

ADVENTURE WORKS DASHBOARD

Total Revenue
109.85M

Total Orders
31K

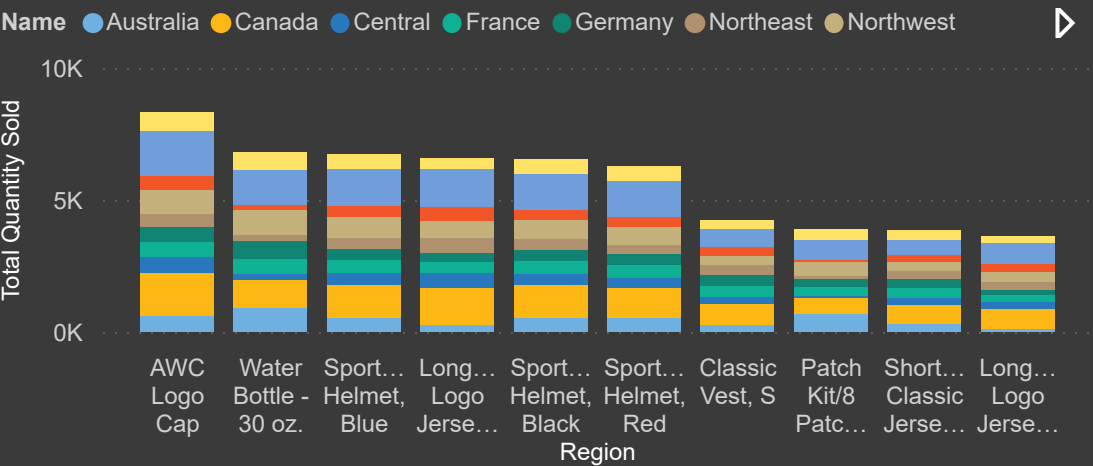
Average Order Value
3.49K

Total Customer
20K

Performance is based on year

All

Total Orders by Region and Product Name



Sales Volume Trend Overtime



Market Insight

Southwest
24,184,609.60
Total Revenue

Canada
16,355,770.45
Total Revenue

Northwest
16,084,942.55
Total Revenue

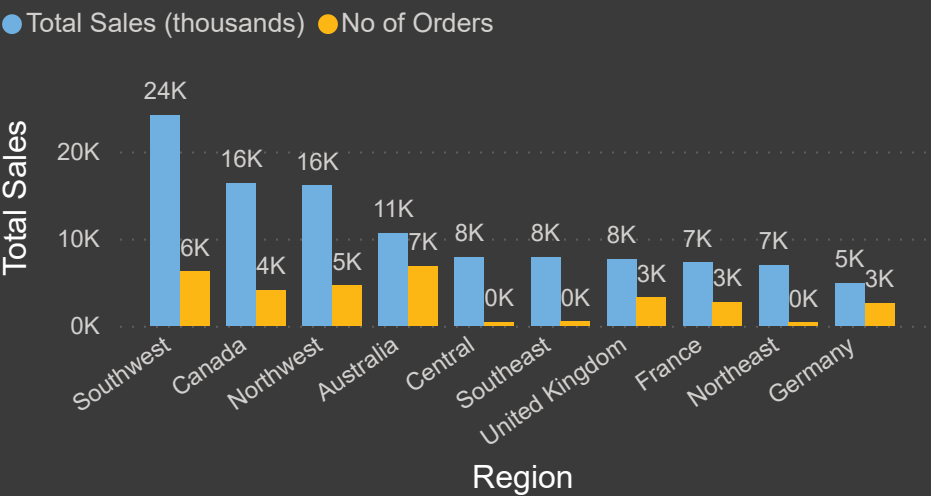
Australia
