

Adventure Works Analysis



Executive Summary

Sales Analysis

Market Intelligence

Inventory Management

Customer Insights

Product Details

84K

Order Quantity



24.91M

Sales Amount



10.46M

Total Profit

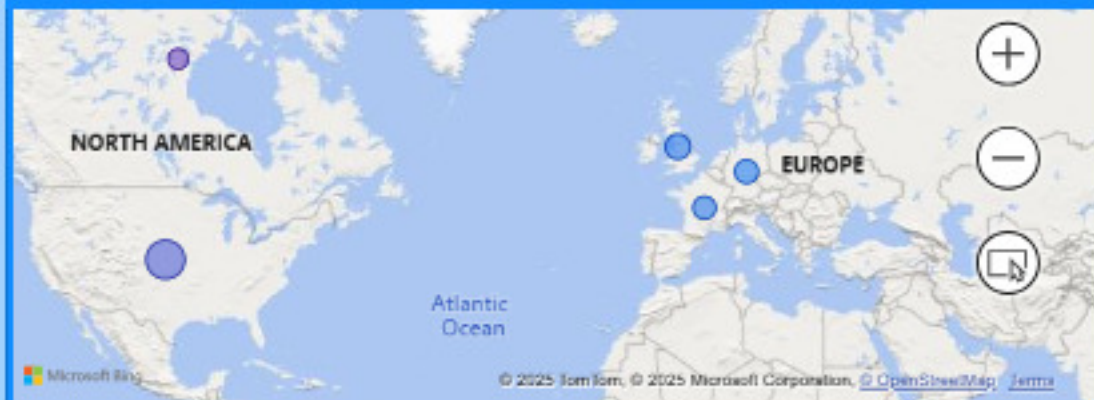


0.42

Profit Margin %



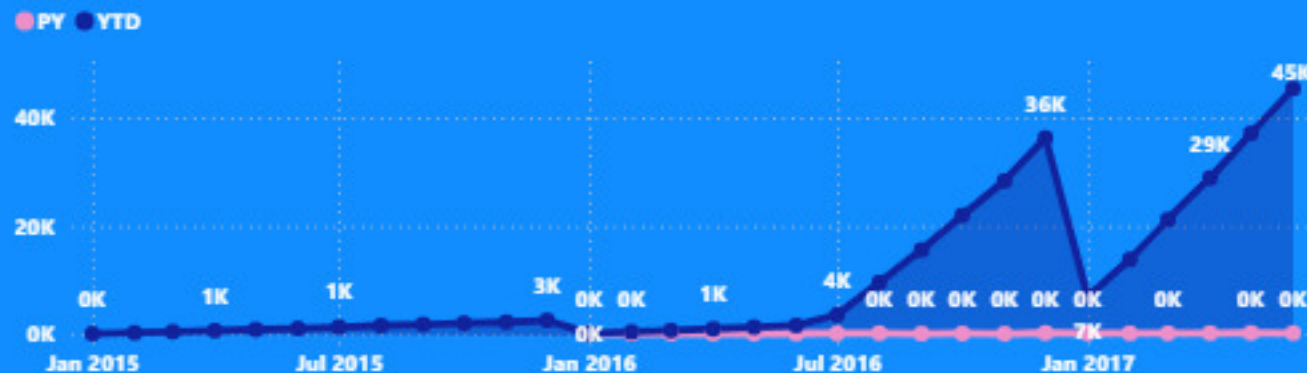
Global Sales Overview



Profit by Category



Sales Performance: Past Year vs. Current Year



Year

2015

2017

Region

All



Chart View

Table View

All

Base View

Adjusted View

Year

2015

2017

CategoryName

- ☐ Accessories
- ☐ Bikes
- ☐ Clothing
- ☐ Components

Customer Segment

- ☐ High Income
- ☐ Low Income
- ☐ Mid Income

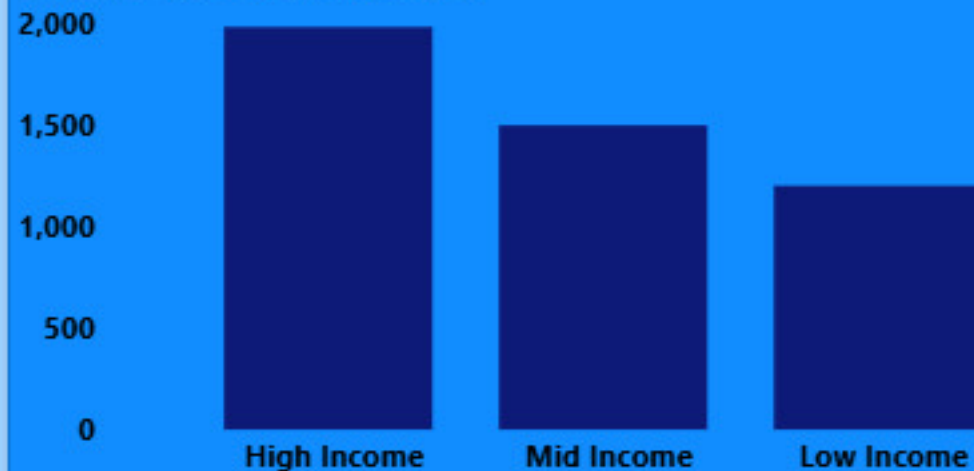
Select Metric

1

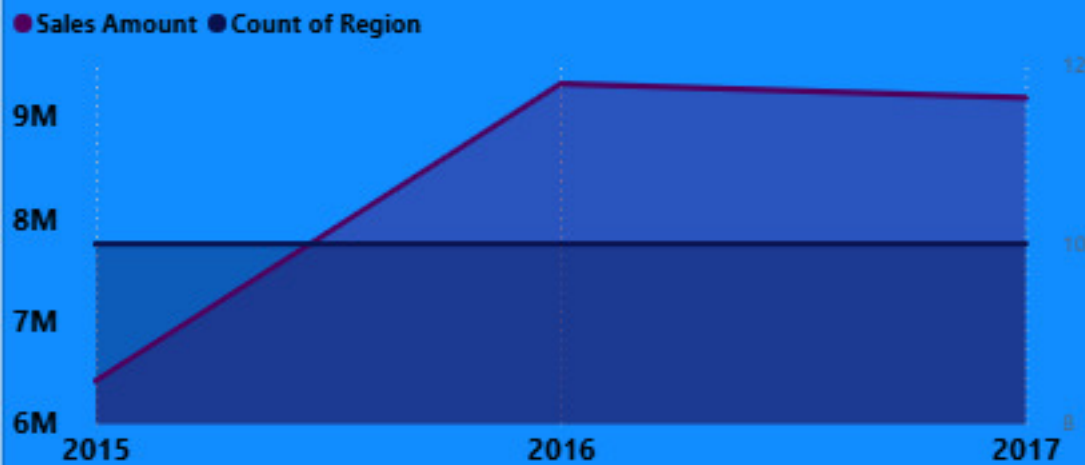
3

Sales Amount

Customer Value by Income Level



Annual Sales vs. Region Count



ProductName	Total Order Quantity	Sales Amount	Total Profit
Racing Socks, L	509	4,575.91	2,864.50
Racing Socks, M	554	4,980.46	3,117.75
Classic Vest, S	157	9,969.50	6,240.91
Classic Vest, L	182	11,557.00	7,234.68
Classic Vest, M	182	11,557.00	7,234.68
Patch Kit/8 Patches	5898	13,506.42	8,454.78
Bike Wash - Dissolver	1706	13,562.70	8,490.25
Touring Tire Tube	2740	13,672.60	8,558.94
Road Tire Tube	4327	17,264.73	10,807.55
Long-Sleeve Logo Jersey, XL	381	18,313.64	6,226.64
Long-Sleeve Logo Jersey, S	392	18,842.38	6,406.42
Short-Sleeve Classic Jersey, L	358	19,328.42	4,445.54
Long-Sleeve Logo Jersey, M	408	19,611.46	6,667.90
Half-Finger Gloves, L	840	19,780.40	11,620.98
Women's Mountain Shorts, S	283	19,807.17	12,399.28
Total	84174	24,914,586.82	10,457,715.43

