



ADVENTURE WORKS CYCLES

REVENUE DETAILS

Click Here to Reset
All Filter

KPI's

Total Revenue
18bn

Profit
7.4bn

Order
56.1K

Product Cost
10.2bn

Return Order
1828.0

Avg Return
3.3%

Select all

Home Owner

Rental

Select all

Married

Singal

Select all

2015

2016

2017

Select all

Female

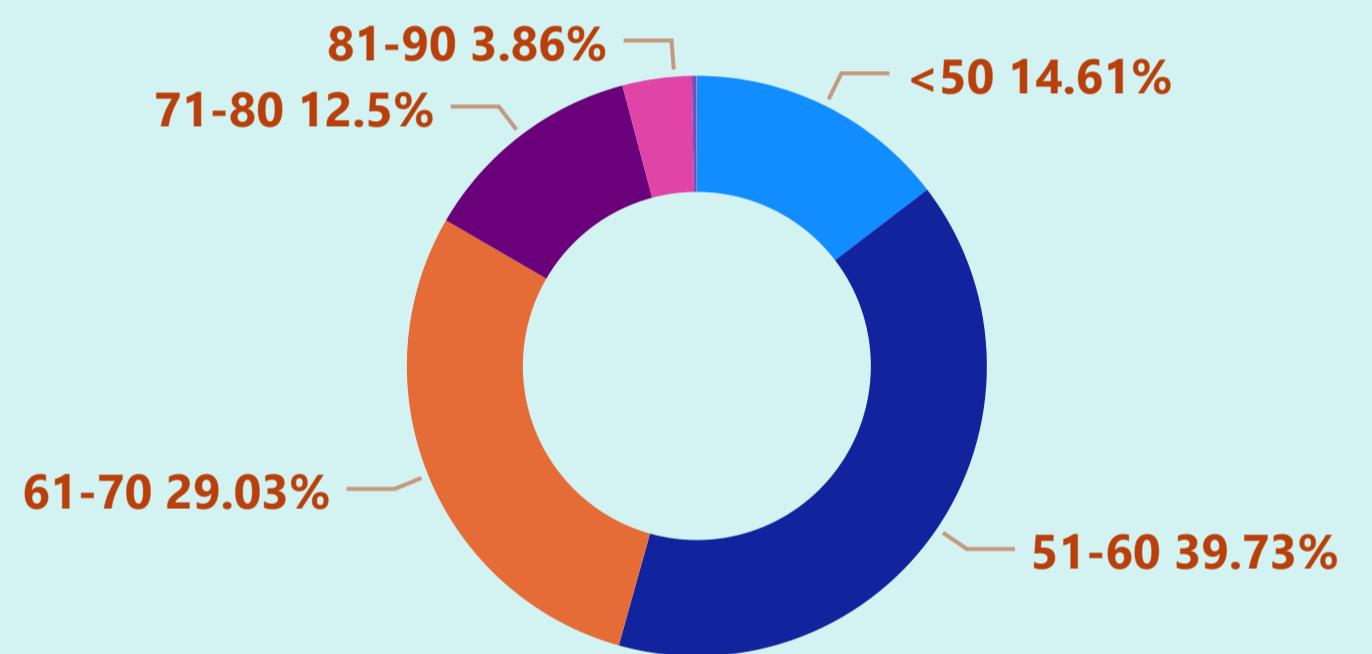
Male

NA

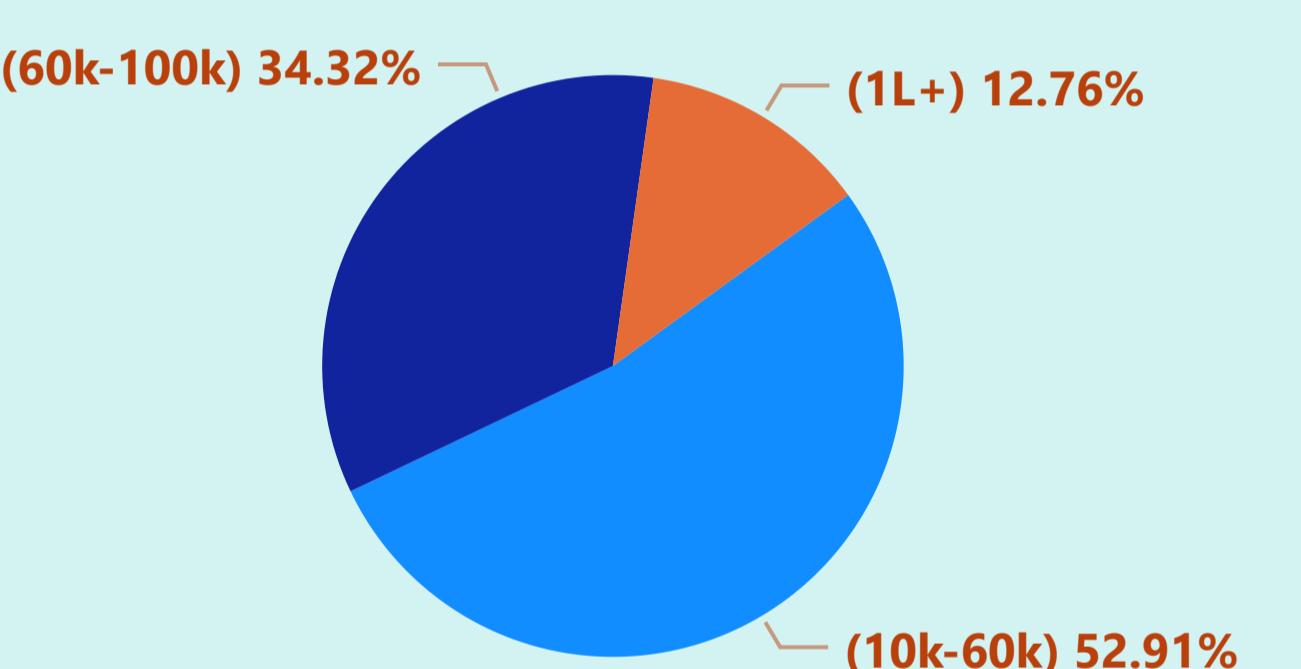
Revenue Analysis



Order by Age Group



%GT Order by Annual Income



ProductName

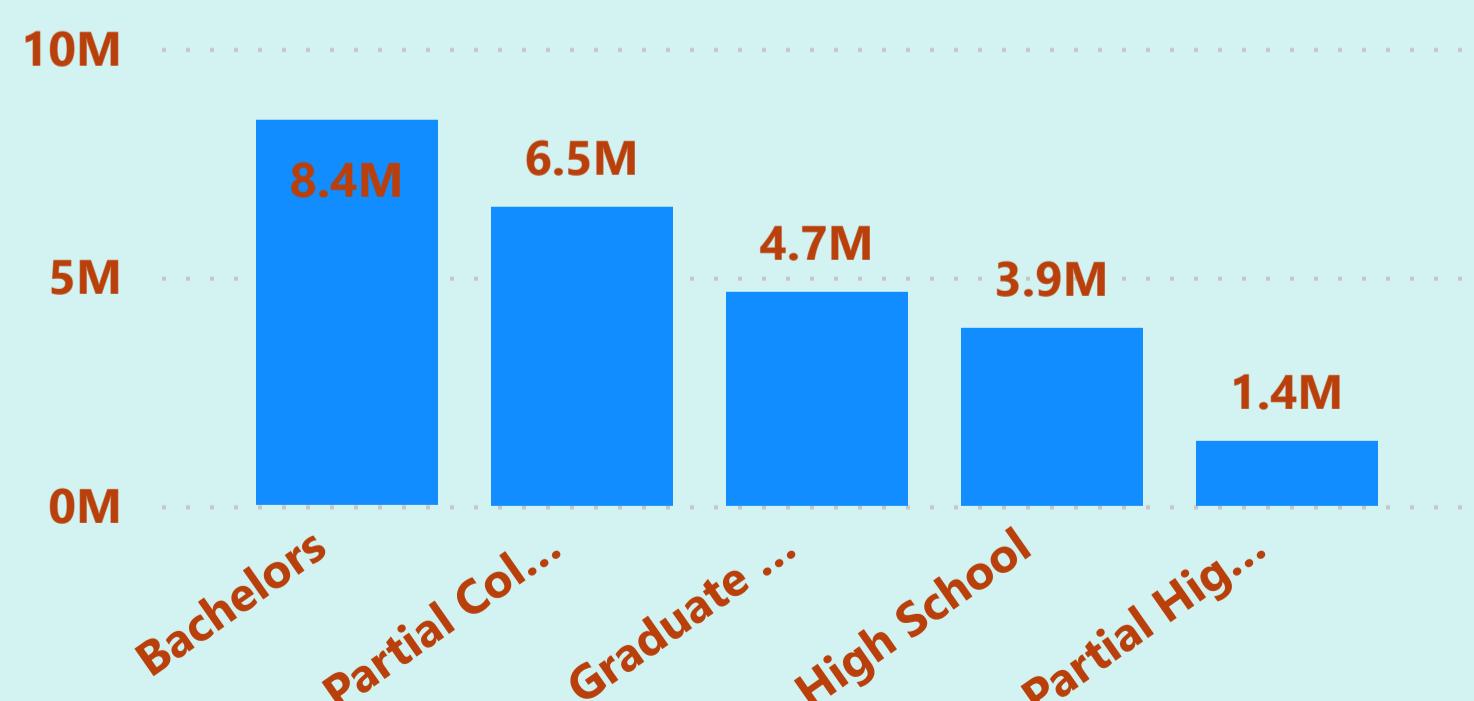
2015

2016

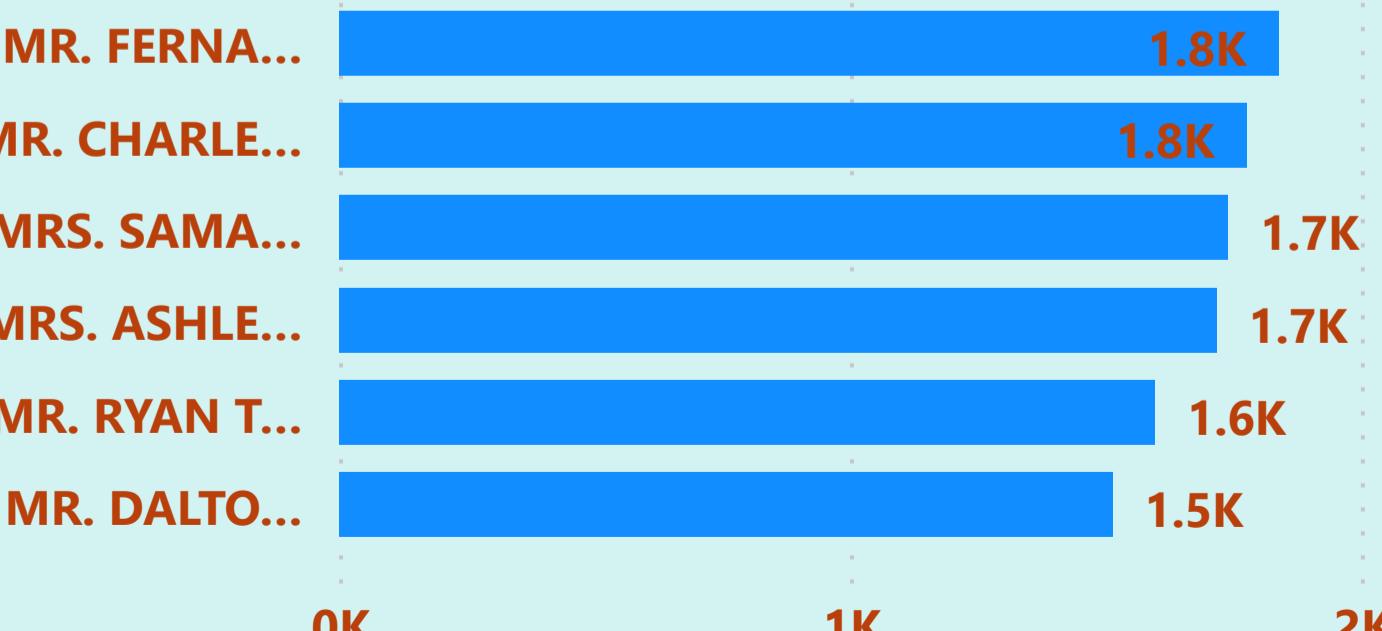
2017

| ProductName | 2015 | 2016 | 2017 |
