

Performance Analysis Report, Adventure Works

Product Analysis

Customer Analysis

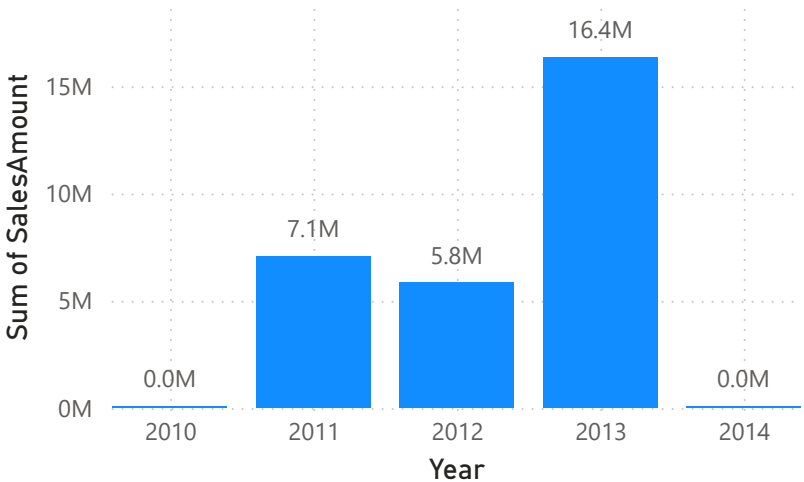
Sales
29.4M

Orders
27.7K

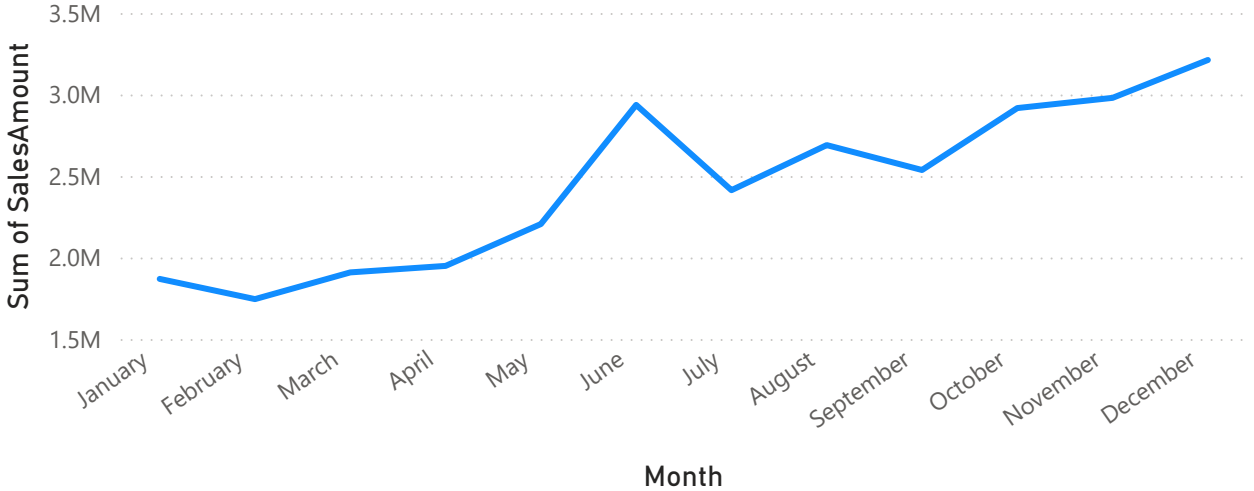
Customers
18.5K

Products
606

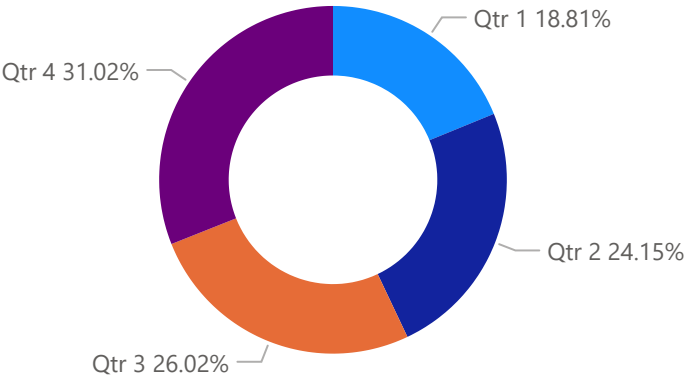
Yearly Sales



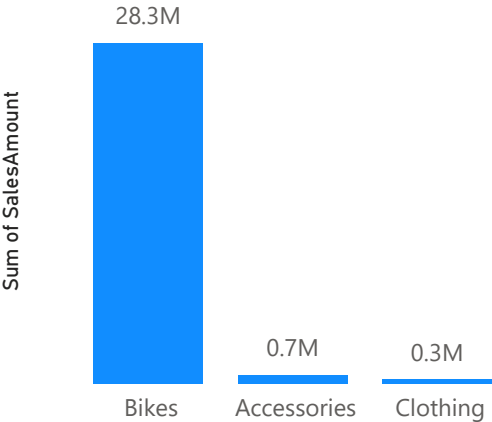
Monthly Sales



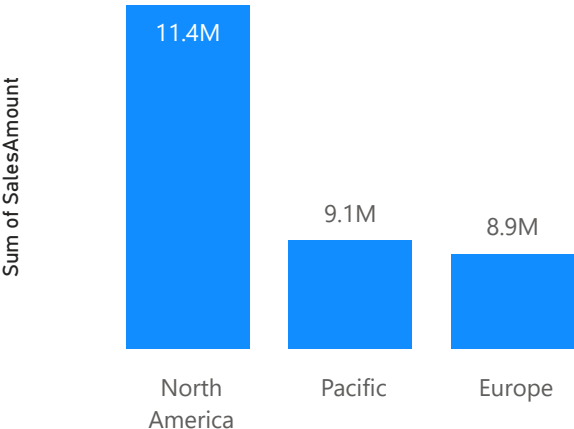
Quarterly Sales



Product Category (sales)



Territory Group (sales)



CalendarYear

▼

All

▼

EnglishProductCategoryName

▼

Accessories

Bikes

Clothing

Components

SalesTerritoryGroup

▼

Europe

North America

Pacific

Performance Overview

Customer Analysis

Sales

29.4M

Orders

27.7K

Customers

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Products

606

Country wise Sales

United States

9.4M

Australia

9.1M

United Kingdom

3.4M

Germany

2.9M

France

2.6M

Canada

2.0M

Sales

Top 5 Sub-categories

EnglishProductSubcategoryName

Road Bikes

14.5M

Mountain Bikes

10.0M

Touring Bikes

3.8M

Tires and Tubes

0.2M

Helmets

0.2M

Sum of SalesAmount

Top 10 & Bottom 10 Products by Sales & Orders

Top 10 Products (Orders)

EnglishProductName	Orders
AWC Logo Cap	2190
Fender Set - Mountain	2121
Mountain Bottle Cage	2025
Mountain Tire Tube	3095
Patch Kit/8 Patches	3191
Road Tire Tube	2376
Sport-100 Helmet, Black	2085
Sport-100 Helmet, Blue	2125
Sport-100 Helmet, Red	2230
Water Bottle - 30 oz.	4244

Bottom 10 Products (Orders)

EnglishProductName	Orders
Mountain-100 Black, 42	45
Mountain-100 Silver, 42	42
Mountain-100 Silver, 48	36
Mountain-500 Black, 40	48
Mountain-500 Black, 52	41
Mountain-500 Silver, 40	45
Mountain-500 Silver, 42	45
Mountain-500 Silver, 44	39
Mountain-500 Silver, 52	48
Touring-3000 Blue, 50	48

