

109.85M

Total Revenue

31K

Orders

19,119

Active Customers

97%

Individual

3%

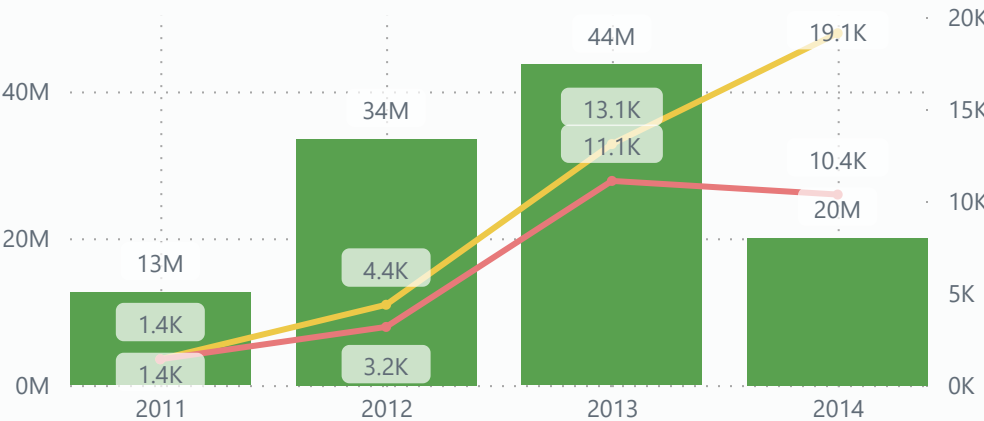
Store

YEAR

All

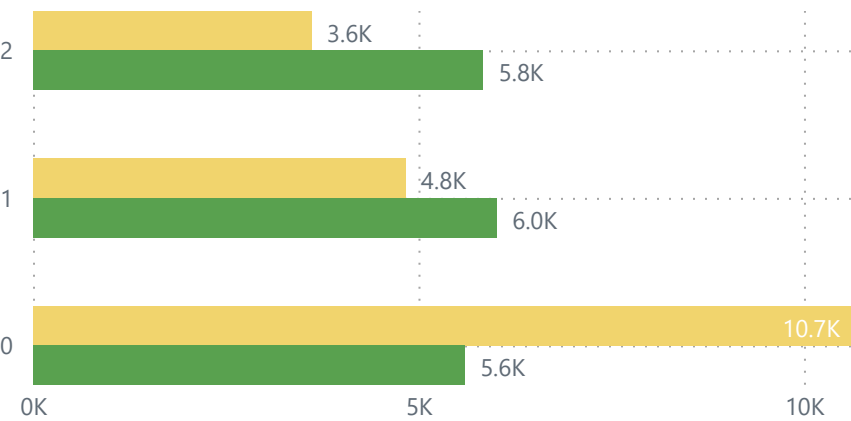
Total Revenue, Cumulative active customer and Active customers by Year

● Total Revenue ● Cumulative active customer ● Active customers



Total Active Customer and Revenue Per Customer by Promotion Interest

● Total Active Customer ● Revenue Per Customer



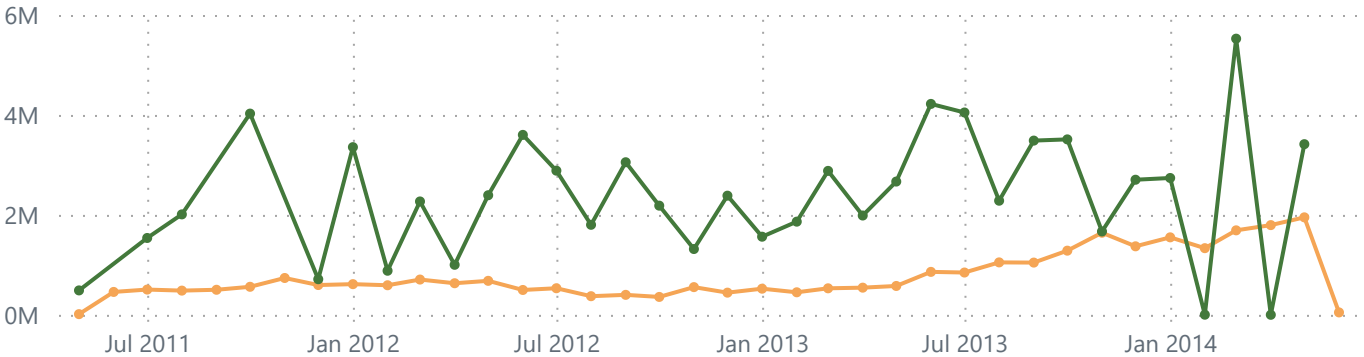
2: Wish to receive e-mail promotions from AdventureWorks and selected partners

