

# Adventure Works Report

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Original design by April Ki in 2022 | Power BI Version Version: 2.105.923.0

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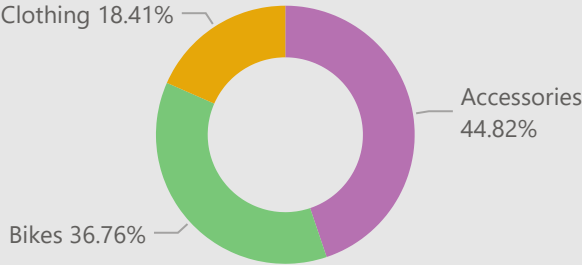
Summary Data Table



# Executive Summary



Total Orders by CategoryName



M.O.M Revenue

\$9.19M✓  
Goal: \$8.99M (+2.13%)

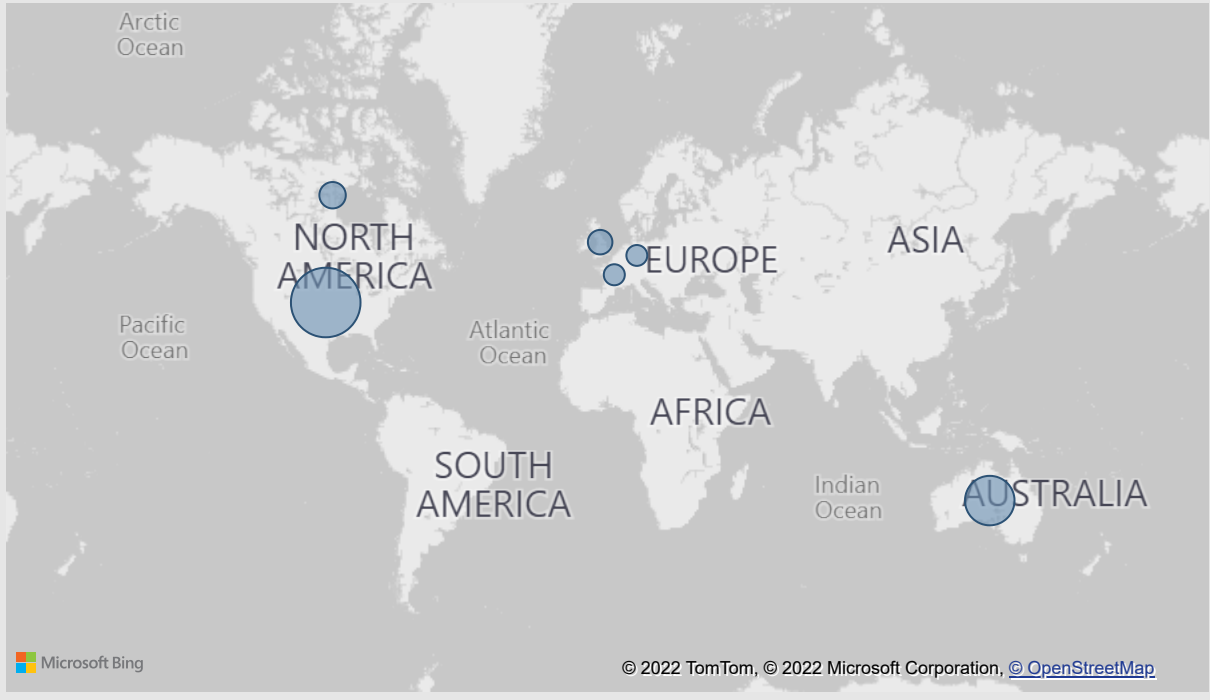
Monthly Revenue against Target

\$9.19M!  
Goal: \$416,229.46M (-100%)

