



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.

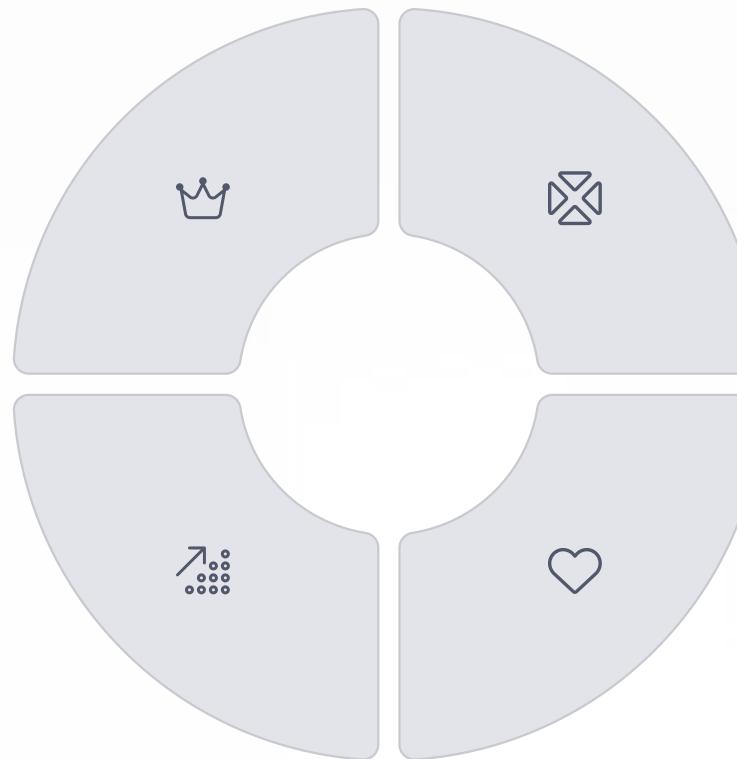
Customer Segmentation and Loyalty

High-Value Tier

16 premium customers with lifetime spending over \$10,000.

Customer Growth

10,502 customers acquired or retained since 2021.



2022 Loyalty Targets

Top 50 revenue-generating customers identified for prioritized engagement.

Retention Strength

10,523 active customers with orders in the last six months.

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.

