

# ADVENTUREWORKS SALES PERFORMANCE REPORT



**REVENUE/SALES OVERVIEW**

**PRODUCT ANALYSIS**

**CUSTOMER ANALYSIS**

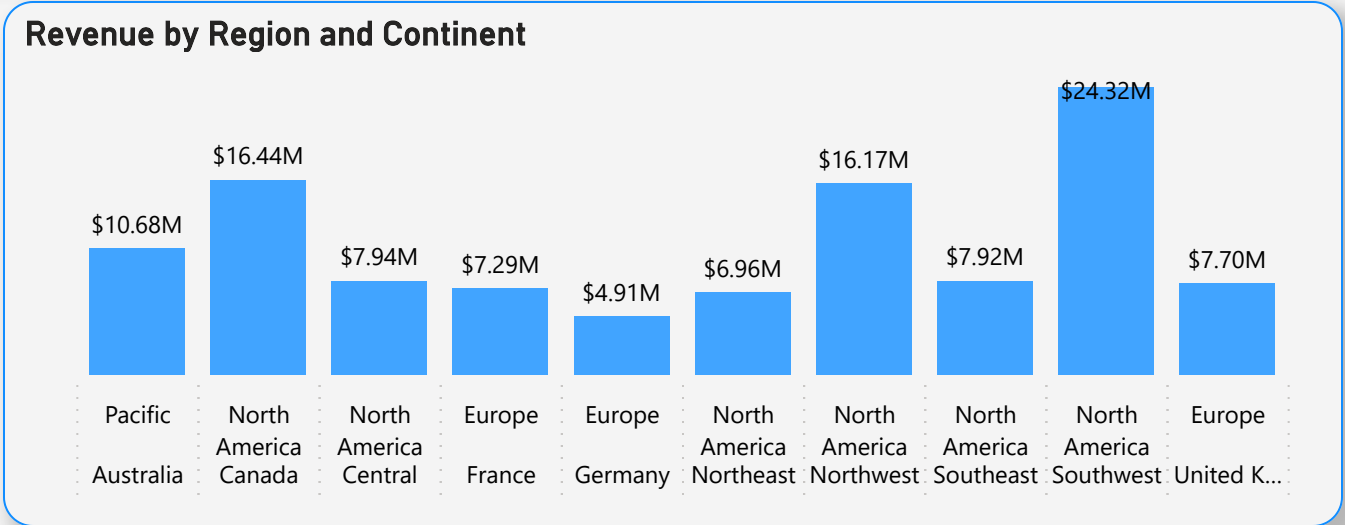
