

Strategic Analysis of Sales Performance

AdventureWorks Fiscal Year Analysis

Executives

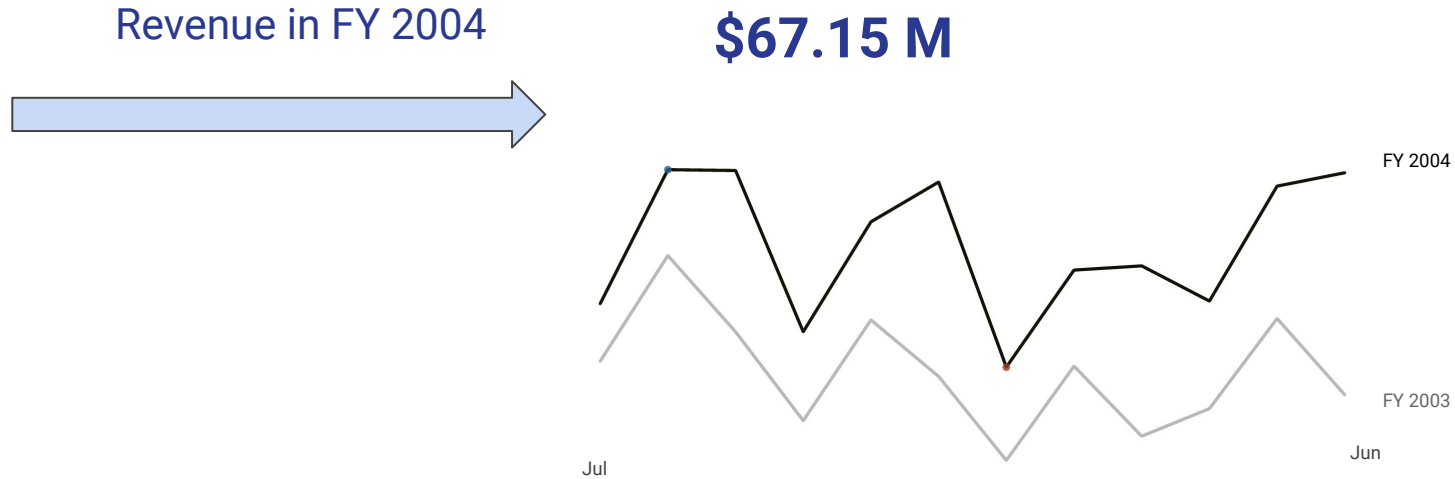
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Summary

To provide an executive overview of
the company's operations

Revenue increased by 54.1% in FY 2004 from the previous year

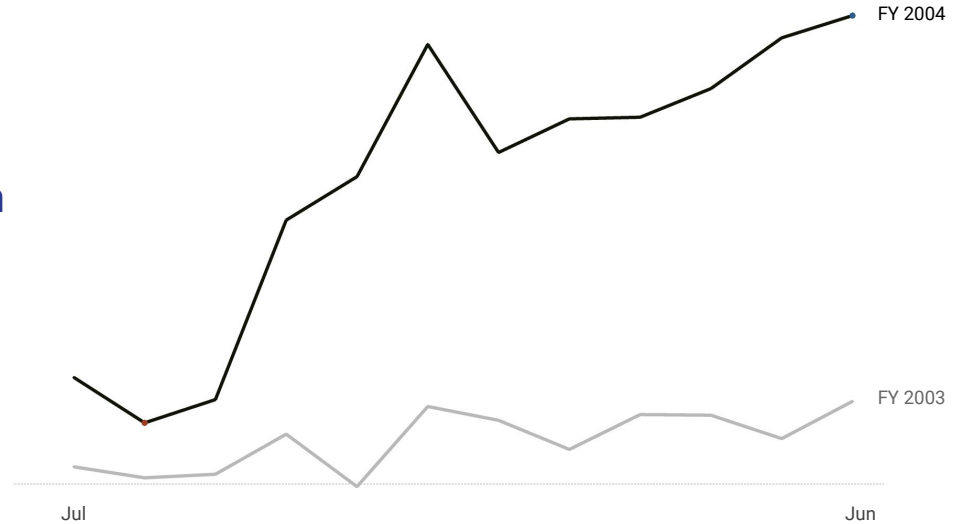


- All amounts are in USD.
- The analysis is based on the fiscal year (FY), which starts in July and ends in June.

Profit increased from the previous year

Profit in FY 2004 was \$6.15 M; a 590% increase from the previous year.

