

Adventure Works Business Insights Hub

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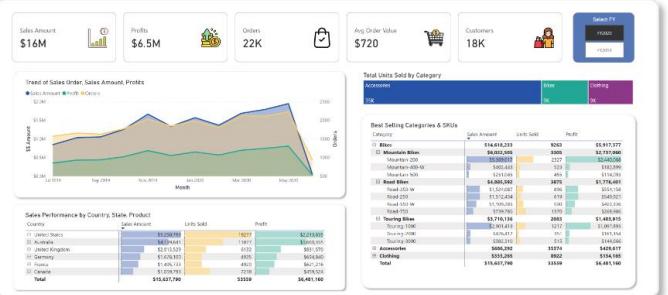
Reseller

Product

Data

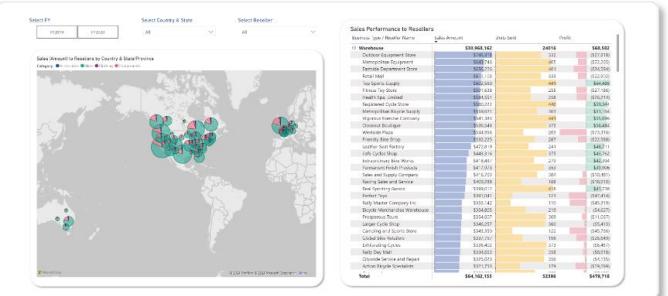
Report

Executive summary (sales report)



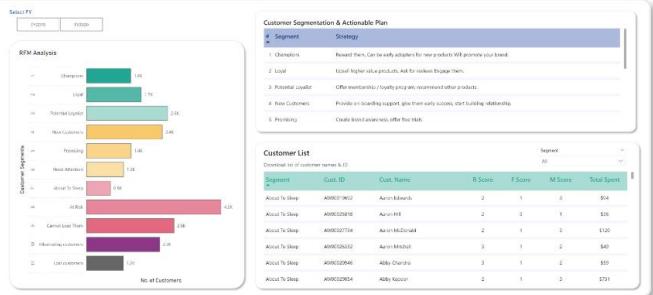
Reseller

Evaluate reseller performance



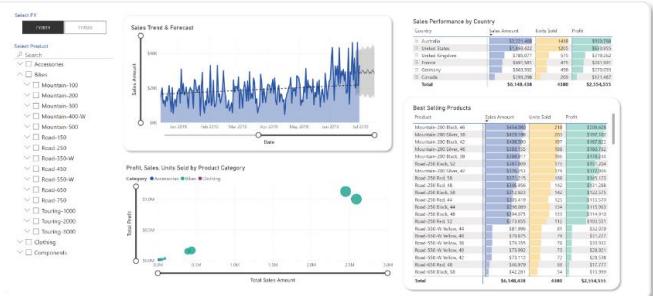
Customer

Analyze strategic customer segments (RFM) for targeted marketing



Product

Track product sales, top-performing SKUs, and demand forecast



Order

Analyze order volume, trend, and purchasing behavior



Data

Export raw data for further analysis

This interface allows users to export raw data. It shows a table of customer orders with columns for Sales Order, Order Value, Channel, Cust ID, Segment, Product, SKU, Category, Unit Price, Revenue, Cost, and Profit. The table includes several rows of order data, such as Sales Order 627903 with Order Value \$610.00 and Sales Order 627910 with Order Value \$1,210.00.

Click on a page
to get started!





