

Adventure Works Cycles is a large, multinational company that manufactures and sells metal and composite bicycles to North American, European and Asian markets. The report aims to extract intelligence from their data to gain insights on their sales channels and targeting sales to their best customers, extending product visibility through a marketing website, and reducing production costs.

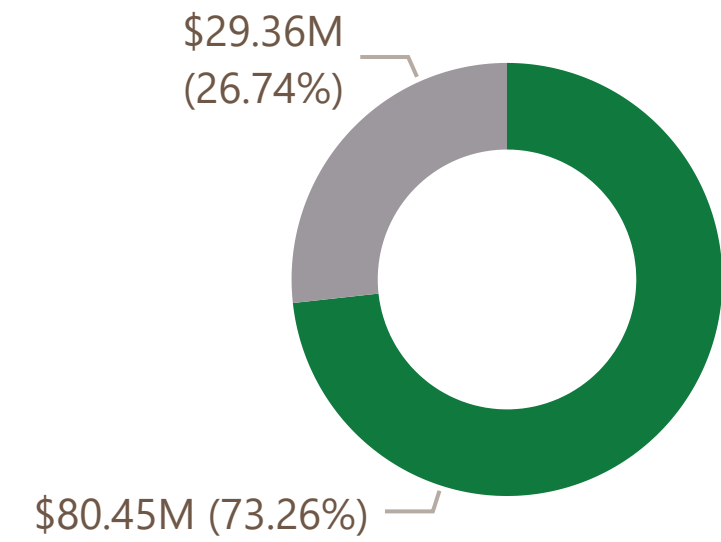
Contents of Report

1. Trend Analysis
2. Product Analysis
3. Reseller Analysis
4. Customer Analysis
5. Territory Analysis

Channel

Reseller

Internet



SHOP

635

#of Active Resellers

\$21.19K

AOV Reseller

WWW

18K

#of Active Int Custo...

