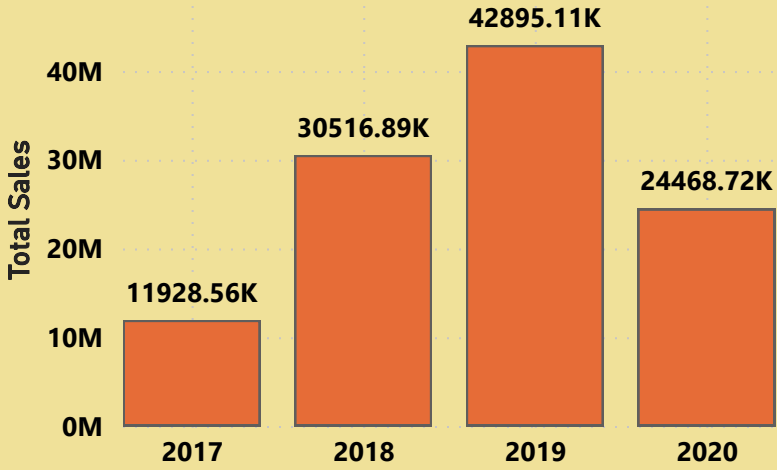
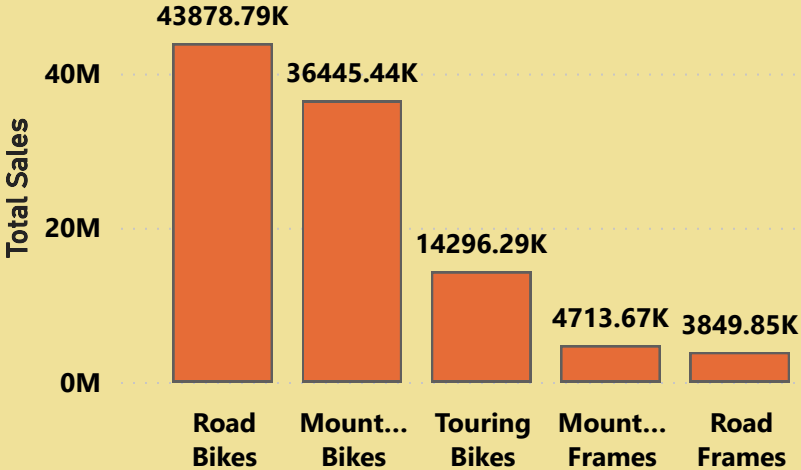