Adventure Works - Sales Report

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Sales Amount
\$16M



Profits
\$6.5M



Orders
22K



Avg Order Value
\$720



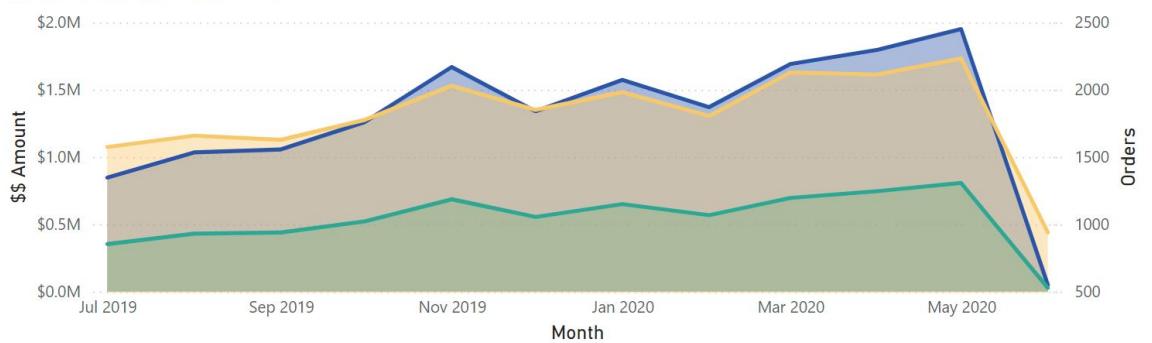
Customers
18K



Select FY
FY2020
FY2019

Trend of Sales Order, Sales Amount, Profits

● Sales Amount ● Profit ● Orders



Sales Performance by Country, State, Product

Country	Sales Amount	Units Sold	Profit
United States	\$5,250,793	19277	\$2,213,655
Australia	\$4,139,841	11077	\$1,660,355
United Kingdom	\$2,013,529	6132	\$831,570
Germany	\$1,678,100	4935	\$694,840
France	\$1,495,733	4920	\$621,216
Canada	\$1,059,793	7218	\$459,524
Total	\$15,637,790	53559	\$6,481,160

Total Units Sold by Category

Accessories	Bikes	Clothing
35K	9K	9K

Best Selling Categories & SKUs

Category	Sales Amount	Units Sold	Profit
■ Bikes	\$14,618,233	9263	\$5,917,377
■ Mountain Bikes	\$6,022,505	3305	\$2,737,060
Mountain-200	\$5,369,017	2327	\$2,440,068
Mountain-400-W	\$402,443	523	\$182,899
Mountain-500	\$251,045	455	\$114,093
■ Road Bikes	\$4,885,592	3875	\$1,776,401
Road-350-W	\$1,524,087	896	\$554,158
Road-250	\$1,512,434	619	\$549,921
Road-550-W	\$1,109,285	990	\$403,336
Road-750	\$739,786	1370	\$268,986
■ Touring Bikes	\$3,710,136	2083	\$1,403,915
Touring-1000	\$2,901,413	1217	\$1,097,895
Touring-2000	\$426,412	351	\$161,354
Touring-3000	\$382,310	515	\$144,666
■ Accessories	\$686,292	35374	\$429,617
■ Clothing	\$333,265	8922	\$134,165
Total	\$15,637,790	53559	\$6,481,160

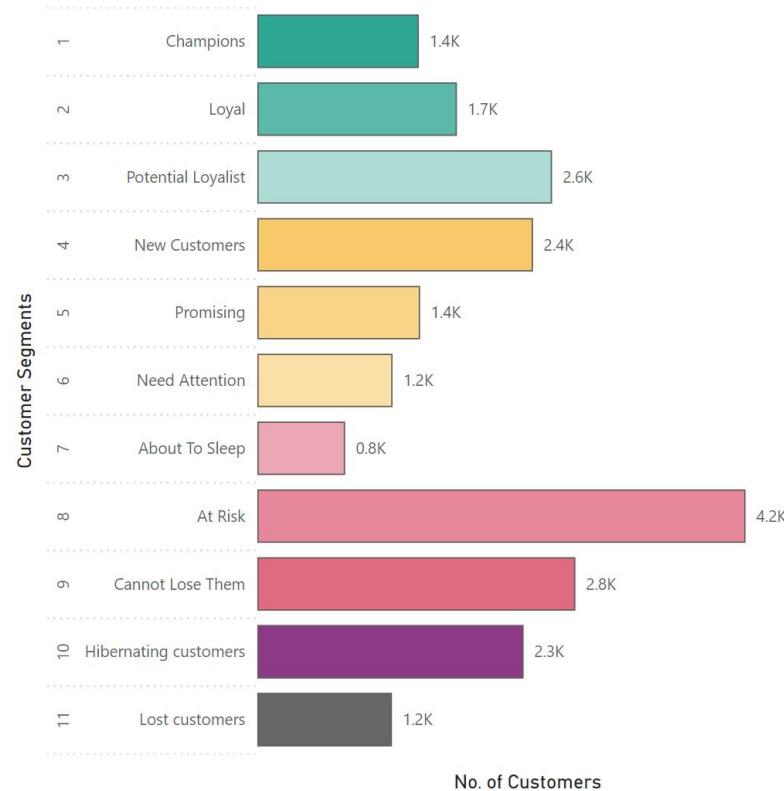


Select FY

FY2019

FY2020

RFM Analysis



Customer Segmentation & Actionable Plan

#	Segment	Strategy
1	Champions	Reward them. Can be early adopters for new products Will promote your brand.
2	Loyal	Upsell higher value products. Ask for reviews Engage them.
3	Potential Loyalist	Offer membership / loyalty program, recommend other products.
4	New Customers	Provide on-boarding support, give them early success, start building relationship.
5	Promising	Create brand awareness, offer free trials