10,655,335.96
Total Revenue

Central
7,909,009.01
Total Revenue

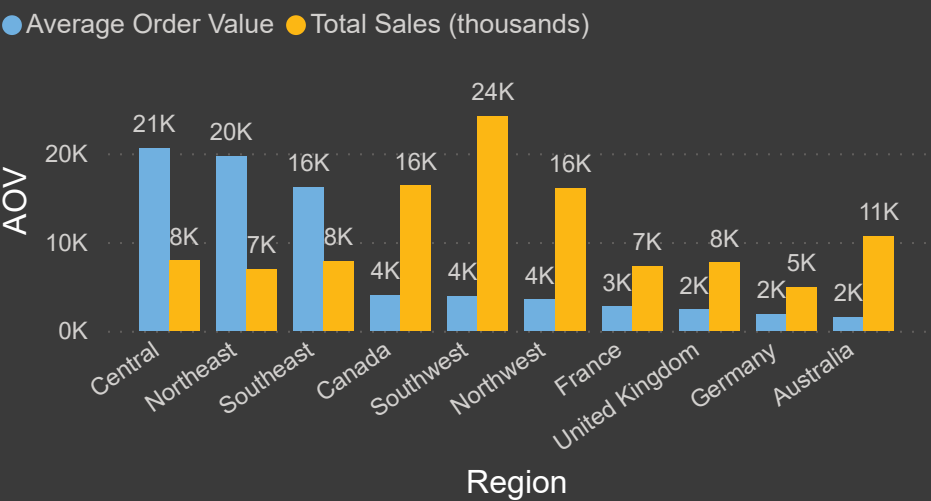
Southeast
7,879,655.07
Total Revenue

United Kingdom
7,670,721.04
Total Revenue

Customer's Purchasing Behavior by Region



Sales Performance by Region



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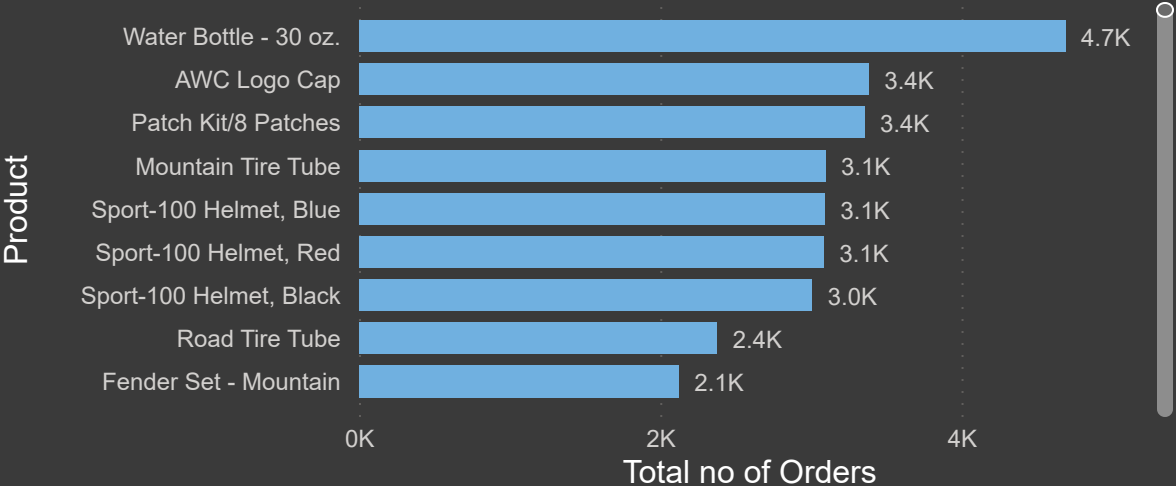
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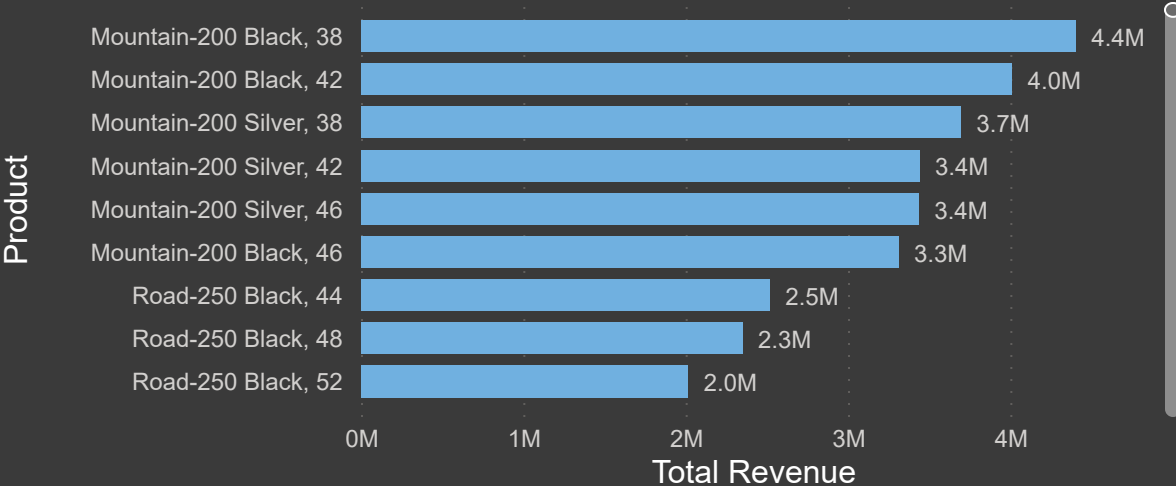
All



