

Growth over the Years

Revenue

3.51M

Revenue YoY %

20.73%

Total Cost

3.46M

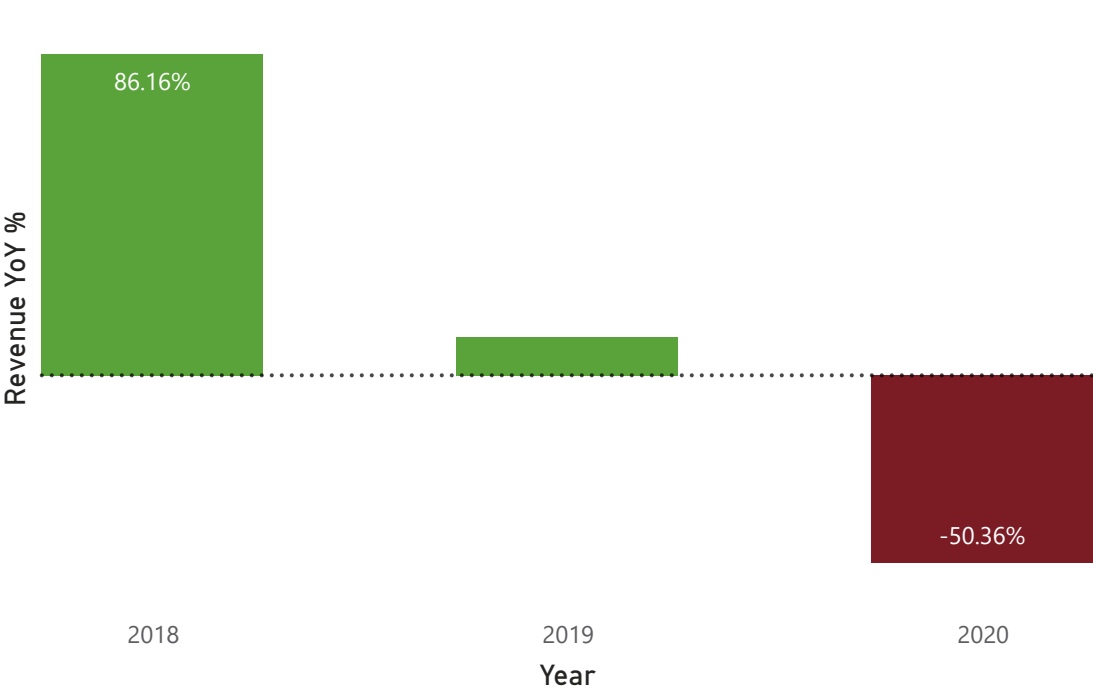
Profit Margin

1.31%

Revenue and Revenue PY by Year



Revenue YoY % by Year



Key Insights

- From 2017 to 2019, Adventure Works had a significant growth at 86% increase in sales.
- From 2019 to 2020, Adventure Works had a steep (50%) decline in sales.
- Although the company has an overall growth of 21%, the profit margin is minimal (1.31%)

