

# Adventure Works Global Store – Executive Insights Report

Period: Jan 2020 – Jun 2022

## Overall Business Health

KPI	Value	Trend / Insight
Total Orders	25.2K	Stable high volume, indicating scalable demand
Total Revenue	\$24.9M	↑ Revenue growth from \$6.4M (2020) → \$9.2M (2022)
Total Profit	\$10.5M	Maintained strong margin (~42%)
Return Rate	2.2%	Declined from 3.3% in 2020 → 2.1% in 2022, indicating operational improvements

**\$24.9M**

REVENUE

**\$10.5M**

PROFIT

**25.2K**

ORDERS

**2.2%**

RETURN RATE

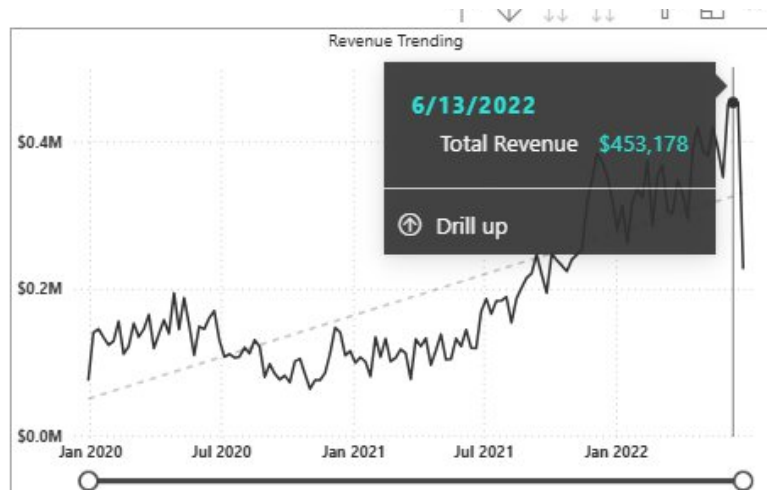
### Key Insight:

Adventure Works demonstrates **healthy, scalable growth** with strong profitability and improving operational quality. Growth is **value-driven**, not volume-dependent.

## Revenue Performance & Trend

- **Highest Weekly Revenue:** \$453,178 (Week of 06/13/2022)

- **Lowest Weekly Revenue:** \$76,275 (Week of 12/30/2019)
- **Trend:** Overall increasing, with strong momentum; a short-term dip at end of June 2022 (50% WoW drop) appears isolated.



### Key Insight:

Revenue is accelerating with **higher peaks and sustained growth**, validating business strategy. Short-term fluctuations warrant monitoring but do not indicate systemic decline.

### 3 Order Mix & Category Performance

Category	Orders	Revenue	Key Insight
Bikes	13,929	\$23,642,495	Low volume, high revenue → primary revenue engine
Accessories	16,983	\$906,673	High volume, low revenue → engagement /

Category	Orders	Revenue	Key Insight
			cross-sell driver
Clothing	6,976	\$365,419	Moderate volume, low revenue → secondary engagement role

### Highest Orders - Accessories Category



### Highest Revenue - Bikes Category



### Key Insight:

Business growth is **value-led**. Accessories and Clothing drive **volume and engagement**, while Bikes drive **revenue and profit**. Bundling strategies could further optimize revenue per order.

### 4 Product Performance - Top 10 Products by Revenue

Top 10 Products	Orders	Revenue	Return Rate
Fender Set - Mountain	1,975	\$87,041	1.36%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Mountain Bottle Cage	1,896	\$38,062	2.02%
AWC Logo Cap	2,062	\$35,882	1.11%
Mountain Tire Tube	2,846	\$28,333	1.64%
Road Tire Tube	2,173	\$17,265	1.55%
Patch Kit/8 Patches	2,952	\$13,506	1.61%

## Top 10 Products by Orders

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## Key Insight:

High-value products (Bikes, Fender Set) are **critical for revenue and margins**. High-volume items (Accessories, Water Bottles) enhance **repeat purchases and customer engagement**. Profit-level analysis requires deeper drill-through for margin visibility.

## 5 Monthly Snapshot KPIs



### Key Insight:

Revenue growth is **driven by higher value per order**, not volume. Returns are declining, highlighting **quality improvement and operational efficiency**.

## 6 Product Type Insights

Most Ordered Product Type:

**Tires and Tubes**

Most Returned Product Type:

**Shorts**

Product Type	Insight:
Tires & Tubes:	Most ordered → drives repeat purchase and engagement
Shorts:	Most returned → sizing/fit issues; operational attention required

### Strategic Action:

Leverage Tires & Tubes as **bundled add-ons**; address Shorts returns through sizing, product guidance, or quality review.

