

ADVENTURE WORKS CASE STUDY

PROBLEM STATEMENT

Adventure Works Cycles, the company on which the Adventure Works sample databases are based, is a large, multinational manufacturing company. The company manufactures and sells metal and composite bicycles to North American, European, and Asian commercial markets. While its base operation is in Bothell, Washington with 290 employees, several regional sales teams are located throughout its market base.

In the 2000s, Adventure Works Cycles bought a small manufacturing plant in Mexico. Which manufactures several critical subcomponents for the Adventure Works Cycles product line. These sub-components are shipped to the Bothell location for final product assembly. In 2001, this manufacturing plant became the sole manufacturer and distributor of the touring bicycle product group.

Coming off a successful fiscal year, Adventure Works Cycles is looking to broaden its market share by targeting its sales to its best customers, extending its product availability through an external Web site, and reducing its cost of sales through lower production costs.





Insights | Revenue, Profit & Cost

29.36M
SALES

17.28M
COST

12M
PROFIT

60398
ORDERS

100.00%
PROFIT %

Sales By Month And Year

Year ● 2010 ● 2011 ● 2012 ● 2013 ● 2014



Sales

■ Sales
□ Profit
□ Cost

43K

2010

7076K

2011

5842K

2012

16352K

2013

46K

2014



2010

2011

2012

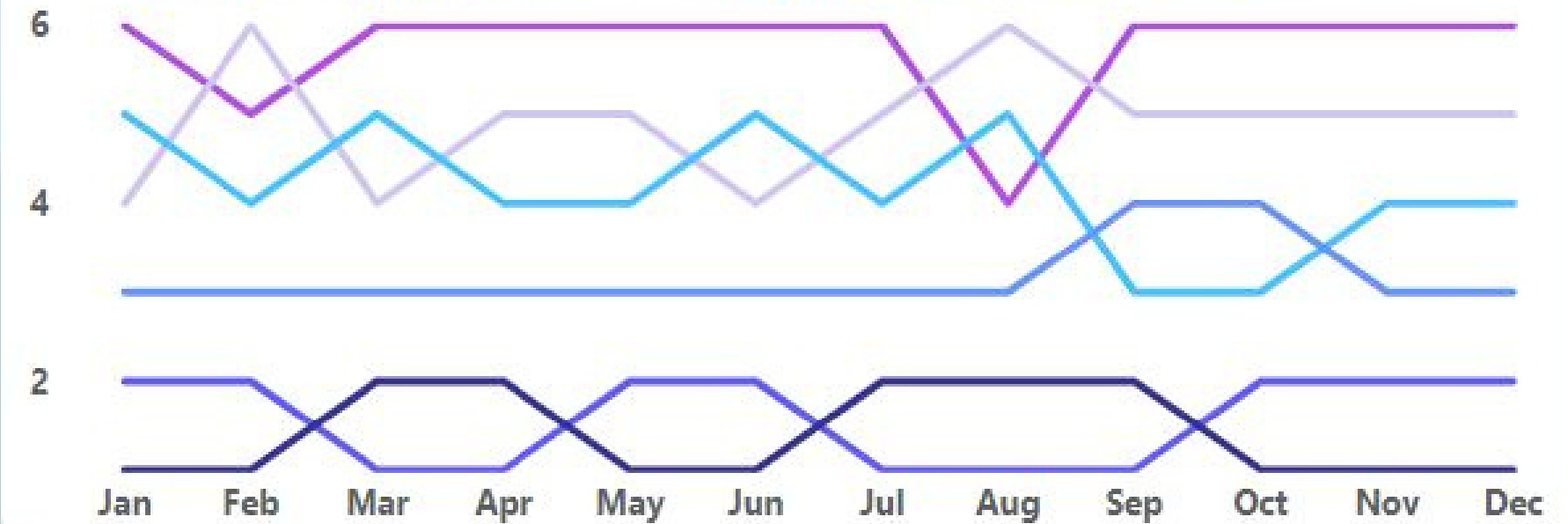
2013

2014

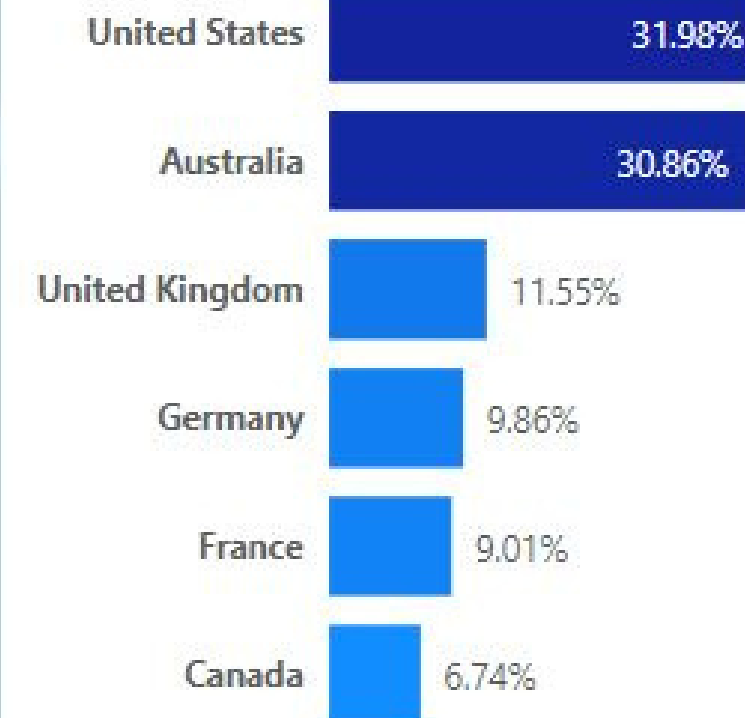


