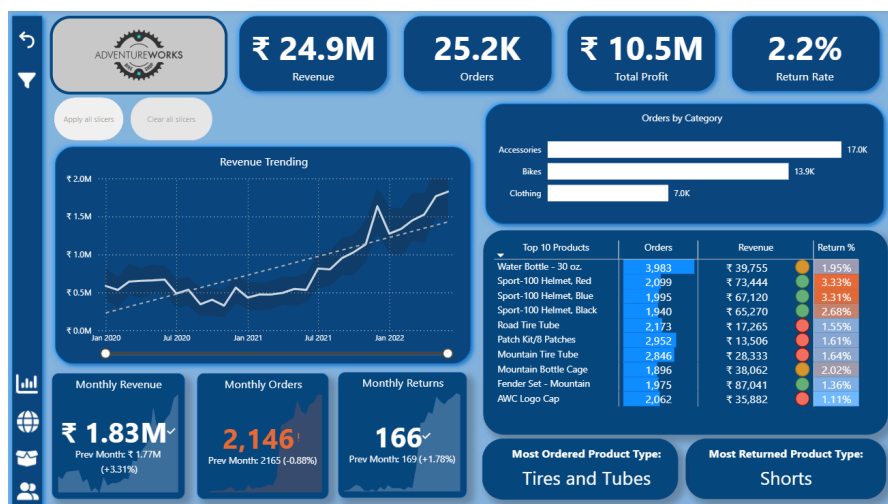


Business Analysis Report – AdventureWorks Sales Performance

Executive Dashboard

Preview



Insights:

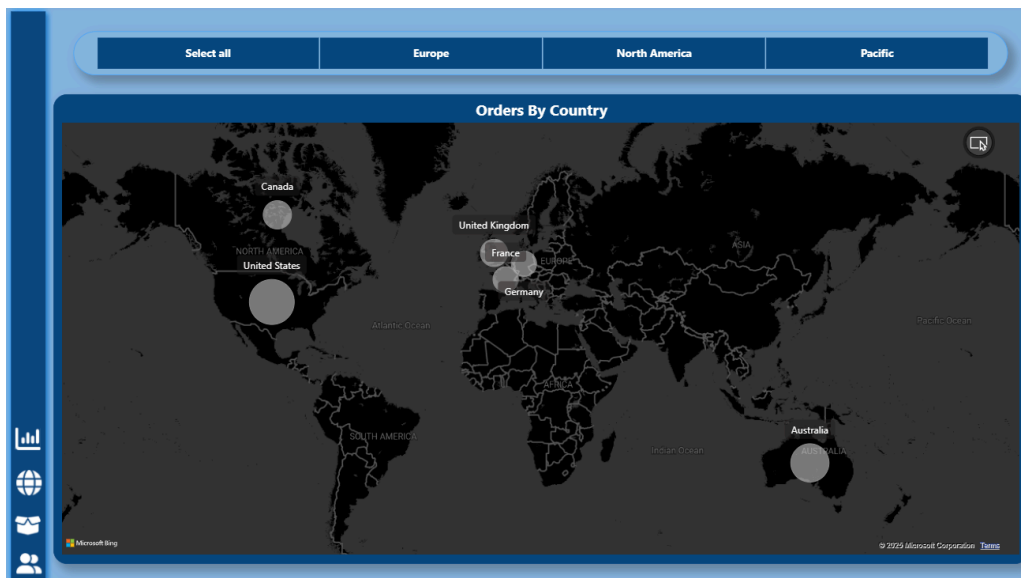
- Total Revenue: ₹24.9M, Orders: 25.2K, Profit: ₹10.5M, Return Rate: 2.2% (healthy).
- Revenue shows a **steady upward trend** since 2020, with some seasonal fluctuations.
- **Accessories (17K orders)** lead in sales, followed by **Bikes (13.9K)** and **Clothing (7K)**.
- **Top-selling products:** Water Bottle, Helmets, and Tire Tubes.
- **Highest returns:** Helmets (3.3%), Shorts (most returned category).

