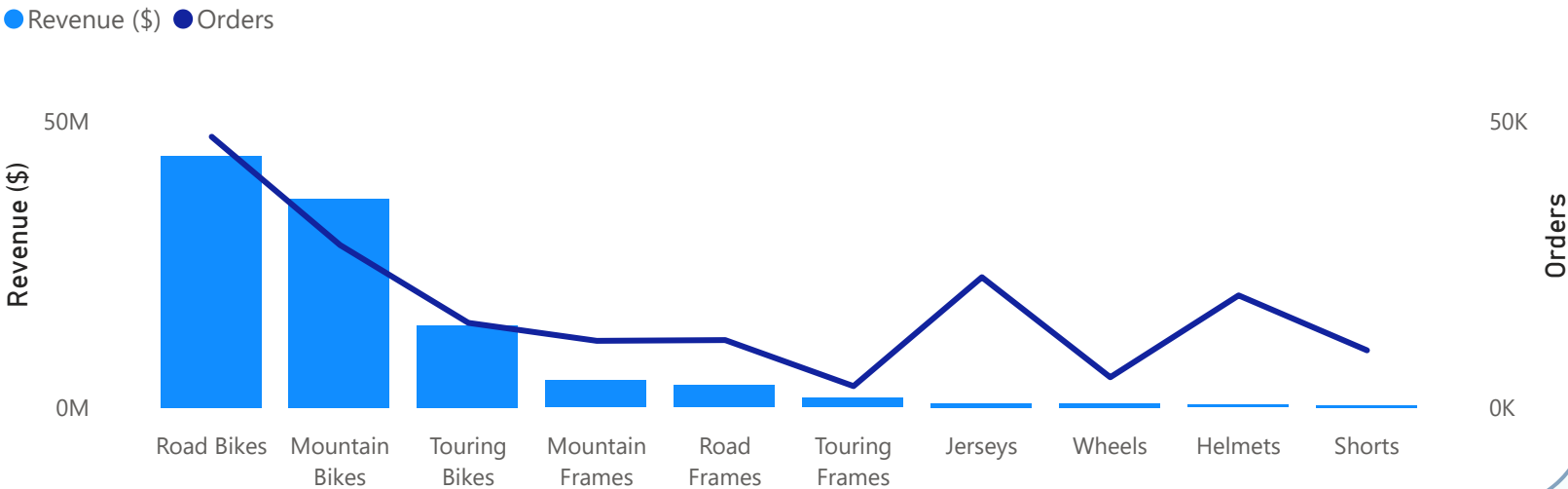


Accessories Clothing Bikes Components

| Product Category | Revenue (\$) | % | Profit | Profit Margin (%) |
|------------------|---------------|--------|--------------|-------------------|
| Bikes | 94,651,172.70 | 86.17% | 7,936,394.02 | 8.38% |
| Components | 11,802,593.29 | 10.74% | 490,233.18 | 4.15% |
| Clothing | 2,120,542.52 | 1.93% | 308,882.17 | 14.57% |
| Accessories | 1,272,072.88 | 1.16% | 636,394.26 | 50.03% |

Revenue & Order Breakdown by Product SubCategory

Top product Subcategories based by revenue





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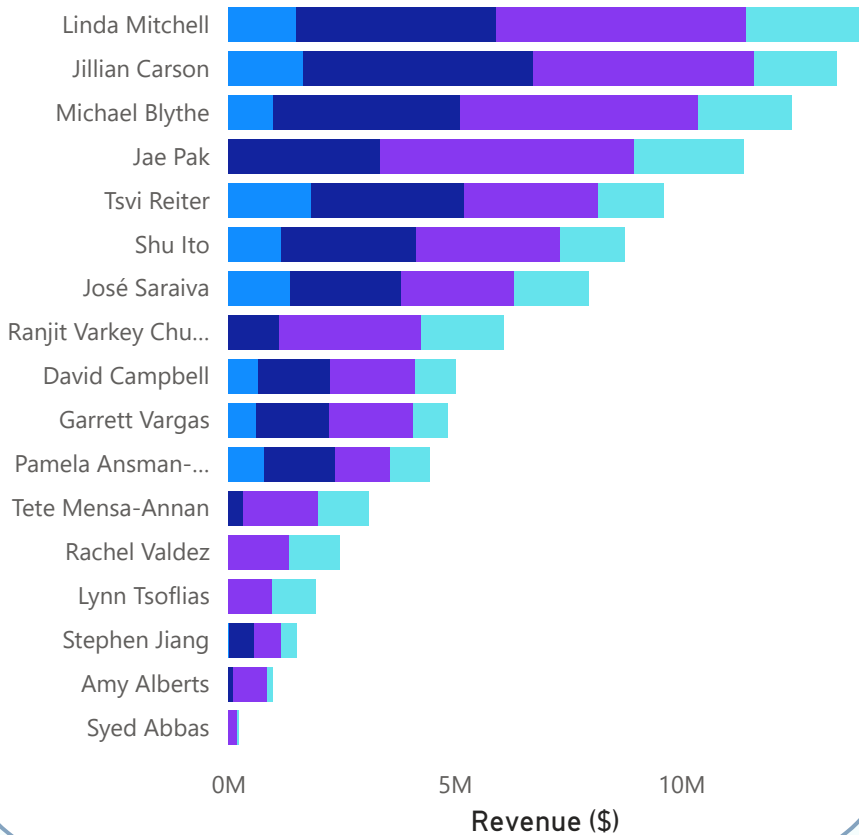
7.36K

Average Revenue per Customer

Revenue Breakdown by Year and Sales Person

Sales persons trend over time

● 2001 ● 2002 ● 2003 ● 2004



Sales Person

Revenue (\$)

Orders
Volume

Retention
Rate (%)

Average Revenue per Customer

Ranjit Varkey Chudukatil

6,083,690.96

175

100.00%

178,932.09

Shu Ito

8,761,727.29

242

97.14%

250,335.07

José Saraiva

7,967,768.80

271

97.01%

118,921.92

108,266,245.70

3806

95.28%

170,498.02

Revenue & Average Order Value Breakdown by Sales Person

Top sales persons based by revenue

● Revenue (\$) ● Average Order Value

