# Adventure Works Cycles 3-year Data Analysis

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# Findings and Recommendations

The objective of this analysis was to analyze 3 years of Adventure Works Cycles (AWC) sales and cost data, assisting AWC managers with answering specific business questions. As discussed with company leaders, AWC is currently seeking to expand its market share and would like to accomplish this expansion by focusing efforts in three specific areas. AWC wants to target high-volume customers, expand availability of products on the Web, and lower production costs.

When reviewing total sales per country, United States and Australia are both around the 30% mark with United Kingdom coming in third at 12% followed by Germany, France, and Canada. The Mountain-500 bike sales in the United States and the Touring-3000 bike sales in Australia are both on the low side. With United States and Australia being the higher sales volume customers, the recommendation is to provide these customers with a discount/deal as well as reach out and request feedback on these bikes. In addition, implementing a referral/incentive program will encourage existing customers to spread the word and enable AWC to gain new valued customers. These items will increase and/or better relations with high-volume customers, will likely increase the bike sales among these customers, and will assist with increasing market share since new valued customers will be added to the AWC team.

During the review, it was noticed that Asia was not well represented through sales or products. As a result, the final recommendation is to locate a competitor within that region, who has an established web presence, and complete a purchase of/investment in the selected competitor. If competitor is not found, then add an office within the Asian region.

Implementing the above business activities/recommendations provide ability to target high-volume customers, expand availability of products on the Web, increase sales, increase market share, and lower production costs.