Product Performance Analysis

Revenue

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Revenue YoY %

20.73%

Total Cost

3.46M

Units Sold

7K

Accessories

\$7,066.32

Total Sales

286

Units Sold

Bikes

\$29,08,497.81

Total Sales

3016

Units Sold

Clothing

\$31,308.59

Total Sales

1129

Units Sold

Components

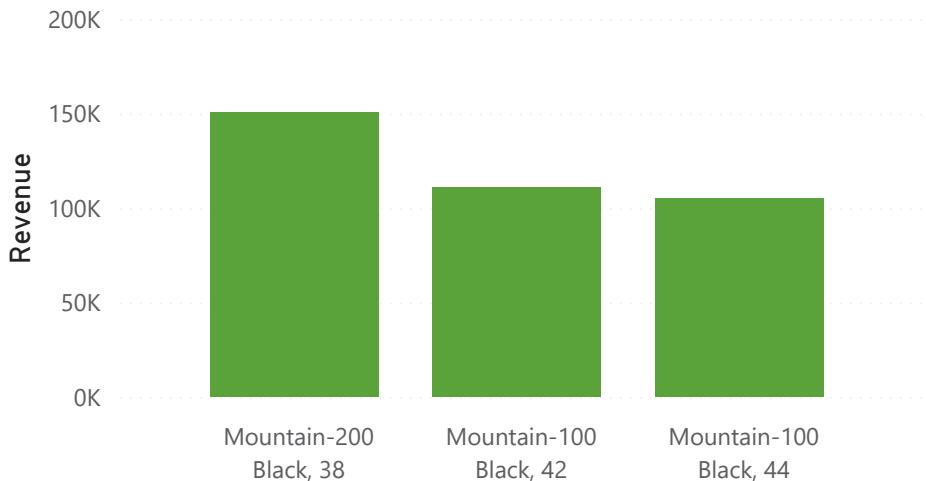
\$5,58,467.71

Total Sales

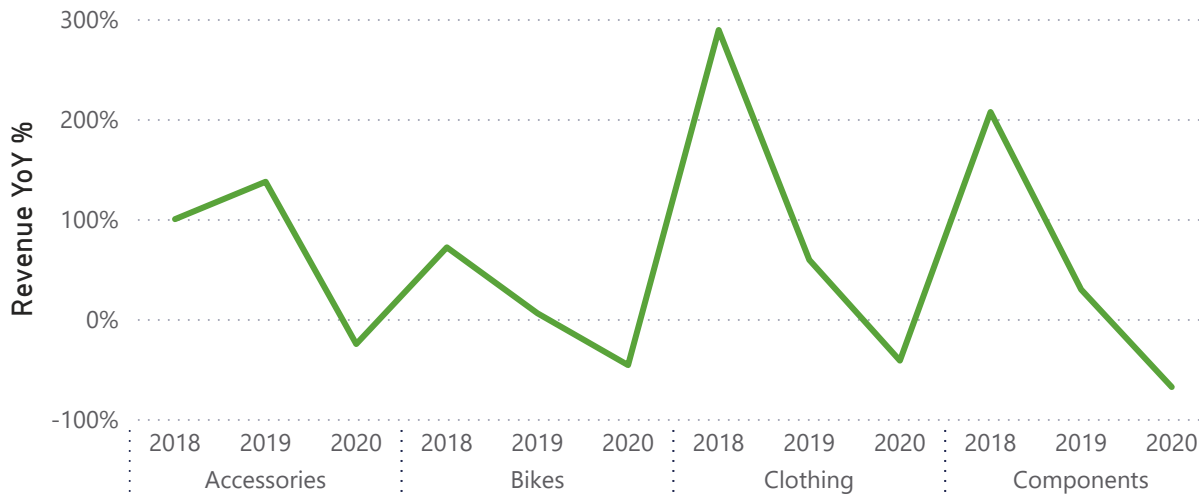
2129

Units Sold

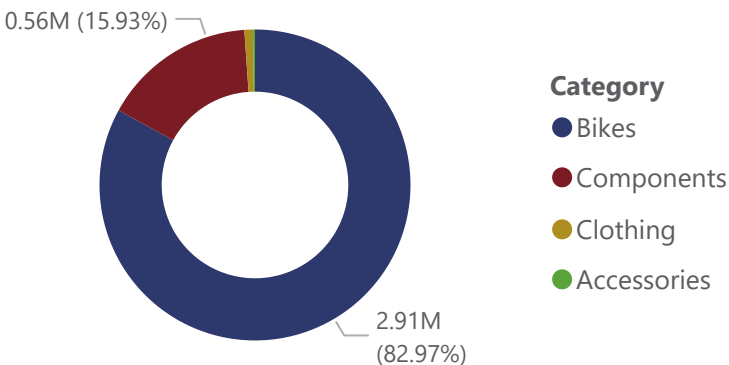
Revenue and Category by Product



Revenue YoY % by Category and Year



Revenue by Category



Key Insights

- Components dominate revenue, contributing 82.97%, while Accessories and Clothing have minimal shares at 1.93% and 15.93%, respectively.
- Bikes products, like Mountain-200, drive significant sales, but growth trends show volatility across categories.
- Revenue YoY % highlights erratic growth, with spikes in Clothing (2018) and steady declines in Components from 2019 to 2020.

