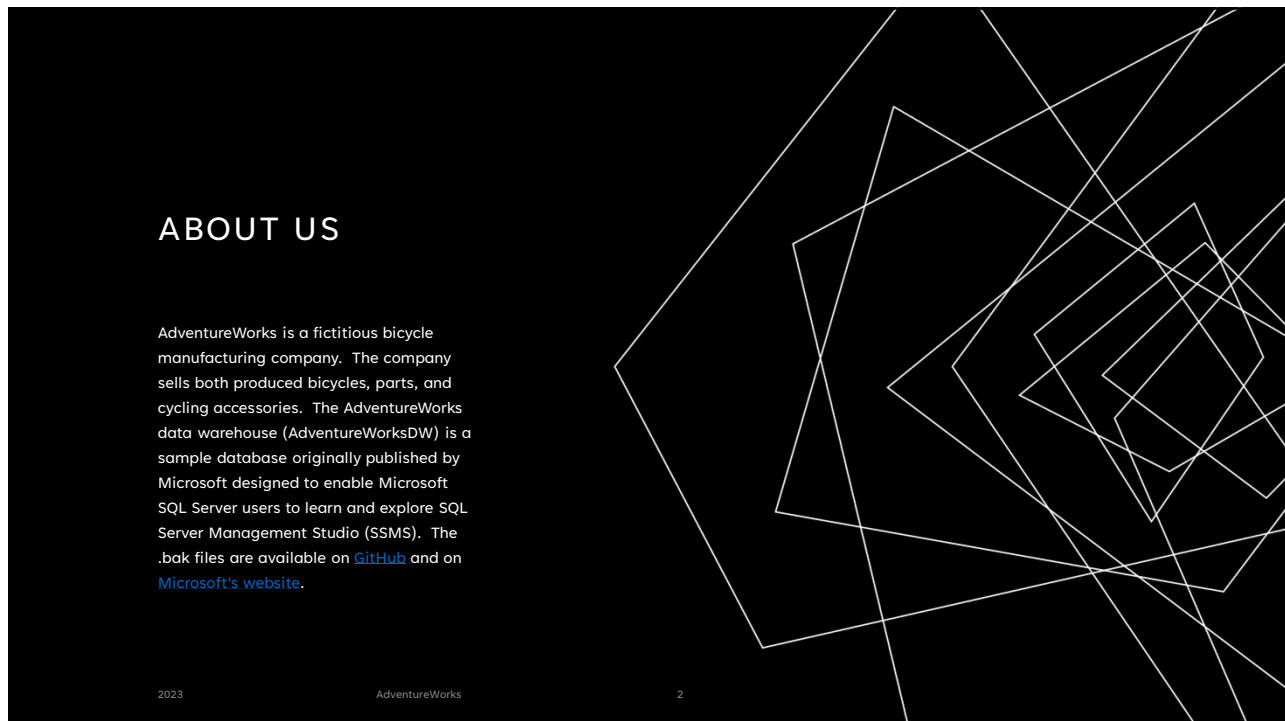
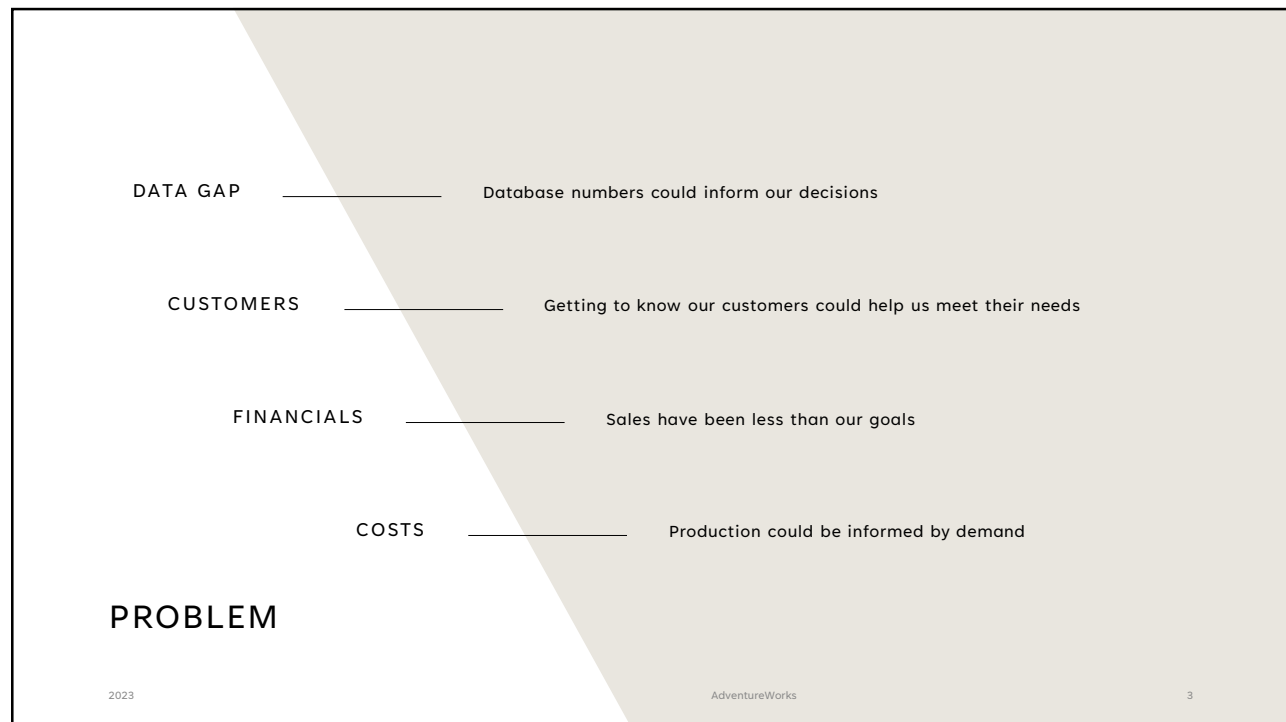


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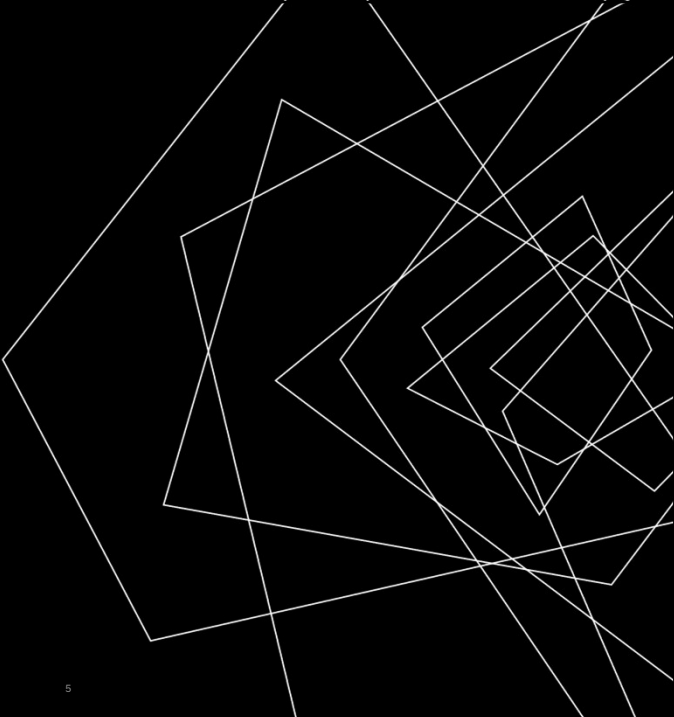
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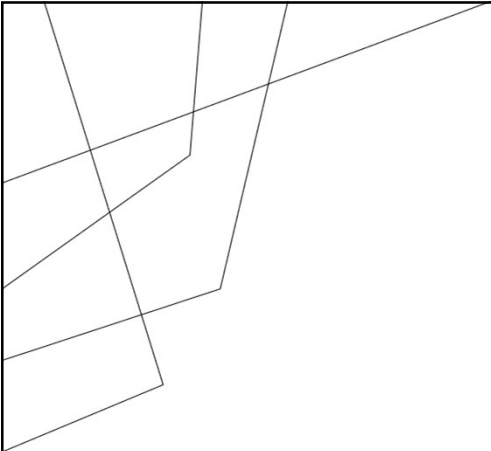
OUTLINE

- Data resources
- Customers
- Products and Preferences
- Time and Sales
- Opportunities
- Next Steps
- Appendix

Note: interactive version of this presentation may be available for a limited time, thus static images are inserted

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DATABASE OVERVIEW

- Version
- Schemas
- Base Tables and Views
- Columns

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DATABASE OVERVIEW: DATA RESOURCES

Database Version	VersionDate	Columns
14.0.1000.169	2017-08-22	340

Schema	Tables	Views
dbo	3	0
HumanResources	6	6
Person	13	2
Production	25	3
Purchasing	5	2
Sales	19	7
Totals	71	20

First Order	Last Order	Number of Orders
2011-05-31	2014-06-30	31465

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CUSTOMERS

Customer Types

Locations

Demographics

Sales

8



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CUSTOMER TYPES: TOTAL SALES BY TYPE



RESELLERS

Stores



RETAIL

Individual Customers



TOTAL

Resellers and Retail

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AdventureWorks *Active customers: placed order within sales date range

