



AdventureWorks Project

(DATA MINERS GROUP)





Our Team

1. Mahmoud Mostafa
(TEAM LEADER)

2. Yousef Khaled

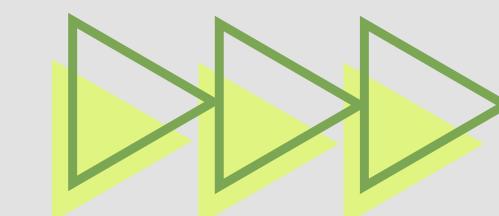
3. Yousef Asaad

4. Shahd Soliman

5. Rehab Ashraf

Team Tasks

Team Member	Task
1. Mahmoud Mostafa	Financial & Operational Performance
2. Yousef Khaled	Sales Performance Analyst B2B
3. Yousef Asaad	Sales Performance Analyst B2C
4. Shahd Soliman	Customer & Market Insights Analyst
5. Rehab Ashraf	Product & Inventory Analyst

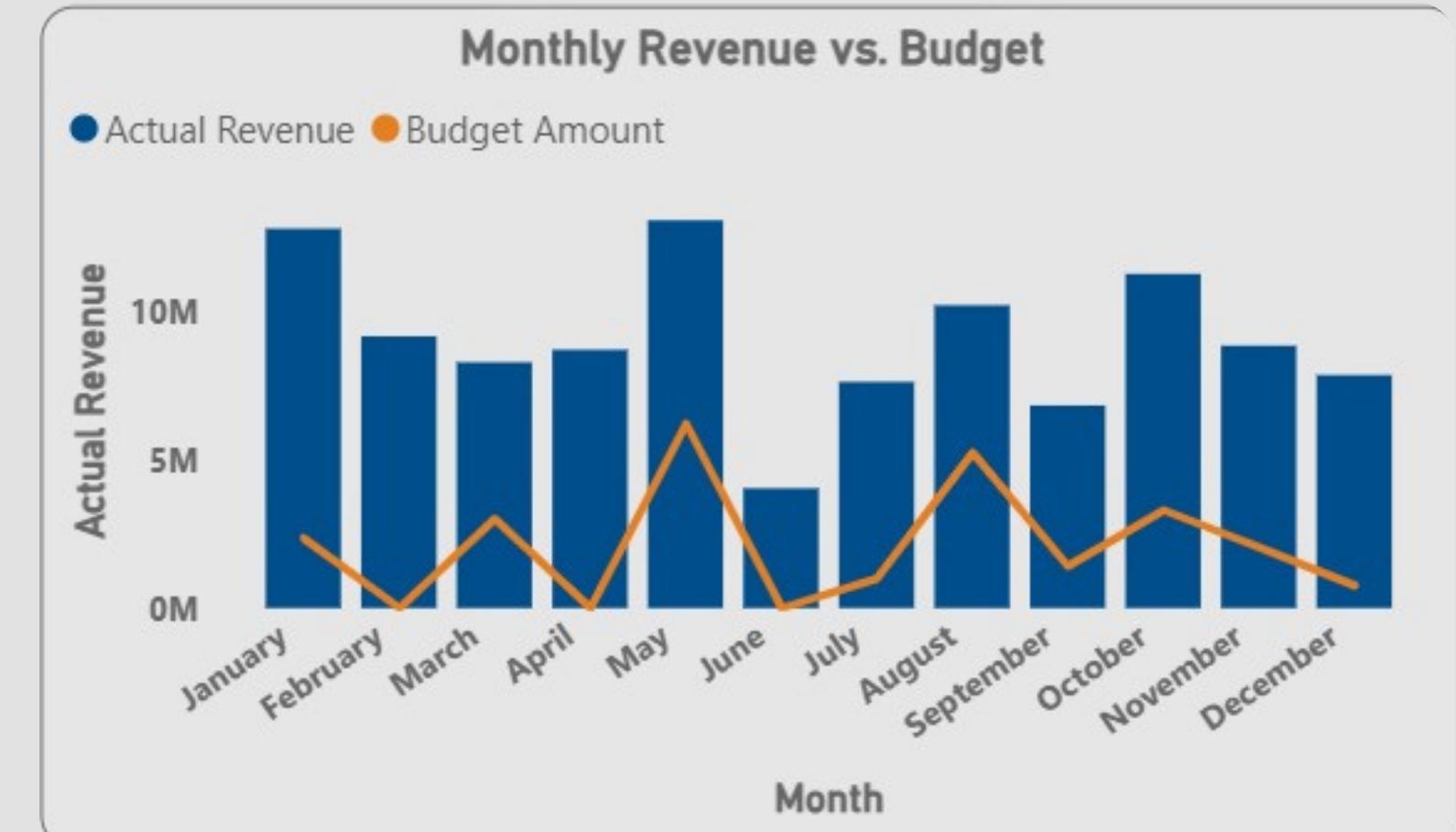