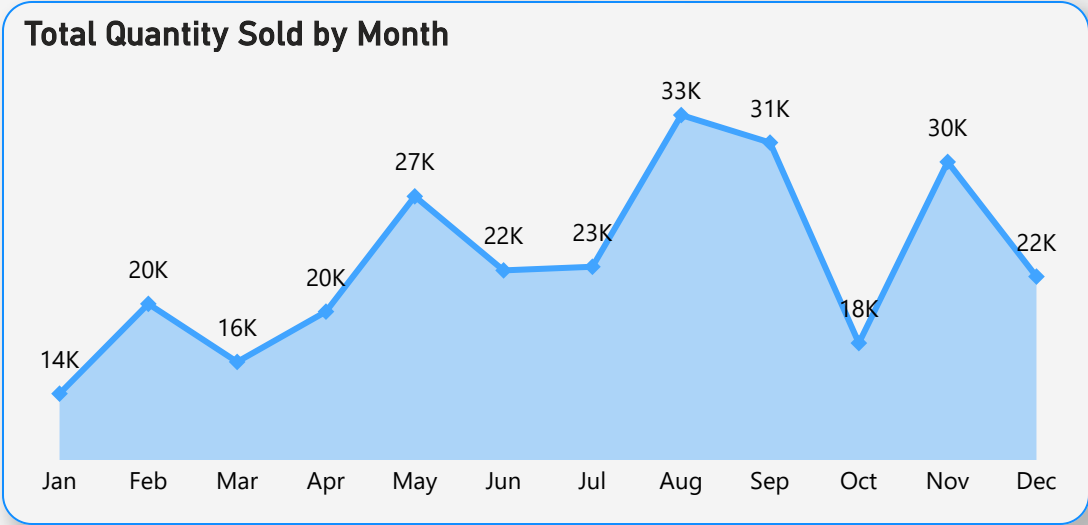
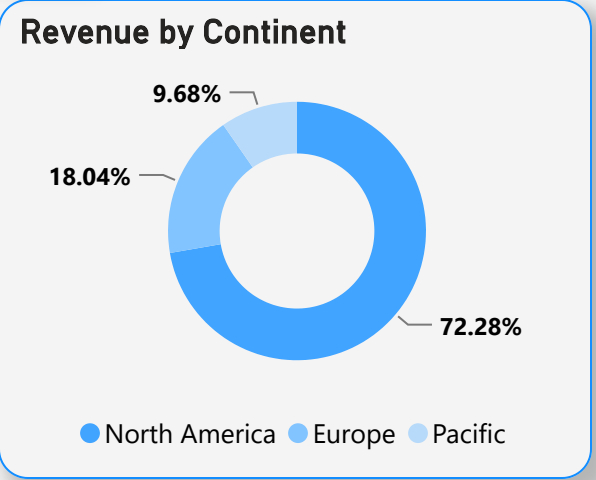
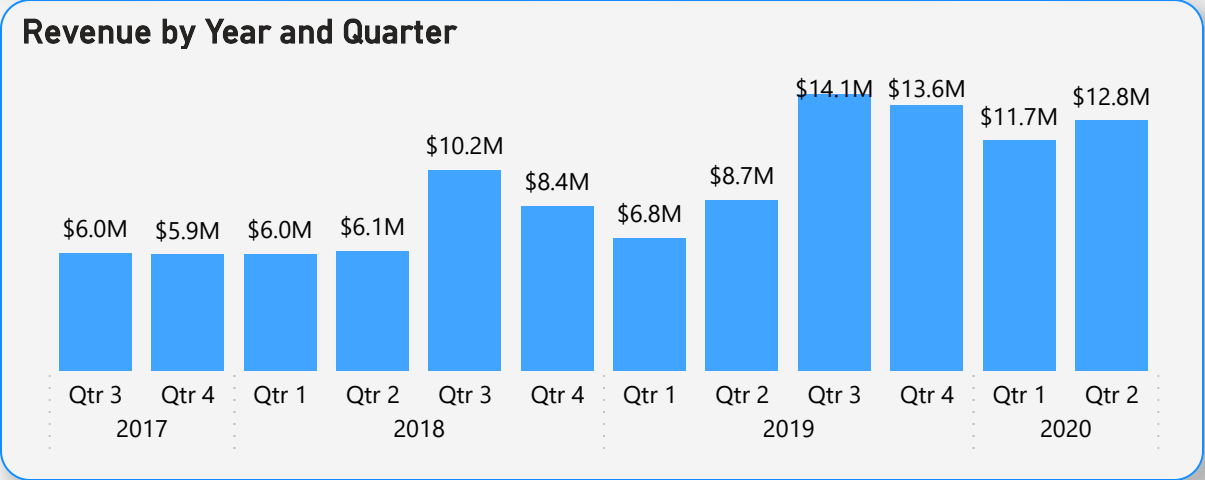
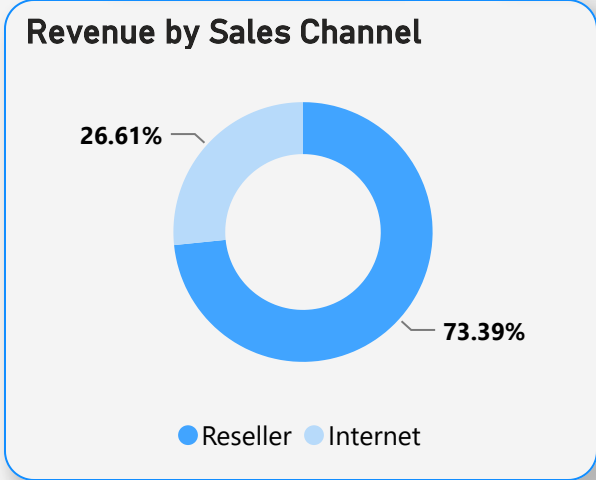


