# Sales by Territory

Graphical user interface

Description automatically generated

Within Adventure Works territories, the Southwest and Northwest of the US are ranked among the top three territories with the highest sales. These two US territories nearly doubled their sales compared to last year. Canada came in third with an approximate $1.1 million dollar sales increase as compared to last year. In addition, Australia, United Kingdom, France, and Germany all had significant increases in sales compared to last year while the remaining US territories saw a decline in sales with the Southeast taking the largest hit at an approximate loss of $1.4 million. It would be worth looking into the differences in sales between the top three territories and the bottom three territories to determine reasons for high increase and loss of sales.

# Sales by Country

Graphical user interface, text

Description automatically generated

When reviewing the combined United States (US) territories sales for this year, the US has the highest sales at approximately $26.4 million which is nearly a 40% increase from last year. The top three countries with highest sales are US ($26,411,060), Canada ($6,771,819), and Australia ($5,977,815). As of today, the combined US territories make up about 65% of Adventure Works Cycles sales. Among the other 5 territories, there were four (AU, DE, FR, GB) that at least doubled/tripled their sales compared to last year. United Kingdom (GB) had the largest increase in sales, up by $3.4 million, among the territories. Investigating the reasons for the United Kingdom’s substantial increase in sales from last year may provide insights/strategies that can be applied to the other territories. Management may also want to think about growing the non-US side to avoid any big hits in sales if business is ever lost within one of the US territories.

# Sales Growth by U.S. Territory

Graphical user interface, text, application

Description automatically generated

Within Adventure Works Cycles United States territories, the Northeast and Southeast territories had the largest decreases in sales growth as compared to last year, down 33% and 35% respectively. This is a significant drop for both territories so further investigation is needed to understand these substantial drops in sales growth as compared to last year. The Central US territory also had a 4% decrease in sales growth this year over last year. So far this year, the business seems to be thriving within the Northwest and Southwest territories. Management may want to evaluate the strategies being employed at the western territories and see if changes can be made to increase sales growth within the eastern and central territories.

# Best-Selling Products

Graphical user interface, text, application

Description automatically generated

Out of all Adventure Works Cycles products, there are ten with sales greater than $2 million dollars with approximately 20% of these products having sales greater than $4 million dollars. Product number 782 has generated the highest sales ($4.4 million) with Product number 783 coming in second right at $4 million dollars. Management could implement a marketing plan for the bottom two to three products to provide a boost in sales for these products. In addition, research can be implemented to determine why the top three to four products have such high sales.

# Best-Selling Products with Product Names

Graphical user interface, text, application

Description automatically generated

Adventure Works Cycles has nine products with sales greater than $2 million dollars and approximately 70% of those sales are being generated from the Mountain-200 cycle series with black being the most popular color chosen. The Mountain-200 Black, 38 cycle is the company’s best-selling product. The Road-250 cycle series is generating about 25% (approx. $6m) of the greater than $2 million sales, leaving the Mountain-200 cycle series generating about 75% (approx. $20m) of the sales. There seems to be a larger market group for the Mountain-200 cycle series, with further investigation, management could determine what cycles are selling in what territories and build a marketing plan targeting those findings. This could also allow the company to determine if any improvements are needed to the existing models or if it is time for a new cycle series.