



DATA ANALYTICS





ADVENTURE WORKS BUSINESS OVERVIEW



Year

2017

2018

2019

2020

Region

Select all

Australia

Canada

Central

France

Germany

Northeast

Northwest

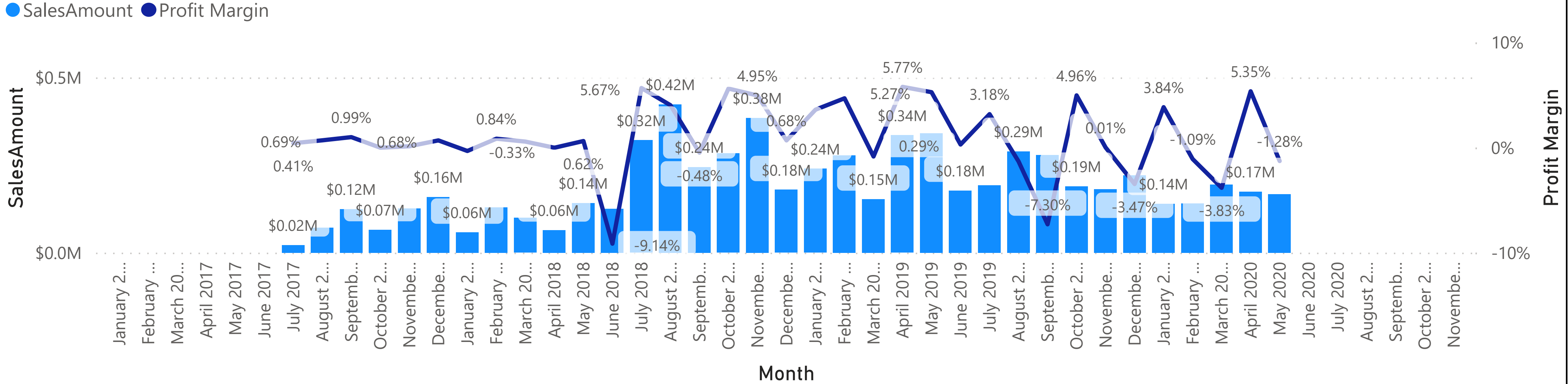
Southeast

Southwest

Group

North America

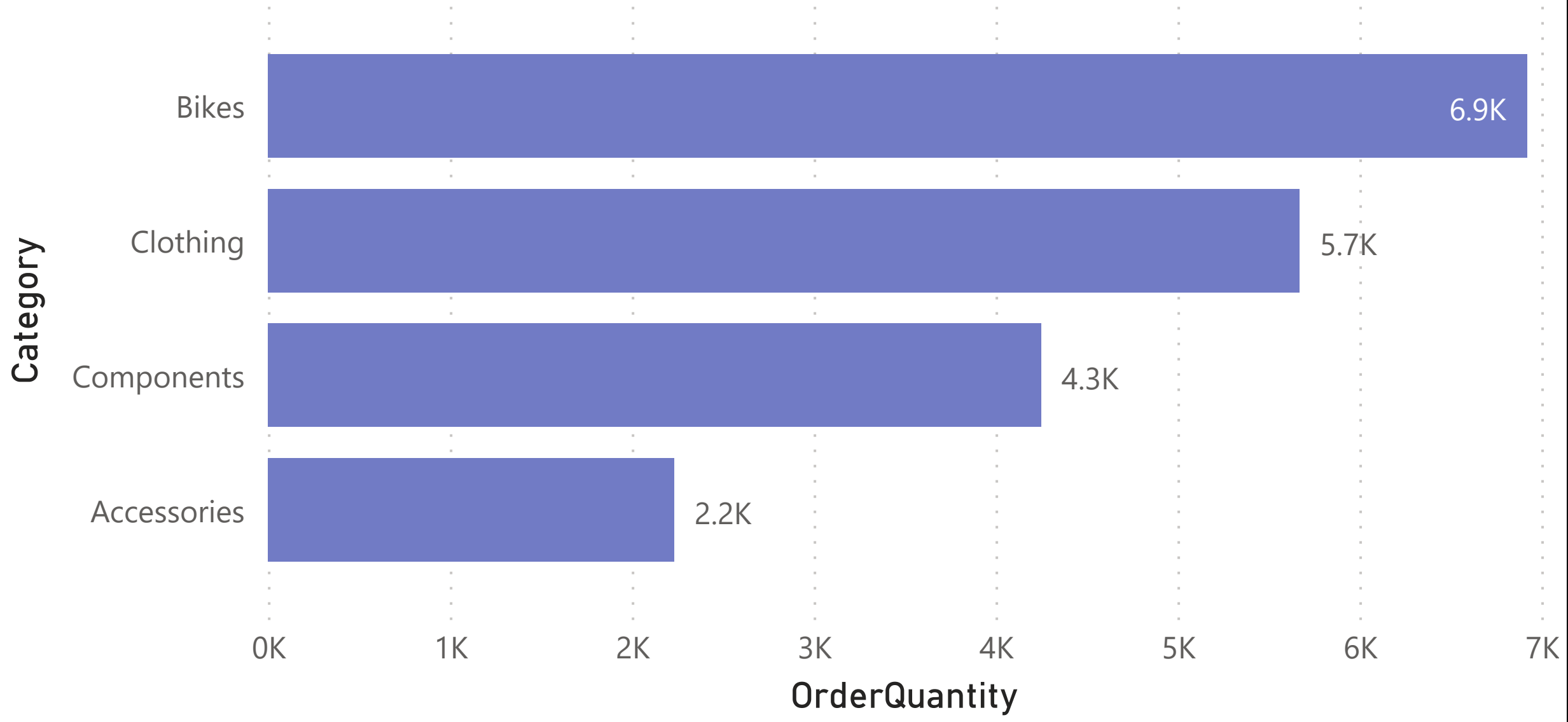