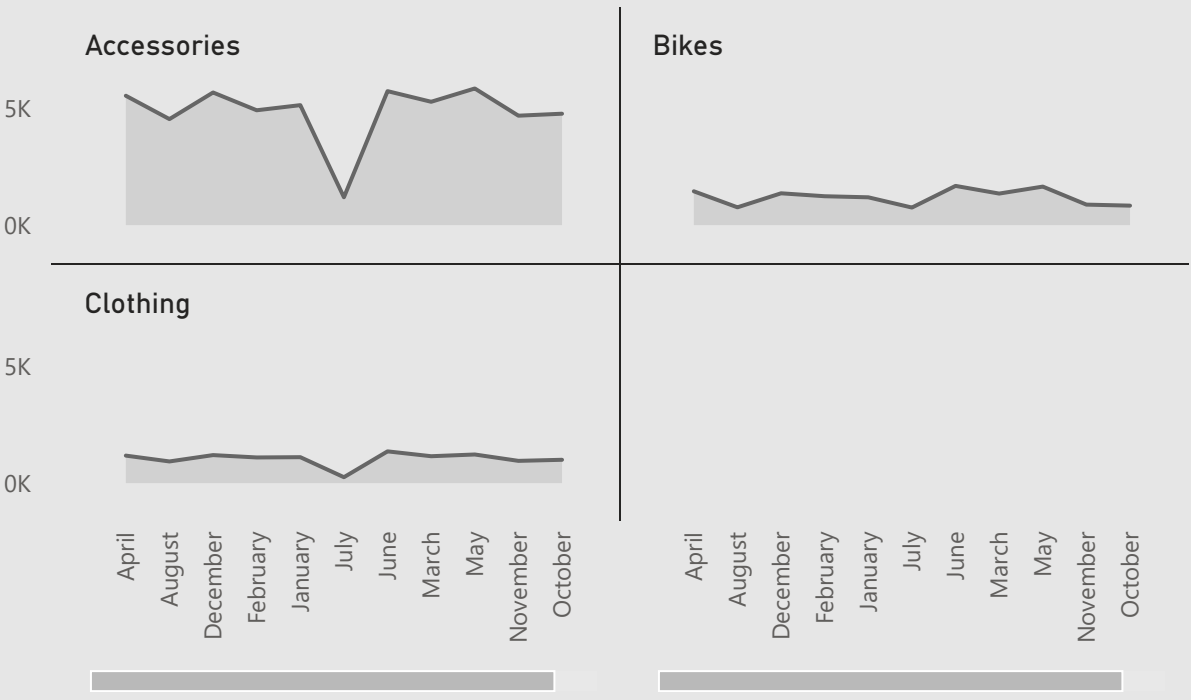
Date Slicer

Last 1 Select  
No filters applied

Total orders by country



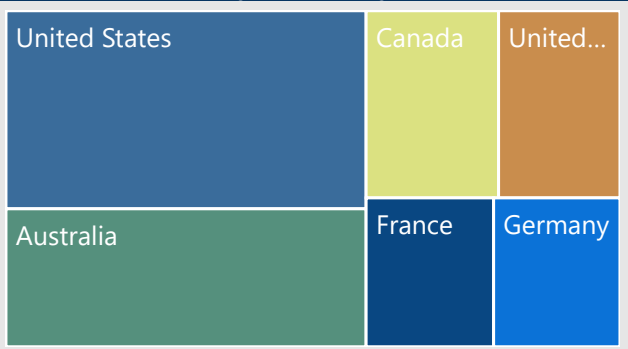
Total Orders by Category over Time



# Product Details



## Total Orders by Country



## Total Revenue & Revenue Target by Date



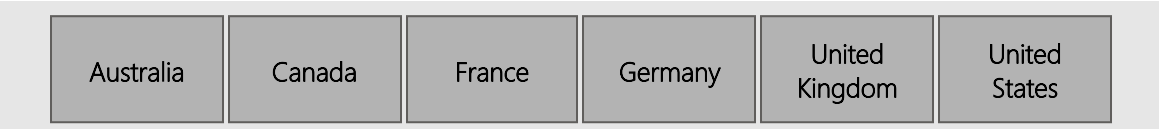
## M.O.M Revenue



## Date Slicer

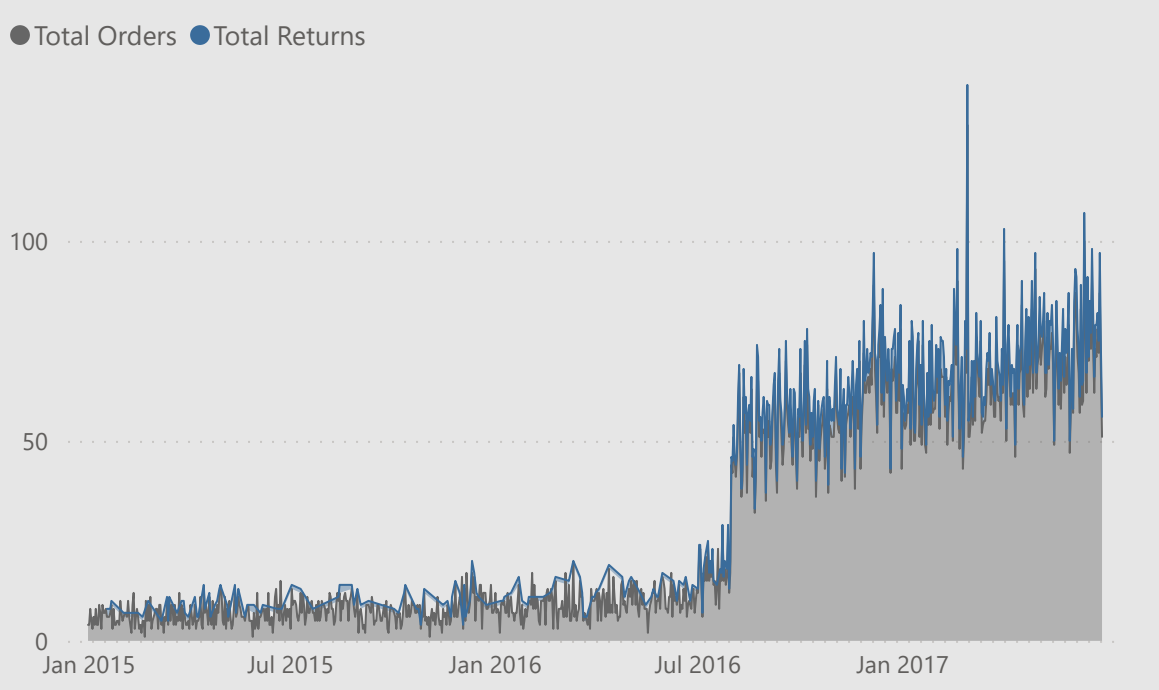
Last 1 Select

No filters applied



CategoryName	Total Orders	Total Revenue	Total Profit
<b>Clothing</b>	<b>6,976</b>	<b>\$365,418.6171</b>	<b>\$161,787.102</b>
<b>Bikes</b>	<b>13,929</b>	<b>\$23,642,495.0952</b>	<b>\$9,726,168.2712</b>
