



Adventure Works: Driving Growth with Data-Driven Insights

This presentation provides an executive and analyst-level overview of Adventure Works' performance, leveraging detailed Power BI dashboard analysis. We will explore key revenue drivers, customer behavior, product performance, and regional contributions to inform strategic decisions.

- Dhiman Chakraborty

Adventure Works: Project Summary

Adventure Works Sales Dashboard – Project Summary

◆ Project Objective

The objective of this project was to design an **interactive Power BI dashboard** to analyze **sales performance, customer behavior, product trends, and regional profitability**, enabling management to make **data-driven strategic decisions**.

◆ Tools & Technologies Used

- **Power BI** – Data modeling, DAX, interactive dashboards
- **Power Query** – Data cleaning and transformation
- **DAX** – Measures for revenue, profit, growth, KPIs
- **Adventure Works Dataset** – Sales, customers, products, geography

◆ Key Business Metrics Tracked

- Total Revenue
- Total Profit & Profit Margin
- Cost of Goods Sold (COGS)
- Total Orders & Returned Orders
- Customer Count & Purchase Power
- Stock Clearance Rate
- Year-to-Date (YTD), Month-to-Date (MTD), and YoY Growth

Datasets: Customer Table

A	B	C	D	E	F	G	H	I	J	K	L	M
CustomerKey	Prefix	FirstName	LastName	BirthDate	MaritalStatus	Gender	EmailAddress	AnnualIncome	TotalChildren	EducationLevel	Occupation	HomeOwner
11000	MR.	JON	YANG	4/8/1966	M	M	jon24@adventure-works.com	\$90,000	2	Bachelors	Professional	Y
11001	MR.	EUGENE	HUANG	5/14/1965	S	M	eugene10@adventure-works.com	\$60,000	3	Bachelors	Professional	N
11002	MR.	RUBEN	TORRES	8/12/1965	M	M	ruben35@adventure-works.com	\$60,000	3	Bachelors	Professional	Y
11003	MS.	CHRISTY	ZHU	2/15/1968	S	F	christy12@adventure-works.com	\$70,000	0	Bachelors	Professional	N
11004	MRS.	ELIZABETH	JOHNSON	8/8/1968	S	F	elizabeth5@adventure-works.com	\$80,000	5	Bachelors	Professional	Y
11005	MR.	JULIO	RUIZ	8/5/1965	S	M	julio1@adventure-works.com	\$70,000	0	Bachelors	Professional	Y
11007	MR.	MARCO	MEHTA	5/9/1964	M	M	marco14@adventure-works.com	\$60,000	3	Bachelors	Professional	Y
11008	MRS.	ROBIN	VERHOFF	7/7/1964	S	F	rob4@adventure-works.com	\$60,000	4	Bachelors	Professional	Y
11009	MR.	SHANNON	CARLSON	4/1/1964	S	M	shannon38@adventure-works.com	\$70,000	0	Bachelors	Professional	N
11010	MS.	JACQUELYN	SUAREZ	2/6/1964	S	F	jacquelyn20@adventure-works.com	\$70,000	0	Bachelors	Professional	N
11011	MR.	CURTIS	LU	11/4/1963	M	M	curtis9@adventure-works.com	\$60,000	4	Bachelors	Professional	Y
11012	MRS.	LAUREN	WALKER	1/18/1968	M	F	lauren41@adventure-works.com	\$100,000	2	Bachelors	Management	Y
11013	MR.	IAN	JENKINS	8/6/1968	M	M	ian47@adventure-works.com	\$100,000	2	Bachelors	Management	Y
11014	MRS.	SYDNEY	BENNETT	5/9/1968	S	F	sydney23@adventure-works.com	\$100,000	3	Bachelors	Management	N
11015	MS.	CHLOE	YOUNG	2/27/1979	S	F	chloe23@adventure-works.com	\$30,000	0	Partial College	Skilled Manual	N
11016	MR.	WYATT	HILL	4/28/1979	M	M	wyatt32@adventure-works.com	\$30,000	0	Partial College	Skilled Manual	Y
11017	MRS.	SHANNON	WANG	6/26/1944	S	F	shannon1@adventure-works.com	\$20,000	4	High School	Skilled Manual	Y
11018	MR.	CLARENCE	RAI	10/9/1944	S	M	clarence32@adventure-works.com	\$30,000	2	Partial College	Clerical	Y
11019	MR.	LUKE	LAL	3/7/1978	S	M	luke18@adventure-works.com	\$40,000	0	High School	Skilled Manual	N
11020	MR.	JORDAN	KING	9/20/1978	S	M	jordan73@adventure-works.com	\$40,000	0	High School	Skilled Manual	N
11021	MS.	DESTINY	WILSON	9/3/1978	S	F	destiny7@adventure-works.com	\$40,000	0	Partial College	Skilled Manual	N
11022	MR.	ETHAN	ZHANG	10/12/1978	M	M	ethan20@adventure-works.com	\$40,000	0	Partial College	Skilled Manual	Y
11023	MR.	SETH	EDWARDS	10/11/1978	M	M	seth46@adventure-works.com	\$40,000	0	Partial College	Skilled Manual	Y
11024	MR.	RUSSELL	XIE	9/17/1978	M	M	russell7@adventure-works.com	\$60,000	0	Partial College	Skilled Manual	Y
11025		ALEJANDRO	BECK	12/23/1945	M	NA	alejandro45@adventure-works.com	\$10,000	2	Partial High School	Clerical	Y
11026	MR.	HAROLD	SAI	4/3/1946	S	M	harold3@adventure-works.com	\$30,000	2	Partial College	Clerical	N
11027	MR.	JESSIE	ZHAO	12/7/1946	M	M	jessie16@adventure-works.com	\$30,000	2	Partial College	Clerical	Y
11028	MRS.	JILL	JIMENEZ	4/11/1946	M	F	jill13@adventure-works.com	\$30,000	2	Partial College	Clerical	Y
11029	MR.	JIMMY	MORENO	12/21/1946	M	M	jimmy9@adventure-works.com	\$30,000	2	Partial College	Clerical	Y
11030	MRS.	BETHANY	YUAN	2/22/1947	M	F	bethany10@adventure-works.com	\$10,000	2	Partial High School	Clerical	Y
11031	MRS.	THERESA	RAMOS	8/22/1947	M	F	theresa13@adventure-works.com	\$20,000	4	High School	Skilled Manual	Y
11032	MRS.	DENISE	STONE	6/11/1947	M	F	denise10@adventure-works.com	\$20,000	4	High School	Skilled Manual	Y
11033	MR.	JAIME	NATH	9/23/1947	M	M	jaime41@adventure-works.com	\$20,000	4	High School	Skilled Manual	Y
11034	MRS.	EBONY	GONZALEZ	6/19/1947	M	F	ebony19@adventure-works.com	\$20,000	4	High School	Skilled Manual	Y
11035		WENDY	DOMINGUEZ	2/24/1948	M	NA	wendy12@adventure-works.com	\$10,000	2	Partial High School	Clerical	Y

Datasets: Product Category Table

A	B	C
ProductCategoryKey	CategoryName	Image
1	Bikes	https://1drv.ms/i/c/b55dcc2bf87979e7/IQRSlCFDfhF9SoQUgSeNmtdKAYLu5v0Y9U7OD8KUQkTYE1o?width=1445&height=592
2	Components	https://1drv.ms/i/c/b55dcc2bf87979e7/IQQnrTERv6EKQ6Q4KhOt6e9RAeigjbb-IBeDg9tki5QkkMA
3	Clothing	https://1drv.ms/i/c/b55dcc2bf87979e7/IQRoBELOezzxRI_Sbbj5w2IKAQIDjtSibI4zdUVfd7FS-1A?width=592&height=592
4	Accessories	https://1drv.ms/i/c/b55dcc2bf87979e7/IQQGk6Zx8hx7QoeztikP0hhqATYxCWJBF5qfzeKn3v0zRUE?width=1057&height=593