SalesAmount and Profit Margin



SalesAmount by Country and Category



OrderQuantity by Category





INCOME STATEMENT

Year, Quarter, Month

All

Category

All

\$78M

SalesAmount

3616

Orders

\$999K

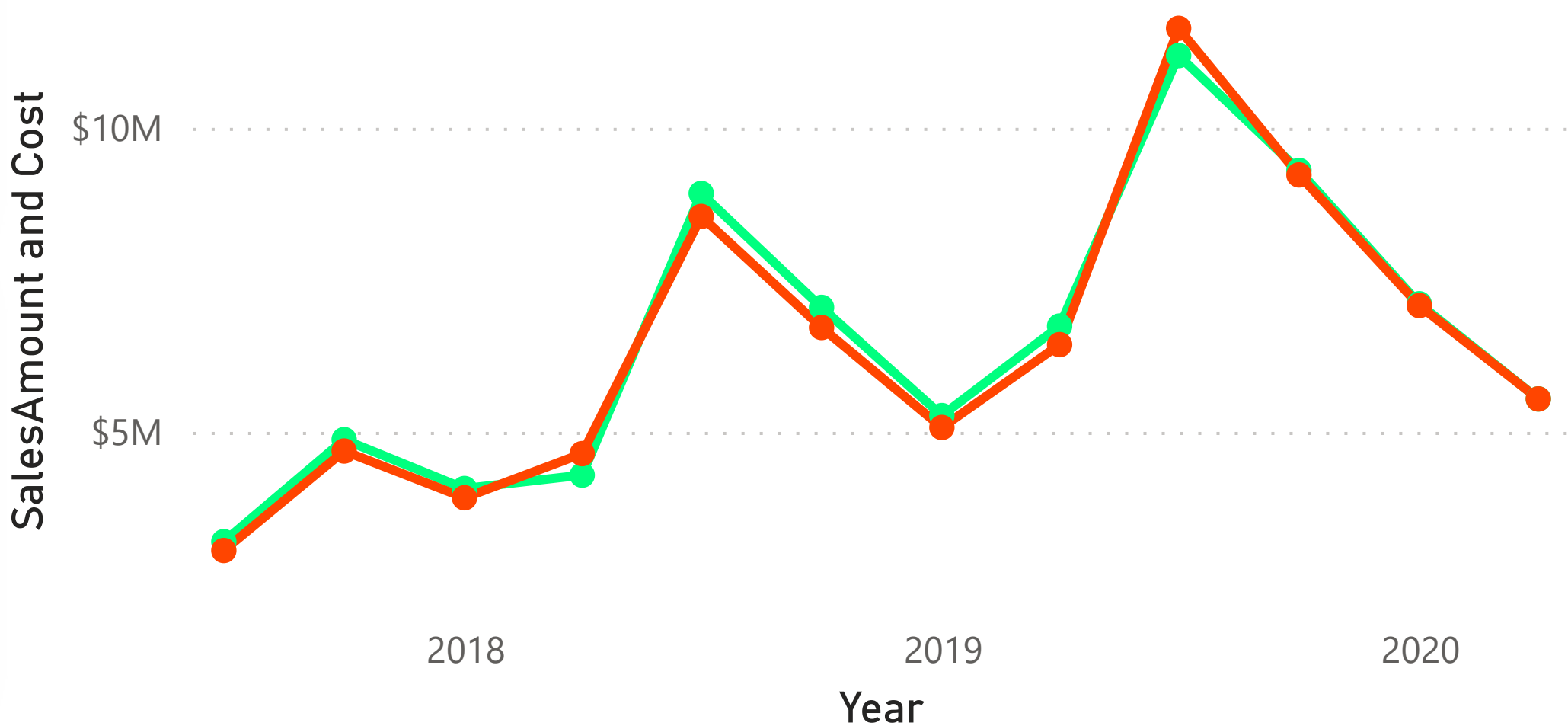
Profit

1.29%

Profit Margin