|------------------------|-----------|-----------|------|
| All-Purpose Bike Stand | 18,762.00 | 18,444.00 | |
| AWC Logo Cap | 15,187.86 | 20,694.21 | |
| Bike Wash - Dissolver | 6,018.15 | 7,544.55 | |
| Classic Vest, L | 4,254.50 | 7,302.50 | |
| Classic Vest, M | 4,508.50 | 7,048.50 | |
| Classic Vest, S | 4,191.00 | 5,778.50 | |
| Fender Set - | 38,201.24 | 48,839.56 | |

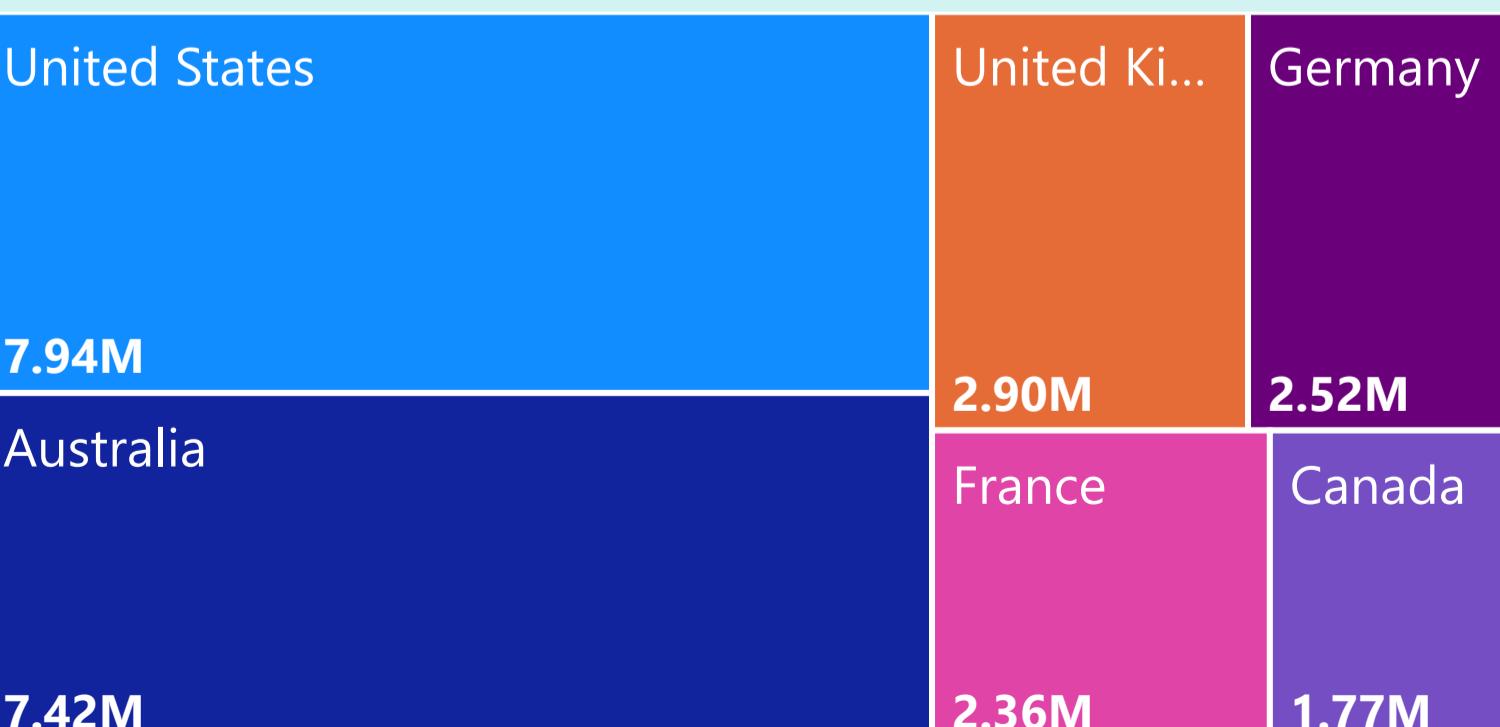
Order by Education Level



%GT Top 5 Customer



Home Owner By Marital Status



Customer s



Products



Return



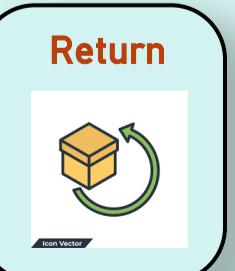
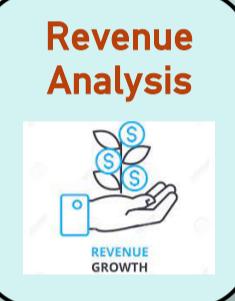