Datasets: Product Sub-Category Table

A	B	C	D
ProductSubcategoryKey	SubcategoryName	ProductCategoryKey	image link
1	Mountain Bikes		https://www.cecchigraphicsdesign.it/4746-large_default/ktm-1290-adventure-1.jpg
2	Road Bikes		https://storage.kawasaki.eu/public/kawasaki.eu/en-EU/model/23MY_Ninja_ZX-10R_WT1_STU_1_.jpg
3	Touring Bikes		https://joerascalducati.com.au/cdn/shop/files/2025-09-08_Diavel-V4-RS-360_0019_it-18.webp?v=1758677897&width=1946
4	Handlebars		https://www.pngitem.com/pimgs/m/333-3338773_motorcycle-handlebars-png-motorcycle-handlebars-transparent-png.png
5	Bottom Brackets		https://www.bikecart.co/cdn/shop/products/Untitlededesign_25_c28bce76-0597-46ea-9b87-6f7a3f2e8777.png?v=1663674882&width=1445
6	Brakes		https://www.sbs.dk/Admin/Public/GetImage.ashx?image=%2FFiles%2FImages%2FSWIFT%2FPAGE+PICT%2FSBS+STANDARD+DISC.png&width=640&format=webp
7	Chains		https://rydongroup.com/images/13.2.1-chain-sprocket.png
8	Cranksets		https://5.imimg.com/data5/SELLER/Default/2024/7/435641684/CE/UF/PY/68109050/motorcycle-chain-and-sprocket-kit.png
9	Deraileurs		https://static.vecteezy.com/system/resources/thumbnails/057/671/138/small/elegant-creative-road-bike-rear-derailleur-close-up-free-png.png
10	Forks		https://m.media-amazon.com/images/I/614qC1aW3PL.jpg
11	Headsets		https://5.imimg.com/data5/LZ/EV/HJ/SELLER-4176535/motorcycle-head-light-assemblies.png
12	Mountain Frames		https://www.moderntechpitstop.com/cdn/shop/files/2_dba41c19-77b4-479b-a5bd-96c65120205b.png?v=1734010823&width=1946
13	Pedals		https://www.autogorilla.com/uploads/product/product_729261717897298.png
14	Road Frames		https://www.bikeleague.in/wp-content/uploads/2023/04/bike-chassis.jpg
15	Saddles		https://www.saddlemen.com/image/cache/catalog/data/product/807-11-182-770x770.jpg
16	Touring Frames		https://motoearth.in/cdn/shop/files/2_1800x1800_4c55d527-ce0b-4660-aa2a-495de416a90c.webp?v=1713940552&width=1200
17	Wheels		https://png.pngtree.com/png-vector/20240831/ourmid/pngtree-a-motorcycle-wheel-clipart-with-two-spokes-elegantly-adorned-rose-highlighting-png-image_13693299.png
18	Bib-Shorts		https://www.souke-sports.com/cdn/shop/files/BS1606_3__0001.png?v=1716797416
19	Caps		https://media.triumphmotorcycles.co.uk/image/upload/v1701342110/vyjhbdusukmjlhqdify.png?_i=AK
20	Gloves		https://m.media-amazon.com/images/I/61WQF4EfeTL.jpg
21	Jerseys		https://static.vecteezy.com/system/resources/thumbnails/048/564/170/small/sports-full-sleeve-shirt-on-transparent-background-png.png
22	Shorts		https://solacegears.com/cdn/shop/files/Shorts-main1.png?v=1759563050&width=1200
23	Socks		https://cdn11.bigcommerce.com/s-lws63me8y4/images/stencil/1280x1280/products/46489/906464/motogp-race-socks-at-webbs-motorcycles_22972.1759804162.png?c=2
24	Tights		https://s.alicdn.com/@sc04/kf/H01b3cdeebf04f309b77112c6f792629f/Adult-Full-Body-Waterproof-Plain-Dyed-120g-Polyester-Nylon-Unisex-Motorcycle-Pants-Summer-Rider-Gear-for-Bikers.jpg
25	Vests		https://m.media-amazon.com/images/I/716Kifl4WbL_AC_UF1000,1000_QL80_.jpg
26	Bike Racks		https://bikesterglobal.com/cdn/shop/files/1_db6008b8-140b-46e8-9ee0-963d1e84eed6.png?v=1751873625
27	Bike Stands		https://m.media-amazon.com/images/I/51-e7ZAi71L_AC_UF1000,1000_QL80_.jpg
28	Bottles and Cages		https://img.drz.lazcdn.com/static/bd/p/75993d39e502bbb956d2435f98e3d843.png_720x720q80.png
29	Cleaners		https://motomuck.co.nz/cdn/shop/files/Productsizingforwebsite_5_537180f4-b5f5-42c9-b7ab-8f4311bce89.png?v=1695784139
30	Fenders		https://valleyspeed.net/cdn/shop/files/ARLEN_NESS_CF_19_SPORT_FENDER.png?v=1734200795&width=533
31	Helmets		https://static.vecteezy.com/system/resources/previews/042/714/935/non_2x/motorbike-helmet-isolated-on-transparent-background-free-png.png
32	Hydration Packs		https://m.media-amazon.com/images/I/A10cj7CCcZL.jpg
33	Lights		https://www.kindpng.com/picc/m/314-3143443_bike-light-effect-png-transparent-png.png
34	Locks		https://m.media-amazon.com/images/I/41DWOPJxRBL_AC_UF1000,1000_QL80_.jpg
35	Panniers		https://Irilmotors.com/cdn/shop/products/66bhp-pannier-box-2x-side-38i-878479.png?v=1650900246

Datasets: Product Table

A	B	C	D	E	F	G	H	I	J	K
219	23	SO-B909-L	Mountain Bike Socks, L	Mountain Bike Socks	Combination of natural and synthetic fibers stays dry and provides just the right cushioning.	White	L	U	3.3963	9.5
220	31	HL-U509-E	Sport-100 Helmet, Blue	Sport-100	Universal fit, well-vented, lightweight, snap-on visor.	Blue	O	O	12.0278	33.6442
223	19	CA-1098	AWC Logo Cap	Cycling Cap	Traditional style with a flip-up brim; one-size fits all.	Multi	O	U	5.7052	8.6442
226	21	LJ-0192-S	Long-Sleeve Logo Jersey, S	Long-Sleeve Logo Jersey	Unisex long-sleeve AWC logo microfiber cycling jersey	Multi	S	U	31.7244	48.0673
229	21	LJ-0192-M	Long-Sleeve Logo Jersey, M	Long-Sleeve Logo Jersey	Unisex long-sleeve AWC logo microfiber cycling jersey	Multi	M	U	31.7244	48.0673
232	21	LJ-0192-L	Long-Sleeve Logo Jersey, L	Long-Sleeve Logo Jersey	Unisex long-sleeve AWC logo microfiber cycling jersey	Multi	L	U	31.7244	48.0673
235	21	LJ-0192-X	Long-Sleeve Logo Jersey, XL	Long-Sleeve Logo Jersey	Unisex long-sleeve AWC logo microfiber cycling jersey	Multi	XL	U	31.7244	48.0673
238	14	FR-R92R-E	HL Road Frame - Red, 62	HL Road Frame	Our lightest and best quality aluminum frame made from the newest alloy; it is welded and heat-treated for strength. Our innovative design results in maximum comfort and performance.	Red	62	U	747.9682	1263.4598
241	14	FR-R92R-4	HL Road Frame - Red, 44	HL Road Frame	Our lightest and best quality aluminum frame made from the newest alloy; it is welded and heat-treated for strength. Our innovative design results in maximum comfort and performance.	Red	44	U	747.9682	1263.4598
244	14	FR-R92R-4	HL Road Frame - Red, 48	HL Road Frame	Our lightest and best quality aluminum frame made from the newest alloy; it is welded and heat-treated for strength. Our innovative design results in maximum comfort and performance.	Red	48	U	747.9682	1263.4598
247	14	FR-R92R-5	HL Road Frame - Red, 52	HL Road Frame	Our lightest and best quality aluminum frame made from the newest alloy; it is welded and heat-treated for strength. Our innovative design results in maximum comfort and performance.	Red	52	U	747.9682	1263.4598
250	14	FR-R92R-5	HL Road Frame - Red, 56	HL Road Frame	Our lightest and best quality aluminum frame made from the newest alloy; it is welded and heat-treated for strength. Our innovative design results in maximum comfort and performance.	Red	56	U	747.9682	1263.4598
253	14	FR-R38B-E	LL Road Frame - Black, 58	LL Road Frame	The LL Frame provides a safe comfortable ride, while offering superior bump absorption in a value-priced aluminum frame.	Black	58	U	176.1937	297.6346
256	14	FR-R38B-E	LL Road Frame - Black, 60	LL Road Frame	The LL Frame provides a safe comfortable ride, while offering superior bump absorption in a value-priced aluminum frame.	Black	60	U	176.1937	297.6346
259	14	FR-R38B-E	LL Road Frame - Black, 62	LL Road Frame	The LL Frame provides a safe comfortable ride, while offering superior bump absorption in a value-priced aluminum frame.	Black	62	U	176.1937	297.6346
262	14	FR-R38R-4	LL Road Frame - Red, 44	LL Road Frame	The LL Frame provides a safe comfortable ride, while offering superior bump absorption in a value-priced aluminum frame.	Red	44	U	181.4857	306.5636
264	14	FR-R38R-4	LL Road Frame - Red, 48	LL Road Frame	The LL Frame provides a safe comfortable ride, while offering superior bump absorption in a value-priced aluminum frame.	Red	48	U	181.4857	306.5636
266	14	FR-R38R-5	LL Road Frame - Red, 52	LL Road Frame	The LL Frame provides a safe comfortable ride, while offering superior bump absorption in a value-priced aluminum frame.	Red	52	U	181.4857	306.5636
268	14	FR-R38R-5	LL Road Frame - Red, 58	LL Road Frame	The LL Frame provides a safe comfortable ride, while offering superior bump absorption in a value-priced aluminum frame.	Red	58	U	181.4857	306.5636
270	14	FR-R38R-E	LL Road Frame - Red, 60	LL Road Frame	The LL Frame provides a safe comfortable ride, while offering superior bump absorption in a value-priced aluminum frame.	Red	60	U	181.4857	306.5636
272	14	FR-R38R-E	LL Road Frame - Red, 62	LL Road Frame	The LL Frame provides a safe comfortable ride, while offering superior bump absorption in a value-priced aluminum frame.	Red	62	U	181.4857	306.5636
274	14	FR-R72R-4	ML Road Frame - Red, 44	ML Road Frame	Made from the same aluminum alloy as our top-of-the-line HL frame, the ML features a lightweight down-tube milled to the perfect diameter for optimal strength. Men's version.	Red	44	U	352.1394	594.83
275	14	FR-R72R-4	ML Road Frame - Red, 48	ML Road Frame	Made from the same aluminum alloy as our top-of-the-line HL frame, the ML features a lightweight down-tube milled to the perfect diameter for optimal strength. Men's version.	Red	48	U	352.1394	594.83
276	14	FR-R72R-5	ML Road Frame - Red, 52	ML Road Frame	Made from the same aluminum alloy as our top-of-the-line HL frame, the ML features a lightweight down-tube milled to the perfect diameter for optimal strength. Men's version.	Red	52	U	352.1394	594.83
277	14	FR-R72R-5	ML Road Frame - Red, 58	ML Road Frame	Made from the same aluminum alloy as our top-of-the-line HL frame, the ML features a lightweight down-tube milled to the perfect diameter for optimal strength. Men's version.	Red	58	U	352.1394	594.83
278	14	FR-R72R-E	ML Road Frame - Red, 60	ML Road Frame	Made from the same aluminum alloy as our top-of-the-line HL frame, the ML features a lightweight down-tube milled to the perfect diameter for optimal strength. Men's version.	Red	60	U	352.1394	594.83
279	14	FR-R38B-4	LL Road Frame - Black, 44	LL Road Frame	The LL Frame provides a safe comfortable ride, while offering superior bump absorption in a value-priced aluminum frame.	Black	44	U	176.1937	297.6346
282	14	FR-R38B-4	LL Road Frame - Black, 48	LL Road Frame	The LL Frame provides a safe comfortable ride, while offering superior bump absorption in a value-priced aluminum frame.	Black	48	U	176.1937	297.6346
285	14	FR-R38B-E	LL Road Frame - Black, 52	LL Road Frame	The LL Frame provides a safe comfortable ride, while offering superior bump absorption in a value-priced aluminum frame.	Black	52	U	176.1937	297.6346
288	12	FR-M94S-C	HL Mountain Frame - Silver, 42	HL Mountain Frame	Each frame is hand-crafted in our Bothell facility to the optimum diameter and wall-thickness required of a premium mountain frame. The heat-treated welded aluminum frame has a larger diameter tube that absorbs the bumps.	Silver	42	U	623.8403	1204.3248
291	12	FR-M94S-C	HL Mountain Frame - Silver, 44	HL Mountain Frame	Each frame is hand-crafted in our Bothell facility to the optimum diameter and wall-thickness required of a premium mountain frame. The heat-treated welded aluminum frame has a larger diameter tube that absorbs the bumps.	Silver	44	U	706.811	1364.5
292	12	FR-M94S-C	HL Mountain Frame - Silver, 48	HL Mountain Frame	Each frame is hand-crafted in our Bothell facility to the optimum diameter and wall-thickness required of a premium mountain frame. The heat-treated welded aluminum frame has a larger diameter tube that absorbs the bumps.	Silver	48	U	706.811	1364.5
293	12	FR-M94S-C	HL Mountain Frame - Silver, 46	HL Mountain Frame	Each frame is hand-crafted in our Bothell facility to the optimum diameter and wall-thickness required of a premium mountain frame. The heat-treated welded aluminum frame has a larger diameter tube that absorbs the bumps.	Silver	46	U	623.8403	1204.3248
296	12	FR-M94B-C	HL Mountain Frame - Black, 42	HL Mountain Frame	Each frame is hand-crafted in our Bothell facility to the optimum diameter and wall-thickness required of a premium mountain frame. The heat-treated welded aluminum frame has a larger diameter tube that absorbs the bumps.	Black	42	U	617.0281	1191.1739
299	12	FR-M94B-C	HL Mountain Frame - Black, 44	HL Mountain Frame	Each frame is hand-crafted in our Bothell facility to the optimum diameter and wall-thickness required of a premium mountain frame. The heat-treated welded aluminum frame has a larger diameter tube that absorbs the bumps.	Black	44	U	693.0928	1349.6
300	12	FR-M94B-C	HL Mountain Frame - Black, 48	HL Mountain Frame	Each frame is hand-crafted in our Bothell facility to the optimum diameter and wall-thickness required of a premium mountain frame. The heat-treated welded aluminum frame has a larger diameter tube that absorbs the bumps.	Black	48	U	693.0928	1349.6
301	12	FR-M94B-C	HL Mountain Frame - Black, 46	HL Mountain Frame	Each frame is hand-crafted in our Bothell facility to the optimum diameter and wall-thickness required of a premium mountain frame. The heat-treated welded aluminum frame has a larger diameter tube that absorbs the bumps.	Black	46	U	617.0281	1191.1739
304	12	FR-M94B-C	HL Mountain Frame - Black, 38	HL Mountain Frame	Each frame is hand-crafted in our Bothell facility to the optimum diameter and wall-thickness required of a premium mountain frame. The heat-treated welded aluminum frame has a larger diameter tube that absorbs the bumps.	Black	38	U	617.0281	1191.1739
307	12	FR-M94S-3	HL Mountain Frame - Silver, 38	HL Mountain Frame	Each frame is hand-crafted in our Bothell facility to the optimum diameter and wall-thickness required of a premium mountain frame. The heat-treated welded aluminum frame has a larger diameter tube that absorbs the bumps.	Silver	38	U	623.8403	1204.3248
310	2	BK-R93R-E	Road-150 Red, 62	Road-150	This bike is ridden by race winners. Developed with the Adventure Works Cycles professional race team, it has a extremely light heat-treated aluminum frame, and steering that allows precision control.	Red	62	U	2171.294	3578.27
311	2	BK-R93R-E	Road-150 Red, 44	Road-150	This bike is ridden by race winners. Developed with the Adventure Works Cycles professional race team, it has a extremely light heat-treated aluminum frame, and steering that allows precision control.	Red	44	U	2171.294	3578.27
312	2	BK-R93R-E	Road-150 Red, 48	Road-150	This bike is ridden by race winners. Developed with the Adventure Works Cycles professional race team, it has a extremely light heat-treated aluminum frame, and steering that allows precision control.	Red	48	U	2171.294	3578.27
313	2	BK-R93R-E	Road-150 Red, 52	Road-150	This bike is ridden by race winners. Developed with the Adventure Works Cycles professional race team, it has a extremely light heat-treated aluminum frame, and steering that allows precision control.	Red	52	U	2171.294	3578.27
314	2	BK-R93R-E	Road-150 Red, 56	Road-150	This bike is ridden by race winners. Developed with the Adventure Works Cycles professional race team, it has a extremely light heat-treated aluminum frame, and steering that allows precision control.	Red	56	U	2171.294	3578.27
315	2	BK-R68R-E	Road-450 Red, 58	Road-450	A true multi-sport bike that offers streamlined riding and a revolutionary design. Aerodynamic design lets you ride with the pros, and the gearing will conquer hilly roads.	Red	58	U	884.7083	1457.99
316	2	BK-R68R-E	Road-450 Red, 60	Road-450	A true multi-sport bike that offers streamlined riding and a revolutionary design. Aerodynamic design lets you ride with the pros, and the gearing will conquer hilly roads.	Red	60	U	884.7083	1457.99
317	2	BK-R68R-E	Road-450 Red, 44	Road-450	A true multi-sport bike that offers streamlined riding and a revolutionary design. Aerodynamic design lets you ride with the pros, and the gearing will conquer hilly roads.	Red	44	U	884.7083	1457.99
318	2	BK-R68R-E	Road-450 Red, 48	Road-450	A true multi-sport bike that offers streamlined riding and a revolutionary design. Aerodynamic design lets you ride with the pros, and the gearing will conquer hilly roads.	Red	48	U	884.7083	1457.99
319	2	BK-R68R-E	Road-450 Red, 52	Road-450	A true multi-sport bike that offers streamlined riding and a revolutionary design. Aerodynamic design lets you ride with the pros, and the gearing will conquer hilly roads.	Red	52	U	884.7083	1457.99
320	2	BK-P50R-E	Road-650 Red, 58	Road-650	Value-priced bike with many features of our top-of-the-line models. Has the same light, stiff frame, and the quick acceleration we're famous for.	Red	58	U	413.1463	699.0982
322	2	BK-P50R-E	Road-650 Red, 60	Road-650	Value-priced bike with many features of our top-of-the-line models. Has the same light, stiff frame, and the quick acceleration we're famous for.	Red	60	U	413.1463	699.0982
324	2	BK-P50R-E	Road-650 Red, 62	Road-650	Value-priced bike with many features of our top-of-the-line models. Has the same light, stiff frame, and the quick acceleration we're famous for.	Red	62	U	413.1463	699.0982
326	2	BK-P50R-E	Road-650 Red, 44	Road-650	Value-priced bike with many features of our top-of-the-line models. Has the same light, stiff frame, and the quick acceleration we're famous for.	Red	44	U	413.1463	699.0982