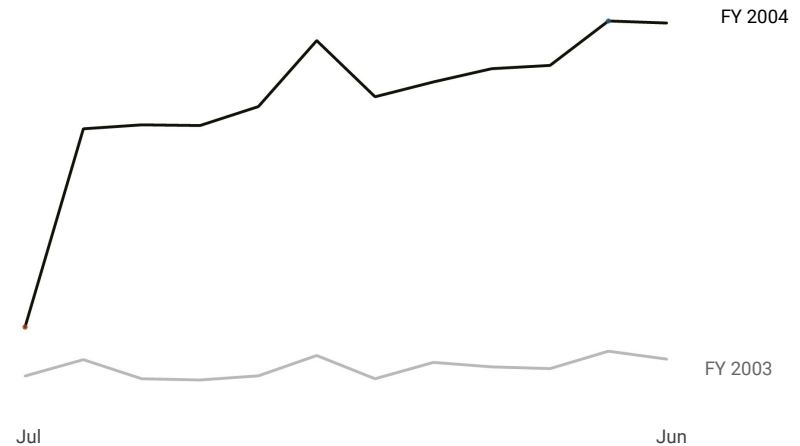
Gross margin increased to 11.7% from 2.6% in FY 2004.



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Orders increased from the previous year

Number of orders in FY 2004 was 23,067; a 415.2% increase from the previous year.



Customers increased from the previous year

Number of customers was 17,905 in FY 2004;
a 399.2% increase from the previous year.

No. of customers

17,905

▲ 399.2% vs. PY

Why?

E-commerce (online sales) improved in FY 2024 from the PY

Price sales reason was introduced, accounting for roughly half of the total online sales (49.5%).

Results

Metric	FY 2004	FY 2003	%change
Sales	\$16.47 M	\$5.76 M	185.9%
Orders	21,255	3,222	559.7%
Customers	17,412	3,222	440.4%
Profit	\$6.81 M	\$2.02 M	237.3%

Regional performance: The US was the largest region of operation in FY 2004

- Highest number of customers: 7,500 (43.1% of the total)
- Highest number of orders: 8,596 (40.4% of the total)
- Highest sales: \$26.41M
- Highest profit: \$2.03
- Highest average order amount: \$3,983

Regional performance

Highest number of customers: Indicates a large and potentially loyal customer base.

Highest number of orders: Reflects high market demand.

Highest sales and profit: Shows strong revenue generation capability.

Highest average order amount: Suggests customers are willing to spend more per purchase.

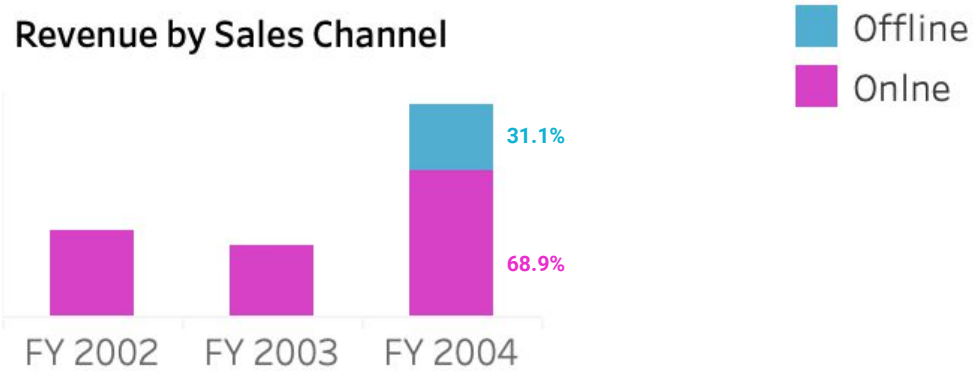
Regional performance: Australia has the highest gross margin

Highest gross margin (27.6%): Indicates high profitability per sale.

Stable customer base: Although smaller, the customer base is contributing to higher margins

Regional performance: recommendation

Open more stores in Australia to drive more sales through its offline channel



Conclusion

The US market shows high demand and strong sales performance. Expanding further in this market could leverage the existing customer base and market demand to increase overall revenue.

Conclusion

Australia offers high profitability per sale, which is advantageous for improving overall profit margins.



Challenges

Currently, there is no available data on the company's stores; therefore, a store analysis could not be conducted. It is essential to collect and document data regarding the company's stores for future analysis.



Questions?



Thank you!