

At AdventureWorks, the company faces ongoing challenges in optimizing product performance, reseller relationships, regional sales, and employee effectiveness. They are particularly interested in understanding how price adjustments might impact their sales and profitability. Here's what the stakeholders need to know:

- AdventureWorks wants to identify which products or product categories are performing the best. They want to understand what factors contribute to the success of certain products, and how price may influence their popularity.
- They are also looking into how changes in price may be affecting sales. The stakeholders want to understand if higher prices are leading to lower sales, or if lower prices could potentially increase sales. This will help them refine their pricing strategy and better align it with customer demand.
- The company needs to assess the performance of their resellers. They want to know which resellers are driving the most sales and which types of businesses are purchasing the most products. Additionally, they want to understand customer retention, focusing on new, loyal, and churned customers.
- AdventureWorks is also concerned with regional performance. They need to know which regions are generating the highest sales and which are struggling. Understanding regional performance will allow them to allocate resources more effectively and focus on areas with growth potential.
- The stakeholders are also interested in evaluating the effectiveness of their salespeople. They want to know which salespeople are performing the best and how each is meeting

sales goals. This will help them identify top performers and provide additional support to others where needed.

- Lastly, the company needs to understand the overall sales trends over time. They want to

identify if there are any seasonal trends or shifts in customer behavior that are affecting sales. This will help them adjust their strategies for both short-term and long-term growth.

By addressing these questions, AdventureWorks will be able to make better-informed decisions about pricing, sales strategies, and resource allocation to drive business growth and improve performance across all areas. You can explore and download the data source here.

<https://www.kaggle.com/datasets/algorismus/adventure-works-in-excel-tables>