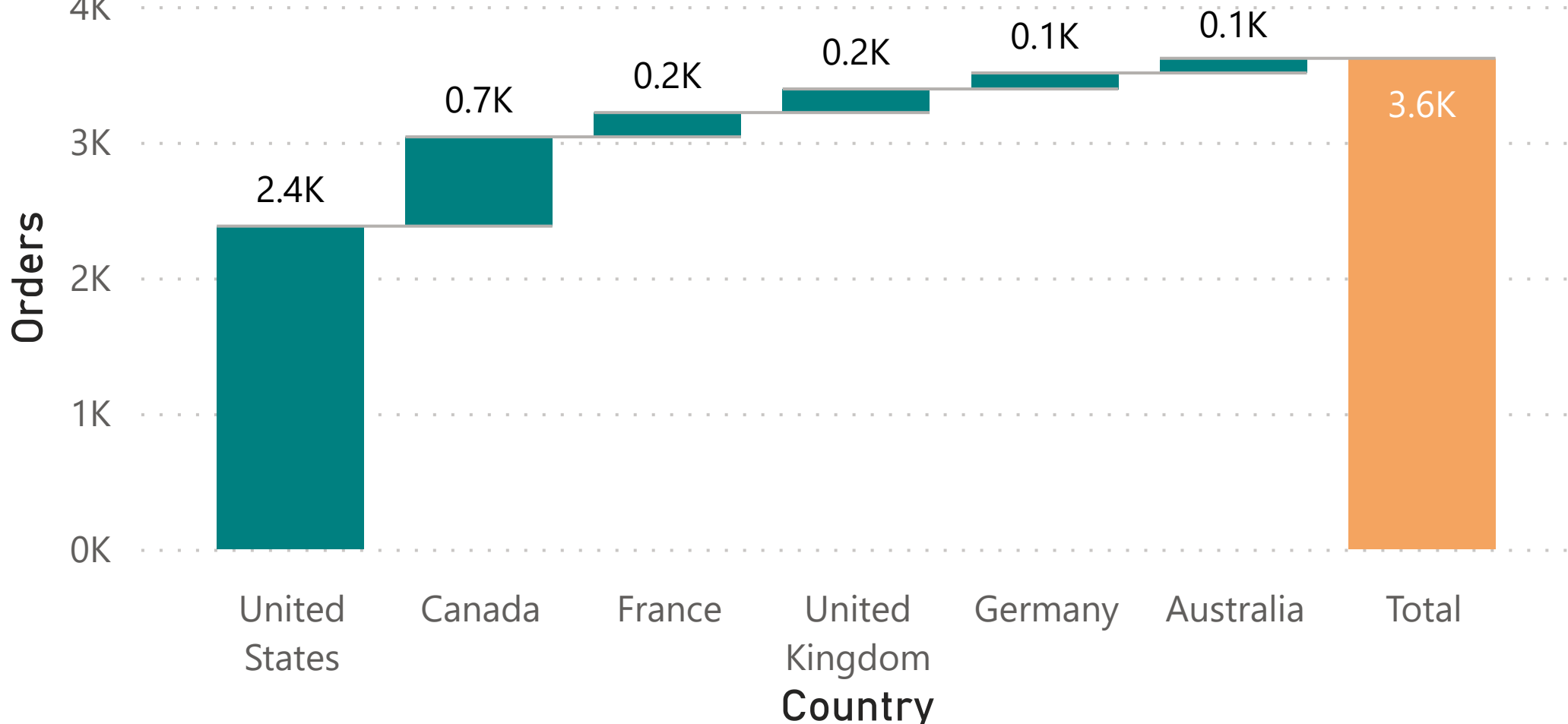
Sales and Cost by Year

SalesAmount Cost

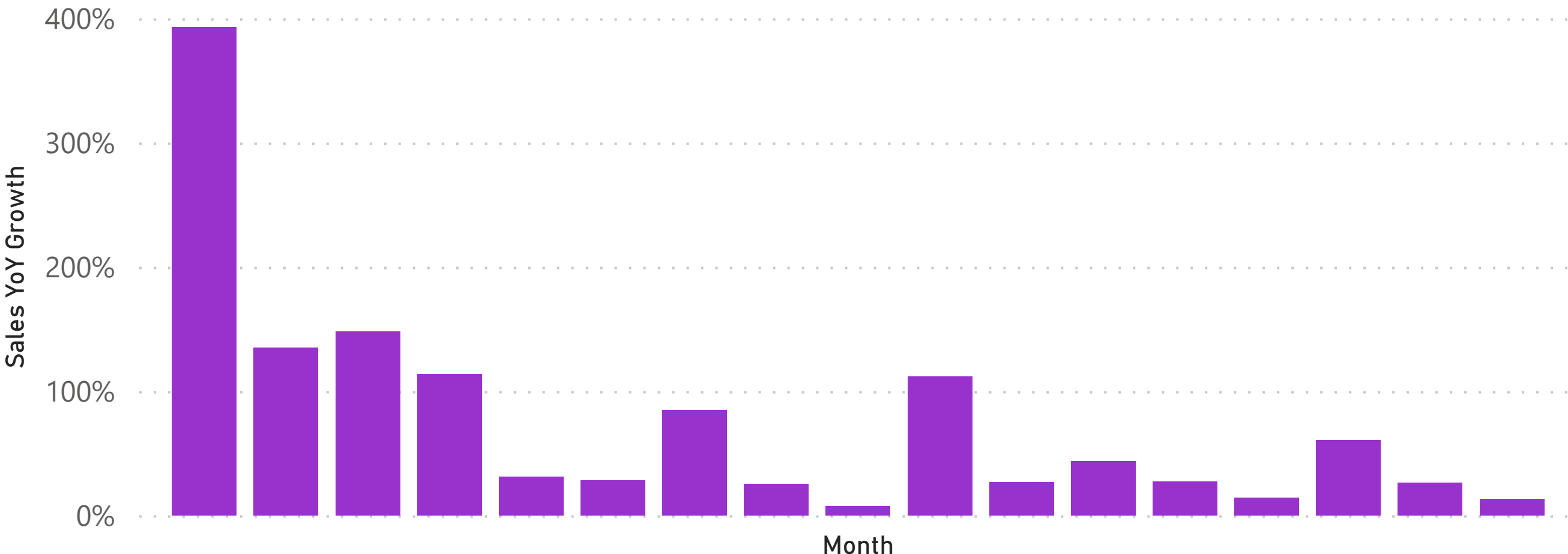


Orders by Country

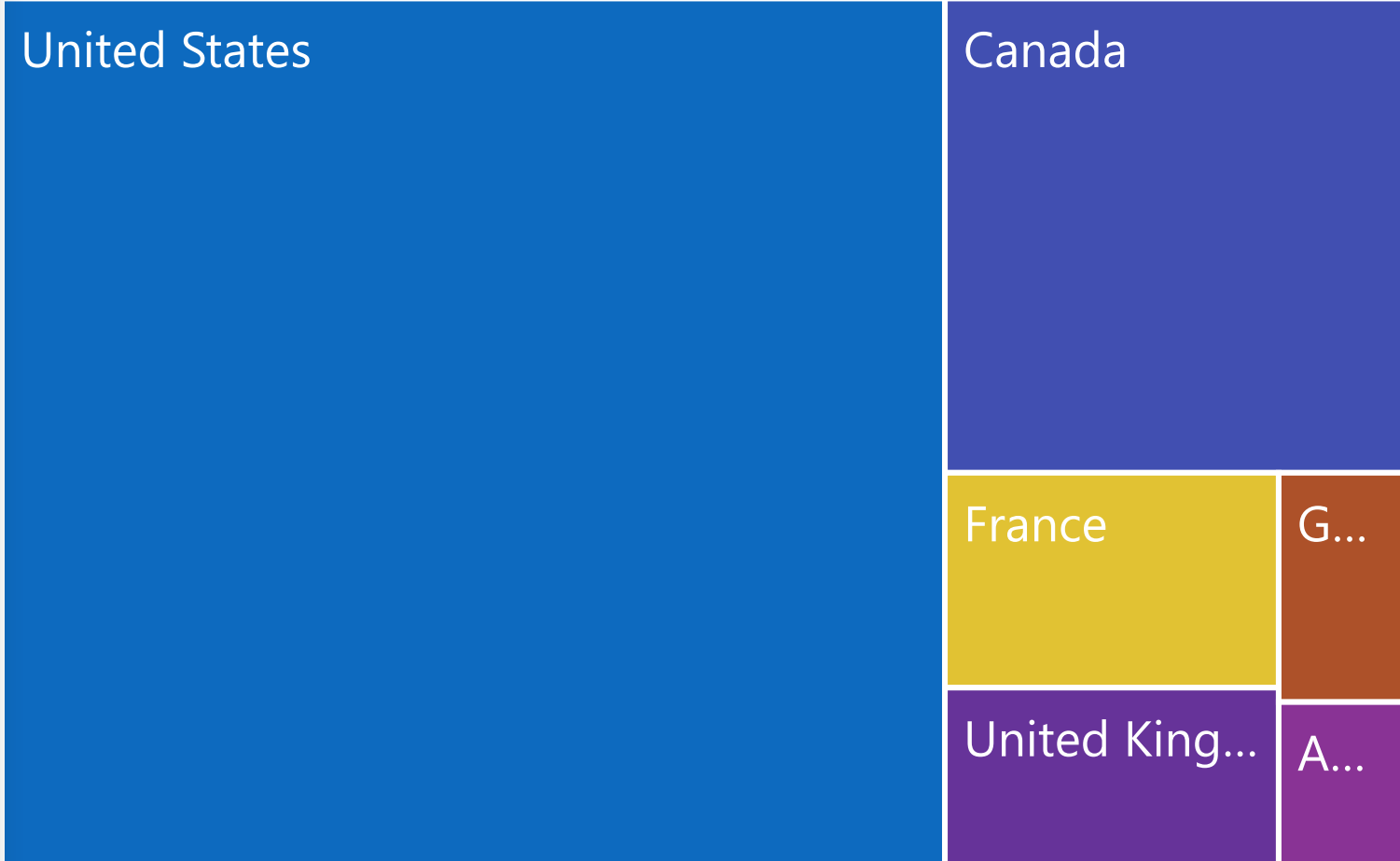
Increase Decrease Total



Sales YoY Growth by Month



SalesAmount by Country





PROFIT MARGIN REPORT

Year, Quarter, Month