ADVENTURE WORKS CYCLES

SALES DETAILS

[Click Here to Reset All Filter](#)
KPI's
**Order
56K**
**Quantity
84K**
**Total Product
293**
**Revenue
24.9M**
**Total Customer
18K**
**Avg Return
3.3%**

Select all Home Owner Rental Select all Married Singal Select all 2015 2016 2017 Select all Female Male NA


Select Date


01/01/2015 30/06/2017

Start Date

End date

31/01/2015 30/06/2017

Start EOM

End EOM

56046
Select Date Order
Year Month Target Order Week Or Order Yoy

| Year | Month | Target | Order | Week Or | Order Yoy |
|--------------|-------|--------------|--------------|--------------|-----------|
| 2015 | Jan | | 184 | 59 | 184 |
| 2015 | Feb | 188 | 165 | 45 | 349 |
| 2015 | Mar | 168 | 198 | 57 | 547 |
| 2015 | Apr | 202 | 204 | 51 | 751 |
| 2015 | May | 208 | 206 | 63 | 957 |
| 2015 | Jun | 210 | 212 | 53 | 1169 |
| 2015 | Jul | 216 | 247 | 66 | 1416 |
| 2015 | Aug | 252 | 278 | 79 | 1694 |
| 2015 | Sep | 284 | 196 | 54 | 1890 |
| 2015 | Oct | 200 | 223 | 58 | 2113 |
| 2015 | Nov | 227 | 191 | 48 | 2304 |
| Total | | 56046 | 15708 | 29481 | |

Select Date Quarterly


31/03/2017 30/06/2017

Start Month

End Month

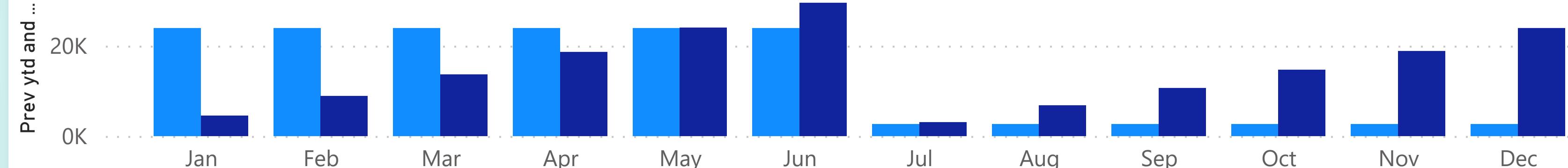
31/03/2017 30/06/2017

Start EOM

End EOM

15963
Select Quater Order
ProductName 2015 2016 2017

| | | |
|-------------------------|--------------|---------------|
| Water Bottle - 30 oz. | 3.03% | 4.01% |
| Patch Kit/8 Patches | 2.36% | 2.91% |
| Mountain Tire Tube | 2.29% | 2.11% |
| Road Tire Tube | 1.74% | 2.11% |
| Sport-100 Helmet, Red | 1.57% | 2.11% |
| AWC Logo Cap | 1.55% | 2.11% |
| Sport-100 Helmet, Blue | 1.50% | 2.11% |
| Fender Set - Mountain | 1.54% | 1.91% |
| Sport-100 Helmet, Black | 1.55% | 1.91% |
| Mountain Bottle Cage | 1.44% | 1.91% |
| Road Bottle Cage | 1.23% | 1.11% |
| Touring Tire Tube | 1.03% | 1.41% |
| HL Mountain Tire | 1.02% | 1.31% |
| ML Mountain Tire | 0.87% | 1.01% |
| LL Road Tire | 0.75% | 0.91% |
| ML Road Tire | 0.68% | 0.81% |
| Touring Tire | 0.62% | 0.91% |
| Total | 4.69% | 42.71% |
| | | 52.01% |

Prev ytd and Current ytd by MonthName
● Prev ytd ● Current ytd




ADVENTURE WORKS CYCLES

CUSTOMER DETAILS

Click Here to Reset
All Filter

KPI's

Total Customer
18K

Order
56K

Avg Cus Income
₹ 57.2...

Avg Cust Age
61.4

Return Order
1828

Avg Return
3.3%

Select all Home Owner Rental | Select all Married Singal | Select all 2015 2016 2017 | Select all Female Male NA