# Adventure Work Sales Report

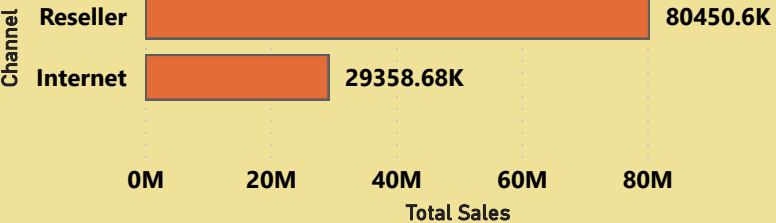
## Yearly Sales Trend Analysis



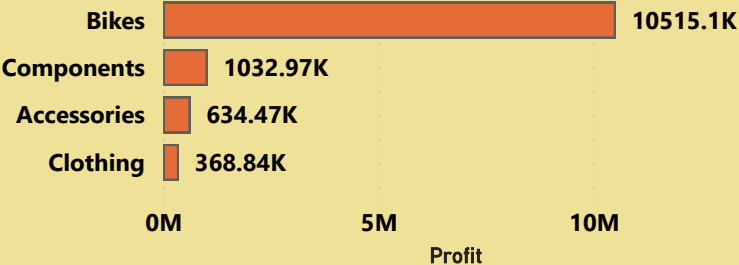
## Product performance by category



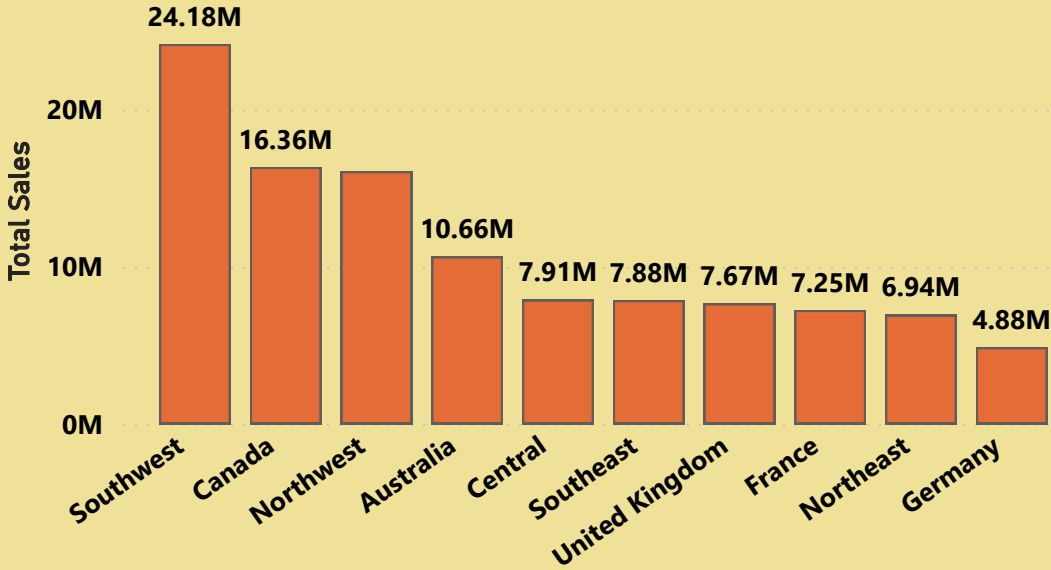
## Sales Channel Efficiency



## Profitability Analysis



## Sales by Region



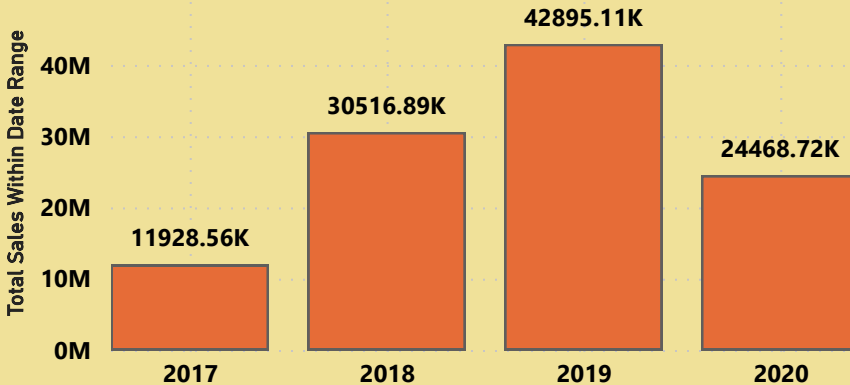
7/1/2017



6/30/2021



## Dynamic Measure Based on Date Ranges



Year	Total Sales
2017	11,928,555.52
2020	24,468,717.39
2018	30,516,891.80
2019	42,895,109.50
Total	109,809,274.20

Date

7/1/2017



6/30/2021



ProductKey	Customer Purchase
212	1
213	1
214	2148
215	1
216	1
217	2025
218	1
219	1
220	1
221	1
222	2051
223	1
224	1
225	2133
228	426
229	1
230	1
231	1
232	1
233	1
234	1
235	1
236	1
237	1
238	1
239	1
Total	18485

Market Basket Analysis

ProductKey	212	213	214	215	216	217	218	219	220	221	222	223	224	225	228	229	230	231	232	233	234	235	236	237	238	239
212	1	1	1	1	1	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1
213	1	1	1	1	1	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1
214	1	1	2148	1	1	98	1	1	1	1	103	1	1	269	66	1	1	56	1	1	72	1	1	64	1	1
215	1	1	1	1	1	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1
216	1	1	1	1	1	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1
217	1	1	98	1	1	2025	1	1	1	1	86	1	1	250	57	1	1	60	1	1	63	1	1	61	1	1
218	1	1	1	1	1	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1
219	1	1	1	1	1	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1
220	1	1	1	1	1	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1
221	1	1	1	1	1	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1
222	1	1	103	1	1	86	1	1	1	1	2051	1	1	253	70	1	1	86	1	1	66	1	1	52	1	1
223	1	1	1	1	1	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1
224	1	1	1	1	1	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1
225	1	1	269	1	1	250	1	1	1	1	253	1	1	2133	86	1	1	90	1	1	95	1	1	87	1	1
228			66			57					70			86	426			11			5			10		
229	1	1	1	1	1	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1
230	1	1	1	1	1	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1
231	1	1	56	1	1	60	1	1	1	1	86	1	1	90	11	1	1	437	1	1	3	1	1	9	1	1
232	1	1	1	1	1	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1
233	1	1	1	1	1	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1
234	1	1	72	1	1	63	1	1	1	1	66	1	1	95	5	1	1	3	1	1	450	1	1	5	1	1
235	1	1	1	1	1	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1
236	1	1	1	1	1	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1
237	1	1	64	1	1	61	1	1	1	1	52	1	1	87	10	1	1	9	1	1	5	1	1	410	1	1
238	1	1	1	1	1	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1
239	1	1	1	1	1	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1
Total	1	1	2148	1	1	2025	1	1	1	1	2051	1	1	2133	426	1	1	437	1	1	450	1	1	410	1	1

