ⓘ Auto recovery contains some recovered files that haven't been opened.

View recovered files ✕

ADVENTUREWORKS
BIKE SHOP

$24.9M
REVENUE

$10.5M
PROFIT

25.2K
ORDER

2.2%
RETURN RATE

Revenue Trending

$2.0M

$1.83M

$1.64M

$1.5M

$1.27M

$1.0M

$0.67M

$0.80M

$0.59M

$0.56M

$0.5M

$0.53M

$0.53M

$0.33M

Jan 2020   Jul 2020   Jan 2021   Jul 2021   Jan 2022

Order by Category

Accessories	17.0K
Bikes	13.9K
Clothing	7.0K
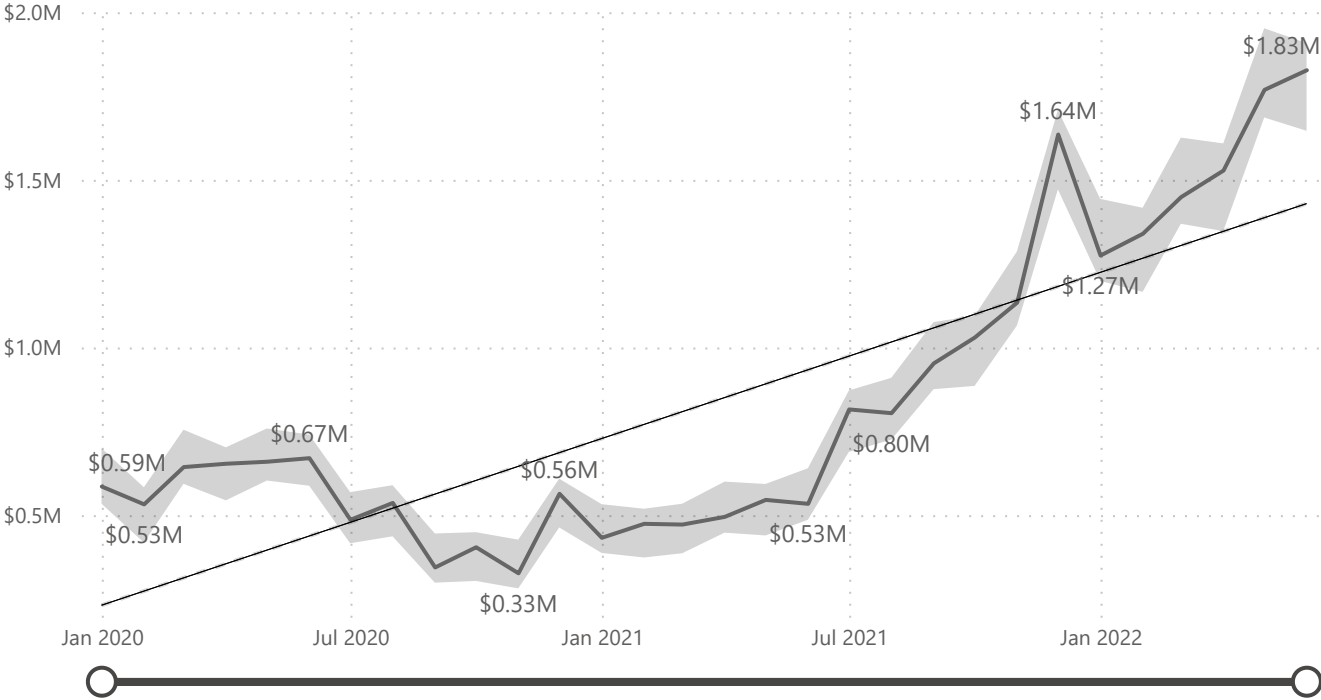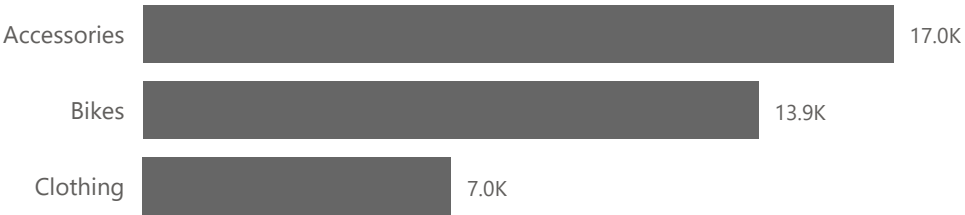
