**Executive Memo**:

In my analysis I was tasked with creating three general reports and two comparative reports relating to sales using our data warehouse. The reasoning for this project was to identify any relevant information within the data warehouse to increase or decrease the funding for it.

My key findings in this project relate to the success of our promotions and the demographics of our internet sales customers. There was a large gap between the success percentage of our internet sales promotions and reseller sales promotions.

* 72% of all 32 internet sales promotions generated greater average monthly revenue for the products they were assigned to than the same products without promotions.
* 21% of all 254 reseller sales promotions generated more average monthly revenue for the products they were assigned to than the same products without promotions.

The success percentage of our reseller sales may be significantly lower due to lack of a marketing campaign to present these promotions to resellers the type of products that resellers have a high demand for. The volume discounts for the Road 350, Road 650, and Road 750 products in the component’s categories were our most successful long-term/low discount promotions and faired significantly better than any other product category. In the same category promotions for the Road 450, 550, and 250 did not fair well as long-term sales items. Clothing related products were easily the least successful in our long-term promotions to resellers.

There is a much smaller sample size of long-term customer promotions, but clothing products faired much better through our internet sales. This may be a result of customers preferring to purchase their biking clothing directly from our website as opposed to our reseller’s stores.

If we want to increase the amount of promotions are offered to customers, it would be beneficial to understand what our target demographic should be. Within our top 10 states and provinces based on number of customers and number of orders, many of the customers had none or 1 child at their home and had an average income lower than the average for their state. A surprising amount of these customers did not order our products due them being on promotion and this may be a result of a lack of promotions geared towards customers. This can also provide us with insight that the demand for bikes and biking accessories is low for children.

It would be wise to maintain our data warehouse in order to compare these results and analysis with our current sales and promotional data to see if these trends still exists and determine effective promotions for our resellers and customers.