Touring Bikes	2,124	\$3,771,564.66	\$1,427,160.0465
Road Bikes	7,099	\$11,287,182.6854	\$4,368,346.6524
Mountain Bikes	4,706	\$8,583,747.7498	\$3,930,661.5723
<b>Accessories</b>	<b>16,983</b>	<b>\$906,673.107</b>	<b>\$569,760.061</b>
Tires and Tubes	9,084	\$380,826.68	\$238,396.3948
Hydration Packs	695	\$38,218.05	\$23,924.4715
Helmets	6,034	\$205,833.937	\$131,036.4003
Fenders	1,975	\$87,040.8	\$54,487.62
<b>Total</b>	<b>25,164</b>	<b>\$24,914,586.8193</b>	<b>\$10,457,715.4342</b>

## Total Orders and Total Returns over Time



# Product Drill-Through

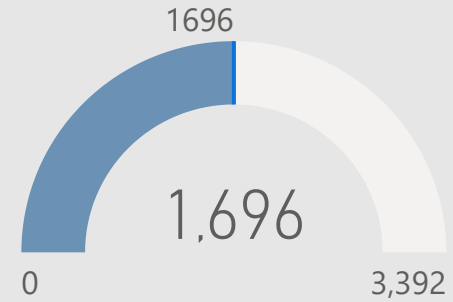


Water Bottle  
- 30 oz.