All



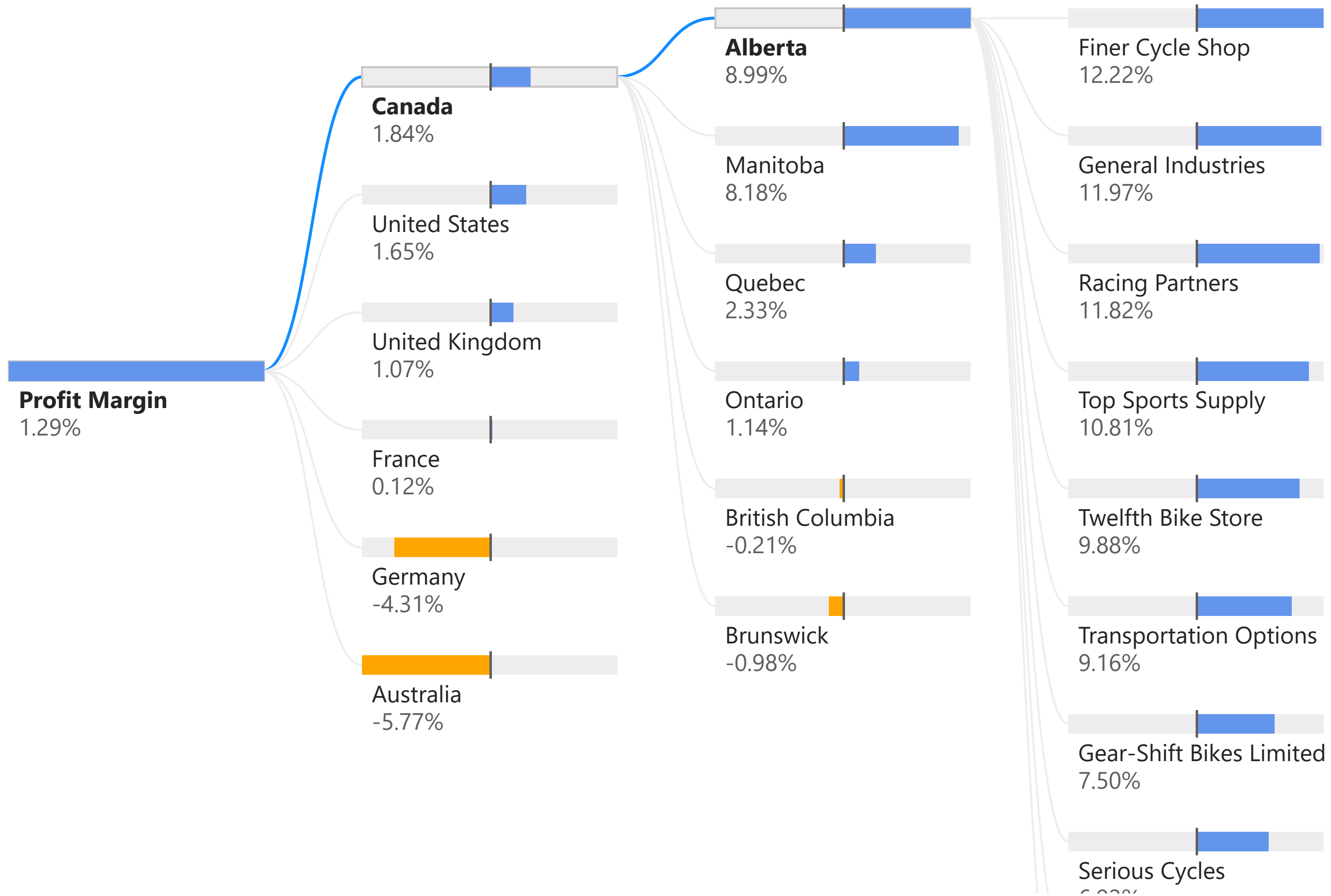
Country-Region

Canada

State-Province

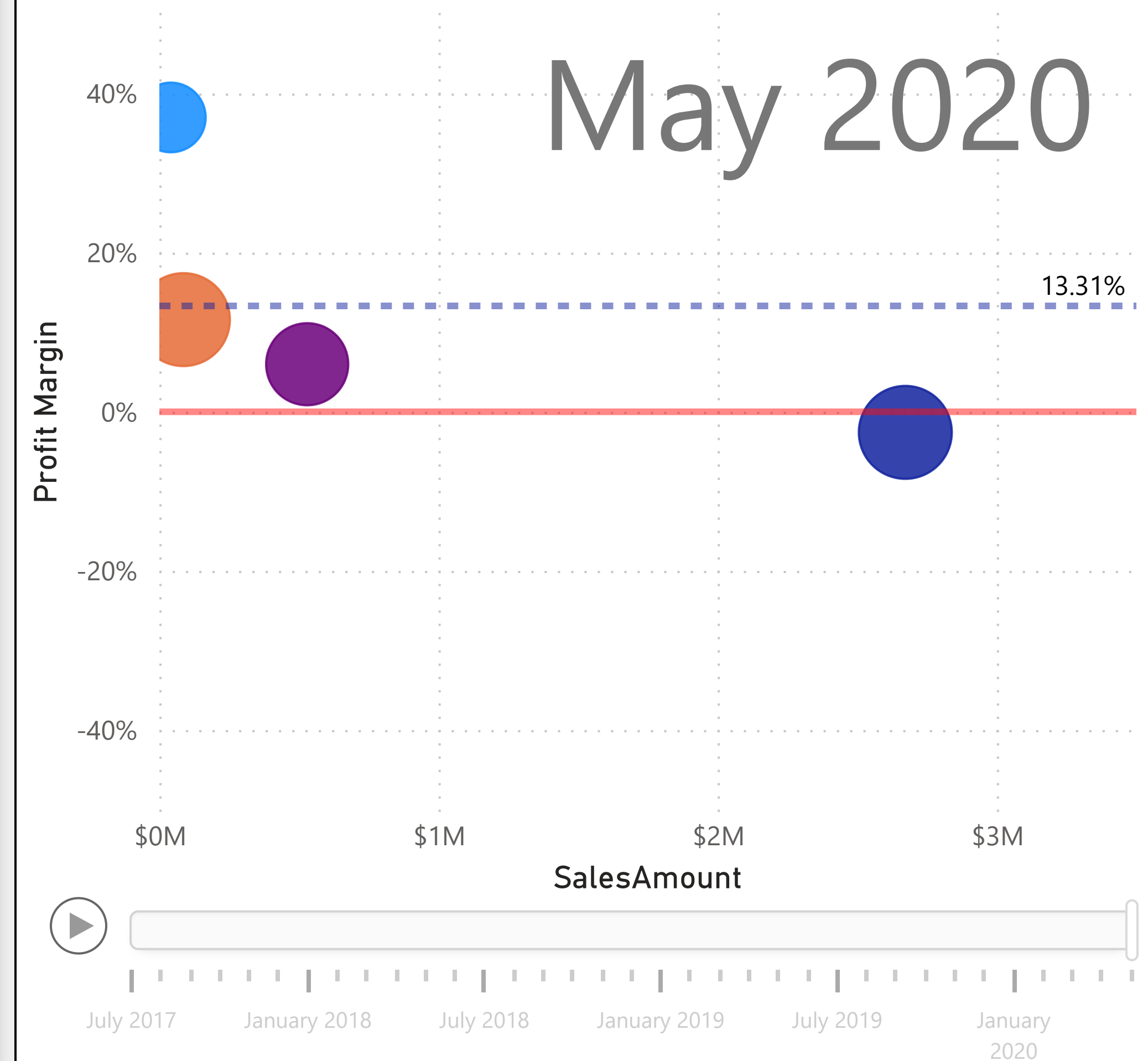
Alberta

Reseller



SalesAmount, Profit Margin and OrderQuantity by Category and Month

Category Accessories Bikes Clothing Components





KEY INFLUENCES REPORT

Year