1: Wish to receive e-mail promotions from AdventureWorks

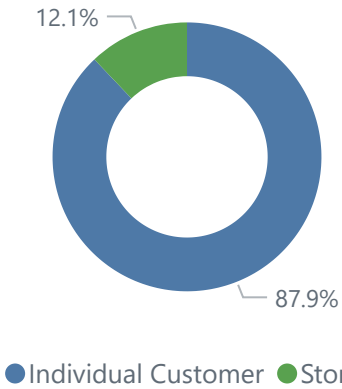
0: Contact does not wish to receive e-mail promotions

Total Revenue by Time and Customer Type

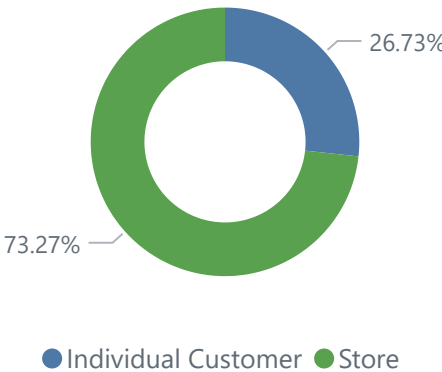
● Individual Customer ● Store



Number of orders by Customer Type



Revenue by Customer Type



Year

▼

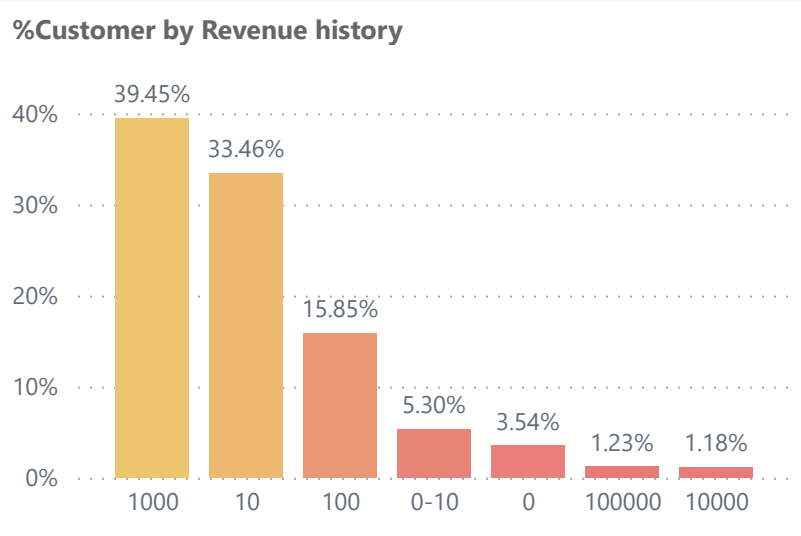
All▼

Location

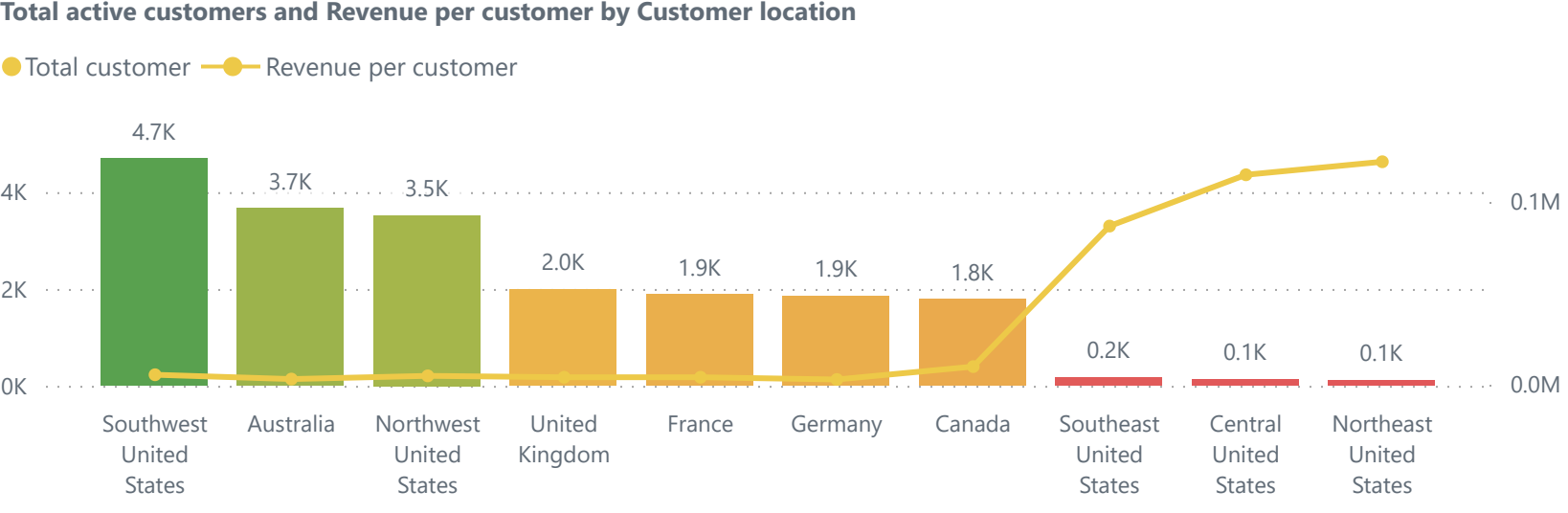
▼

