

About the dashboard:
This dashboard gives an overview of the Sales Data of AdventureWorks Bike Manufacturer from 2014 to 2016.

Year Filter

Select...

2014

2015

2016

Month Filter

January

February

March

April

May

June

July

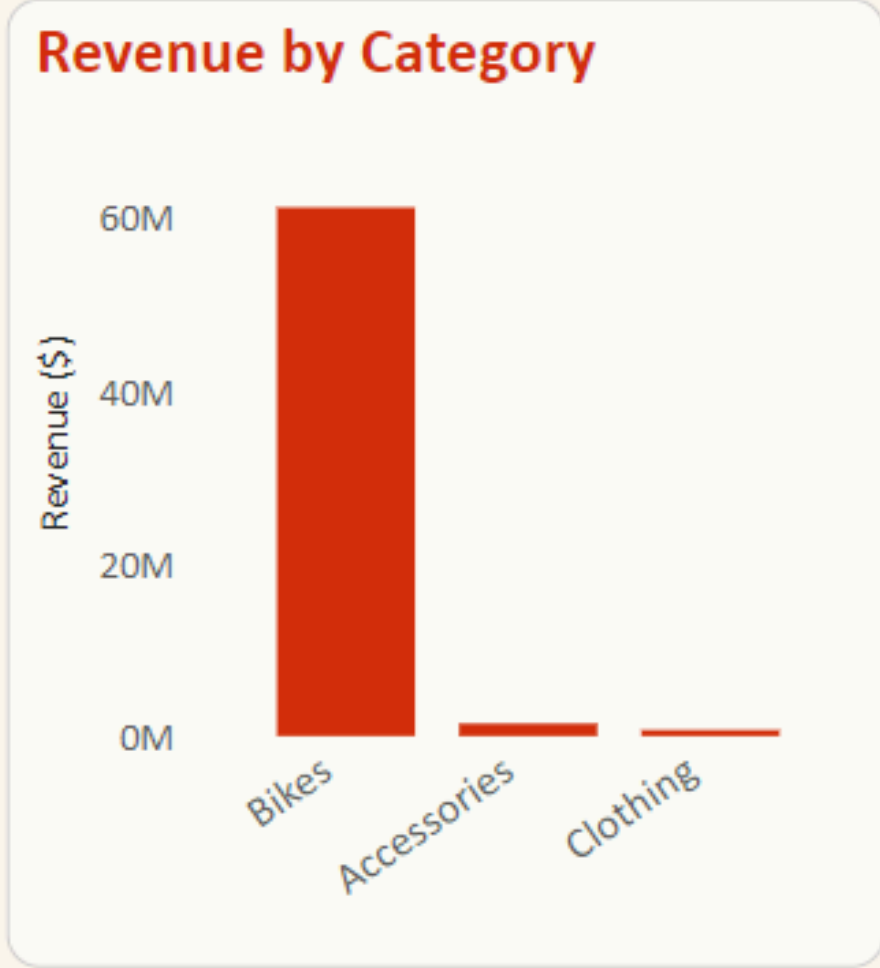