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CUSTOMERS: LOCATION COUNTS BY TYPE

Worldwide

	Resellers	Retail
City	451	274
State / Province	65	54
Country	6	6

Outside of the United States

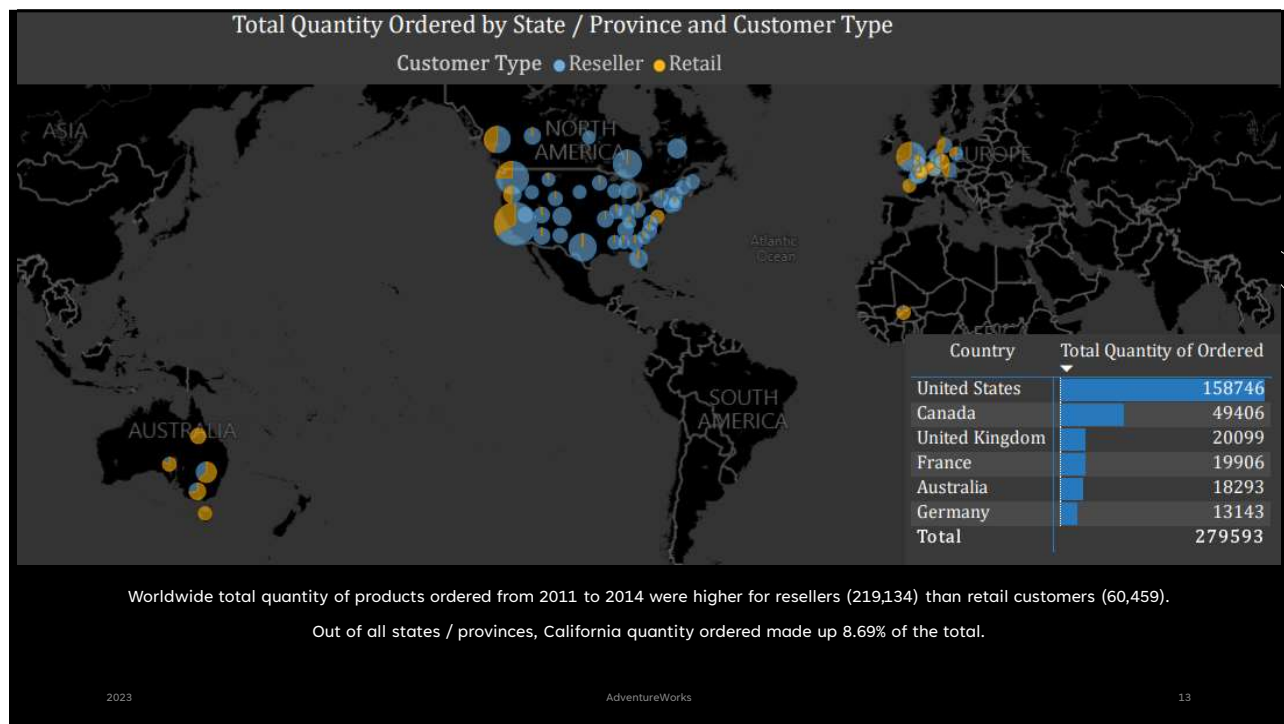
	Resellers	Retail
City	131	158
State / Province	30	31

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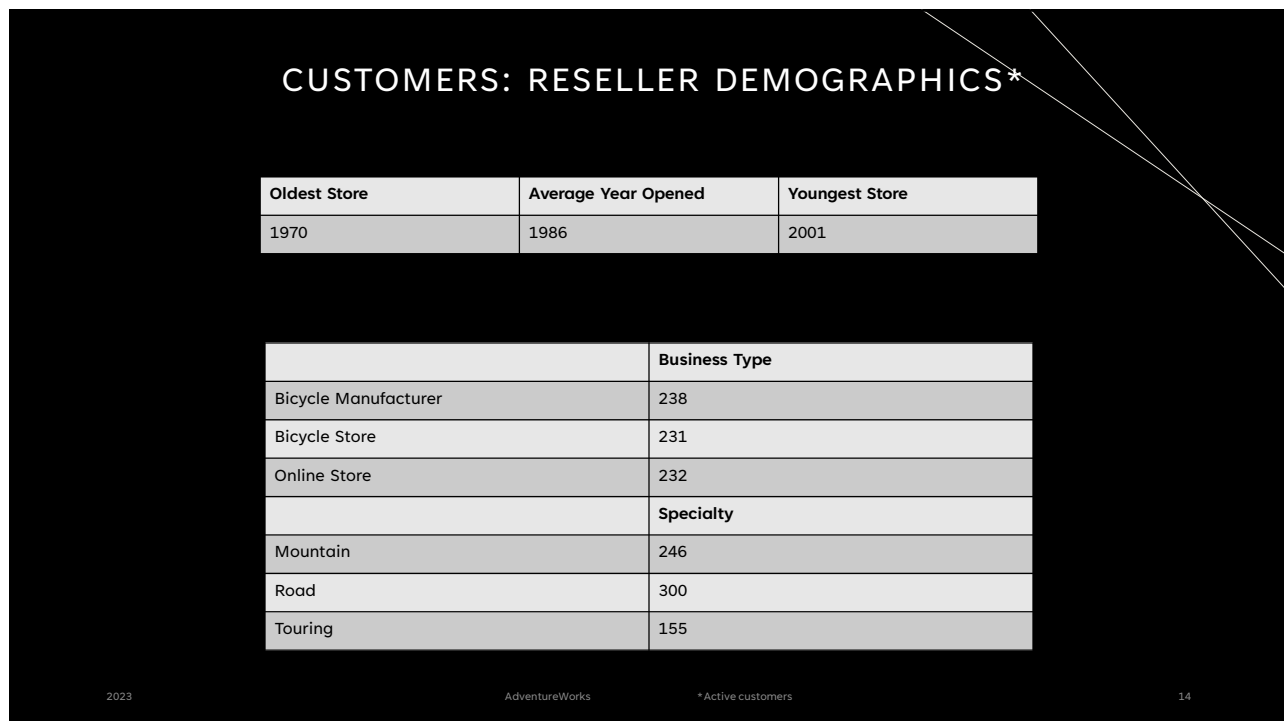
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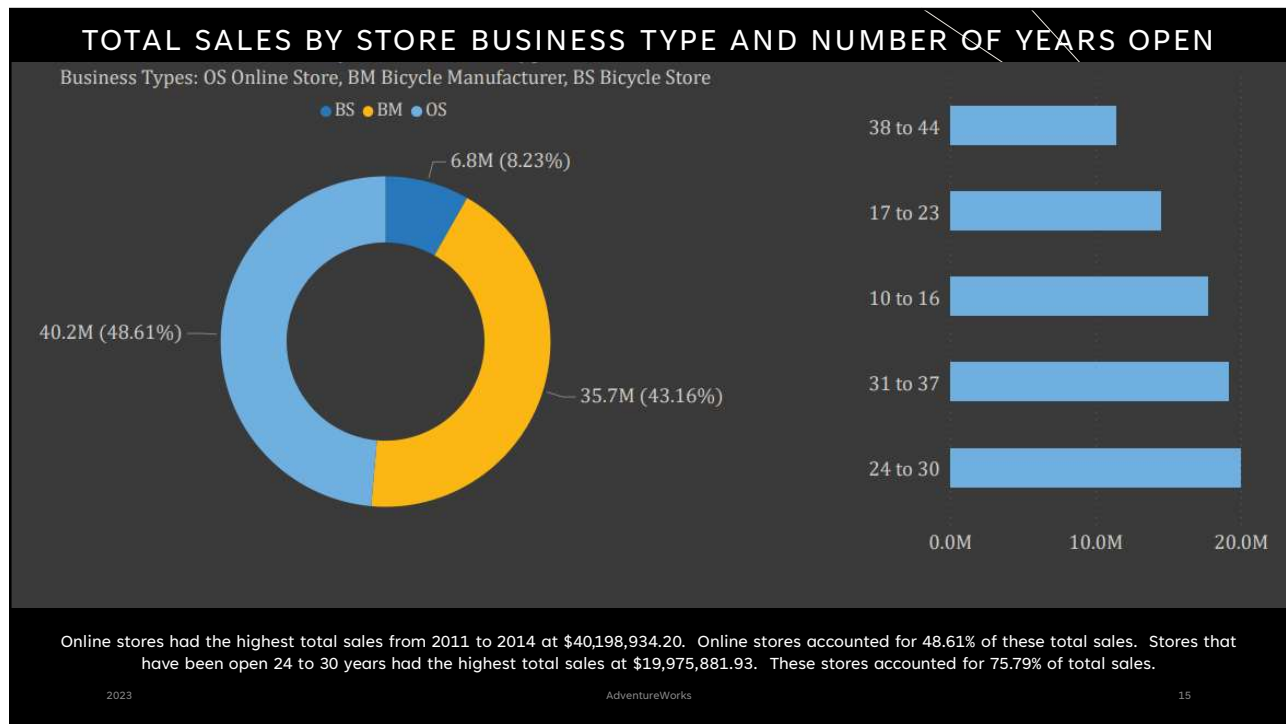
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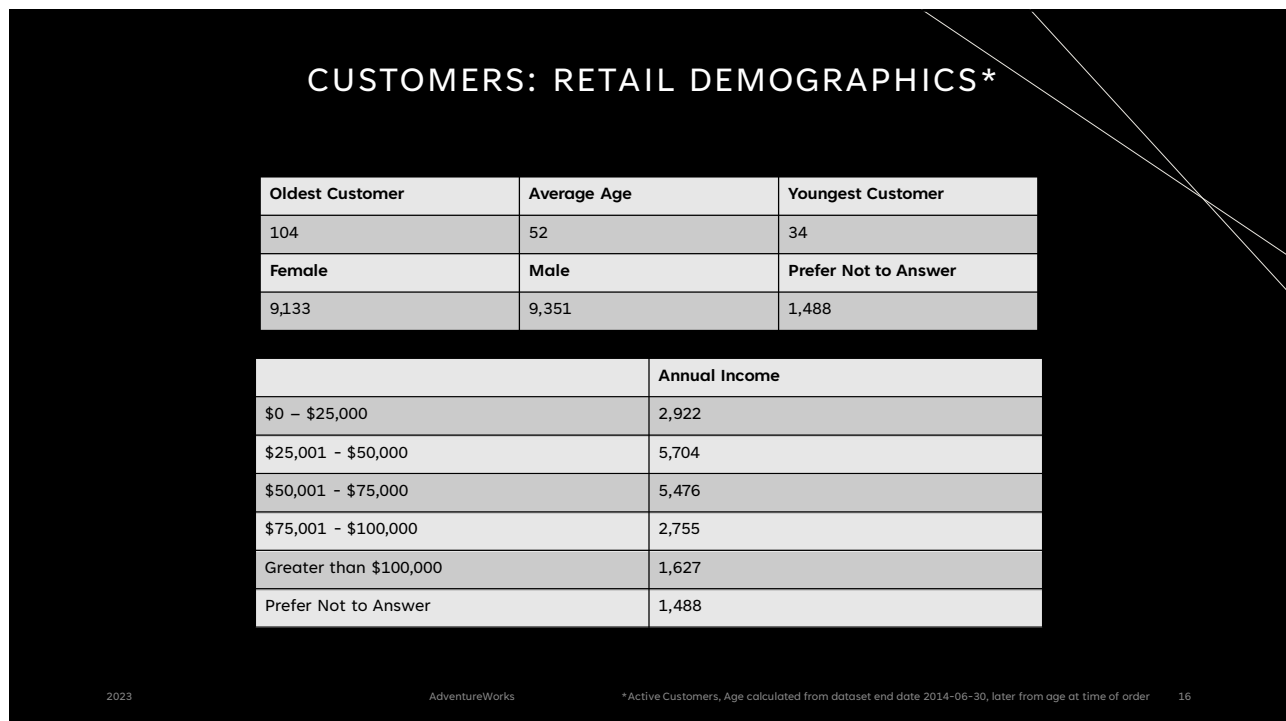
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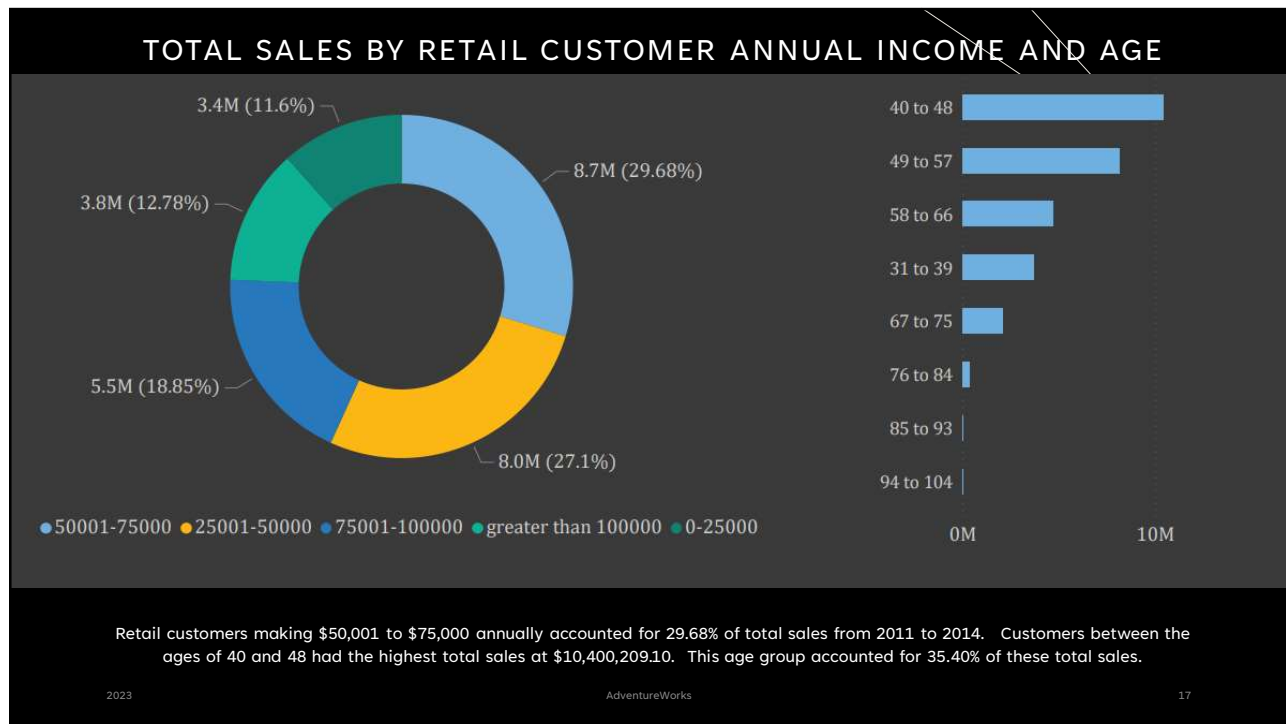
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PRODUCT CATEGORIES: PREFERENCE BY CUSTOMER TYPE