Customer List

Download list of customer names & ID

Segment
All

Segment	Cust. ID	Cust. Name	R Score	F Score	M Score	Total Spent
About To Sleep	AW00019692	Aaron Edwards	2	1	3	\$94
About To Sleep	AW00025818	Aaron Hill	2	3	1	\$36
About To Sleep	AW00027734	Aaron McDonald	2	1	3	\$120
About To Sleep	AW00026332	Aaron Mitchell	3	1	2	\$49
About To Sleep	AW00020946	Abby Chandra	3	1	2	\$59
About To Sleep	AW00029054	Abby Kapoor	2	1	3	\$751

Adventure Works - Orders Analysis

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Reseller

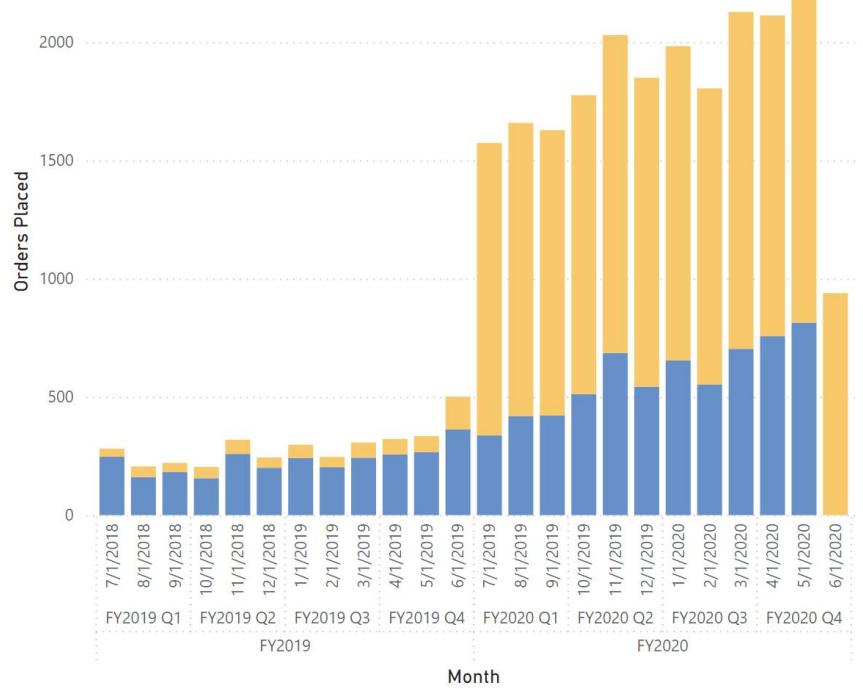
Product

Data

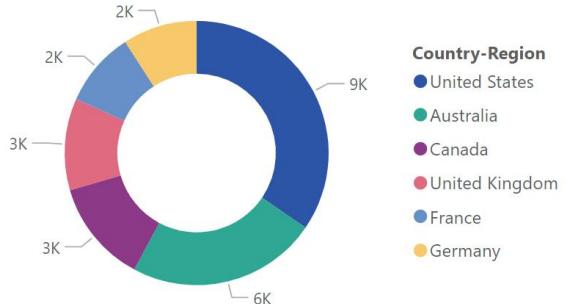
Select FY

Trend of Sales Orders

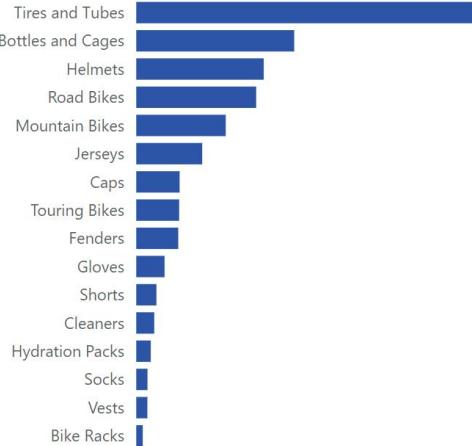
- High AOV Order (>1000)
- Low AOV Order (<=1000)



