

Adventure Works Sales Data Analysis

Dive into the comprehensive sales data from Adventure Works to uncover insights and trends that can drive strategic decision-making.



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Gender

☒ F ☐ M

Year
☐ 2014
☐ 2015
☐ 2016

Sum of Year

3M

Sum of YearlyIncome

1bn

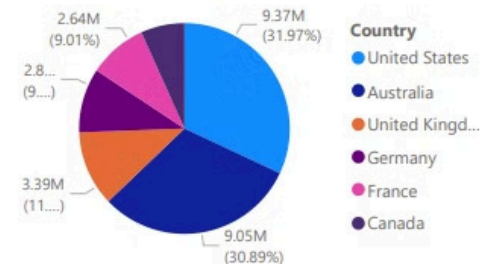
Sum of SalesAmount

29.31M

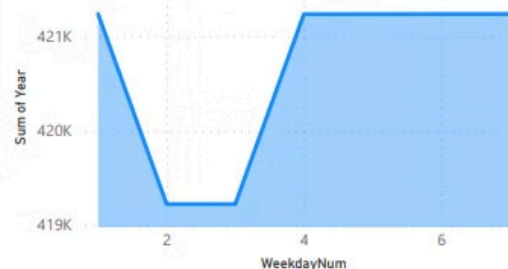
Sum of TotalProductCost

17.26M

Sum of SalesAmount by Country



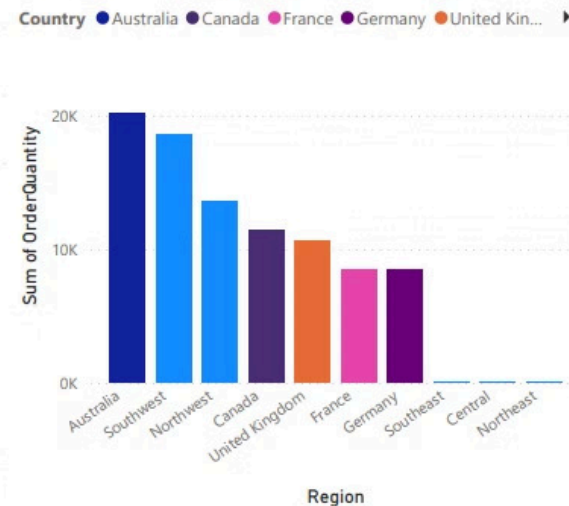
Sum of Year by WeekdayNum



Count of ListPrice by Category

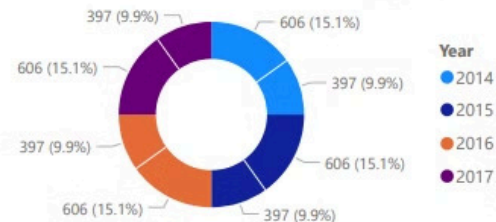


Sum of OrderQuantity by Region and Country



ProductName	Sum of TotalProductCost
All-Purpose Bike Stand	14,152.91
AWC Logo Cap	14,502.22
Bike Wash - Dissolver	2,568.93
Classic Vest, L	4,369.82
Classic Vest, M	4,393.56
Classic Vest, S	3,752.34
Fender Set - Mountain	16,556.09
Total	17,255,318.66

Count of ProductName and Count of Category by Year



Sum of Year	Sum of YearlyIncome	Sum of SalesAmount	Sum of TotalProductCost
3M	1bn	29.31M	17.26M

Product Sales Breakdown

1

Top Selling Products

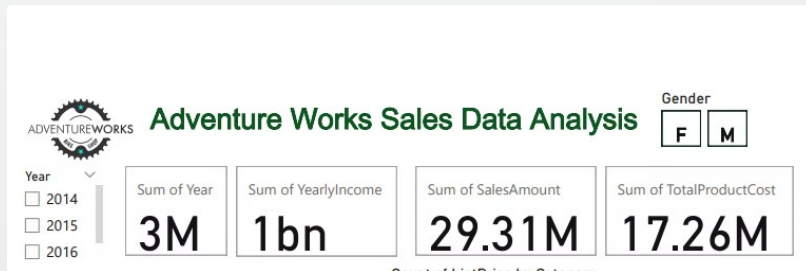
All-Purpose Bike Stand, Fender Set - Mountain, and AWC Logo Cap are the top 3 best-selling products.

2

Product Costs

The total product cost for the top selling items ranges from \$2,568 to \$16,556.

Sales Trends by Year



1

2014

Sales and product costs were relatively low this year.

2

2015

Significant increase in sales and product costs compared to 2014.

3

2016

Continued growth in sales and product costs from the previous year.

Sales by Region and Country

Top Regions

The top regions by sales are Australia, Canada, France, Germany, and the United Kingdom.

Sales by Gender

Sales are split fairly evenly between male and female customers across the regions.

Power BI Insights

Power BI Desktop sales were \$29.31M, while Adventure Works sales were \$17.26M.

Product Catalog Overview

1

Diverse Offerings

The product catalog includes a wide range of items, from apparel and accessories to bike components.

2

Consistent Pricing

The list prices for the products are relatively consistent, with most falling within a similar range.