## 7 Map Analysis - Geographic Insights

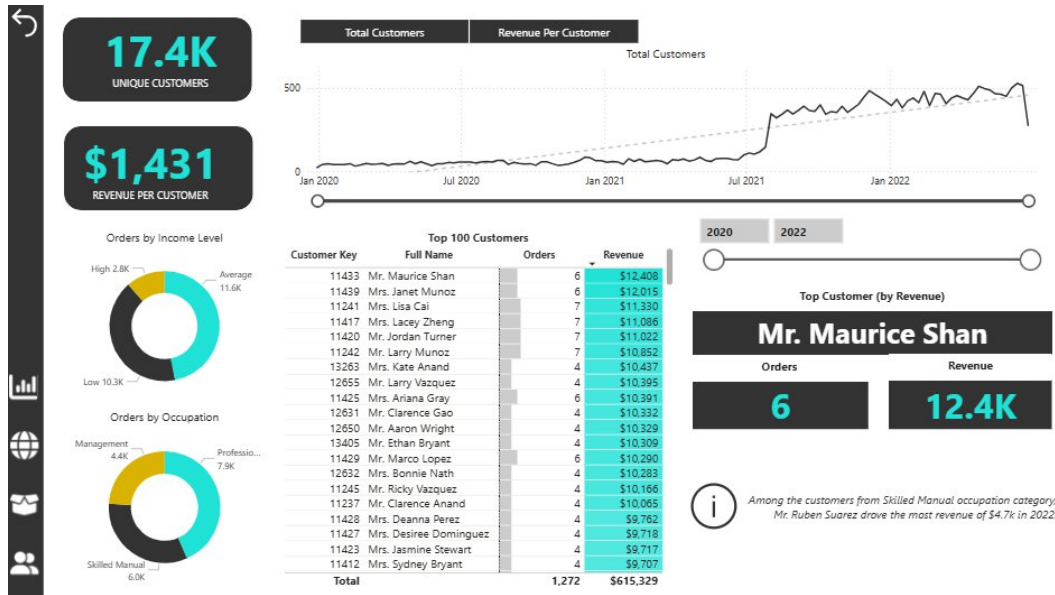


Region	Revenue	Orders	Insight
North America	\$9.7M	11.7K	Core revenue and volume engine; mature, high-value market
Europe	\$7.8M	7,380	High revenue per order → opportunity to scale premium mix
Pacific	\$7.4M	6,060	High revenue efficiency; potential for targeted expansion

### Insight:

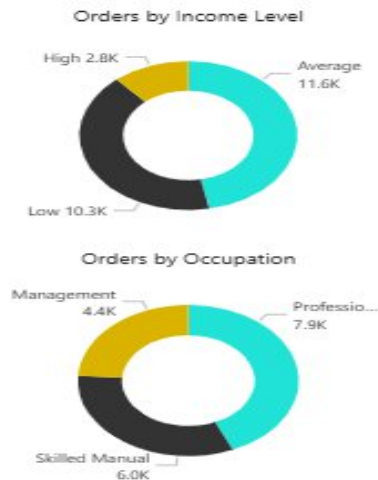
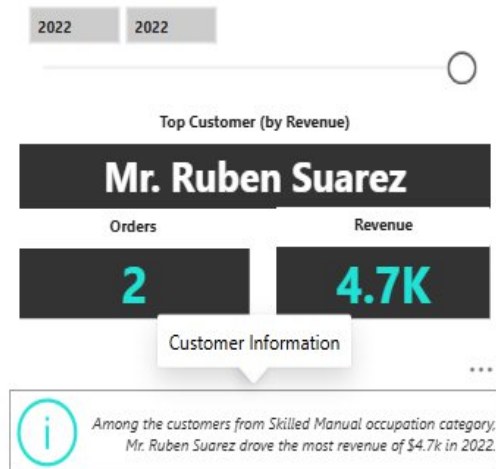
Revenue is **geographically diversified**. North America drives volume, Europe and Pacific show **high-value efficiency**, ideal for scaling premium offerings.

## 8 Customer Details Insights



Segment / Customer	Revenue	Orders	Insight
Professional	Top customer: Maurice Shan – \$12.4K	7,900	High-value, high-volume segment; primary focus for retention & growth
Management	Top customer: Janet Munoz – \$12K	Moderate	High individual revenue; engagement and loyalty programs recommended
Skilled Manual	Top customer: Rosa Hu – \$9.2K	Moderate	Opportunity for cross-sell / upsell





## Key Insight:

**Revenue is concentrated among top individuals** and professional segments. High-volume segments (Professional) drive operational and fulfillment focus. Tailored marketing and loyalty programs can **maximize customer lifetime value**.

## 9 Strategic Recommendations

### 1. Protect Core Revenue Engines

- Prioritize **Bikes, high-value products, and Professional segment customers** for inventory, marketing, and loyalty programs.

## 2. Optimize Volume Categories

- Accessories, Tires & Tubes, and Clothing should be leveraged for **bundling and cross-sell strategies** to increase revenue per order.

## 3. Reduce Return-Driven Risk

- Focus on Shorts and other high-return items for **quality, sizing, or product description improvements**.

## 4. Regional Growth & Premium Expansion

- Maintain North America as core market.
- Scale premium offerings in **Europe and Pacific**, leveraging high revenue efficiency per order.

## 5. Revenue Efficiency

- Continue **value-led growth**: higher revenue with fewer orders improves operational efficiency and margin stability.

## ✓ Executive Summary

Adventure Works Global Store demonstrates **strong, sustainable growth** with healthy profits, declining returns, and geographically diversified revenue. Business expansion is **value-led**, supported by high-value products (Bikes, Fender Set) and high-volume engagement products (Accessories, Tires & Tubes). Customer behavior and segment analysis indicate that **targeted loyalty, cross-sell, and bundling strategies** will maximize revenue per order and long-term profitability.