Datasets: Order Return Table

A	B	C	D	E
ReturnDate	TerritoryKey	ProductKey	ReturnQuantity	
1/18/2015	9	312	1	
1/18/2015	10	310	1	
1/21/2015	8	346	1	
1/22/2015	4	311	1	
2/2/2015	6	312	1	
2/15/2015	1	312	1	
2/19/2015	9	311	1	
2/24/2015	8	314	1	
3/8/2015	8	350	1	
3/13/2015	9	350	1	
3/14/2015	4	346	1	
3/15/2015	9	340	1	
3/22/2015	4	311	1	
3/26/2015	10	312	1	
3/28/2015	7	312	1	
3/28/2015	9	314	1	
3/29/2015	9	311	1	
4/1/2015	8	311	1	
4/7/2015	9	311	1	
4/7/2015	9	351	1	
4/9/2015	9	311	1	
4/10/2015	9	326	1	
4/15/2015	9	312	1	
4/16/2015	9	349	1	
4/20/2015	9	310	1	
4/21/2015	9	312	1	
4/25/2015	4	324	1	
4/27/2015	1	314	1	
4/29/2015	6	310	1	
4/29/2015	9	348	1	
4/30/2015	8	330	1	
5/1/2015	4	312	1	
5/6/2015	9	324	1	
5/7/2015	9	351	1	
5/13/2015	1	310	1	

Datasets: Territory Table

A	B	C	D	E
SalesTerritoryKey	Region	Country	Continent	Image link
1	Northwest	United States	North America	https://1drv.ms/i/c/b55dcc2bf87979e7/IQRsrmygBMmLRqM2xRWlgCkVARiZU1fOCIMkenMVpjUcV4I?width=290&height=174
2	Northeast	United States	North America	https://1drv.ms/i/c/b55dcc2bf87979e7/IQRsrmygBMmLRqM2xRWlgCkVARiZU1fOCIMkenMVpjUcV4I?width=290&height=174
3	Central	United States	North America	https://1drv.ms/i/c/b55dcc2bf87979e7/IQRsrmygBMmLRqM2xRWlgCkVARiZU1fOCIMkenMVpjUcV4I?width=290&height=174
4	Southwest	United States	North America	https://1drv.ms/i/c/b55dcc2bf87979e7/IQRsrmygBMmLRqM2xRWlgCkVARiZU1fOCIMkenMVpjUcV4I?width=290&height=174
5	Southeast	United States	North America	https://1drv.ms/i/c/b55dcc2bf87979e7/IQRsrmygBMmLRqM2xRWlgCkVARiZU1fOCIMkenMVpjUcV4I?width=290&height=174
6	Canada	Canada	North America	https://1drv.ms/i/c/b55dcc2bf87979e7/IQSz515GZqrbRYndF8V49Z4xABN1Dp4Z7Ae1RLt5OgfYsJJ?width=1280&height=640
7	France	France	Europe	https://1drv.ms/i/c/b55dcc2bf87979e7/IQQ0Up2DNC73RLqSEGcCDFjAAbpYhkFb21ChNHbdv_UfZik
8	Germany	Germany	Europe	https://1drv.ms/i/c/b55dcc2bf87979e7/IQTxUpNupRiwRo3CT1UFzvP-ARPIfbOSM0CHG-ppOujmar4
9	Australia	Australia	Pacific	https://1drv.ms/i/c/b55dcc2bf87979e7/IQRYuCg1LlsR4XGyCgtVLzKAeCwRS_ZHU0dT87_xZ-Ox9g
10	United Kingdom	United Kingdom	Europe	https://1drv.ms/i/c/b55dcc2bf87979e7/IQQn5sIZlWS2T7Do7pxhCN8gAafOqBw_Rg-tfBnkZ9j42m4?width=2560&height=1280