Revenue Analysis



Sales



Customer s



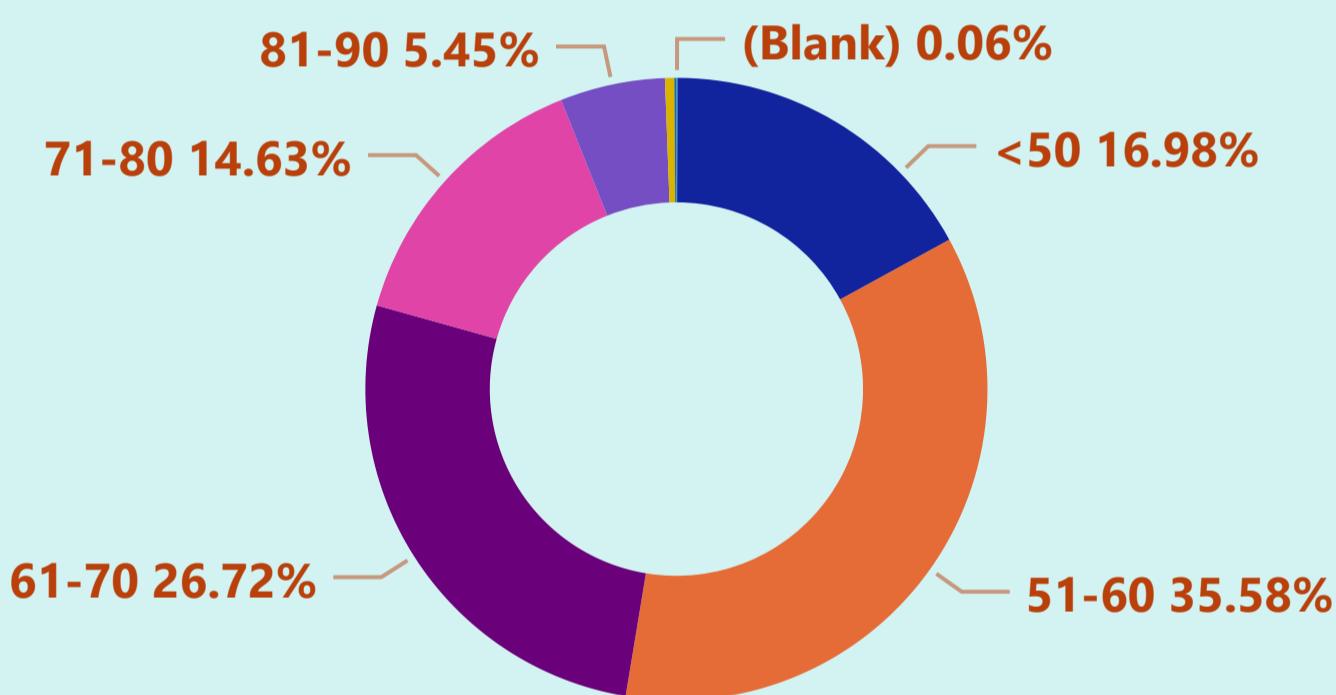
Products



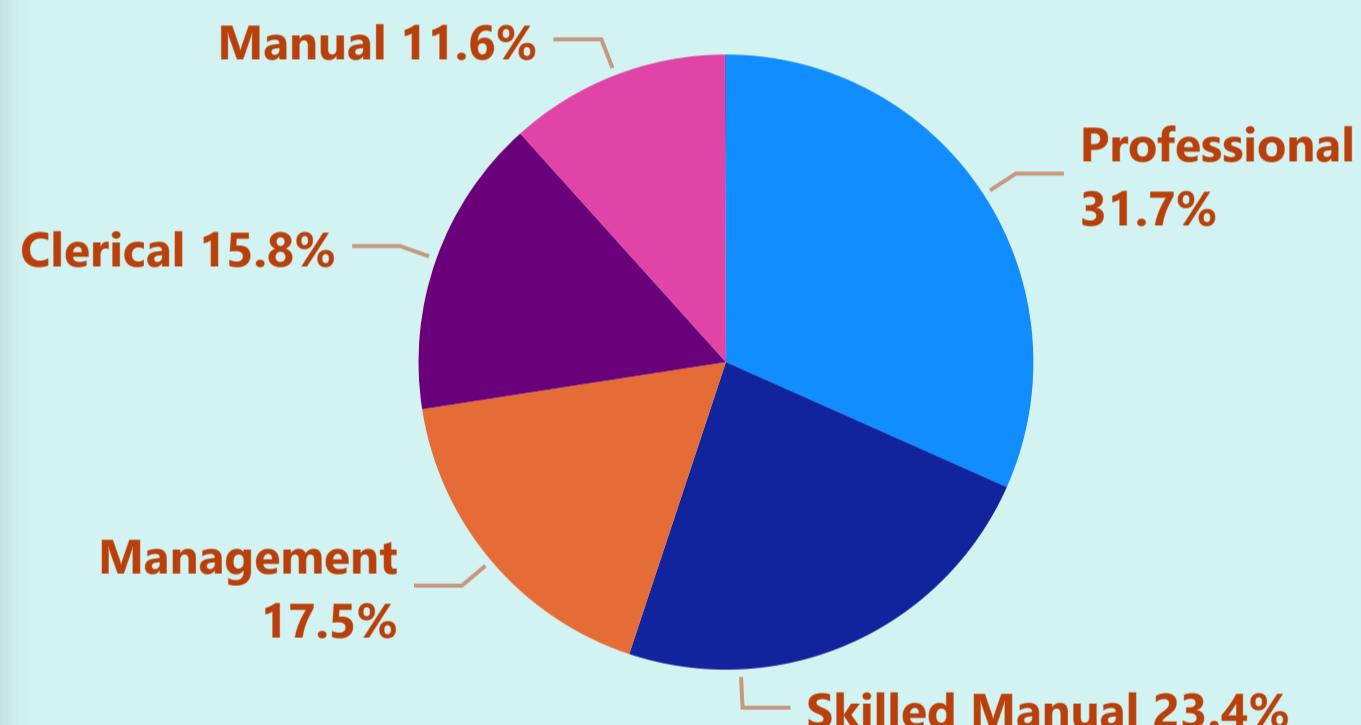
Return



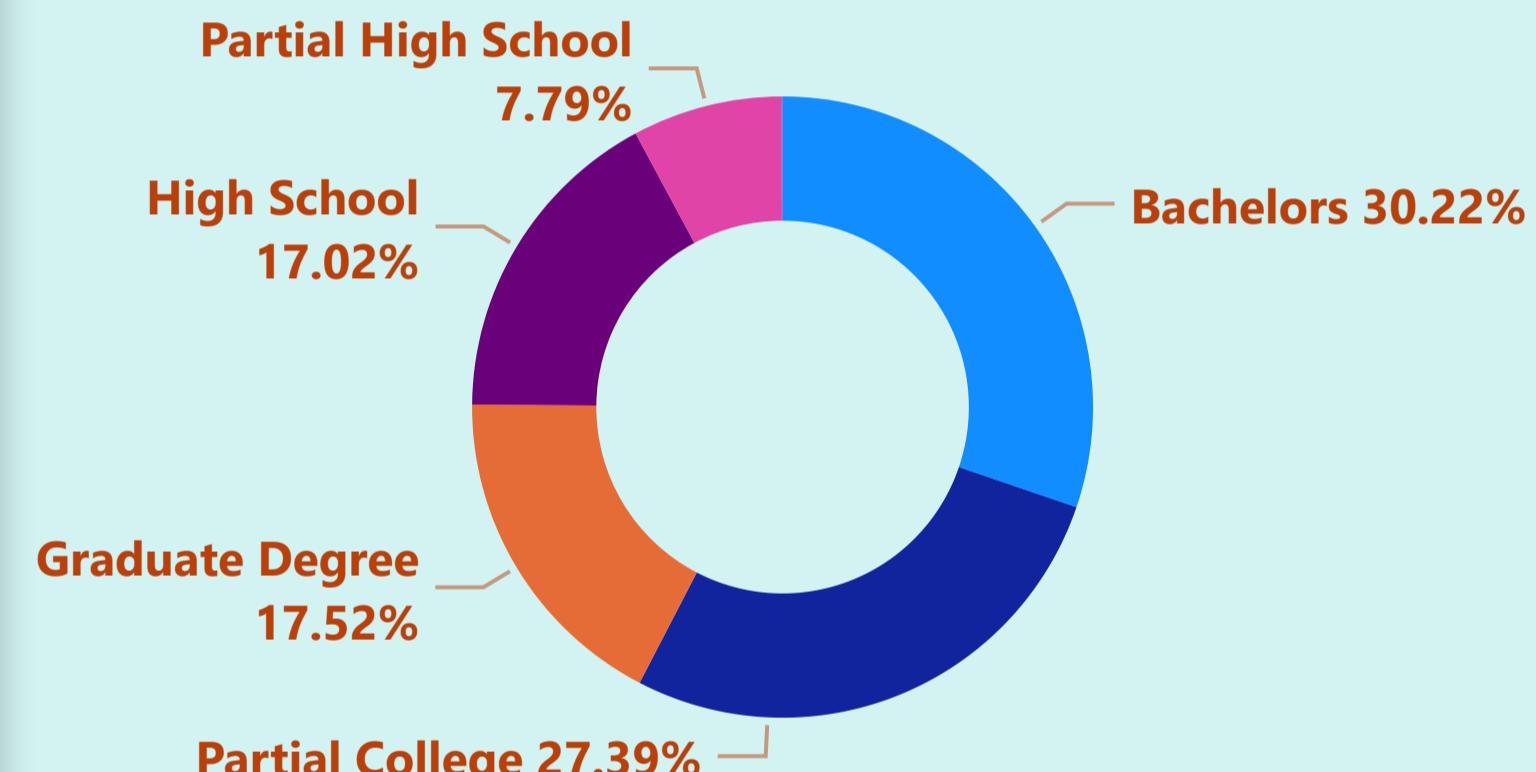
Order by Age Group



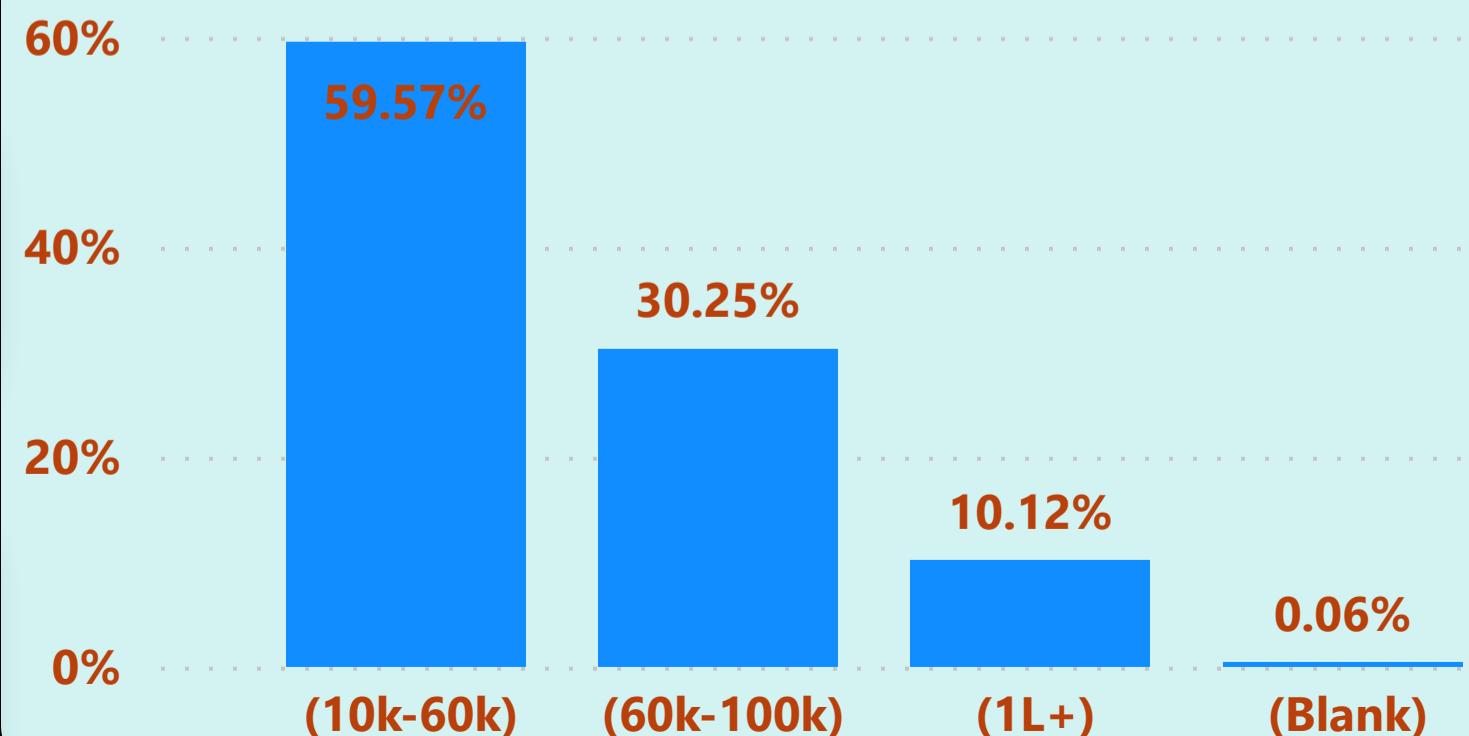
Order By Occupation



Order by Education Level



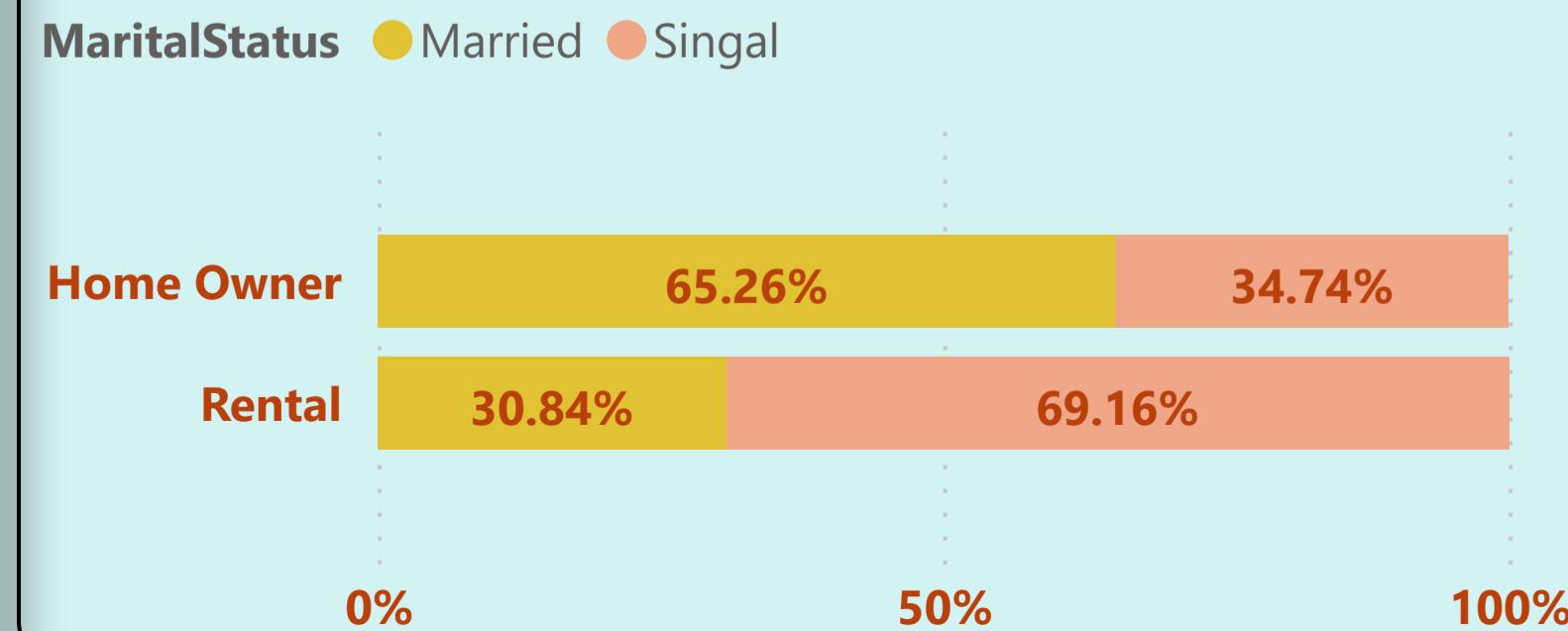
