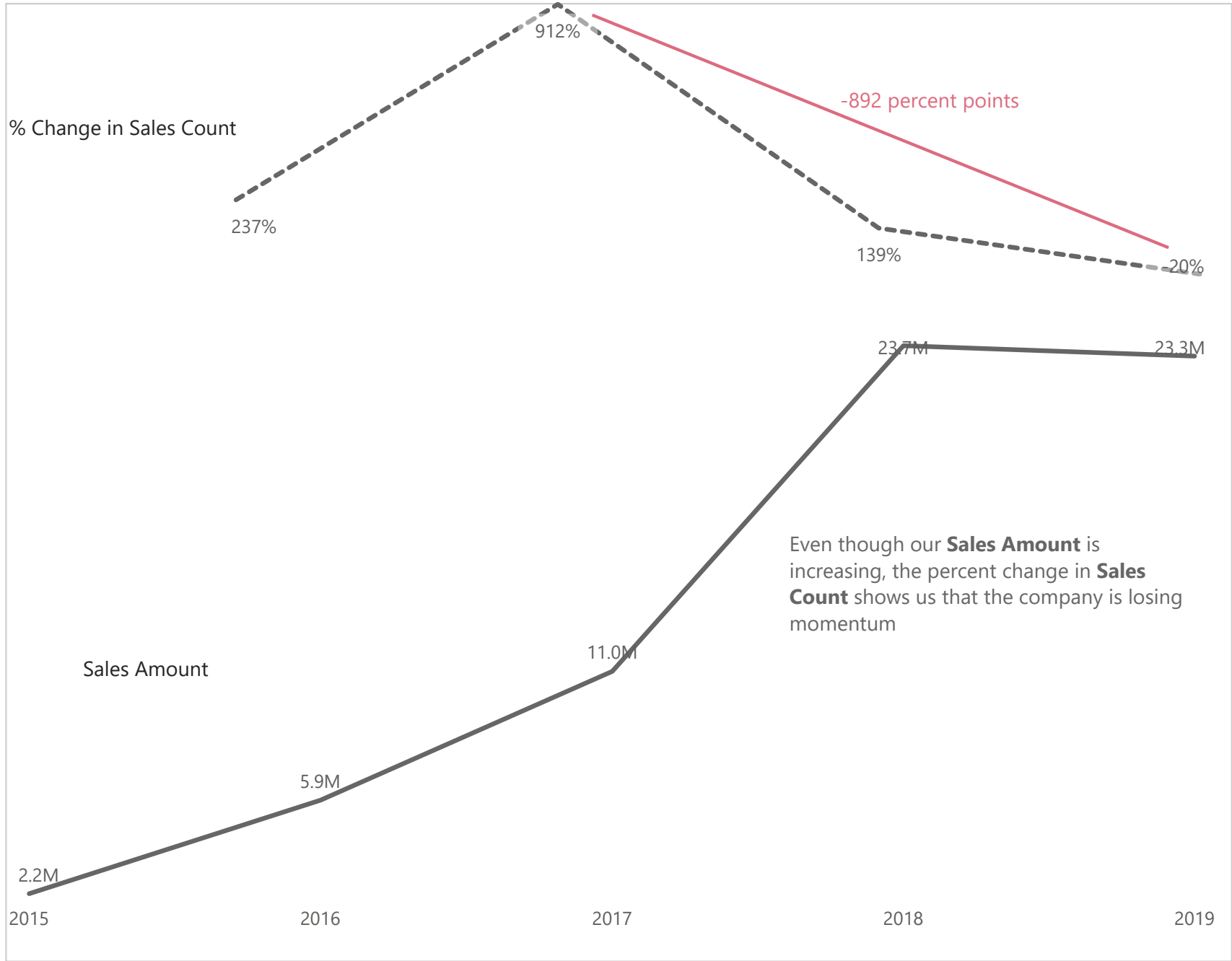