Datasets: Orders Table

A	B	C	D	E	F	G	H	I
OrderDate	StockDate	OrderNumber	ProductKey	CustomerKey	TerritoryKey	OrderLineItem	OrderQuantity	
1/1/2015	9/21/2001	SO45080	332	14657	1	1	1	
1/1/2015	12/5/2001	SO45079	312	29255	4	1	1	
1/1/2015	10/29/2001	SO45082	350	11455	9	1	1	
1/1/2015	11/16/2001	SO45081	338	26782	6	1	1	
1/2/2015	12/15/2001	SO45083	312	14947	10	1	1	
1/2/2015	10/12/2001	SO45084	310	29143	4	1	1	
1/2/2015	12/18/2001	SO45086	314	18747	9	1	1	
1/2/2015	10/9/2001	SO45085	312	18746	9	1	1	
1/3/2015	10/3/2001	SO45093	312	18906	9	1	1	
1/3/2015	9/29/2001	SO45090	310	29170	4	1	1	
1/3/2015	12/11/2001	SO45088	345	11398	10	1	1	
1/3/2015	10/24/2001	SO45092	313	18899	9	1	1	
1/3/2015	12/16/2001	SO45089	351	25977	4	1	1	
1/3/2015	10/26/2001	SO45091	314	18909	9	1	1	
1/3/2015	9/11/2001	SO45087	350	11388	10	1	1	
1/3/2015	9/11/2001	SO45094	310	22785	6	1	1	
1/4/2015	10/30/2001	SO45096	312	12483	7	1	1	
1/4/2015	10/30/2001	SO45097	313	29151	4	1	1	
1/4/2015	9/15/2001	SO45098	310	29167	1	1	1	
1/4/2015	12/7/2001	SO45095	344	11394	10	1	1	
1/4/2015	12/20/2001	SO45099	312	29174	1	1	1	
1/5/2015	9/19/2001	SO45101	313	22748	6	1	1	
1/5/2015	11/21/2001	SO45100	326	19428	8	1	1	
1/5/2015	11/24/2001	SO45102	310	29274	4	1	1	
1/6/2015	10/17/2001	SO45104	310	29142	4	1	1	
1/6/2015	10/1/2001	SO45108	310	22975	6	1	1	
1/6/2015	11/21/2001	SO45105	312	22765	6	1	1	
1/6/2015	9/24/2001	SO45103	310	29140	1	1	1	
1/6/2015	11/12/2001	SO45106	348	19987	6	1	1	
1/6/2015	12/14/2001	SO45107	312	29275	4	1	1	
1/7/2015	11/5/2001	SO45109	311	14937	10	1	1	
1/7/2015	9/17/2001	SO45112	324	20558	10	1	1	
1/7/2015	11/9/2001	SO45111	326	25713	9	1	1	
1/7/2015	12/5/2001	SO45110	311	18710	9	1	1	
1/8/2015	12/14/2001	SO45119	314	18740	9	1	1	



ADVENTURE WORKS

► Leading ★ Learning ● Outdoors

Developed By
Dhiman Chakraborty

Dashboard

Dashboard: Overview

Adventure Works

Adventure Works Sales Dashboard provides a consolidated view of business performance across revenue, profit, orders, and customers. It tracks trends by month, day, and quarter, highlights top categories, subcategories, and products, and compares country-wise sales and profitability. Interactive filters enable quick analysis to support data-driven decisions.

Dashboard Overview

Total Revenue **\$24.91M**

YTD Growth **\$9.19M** **0.00%**

MTD Growth **\$58.55K** **3.31%**

Total COGS **\$14.46M**

YOY Growth **\$5.3M** **0.00%**

Total Profit **\$10.46M** **41.97%**

YOY Growth **\$3.89M** **0.00%**

MOM Growth **\$771.58K** **7.97%**

Total Orders **56046**

Returned Orders **1809**

Stock clearance **96.77%**

Total Customers **18148**

Customer Overview

Revenue By Month

Month	Revenue Growth (%)
Jan	9.20%
Feb	9.41%
Mar	10.29%
Apr	10.74%
May	11.93%
Jun	12.16%
Jul	5.22%
Aug	5.38%
Sep	5.21%
Oct	5.76%
Nov	5.86%
Dec	8.83%

Revenue By Day

Day	Revenue Growth (%)
Mon	14.55%
Tue	14.37%
Wed	14.69%
Thu	13.99%
Fri	14.35%
Sat	14.13%
Sun	13.93%

Revenue By Qtr.

Quarter	Revenue (\$M)
Qtr.1	\$7.2M
Qtr.2	\$8.7M
Qtr.3	\$3.9M
Qtr.4	\$5.1M

Order Trend By Month/Day

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Jan	727	822	629	608	685	694	753
Feb	776	681	686	621	762	607	683
Mar	739	701	925	771	779	668	654
Apr	821	712	727	690	740	923	867
May	980	941	893	746	827	752	812
Jun	795	814	996	922	828	801	798
Jul	228	200	211	175	286	237	297
Aug	628	612	670	526	548	491	539

Product Overview

Regional Sales Overview

Filters

Profit Monthly Analysis

Legend: Total profit (blue line), PM profit (red line)

Month	Total Profit (\$M)	PM Profit (\$M)
Jan	1.2M	0.57M
Feb	1.2M	0.57M
Mar	1.2M	0.56M
Apr	1.2M	0.54M
May	1.2M	0.54M
Jun	1.2M	0.54M
Jul	1.2M	0.54M
Aug	1.2M	0.54M
Sep	1.2M	0.54M
Oct	1.2M	0.54M
Nov	1.2M	0.54M
Dec	1.2M	0.54M

Top 5 Overview

Category	Subcategory	Products
By Profit	By Profit	By Order Value
Mountai...	\$1.2M	Water B...
Mountai...	\$1.2M	Patch Ki...
Mountai...	\$1.2M	Mountai...
Mountai...	\$1.2M	Road Ti...
Mountai...	\$1.2M	Sport-1...
Mountai...	\$0.57M	4.0K
Mountai...	\$0.57M	3.0K
Mountai...	\$0.56M	2.8K
Mountai...	\$0.54M	2.2K
Mountai...	\$0.54M	2.1K

Total sales by Country

ERICA, EUROPE, AFRICA, SOUTH AMERICA, INDIA, ASIA, OCEANIA

Country wise Overview

Country	Revenue	Profit	Orders
United States	\$7.94M	\$3.36M	19.8K
Australia	\$7.42M	\$3.08M	12.4K
United Kingdom	\$2.90M	\$1.21M	6.4K
Germany	\$2.52M	\$1.05M	5.3K
France	\$2.36M	\$0.99M	5.2K
Canada	\$1.77M	\$0.76M	6.9K

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Dashboard Overview: Executive Summary

A high-level snapshot of overall business performance, highlighting key financial metrics, operational efficiency, and market insights to drive strategic decisions.

\$24.91M

Total Revenue

Strong top-line performance across all product lines.

\$10.46M

Total Profit

Achieving a healthy ~42% profit margin, indicating efficient operations.

\$14.46M

Total COGS

Cost of Goods Sold managed effectively relative to revenue.

56,046

Total Orders

Consistent order volume demonstrating strong customer demand.

18,148

Total Customers

A growing customer base, indicating successful market penetration.

96.8%

Stock Clearance

High efficiency in inventory management and sales velocity.

Dashboard Overview: Executive Summary



Financial Health at a Glance

*Adventure Works demonstrates strong overall financial performance. Total Revenue stands at **\$24.91M**, yielding a robust **\$10.46M** in Total Profit, which translates to an impressive **~42% margin**. Our Cost of Goods Sold (COGS) is managed at **\$14.46M**, ensuring healthy profitability.*



Operational Scale & Efficiency

*With **56,046 Total Orders** and a customer base of **18,148 unique individuals**, Adventure Works operates at a significant scale. Our Stock Clearance Rate, at approximately **96.8%**, indicates efficient inventory management and minimal obsolescence.*

This high-level snapshot confirms a strong operational foundation with excellent profitability metrics, setting the stage for deeper analysis into specific performance areas.

Revenue Trends & Seasonal Patterns



Monthly Revenue Peaks & Dips

Our monthly revenue analysis reveals consistent patterns. We observe significant peaks around **May–June**, indicative of strong seasonal demand. A subsequent dip occurs in **July**, followed by a steady recovery that extends through to **December**. Understanding these monthly fluctuations is crucial for effective resource allocation and marketing efforts.

