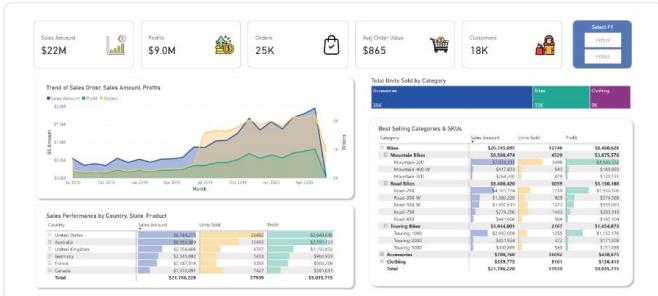


Adventure Works Business Insights Hub

Pages Home Report Customer Order Reseller Product Data

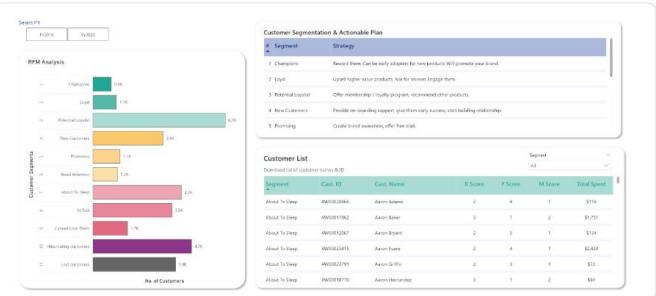
Report

Executive summary (sales report)



Customer

Analyze strategic customer segments (RFM) for targeted marketing



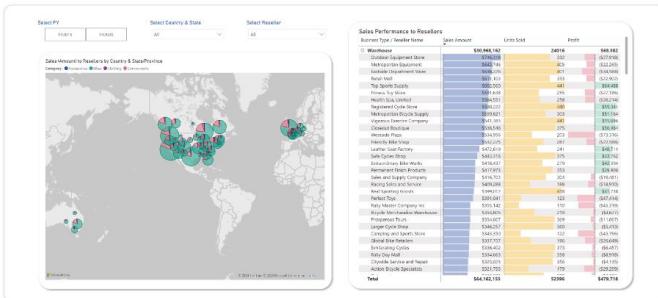
Order

Analyze order volume, trend, and purchasing behavior



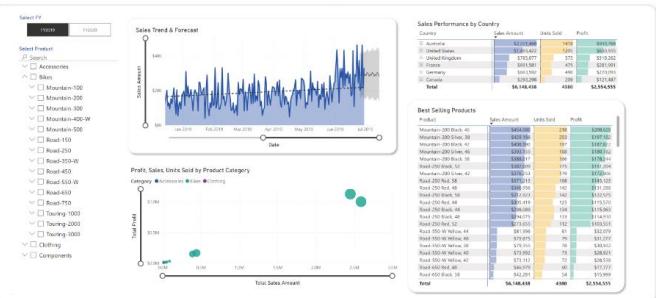
Reseller

Evaluate reseller performance



Product

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



Data

Export raw data for further analysis

A large table titled "Sales Order" containing raw data for 30 sales orders. The columns include Customer ID, Order Date, Order Time, Channel, Cost ID, Segment, Product, SKU, Category, Unit Price, Revenue, and Cost/Profit.

Last Data Timestamp: 6/15/2020

Last Refreshed: 11/13/2024

Click on a page
to get started!