Financial & Operational Performance



Observation: The "Monthly Revenue vs. Budget" chart reveals a consistent negative variance, particularly in the last quarter, where actual revenue falls below the forecasted budget.

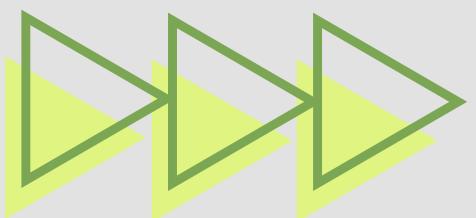
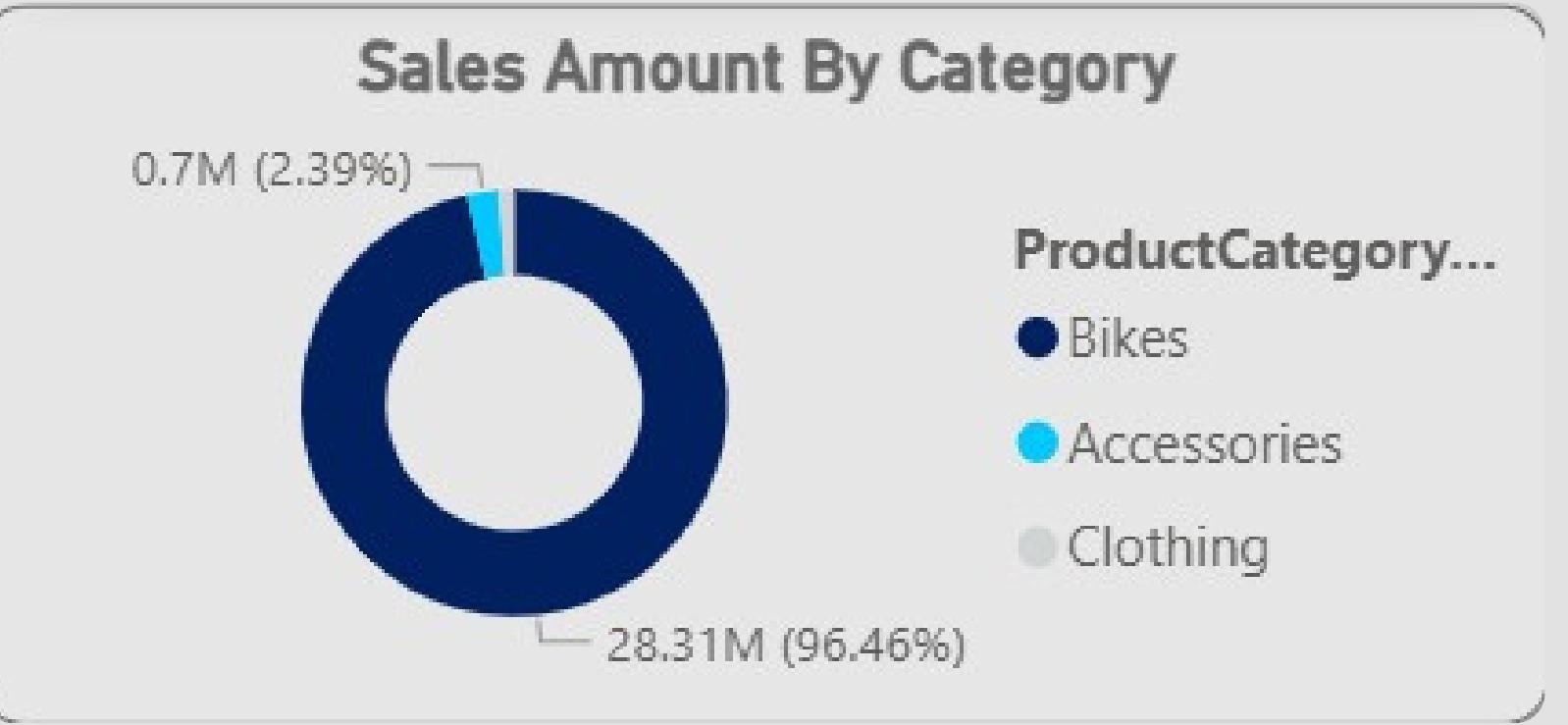
Recommendation: Conduct a quarterly budget review to adjust unrealistic targets. We should also align with the Sales team to investigate the Q4 dip and implement end-of-year promotional activities to close the gap.