3

Inventory Insights

The data provides a detailed breakdown of the product quantities and costs.



Sales by Weekday

Peak Days

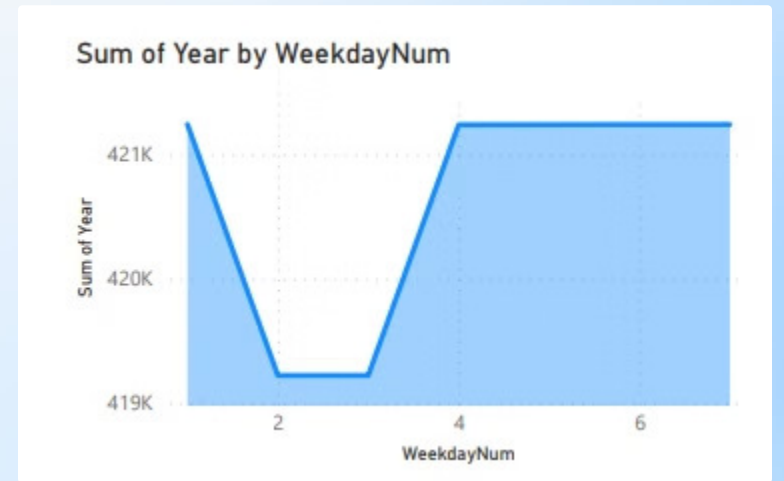
Sales tend to be highest on Fridays and Saturdays, indicating a preference for weekend shopping.

Slower Days

Mondays and Tuesdays see the lowest sales, suggesting a slower start to the week.

Balanced Weekdays

Wednesday through Friday show a more consistent level of sales activity.



Product Category Trends



Bike Accessories

The Fender Set - Mountain and other bike accessories are among the top-selling products.



Apparel

The Classic Vest line in various sizes is a popular apparel offering.



Logo Merchandise

The AWC Logo Cap is a strong seller in the logo merchandise category.

From Sales Revenue to Net Income



Sales by Income Level



Product Pricing Insights

Pricing	Definition	Pros	Cons
Value-based	Basing a product or service's price on how much the target consumers believe it's worth.	Higher prices off that bat; backed by research; prioritized customer service; continuous product improvement.	Requires ample time and resources; not exact.
Competitor-based	Examining your competitors' pricing structure as the core benchmark for your own strategy.	Easy, low risk; evolves with the market	Detached from other factors; limited flexibility; removed from customers.
Cost-Plus	Basing your pricing on cost of production and your desired profit margin.	Easy to calculate; ensures cost coverage.	Doesn't incorporate customer value; free of competitor research; inaccurate picture of costs.
Dynamic	Tailoring the prices of products for specific customer preferences.	More responsive pricing; ability to maximize profits; and more data on the demand curve.	Frustrated customers; risk of price wars.

Product	Total Product Cost
All-Purpose Bike Stand	\$14,152.91
AWC Logo Cap	\$14,502.22
Bike Wash - Dissolver	\$2,568.93
Classic Vest, L	\$4,369.82
Classic Vest, M	\$4,393.56
Classic Vest, S	\$3,752.34
Fender Set - Mountain	\$16,556.09



Key Takeaways



Sales Growth

Steady year-over-year increases in sales and product costs.



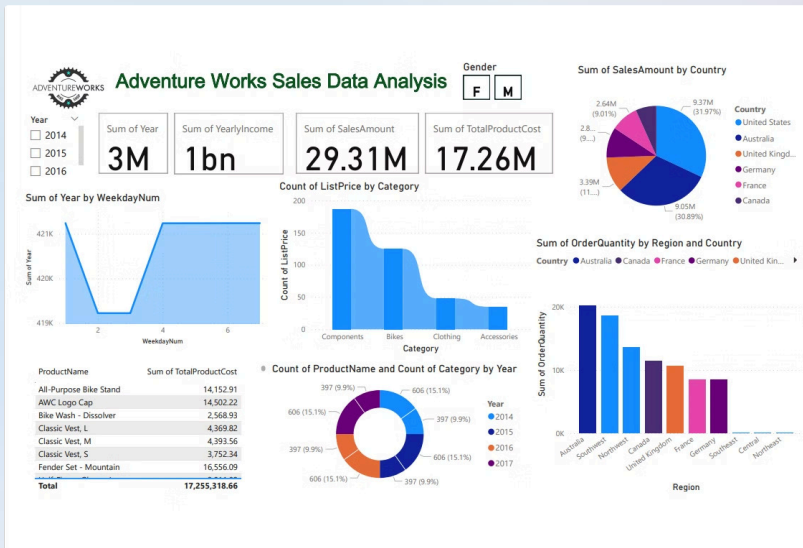
Product Diversity

Wide range of products across apparel, accessories, and bike components.



Data Insights

Detailed data provides valuable insights into customer preferences and sales trends.



Company Overview

Explore the journey of Adventure Works through our sales data analysis, product breakdown, trends, regional insights, and more. Dive into the heart of our business and discover key insights to drive success. Thank you for joining us on this adventure!

Thank You !