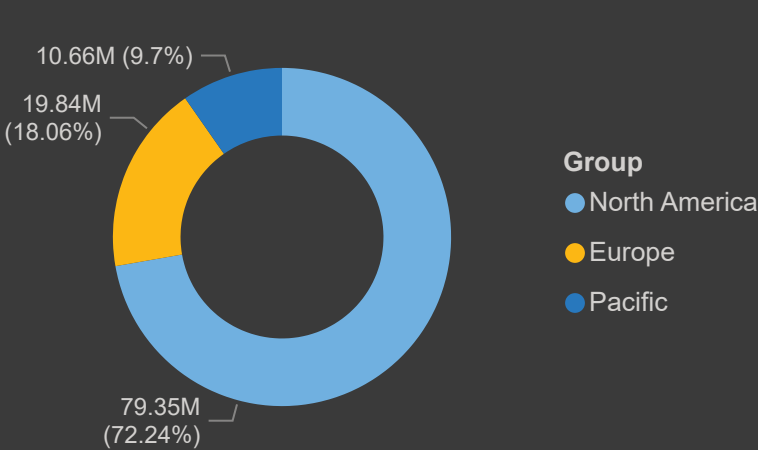
Most Popular Product among Customer



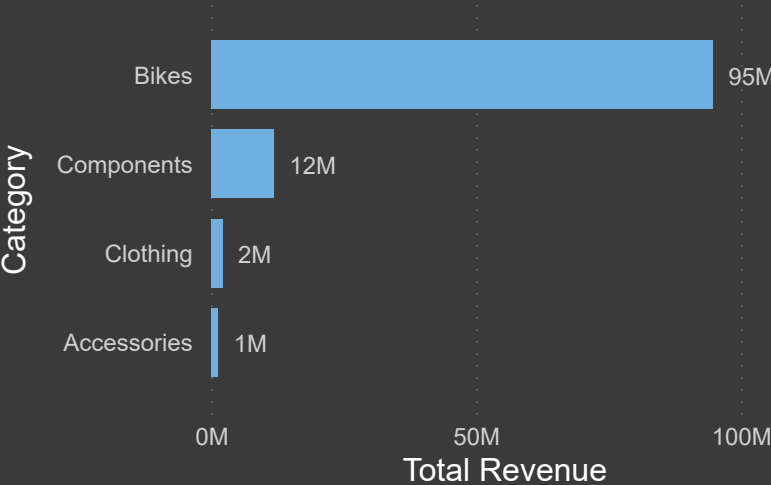
Total Revenue by Product Name



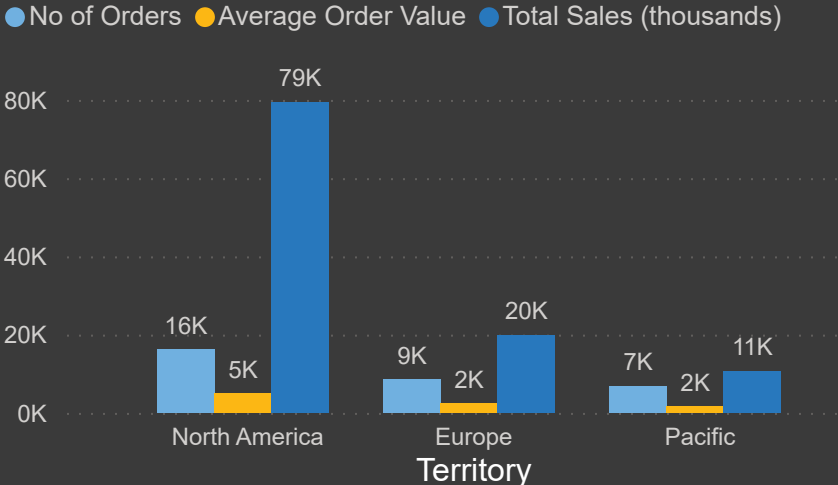
Revenue by Continent



Total Revenue by Product Category



Sales Performance by Territory



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Insight Sales by Year

Through the revenue chart by year, we can observe the instability of the sales. This can be understood because Adventure Works sells seasonal products. The total revenue tends to decrease, specifically decreasing by 90.27% from May 2011 to June 2014. The total revenue decreased in March 2014, with a decrease of 99.32% (\$7.17 million) within a span of three months. The total revenue increased from March 2013 to January 2014 with a growth of \$878K, but starting from March 2014, the revenue significantly decreased. The total revenue dropped sharply from \$7.17 million to \$49K from March 2014 to June 2014.

Looking deeper, we can observe that March, May, July, and October are the months with the highest revenue across the years. Among them, March achieved the highest revenue at \$13.6 million.

Market Sales

North America is the market with the highest sales, accounting for a total revenue of \$79.35 million, equivalent to 72.24% of the overall sales. Following that is Europe with \$19.84 million and the Pacific with \$10.66 million. With offices in various countries, Southwest, Central, Northwest U.S., and Canada contribute to the revenue as well as the number of sales.

Sales by Product Category