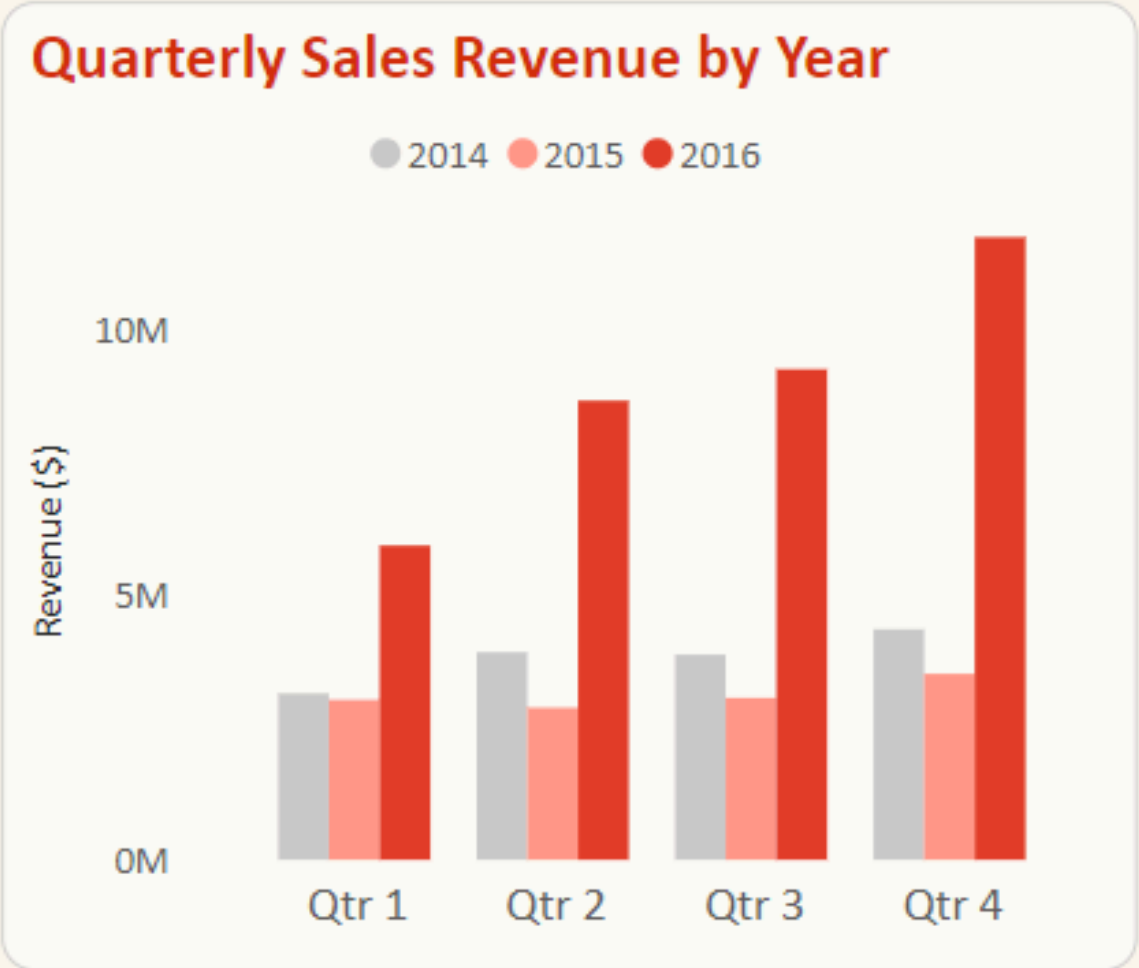
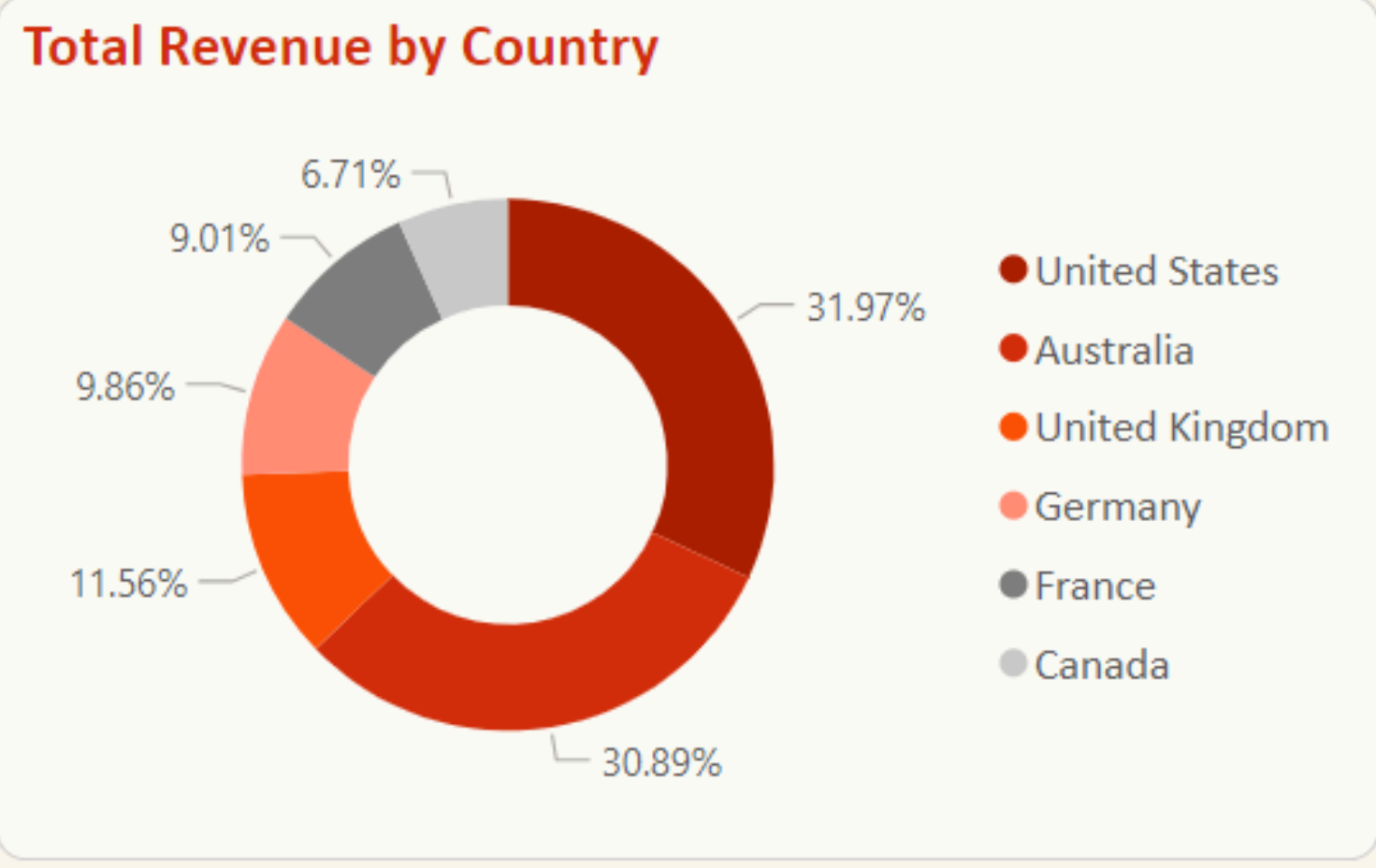
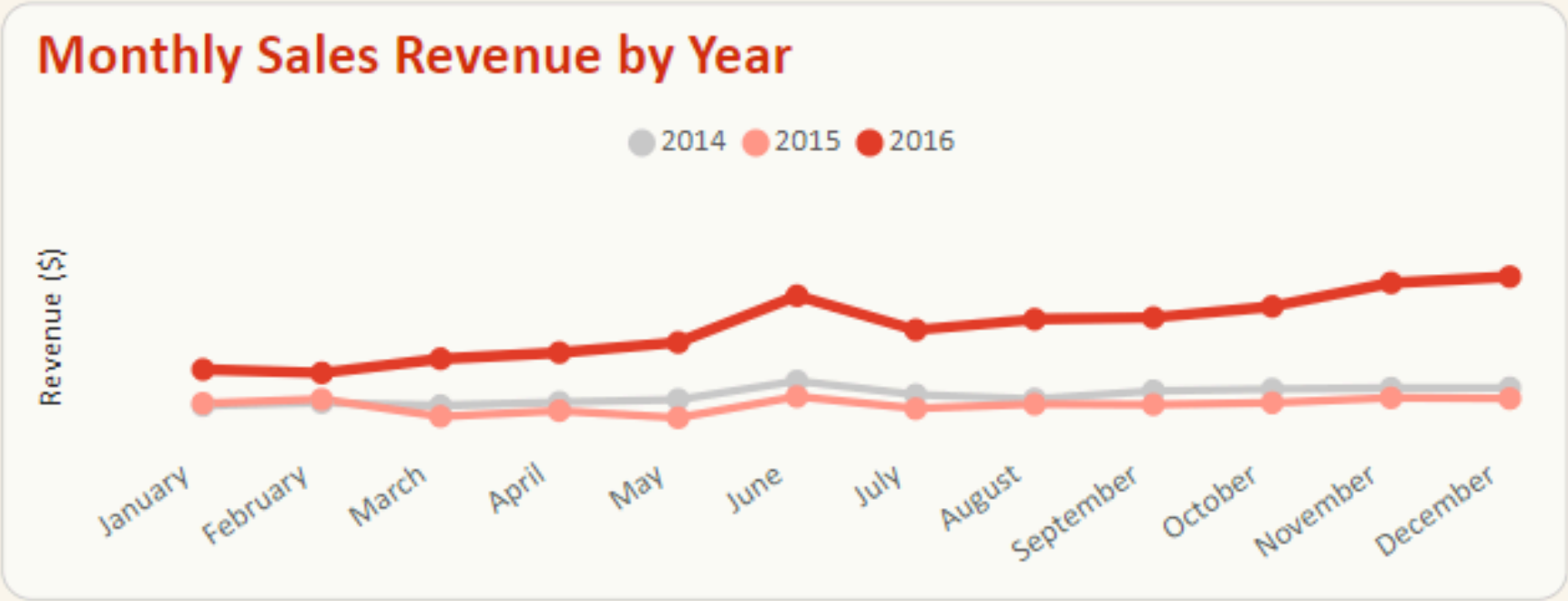
August