CategoryName

SubcategoryName

Bikes

Bikes

9,726,168.27

Accessories

569,760.06

Clothing

161,787.10

Road Bikes

4,368,346.65

Mountain Bikes

3,930,661.57

Touring Bikes

1,427,160.05

Total Profit
10,457,715.43

\$1.175

rates.USD

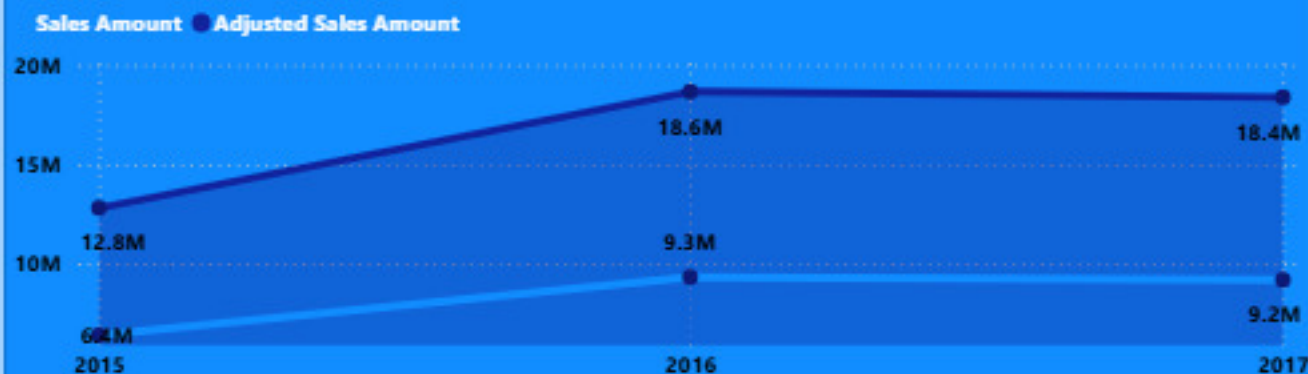
24.91M

Sales Amount

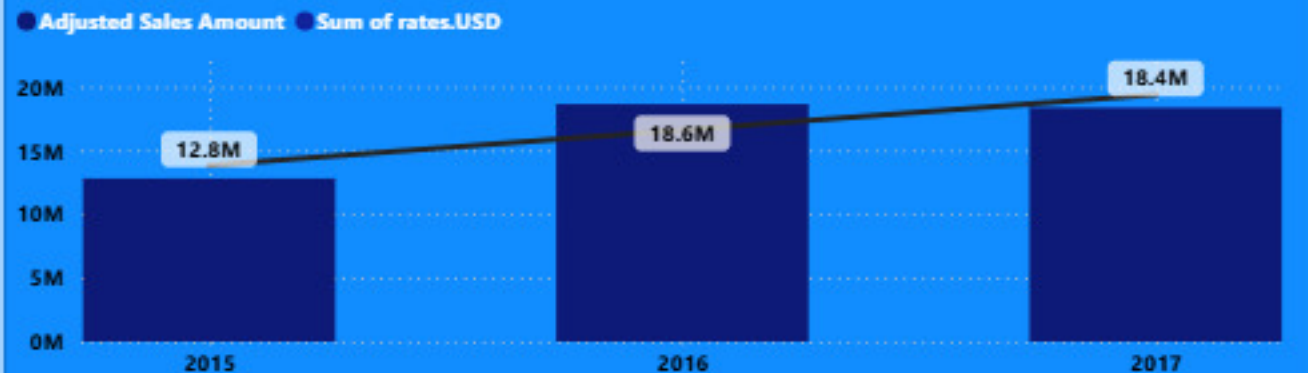
49.83M

Adjusted Sales Amount

Total vs. Adjusted Sales



Adjusted Sales and Exchange Rate Impact



Price Increase %

1



Gender

F

M

Country

All

Year

2015

2017

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Product Details

Total Order Quantity and Target



ProductName	Total Order Quantity	Total Cost
All-Purpose Bike Stand	234	13,915.04
AWC Logo Cap	4151	23,682.29
Bike Wash - Dissolver	1706	5,072.45
Classic Vest, L	182	4,322.32
Classic Vest, M	182	4,322.32
Classic Vest, S	157	3,728.59
Fender Set - Mountain	3960	32,553.18
Half-Finger Gloves, L	840	8,159.42
Half-Finger Gloves, M	918	8,917.08
Half-Finger Gloves, S	886	8,606.25
Hitch Rack - 4-Bike	302	13,553.76
HI Mountain Tire	1305	17,082.45
Total	84174	14,456,871.39

Total Order Quantity by Region



Key influencers Top segments

What influences Total Profit to Decrease ?

When...