ADVENTUREWORKS SALES PERFORMANCE REPORT



2017	2018	2019	2020
Internet		Reseller	

Total Orders	Total Quantity Sold	Total Revenue	Total Profit	% Profit
121,253	274,776	\$110.34M	\$13.08M	11.85%





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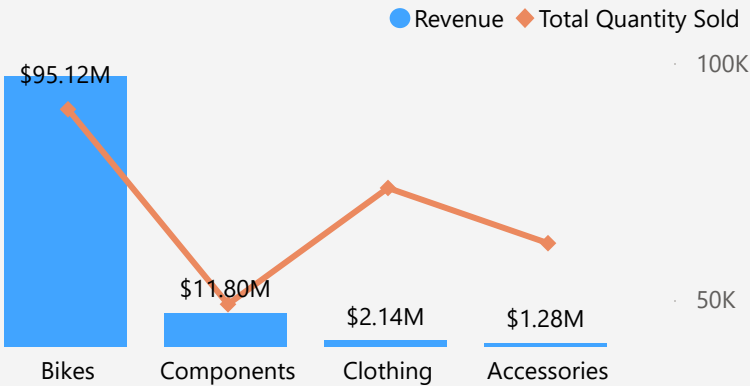


2017	2018	2019	2020
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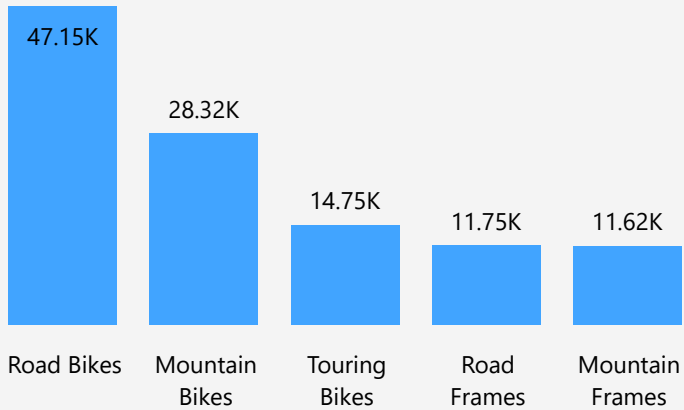
Total No. Products	Product Category	Product Subcategory	Average Revenue Per Product
350	4	35	\$401.55

Internet	Reseller
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Product Category by Revenue & Quantity Sold



Top 5 Best Selling Product Subcategory

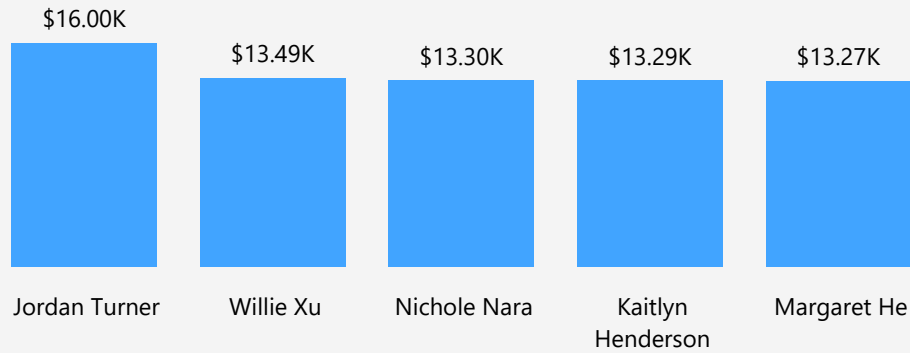


Product	Total Orders	Total Quantity	Total Product Cost	Revenue	Total Profit	% Profit
Mountain-200 Black, 38	1,252	2,977	3,527,770.68	\$4,406,151.27	\$878,380.59	19.94%
Mountain-200 Black, 42	1,177	2,664	3,145,694.01	\$4,014,067.80	\$868,373.79	21.63%
Mountain-200 Silver, 38	1,094	2,394	2,864,545.61	\$3,696,486.47	\$831,940.86	22.51%
Mountain-200 Silver, 42	1,040	2,234	2,662,489.79	\$3,441,292.54	\$778,802.76	22.63%
Mountain-200 Silver, 46	1,054	2,216	2,640,299.69	\$3,436,090.79	\$795,791.11	23.16%
Mountain-200 Black, 46	1,059	2,111	2,501,584.88	\$3,311,098.44	\$809,513.56	24.45%
Road-250 Black, 44	705	1,642	2,347,774.84	\$2,518,299.76	\$170,524.93	6.77%
Road-250 Black, 48	712	1,498	2,145,414.64	\$2,348,246.09	\$202,831.46	8.64%
Road-250 Black, 52	667	1,245	1,777,079.08	\$2,012,447.78	\$235,368.70	11.70%
Road-150 Red, 56	475	664	1,441,739.35	\$1,847,818.63	\$406,079.28	21.98%
Road-350-W Yellow, 48	566	1,622	1,755,831.22	\$1,788,335.84	\$32,504.62	1.82%
Road-150 Red, 62	470	600	1,302,776.52	\$1,769,096.69	\$466,320.17	26.36%
Touring-1000 Blue, 60	439	1,120	1,659,770.45	\$1,728,808.36	\$69,037.91	3.99%
Road-350-W Yellow, 40	573	1,477	1,598,867.27	\$1,663,517.19	\$64,649.92	3.89%
Touring-1000 Blue, 46	442	1,002	1,484,901.78	\$1,592,391.88	\$107,490.10	6.75%
Road-250 Red, 58	526	946	1,350,334.70	\$1,587,008.18	\$236,673.48	14.91%
Touring-1000 Yellow, 60	433	1,114	1,650,878.82	\$1,578,659.63	(\$72,219.19)	-4.57%
Total	121,253	274,776	97,257,907.95	\$110,336,782.09	\$13,078,874.14	11.85%