All▼

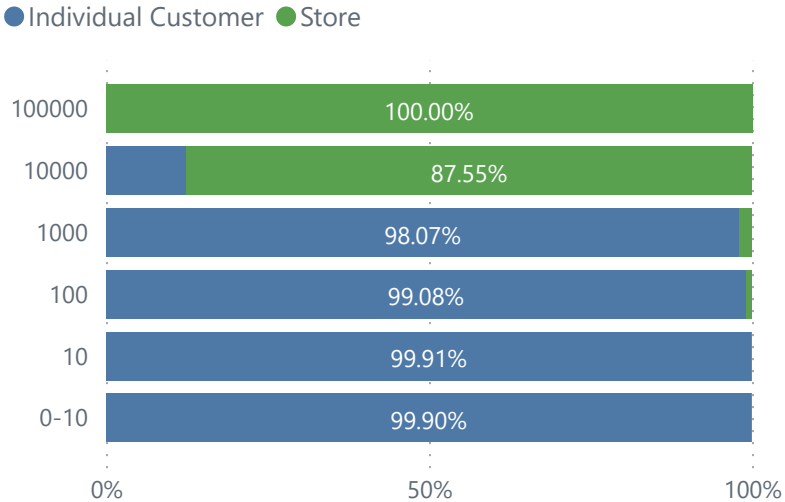
Revenue History



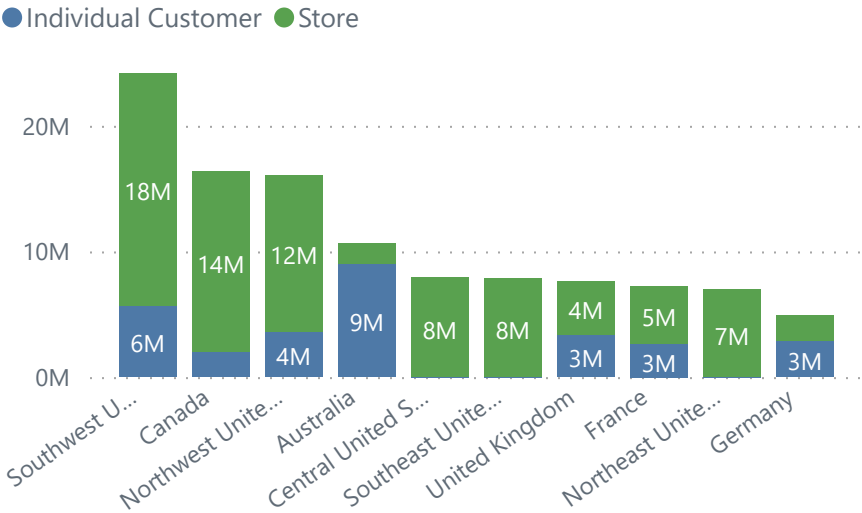
Customer Location



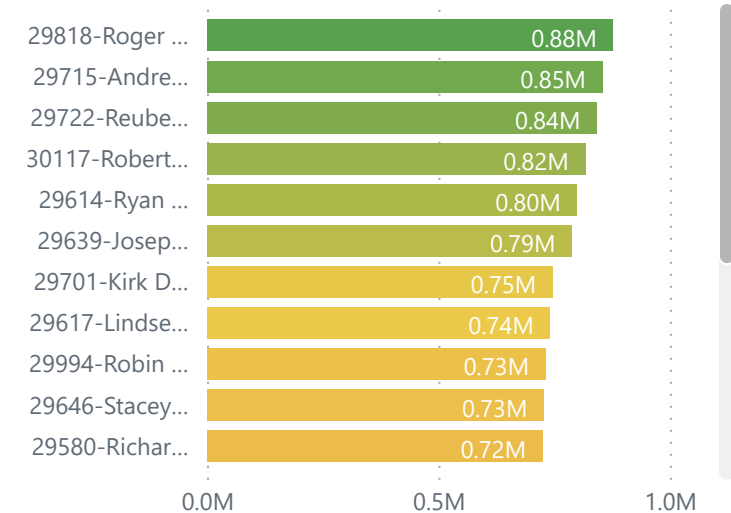
%Active_customer by Revenue history and Customer type