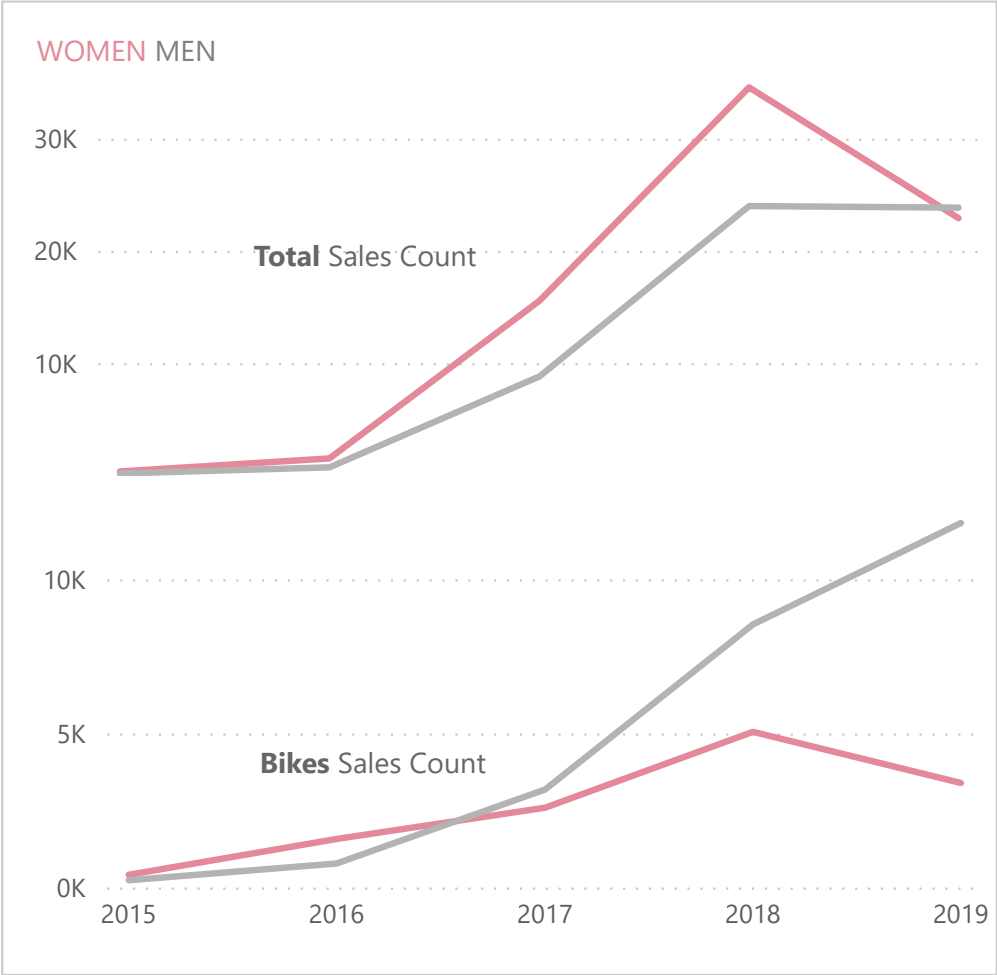