Prominent products vary across different national offices, particularly in Central, Northeast, and Southeast U.S.. In these markets, the popular product is AQC logo Caps. Customers in the United States (Central, Northeast, and Southeast) prefer purchasing face-covering products, especially during the peak season in summer. Additionally, fashion trends and preferences contribute to the high revenue of face-covering products. However, many customers in other markets may prefer water bottles as these products help them stay hydrated during the summer. To gain a deeper understanding of customer preferences in each market, in addition to the visualized data on the dashboard, the company can intensify further research to provide accurate conclusions about customer needs

Recommendation Market & Products

Although Australia is not among the markets with the highest sales figures, it can be considered a potential market. Marketing campaigns can be strengthened to promote a diverse range of products, with a focus on clothing, accessories, and bikes to improve average purchases and overall sales.

Regarding the Clothing category, it may be worth considering intensifying marketing strategies to promote related products. Based on the data, this strategic category has the potential to become a top revenue generator, despite currently contributing only a small portion to the overall revenue. In terms of Components, this category should be expanded as it already ranks high in overall sales.

For the Bikes category, which currently holds the highest revenue, it dominates the market in North America and Europe. It could be expanded to countries such as the Netherlands or Denmark, as these are nations with the highest bicycle usage rates in Europe.

Sales Timing

Currently, we observe that the revenue in November is relatively low compared to other times of the year. The company can leverage the timing of Black Friday to boost business in markets worldwide.