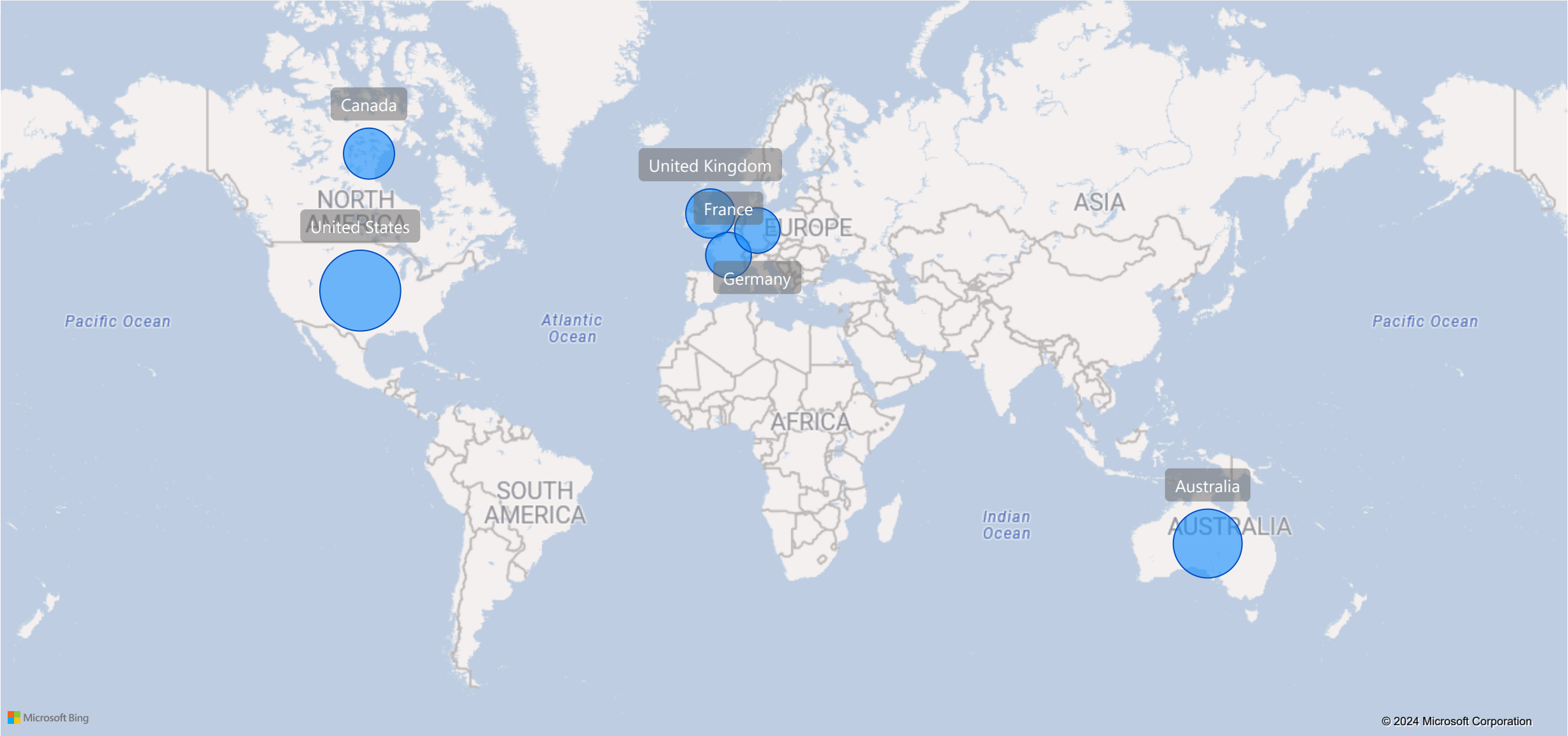| Product Name	Order	Total Revenue	Return Rate
Water Bottle - 30 oz.	3983	$39,755	1.95%
Sport-100 Helmet, Red	2099	$73,444	3.33%
Sport-100 Helmet, Blue	1995	$67,120	3.31%
Sport-100 Helmet, Black	1940	$65,270	2.68%
Road Tire Tube	2173	$17,265	1.55%
Patch Kit/8 Patches	2952	$13,506	1.61%
Mountain Tire Tube	2846	$28,333	1.64%
Mountain Bottle Cage	1896	$38,062	2.02%
Fender Set - Mountain	1975	$87,041	1.36%
AWC Logo Cap	2062	$35,882	1.11%
Total	**15587**	**$465,678**	**1.85%**