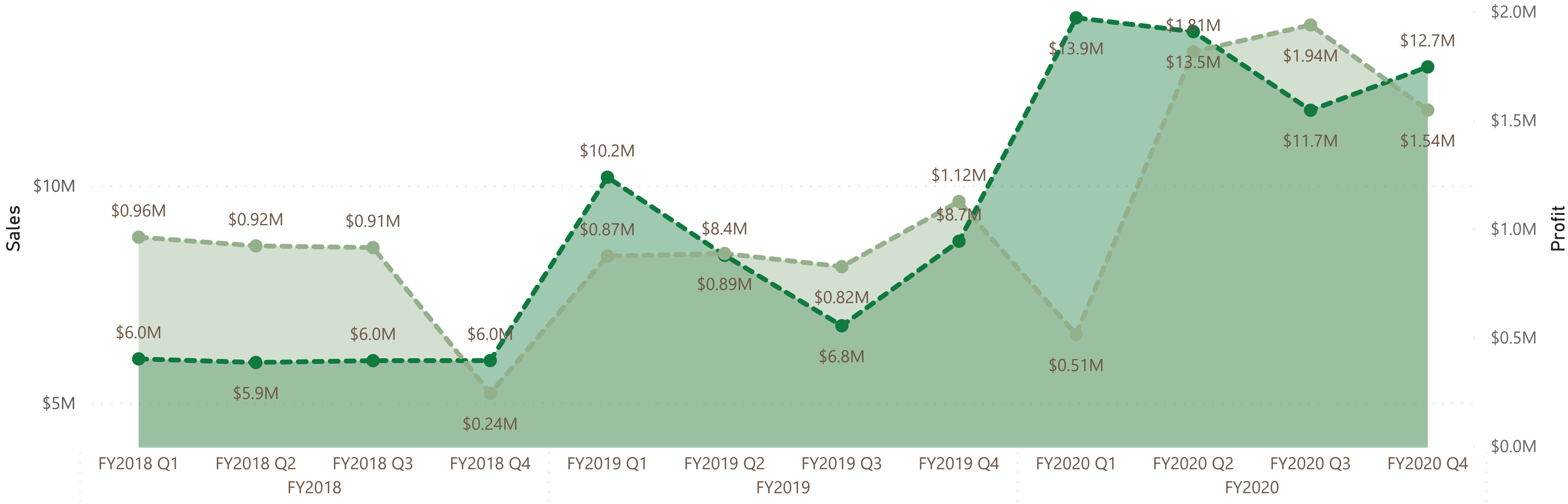
\$1.06K

AOV Internet

Sales and Profit by Year and Quarter

Sales

Profit



	Accessories	Bikes	Clothing	Components
	TopN Sales by Subcategory		TopN Sales by Model	
3	Road Bikes \$43.88M		Mountain-200 \$22.29M	
4	Mountain Bikes \$36.45M		Road-250 \$13.83M	
5	Touring Bikes \$14.3M		Mountain-100 \$9.91M	
	Mountain Frames \$4.71M		Touring-1000 \$9.72M	
			TopN Sales by Product	
			Mountain-200 Black, 38 \$4.4M	
			Mountain-200 Black, 42 \$4.01M	
			Mountain-200 Silver, 38 \$3.69M	
			Mountain-200 Silver, 42 \$3.44M	

Group	Sales	Sales%	Profit Margin
Pacific	\$10.66M	9.70%	33.57%
Australia	\$10.66M	9.70%	33.57%
Europe	\$19.80M	18.03%	17.79%
Germany	\$4.88M	4.44%	22.06%
United Kingdom	\$7.67M	6.99%	18.21%
France	\$7.25M	6.60%	14.47%
North America	\$79.35M	72.26%	6.87%
United States	\$63.00M	57.37%	7.05%
Canada	\$16.36M	14.89%	6.16%
Total	\$109.81M	100.00%	11.43%