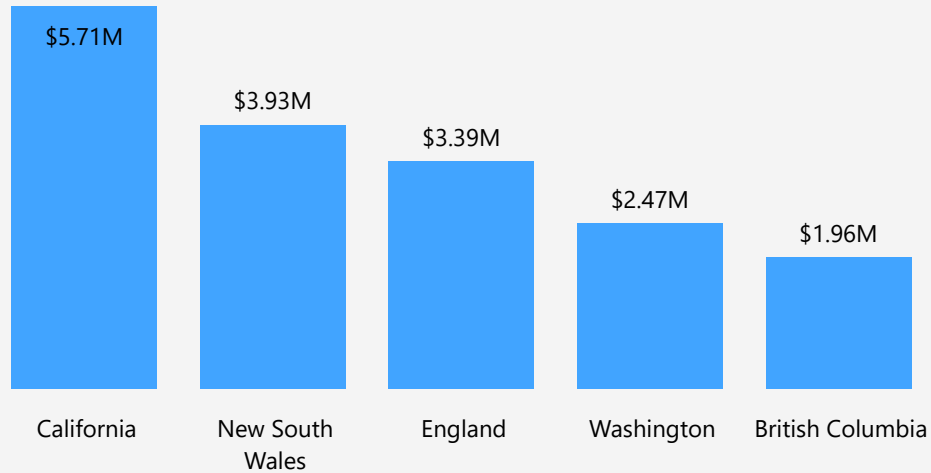
## Total No. Customers

18,484

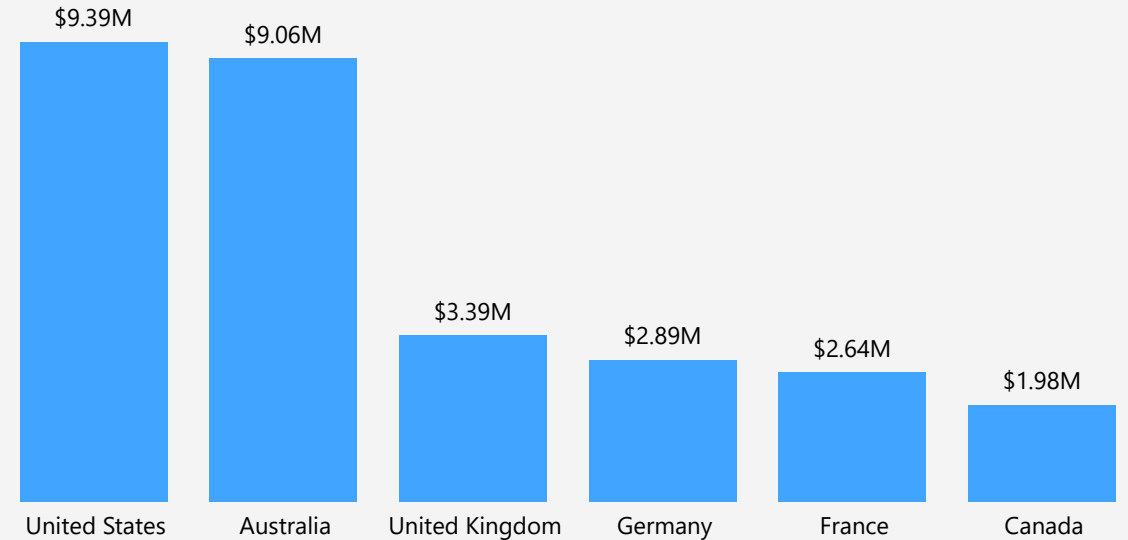
## Top 5 Customer by Revenue



## Top 5 Customer State-Province by Revenue



## Revenue by Customer Country



## KEY INSIGHTS

- United states contributes the largest to the total revenue.
- Bikes category perform the best in both units sold and revenue generated.
- There is a high cost of production for products in reseller channel, hence generating little profit.

## RECOMMENDATIONS

- Products with a lower average revenue per unit sold should be bundled with better performing products to increase the overall revenue per transaction.
- Production costs should be reduced for products in the resellers channel and repricing should be considered to increase profit.
- Focus on retaining customers for products with high average revenue per unit sold to increase their lifetime value.