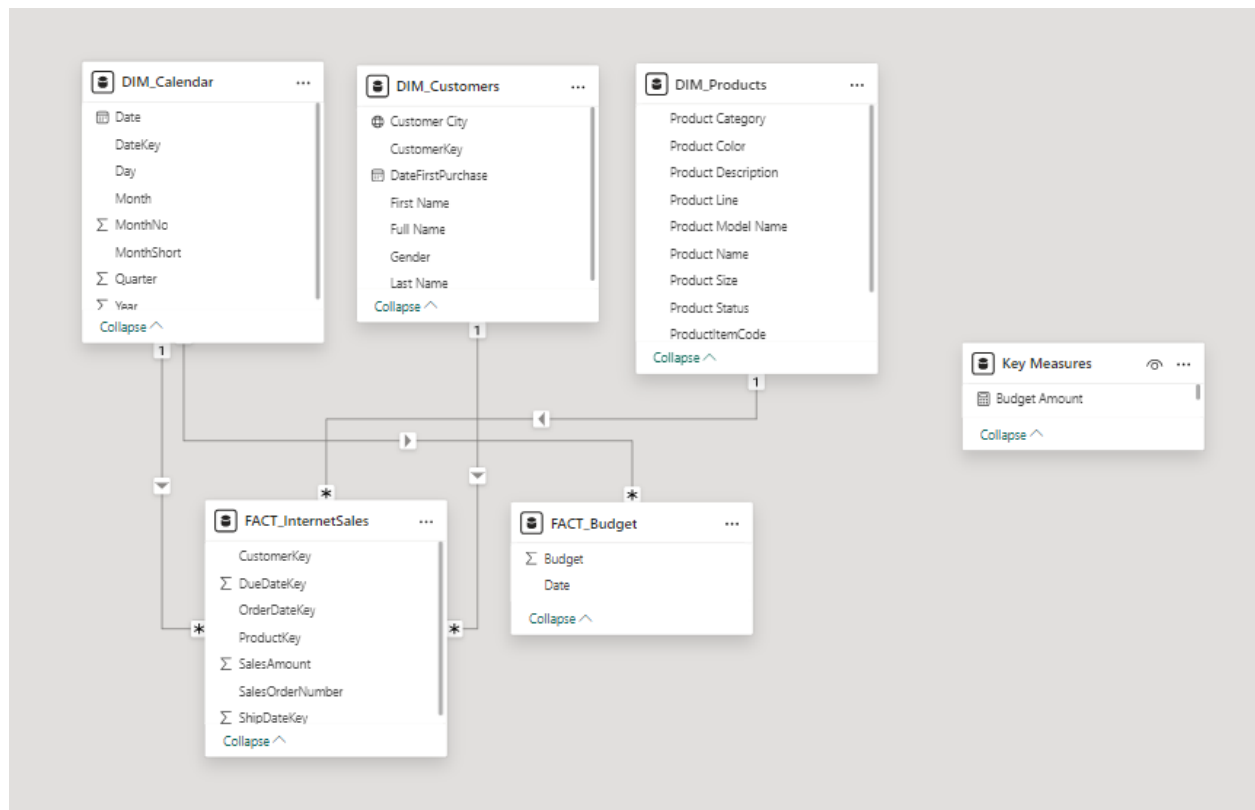


Adventure Works Sales Analysis

Project Background

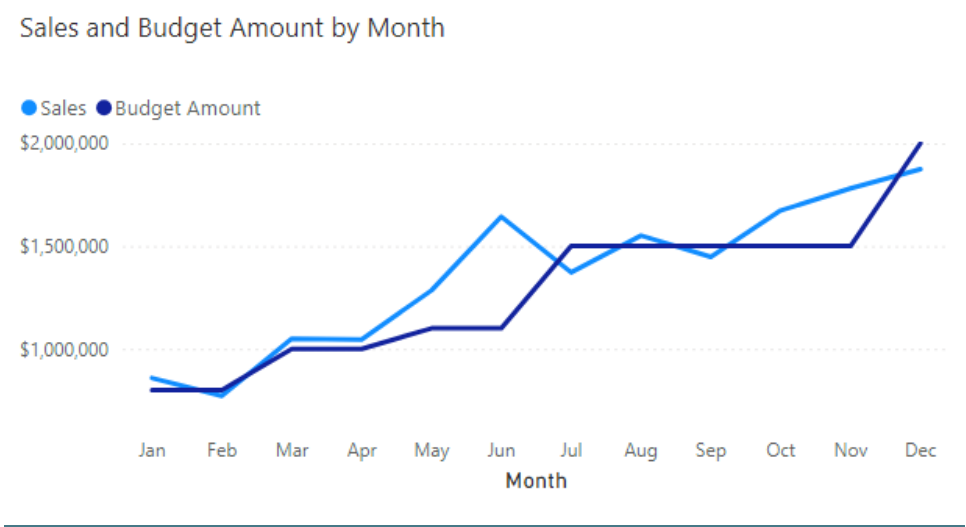
Adventure Works is a sample database of a fictional bicycle and accessory company. I am extracting insights and delivering recommendations to improve performance across the sales, product, and marketing teams. The sales team is looking for a summary dashboard of key sales metrics focused on performance compared to target sales budgets. The sales team also wants a second summary dashboard focused on customers. The product and marketing teams want a dashboard where they can see product demand to plan for next year's product catalogue.