Sales Rank By Country and Month

Country ● Australia ● Canada ● France ● Germany ● United Kingdom ● United States



Sales % Contribution



Sales By Country





Insights | Revenue, Profit & Cost



2010

2011

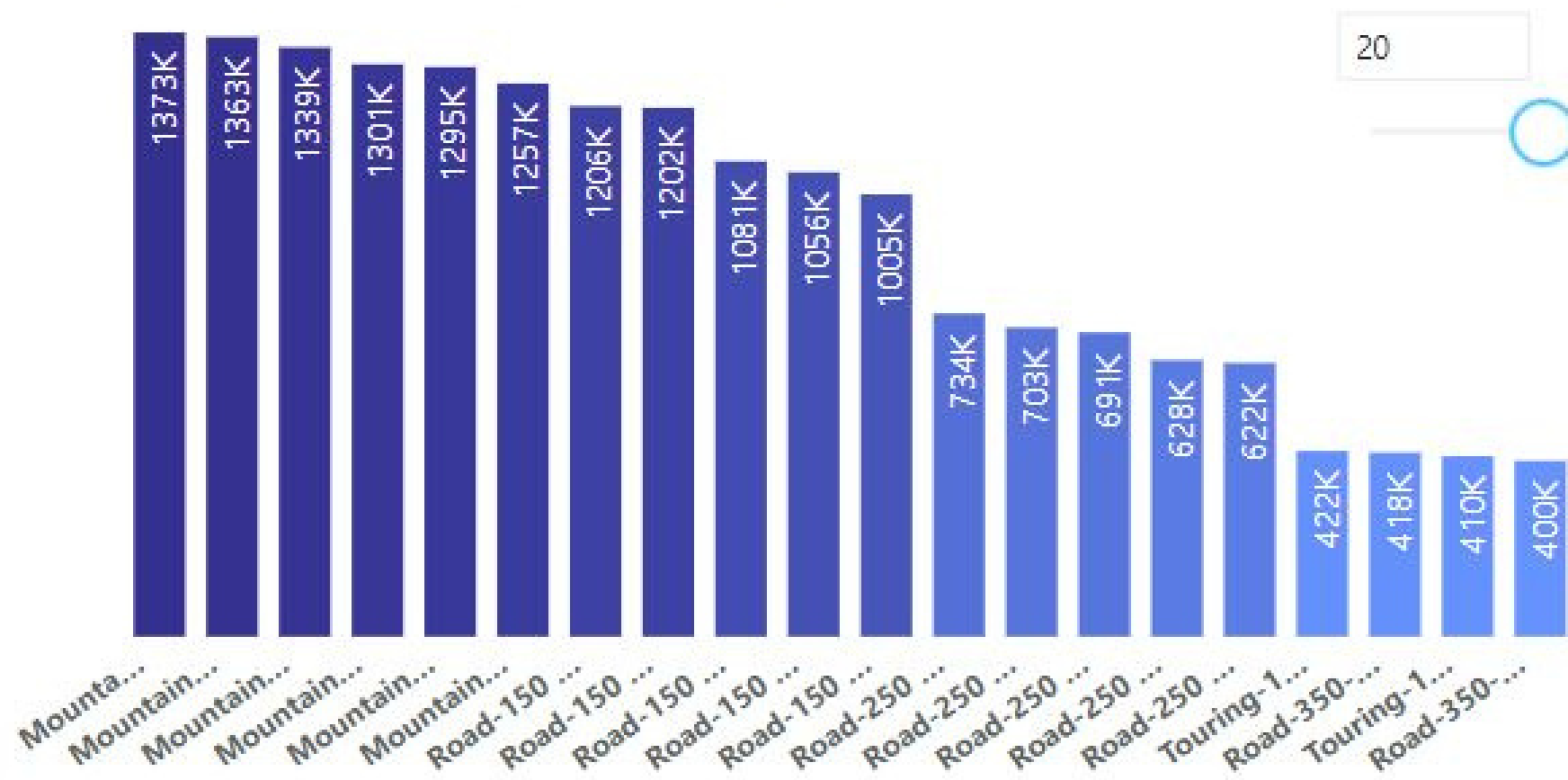
2012

2013

2014



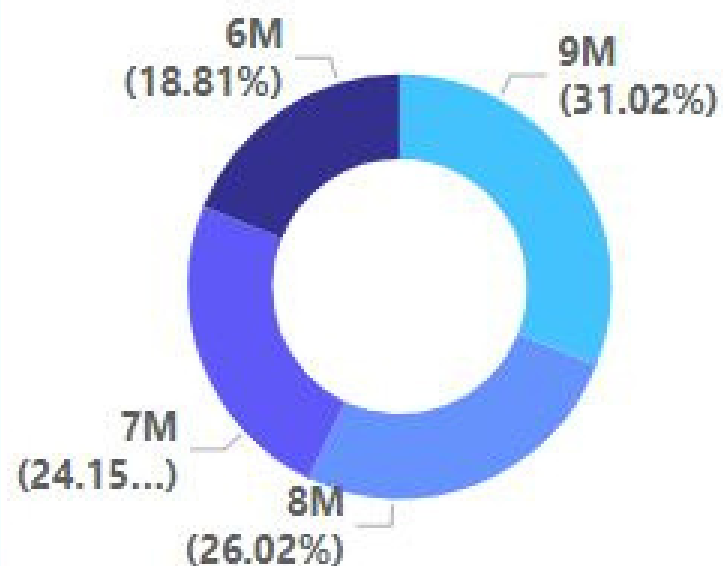
Top N Sales By Product Name



EnglishProductSubcategoryName	Australia	Canada	France	Germany	United K...
Bike Racks	6000	7080	3000	2880	
Bike Stands	10335	5088	3021	3180	
Bottles and Cages	11245	7683	4967	5416	
Caps	3812	2176	2131	2490	
Cleaners	1709	1161	413	509	
Fenders	7143	8792	2242	3539	
Gloves	7763	6098	2473	2327	
Helmets	44962	28097	23268	23758	
Hydration Packs	10503	6159	2914	2090	
Jerseys	39661	21878	15767	15137	