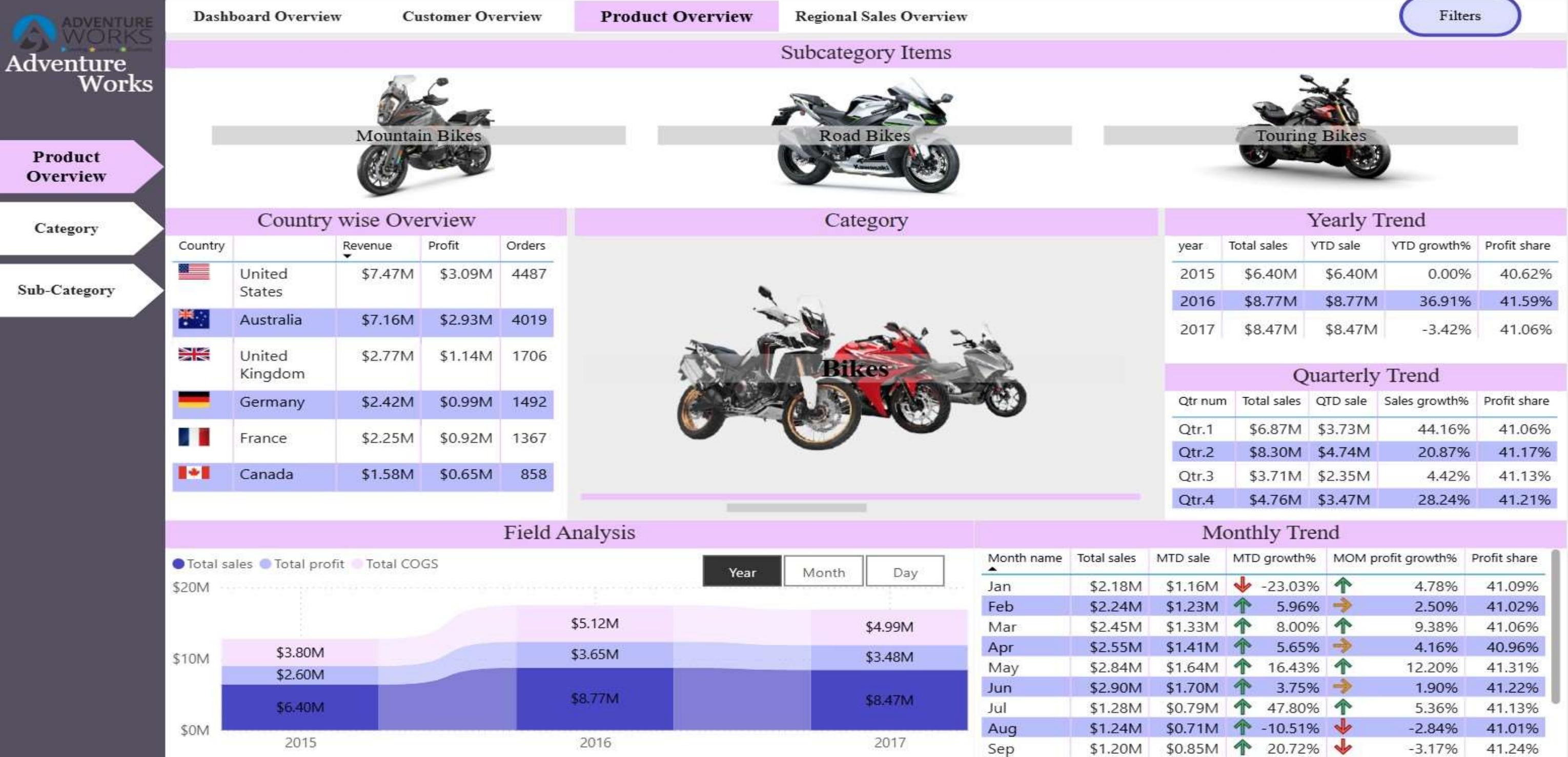
This seasonality presents opportunities for strategic demand planning and targeted campaigns to mitigate dips and maximize peak performance. Strong profitability across these trends confirms a healthy underlying business.



Quarterly Performance & Seasonality

Aggregating data quarterly, **Q2 consistently emerges as our strongest period for revenue generation**. Conversely, **Q3 is identified as the weakest quarter**, highlighting clear and predictable seasonality within our business model. The profit trend closely mirrors revenue, suggesting a stable cost structure relative to sales volume.

Dashboard: Product Overview



Dashboard: Product Category Overview

Adventure Works

Product Overview

Category

Sub-Category

Revenue Overview

Total sales: \$23.64M | Total profit: \$9.73M | Total orders: 13929

Global Sales View

Accessories: Europe, Asia, Australia; Bikes: North America, Europe; Clothing: Asia, Australia

Returned Item By category

Category	Count
Accessories	1115
Bikes	427
Clothing	267

Stock Clearance Rate

Bikes: 96.68% | Clothing: 96.93% | Accessories: 96.86%

Order Value By Colour

NA: 16.55% | Black: 47.9... | Yellow: 5.81% | Other: 6.7... | 7.... | 8.2... | 8.2... | 8.2...

By Product Size

0: 62.4% | M: 3.64% | L: 3.64% | 42: 3.64% | 44: 3.64% | Other: 2.99... | 3.... | 3.... | 3.... | 1.36%

By Product Style

0: 59.96% | U: 33.... | W: 6.68% | Other: 6.68% | 6.68% | 6.68% | 6.68%

Categorial Analysis

Image	ProductName	Total sales	%GT Total sales	Total orders	Total profit	Profit share
Mountain-200 Black, 46	\$1.24M	4.98%	606	\$571.63K	46.03%	
Mountain-200 Black, 42	\$1.23M	4.95%	602	\$567.86K	46.03%	
Mountain-200 Silver, 38	\$1.21M	4.87%	586	\$558.79K	46.03%	
Mountain-200 Silver, 46	\$1.18M	4.75%	571	\$544.48K	46.03%	
Mountain-200 Black, 38	\$1.17M	4.68%	569	\$536.73K	46.03%	
Mountain-200 Silver, 42	\$1.13M	4.55%	547	\$521.60K	46.03%	
Road-250 Black, 52	\$0.69M	2.77%	316	\$272.04K	39.46%	
Road-250 Red, 58	\$0.66M	2.65%	303	\$260.85K	39.46%	
Road-250 Black, 48	\$0.64M	2.57%	294	\$253.10K	39.46%	
Road-150 Red, 48	\$0.64M	2.57%	179	\$251.85K	39.32%	

Product Overview: Category Level Performance

This dashboard provides a detailed breakdown of revenue, profit, and operational metrics across our core product categories: Bikes, Accessories, and Clothing.



Bikes: Strategic Driver

Generating ~\$23.6M in revenue and ~\$9.7M in profit, Bikes are our primary growth engine. Sustained investment and innovation in this category are crucial.



Accessories: Margin Booster

Accessories offer moderate revenue with healthy margins. However, they show the highest return volume, indicating a need for quality control improvements.



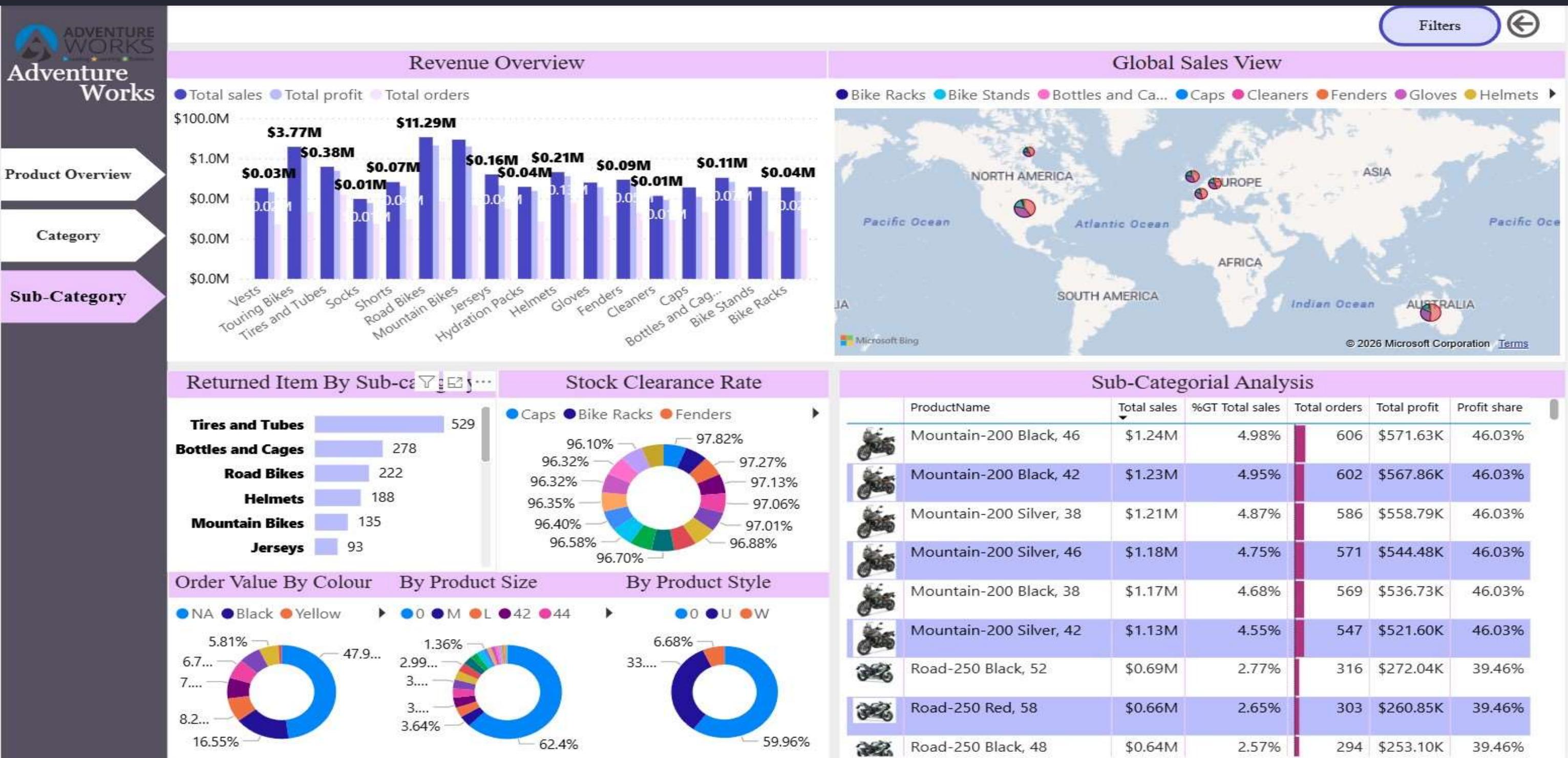
Clothing: Support Category

Clothing is currently our lowest contributor in both revenue and profit. It serves as a complementary category, enhancing the overall customer experience.