Ranking of product categories by quantity sold and sales totals

2011-2014

Categories by Quantity			
Resellers		Retail	
Bikes	25,281	Accessories	36,131
Components	19,091	Bikes	15,218
Clothing	12,554	Clothing	9,110
Accessories	5,194	Components	0
Categories by Sales			
Bikes	\$68,166,548.58	Bikes	\$2,8337,612.16
Components	\$12,140,233.11	Accessories	\$701,454.64
Clothing	\$1,816,538.69	Clothing	\$340,169.52
Accessories	\$579,205.07	Components	\$0

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PRODUCT SUBCATEGORY: PREFERENCE BY CUSTOMER TYPE

Ranking of top 5 product subcategories by quantity sold and sales totals

2011 to 2014

Subcategories by Quantity			
Resellers		Retail	
Road Bikes	13,173	Tires and Tubes	17,354
Mountain Bikes	7,645	Road Bikes	8,074
Road Frames	4,817	Bottles and Cages	7,985
Mountain Frames	4,611	Helmets	6,449
Touring Bikes	4,463	Mountain Bikes	4,976
Subcategories by Sales			
Road Bikes	\$30,167,505.35	Road Bikes	\$14,525,593.92
Mountain Bikes	\$27,547,553.01	Mountain Bikes	\$9,964,833.11
Touring Bikes	\$10,451,490.22	Touring Bikes	\$3,847,185.12
Mountain Frames	\$4,921,042.44	Tires and Tubes	\$245,805.24
Road Frames	\$3,942,334.47	Helmets	\$225,650.51

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SPECIFIC PRODUCTS: PREFERENCE BY CUSTOMER TYPE

Ranking of top 5 products by quantity sold and sales totals

2011 to 2014

Products by Quantity			
Resellers		Retail	
AWC Logo Cap	1,216	Water Bottle - 30 oz.	4,246
Long-Sleeve Logo Jersey, L	1,206	Patch Kit/8 Patches	3,198
Sport-100 Helmet, Blue	985	Mountain Tire Tube	3,102
Sport-100 Helmet, Black	943	Road Tire Tube	2,376
Sport-100 Helmet, Red	874	Sport-100 Helmet, Red	2,233
Products by Sales			
Mountain-200 Black, 38	\$3,158,740.93	Mountain-200 Black, 46	\$1,373,469.55
Mountain-200 Black, 42	\$2,708,135.63	Mountain-200 Black, 42	\$1,367,486.18
Mountain-200 Silver, 38	\$2,374,349.43	Mountain-200 Silver, 38	\$1,341,782.78
Mountain-200 Silver, 42	\$2,215,595.57	Mountain-200 Silver, 46	\$1,301,100.10
Mountain-200 Silver, 46	\$2,172,828.67	Mountain-200 Black, 38	\$1,294,866.14