2020

Category

Clothing

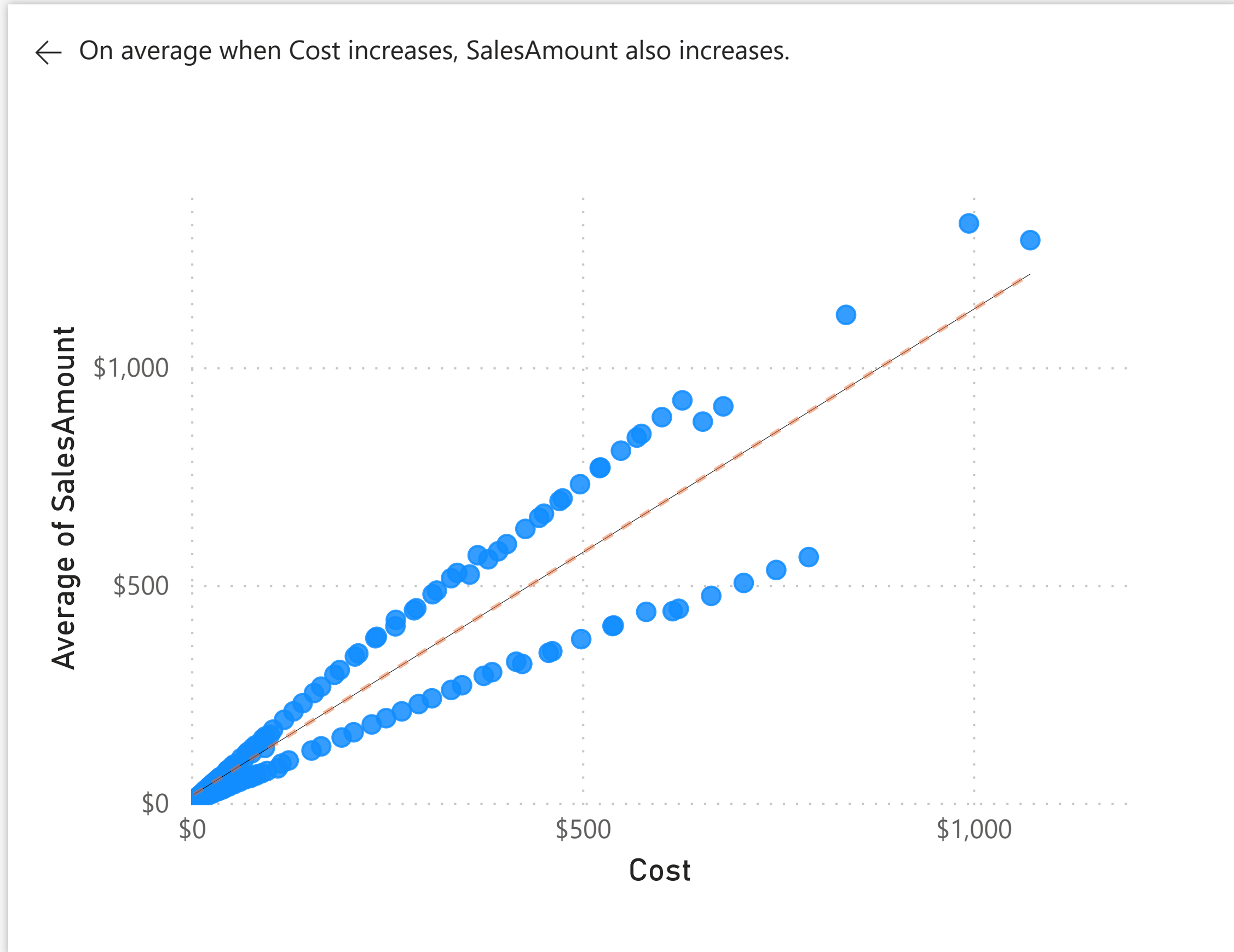
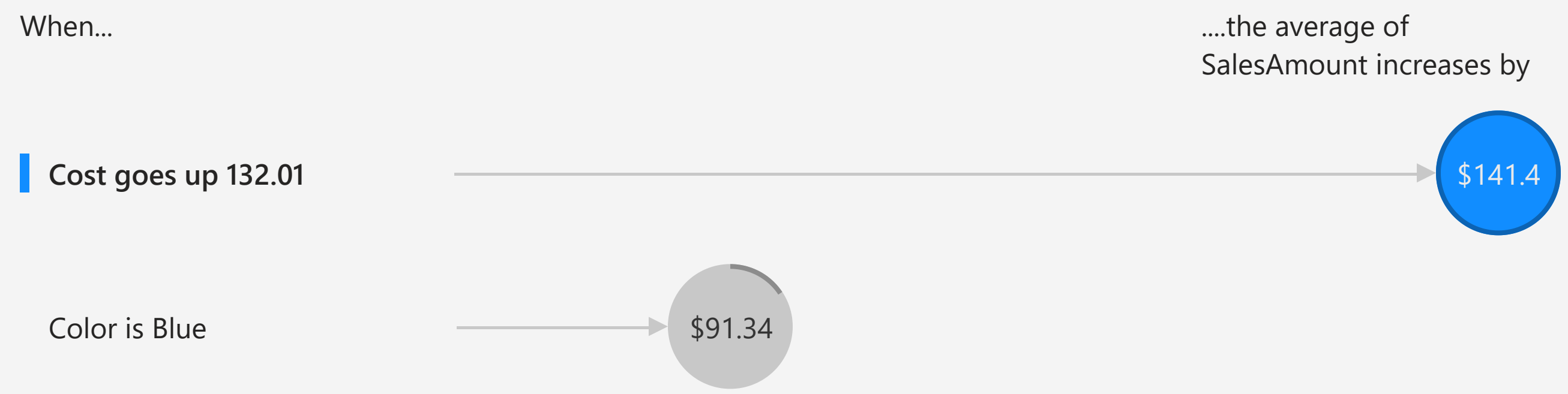
Key influencers Top segments



What influences SalesAmount to

Increase

 ?



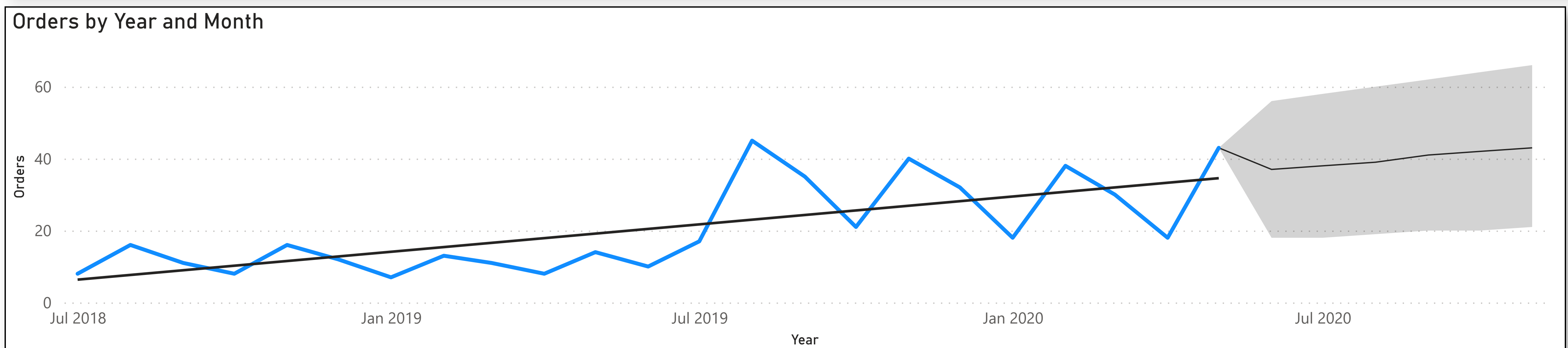
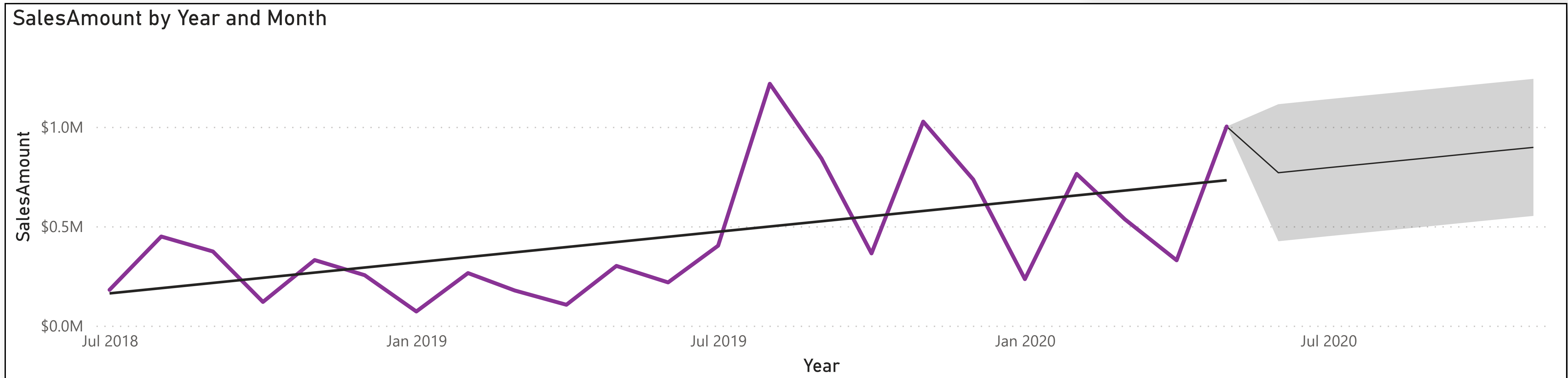
Sort by: Impact Count