Monthly Revenue
$1.83M ⌄
Prev Month: $1.77M (+3.31%)

Monthly Order
2146 !
Prev Month: 2165 (-0.88%)

Monthly Return
166 ⌄
Prev Month: 169 (+1.78%)

Most Ordered Product Type :

Tires and Tubes

Most Returned Product Type :

Shorts

View recovered files   ✕

Canada

United Kingdom

France

United States

Germany

Australia

Pacific Ocean

Atlantic Ocean

Indian Ocean

Pacific Ocean

NORTH AMERICA

SOUTH AMERICA

EUROPE

AFRICA

ASIA

AUSTRALIA

Microsoft Bing

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| Select all | Europe | North America | Pacific |

Product Name :

Water Bottle - 30 oz.

404 | 0   438

$4,067 | $0 $4,292

$2,546 | $0 $2.69K
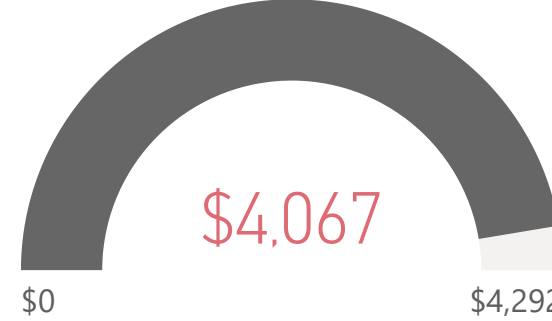
Price Adjustment ⌄

0.20

Profit Trending

⬤ Total Profit ⬤ Adjusted Profit

$1,000

$500

$0

Jul 2021   Sep 2021   Nov 2021   Jan 2022   Mar 2022   May 2022
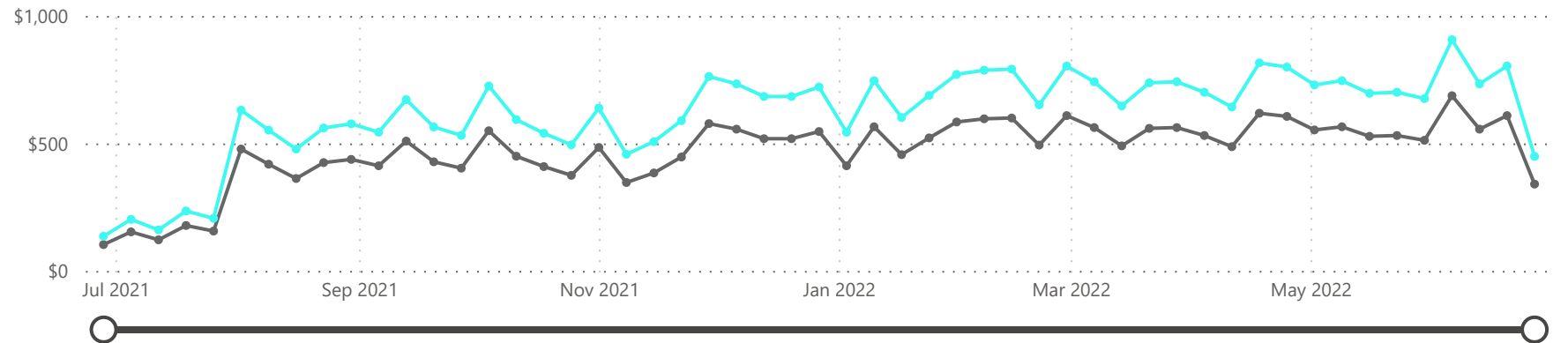
Product Matrix Selection ⌄

