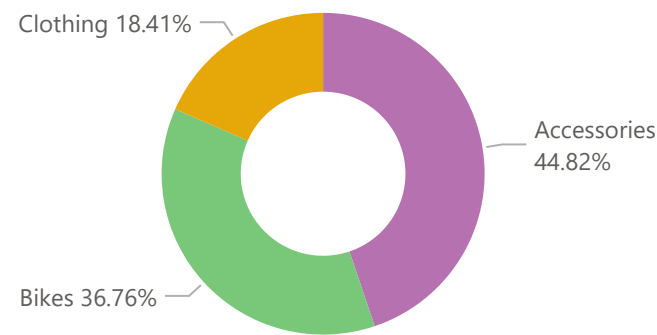


Adventure Works Report

Executive Summary

Total Orders by Category



Last

1

Select

No filters applied

Monthly Revenue

\$9.19M

✓

Goal: \$8.99M (+2.13%)

Monthly Target Revenue

\$9.19M

!

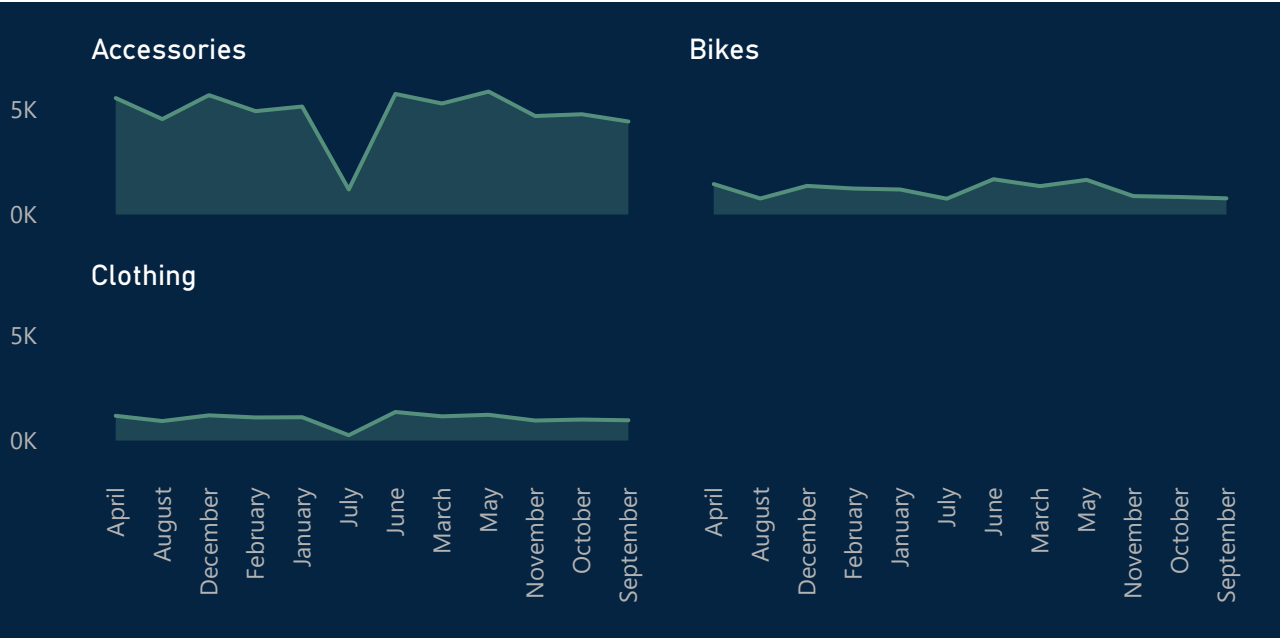
Goal: \$416,229.46M (-100%)

Total Profit

\$3.89M

!

Goal: \$176,227.46M (-100%)



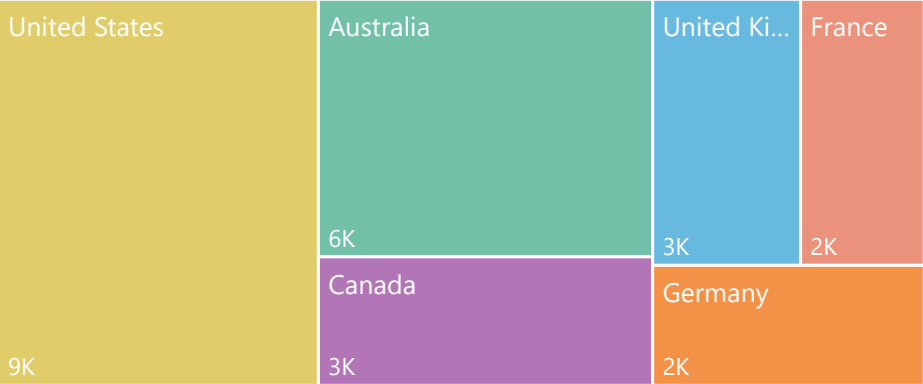
CategoryName	Total Orders	Total Cost	Total Revenue	Total Profit	Return Rate
Bikes	13,929	\$13,916,326.824	\$23,642,495.0952	\$9,726,168.2712	0.03
Accessories	16,983	\$336,913.046	\$906,673.107	\$569,760.061	0.02
Clothing	6,976	\$203,631.5151	\$365,418.6171	\$161,787.102	0.02
Total	25,164	\$14,456,871.3851	\$24,914,586.8193	\$10,457,715.4342	0.02