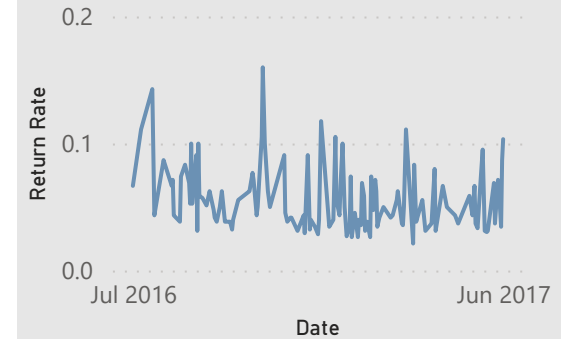
M.O.M Revenue Change

**\$139.72** !  
Goal: \$144.71 (-3.45%)

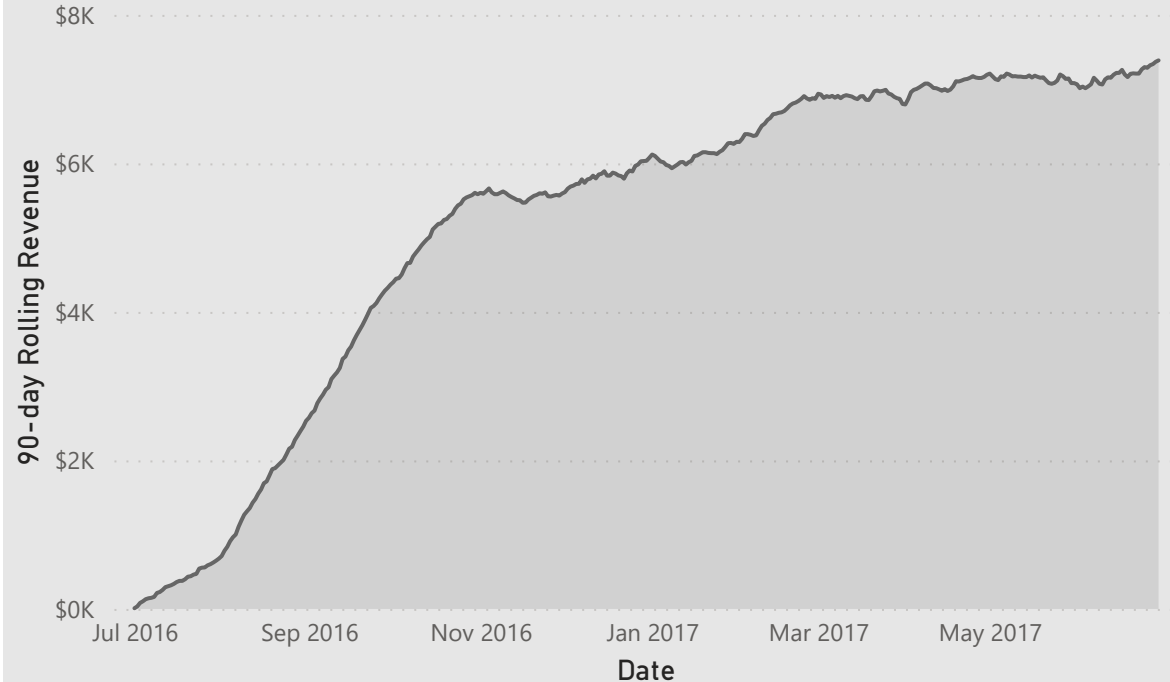
Monthly Order Target



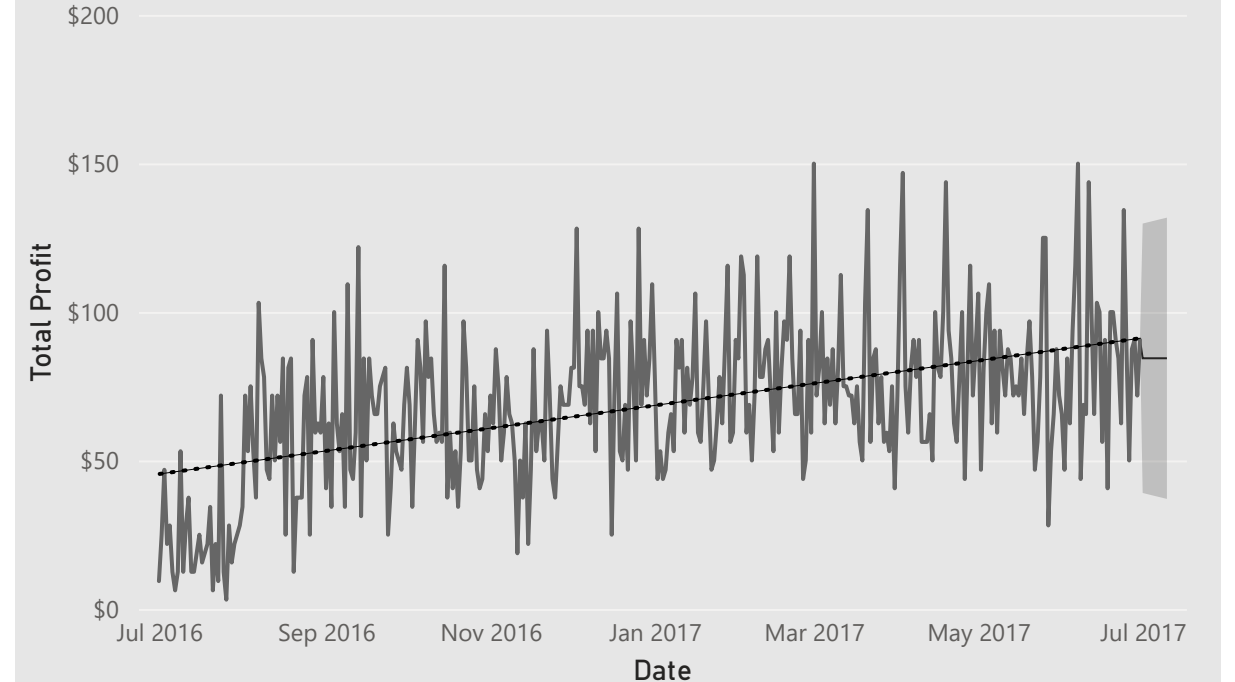
Return Rate over Time



total orders by country



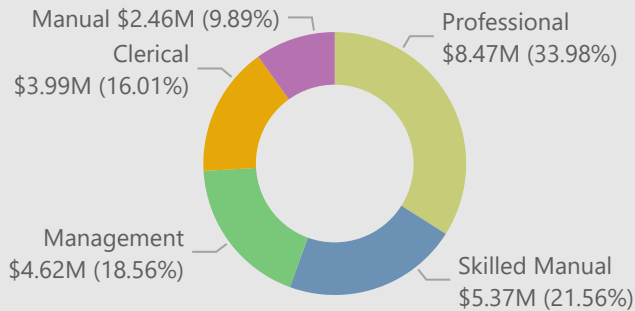
Total Profit for Current Year



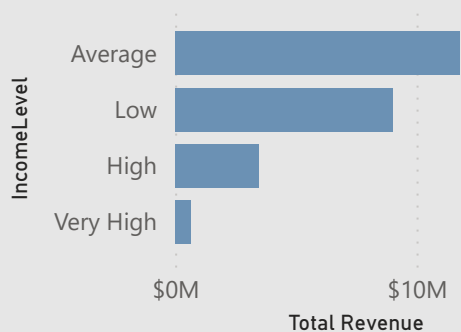
# Customer Demographics



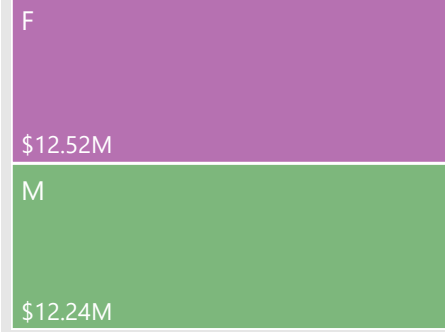
## Total Revenue by Occupation



## Revenue by Occupation



## Total Revenue by Age



## Date Slicer

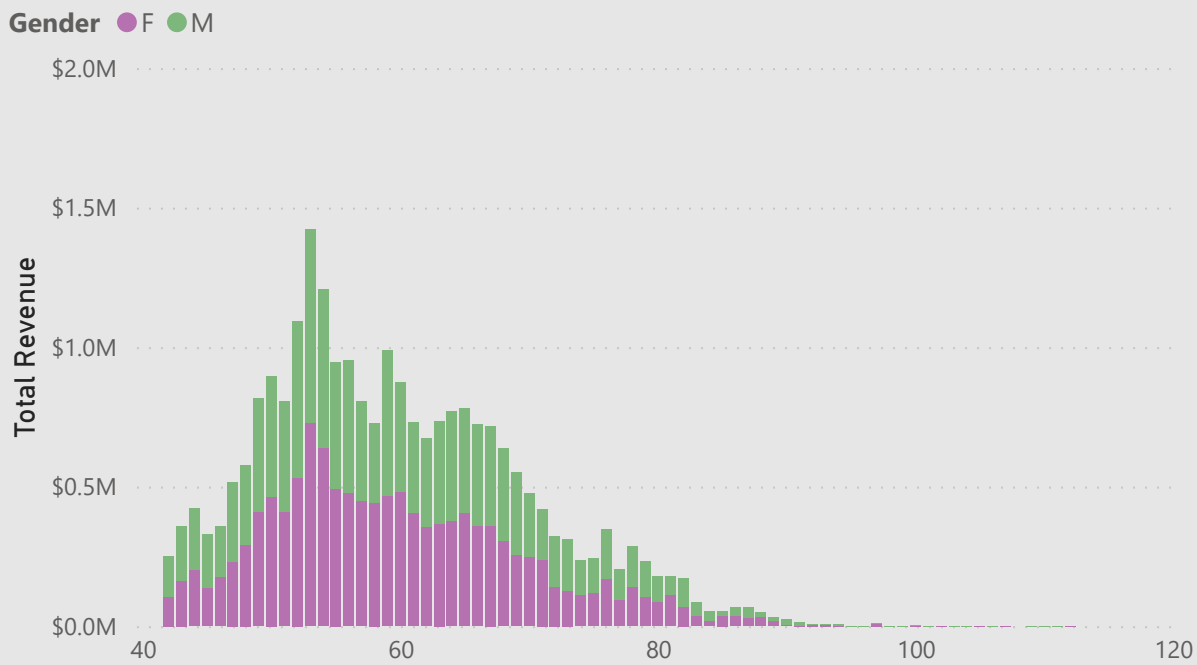
Last 1 Select  
No filters applied

## Select Country

All

Full Name	Total Revenue
ABBY RANA	\$73.9
ADRIANA GONZALEZ	\$9,195.696