- Sales

Cost

Profit
- CurrentPeriod

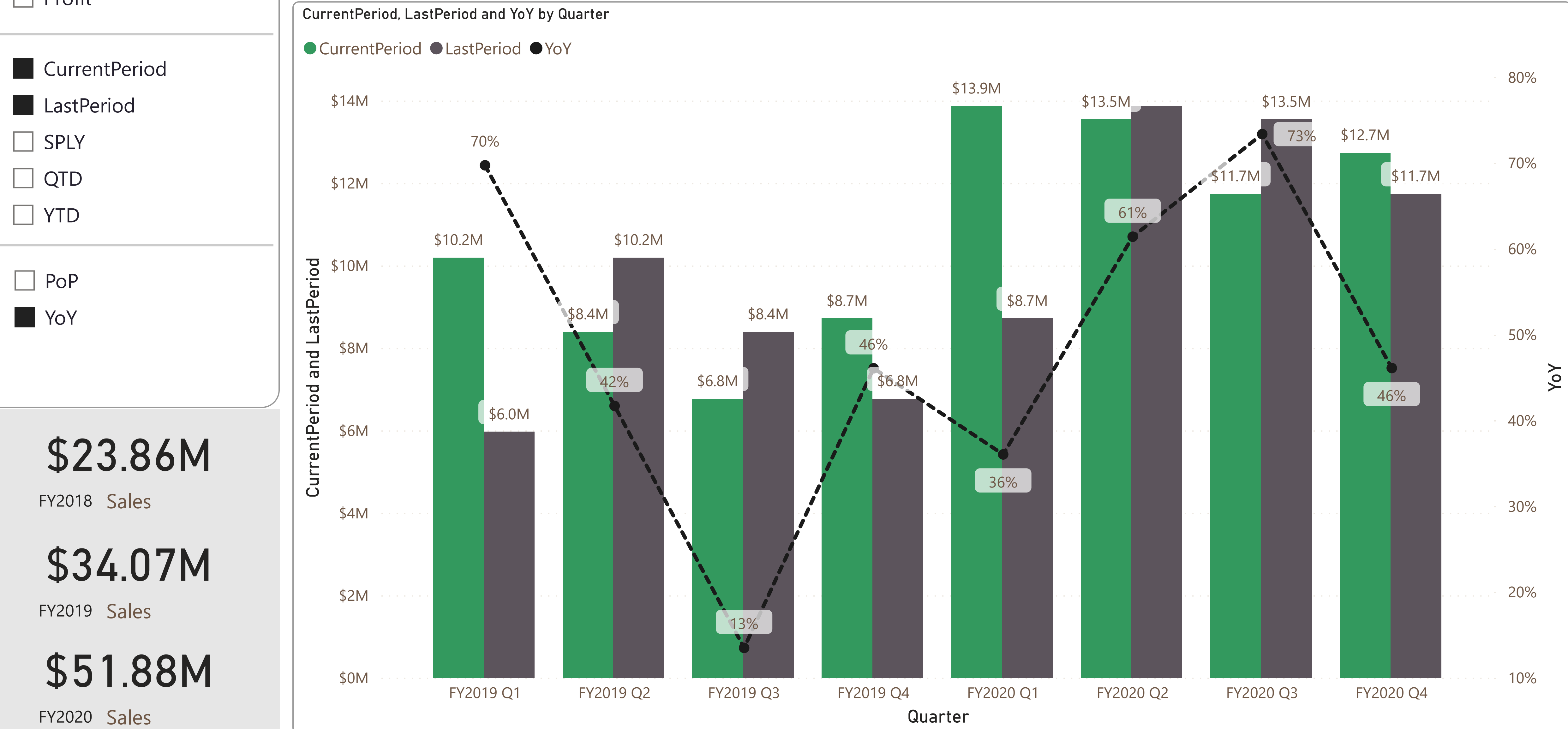
LastPeriod

SPLY

QTD

YTD
- PoP

YoY



\$23.86M

FY2018 Sales

\$34.07M

FY2019 Sales

\$51.88M

FY2020 Sales

ADVENTUREWORKS

Reseller

Overview

Trend

Territory

Reseller

Customer

Product

Page 3

YearNum, Month, Date

Category

Sales ->150000Profit Margin->1.00%

Specialty Bike Shop

Sales by Quarter

231ResellerNum

\$0.65M

Reseller	Sales	Star Rating
Brightwork Company	\$184,846.2361	★★★★★
Consolidated Sales	\$193,708.595	★★★★★
Trusted Catalog Store	\$151,331.0557	★★★★☆
Central Discount Store	\$109,764.0707	★★★★☆☆
Elemental Sporting Goods	\$120,347.3237	★★★★☆☆
Guaranteed Sales and Service	\$124,961.2283	★★★★☆☆
Painters Bicycle Specialists	\$107,591.669	★★★★☆☆
Remarkable Bike Store	\$100,495.4498	★★★★☆☆
Some Discount Store	\$109,074.7558	★★★★☆☆
Variety Cycling	\$97,173.4233	★★★★☆☆
Basic Sports Equipment	\$58,226.8665	★★★★☆
Total	\$6,756,166.1797	★★★★★

Sales and Profit Margin by Reseller = Specialty Bike Shop

Value Added Reseller

Sales by Quarter

238ResellerNum

\$3.84M

Reseller	Sales	Star Rating
Brakes and Gears	\$877,107.1923	★★★★★
Excellent Riding Supplies	\$853,849.1795	★★★★★
Totes & Baskets Company	\$816,755.5763	★★★★★
Corner Bicycle Supply	\$787,773.0436	★★★★☆☆
Farthermost Bike Shop	\$693,502.4852	★★★★☆☆
Field Trip Store	\$671,618.0296	★★★★☆☆
First Bike Store	\$711,864.7624	★★★★☆☆
Great Bikes	\$700,803.7857	★★★★☆☆
Latest Sports Equipment	\$724,299.6367	★★★★☆☆
Sheet Metal Manufacturing	\$617,340.4579	★★★★☆☆
The Gear Store	\$618,616.1222	★★★★☆
Total	\$34,967,517.3275	★★★★★

