

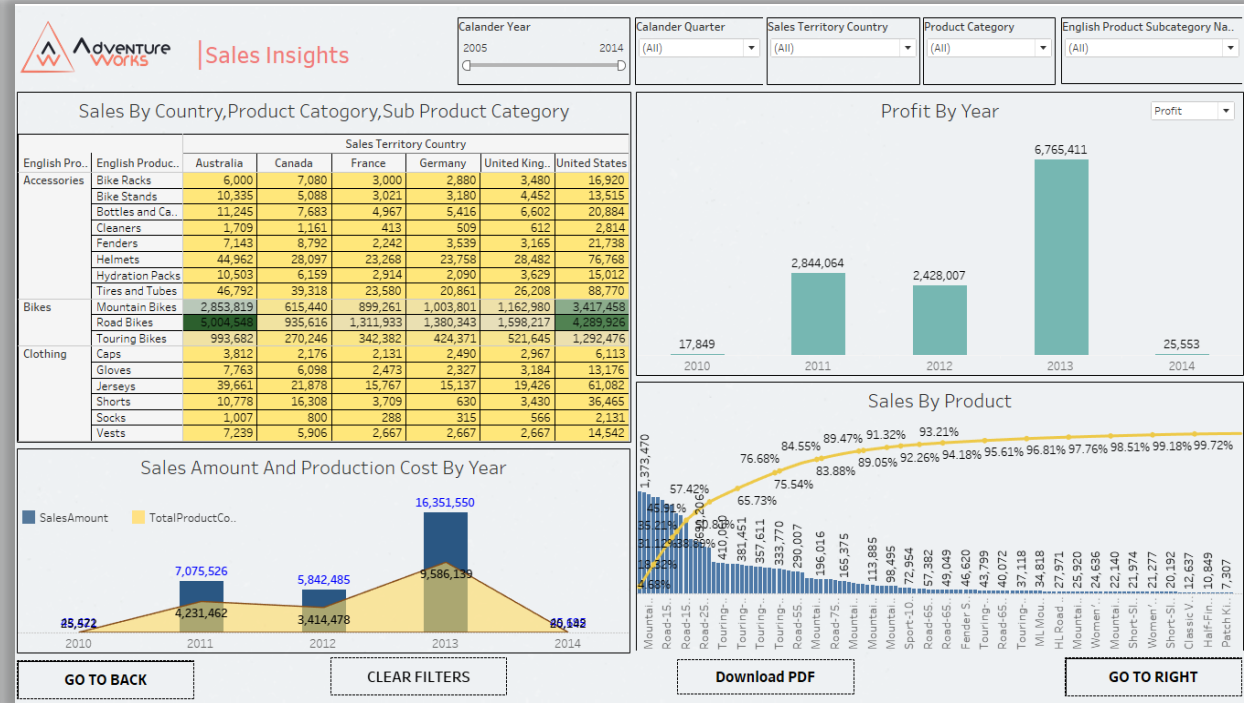
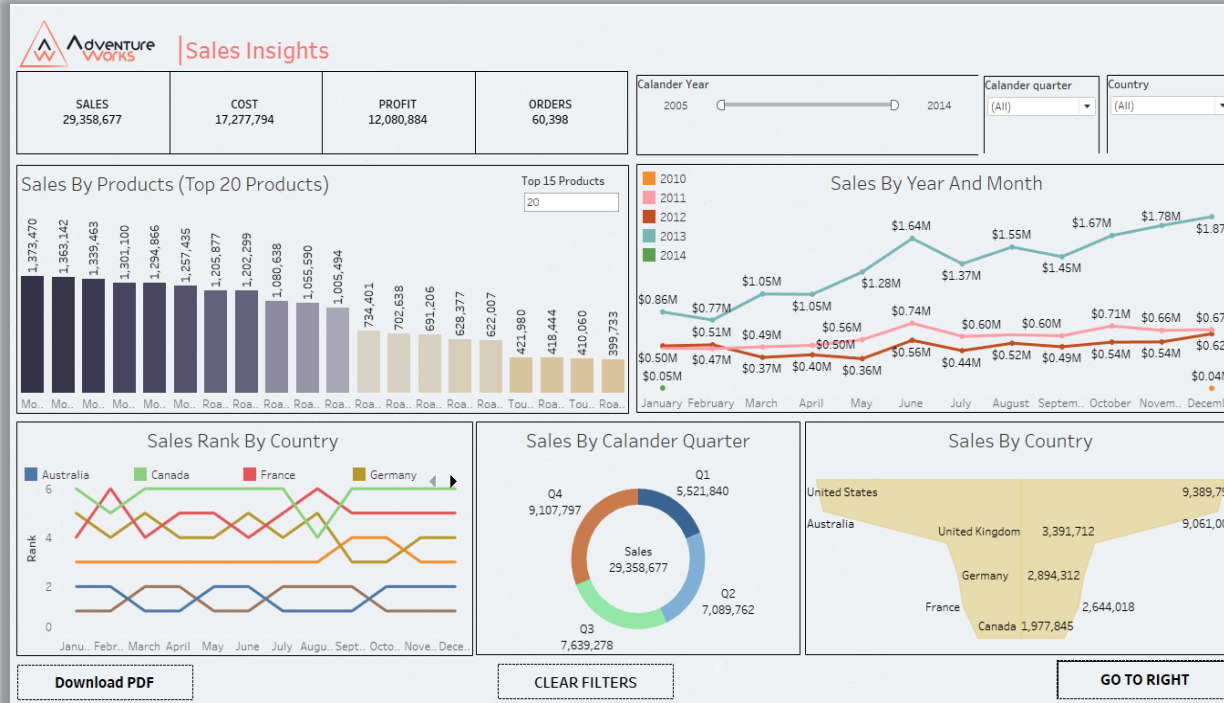
## Tableau: Adventure Works Cycle

Adventure Works Cycle, 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.

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.

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# Tableau: Adventure Works Cycle



- To make a **data-informed** to management which helps to expand their market through an external website.
- Connected **Tableau Public** with Excel to import ~ 60 thousand records. Performed **Union** and **data modeling** to create visuals.
- Created **Calculated fields**, and **parameters** to develop dynamic charts and Top/Bottom N filters to give users flexibility.
- Designed a customized interactive dashboard with an **action filter** that enables users to drill down the qualitative attributes to analyze category-wise, sales, profit, revenue, trends, performance and progress.

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# Key Insights

## 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%).

## 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.

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