Sales growth over time

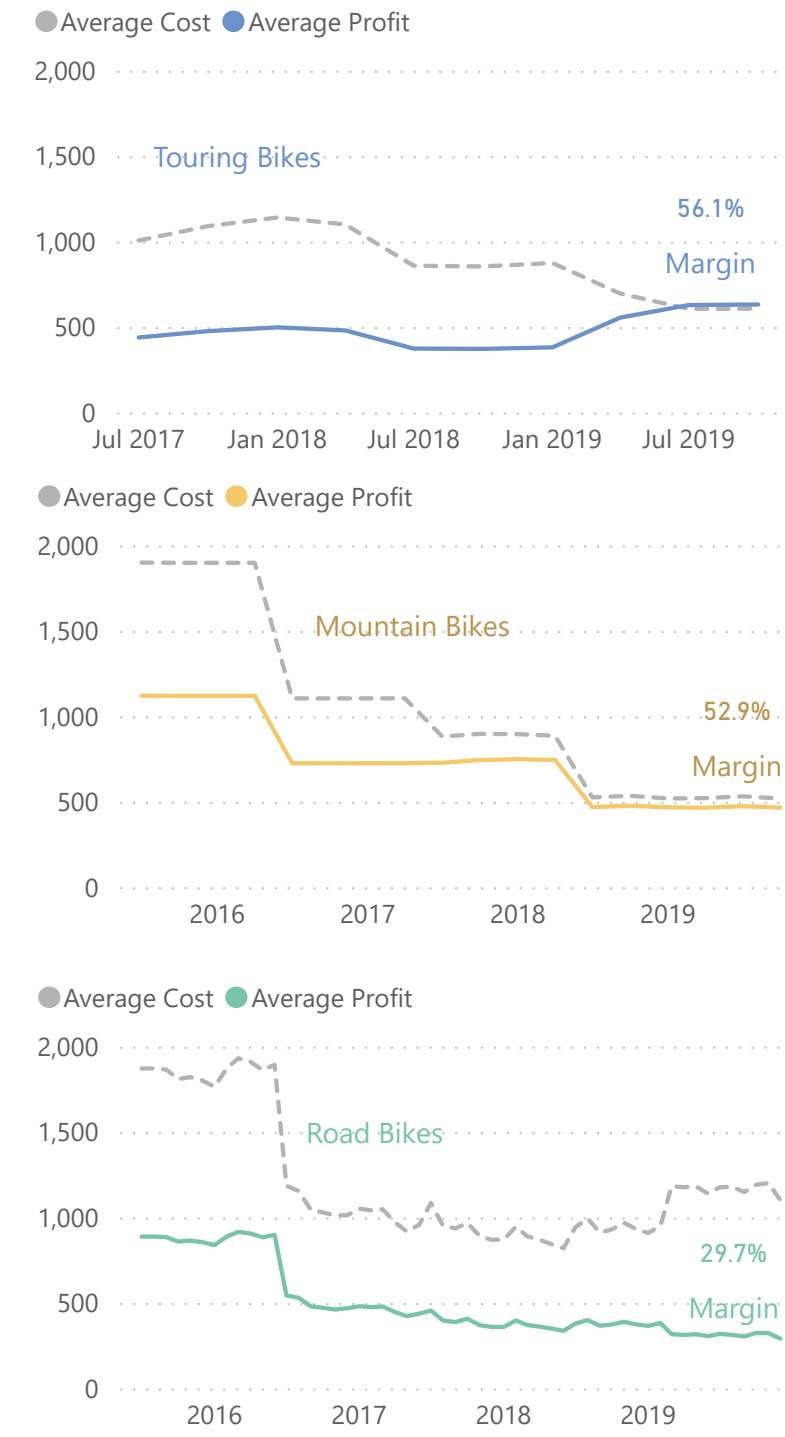
