



# Adventure Works Retail Sales Analysis

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## Executive Summary

### Strong Global Sales

Adventure Works achieved robust sales from 2020–2022, primarily driven by the Bikes category.

### Targeting Opportunity

Shift from mass marketing to precision targeting of high-value customers, especially the Top 50 revenue contributors.

### Return Rate Risk

High return rates in specific bike accessories pose a profitability risk that needs addressing.

# Project Overview and Problem Statement

## Project Purpose

Analyze retail sales data to uncover key business insights, identify trends, and provide actionable recommendations for executive decision-making.

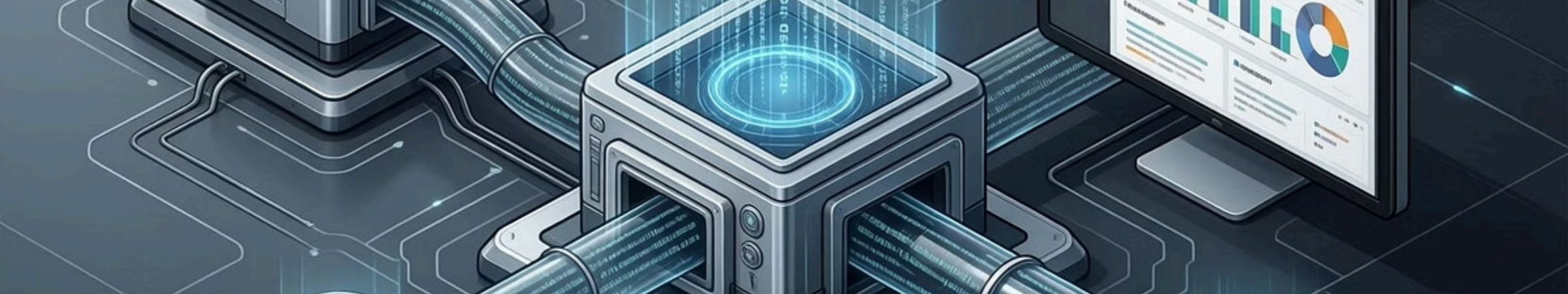
Focus areas: Customers, products, categories, territories, and overall sales performance.

## Problem Identified

Reliance on a one-size-fits-all marketing approach limits efficient retention of high-value customers.

Lack of granular insight into premium customer segments leads to inefficient ad spending and reduced revenue due to high return rates.





# Methodology

01

## Data Source

Multi-country relational dataset covering sales, returns, and customer profiles from 2020–2022.

02

## Data Preparation

Data cleaned and standardized in Excel to ensure consistency and relational integrity.

03

## Analysis Approach

Business questions answered using structured SQL analysis and visualized in Power BI for insights.



# Key Revenue and Product Insights

1

## Bikes: Primary Revenue Driver

Generated \$23.64 million from 13,929 orders, making it the most profitable segment.

2

## Premium Product Positioning

98 products priced above global average, concentrated in Road and Mountain Bike sub-categories.

3

## Consistent Demand

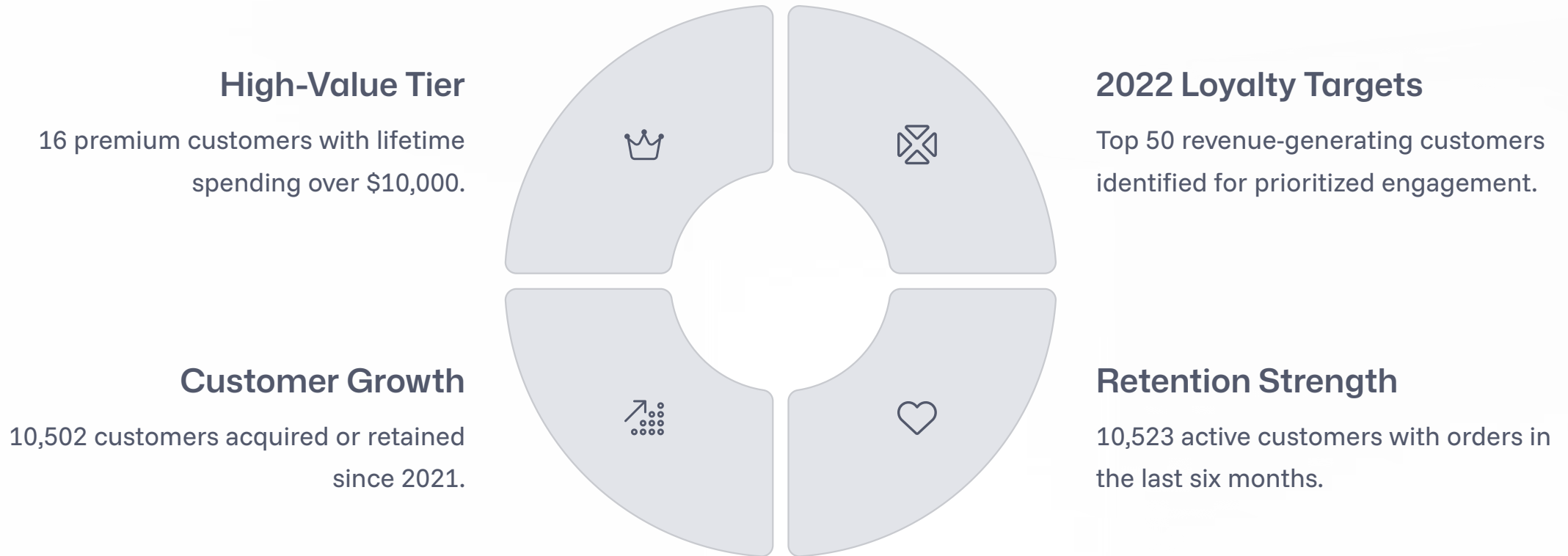
Road Bikes show strongest sustained demand, with multiple products exceeding the 10-order threshold.