Recommendations:

- Focus on **high-selling, low-return items** like Tire Tubes for volume growth.
- Investigate **helmet quality/fit issues** driving higher return rates.
- Expand promotions in **Accessories**, as they dominate order volume.
- Seasonal demand fluctuations suggest scope for **inventory planning optimization**.

Orders by Geography

Preview



Insights:

- The **USA** dominates orders, followed by the UK, France, Germany, Canada, and Australia.
- Strong presence in **North America and Europe**, limited sales in Asia-Pacific.

Recommendations:

- Strengthen **Asia-Pacific** market penetration (India, China, Japan).
- Regional promotions in **Canada & Australia** can grow share.
- Evaluate **logistics efficiency** to reduce delivery costs in smaller markets

Product Performance

Preview



Insights:

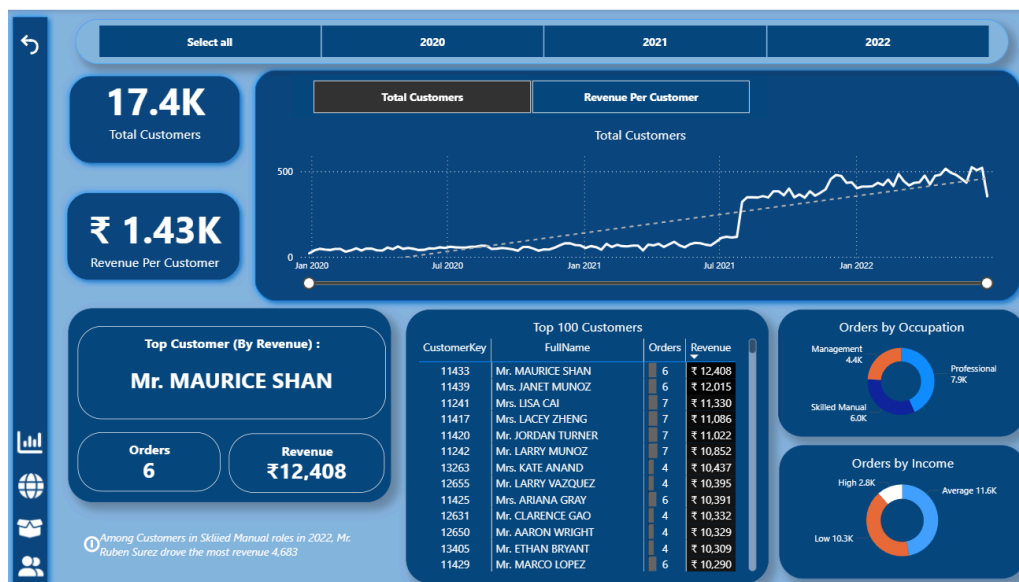
- Monthly orders (202) fell slightly short of the target (213).
- Revenue (₹6,796) and Profit (₹4,367) also just under targets.
- Profit margins **remain stable**, but order volumes fluctuate seasonally.
- Performance improved significantly between Jul 2021–Jun 2022, with multiple spikes.

Recommendations:

- Optimize **helmet pricing** to boost conversions (small adjustments can increase demand).
- Promote helmets as **safety essentials** to reduce seasonal demand dips.
- Introduce **bundling offers** (helmet + accessories) to raise order volume.

Customer Analysis

Preview



Insights:

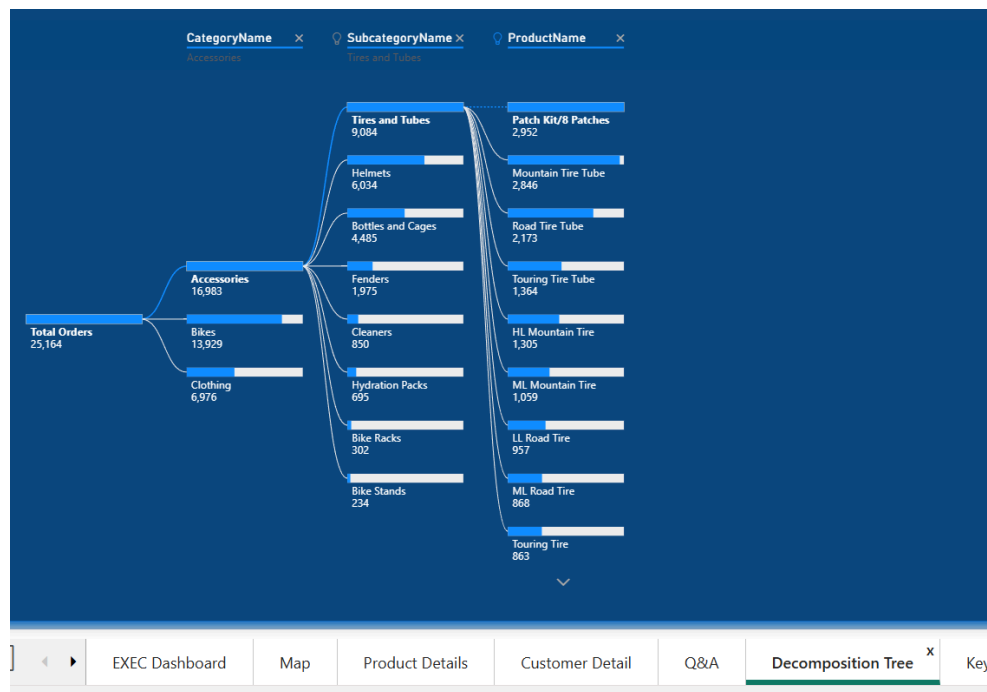
- **17.4K customers**, Avg. revenue per customer: **₹1.43K**.
- Top customer: **Maurice Shan** (₹12.4K revenue).
- Revenue is **concentrated in top 100 customers**, showing dependency risk.
- Orders mainly come from **Professionals (7.9K)** and **Skilled Manual (6K)** occupations.
- By income, **the Low-income group (10.3K orders)** contributes more than the High-income (2.8K).

Recommendations:

- Strengthen **customer loyalty programs** to retain high-value customers.
- Target **low-income groups** with affordable bundles and offers.
- Personalized campaigns for **professionals**, as they form the largest segment.
- Diversify revenue by expanding the **mid-tier customer base**.

Decomposition Tree (Product Breakdown)

Preview



Insights:

- **Accessories (16.9K orders)** are the biggest category driver, especially **Tires & Tubes (9K)** and **Helmets (6K)**.
- Within Tires & Tubes, **Patch Kits, Mountain Tires, and Road Tires** dominate.
- Clothing remains the **smallest contributor** (6.9K orders).

Recommendations:

- Expand **Tires & Tubes product line** (bundled packs, premium variants).
- Boost **Clothing sales** with seasonal collections or discounts.
- Invest in **after-sales services** for bikes to cross-sell Accessories.
- Monitor **inventory levels** for Patch Kits & Helmets to avoid stockouts.

Overall Analysis

AdventureWorks shows **strong revenue growth**, driven mainly by **Accessories (Tires & Tubes, Helmets)** and supported by **loyal top customers**. However, **high returns in helmets**, dependency on **few customer segments**, and **geographical imbalance** are challenges.

Strategic Recommendations

- **Product Strategy:**
 - Focus on **Accessories (high volume, low return)**.
 - Address **helmet return issues** with quality checks & size guides.
 - Push **Clothing** through promotions.
- **Customer Strategy:**
 - Expand **low-income customer offers** (bundles, discounts).
 - Retain **top 100 customers** with loyalty rewards.
 - Target professionals with premium add-ons.
- **Market Expansion:**
 - Strengthen footprint in **Asia-Pacific**.
 - Grow presence in **Canada & Australia** through regional campaigns.

- **Operational Efficiency:**
 - Plan inventory around **seasonality**.
 - Ensure stock availability for **top 5 products**

Conclusion

AdventureWorks is performing well with consistent revenue growth and strong product demand in **Accessories and Tires/Tubes**. By **reducing return rates, expanding into under-served markets, and enhancing customer loyalty**, the company can unlock the next level of growth and sustain profitability.