%GT Order by Annual Income



%GT Top 5 Customer



Total Customer by HomeOwner and MaritalStatus





ADVENTURE WORKS CYCLES

PRODUCT DETAILS

KPI's

Total Customer
18K

Total Product
293

Revenue
24.9M

Order
56K

Return Order
1828

Avg Return
3.3%

Revenue Analysis



Select all

Home Owner

Rental

Select all

Married

Singal

Select all

2015

2016

2017

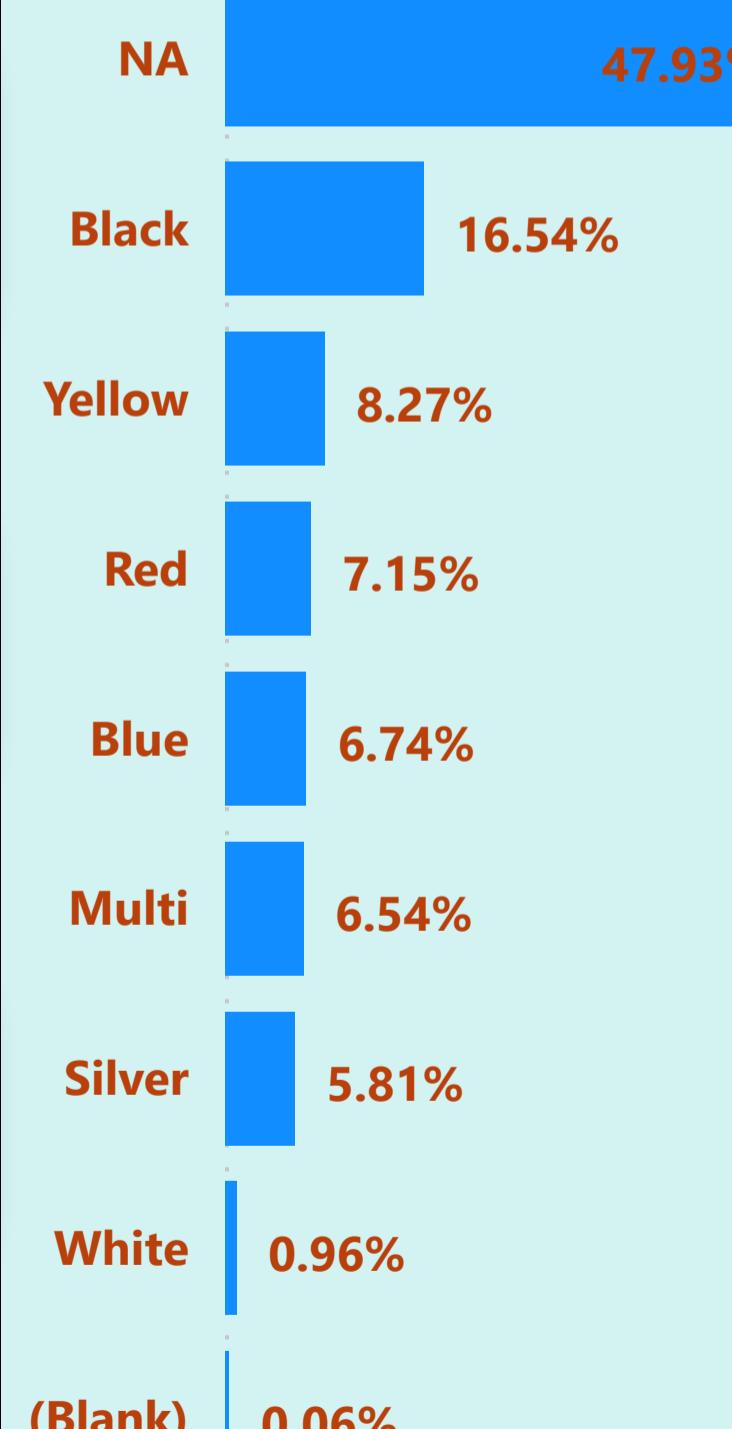
Select all

Female

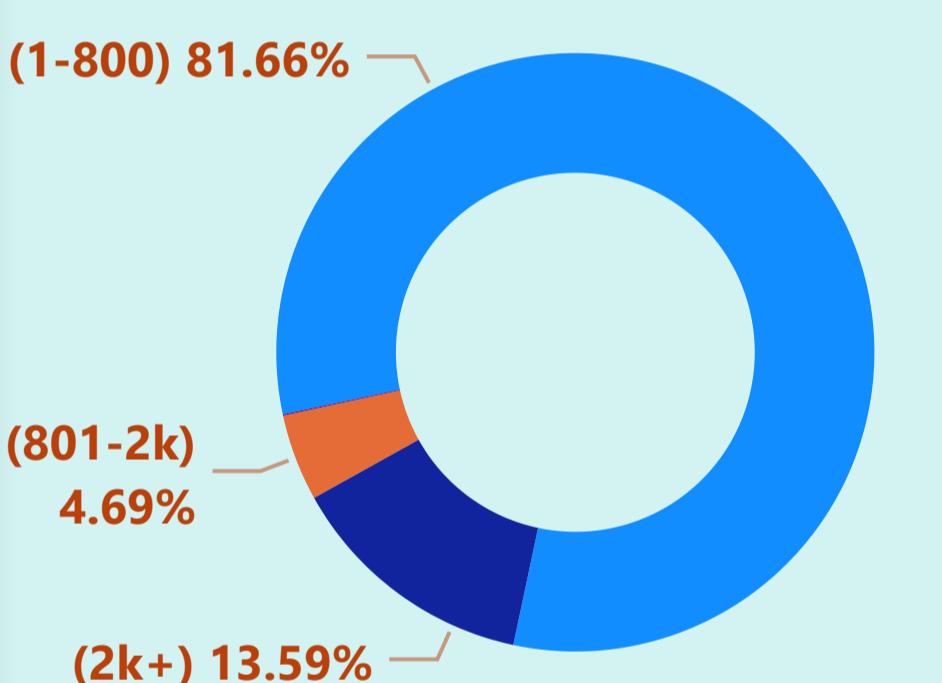
Male

NA

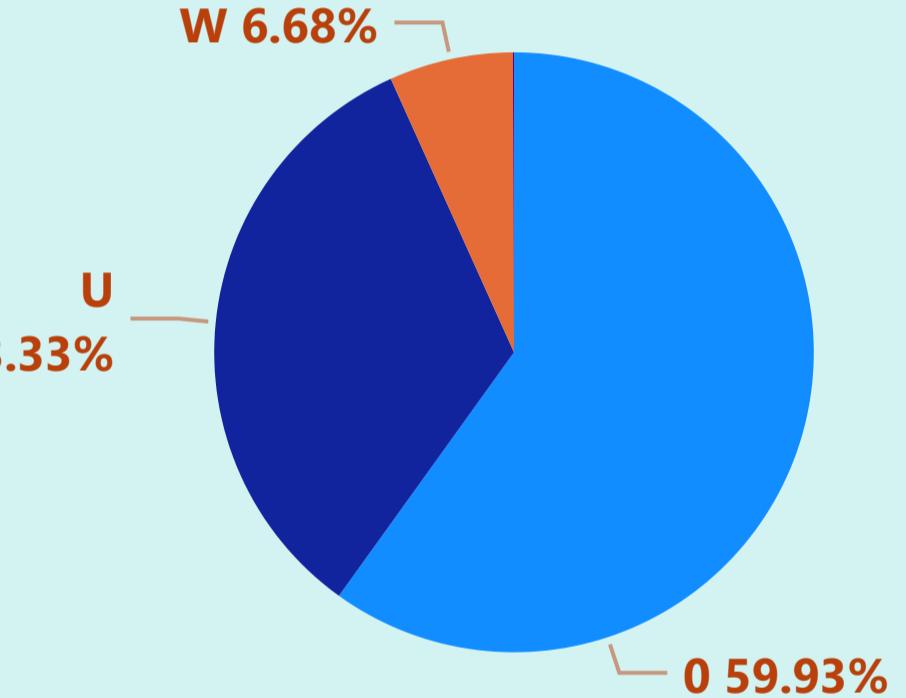
Order by Product Color



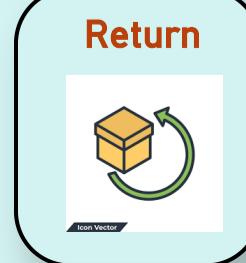
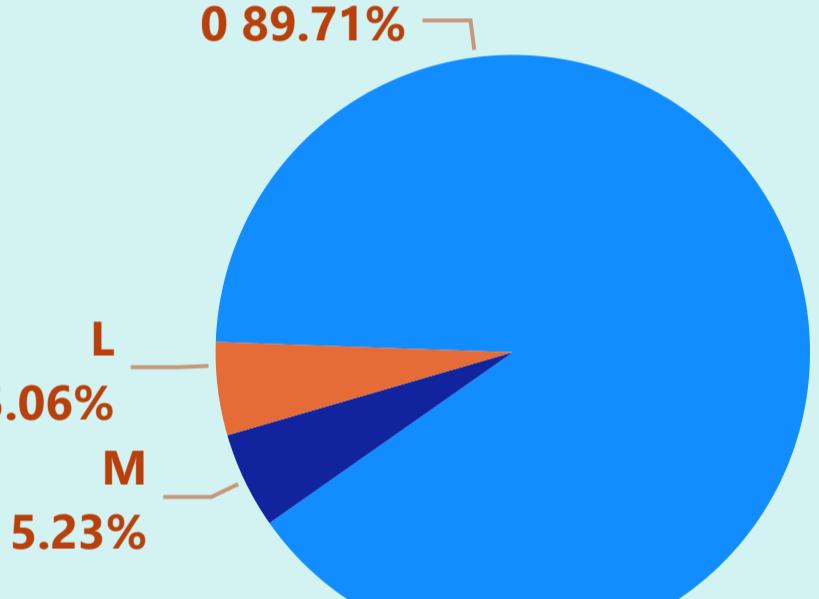
Order by Price Status