FORECAST OF REVENUE AND NUMBER OF ORDERS IN THE NEXT 06 MONTHS

Category
All

Group, Region
Europe





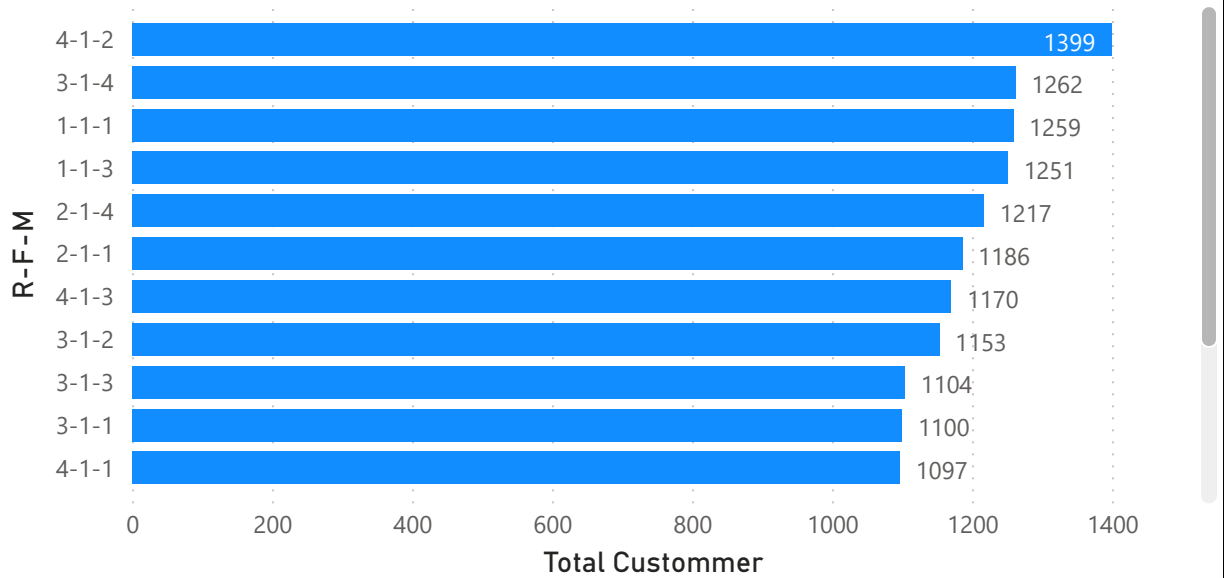
ANALYSIS OF CUSTOMERS...