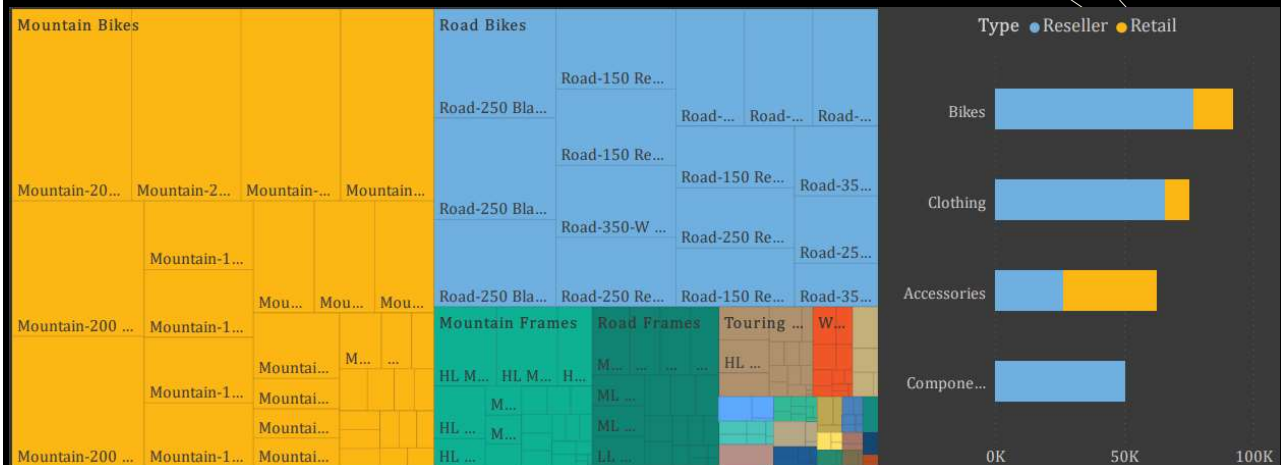
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TOTAL SALES BY SPECIFIC PRODUCT, SUBCATEGORY, AND CATEGORY



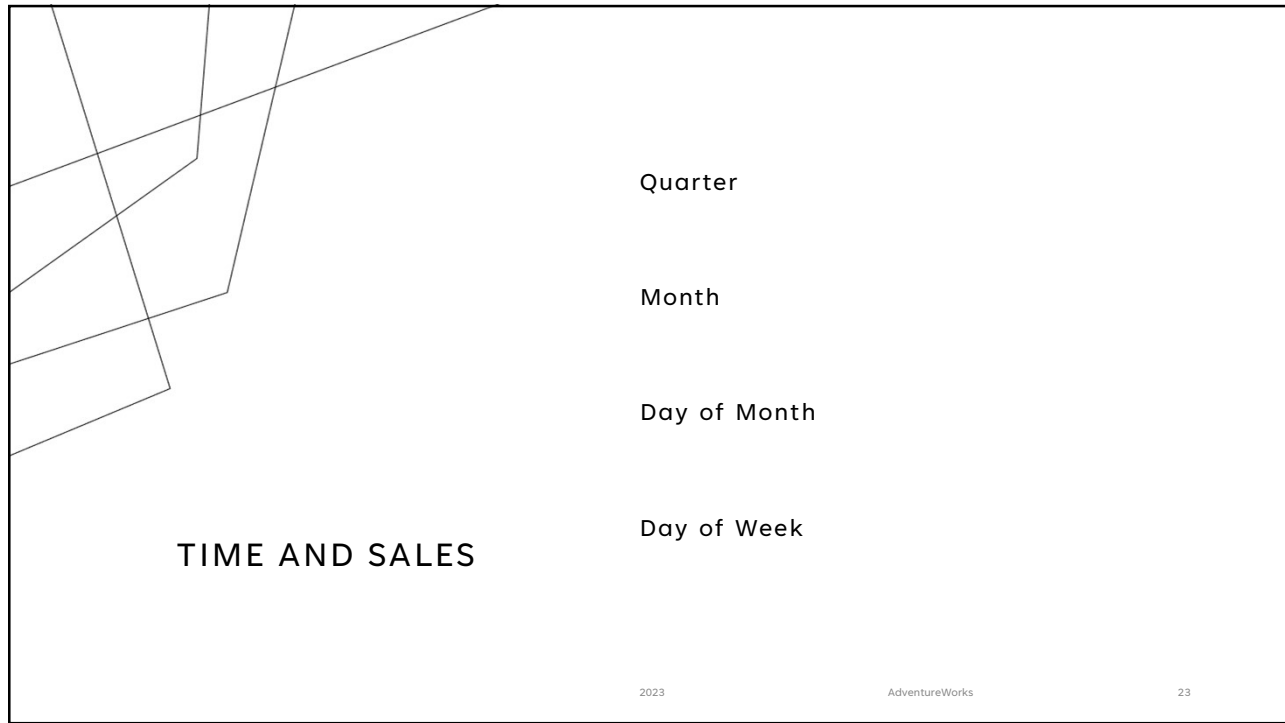
On the rightmost bar graph, sales by total quantity ordered are displayed. From 2011 to 2014 total quantity ordered of bikes made up 27.44% of the total. Average order quantity for resellers (54,783.50) exceeded average order quantity for retail customers (20,153). When just considering bike orders, resellers ordered 61,494 more bikes than retail customers.

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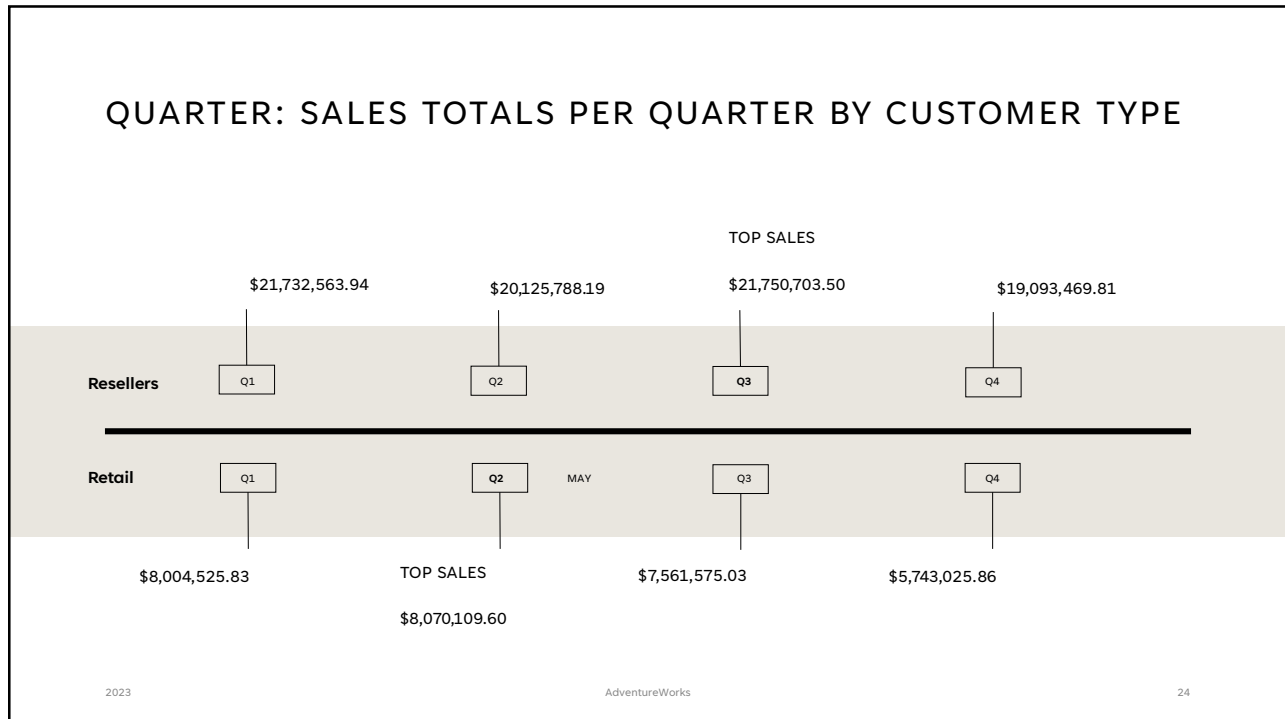
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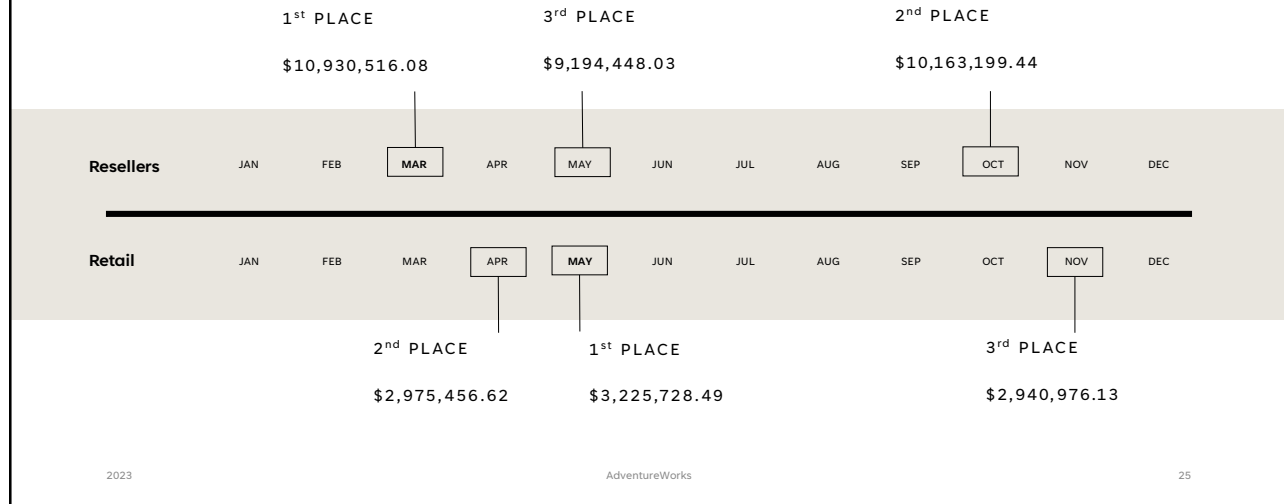