Sales Orders by Country



Sales Orders by Product Type



Sales Orders: Day & Month Analysis (Heatmap)





Adventure Works - Reseller Performance

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Select FY

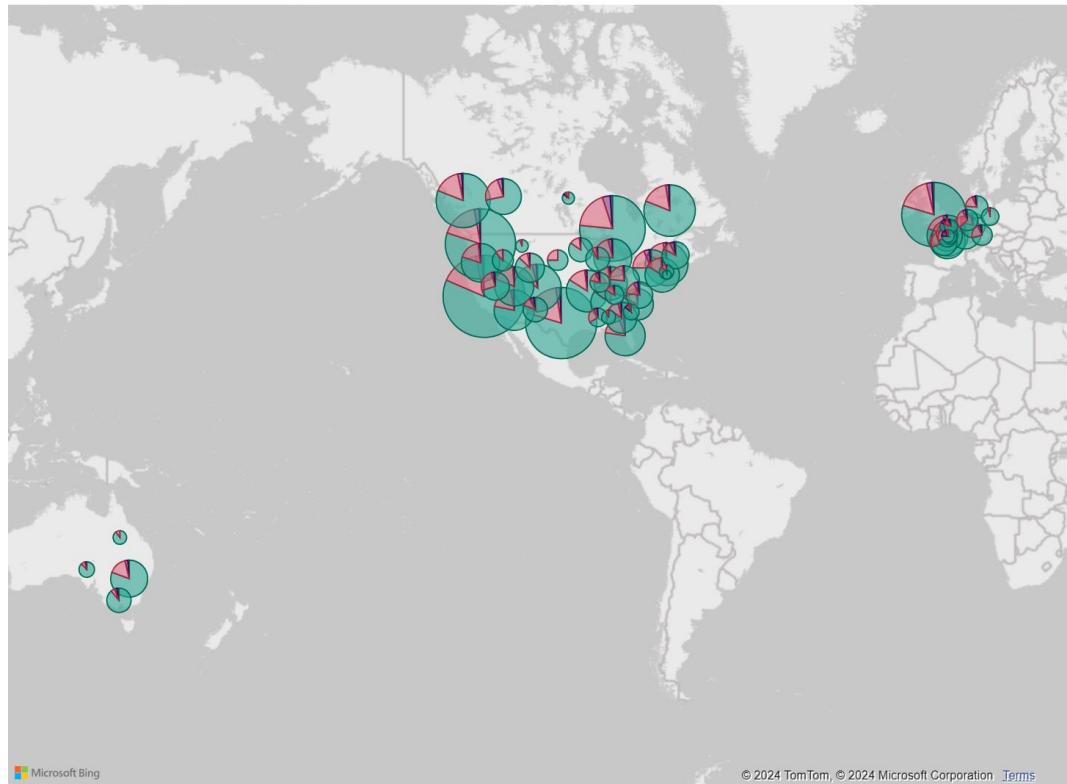
 FY2019
 FY2020

Select Country & State

Select Reseller

Sales (Amount) to Resellers by Country & State/Province

Category ● Accessories ● Bikes ● Clothing ● Components



Sales Performance to Resellers

Business Type / Reseller Name

Business Type / Reseller Name	Sales Amount	Units Sold	Profit
Warehouse	\$30,968,162	24016	\$68,582
Outdoor Equipment Store	\$746,318	332	(\$27,918)
Metropolitan Equipment	\$643,746	405	(\$22,265)
Eastside Department Store	\$636,226	401	(\$34,584)
Retail Mall	\$611,103	333	(\$22,902)
Top Sports Supply	\$602,560	441	\$64,488
Fitness Toy Store	\$591,638	255	(\$27,186)
Health Spa, Limited	\$584,551	258	(\$26,214)
Registered Cycle Store	\$580,222	440	\$59,344
Metropolitan Bicycle Supply	\$559,621	303	\$51,164
Vigorous Exercise Company	\$541,383	441	\$55,696
Closeout Boutique	\$536,546	375	\$56,484
Westside Plaza	\$534,956	203	(\$73,316)
Friendly Bike Shop	\$532,225	287	(\$22,588)
Leather Seat Factory	\$472,819	241	\$48,711
Safe Cycles Shop	\$443,316	375	\$43,762
Extraordinary Bike Works	\$418,437	279	\$42,394
Permanent Finish Products	\$417,973	353	\$39,906
Sales and Supply Company	\$416,703	304	(\$10,481)
Racing Sales and Service	\$409,288	188	(\$18,910)
Real Sporting Goods	\$399,012	418	\$41,738
Perfect Toys	\$391,041	123	(\$47,414)
Rally Master Company Inc	\$355,142	110	(\$45,319)
Bicycle Merchandise Warehouse	\$354,805	219	(\$4,627)
Prosperous Tours	\$354,607	369	(\$11,067)
Larger Cycle Shop	\$346,257	360	(\$5,413)
Camping and Sports Store	\$343,350	122	(\$45,766)
Global Bike Retailers	\$337,757	196	(\$26,649)
Exhilarating Cycles	\$336,402	373	(\$6,457)
Rally Day Mall	\$334,663	358	(\$8,918)
Citywide Service and Repair	\$325,023	356	(\$4,135)
Action Bicycle Specialists	\$321,753	179	(\$29,299)
Total	\$64,162,155	52396	\$479,718