■ Order
☐ Profit
☐ Return
☐ Revenue
☐ Return %

400

200

July | August | September | October | November | December | January | February | March | April | May | June

Qtr 3   Qtr 4   Qtr 1   Qtr 2

2021   2022
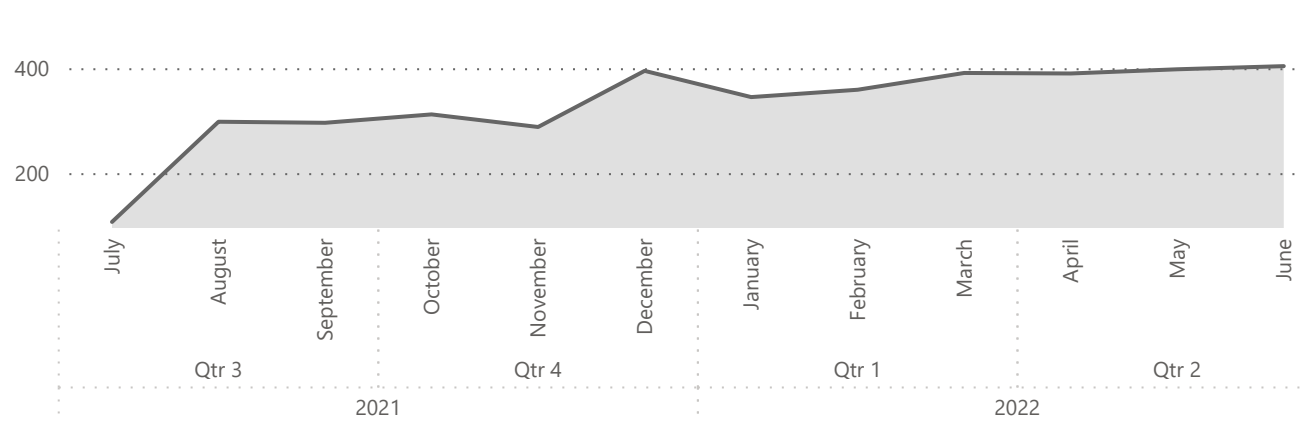
Report Summery

Total order for Water Bottle - 30 oz. were 253
Adjusted Profit (230.30% increase) and Total Profit (230.30% increase) both trended up between Monday, June 28, 2021 and Monday, June 27, 2022.

Total Profit started trending up on Monday, December 6, 2021, rising by 1.69% (9.37) in 1.13 months.
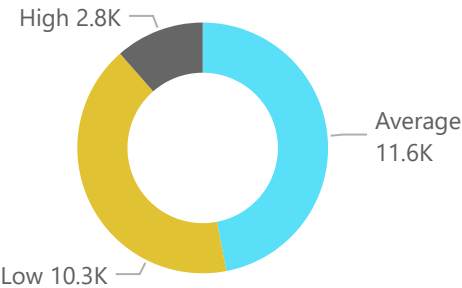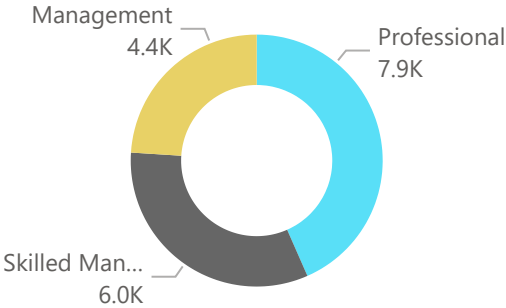
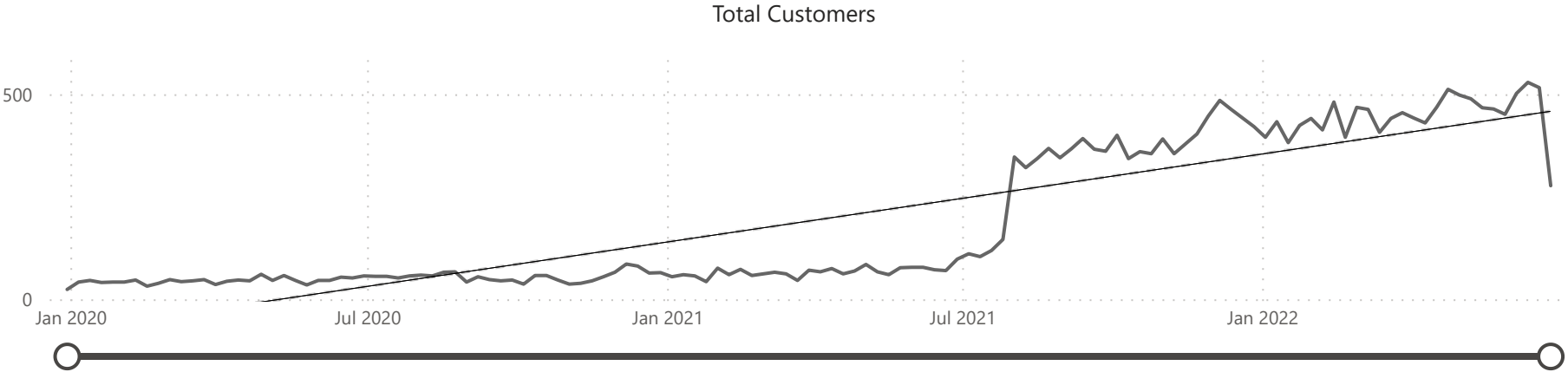# 17.4K
UNIQUE CUSTOMER