September

October

November

December



Top 10 Profitable Products

Product Name	Total Profit (\$)
Mountain-200 Black, 38	11,80,954.92
Mountain-200 Black, 42	12,43,519.22
Mountain-200 Black, 46	12,53,243.15
Mountain-200 Silver, 38	12,21,728.87
Mountain-200 Silver, 42	11,47,023.88
Mountain-200 Silver, 46	11,86,980.95
Road-150 Red, 48	9,48,301.69
Road-150 Red, 52	8,49,813.38
Road-150 Red, 56	8,30,115.72

About the dashboard:

This dashboard shows the comparison between the Actual Sales amount and Budget for 13 products in 2016. It also shows the variance amount and percentage which is the difference between Actual Sales and Budgeted Sales. A positive variance indicates that the sales revenue exceeds the sales budget, signifying profitability.

Select a Product

All-Purpose Bike...	AWC Logo Cap	Bike Wash - ...	Classic Vest, S
Fender Set - ...	Half-Finger Glove...	Hitch Rack - 4-Bike	Hydration Pack - 7...
Long-Sleeve Logo...	Patch Kit/8 Patches	Sport-100 Helmet,...	Touring-2000 Blue...

Select a Month

Apr	Aug	Dec	Feb
Jan	Jul	Jun	Mar
May	Nov	Oct	Sep

Product Name

**Water Bottle - 30
oz.**

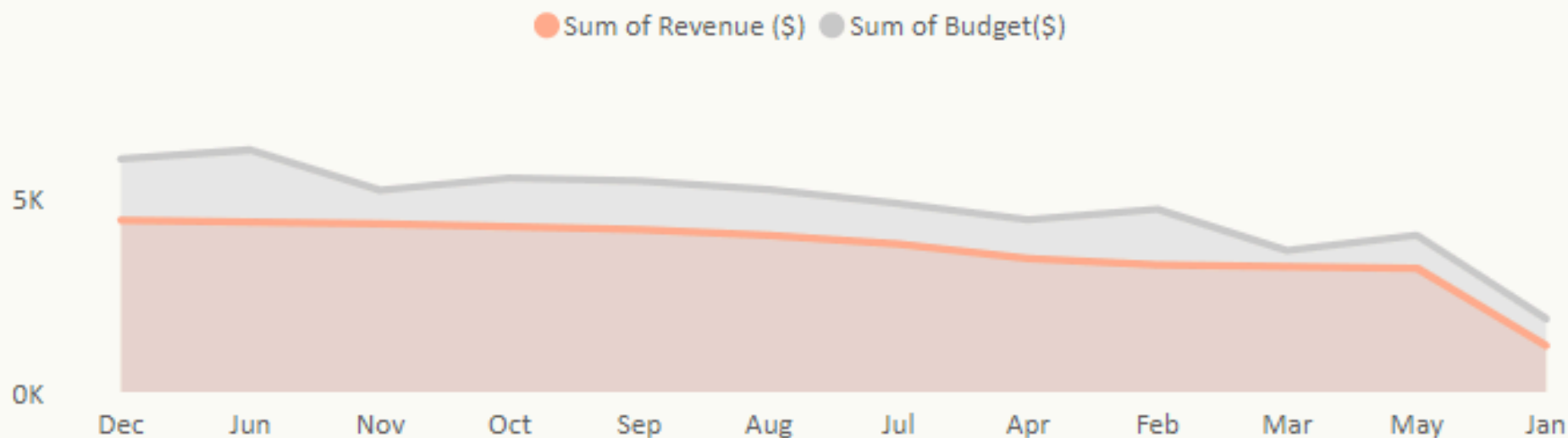
Sales Revenue (\$)