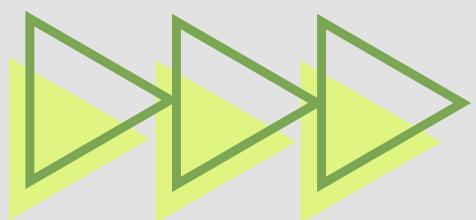
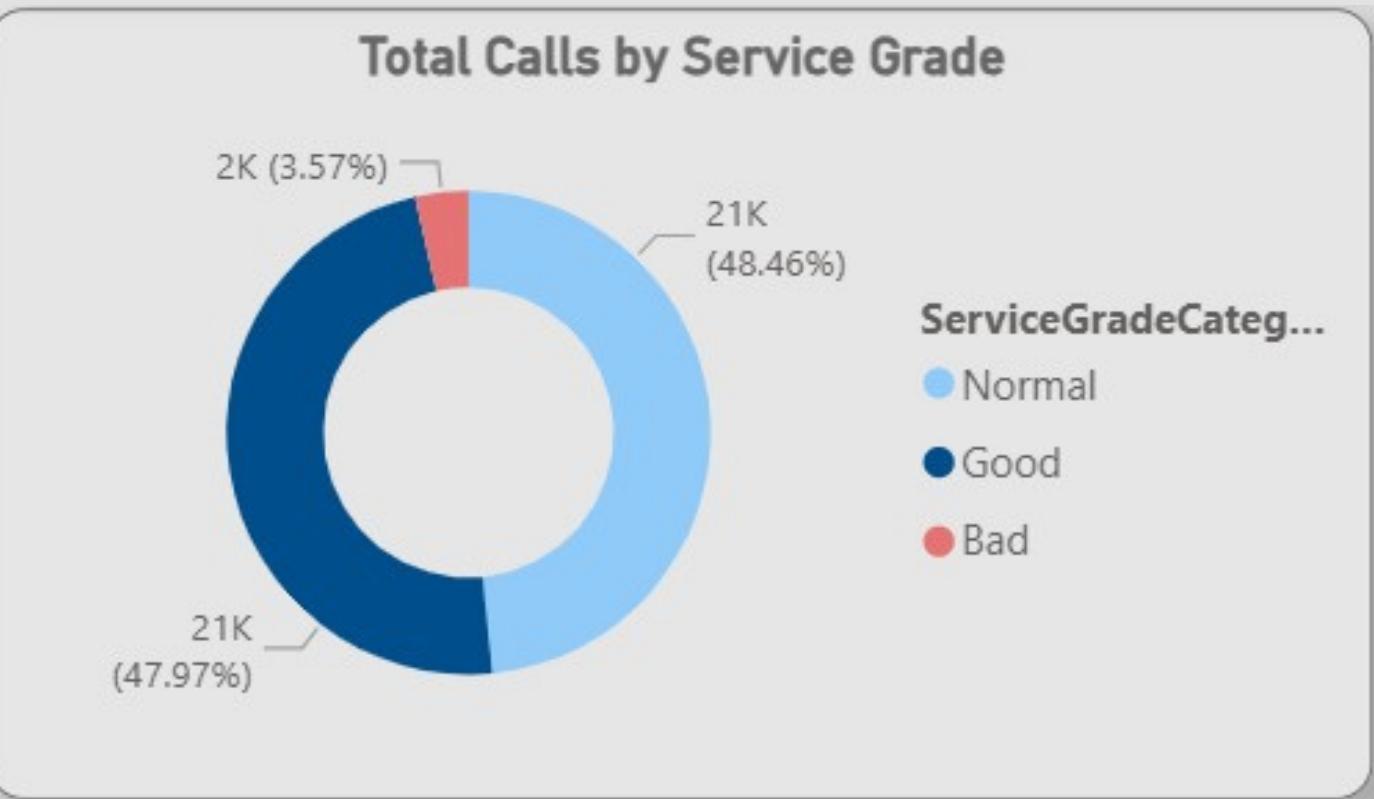
Observation: The "Sales by Category" donut chart indicates a heavy reliance on the "Bikes" category, while "Accessories" and "Clothing" represent a significantly smaller market share.