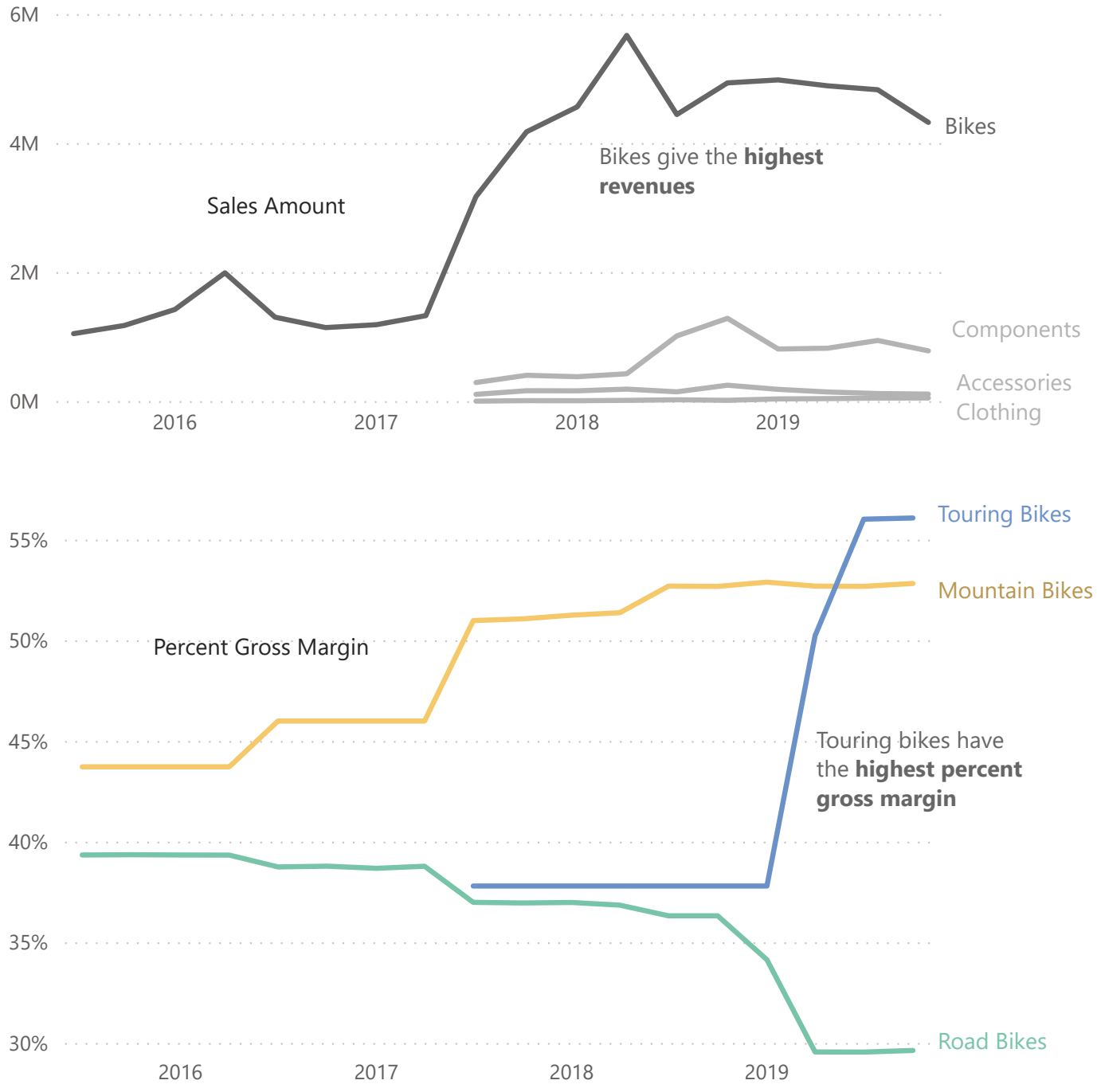