Growth over the Years

Product Performance AnalysisProduct
Performance Analysis

Regional Sales Performance

Salesperson Performance

Seasonality Analysis

- 2017
- 2018
- 2019
- 2020

Regional Sales Performance

Revenue

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Revenue YoY %

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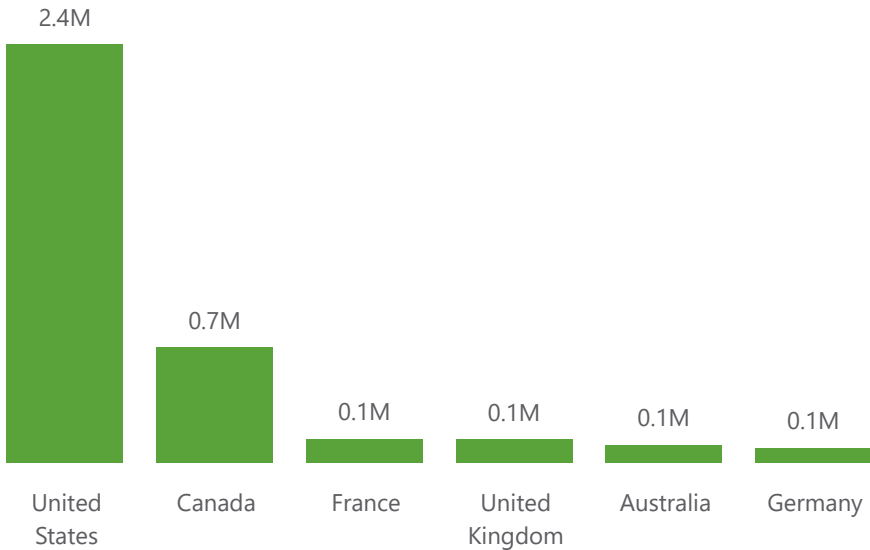
Total Cost

