# ADVENTUREWORKS ANALYSIS

This is four years of transactional data that I will analyze. The goal is to create visual representation of the data to assess the performance over the years. The primary focus is analyzing the profit specifically concentrating on the analysis of products, customer locations (Countries), and time trends to identify any patterns or trends.

Here is a list of our main focus areas in the Timeseries dashboard:

1. KPI Comparison to previous Year:

* COGS, Revenue, Quantity, Profit, Profit Margin, and Transaction compared to the previous year.

1. Yearly Performance Metrics (Above Average Years):

* Total Revenue, Profit, and Transaction for the years exceeding the average performance.

1. Monthly Profit Trends:

* Analyzing profit trends on a monthly basis.

1. Profit by Week Type:

* Assessing profit based on different week types.

1. Quarterly Profit Analysis:

* Evaluating profit performance on a quarterly basis.

1. Profit by day type:

* Examining profit trends specific to weekdays and weekends.

In the second dashboard, our main focus areas are:

1. Top 5 Profitable Products (% contribution and others):

* Identifies the five most profitable products and their contribution as a percentage of total profits, with insights into the rest.

1. Top 5 profitable customers (% contribution and Others):

* Highlights the top five high-profit customers, their percentages shares of overall profits, and details about other customers’ contributions.

1. Profit by Gender:

* Displays profit breakdown by gender, helping identify gender-based profit trends.

1. Profit by product color (Highlighting Best Sellers):

* Analyzes profits associated with product colors, highlighting the best-selling colors for optimization.

1. Profit By pricing types:

* Examines profit variations based on pricing types, providing insights into pricing strategy effectiveness.

1. Country-wise Profit (Custom map):

* Utilizes a custom map to visualize profit distribution by country, aiding in geographic targeting.

1. Profit by Age groups:

* Segments profits into age groups to understand which age groups to understand which age demographics contribute the most profitability.