AdventureWorks **stopped selling bikes to women**, losing their important share in sales



How to get momentum on sales again?

Getting sales back

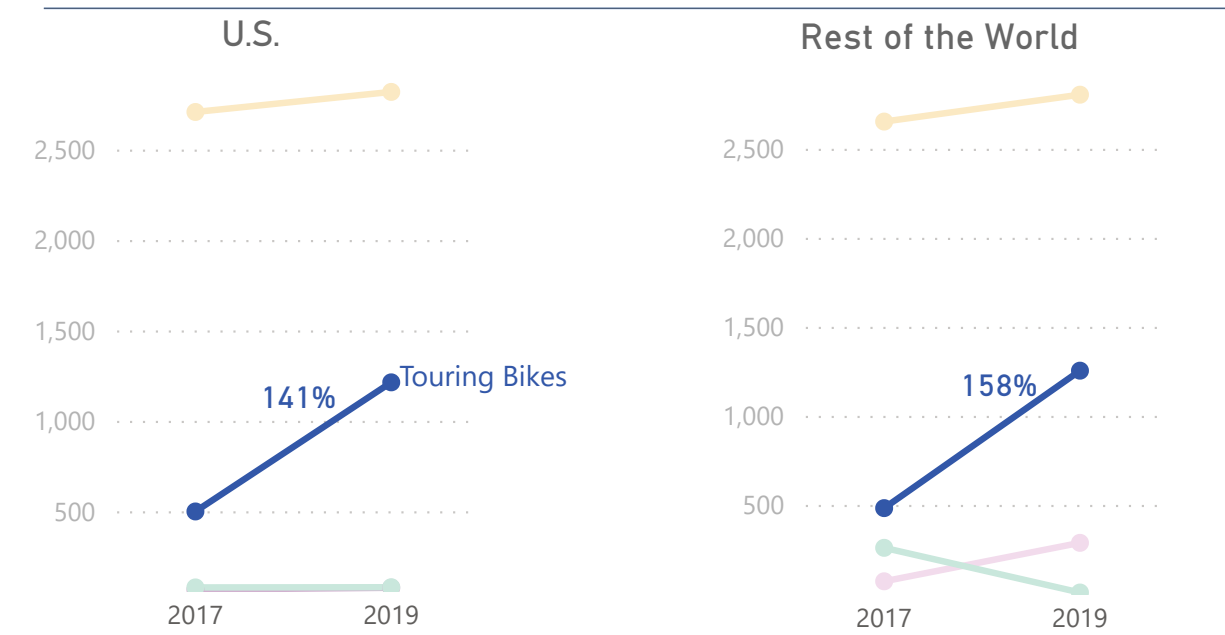


The best way to increase sales count and amount is to **invest in selling bikes**, but bikes that will be in **high demand** for the next years and that has **high gross margin**

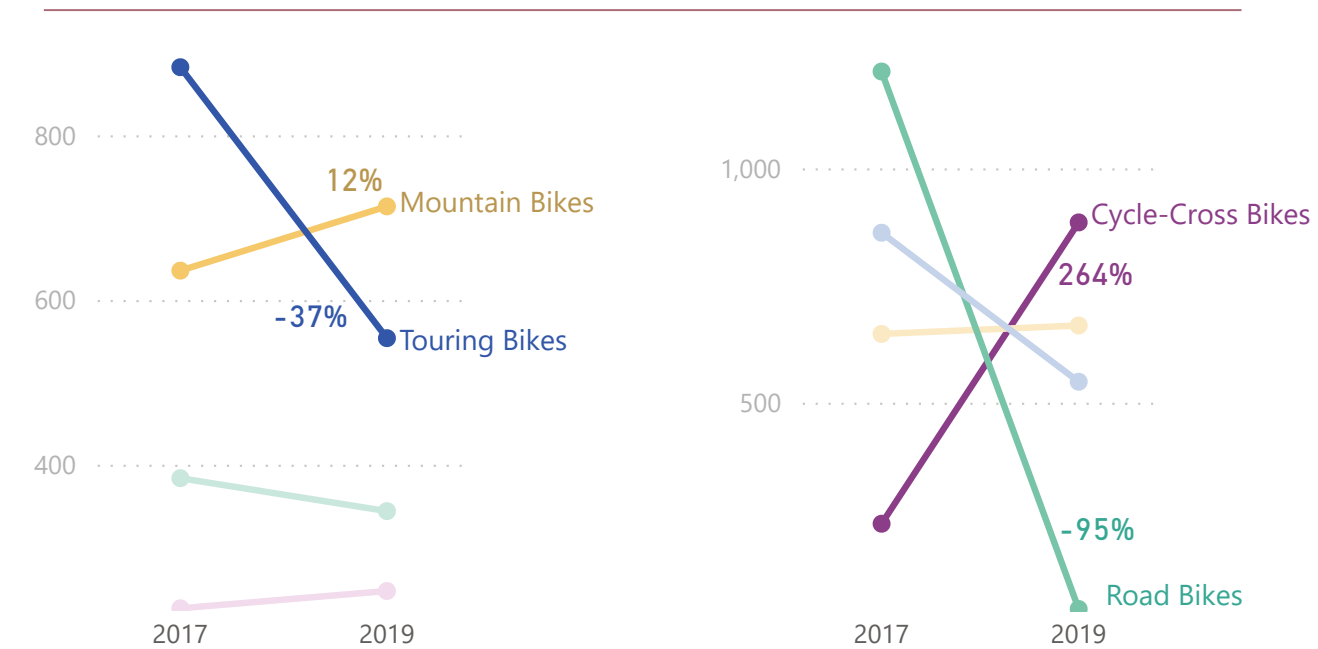
What bikes are in demand?