Recommendation: Mitigate risk by diversifying revenue streams. Launch Cross-Selling Campaigns targeting bike buyers to purchase accessories and clothing, thereby increasing the Average Order Value (AOV).

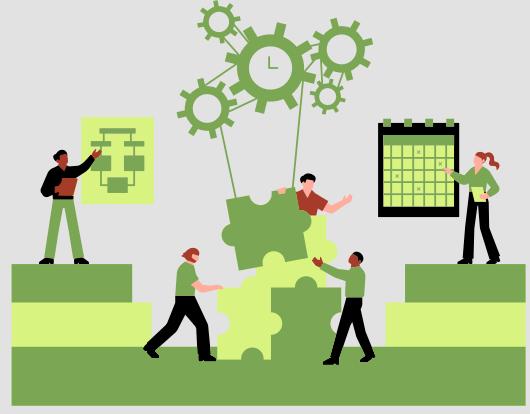


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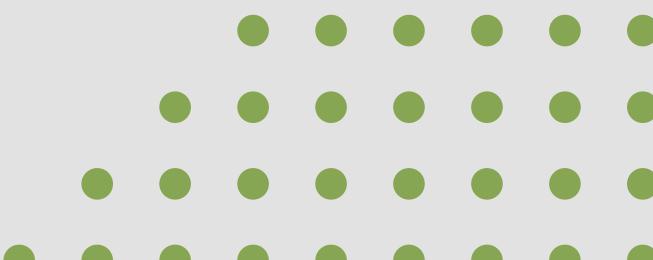
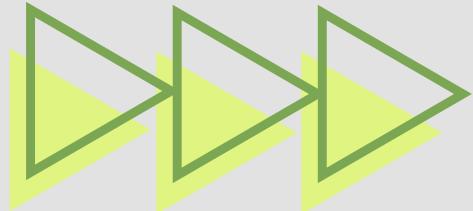
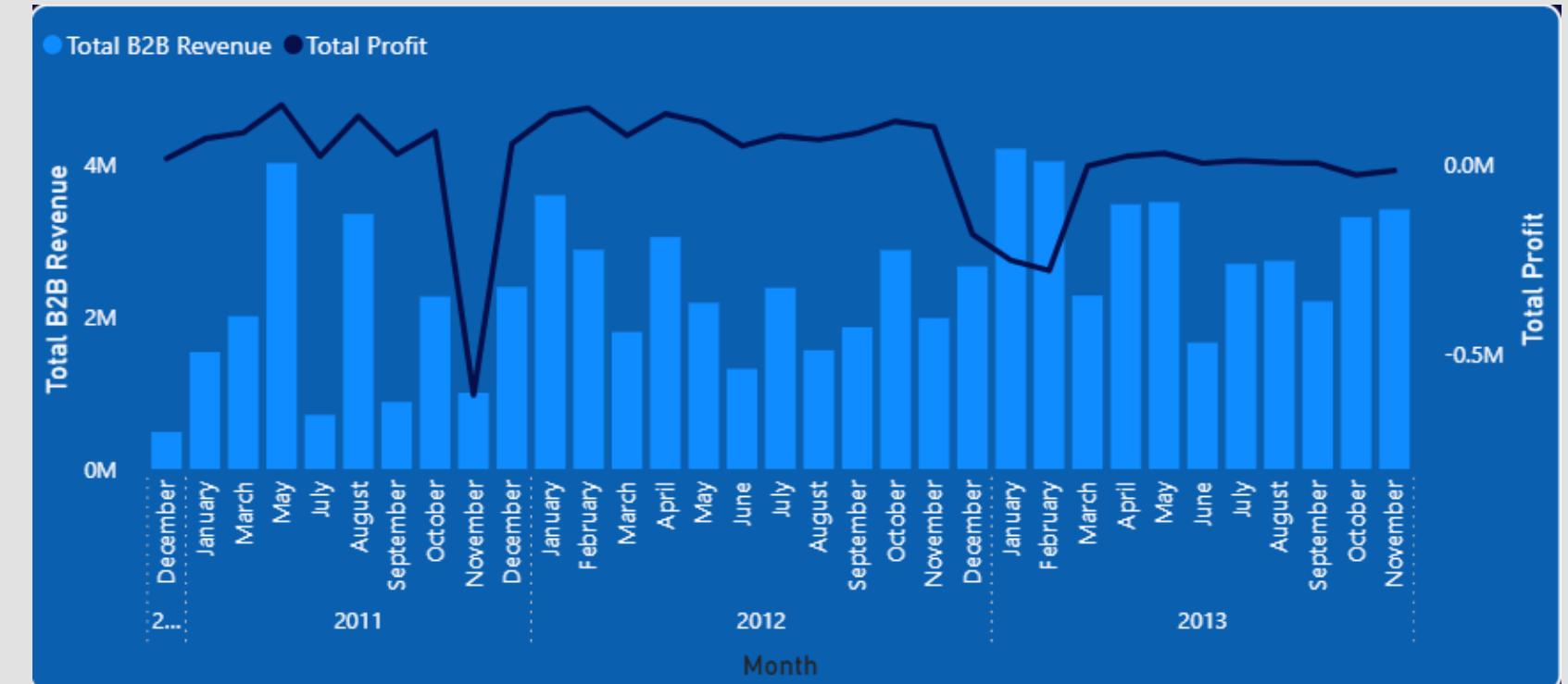


Sales Performance Analyst B2B



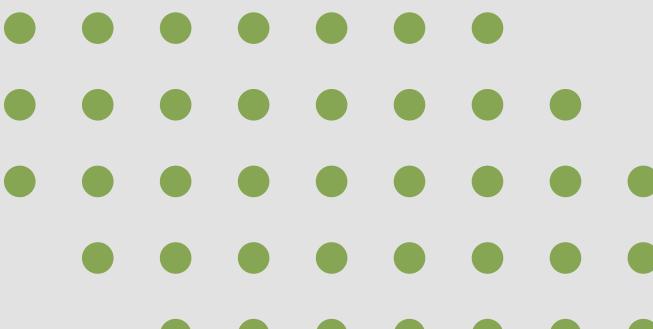
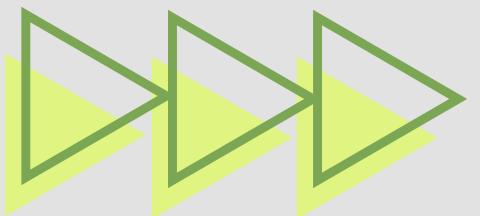
Insights

1. Revenue is strong but Profit Margin is extremely low (0.58%).
2. Warehouse Resellers dominate revenue but deliver poor profitability.
3. Value Added Resellers provide the best balance of revenue AND profit.
4. Product performance shows Components & Mountain Frames as top sellers.



Recommendations

1. Improve overall profit margin through pricing and cost optimization.
2. Strengthen partnerships with Value Added Resellers.
3. Redesign Warehouse reseller contracts.
4. Invest in top-performing product categories (Frames & Components).



Thank You