Adventure Works - Products & Demand Forecasting

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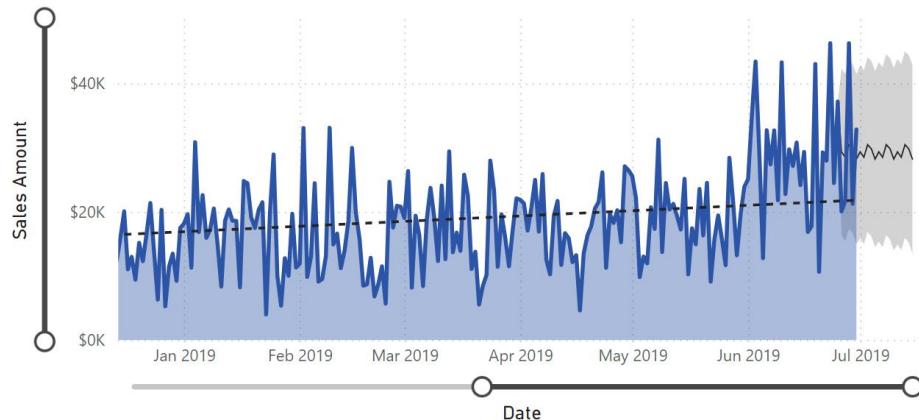
Select FY

FY2019
FY2020

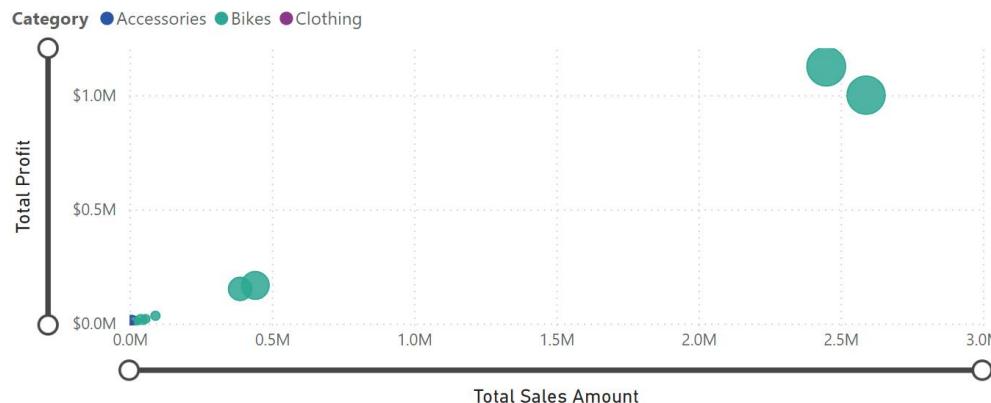
Select Product

- Search
- Accessories
- Bikes
 - Mountain-100
 - Mountain-200
 - Mountain-300
 - Mountain-400-W
 - Mountain-500
- Road-150
- Road-250
- Road-350-W
- Road-450
- Road-550-W
- Road-650
- Road-750
- Touring-1000
- Touring-2000
- Touring-3000
- Clothing
- Components

Sales Trend & Forecast



Profit, Sales, Units Sold by Product Category



Sales Performance by Country

Country	Sales Amount	Units Sold	Profit
Australia	\$2,221,468	1418	\$930,768
United States	\$1,493,422	1205	\$630,955
United Kingdom	\$785,077	575	\$319,262
France	\$691,581	475	\$281,991
Germany	\$663,592	498	\$270,093
Canada	\$293,298	209	\$121,487
Total	\$6,148,438	4380	\$2,554,555