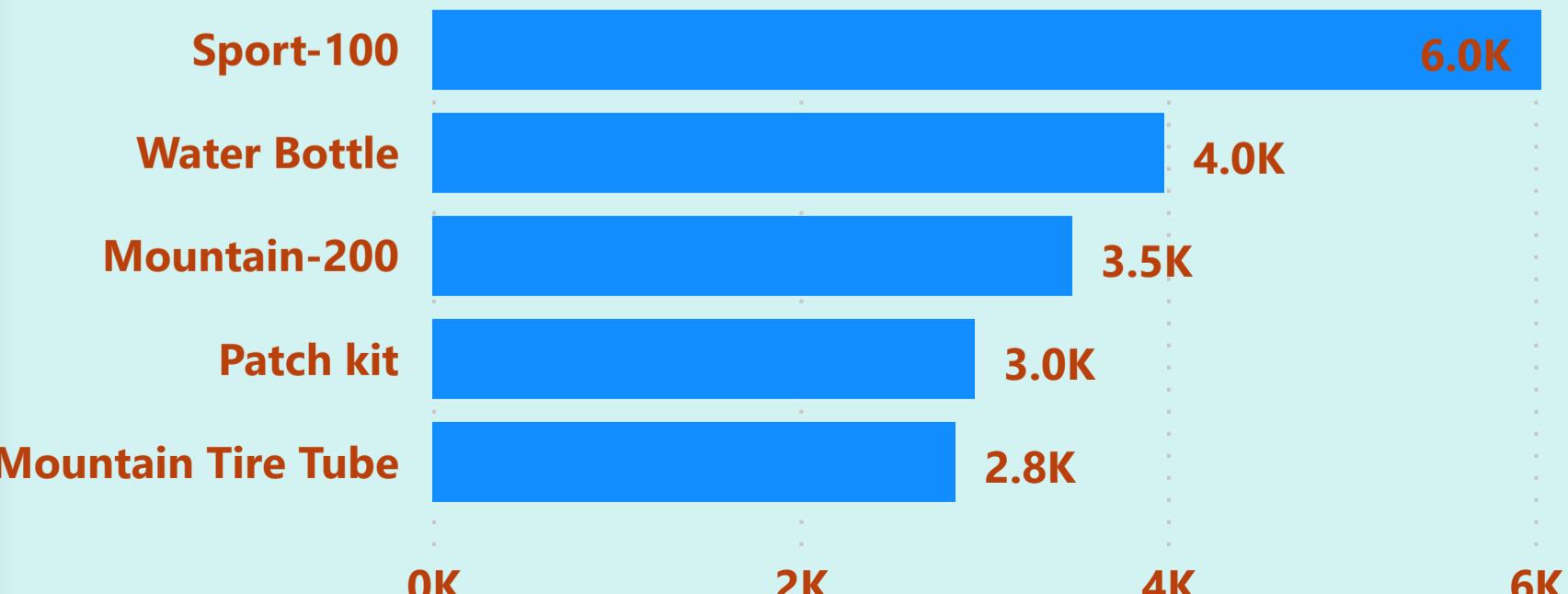
Order by Product Style



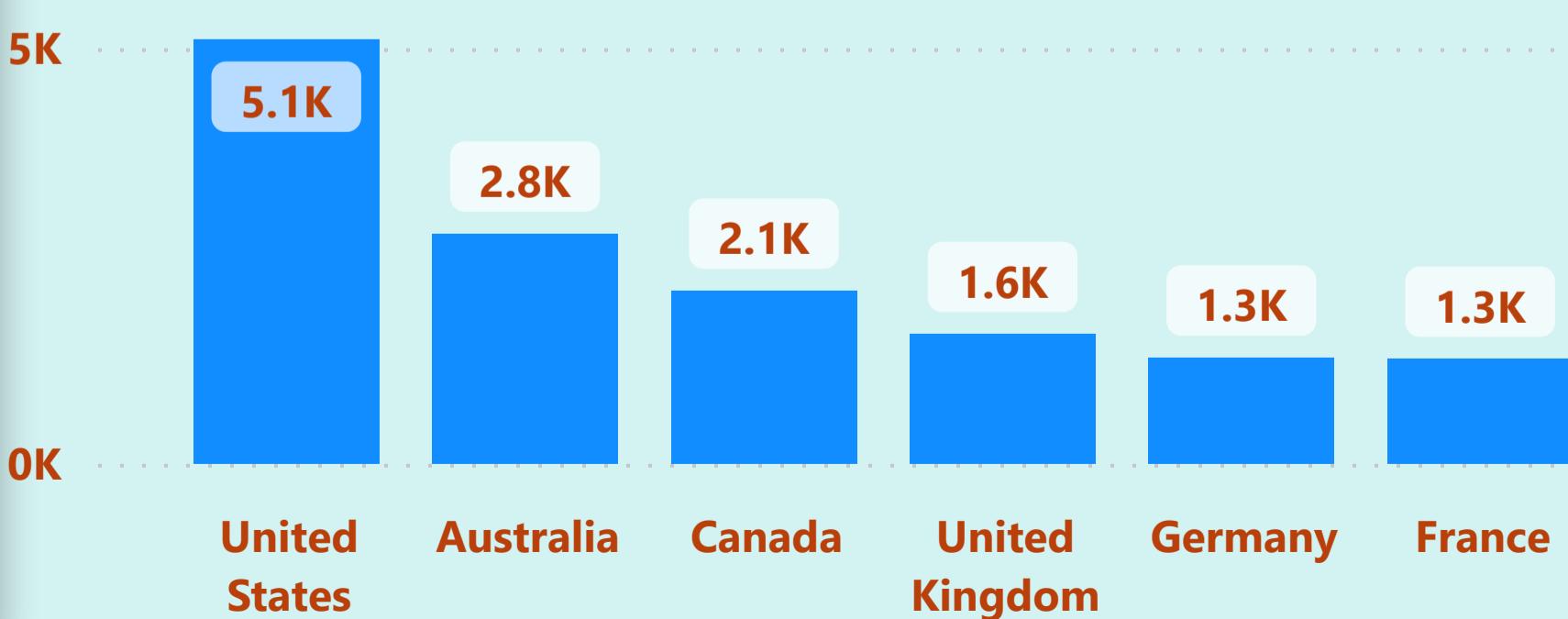
Order by Product Size



Order and Sum of ReturnQuantity by ModelName



Order and %GT Count of ReturnQuantity by Country





ADVENTURE WORKS CYCLES

RETURN DETAILS

KPI's

Return Order
1828

Avg Return
3.3%

Return Revenue
765.3K

Order
56K

Total Product
293

Select all

Home Owner

Rental

Select all

Married

Singal

Select all

2015

2016

2017

Select all

Female