Sales and Profit Margin by Reseller = Value Added Reseller

Warehouse

Sales by Quarter

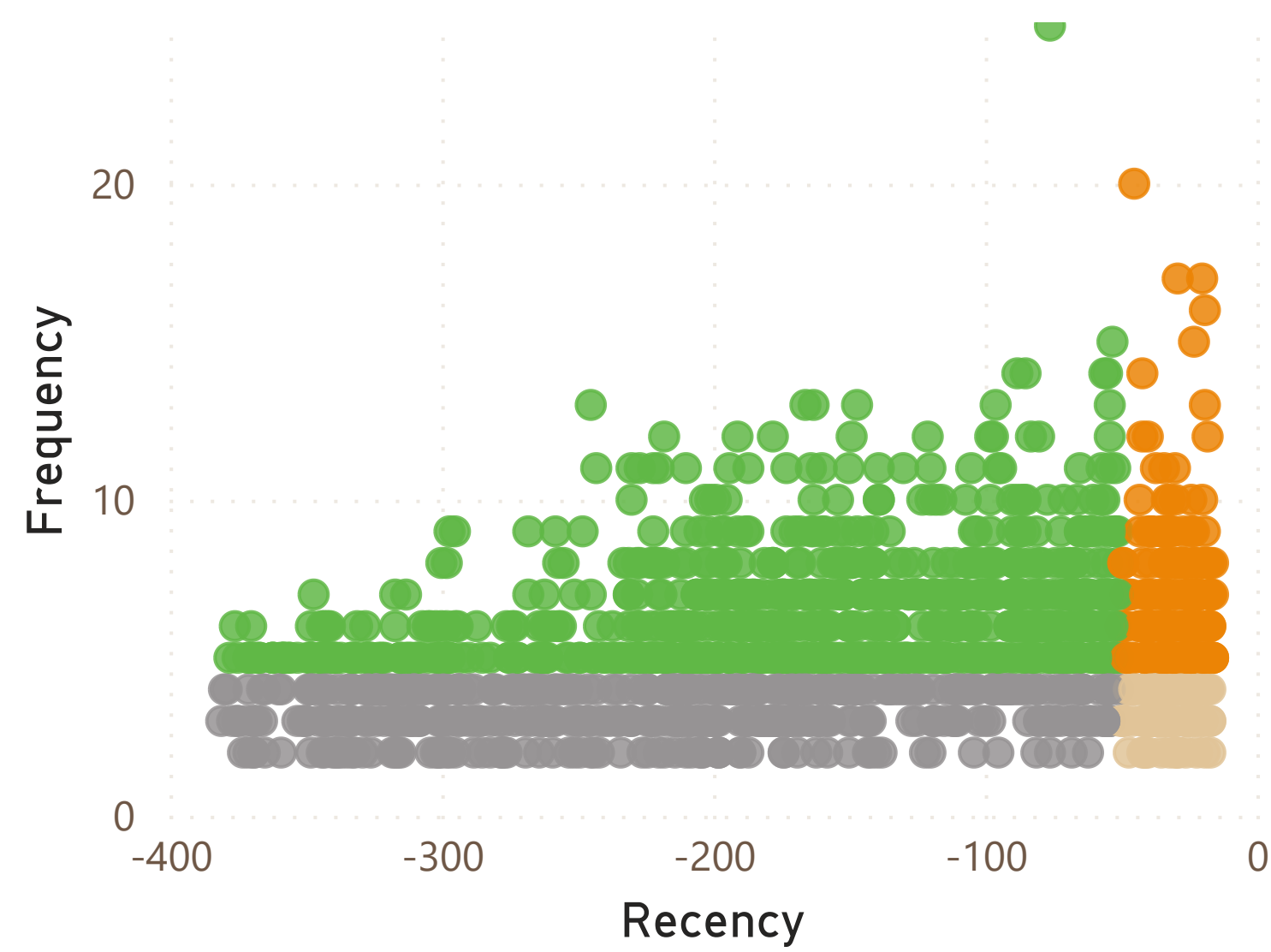
232ResellerNum

\$4.44M

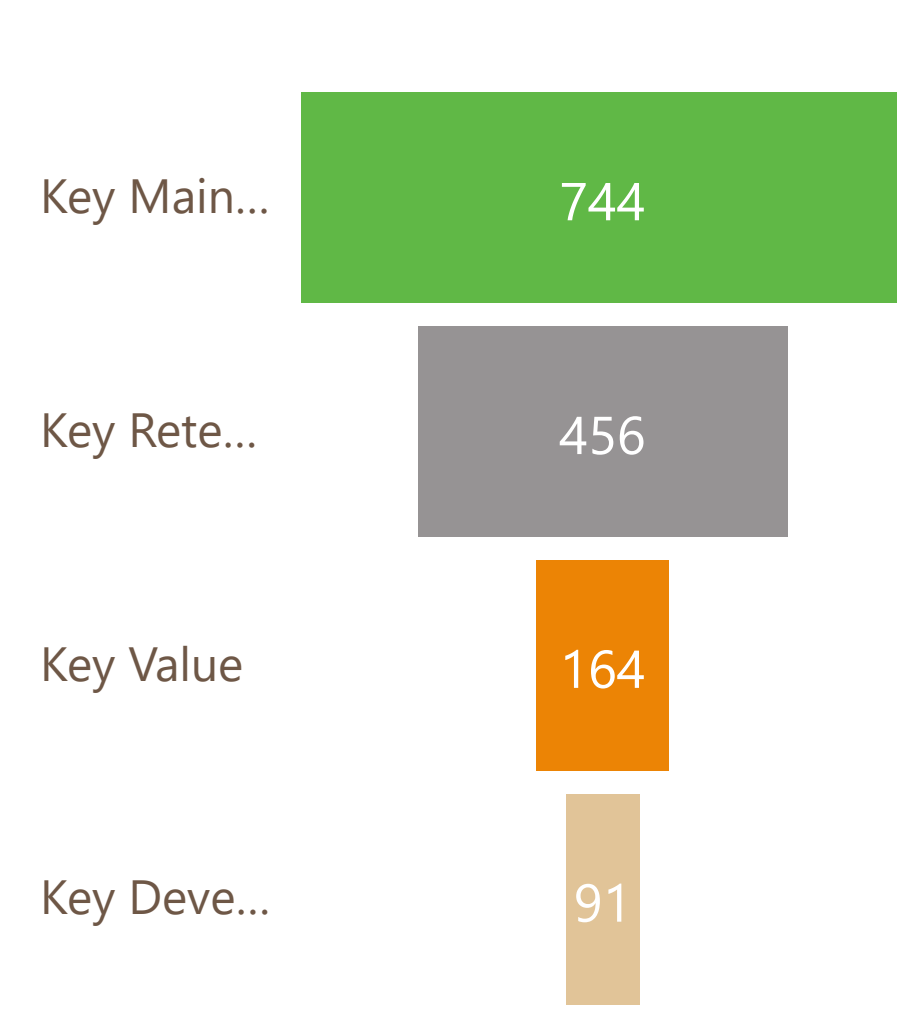
Reseller	Sales	Star Rating
Retail Mall	\$799,277.8953	★★★★★
Vigorous Exercise Company	\$841,908.7708	★★★★★
Eastside Department Store	\$636,226.4703	★★★★☆
Fitness Toy Store	\$727,272.6494	★★★★☆☆
Health Spa, Limited	\$730,798.7139	★★★★☆☆
Metropolitan Equipment	\$643,745.896	★★★★☆☆
Outdoor Equipment Store	\$746,317.5293	★★★★☆☆
Top Sports Supply	\$602,559.8926	★★★★☆☆
Bike Dealers Association	\$429,050.873	★★★★☆☆
Closeout Boutique	\$536,546.1196	★★★★☆☆
Commons Bikes	\$446,012.525	★★★★☆
Total	\$38,726,913.4751	★★★★★