Best Selling Products

Product	Sales Amount	Units Sold	Profit
Mountain-200 Black, 46	\$454,080	218	\$208,628
Mountain-200 Silver, 38	\$429,198	203	\$197,102
Mountain-200 Black, 42	\$408,590	197	\$187,822
Mountain-200 Silver, 46	\$393,155	188	\$180,782
Mountain-200 Black, 38	\$388,017	186	\$178,244
Road-250 Black, 52	\$387,009	175	\$151,204
Mountain-200 Silver, 42	\$376,253	179	\$172,906
Road-250 Red, 58	\$371,215	168	\$145,123
Road-250 Red, 48	\$346,956	142	\$131,288
Road-250 Black, 58	\$312,923	142	\$122,575
Road-250 Red, 44	\$305,419	125	\$115,570
Road-250 Black, 44	\$298,089	134	\$115,963
Road-250 Black, 48	\$294,075	133	\$114,910
Road-250 Red, 52	\$273,655	112	\$103,551
Road-550-W Yellow, 44	\$81,996	81	\$32,079
Road-550-W Yellow, 48	\$79,875	79	\$31,277
Road-550-W Yellow, 38	\$79,355	78	\$30,932
Road-550-W Yellow, 40	\$73,992	73	\$28,921
Road-550-W Yellow, 42	\$73,112	72	\$28,538
Road-650 Red, 48	\$46,979	60	\$17,777
Road-650 Black, 58	\$42,281	54	\$15,999
Total	\$6,148,438	4380	\$2,554,555



Customer ID		Segment		SKU		FY		Order Value	
All		All		All		All		\$2.29	\$2,641.23

Sales Order	Order Value	Order Line	Channel	Cust. ID	Segment	Product	SKU	Category	Unit Price	Revenue	Cost	Profits
SO75123	\$190.0	SO75123 - 1	Internet	AW00018759	Potential Loyalist	Fender Set - Mountain	FE-6654	Accessories	\$22.0	\$22.0	\$8.2	\$13.8
SO75123	\$190.0	SO75123 - 2	Internet	AW00018759	Potential Loyalist	All-Purpose Bike Stand	ST-1401	Accessories	\$159.0	\$159.0	\$59.5	\$99.5
SO75123	\$190.0	SO75123 - 3	Internet	AW00018759	Potential Loyalist	AWC Logo Cap	CA-1098	Clothing	\$9.0	\$9.0	\$6.9	\$2.1
SO75122	\$31.0	SO75122 - 1	Internet	AW00015868	Potential Loyalist	Fender Set - Mountain	FE-6654	Accessories	\$22.0	\$22.0	\$8.2	\$13.8
SO75122	\$31.0	SO75122 - 2	Internet	AW00015868	Potential Loyalist	AWC Logo Cap	CA-1098	Clothing	\$9.0	\$9.0	\$6.9	\$2.1
SO75121	\$75.0	SO75121 - 1	Internet	AW00015251	Potential Loyalist	Mountain Tire Tube	TT-M928	Accessories	\$5.0	\$5.0	\$1.9	\$3.1
SO75121	\$75.0	SO75121 - 2	Internet	AW00015251	Potential Loyalist	HL Mountain Tire	TI-M823	Accessories	\$35.0	\$35.0	\$13.1	\$21.9
SO75121	\$75.0	SO75121 - 3	Internet	AW00015251	Potential Loyalist	Sport-100 Helmet, Red	HL-U509-R	Accessories	\$35.0	\$35.0	\$13.1	\$21.9
SO75120	\$85.0	SO75120 - 1	Internet	AW00018749	Potential Loyalist	Fender Set - Mountain	FE-6654	Accessories	\$22.0	\$22.0	\$8.2	\$13.8
SO75120	\$85.0	SO75120 - 2	Internet	AW00018749	Potential Loyalist	Short-Sleeve Classic Jersey, XL	SJ-0194-X	Clothing	\$54.0	\$54.0	\$41.6	\$12.4
SO75120	\$85.0	SO75120 - 3	Internet	AW00018749	Potential Loyalist	AWC Logo Cap	CA-1098	Clothing	\$9.0	\$9.0	\$6.9	\$2.1
SO75119	\$42.3	SO75119 - 1	Internet	AW00011981	Potential Loyalist	Mountain Tire Tube	TT-M928	Accessories	\$5.0	\$5.0	\$1.9	\$3.1

Total \$51,654,731.5

\$21,786,227.8 \$21,786,227.8 \$12,750,512.8 \$9,035,715.0