Efficient Inventory

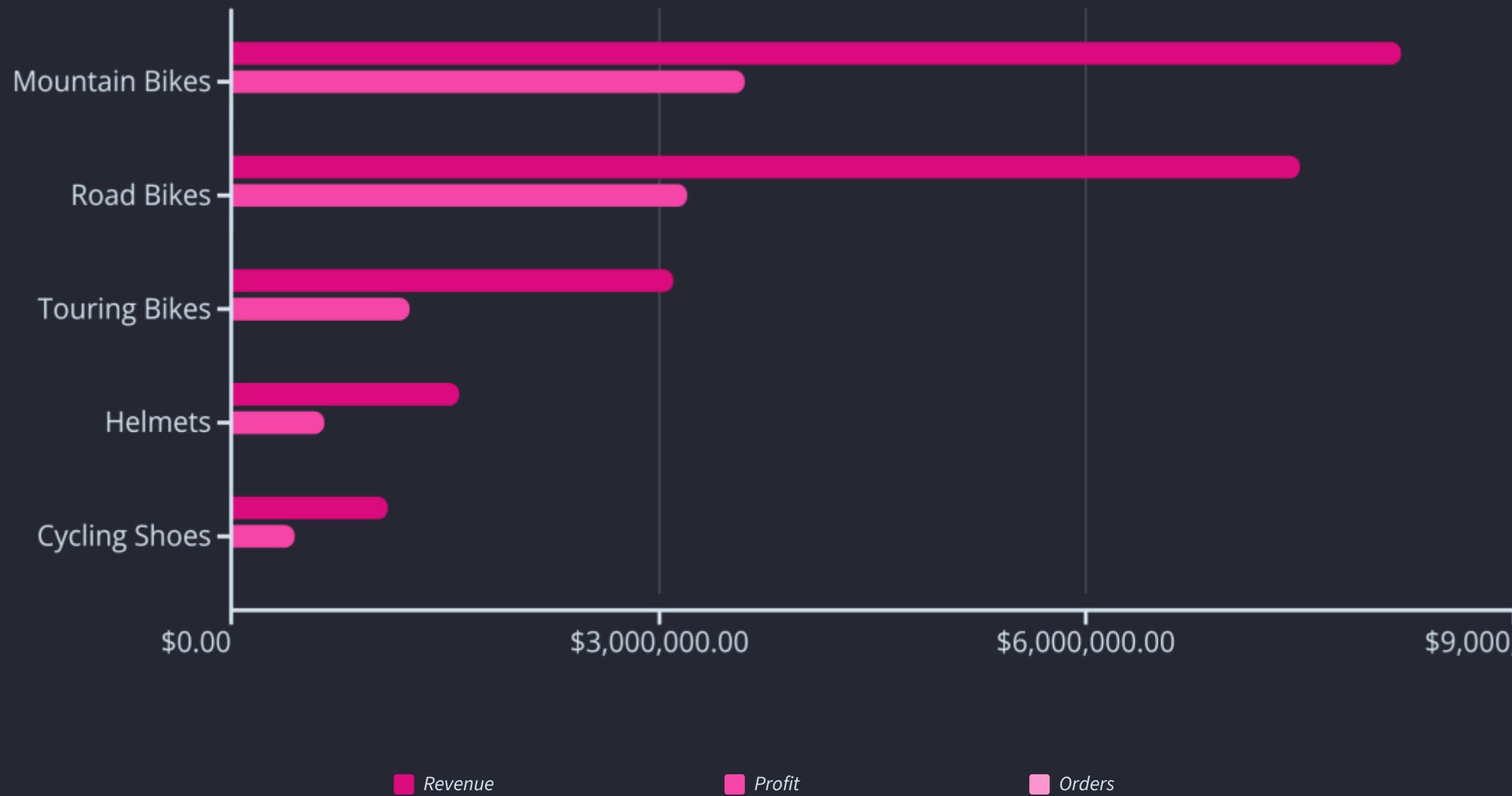
Our overall stock clearance rate of ~97% demonstrates highly efficient inventory management across all product categories.

Dashboard: Product Sub-Category Overview



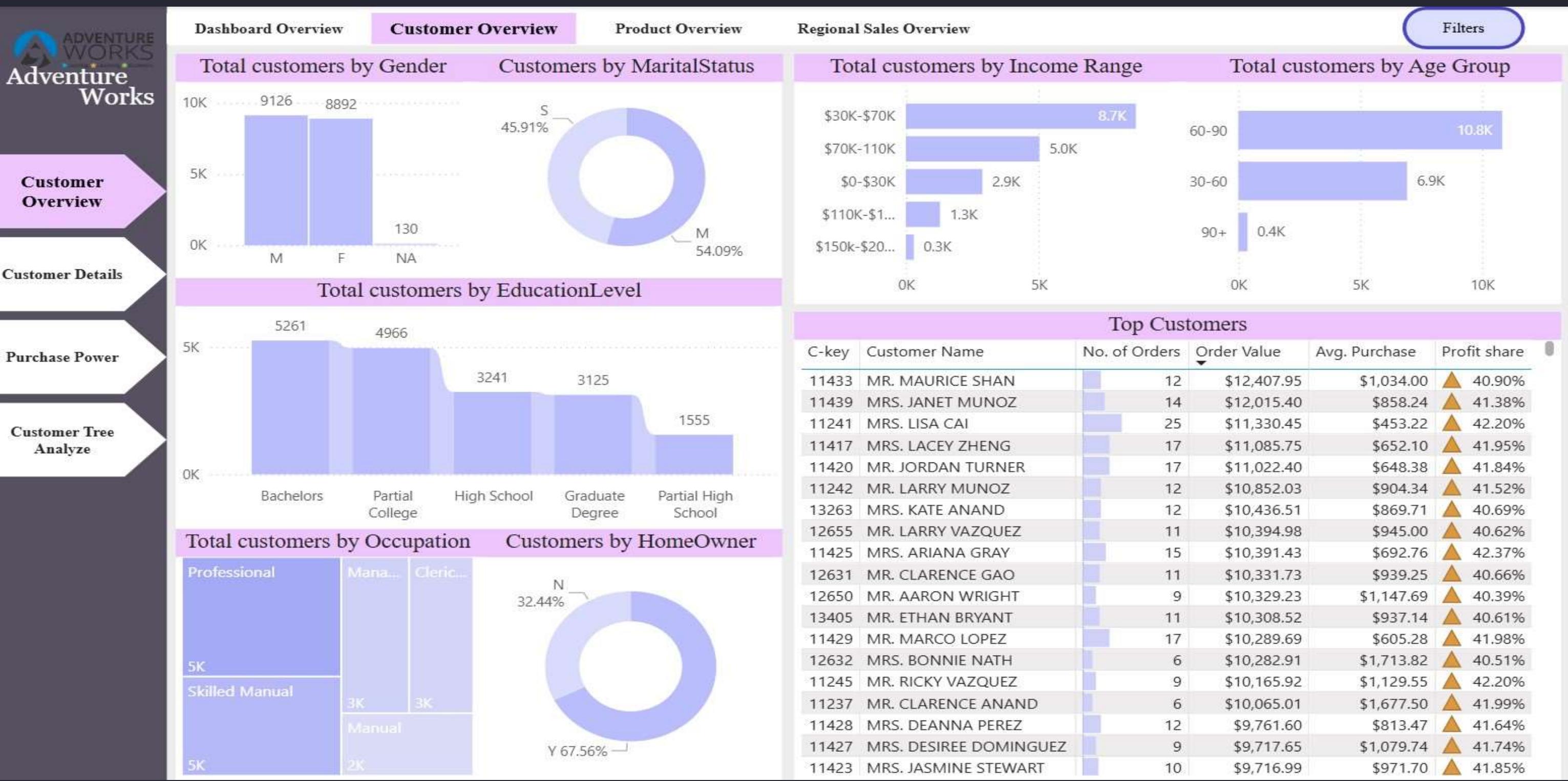
Product Overview: Sub-Category Level

Delving deeper into product performance, this analysis provides a granular view of revenue, profit, and order volumes across specific product sub-categories, highlighting our top-performing "hero products."



- **Hero Products Drive Revenue:** *Mountain Bikes* and *Road Bikes* are clear leaders, contributing significantly to overall revenue and profit.
- **Consistent Profit Margins:** Profit margins remain stable across these top-performing SKUs, indicating healthy unit economics.
- **SKU-Level Optimization:** Focusing on the distinct characteristics and customer segments of these hero products offers significant opportunities for further optimization and growth.

Dashboard: Customer Overview



Customer Overview: Understanding Our Audience

Demographic Breakdown

Our customer base shows a near-even gender split, with males representing approximately 54% and females 46%. The largest age segment falls within the 60–90 bracket, followed by the 30–60 age group, indicating a mature customer profile. We also observe a slightly higher proportion of married customers.

Socio-Economic Profile

*A majority of our customers report an income range of \$30K–\$70K. Educationally, customers with **Bachelor's degrees** and those with **Partial College education** dominate our segments. In terms of occupation, **Professionals** and **Skilled Manual workers** lead, aligning with our product offerings and market positioning.*

This detailed customer segmentation highlights that our core audience comprises older, mid-income professionals, providing a solid foundation for targeted marketing and product development strategies.

Customer Lifetime Value & Targeting Opportunities



High-Value Customer Contributions

Our analysis of top customers reveals that a small segment of highly engaged, repeat buyers contributes over **40% of our total profit share**. This significant contribution underscores the importance of fostering strong customer relationships and leveraging loyalty programs to maximize their lifetime value.

- Indicates strong customer lifetime value (CLV) among top segments.
- Opportunity for tailored loyalty programs and exclusive offers.

By focusing on these high-value customers, Adventure Works can cultivate deeper relationships and ensure sustainable growth.

Business Interpretation: Strategic Focus

- *Older, mid-income customers form the backbone of our revenue and profit.*
- *Our premium pricing strategy resonates well with these loyal customers.*
- *Significant opportunity for targeted loyalty programs to further engage and retain our most valuable segments.*
- *Understanding their needs can drive new product development and service enhancements.*

Dashboard: Customer Details



Customer Overview

Customer Details

Purchase Power

Customer Tree Analyze



11072

MRS. CASEY LUO

casey6@adventure-works.com

D.O.B: 06/02/1955

Age: 71

Education: High School

Marital Status: S

Gender: F

Occupation: Skilled Manual

Annual Income: \$80,000

No. of Order times
6

Amount Spent
\$4,581.40

Purchase Power
\$763.57

Maximum Amount Spent
\$2,384.07

Profit Contributed
\$1,913.14

Contributed Profit Share
41.76%

CustomerKey

11072

Purchase Overview By Category/Sub-Category

CategoryName	Total sales	Total orders	Total profit	Total COGS	Profit share
Accessories					
Bottles and Cages	\$27.96	2	\$17.50	\$10.4572	62.60%
Fenders	\$43.96	1	\$27.52	\$16.441	62.60%
Total	\$71.92	3	\$45.02	\$26.8982	62.60%
Bikes					
Mountain Bikes	\$2,071.42	1	\$953.56	\$1,117.8559	46.03%
Touring Bikes	\$2,384.07	1	\$902.13	\$1,481.9379	37.84%
Total	\$4,455.49	2	\$1,855.70	\$2,599.7938	41.65%
Clothing					
Jerseys	\$53.99	1	\$12.42	\$41.5723	23.00%
Total	\$53.99	1	\$12.42	\$41.5723	23.00%
Total	\$4,581.40	6	\$1,913.14	\$2,668.2643	41.76%

Purchase History

ProductKey	ProductName	OrderDate	Quantity	Billing Cost
354	Mountain-200 Silver, 42	13/07/2016	1	\$2,071.42
485	Fender Set - Mountain	13/07/2016	2	\$43.96
490	Short-Sleeve Classic Jersey, L	13/07/2016	1	\$53.99
477	Water Bottle - 30 oz.	17/12/2016	2	\$9.98
479	Road Bottle Cage	17/12/2016	2	\$17.98
561	Touring-1000 Yellow, 46	17/12/2016	1	\$2,384.07
Total			9	\$4,581.40

Customer 360° View: Individual Purchase Behavior

Detailed Purchase History

A deep dive into individual customer behavior, for instance, shows a customer with **6 orders placed**, a total spend of **\$4,581**, and a profit contribution of **\$1,913** (equating to a **41.76% profit share**). This granular view allows for precise understanding of customer value.