April Ki

Product Details



Total Orders by Country



Last ▾ 1 ▾ Select ▾

No filters applied

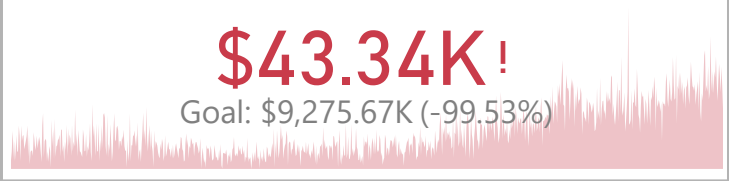
Country ▾

All ▾

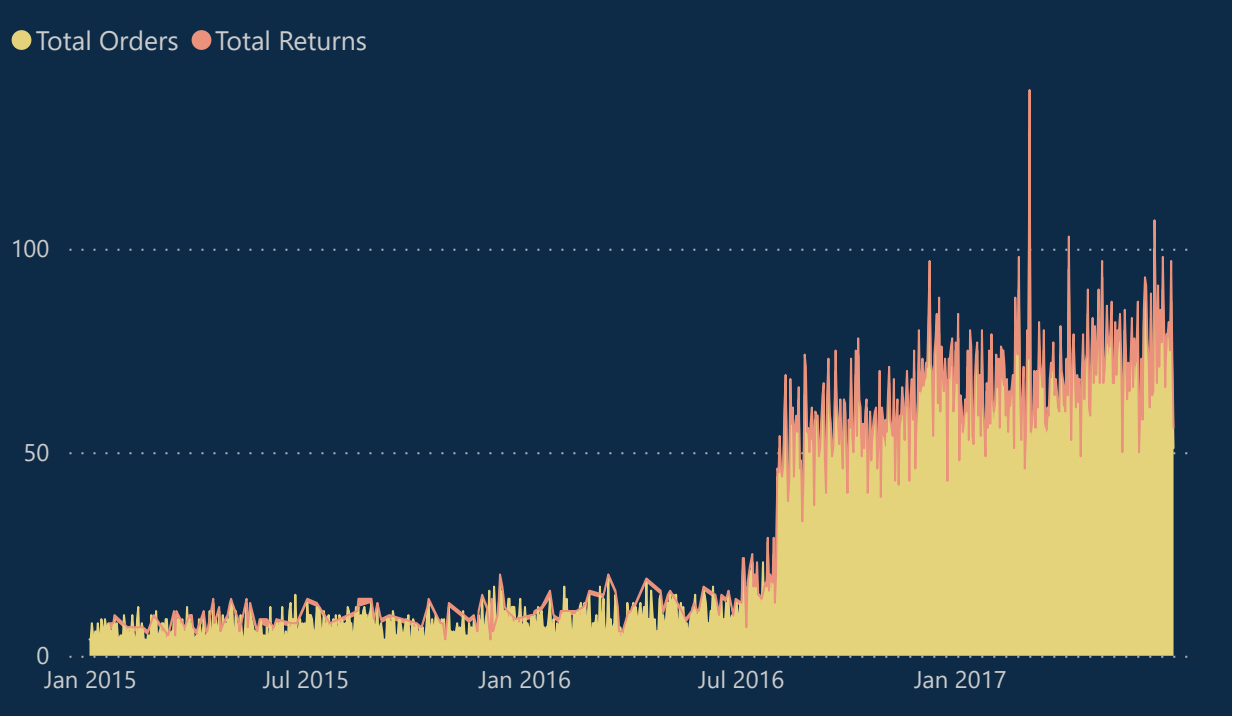
Total Revenue & Revenue Target by Date



M.O.M Revenue



CategoryName	Total Orders	Total Revenue	Total Profit
Accessories	16,983	\$906,673.107	\$569,760.061
Tires and Tubes	9,084	\$380,826.68	\$238,396.3948
Helmets	6,034	\$205,833.937	\$131,036.4003
Bottles and Cages	4,485	\$107,744.94	\$67,447.7282
Fenders	1,975	\$87,040.8	\$54,487.62
Cleaners	850	\$13,562.7	\$8,490.2502
Hydration Packs	695	\$38,218.05	\$23,924.4715
Bike Racks	302	\$36,240	\$22,686.24
Bike Stands	234	\$37,206	\$23,290.956
Total	25,164	\$24,914,586.8193	\$10,457,715.4342



