**Sales Analysis:**

Over time, we've seen sales levels at Adventure Works fluctuate, with an upward trend in some months followed by dips in others. This pattern is typical for seasonal products like those sold by the company, which tend to see higher demand during outdoor-friendly seasons such as spring and summer.

When we delve into the sales performance, using metrics such as Average Order Value (AOV), total orders, and total revenue, it's clear that North America dominates the company's sales contributions. Europe is the next significant contributor, with the Pacific region trailing behind.

Customers from Southeast, Central, and Northeast, US tend to be high-end customers or purchase more expensive bicycle products (Mostly bikes)

It is worth noting that customers from Australia placed the most number of orders, yet the turnover from this region was relatively low compared to other regions. This implies that customers from this region purchased mostly low-priced bicycle-related products(mostly accessories and clothing)

There are more high-spending customers from Southeast, Central, and Northeast, US and more frequent spenders from Australia with low spending habits

**Strategic Recommendations:**

-Optimise Inventory for Peak Seasons: To capitalise on the peak buying periods, the company should aim to stock more products during the first five months of the year. This aligns with the trend of higher order volumes and could lead to an increase in sales and profits.

**Expansion Opportunities:**

- Given the strong sales foundation, Adventure Works should explore the possibility of expanding its operations into Asia and Africa. This strategic move could further enhance sales revenue and overall profitability.

- ( Research from google)Focusing on bicycle-dense countries like Denmark and the Netherlands—where the bikes per person rate is an astounding 0.99—presents a significant market opportunity. With Adventure Works already having a footprint in major parts of Europe, entering these markets could significantly boost sales and profit margins.

-( Research from google) Leverage the Bicycle Accessories Market: The global bicycle accessories market is on an upward trajectory, estimated to increase from $11.43 billion in 2024 to around $12.14 billion in 2025, according to Grand View Research. The company should seize this growth potential to expand its market share and improve profitability.

- Unlocking the Pacific Region's Potential: With the lowest Average Order Value and sales, the Pacific region, particularly Australia, holds considerable potential. The company should implement robust and innovative marketing strategies, diversify its product range, and introduce new offerings in clothing, accessories, and bicycles.

- Focus on E-commerce: With internet sales showing an increase over the last two years, it's crucial for the company to enhance the online shopping experience. This includes refining the website's design, providing detailed product information, and delivering excellent customer service.

- Regional Sales Monitoring: Although the majority of sales come from North America, it's important for the company to closely monitor sales performance in other regions. Identifying areas with lower sales and investing in targeted marketing campaigns can raise brand awareness and stimulate sales growth.