Sales and Profit Margin by Reseller = Warehouse

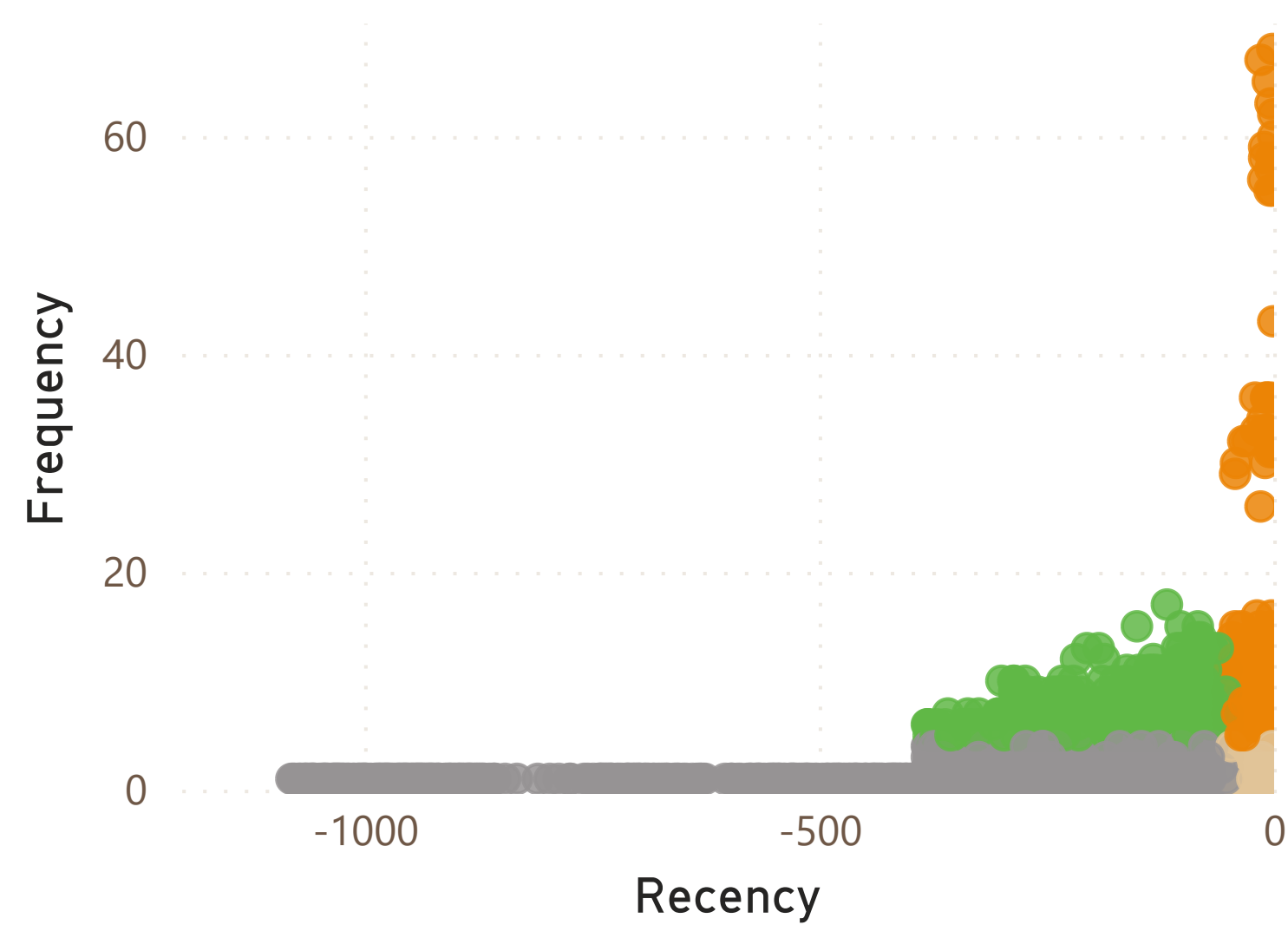
Recency and Frequency by Customer



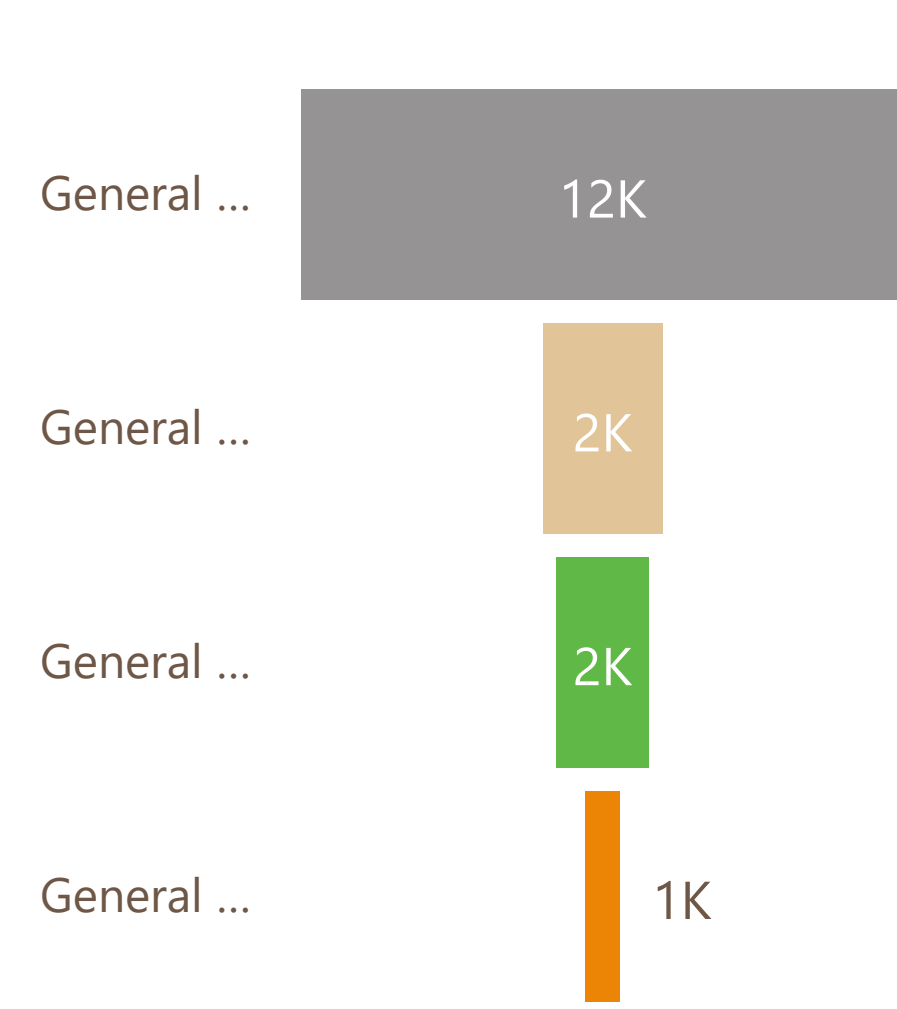
CustomerSegments (for funnel chart) by RFM Name



Recency and Frequency by Customer



CustomerSegments (for funnel chart) by RFM Name



Parameter-R

Parameter-F

Parameter-M

Customer	Customer Segment (RMF)	Recency	Frequency	Monetary	AOV	
Aaron Adams	General Retention	-260	4	\$117.96	\$117.96	
Aaron Alexander	General Development	-31	1	\$69.99	\$69.99	
Aaron Allen	General Retention	-773	1	\$3,399.99	\$3,399.99	
Aaron Baker	General Retention	-126	2	\$1,750.98	\$1,750.98	
Aaron Bryant	General Maintenance	-171	5	\$133.96	\$66.98	
Aaron Butler	General Development	-18	2	\$14.98	\$14.98	
Aaron Campbell	General Retention	-125	2	\$1,155.48	\$1,155.48	
Aaron Carter	General Development	-22	2	\$39.98	\$39.98	
Aaron Chen	General Retention	-184	2	\$39.98	\$39.98	