Product Drill-Through

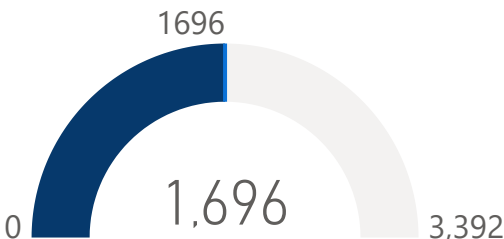


Water Bottle - 30 oz.

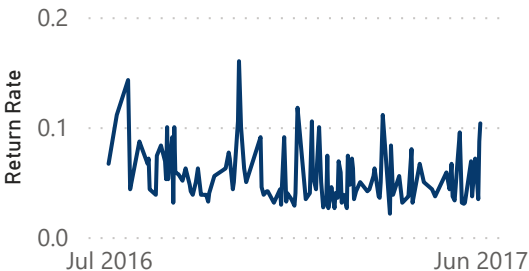
M.O.M Revenue Change

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

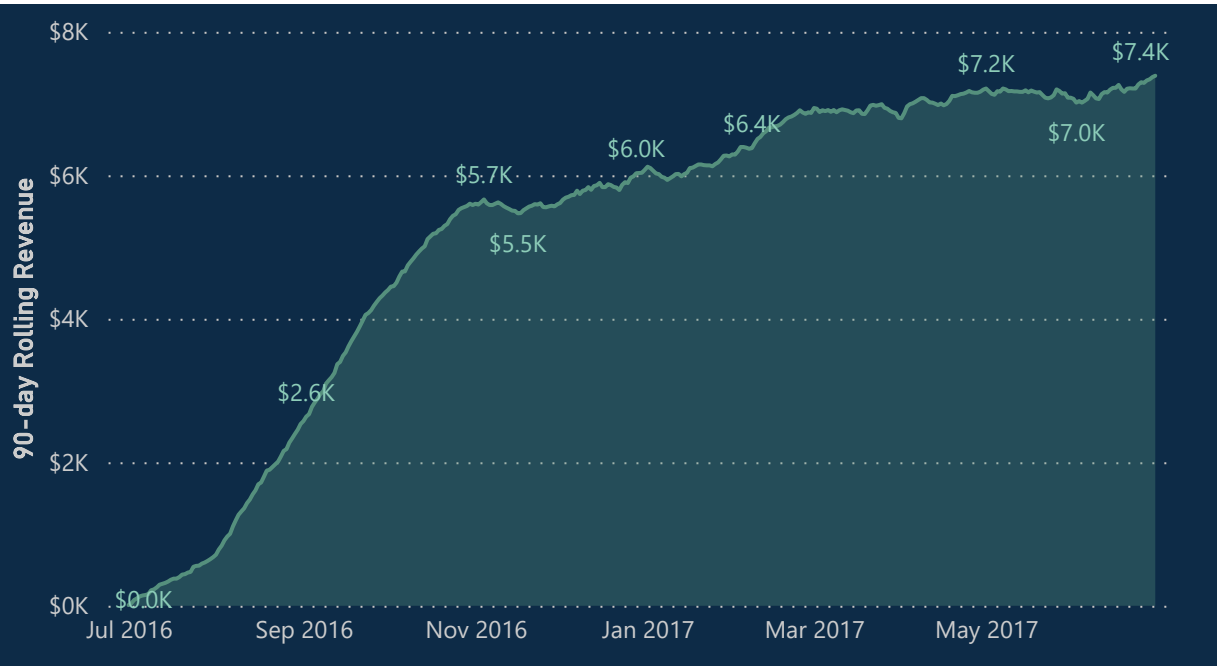
Monthly Order Target



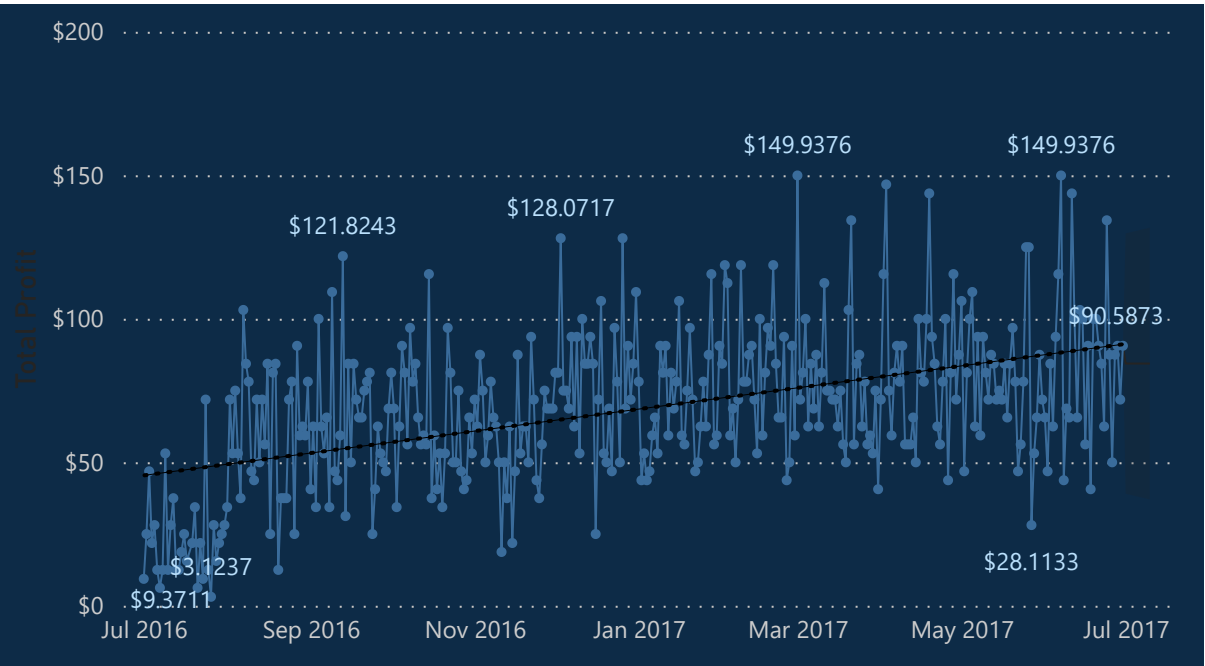
Return Rate over Time



Total Orders



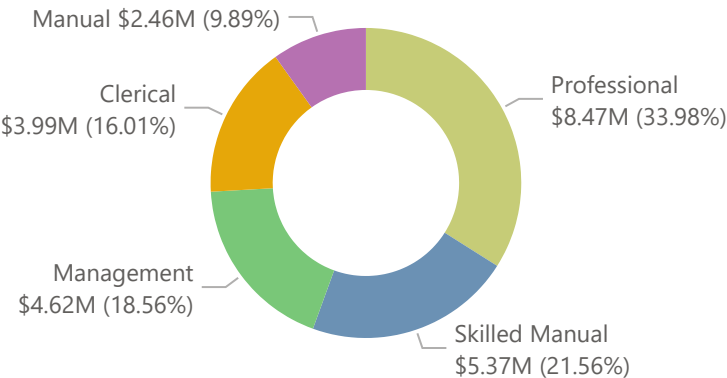
Total Profit for Current Year



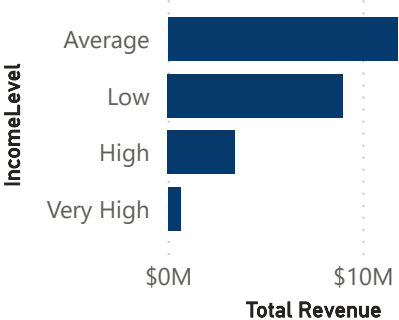
Customer Demographics



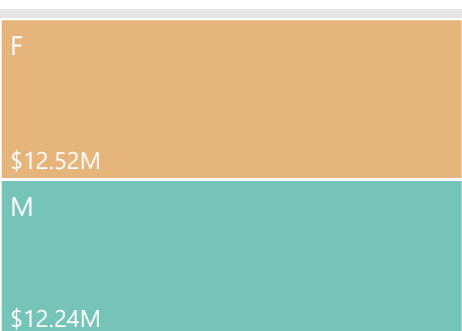
Total Revenue by Occupation



Revenue by Occupation



Total Revenue by Age



Last 1 Select

No filters applied

Country

All

Full Name	Total Revenue
MR. MAURICE SHAN	\$12,407.9545
MRS. JANET MUNOZ	\$12,015.4029
MRS. LISA CAI	\$11,330.4494
MRS. LACEY ZHENG	\$11,085.7504
MR. JORDAN TURNER	\$11,022.4002
MR. FRANKLIN XU	\$10,863.4404
MR. LARRY MUNOZ	\$10,852.034
MRS. KATE ANAND	\$10,436.5079
MR. LARRY VAZQUEZ	\$10,394.9836
Total	\$24,914,586.8193