Preferred Bikes Growth Between 2017 and 2019

Men



Women



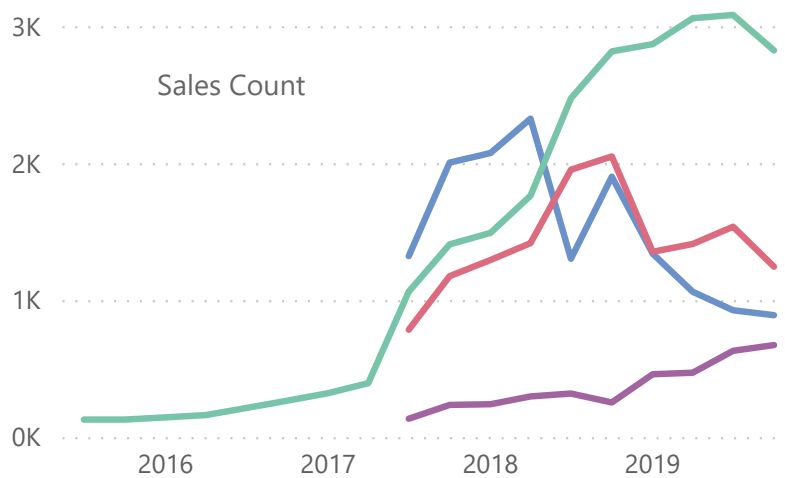
How to gain back share on women sales?

Increase women share



MEN

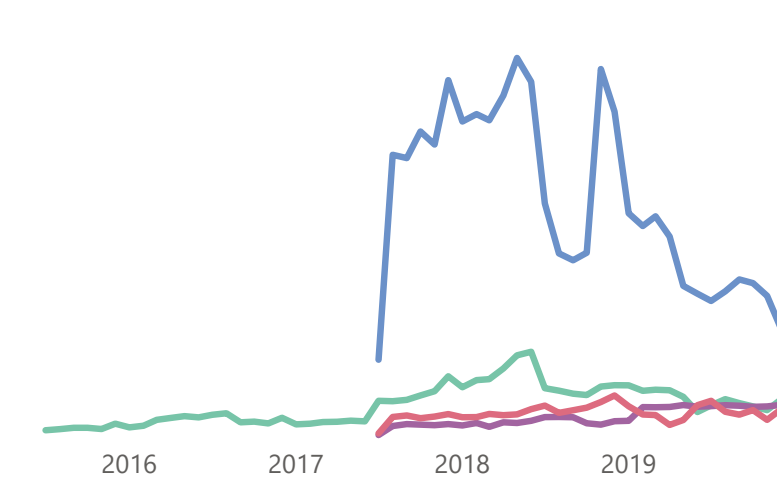
● Accessories ● Bikes ● Clothing ● Components



Bike Type	2015	2016	2017	2018	2019
Mountain Bikes	112	396	1996	5731	8751
Road Bikes	160	420	803	1398	908
Touring Bikes			417	1445	2205

WOMEN

● Accessories ● Bikes ● Clothing ● Components



Bike Type	2015	2016	2017	2018	2019
Mountain Bikes	39	119	155	843	1153
Road Bikes	410	1493	2063	2990	932
Touring Bikes			408	1255	1344

Women is losing share because the bikes they used to buy (**Road Bikes**) are not in demand.

Most of the sells to women are **Accessories**, which don't profit much to AdventureWorks.

The company needs to sell Cycle-Cross Bikes to women.

WOMEN - BIKES

● Cycle-Cross Bikes ● Mountain Bikes ● Road Bikes ● Touring Bikes