43.93K

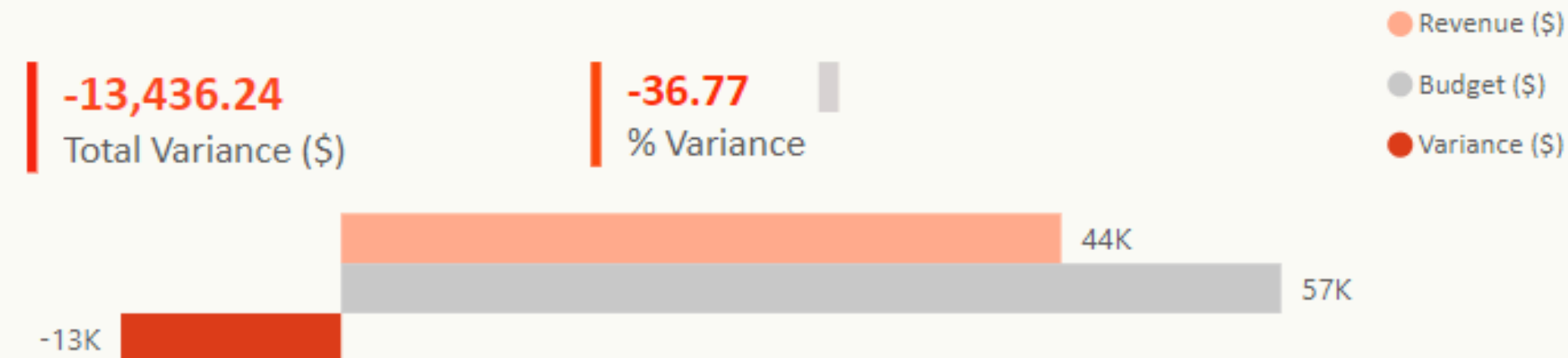
Sales Budget(\$)

57K

Actual Monthly Revenue Vs Monthly Sales Budget



Revenue, Budget and Variance breakdown



About the dashboard:

This dashboard is part of the Sales Data Analysis of Adventure Works Bike Retailer from 2014 to 2016 showing Revenue generated by various Customer Segments.

The segments are created based on customer demographics. Select any segment from the Donut or Bar Charts, or any country from the map to see the relevant results.

Gender:

F 12.36M

M 12.02M

Marital Status:

M 12.60M

S 11.78M

31.53K

Number of Customers

24.38M

Total Revenue

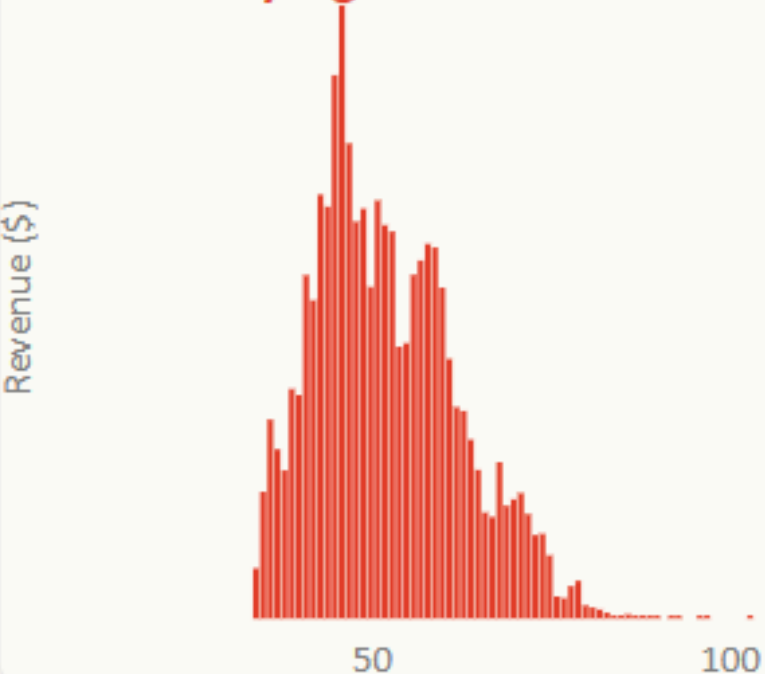
15.38K

Number of Orders

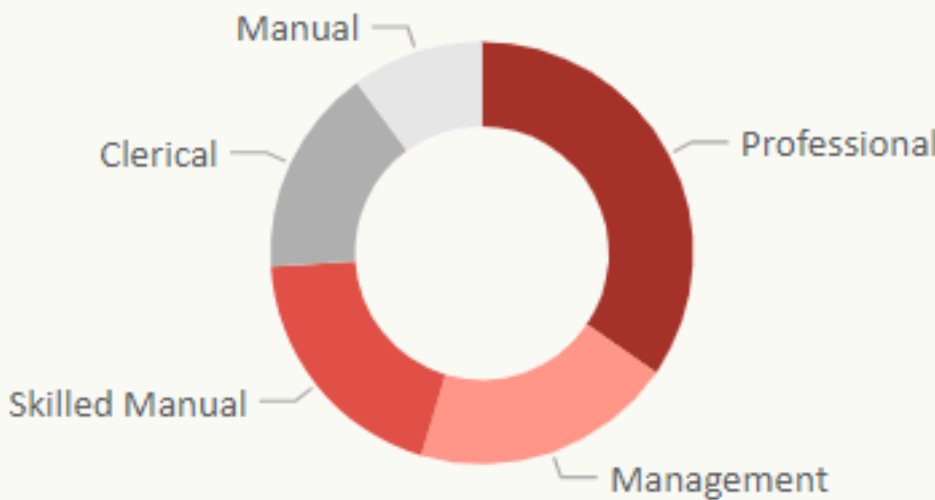
49K

Order Quantity

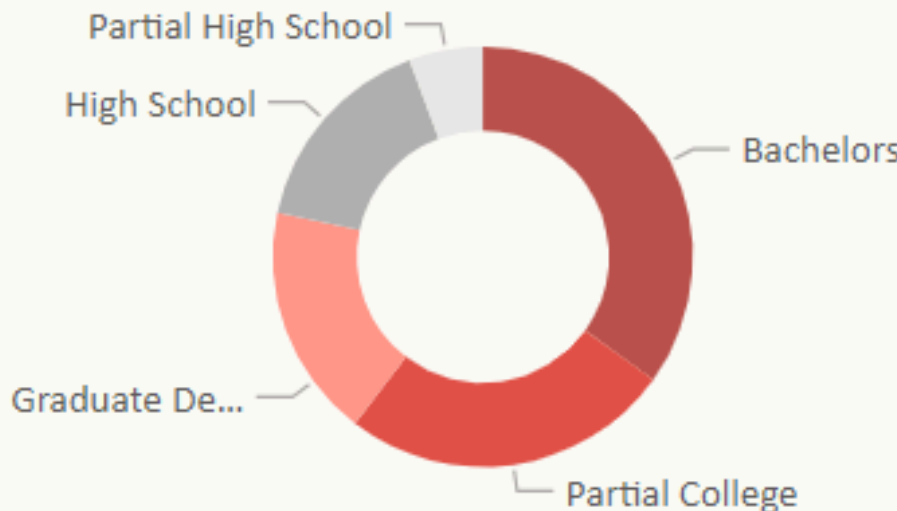
Revenue by Age



Revenue by Occupation



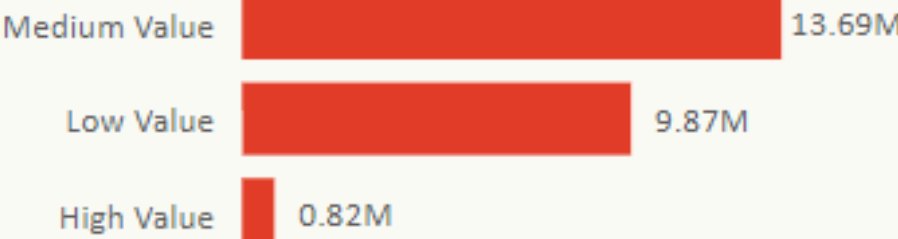
Revenue by Education



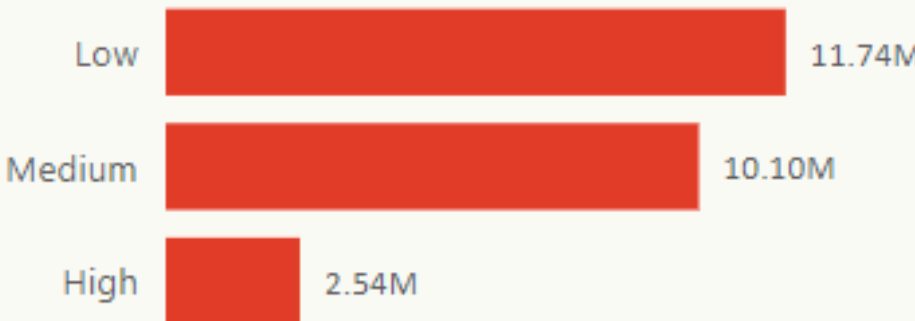
Revenue by Country



Revenue by Customer Lifetime Duration



Revenue By Income Category



Revenue by Product Category