# Product Category Performance Comparison

Year	Quarter	Month	Total Sales	Sales of Previous Month	% Difference
2020	Qtr 2	May	5,265,796.68	4,002,614.35	23.99%
2019	Qtr 3	August	5,247,165.33	3,513,064.05	33.05%
2019	Qtr 4	November	5,151,896.58	3,542,149.58	31.25%
2019	Qtr 3	September	5,104,087.93	5,247,165.33	-2.80%
2019	Qtr 4	December	4,851,193.68	5,151,896.58	-6.20%
2017	Qtr 4	November	4,764,920.16	561,681.48	88.21%
2020	Qtr 1	March	4,429,832.53	4,070,045.89	8.12%
2020	Qtr 1	February	4,070,045.89	3,235,187.23	20.51%
2020	Qtr 2	April	4,002,614.35	4,429,832.53	-10.67%
2018	Qtr 3	August	3,964,801.20	2,839,691.00	25.86%
Total			109,809,274.20		100.00%

Product	Total Sales Amount	Sales of Previous Month	% Difference
All-Purpose Bike Stand	39,591.00		100.00%
AWC Logo Cap	51,229.45		100.00%
Bike Wash - Dissolver	18,406.97		100.00%
Cable Lock	16,225.22		100.00%
Chain	9,377.71		100.00%
Classic Vest, L	12,839.70		100.00%
Classic Vest, M	90,250.60		100.00%
Classic Vest, S	156,398.07		100.00%
Fender Set - Mountain	46,619.58		100.00%
Front Brakes	50,299.31		100.00%
Front Derailleur	44,484.27		100.00%
Full-Finger Gloves, L	69,622.20		100.00%
Full-Finger Gloves, M	47,987.94		100.00%
Total	109,809,274.20		100.00%