CalendarYear

All

EnglishProductCategoryName

AccessoriesBikesClothingComponents

SalesTerritoryGroup

EuropeNorth AmericaPacific

Performance Overview

Product Analysis

Sales

29.4M

Orders

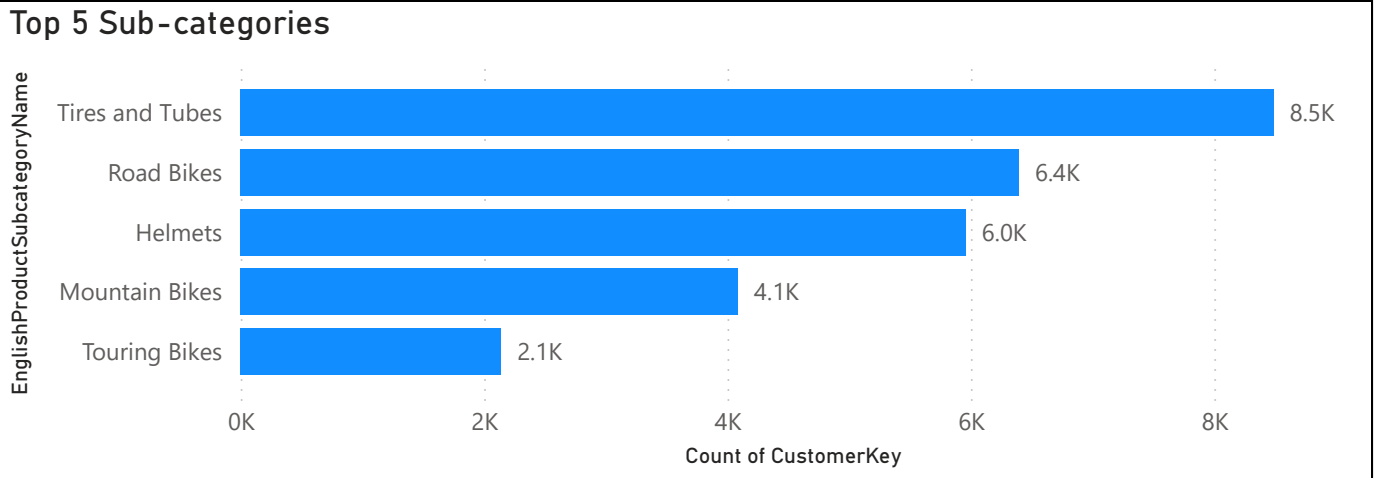
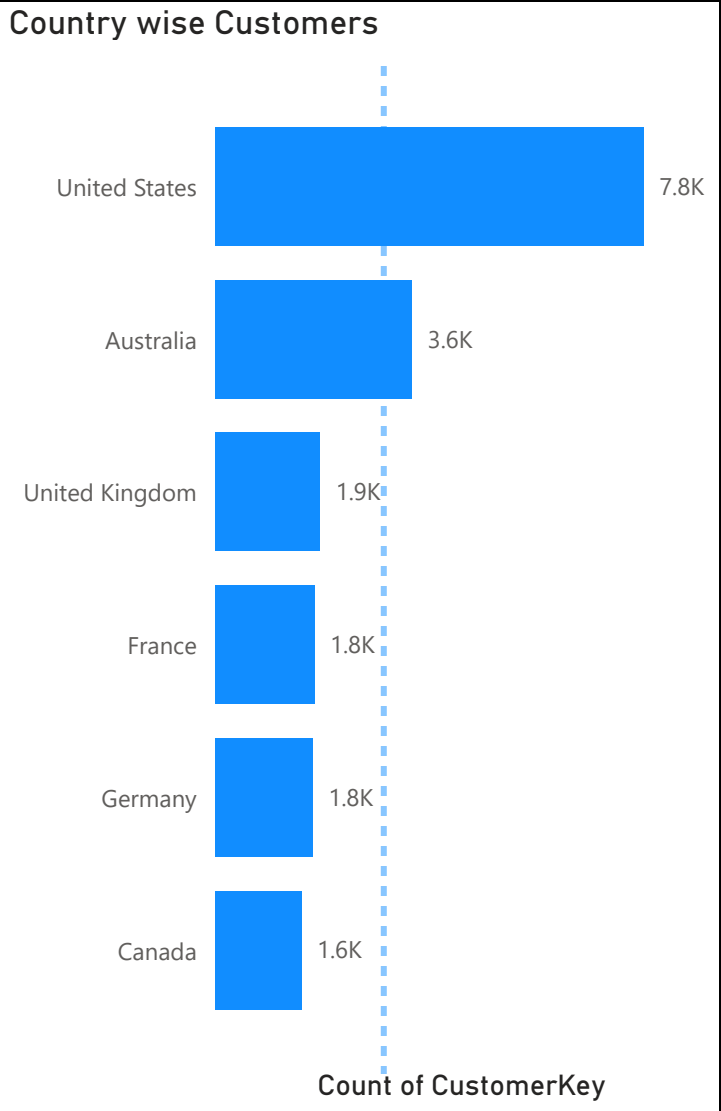
27.7K

Customers

18.5K

Products

606



Top 10 Customers (Sales)

CustomerKey	Sales
12301	13.3K
12132	13.3K
12308	13.3K
12131	13.3K
12300	13.2K
12321	13.2K
12124	13.2K
12307	13.2K
12296	13.2K
11433	12.9K

Top 10 Customers (Orders)

CustomerKey	Sales
11185	1.6K
11300	1.5K
11200	1.5K
11277	1.4K
11331	1.3K
11176	1.3K
11223	1.2K
11091	1.2K
11287	1.2K
11330	1.1K
11262	1.1K
11711	1.1K