3.46M

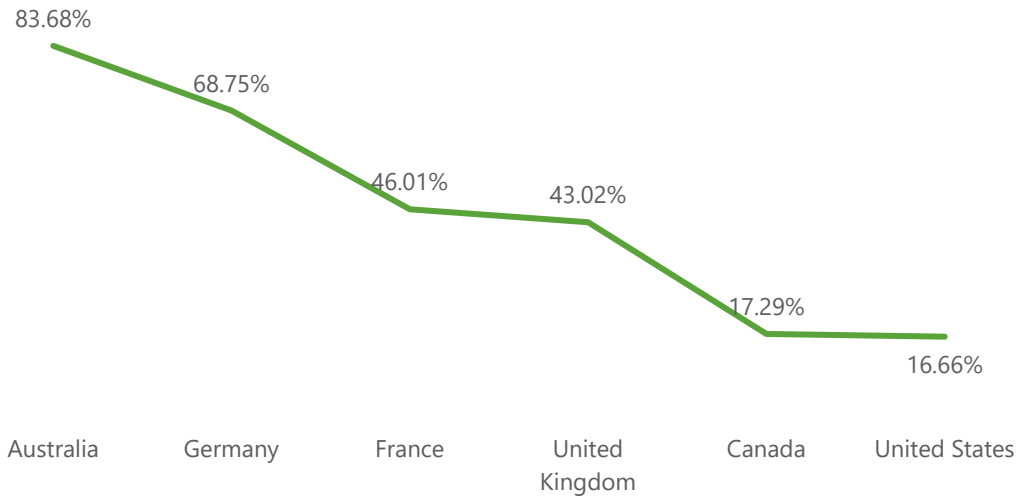
Units Sold

7K

Revenue by Country



Revenue YoY % by Country



Key Insights

- The United States dominates revenue generation, contributing significantly, while other countries like Canada, France, and the United Kingdom generate minimal revenue.
- The profit margin varies significantly across countries, with the United States leading at 1.54% and Germany experiencing a negative profit margin of -4.28%, indicating potential issues in operations or sales strategy in Germany.
- Revenue YoY % shows mixed trends across countries, with Australia and Germany showing the highest growth rates (83.68% and 68.75%, respectively). In contrast, mature markets like the United States exhibit a low YoY growth rate of 16.66%.

Country	Units Sold	Revenue	Profit	Profit Margin
United States	4347	23,91,499.35	36,917.37	1.54%
Canada	1188	6,60,124.72	15,486.83	2.35%
France	326	1,35,668.59	3,510.06	2.59%
United Kingdom	321	1,32,666.12	820.18	0.62%
Germany	193	82,789.90	-3,541.81	-4.28%
Australia	185	1,02,591.75	-7,385.50	-7.20%