Group, Country, Region

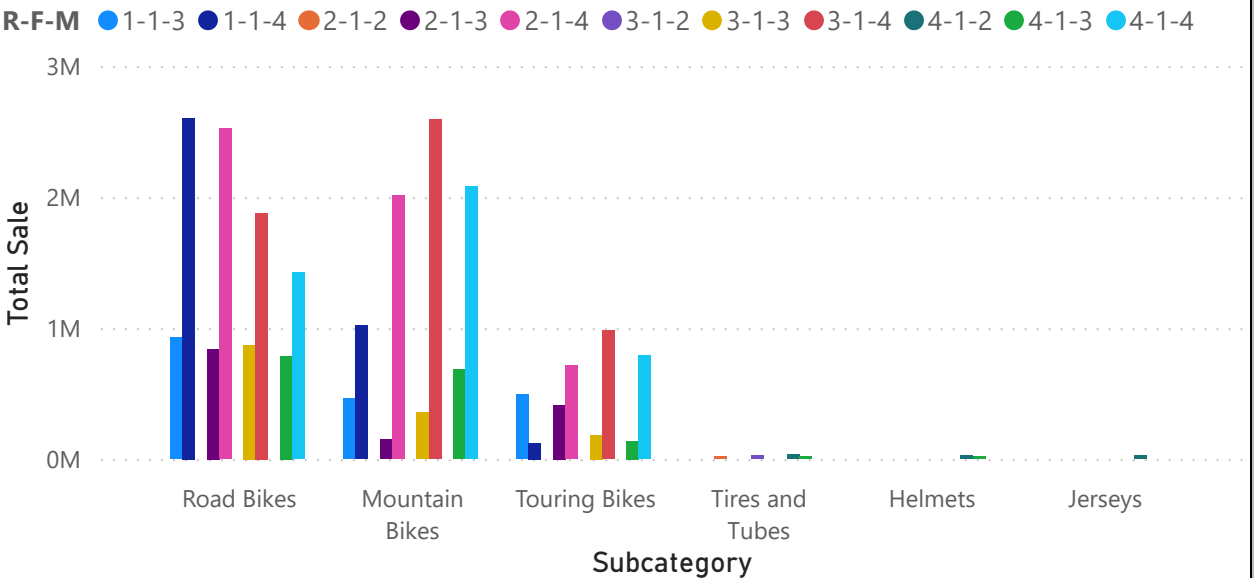
All

6/30/20181/28/2021

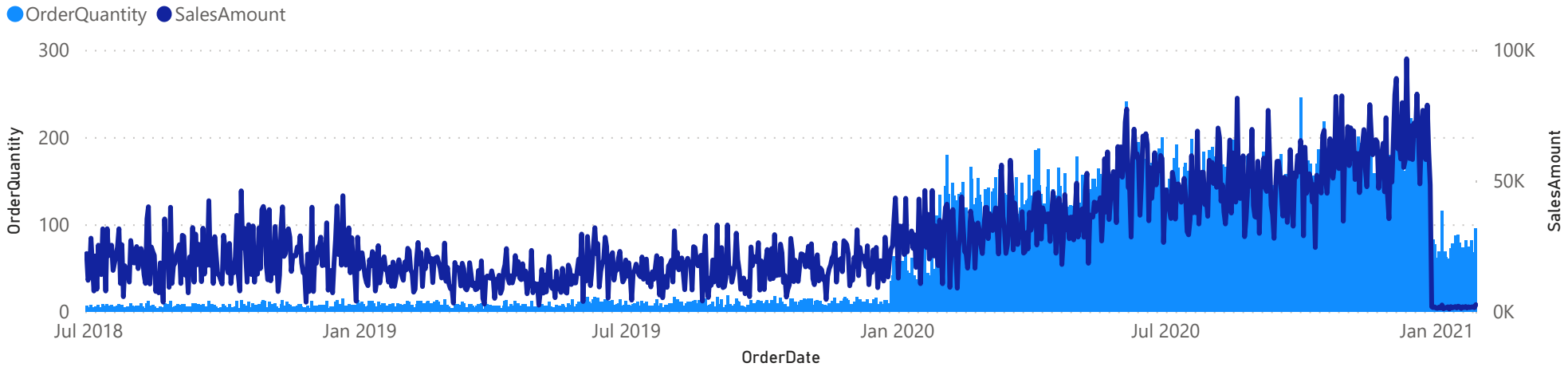
Total Customer by R-F-M



Total Sale by Subcategory and R-F-M



OrderQuantity and SalesAmount by OrderDate



R-F-M	OrderQuantity	SalesAmount
4-1-2	5775	150,234.51
3-1-4	5649	5,522,214.29
2-1-4	5224	5,318,660.15
4-1-3	5167	1,703,502.39
4-1-4	4762	4,361,997.55
3-1-2	4124	112,566.38
2-1-2	3593	102,041.72
3-1-3	3394	1,468,443.71
1-1-4	3358	3,789,922.07
2-1-3	3187	1,448,530.82
Total	59392	26,114,472.75