Aaron Coleman	General Development	-39	3	\$61.96	\$61.96	
Aaron Collins	Key Retention	-58	4	\$6,047.32	\$3,023.66	
Aaron Diaz	Key Retention	-294	3	\$6,029.57	\$3,014.785	
Aaron Edwards	General Retention	-225	2	\$94.48	\$94.48	
Aaron Evans	General Retention	-216	4	\$2,433.04	\$2,433.04	
Aaron Flores	General Maintenance	-184	5	\$1,538.5582	\$769.2791	
Aaron Foster	General Value	-37	10	\$4,912.47	\$2,456.235	
Aaron Gonzales	General Development	-28	4	\$1,810.46	\$1,810.46	
Aaron Gonzalez	General Retention	-95	3	\$132.97	\$132.97	
Aaron Green	General Retention	-214	2	\$27.28	\$27.28	
Aaron Griffin	General Retention	-197	3	\$71.58	\$71.58	
Aaron Hall	General Retention	-244	1	\$28.99	\$28.99	
Aaron Hayes	General Retention	-107	3	\$3,112.97	\$1,556.485	
Aaron Henderson	General Development	-13	2	\$27.28	\$27.28	
Aaron Hernandez	General Retention	-144	2	\$94.48	\$94.48	
Aaron Hill	General Retention	-265	3	\$35.96	\$35.96	