Product Preference & Cross-Sell

Customers often make **high-value purchases in Bikes**, with **Accessories and Clothing** frequently acting as complementary add-ons. This pattern highlights a clear anchor product strategy. Repeat purchases consistently increase overall profitability, reinforcing the value of customer retention.

Strategic Implications

Bikes serve as anchor products, driving initial high-value engagement. Actively cross-selling accessories and clothing can significantly increase profit margins. These insights are invaluable for refining our CRM strategies and implementing personalized marketing campaigns.

By understanding individual customer journeys, Adventure Works can optimize product recommendations and enhance customer satisfaction, ultimately boosting repeat business and profitability.

Dashboard: Customer Purchase Power

Total Customers
18148

Purchasing Customers
17416 96%

Avg. Purchase power
\$444.54

Std. Purchase Value
\$835.90

Midian Purchase Value
\$34.99

Purchase Power By Age

30-60	\$466.65
60-90	\$435.34
90+	\$282.25

Revenue Generated By Profession


Profession	Total sales	Total profit
Professional	\$8.5M	\$3.6M
Skilled Manual	\$4.6M	\$2.0M
Management	\$4.0M	\$1.7M
Clerical	\$1.7M	\$2.2M
Manual	\$5.4M	\$2.5M

Revenue Generated By Gender


Gender	Total sales	Total profit
F	\$13M	\$5M
M	\$12M	\$5M

Revenue Generated By Income


Income Range	Total sales	Total profit
\$0-\$30K	\$2.9M	\$1.2M
\$30K-\$70K	\$4.3M	\$3.6M
\$70K-\$110K	\$3.6M	\$2.5M
\$110K-\$150K	\$2.5M	\$1.1M
\$150k-\$200K	\$0.7M	\$0.0M

Category Sales Trend Over Occupation

Occupation	Accessories	Bikes	Clothing	Total
Professional	\$289.26K	\$8,060.85K	\$116.05K	\$8,466.17K
Skilled Manual	\$212.78K	\$5,064.08K	\$94.19K	\$5,371.04K
Management	\$163.20K	\$4,398.70K	\$63.03K	\$4,624.93K
Clerical	\$134.11K	\$3,800.50K	\$53.77K	\$3,988.37K
Manual	\$107.33K	\$2,318.37K	\$38.38K	\$2,464.08K

Category Sales Trend Over Income Range

Income Range	Accessories	Bikes	Clothing	Total
\$30K-\$70K	\$408.56K	\$9,711.13K	\$183.48K	\$10,303.17K
\$70K-110K	\$277.93K	\$8,167.89K	\$105.51K	\$8,551.33K
\$0-\$30K	\$130.71K	\$2,702.67K	\$46.38K	\$2,879.76K
\$110K-\$150K	\$72.83K	\$2,431.98K	\$23.61K	\$2,528.42K
\$150k-\$200K	\$16.65K	\$628.82K	\$6.45K	\$651.91K

Sub-Categorial Trend Analysis

Age Group	Total sales	Total profit	Total orders
60-90			
Road Bikes	\$6,419.70K	\$2,486.55K	3964
Mountain Bikes	\$5,165.22K	\$2,364.81K	2813
Touring Bikes	\$2,221.72K	\$840.70K	1231
Tires and Tubes	\$228.16K	\$142.83K	9552
Helmets	\$124.29K	\$79.13K	3644
Jerseys	\$91.17K	\$25.90K	1791
Bottles and Cages	\$66.50K	\$41.63K	4664
Fenders	\$53.54K	\$33.52K	1224
Shorts	\$40.80K	\$25.54K	583
Gloves	\$38.22K	\$22.45K	815
Hydration Packs	\$23.43K	\$14.66K	426
Bike Racks	\$23.04K	\$14.42K	192
Caps	\$21.92K	\$7.45K	1255
Total	\$24,914.59K	\$10,457.72K	56046

Purchase Power: Spending Capacity & Behavior

96%

Purchasing Customers

A high percentage of our total customer base actively makes purchases, indicating strong product appeal and conversion rates among engaged users.

\$444

Average Purchase Value

Our average purchase value reflects the typical spend per transaction across our customer base, providing a benchmark for sales performance.

\$835

Standard Purchase Value

The standard purchase value (median value is \$35) indicates a skewed distribution, suggesting that a few high-value transactions significantly influence the average.



Professionals Drive Revenue

The Professional occupation segment contributes the highest revenue and profit, underscoring their importance for premium product targeting.



Mid-Income Influence

Customers in the \$30K-\$70K income range are our largest revenue contributors, highlighting the effectiveness of targeting this demographic.