...the average of Total Profit decreases by

CategoryName is Clothing

11.73K

Region is Southeast

10.97K

CategoryName is Accessories

9.73K

SubcategoryName is Caps

9.66K

SubcategoryName is Tires and Tubes

9.18K

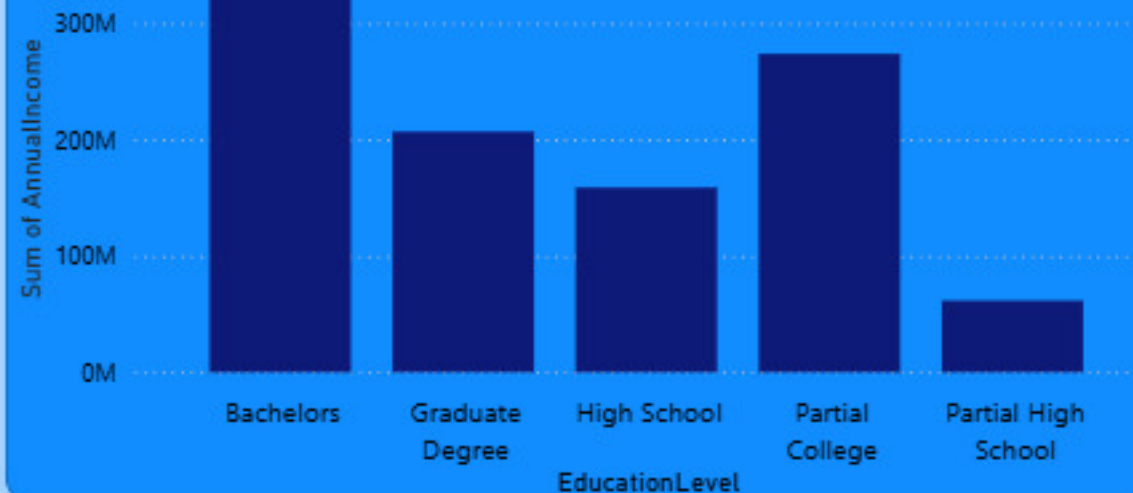
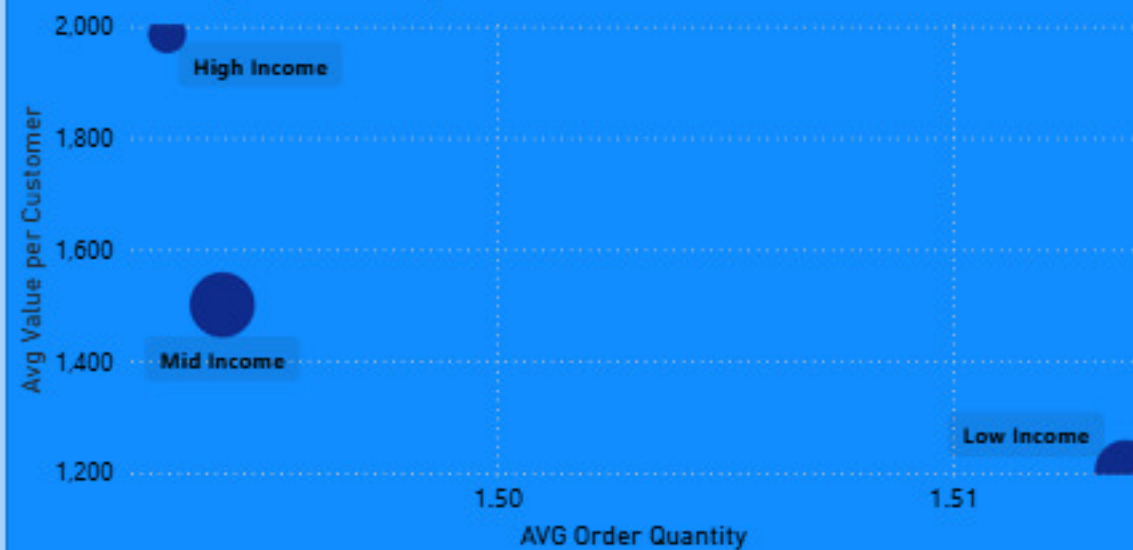
SubcategoryName is Bottles and Cages

8.67K

Total Order Quantity goes down 190.22

2.02K

Order Trends by Customer Segment



Year

2015

2017

Gender

F

M

Country

All