$1.4K
REVENUE PER CUSTOMER

| Total Customers | Revenue per Customer |

Total Customers

500

0

Jan 2020   Jul 2020   Jan 2021   Jul 2021   Jan 2022

Order by Income

High 2.8K

Average 11.6K

Low 10.3K

Order by Income

Management 4.4K

Professional 7.9K

Skilled Man... 6.0K

Top 100 Customers

Customer Key	Full Name	Order	Revenue
11433	MR. MAURICE SHAN	6	$12,408
11439	MRS. JANET MUNOZ	6	$12,015
11241	MRS. LISA CAI	7	$11,330
11417	MRS. LACEY ZHENG	7	$11,086
11420	MR. JORDAN TURNER	7	$11,022
11242	MR. LARRY MUNOZ	7	$10,852
13263	MRS. KATE ANAND	4	$10,437
12655	MR. LARRY VAZQUEZ	4	$10,395
11425	MRS. ARIANA GRAY	6	$10,391
12631	MR. CLARENCE GAO	4	$10,332
12650	MR. AARON WRIGHT	4	$10,329
13405	MR. ETHAN BRYANT	4	$10,309
11429	MR. MARCO LOPEZ	6	$10,290
12632	MRS. BONNIE NATH	4	$10,283
11245	MR. RICKY VAZQUEZ	4	$10,166
11237	MR. CLARENCE ANAND	4	$10,065
11428	MRS. DEANNA PEREZ	4	$9,762
Total		**1272**	**$615,329**

2019   2022

Top Customer(by Revenue):

MR. MAURICE SHAN

Order :

6

Revenue :