4

## Diverse Inventory

Catalog includes 131 unique products ordered at least once.

# Customer Segmentation and Loyalty





# Regional and Demographic Insights



## Dominant Persona: Professionals

Account for 29.6% of customers acquired after 2021.



## Territorial Mobility

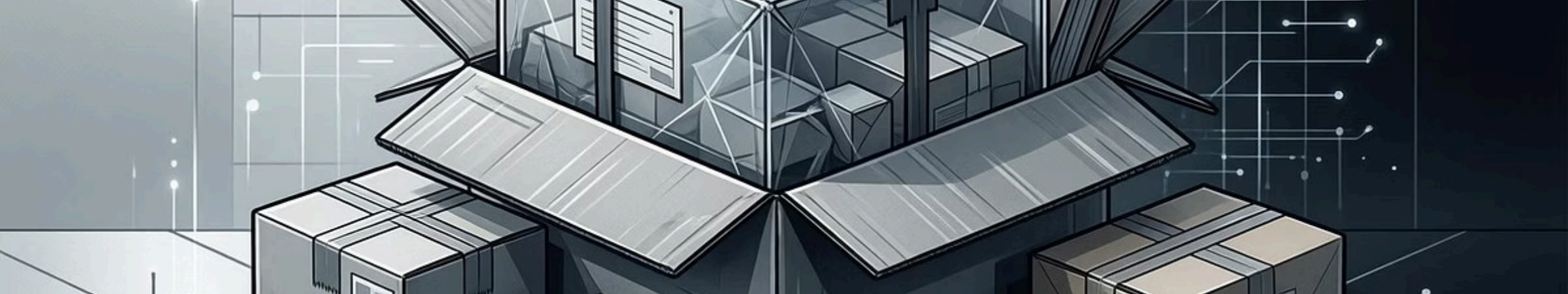
14,984 customers shop across multiple territories, showing strong brand loyalty.



## Canadian Market Strength

Solid presence with 1,499 unique customers.





# Operational Efficiency and Return Friction

## High Return Products

Sport-100 Helmet variants (Red, Blue, Black) and Fender Set – Mountain.

## Potential Issues

Highlights potential quality or expectation gaps that may impact profit margins.



# Strategic Recommendations

## 1 High-Value Customer Targeting

Launch exclusive loyalty programs and personalized promotions for the Top 50 revenue drivers.

## 2 Inventory and Quality Audit

Conduct focused quality review of Sport-100 Helmets and Fender Sets to reduce return rates.

## 3 Category Prioritization

Allocate marketing spend to high-performing bike categories; review low-velocity products.

## 4 Persona-Based Marketing

Tailor digital advertising campaigns to the Professional demographic to increase conversion rates and reduce inefficient ad spend.



# Recommendations for Growth

## Strategic Product Bundling

Bundle high-frequency accessories (e.g., water bottles) with premium bikes to increase AOV.

## Regional Expansion Strategy

Leverage cross-territory customer behavior with coordinated promotions across the different regions.

These recommendations are designed to drive growth and maximize ROI in the next fiscal year.