Adventure Works ERD

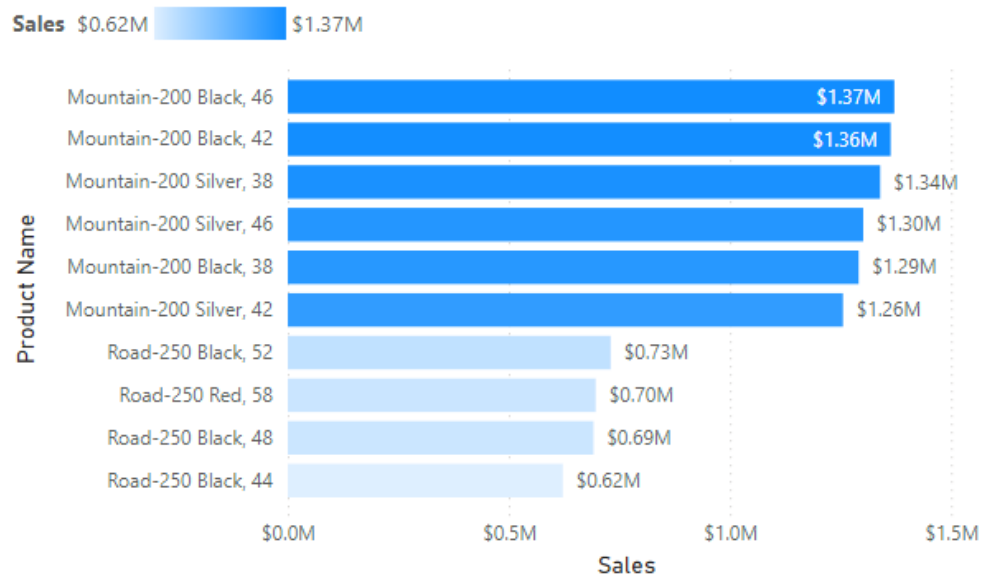
Sales and Customer Dashboard – Insights

The sales data for mainly 2023 is provided so we can focus on sales performance compared to budget for 2023.



It can be seen from the visual that sales exceeded or met the set budget for most of 2023, spiking in the summer months of May and June, as well as in the fall months of October and November. The sales team has good performance as the target budgets are being met or exceeded consistently.

Sales by Top 10 Products



Mountain bikes and road bikes are the most popular products so the sales team should push these products to potential customers first.

Sales by Customer City



Customers are located mainly in North America, Europe, and Australia regions so further sales inquiries should be focused on these regions.

Now we are going to highlight geographic hotspots for large sale customers.



Large sale customers are concentrated on the west coast of the US, mainly in California and Washington.



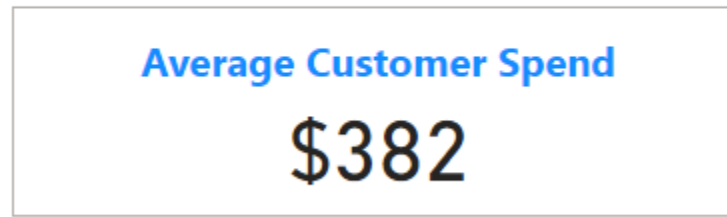
Large sale customers are also concentrated in the UK and Germany and France.



Large sale customers are also concentrated in the East side of Australia.