12.4K

Bikes

Touring Bikes

25K
Total Order

Touring Bikes
3.30%

Touring-2000 Blue, 46
8.33%

Touring-3000 Blue, 54
5.56%

Touring-3000 Yellow, 44
5.08%

Touring-1000 Yellow, 50
4.79%

Touring-3000 Yellow, 58
4.35%

Bikes
3.08%

Road Bikes
3.14%

Touring-3000 Blue, 50
4.17%

Return Rate
2.17%

Clothing
2.16%

Mountain Bikes
2.89%

Touring-3000 Yellow, 62
4.17%

Touring-2000 Blue, 60
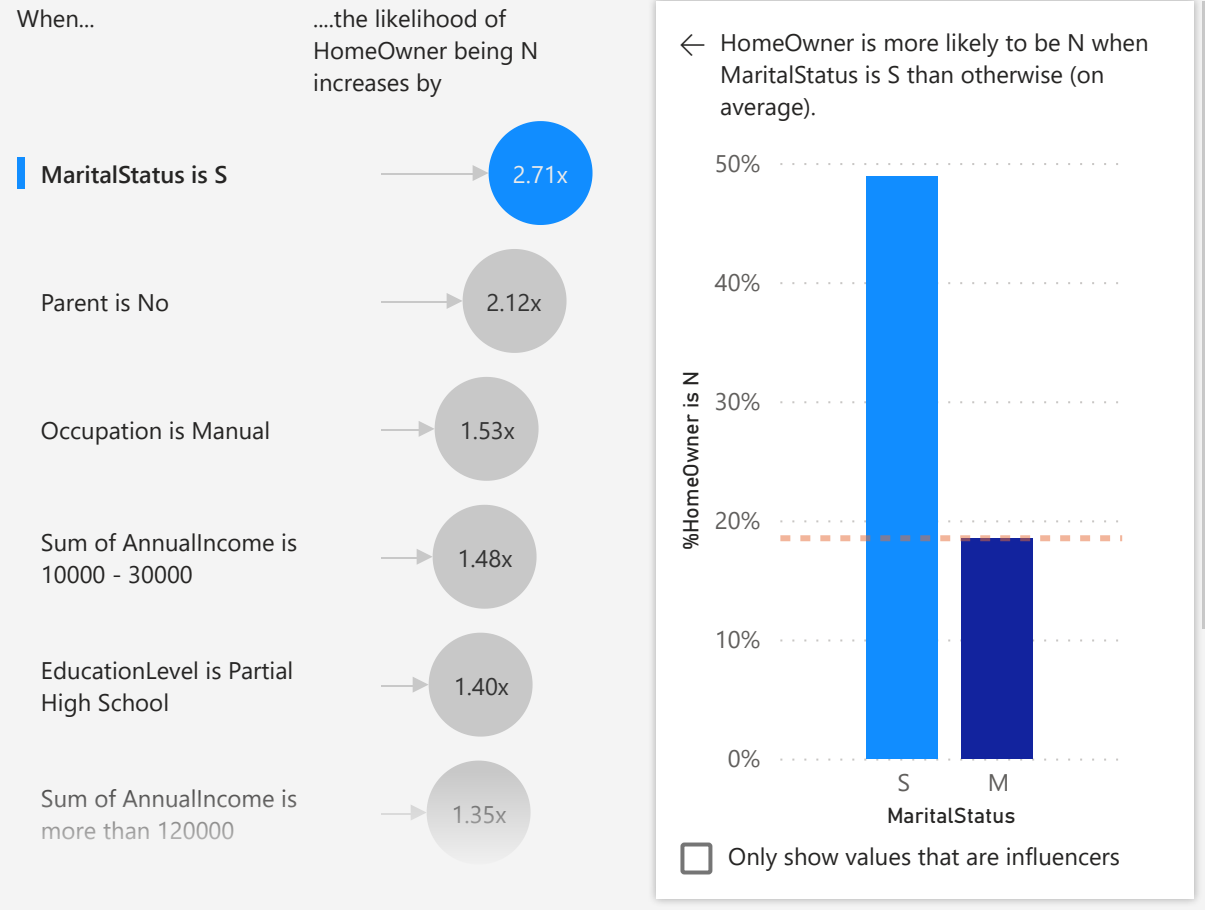3.80%

Accessories
1.95%

Touring-3000 Blue, 58
3.51%

Touring-1000 Blue, 60
3.40%

˅

Key influencers   Top segments   👍 👎

What influences HomeOwner to be [N   ⌄] ?

When...	....the likelihood of HomeOwner being N increases by

MaritalStatus is S → (**2.71x**)

Parent is No → (2.12x)

Occupation is Manual → (1.53x)

Sum of AnnualIncome is 10000 - 30000 → (1.48x)

EducationLevel is Partial High School → (1.40x)

Sum of AnnualIncome is more than 120000 → (1.35x)

← HomeOwner is more likely to be N when MaritalStatus is S than otherwise (on average).

☐ Only show values that are influencers

Key influencers   Top segments   👍 👎

What influences Average Retail Price to [Increase   ⌄] ?

When...	....the average of Average Retail Price increases by

Sum of ProductCost goes up 8570.61 → (**$478.6**)

← On average when Sum of ProductCost increases, Average Retail Price also increases.