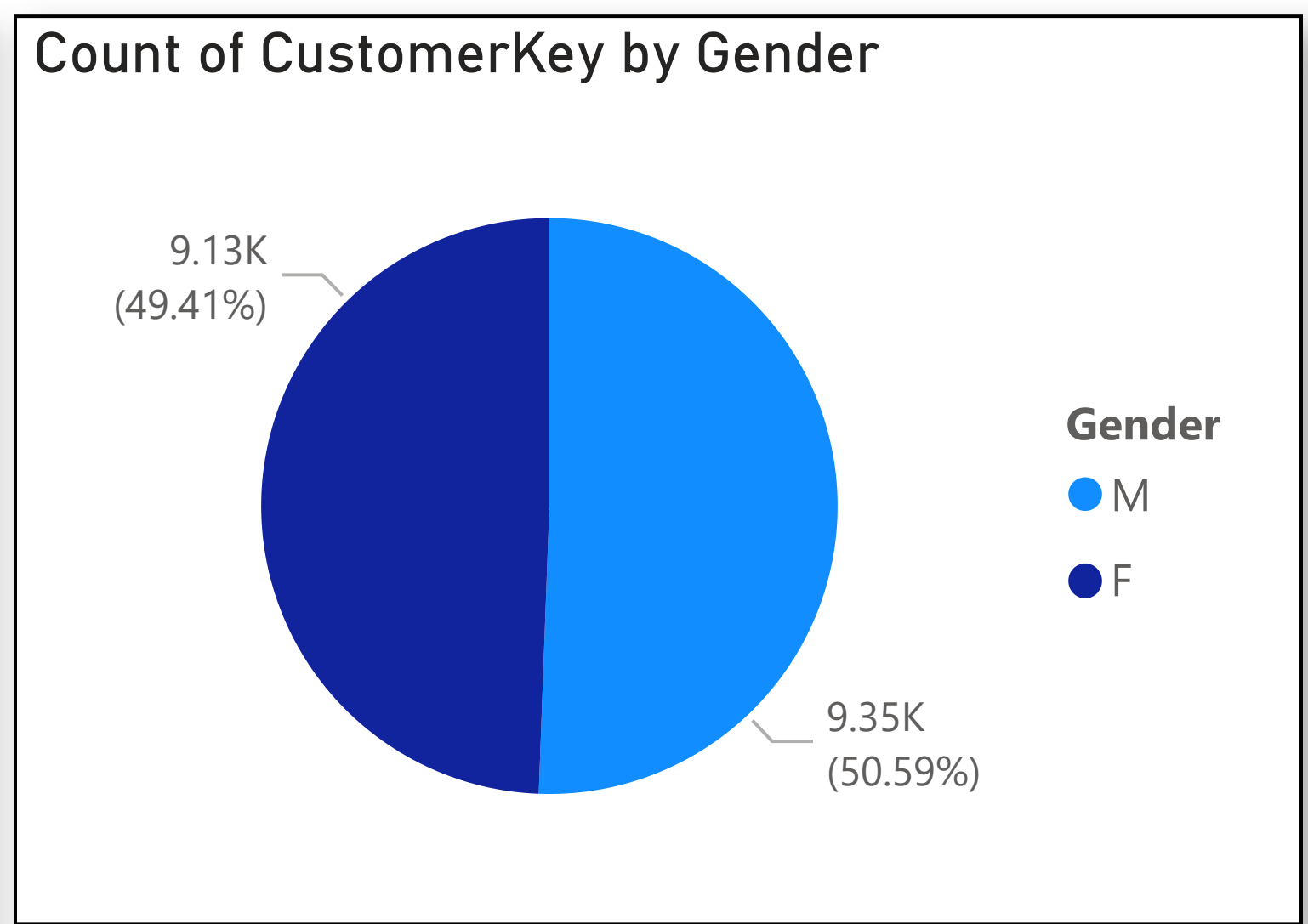
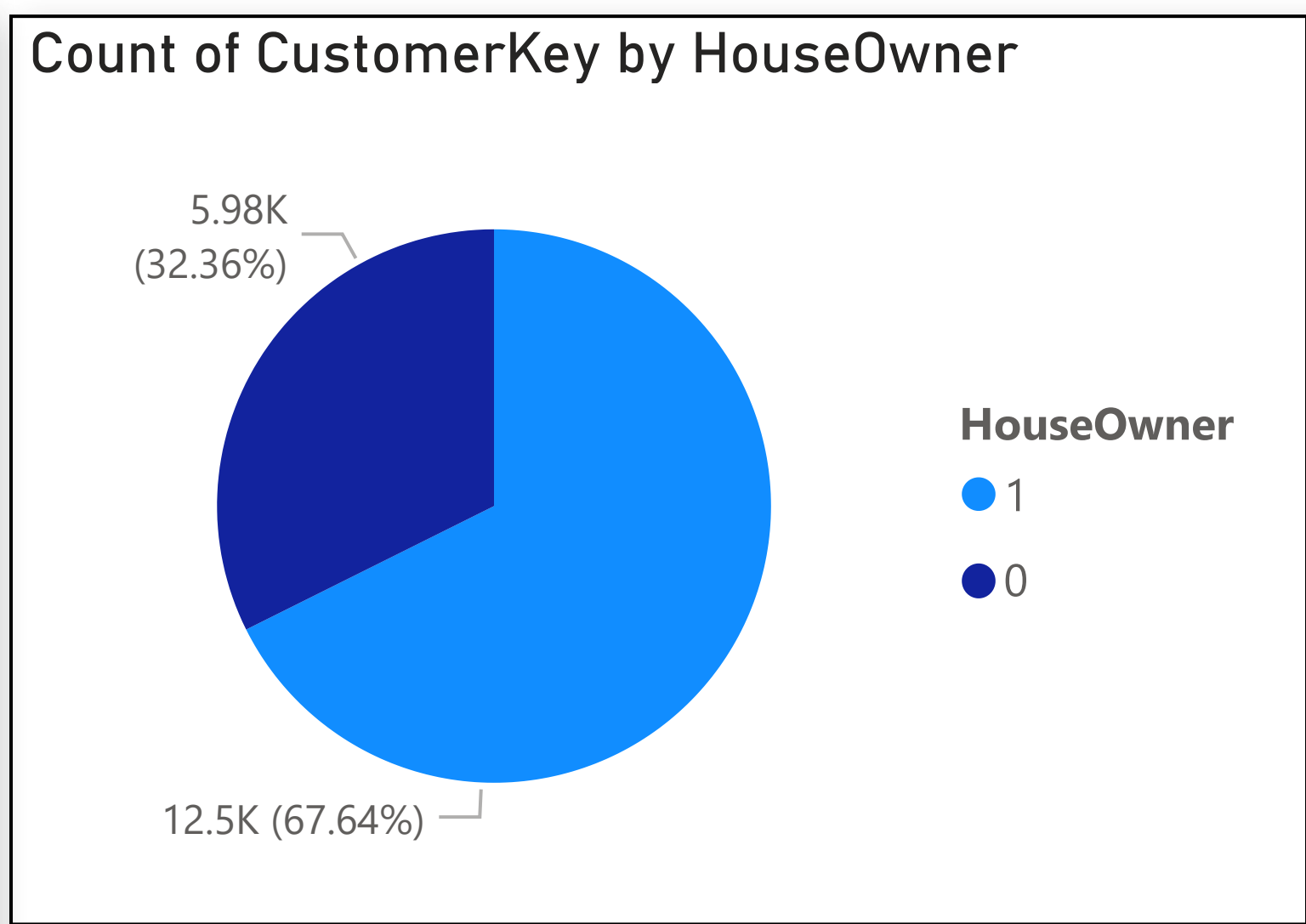
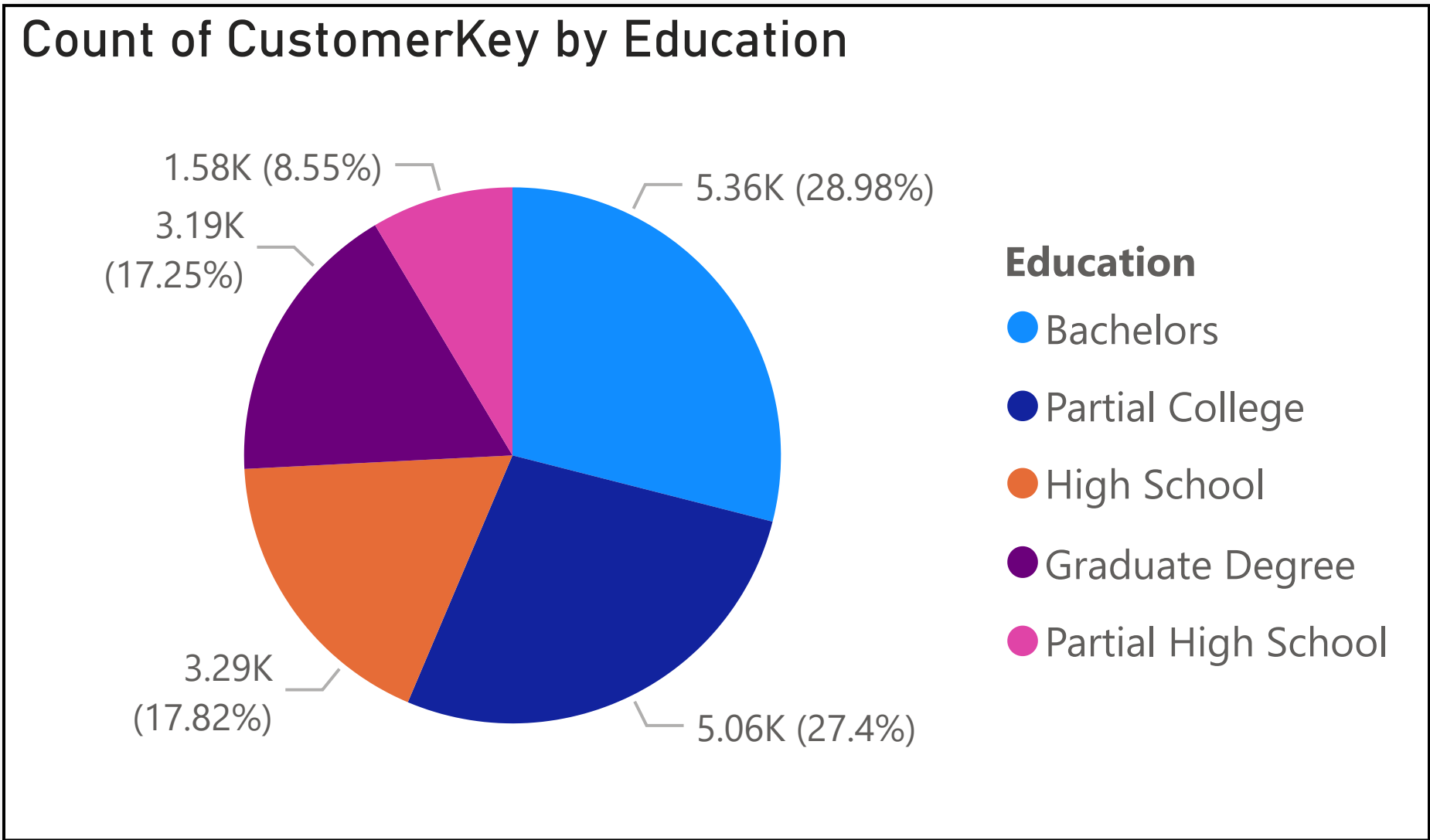
ANALYSIS OF CUSTOMERS ORDERING ONLINE

OrderDate

1/1/2018 1/28/2021

R-F-M

All



R-F-M	Count of CustomerKey	Total Sale	Average of Total Children
3-1-2	1153	112,566.38	2.09
4-1-2	1399	150,234.51	2.09
4-1-1	1097	29,326.23	2.08
3-1-1	1100	28,885.39	2.06
1-1-2	966	86,126.66	2.03
2-1-2	1082	102,041.72	2.03
2-1-1	1186	31,754.34	2.02
1-1-1	1259	32,252.63	1.99
4-1-3	1170	1,710,493.39	1.79
1-1-4	1134	4,993,596.16	1.72
2-1-4	1217	6,015,339.19	1.70
Total	18484	29,358,677.89	1.84