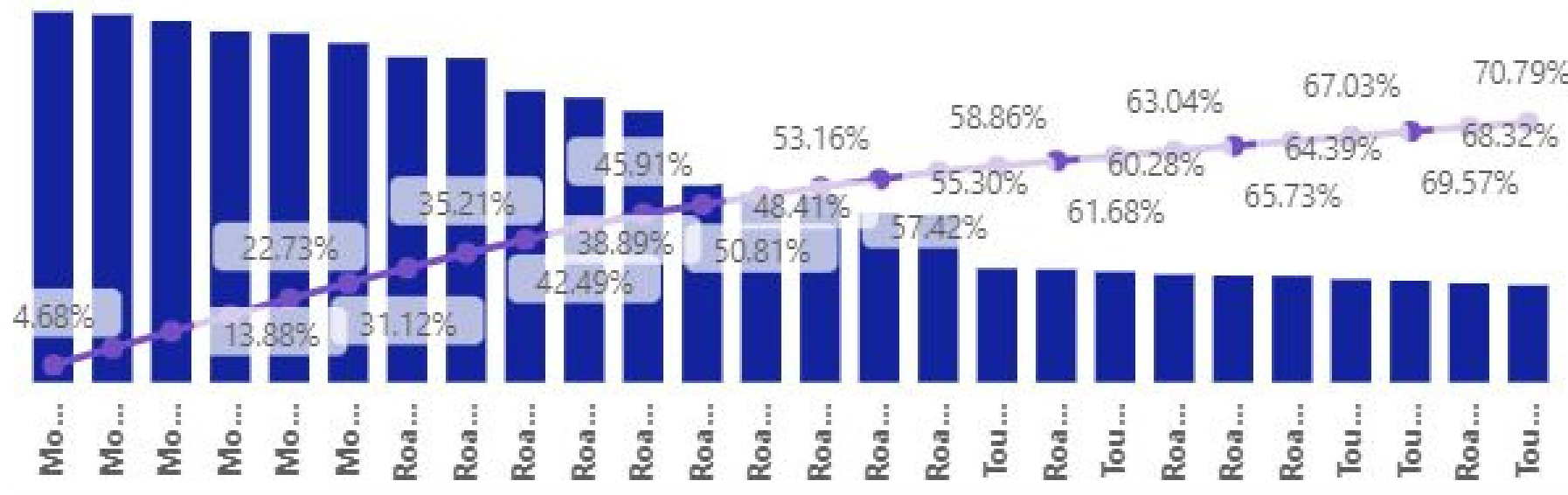
Sales by Quarter

Q4 Q3 Q2 Q1

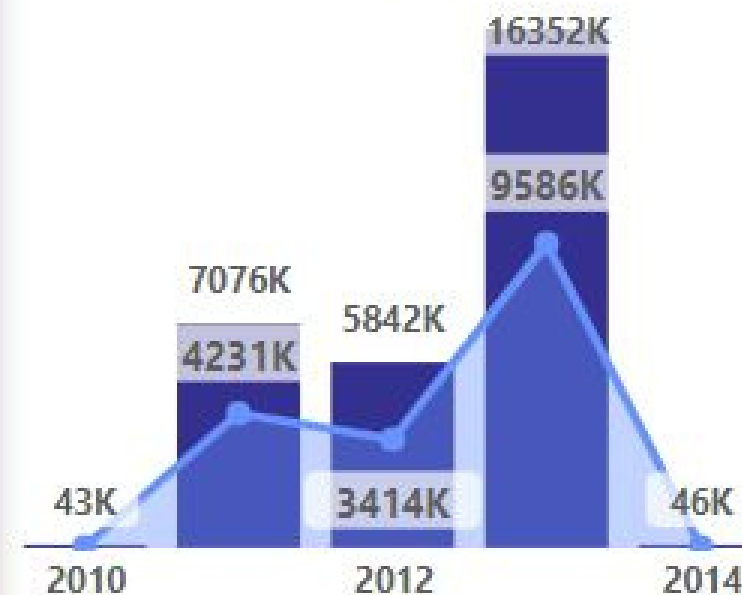


Pareto Chart by Product

Sales pareto %



Sales and Production Cost By Year



PERFORMANCE ANALYSIS

OVER THE TIME

- 2013 had the highest total Sales amount at 16,351,550, followed by 2011 at 7,075,525 and 2012 at 5,842,485.
- Dec in the Year 2013 made up 6.38% of the Sales amount.
- Over the quarter, sales rose in the third quarter by 26.08% and by the fourth quarter by 31.02%.

PRODUCT CATEGORY

- Mountain bikes, road bikes, and touring bikes are the top-selling products, in that order.
- Country-wise, sales of road bikes are led by Australia (17.05%), followed by the US (14.61%), and the US (11.64%) for mountain bikes.
- The United States holds 0.87% of the market share for accessories, followed by Australia with 0.47% and Canada with 0.35%. Additionally, product-wise the top two selling products were tires and tubes (0.84%) and helmets (0.77%).
- In the clothing category, the United States holds 0.45% of the market, Australia 0.24%, and Canada 0.18%. Additionally, product-wise the top two selling products were jerseys (0.59%) and shorts (0.24%).

PERFORMANCE ANALYSIS

PROFIT

- the nation United States, United Kingdom, Germany, France, Australia, and Canada share 31.29%, 30.51%, 11.51%, 9.83%, 8.99%, and 6.87% of the profit. even though every profit was higher than in Canada. Canada's profit is significantly higher than its sales of 6.74%.

SUMMARY

- The two countries with the highest profits are Australia and the United States. Canada's profit is relatively high compared to its revenue. The stakeholders can spend money on digital marketing and offer a discount to increase their market share.
- To increase their market share in every nation, they can sell accessories and clothing on an E-commerce website, making their products always available to consumers.
- Finding suppliers who offer the best quality of materials at the lowest wholesale price, a long-term contract with them can help to reduce production costs.