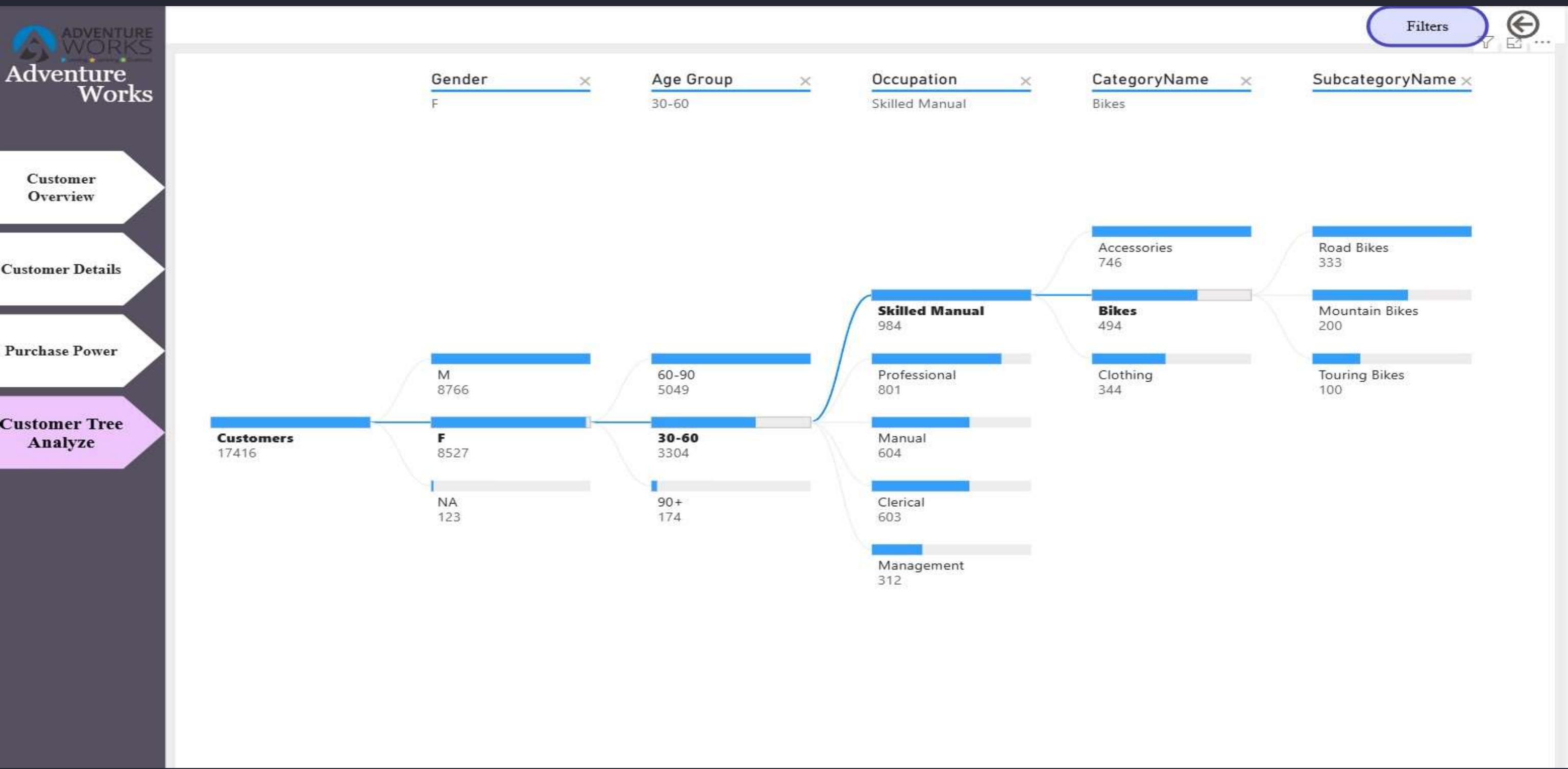


Female Profit Outperformance

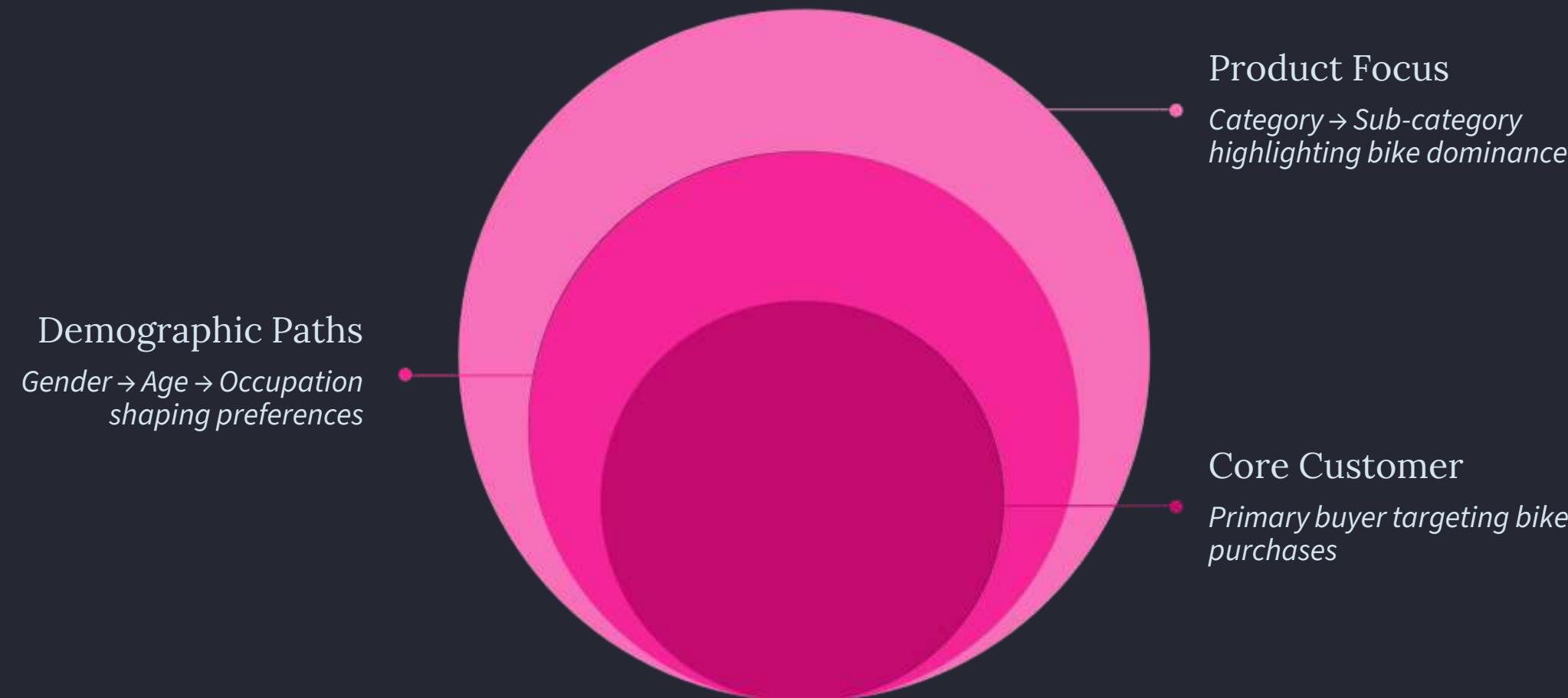
Interestingly, female customers slightly outperform males in profit contribution, suggesting nuanced purchasing behaviors worthy of further investigation.

This analysis reveals an uneven spending landscape, where a few high-value buyers drive significant revenue. Tailoring strategies to these segments can yield substantial returns.

Dashboard: Customer Tree Analyze



Customer Tree Analysis: Mapping Profitable Journeys

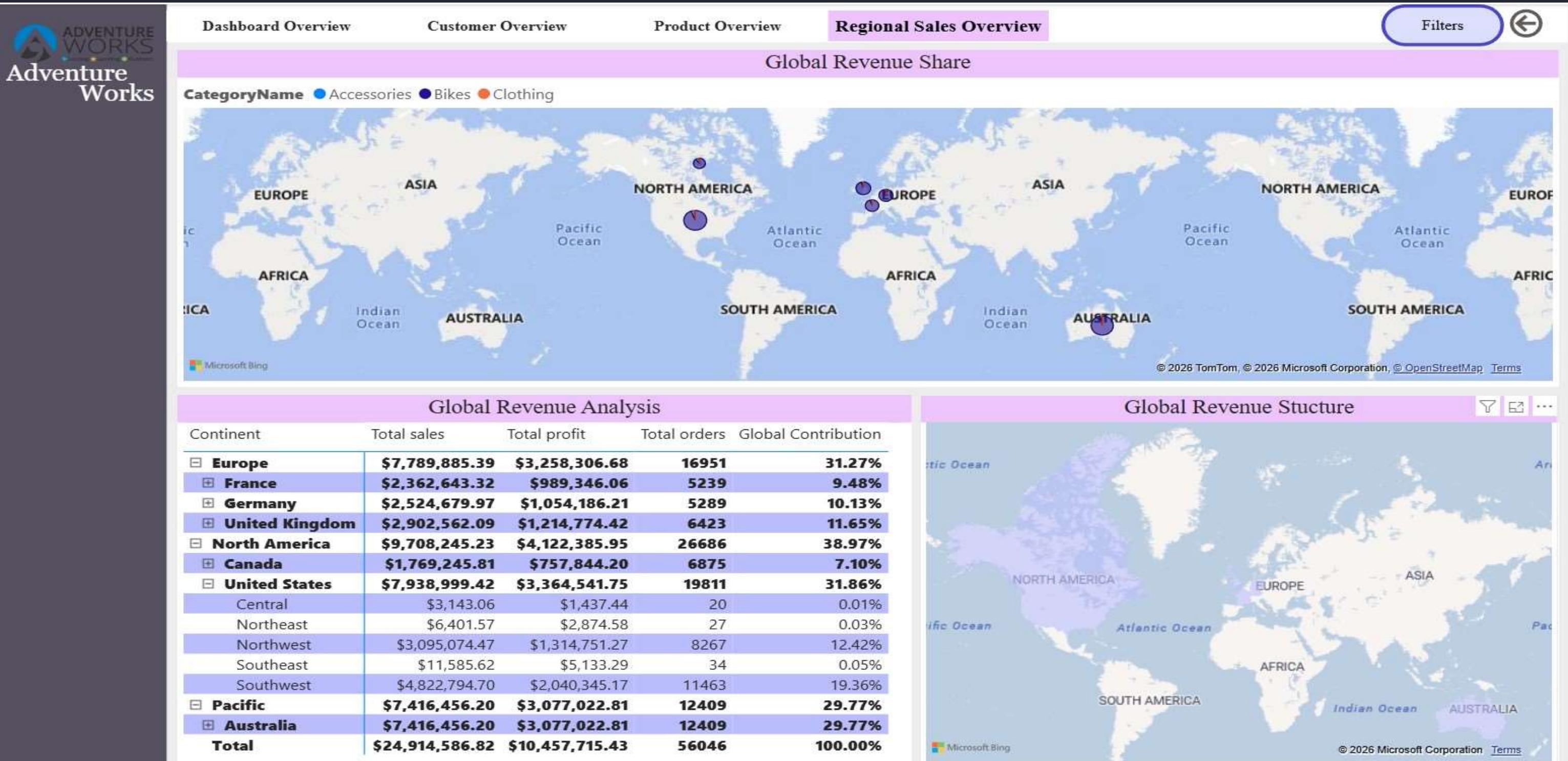


The Customer Tree Analysis visually charts the hierarchical flow of our customer base, segmenting them from broad demographics down to specific product purchases. This visualization helps us understand the most profitable customer journeys, enabling highly targeted marketing campaigns.

- The path from **Skilled Manual workers (age 30–60)** consistently emerges as a strong and profitable segment.
- **Bikes dominate the final purchase nodes**, confirming their role as the primary driver of high-value transactions.
- Accessories frequently follow bike purchases, indicating successful cross-selling opportunities.
- This analysis is ideal for identifying the **most profitable customer journeys** and optimizing our sales funnel for maximum conversion and value.

By understanding these customer journeys, Adventure Works can refine campaign targeting, improve personalization, and enhance the overall customer experience.

Dashboard: Regional Sales Overview



Product & Geographic Performance Highlights



Category & Product Dominance

An in-depth look at our product portfolio reveals that **Bikes** are the undeniable leaders in **profit contribution**, forming the core growth engine for Adventure Works. Within this category, specific **Mountain Bike variants** contribute the highest order value, demonstrating their critical role in our product strategy and revenue generation.

These insights underscore our core strengths: a dominant product category in Bikes and strong performance in established global markets, offering clear directions for future investment and expansion.



Global Footprint & Key Markets

Geographically, the **United States stands as our top country** for revenue, followed closely by Australia, the UK, and Germany. This distribution signifies that **Europe and North America are major revenue drivers**, underscoring the importance of these regions for sustained growth and market focus.

Key Trends & Insights

- **Revenue Seasonality:** Peaks consistently around *May-June*, with a dip in *July* and strong recovery by *December*.
- **Quarterly Performance:** Q2 is our strongest quarter, while Q3 shows the weakest performance, signaling clear seasonal patterns for demand planning.
- **Profit Stability:** Profit trends closely mirror revenue, confirming a stable cost structure across fluctuations.
- **Product Dominance:** *Bikes* are the primary profit drivers, with mountain bike variants contributing the highest order value.

Geographic Performance

Our global footprint shows significant concentration in key regions:

- **Top Markets:** The *United States* leads in revenue, followed by *Australia*, the *UK*, and *Germany*.
- **Growth Engines:** *Europe* and *North America* are major contributors to overall revenue.



Adventure Works: Key Conclusions & Strategic Recommendations

01

Strong Financial Health

Adventure Works boasts robust overall profitability, with a healthy ~42% profit margin, affirming our effective business model and cost management.

02

Bikes: The Core Driver

Bikes are unequivocally the strategic product category, driving the majority of our revenue and profit. Continued innovation and focus in this area are critical.

03

Targeted Customer Base

Our primary customers are identified as older, professional, mid-income individuals. Customizing marketing and product development to this segment will yield significant returns.

04

Seasonal Preparedness

Clear seasonality in revenue, with Q2 being strongest and Q3 weakest, necessitates proactive demand planning and promotional strategies.

05

Balanced Global Footprint

While our global presence is balanced across continents, there is a distinct market concentration risk in the US, alongside significant growth potential in Australia and Europe.

Strategic Recommendations for Continued Growth

- **Invest in Bike Innovation:** Further enhance our leading product category to maintain market dominance.
- **Improve Accessories Quality:** Address return volumes in accessories to boost margins and customer satisfaction.
- **Launch Loyalty Programs:** Cultivate high-value customers with tailored programs to increase retention and lifetime value.
- **Target Growth in Australia & Europe:** Capitalize on strong regional performance and diversify market presence to mitigate US concentration risks.