Salesperson Performance

Revenue

3.51M

Revenue YoY %

20.73%

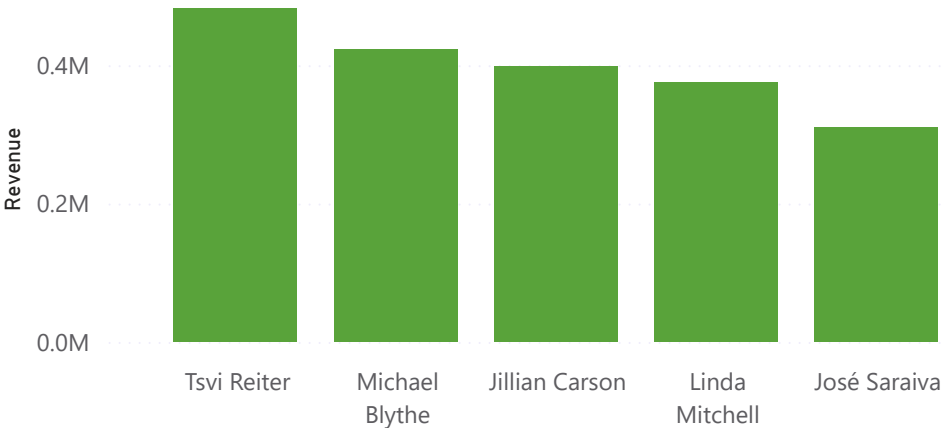
Total Cost

3.46M

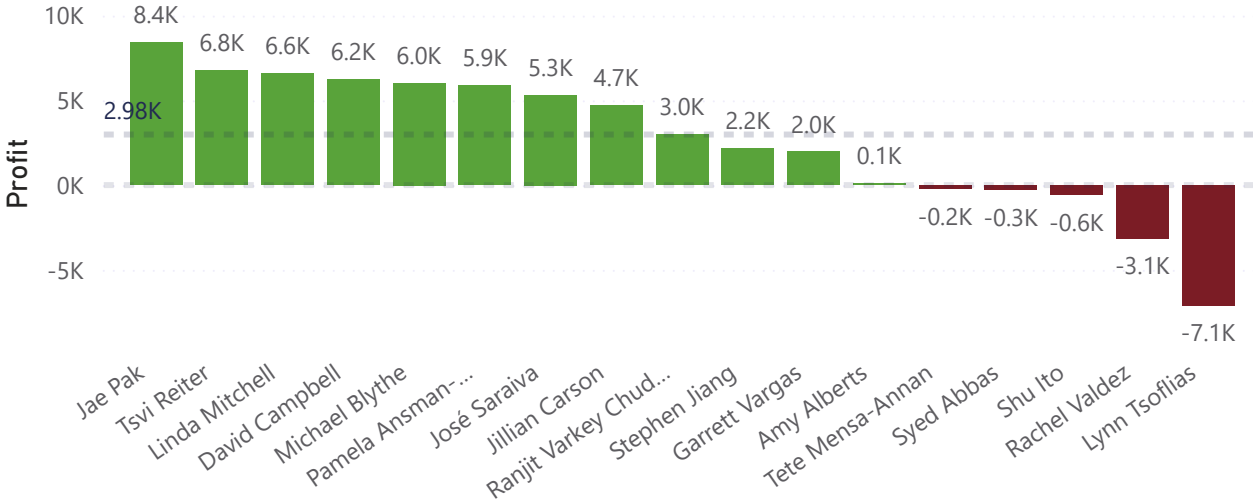
Units Sold

7K

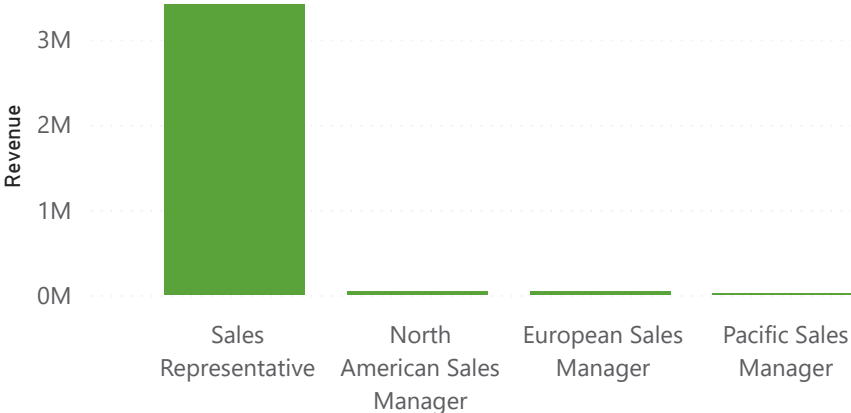
Top 5 Salesperson



Profit by Salesperson



Revenue by Job Title



Key Insights

- Among the sales team, Tsvi Reiter generates the highest revenue at 0.4M, closely followed by Michael Blythe and Jillian Carson.
- The profitability analysis Jae Pak leads with the highest profit contribution of 8.4K, followed by Tsvi Reiter and Linda Mitchell. On the other hand, Lynn Tsoflias incurs the largest loss (-7.1K), highlighting potential areas for improvement or inefficiencies in their sales strategy.
- Sales Representatives account for the majority of revenue (~3M), significantly outperforming managerial roles.