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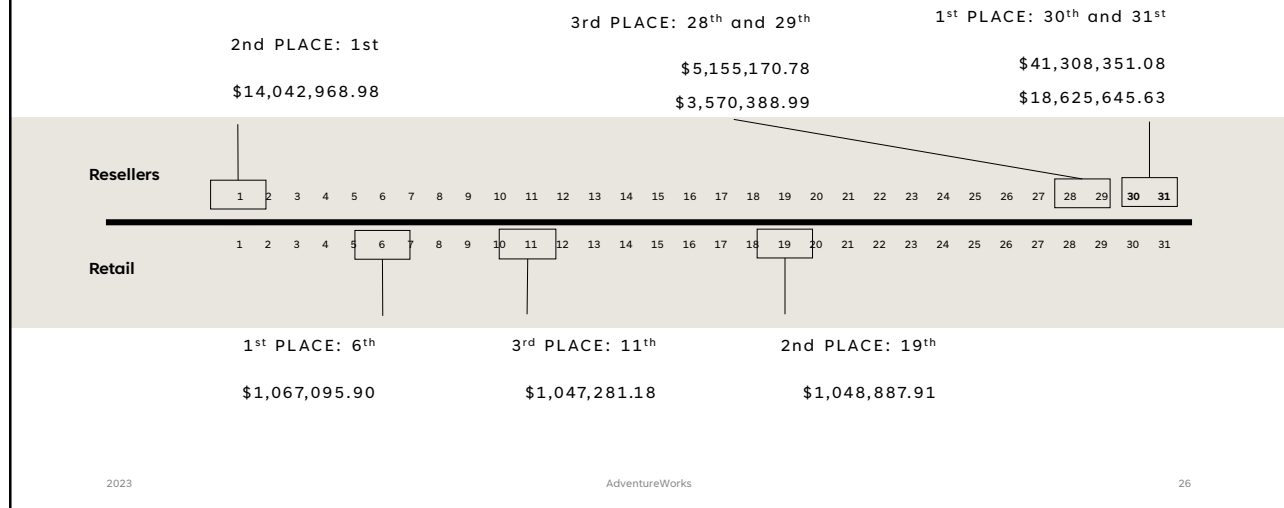
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MONTH: TOTAL SALES PER MONTH BY CUSTOMER TYPE

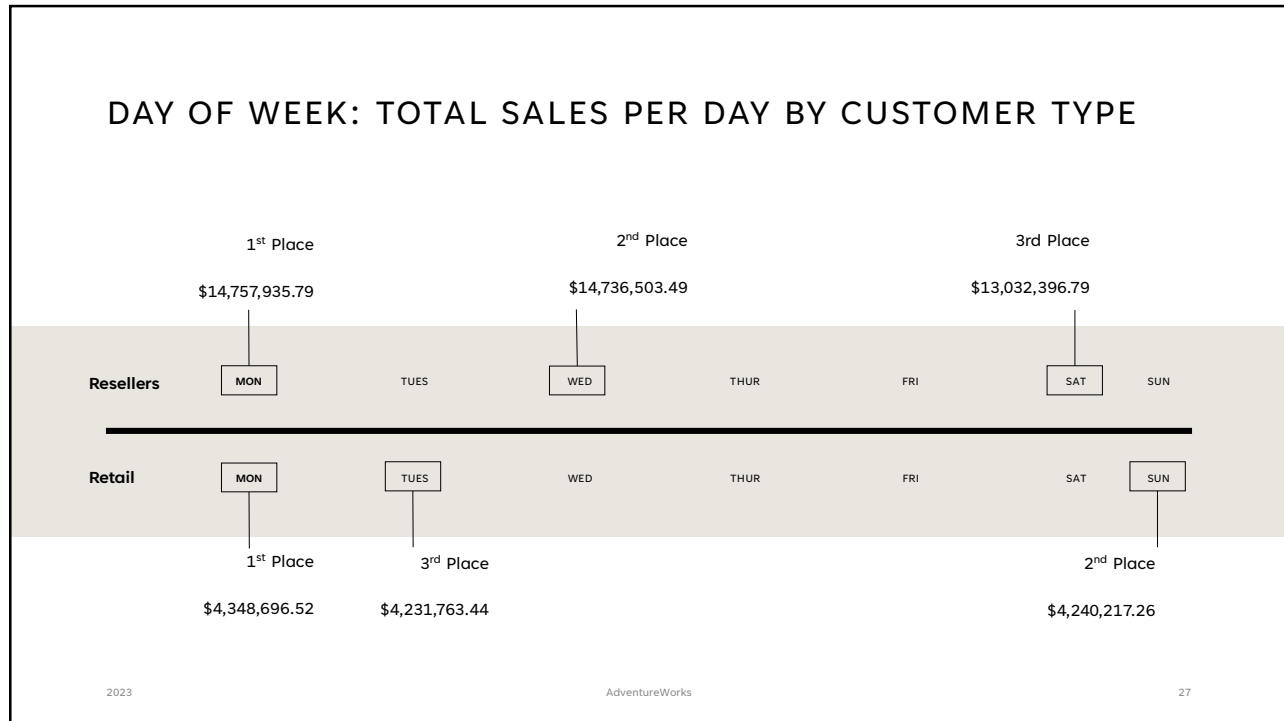


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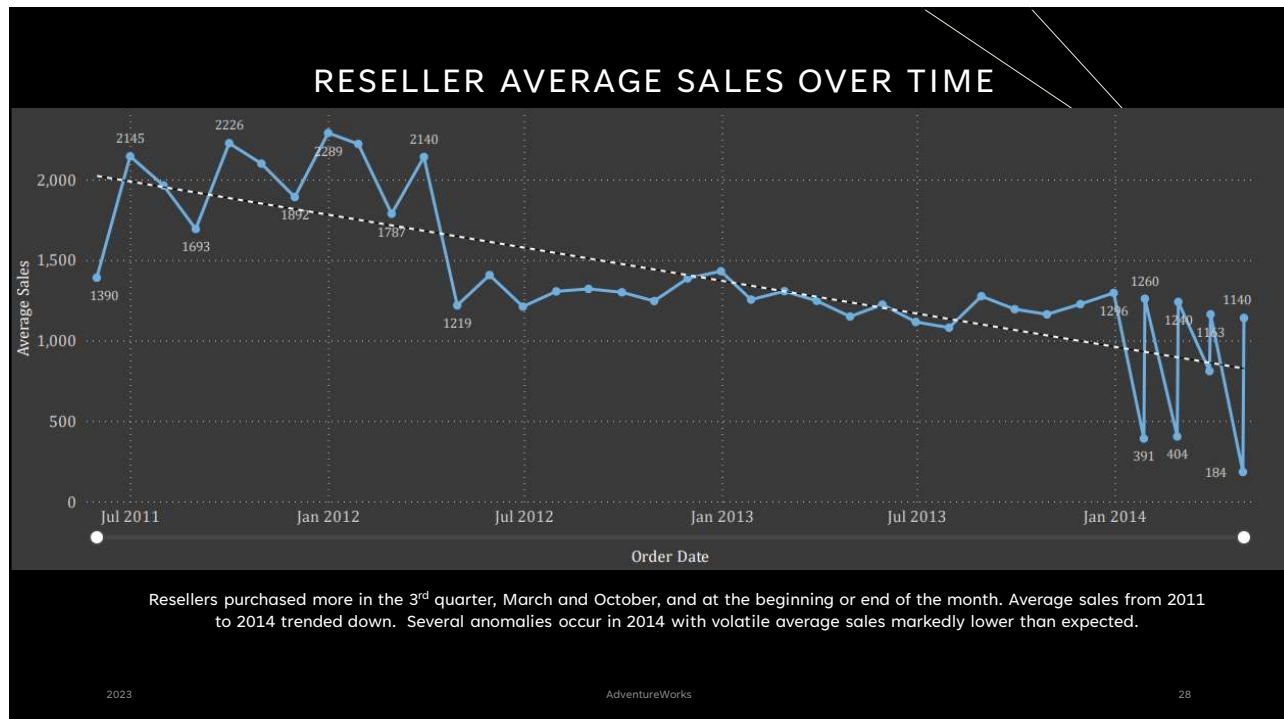
DAY OF MONTH: TOTAL SALES PER DAY BY CUSTOMER TYPE



