



AdventureWorks

INSIGHTS & RECOMMENDATIONS

for Canada sales region



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Company overall & Goals

AdventureWorks: A leading company in manufacturing and selling bicycles and accessories in Canada

Objective: Analyze the market, develop effective sales and customer care strategies



Insights on Customer Segments



01 Potential Loyalist and Cannot Lose Them: The two most valuable segments, need to be nurtured and retained

02 Champions: Contribute the highest revenue (14.09M\$), VIP customer group

03 New Customers and Promising: High revenue growth, great potential for development

04 At Risk and About To Sleep: Signs of declining revenue and engagement

Insights on Products and Buying Behavior



01 **Bicycles and accessories:** The most popular products, especially among high-value segments

02 **Customers** mainly aged 44-71, have families, own 1-2 cars, travel within 10 miles

03 **Customers with families** spend more than singles

04 **Prefer in-store experiences** and direct interactions over online shopping

Recommendations

- **Prioritize service, consultation, and special care** for the most valuable customers
- **Develop loyalty programs** and exclusive offers for VIP customers
- **Promote and display flagship bicycles and accessories**, create attractive bundles
- **Develop marketing and communication** strategies suitable for middle-aged and older customers
- **Optimize store systems**, enhance in-store shopping experiences



Thank you!