Growth over the Years

Product Performance AnalysisProduct Performance Analysis

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Salesperson Performance

Seasonality Analysis

Seasonality Analysis

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2017

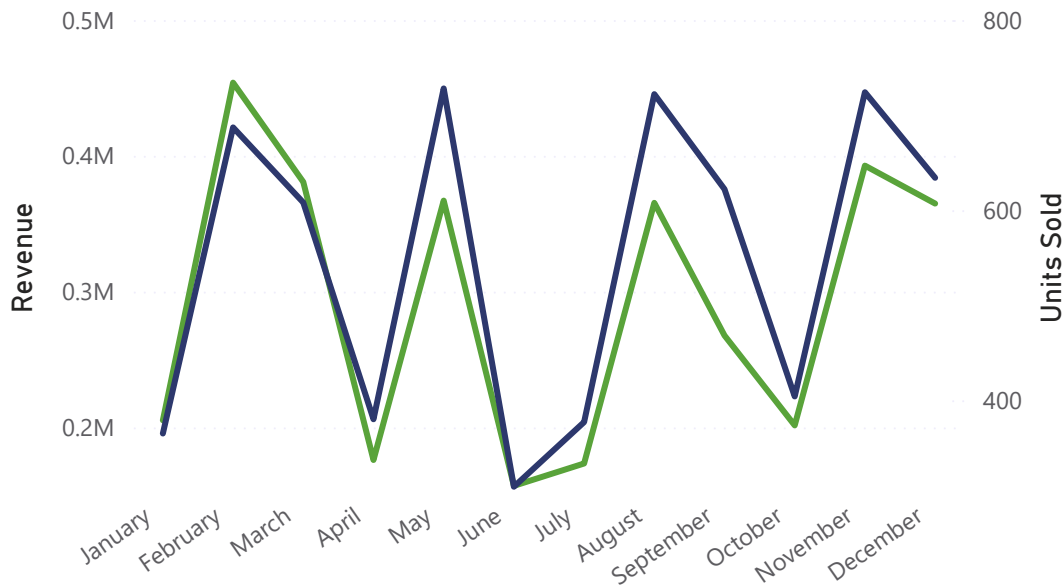
2018

2019

2020

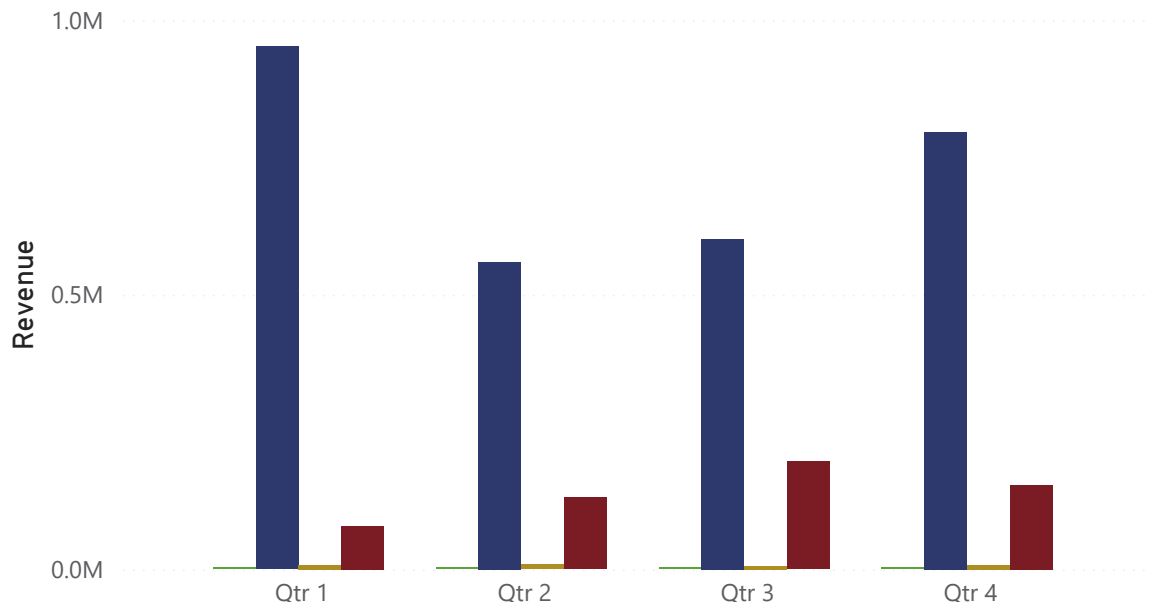
Revenue and Units Sold by Month

● Revenue ● Units Sold



Revenue by Quarter and Category

Category ● Accessories ● Bikes ● Clothing ● Components



Key

- Revenue peaking in February, May, August and November, indicating periods of high customer demand. In contrast, January and June show lower performance.
- Units sold closely align with revenue trends, peaking in February, May, August and November.
- Bikes generate the highest revenue across all quarters, particularly in Q1 and Q4, while Components consistently contribute moderate revenue. Accessories and Clothing have minimal impact throughout the year.

Growth over the Years

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Product Performance Analysis

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Seasonality Analysis