ALEJANDRO BECK	\$2,975.219
ALEXA COX	\$88.017
ALEXA WATSON	\$17.288
ALEXANDER JACKSON	\$49.9
ALEXANDRA EVANS	\$68.4
ALEXANDRIA STEWART	\$1,700.9
ALISHA LIU	\$2,214.512
ALISHA SHAN	\$4,184.12
<b>Total</b>	<b>\$24,914,586.819</b>

## Total Revenue by Age & Gender



# Summary Data Table



CategoryName	Total Orders	Total Cost	Total Revenue	Total Profit	Return Rate
⊕ Bikes	13,929	\$13,916,326.824	\$23,642,495.0952	\$9,726,168.2712	0.03
⊖ Clothing	6,976	\$203,631.5151	\$365,418.6171	\$161,787.102	0.02
⊕ Shorts	944	\$24,710.4272	\$66,070.56	\$41,360.1328	0.04
⊕ Vests	521	\$12,373.229	\$33,083.5	\$20,710.271	0.04
⊕ Jerseys	3,113	\$113,608.6904	\$158,564.9365	\$44,956.2461	0.03
⊕ Socks	538	\$3,574.1249	\$9,556.37	\$5,982.2451	0.02
⊕ Gloves	1,332	\$25,682.7584	\$62,261.1764	\$36,578.418	0.02
⊕ Caps	2,062	\$23,682.2852	\$35,882.0742	\$12,199.789	0.01
⊖ Accessories	16,983	\$336,913.046	\$906,673.107	\$569,760.061	0.02
⊕ Hydration Packs	695	\$14,293.5785	\$38,218.05	\$23,924.4715	0.04
⊕ Bike Stands	234	\$13,915.044	\$37,206	\$23,290.956	0.03
⊕ Helmets	6,034	\$74,797.5367	\$205,833.937	\$131,036.4003	0.03
⊕ Bike Racks	302	\$13,553.76	\$36,240	\$22,686.24	0.03
⊕ Bottles and Cages	4,485	\$40,297.2118	\$107,744.94	\$67,447.7282	0.02
⊕ Tires and Tubes	9,084	\$142,430.2852	\$380,826.68	\$238,396.3948	0.02
⊕ Cleaners	850	\$5,072.4498	\$13,562.7	\$8,490.2502	0.01
Total	25,164	\$14,456,871.3851	\$24,914,586.8193	\$10,457,715.4342	0.02