

AdventureWorks Business Performance Report

Overview

This report presents a summary of key performance metrics for AdventureWorks, covering revenue, profits, orders, return rates, and product performance insights. The data visualized offers a clear representation of the business's health over time.

1. Key Performance Indicators (KPIs)

Metric	Value
Revenue	\$24.9M
Profits	₹10.46M
Orders	25.16K
Return Rate	2.2%

These figures indicate strong business operations with healthy revenue and profit margins. However, the return rate of 2.2% should be monitored to avoid potential product or service quality concerns.

2. Trends Over Time

Weekly Revenue Trend

- Growth Pattern:** Revenue shows a steady increase from early 2021, peaking significantly in early 2022.
- Insight:** The upward trend suggests improved sales strategies or seasonal boosts.

Monthly Metrics

- Monthly Revenue:** \$1.83M (↑ 3.31% from previous month)
- Monthly Orders:** 2.15K (↓ 0.88% from previous month)
- Monthly Returns:** 166 (↑ 1.78% from previous month)

The increase in revenue despite a slight drop in orders may indicate a higher average order value.

3. Orders by Category

Category	Orders
Accessories	17.0K
Bikes	13.9K
Clothing	7.0K

- **Top Category:** Accessories lead the sales volume.
 - **Action Point:** Focus on expanding the Accessories line for continued growth.
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4. Top 10 Products

Product Name	Orders	Revenue	Return Rate
Water Bottle - 30 oz.	3983	\$39,755.33	1.95%
Sport-100 Helmet, Red	2099	\$73,444.01	3.33%
Sport-100 Helmet, Blue	1995	\$67,120.18	3.31%
Sport-100 Helmet, Black	1940	\$65,269.75	2.68%
Road Tire Tube	2172	\$17,264.73	1.55%
Patch Kit/8 Patches	2525	\$13,506.42	1.61%
Mountain Tire Tube	2846	\$28,333.22	1.64%

- **High Return Rates:** Notably high for helmets (above 3%).
 - **Recommendation:** Investigate helmet quality or sizing issues.
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5. Product Type Insights

- **Most Ordered Product Type:** Tires and Tubes
- **Most Returned Product Type:** Shorts

Shorts have the highest return rate, suggesting issues related to sizing, quality, or customer expectations.

Recommendations

1. **Product Quality Review:**
 - Assess return reasons for high-return products, especially helmets and shorts.
2. **Focus on High-Performing Categories:**
 - Expand Accessories and Tire segments.
3. **Customer Feedback Loop:**

- Use returns and reviews data to refine product offerings.
 - 4. **Inventory Planning:**
 - Stock high-demand items like Water Bottles and Tire Tubes more effectively.
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Conclusion

AdventureWorks shows strong sales and profitability, with continued growth in revenue and a wide range of successful products. Monitoring returns and optimizing underperforming categories will further strengthen business performance.