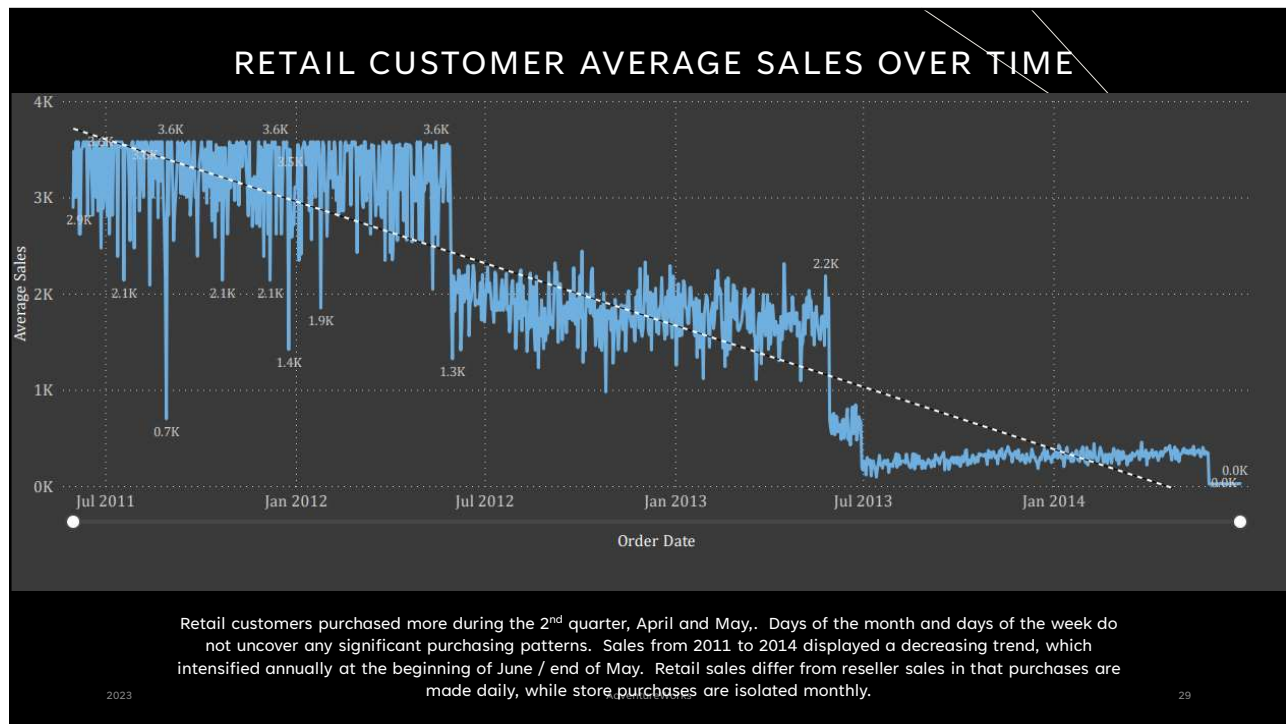
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REACHING OUT: INACTIVE TO ACTIVE CUSTOMERS

Potential gains through conversion

Average sales order total by customer type multiplied by number of reactivated customers



RESELLERS

Store Contacts



RETAIL

Individual Customers



TOTAL

Resellers and Retail Inactive

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AdventureWorks *Active customers: placed order within sales date range

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REACHING OUT: IDEA TO ACTION

Below is a sample result your data analyst can easily retrieve by utilizing a what is called a stored procedure called `GetInactiveCustomers`

ID	EmailAddress	TerritoryID	StoreID	PersonType	FirstName	LastName	PhoneNumber
1849	abraham0@adventure-works.com	4	1850	SC	Abraham	Swearengin	926-555-0136
835	adrian0@adventure-works.com	2	836	SC	Adrian	Dumitrascu	362-555-0121
781	alexander1@adventure-works.com	6	782	SC	Alexander	Deborde	394-555-0176

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PRODUCTION: BALANCE SUPPLY AND DEMAND

Identify production opportunities to meet customer needs

These 4 products have demand that may be too close to supply

We can act to prevent negative values

LL Touring Frame - Blue, 58

Supply > Demand
708

ML Mountain Frame-W - Silver, 38

Supply > Demand
1,229

LL Mountain Frame - Black, 40

Supply > Demand
1,740

LL Touring Frame - Blue, 62

Supply > Demand
2,664

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PRODUCTION: BALANCE SUPPLY AND DEMAND

Identify products that exceed demand

These 4 products have supply that far exceeds demand

We can act to prevent excessive costs

Front Derailleur

Supply > Demand
22,464,734

Rear Derailleur

Supply > Demand
12,735,814

ML Headset

Supply > Demand
6,283,905

LL Road Rear Wheel

Supply > Demand
6,256,388

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ADDRESS WEAKNESSES: PROMOTIONS

Explore possible causes to 2014 decrease in sales. Explore promotion utilization to obtain import, and explore timing of start and end dates to obtain possible relationship to sales decrease

Promotions Utilization by Year and Adjusted Utilization		
Year	Reseller*	Adjusted
2011	\$11,336.39	\$1,889.40
2012	\$5,985,150.76	\$498,762.56
2013	\$17,720,521.57	\$1,476,710.13
2014	\$2,686,656.96	\$447,776.16
Promotion Start and End Count by Year		
	Start Count	End Count
2011	6	0
2012	3	3
2013	6	6
2014	1	7

*Retail customers did not utilize discounts

Reseller utilization is significant. Adjusted utilization in 2014 suggests a possible relationship to decrease in sales.

In 2014, number of discounts ending exceeded number of discounts beginning. In all other years, number beginning was equal to or greater than the number ending.

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ADDRESS WEAKNESSES: PRICE INCREASES

Investigate yearly May price increases to explore relationship to sales decreases

Total List Price Increase by Year		
Year	Total Increase	
2012	\$5,864.21	
2013	\$12,974.60	
Total List Price Increase by Year and Product Category		
	Bikes	Components
2012	\$48,927.56	\$30,275.12
2013	\$79,879.21	\$43,453.31
*yearly adjustments for accessories and clothing were decreases		

*yearly adjustments for accessories and clothing were decreases

Increased prices in 2013 may have initiated sales decreases, which become red in 2014. The increases were mostly in the bike product category.

As accessories and clothing list prices decreased every may, this largely affected resellers.

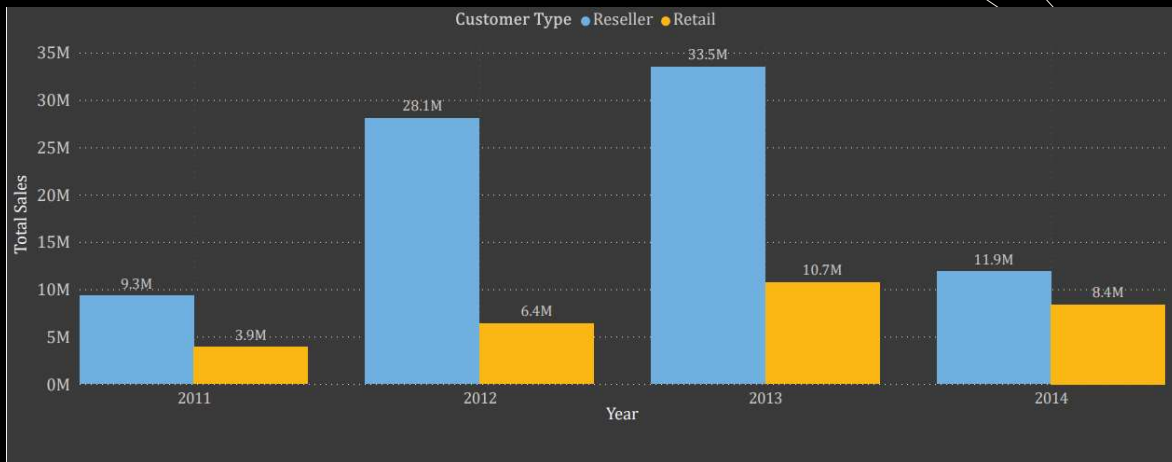
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ADDRESS WEAKNESSES: TOTAL SALES BY YEAR AND CUSTOMER TYPE



Both reseller and retail total sales trended up annually from 2011 to 2013, but trended down steeply from 2013 to 2014

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ADDRESS WEAKNESSES: SALES DECREASES

Compare previous year sales to next year sales, year-over-year

Adjust all year to compare 2014 fairly using average monthly change in sales, dividing year-over-year by number of months of sales data for that year

Year-Over-Year Change in Sales		
Year	Reseller	Retail
2012	\$18,355,149.38	\$2,527,479.73
2013	\$5,756,650.35	\$4,341,527.38
2014	(\$21,205,252.64)	(\$2,359,297.60)
Adjusted Year-Over-Year Change in Sales: Average Monthly Change in Sales		
Year	Reseller	Retail
2012	\$1,529,595.78	\$210,623.31
2013	\$479,720.86	\$361,793.95
2014	(\$3,534,208.80)	(\$393,216.27)