Revenue by Country and Customer type



Top Revenue by Customer



Year

All

Category

All

Top 6 Subcategory

All

Location

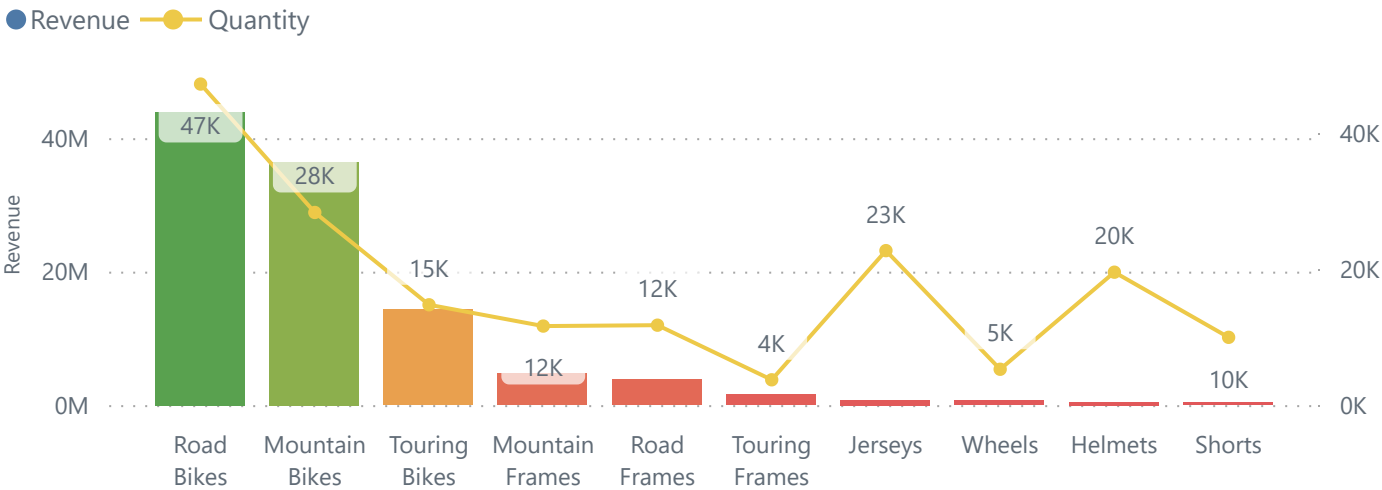
All

Customer_type

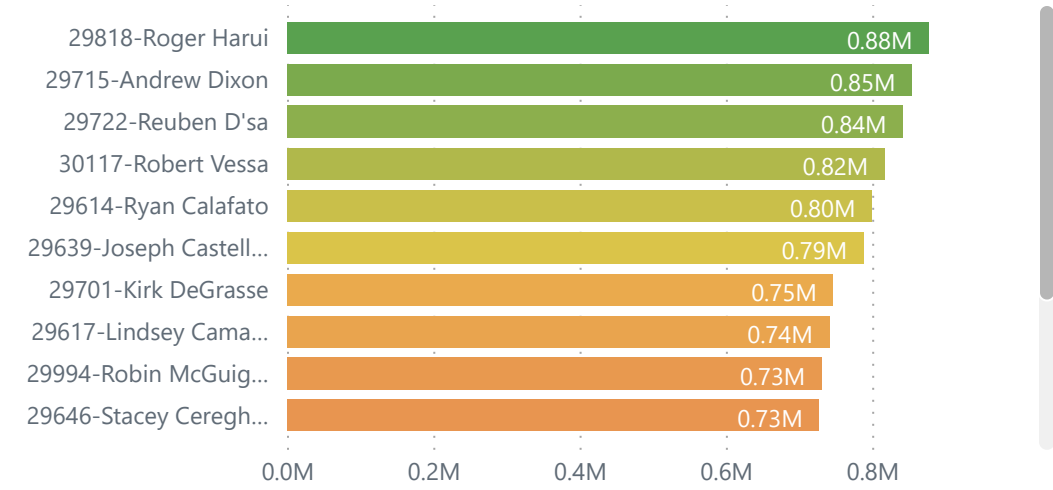
Individual Customer

Store

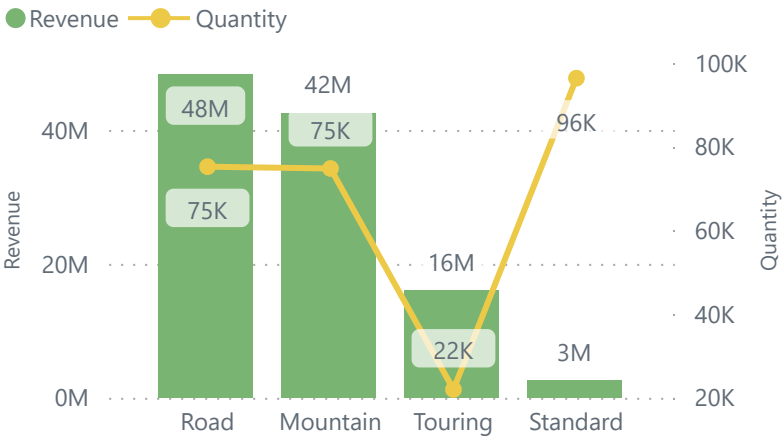
Top Revenue and Quantity by Category and Sub Category