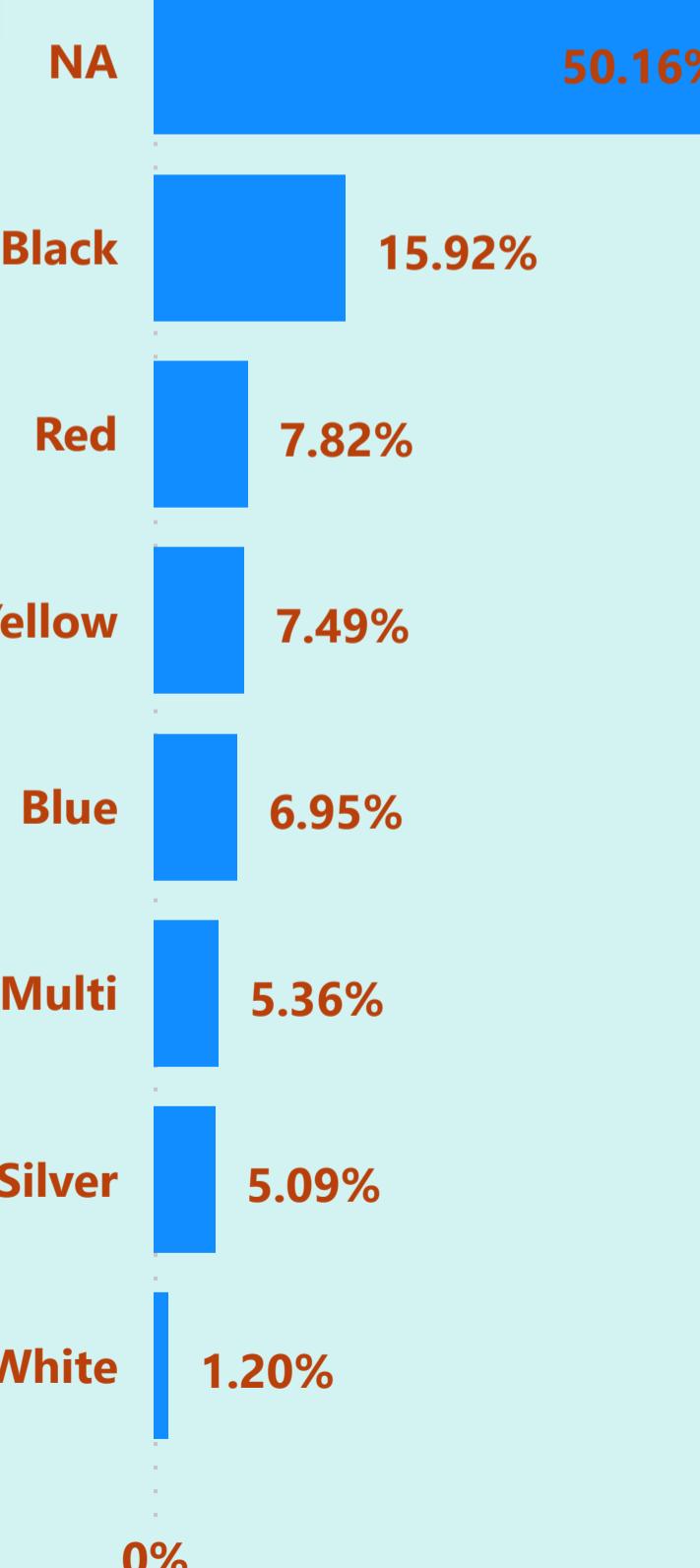
Male

NA

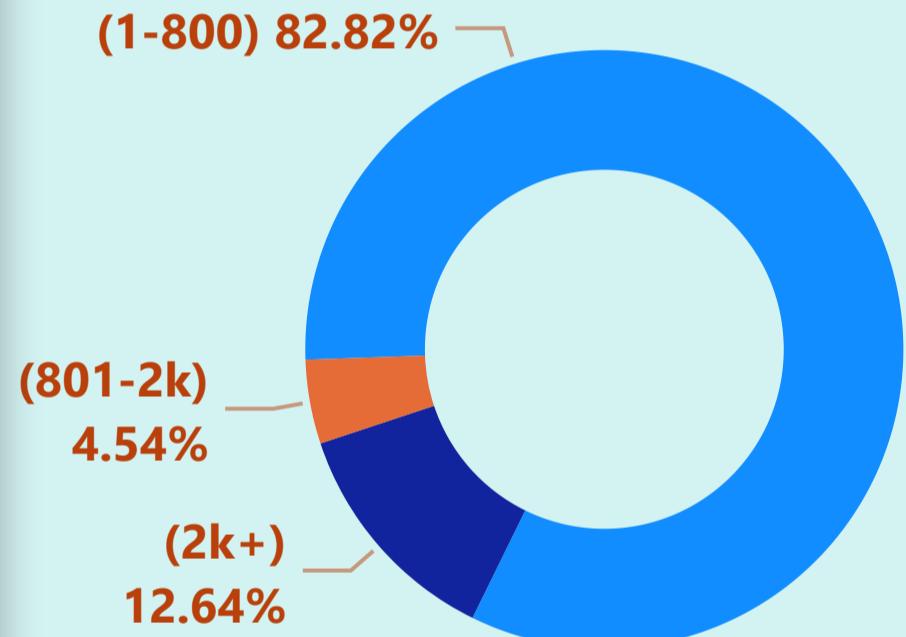
Revenue Analysis



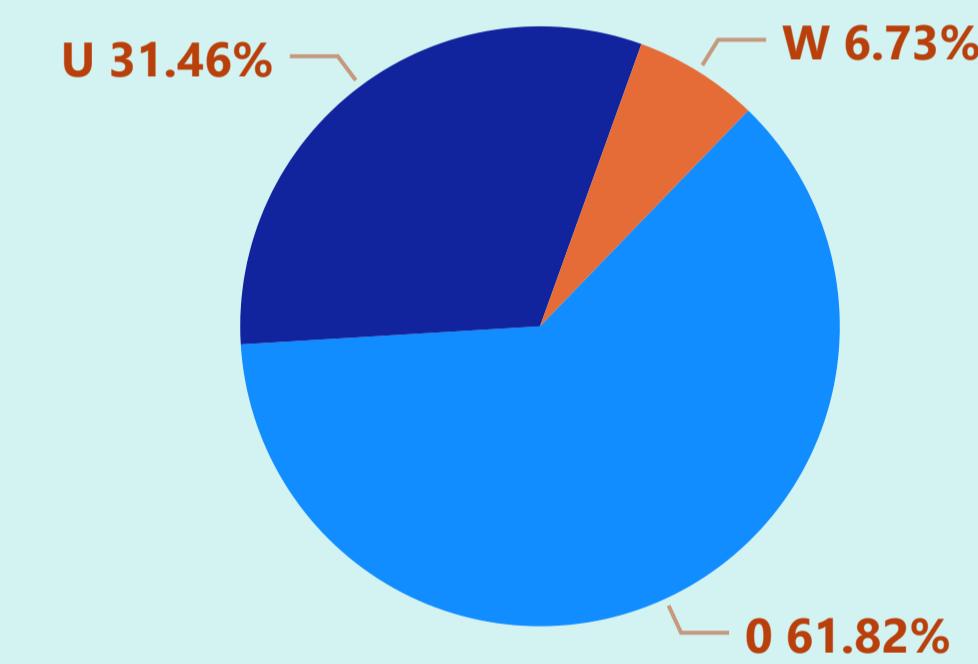
Order by Product Color



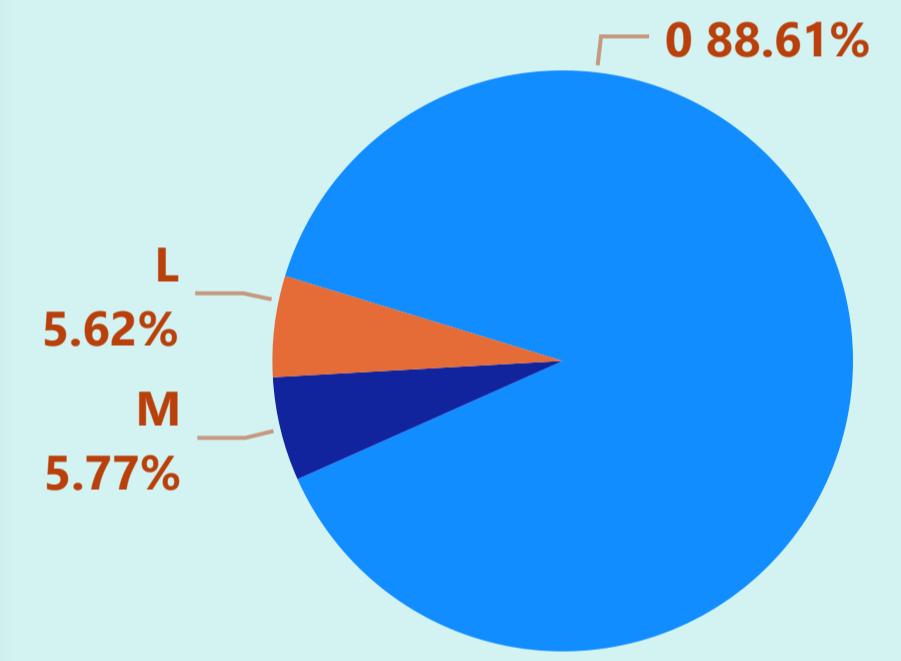
Order by Price Status



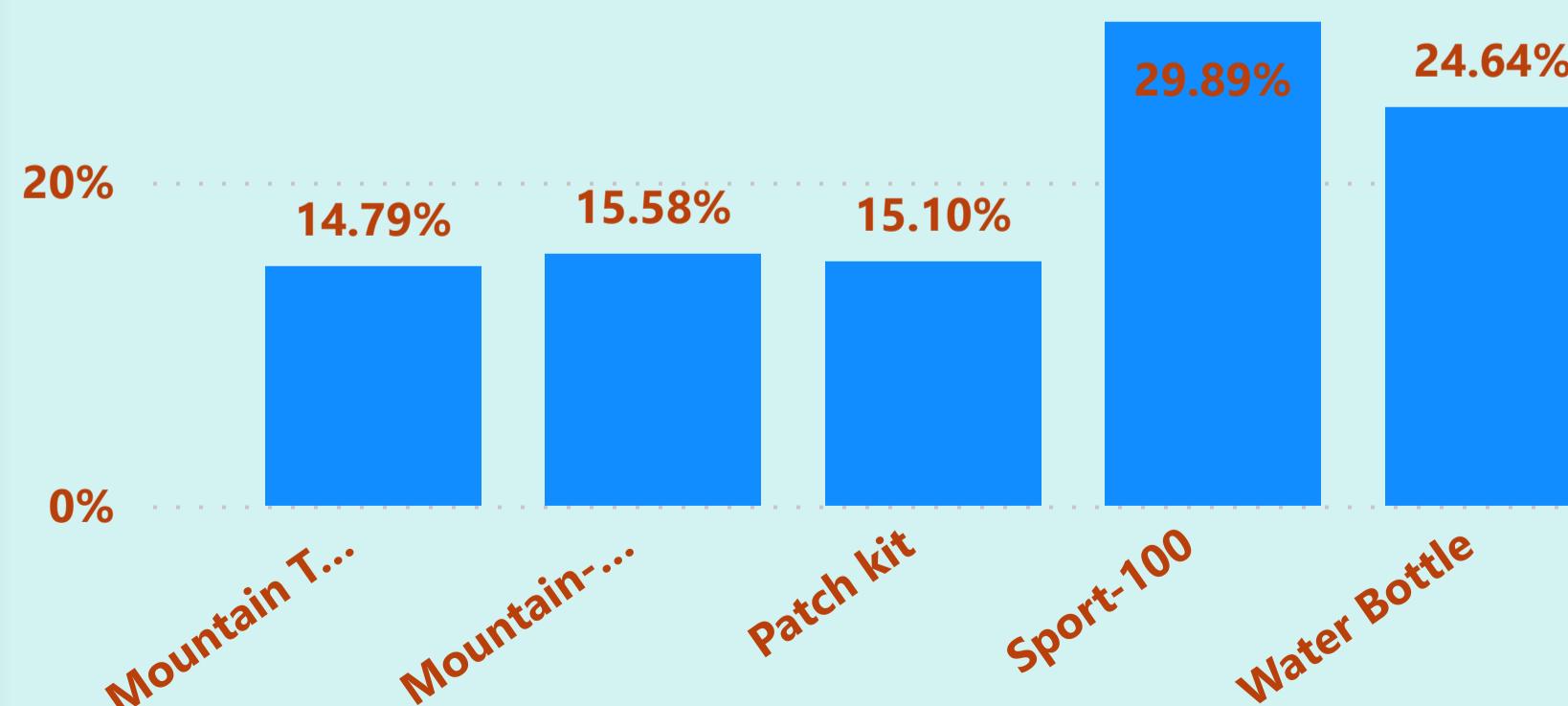
Order by Product Style



Order by Product Size



Order and Sum of ReturnQuantity by ModelName



Order and %GT Count of ReturnQuantity by Country



Sales



Customer s



Products



Return