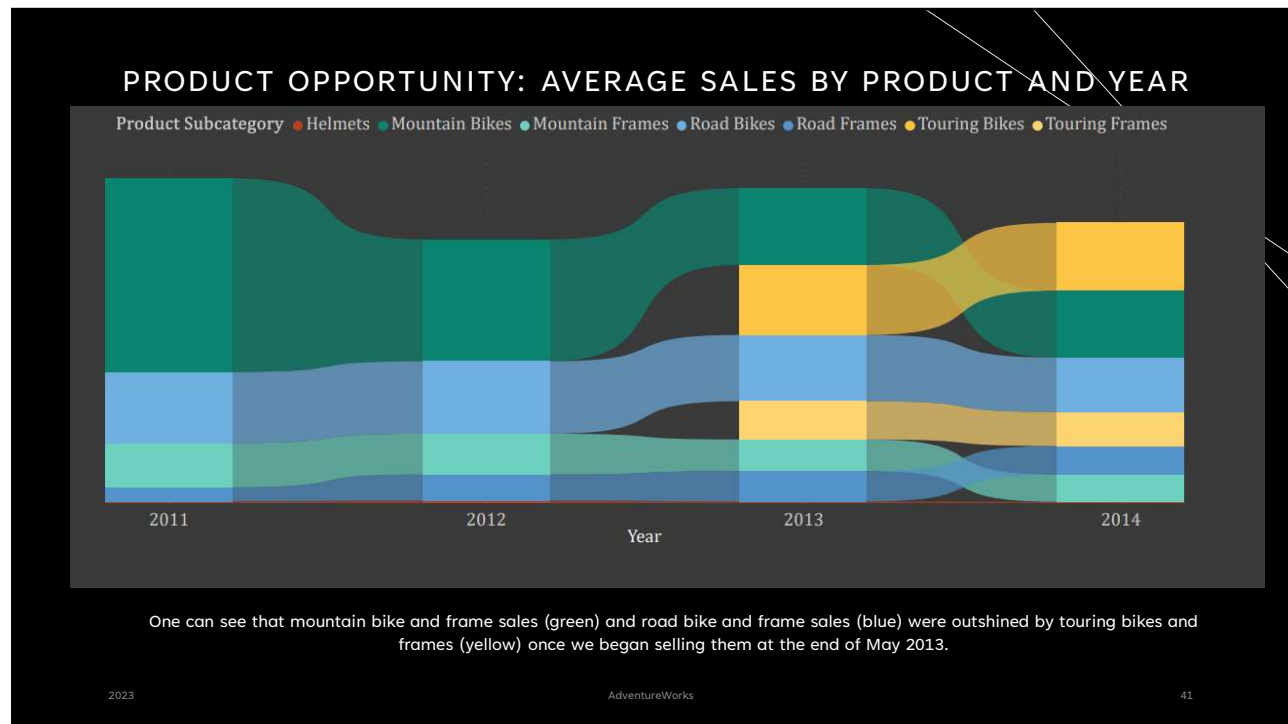
In 2014, year-over-year sales were negative. This held true when the number of months in 2014 were taken into consideration.

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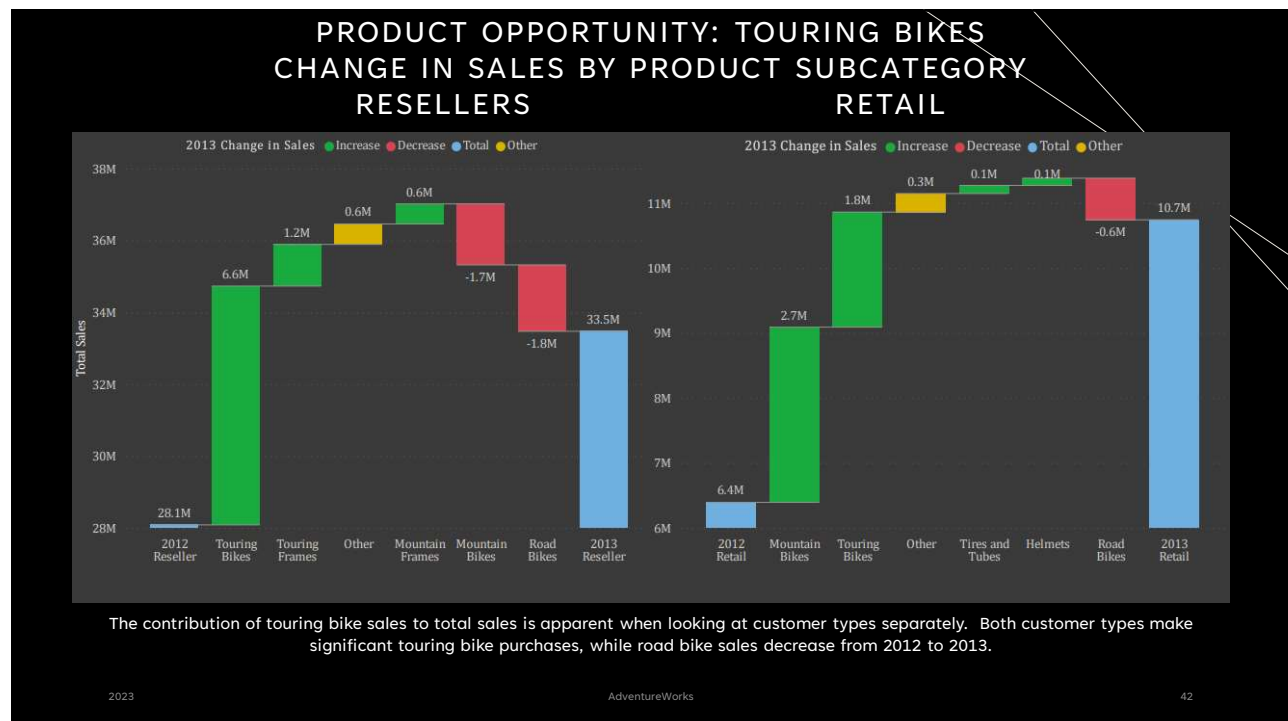
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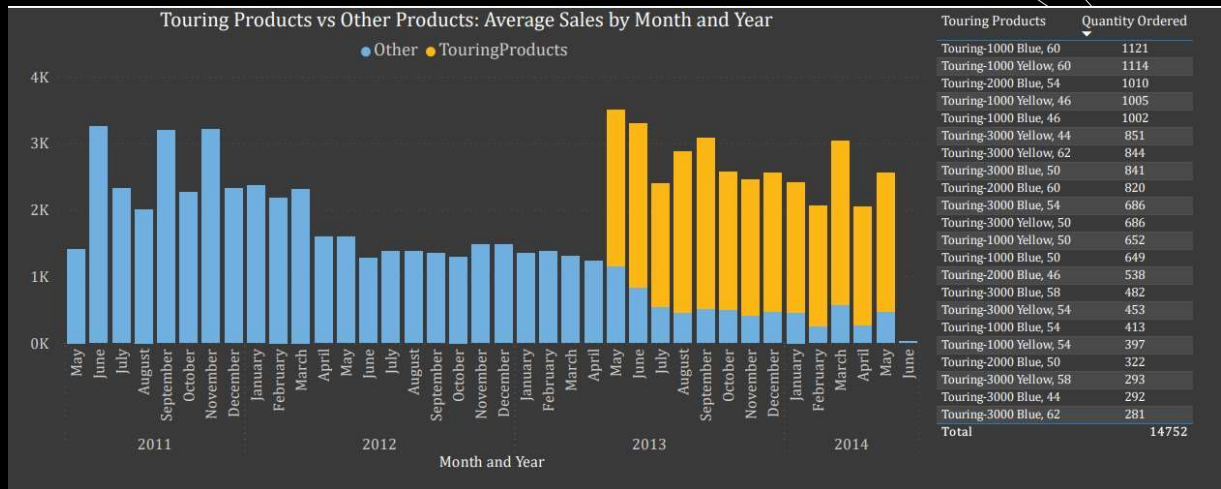


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PRODUCT OPPORTUNITY: TOURING BIKES



When comparing average sales of touring products to all other products, we can see a shift in the cycling customers' priorities.

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UTILIZE STRENGTHS: STRATEGIES FOR SALES INCREASE

Product Opportunity

Touring Bikes

Touring bikes are a newer product with growth opportunities. The first order was placed on 05-30-2013.