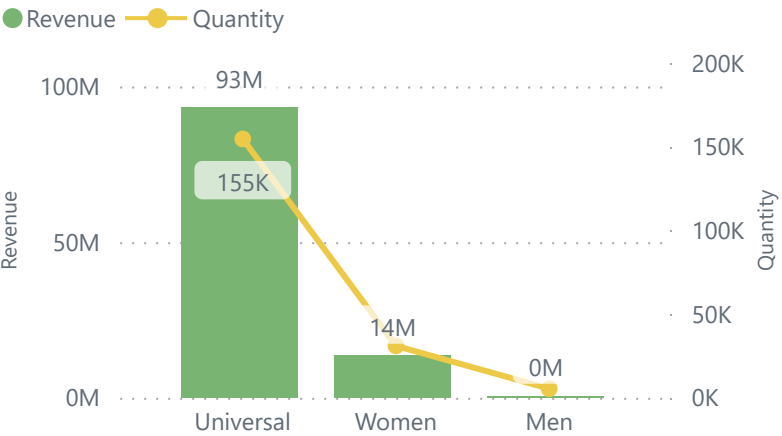
Top Customer by Revenue



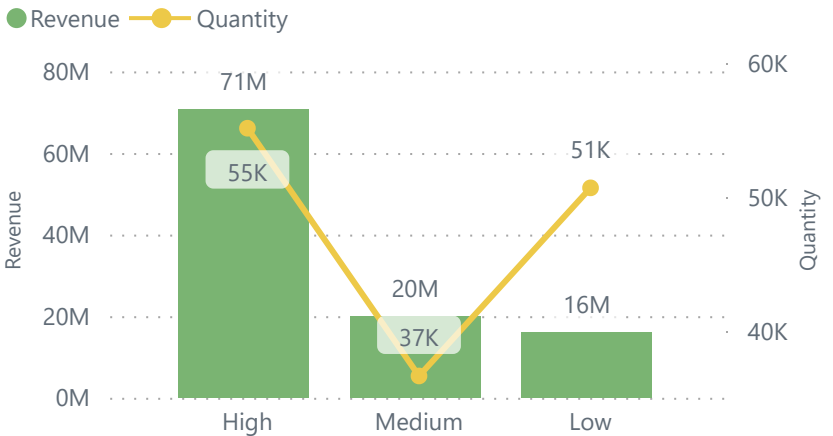
Revenue and Quantity by Product Line



Revenue and Quantity by Product Style



Revenue and Quantity by Product Class



Overview:

- Most of the AdventureWorks' active customers are Individual customers (97%), Store customers accounts for only 3%. 87.9% of orders come from individuals.
- The main revenue comes from Store (accounting for 73.27%). Although Store revenue is large, it fluctuates strongly over time and clearly shows seasonality. However, in February and April 2014, this revenue suddenly decreased significantly and was lower than the revenue from Individual.
 - ⇒ Store is the main customer group to focus on.
- **Promotion Interest:** The largest number of customers is at level 0. However, Revenue Per Customer is largest with the customer group at level 1.
 - ⇒ Promotional emails can bring better sales.

Demographic:

- Revenue History:
 - The number of customers is mainly concentrated in the revenue group of 10 - 1,000 (revenue from 10 to under 10,000) (all rates are over 15%)
 - Customers in the 10K and 100K revenue groups only account for a very small number (less than 2%)
 - High-revenue groups all have a high proportion of Store customers.
- Customer Location:
 - Territory Group: North America has the largest number of customers. In North America, Southeast US, Central US and Northeast US have the lowest number of customers. However, these three areas have the highest Revenue Per Customer. Customers of these three areas all belong to the Store group.
 - North America is also the region with the highest revenue (nearly 4 times higher than the second- Europe). Revenue still comes mainly from Store
 - There are 5 customers achieving revenue range of 800K. The top 15 customers with the highest revenue are all in the North America region and have revenue of over 600K. The 5 customers with the highest revenue in Europe have revenue of 300-600K

Product:

- **Category:**
 - The product group that brings the highest revenue is Bikes, the two groups Clothing and Accessories only account for a very small percentage
 - Top 3 Subcategories with the highest revenue are Road Bikes, Mountain Bikes and Touring Bikes (over 10M) in Category Bikes, the next 3 subcategories are Mountain Frames, Road Frames and Touring Frames (over 1M) in Category Components
- **Product Line:** Standard group has the most purchases but brings the lowest revenue. Road and Mountain are the 2 Lines with the best revenue. These are also the 2 Lines of the 2 Subcategories with the best revenue.
- **Product Style:** Customers mostly prefer Universal styles. Style Men is the least popular.
- **Product Class:**
 - High-Class product group has the most purchase and brings the best revenue.
 - Although Low-Class product group has the second most purchase (only about 10% less than High-Class), it brings the lowest revenue.

Recommendations:

- Store is the main and strategic customer group.
- Increase the number of customers receiving Promotion emails for prompt information.
- Promote advertising and build relationships with customer groups with high Revenue Range (10K and 100K), especially the 100K group.
- Expanding business with customers in North America and Europe. Focus on the North America market and Top3 Revenue regions.
- Focusing on the strategic product groups of Bikes and Components, especially Bikes.
- Prioritize the main Product Lines: Road and Mountain. Style: Universal. Class: High-Class