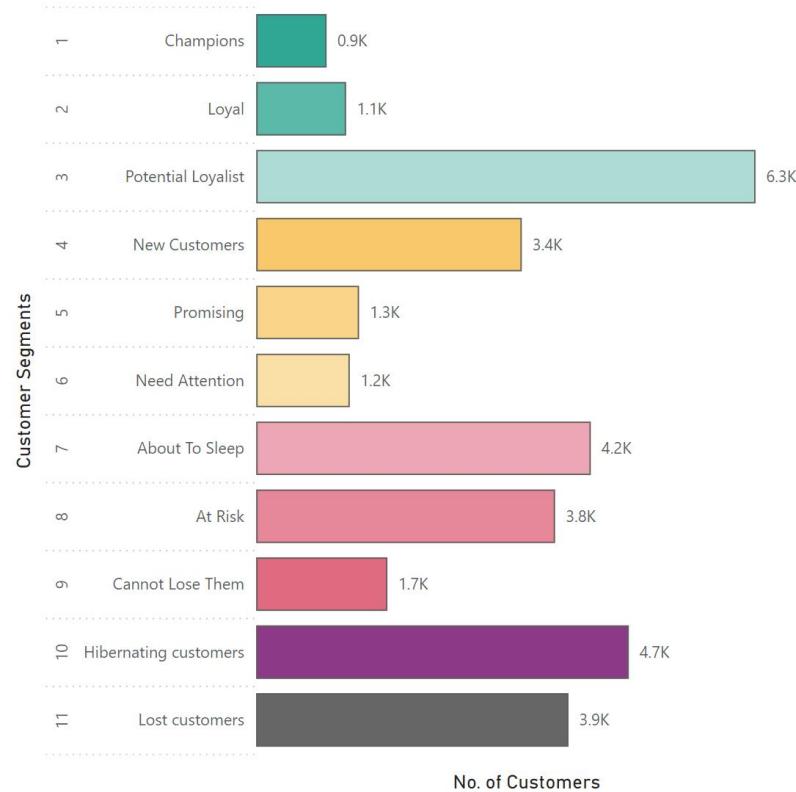


Select FY

FY2019

FY2020

RFM Analysis



Customer Segmentation & Actionable Plan

Segment Strategy

- | # | 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	AW00028866	Aaron Adams	2	4	1	\$118
About To Sleep	AW00017862	Aaron Baker	3	1	2	\$1,751
About To Sleep	AW00012067	Aaron Bryant	2	5	1	\$134
About To Sleep	AW00025415	Aaron Evans	2	4	1	\$2,433
About To Sleep	AW00023791	Aaron Griffin	2	3	1	\$72
About To Sleep	AW00018770	Aaron Hernandez	3	1	2	\$94



Adventure Works - Reseller Performance

Home

Report

Customer

Order

Reseller

Product

Data

Select FY

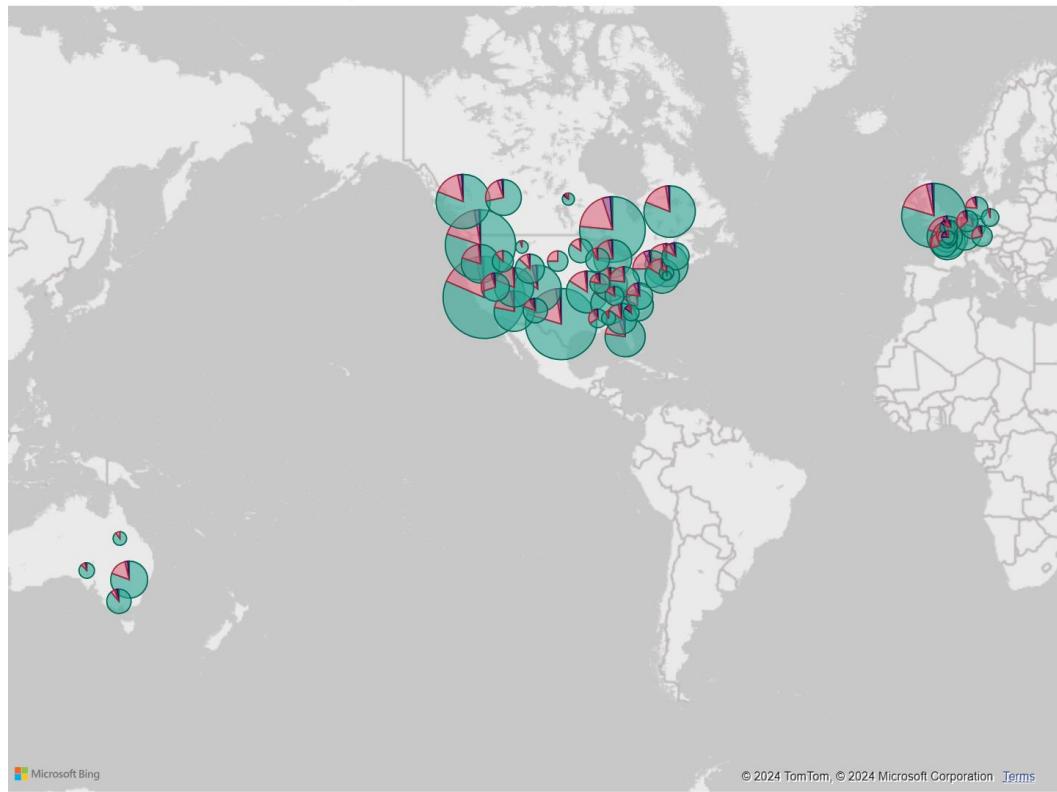
 FY2019
 FY2020

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 - Sales Data Download

[Home](#)[Report](#)[Customer](#)[Order](#)[Reseller](#)[Product](#)[Data](#)

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

[Clear all slicers](#)

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