Max Total Sales of Touring Products

Resellers

8-30-2013

\$27,893.62

Max Total Sales of Touring Products

Retail

many dates

\$2,384.07

Reseller Totals and Products

Order Quantity: 6,362

Total Sales: \$12,131,505.27

Top Product: **HL Touring Frame**

Retail Totals and Products

Order Quantity: 4,590

Total Sales: \$387,933.82

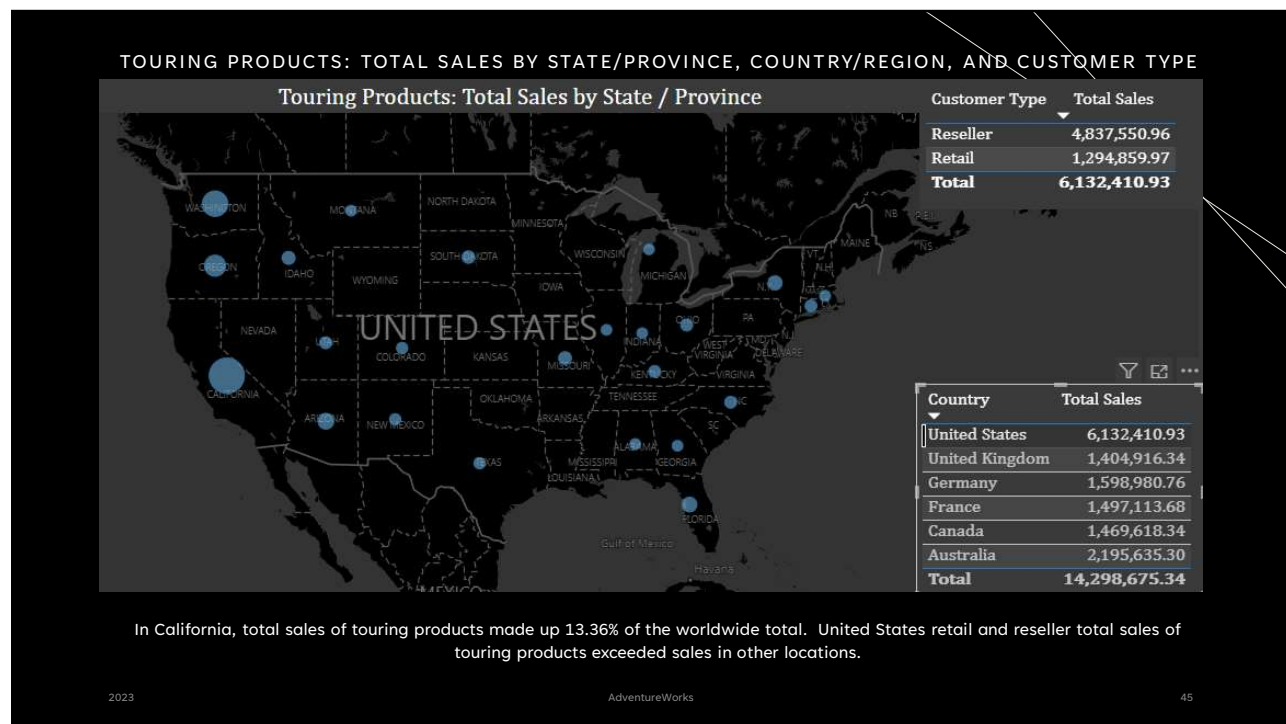
Top Product: **Touring-1000 Bikes**

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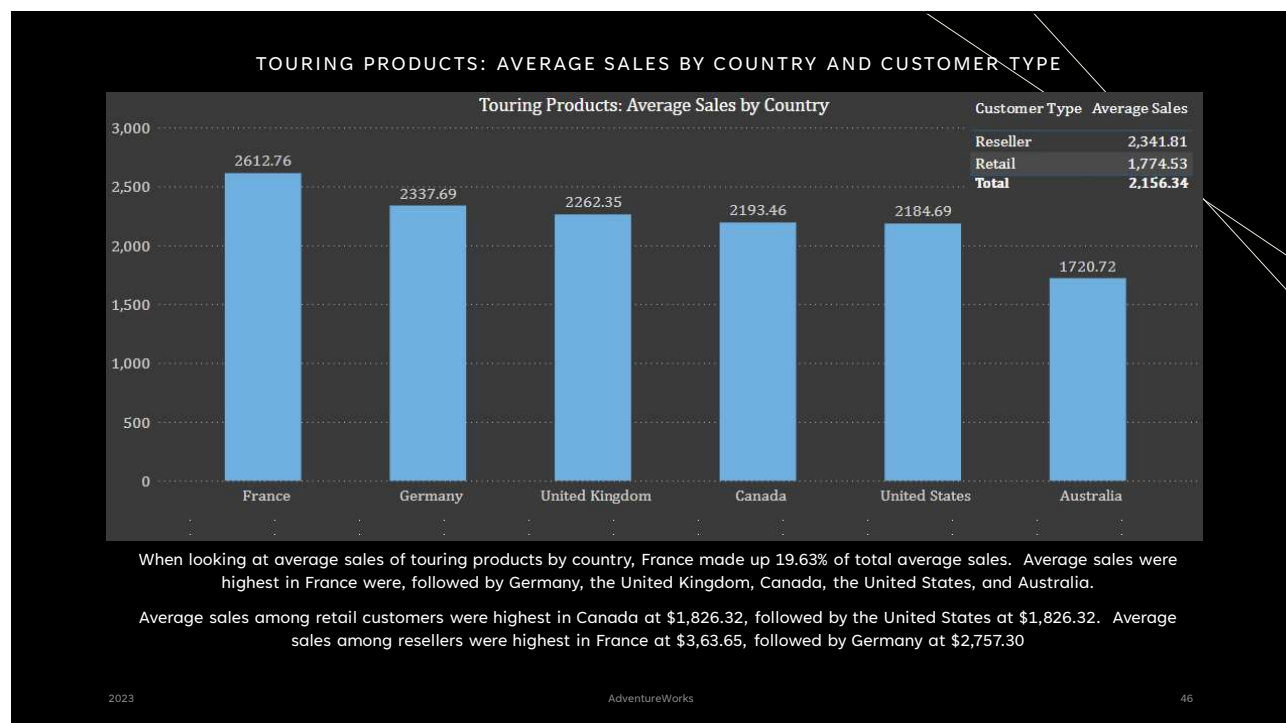
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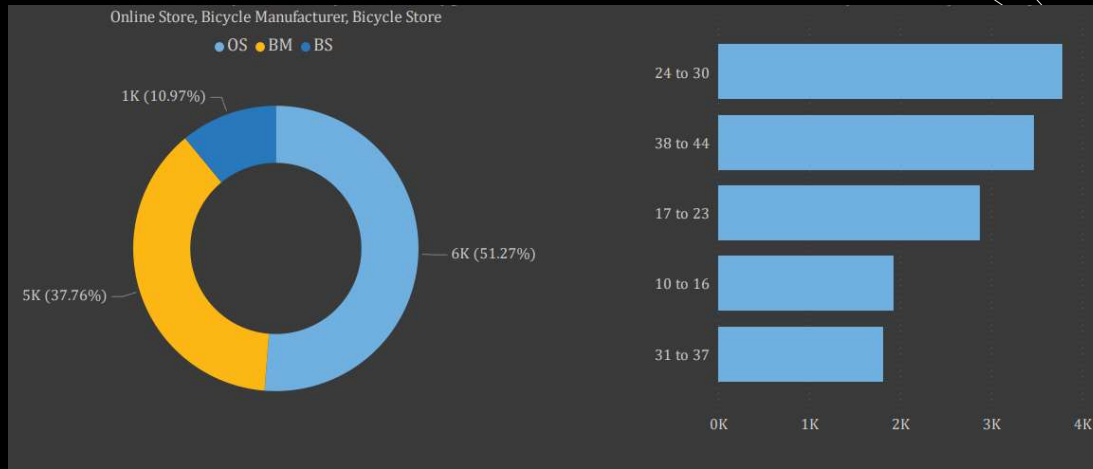


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RESELLERS: QUANTITY ORDERED OF TOURING PRODUCTS



Online stores ordered the greatest total quantity of touring products at 6,452 and accounted for 51.27% of quantity ordered by business type.

Stores open for 24 to 30 years had the highest total quantity ordered at 3,776 touring products.

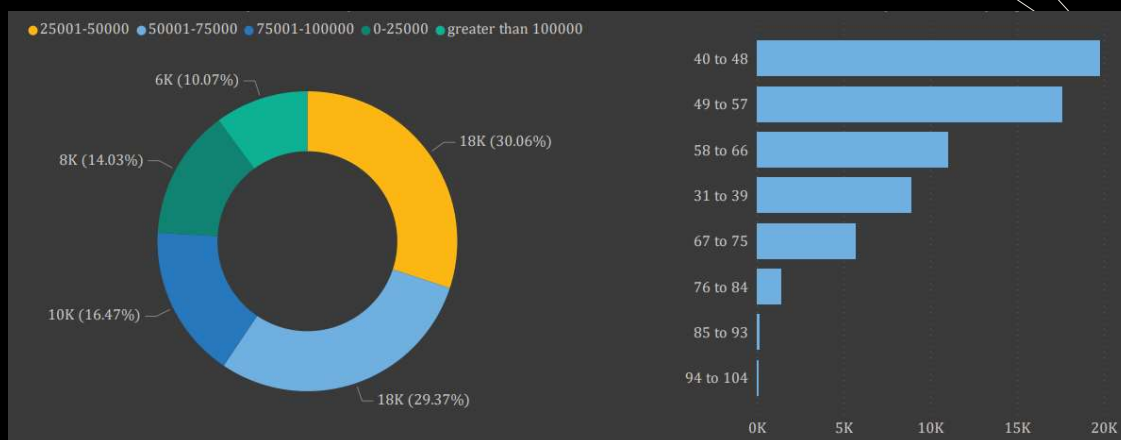
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RETAIL CUSTOMERS: QUANTITY ORDERED OF TOURING PRODUCTS



Retail customers with annual income between \$25,001 and \$50,000 accounted for the highest percentage of total touring products ordered at 30.06%.

The 40 to 48 age group had the highest total quantity ordered at 19,769, accounting for 30.62% of total quantity of touring products ordered.

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SUMMARY AND NEXT STEPS

Sales may be decreasing overall. Smart data-driven actions can help us regain our momentum. We can fine tune list price adjustments on bikes and components to regain our lost resellers. We can balance supply and demand to decrease losses. Our inactive customers are available for conversion. New touring bike product trends are available to expand our customer base and alter our marketing strategies. The future can be bright if we adapt to the changing market.

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THANK YOU

Britta Smith

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