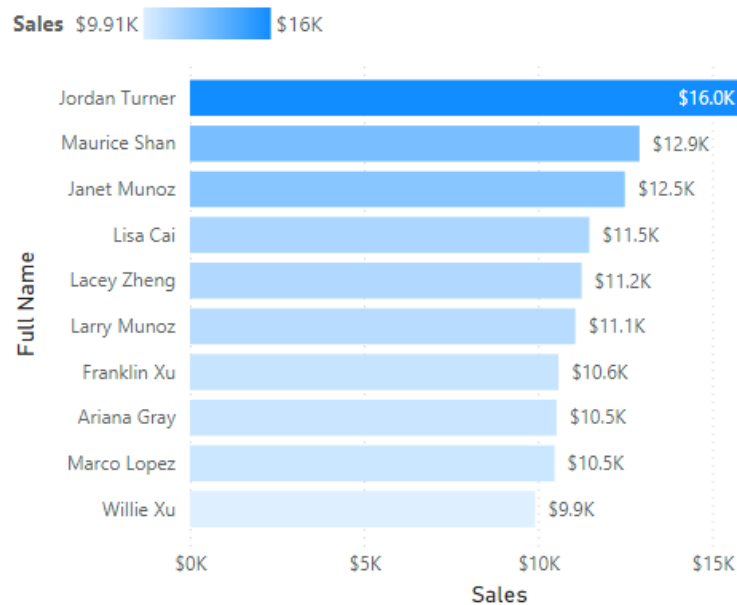
This may be an opportunity for the marketing team to target geographic sales hotspots with in-person stores, or pop-up events and other targeted marketing efforts, as there is already strong demand in specific regions.

Average Customer Spend



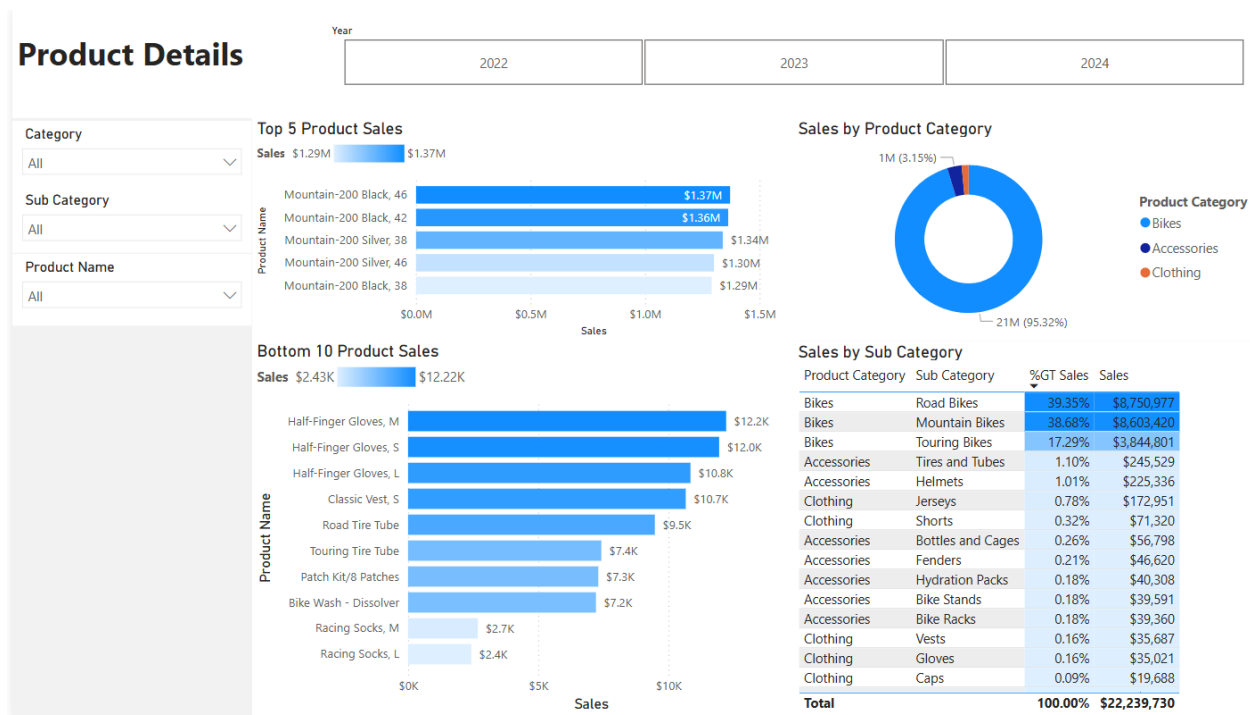
The average customer spends \$382 on Adventure Works products. The sales, product, and marketing teams can keep this in mind when thinking of the target customer demographic and where the product pricing should be adjusted to.

Sales by Top 10 Customers



These are the top 10 customers. The marketing team can analyze these 10 customers to discover if there are any similarities or indicators of what type of customer is likely to spend large amounts of money on Adventure Works products.

Product Dashboard – Insights



Key insights from this dashboard:

- Accessories are a weak seller
- Reduce the number of accessory offerings, start with eliminating the bottom 10 performing products
- Focus on road and mountain bike products