Region

All

Ranking Criteria

All

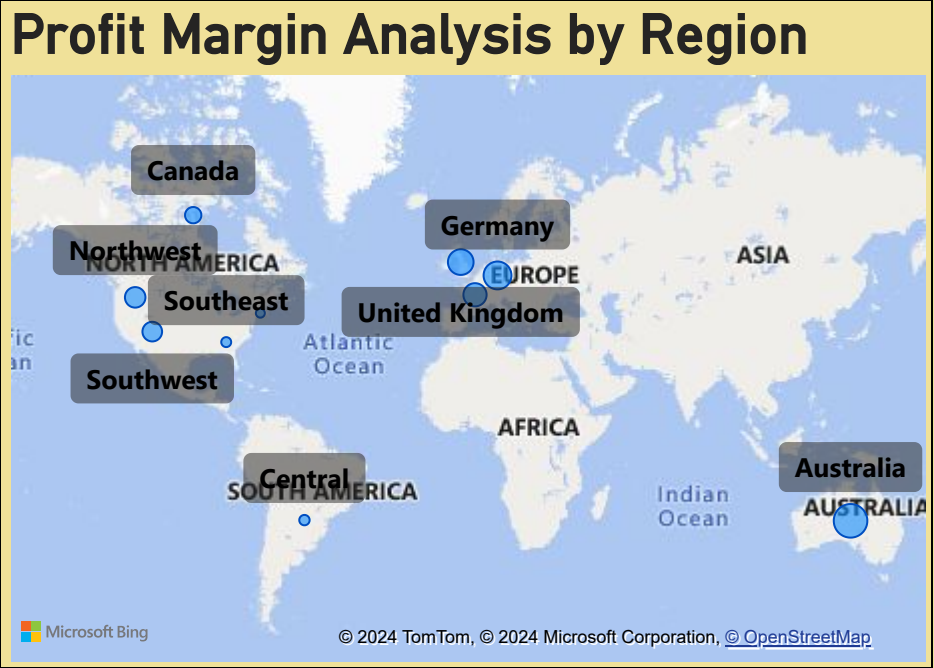
37.14%

Customer Retention

18485

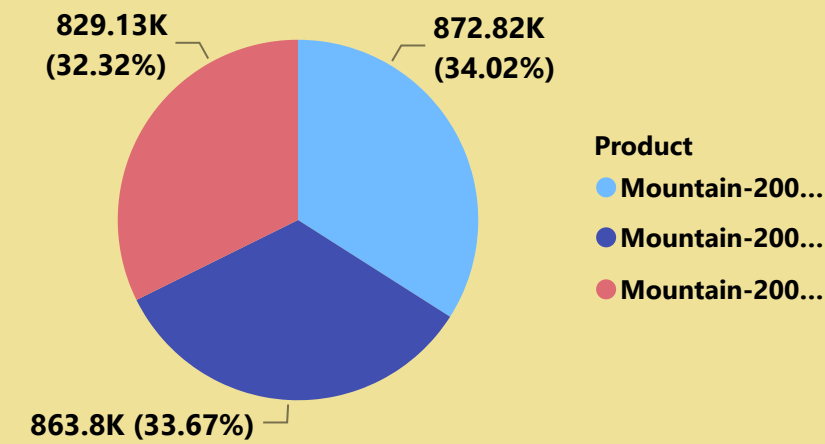
Count of Customer ID

Customer ID	Count of Sales Order
[Not Applicable]	3796
AW00011000	3
AW00011001	3
AW00011002	3
AW00011003	3
AW00011004	3
AW00011005	3
AW00011006	3
AW00011007	3
AW00011008	3
AW00011009	3
AW00011010	3
Total	31455



CustomerKey	Customer	Dynamic_Rank
-1	[Not Applicable]	1
11000	Jon Yang	93
11001	Eugene Huang	617
11002	Ruben Torres	190
11003	Christy Zhu	168
11004	Elizabeth Johnson	118
11005	Julio Ruiz	185
11006	Janet Alvarez	187
11007	Marco Mehta	112
11008	Rob Verhoff	195
11009	Shannon Carlson	204
11010	Jacquelyn Suarez	207
Total		1

Dynamic Top N Analysis



Top 5

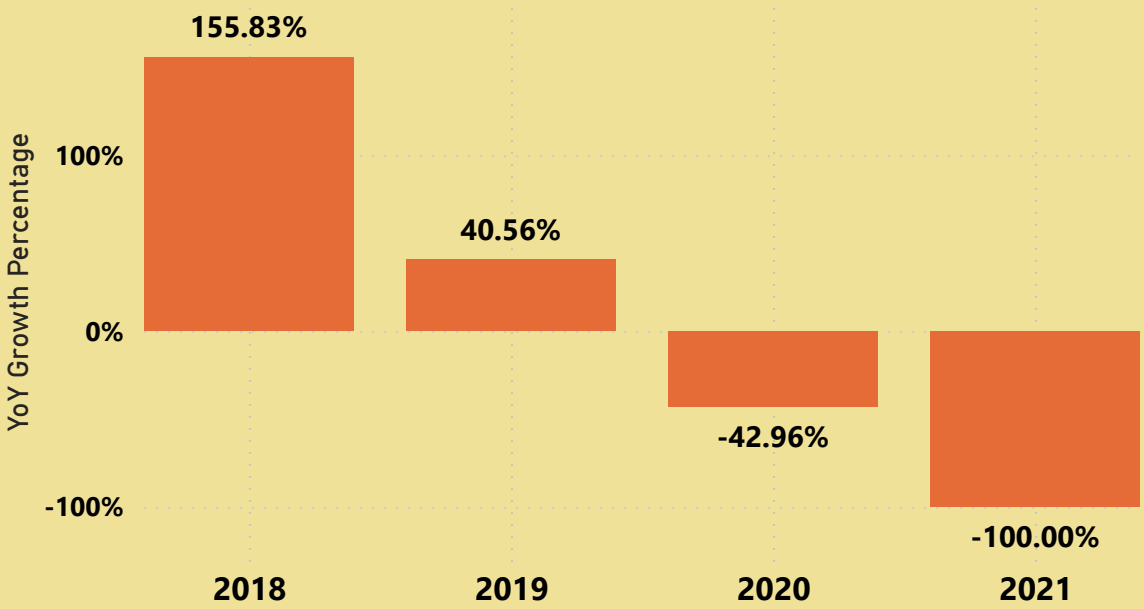
Top 3

Top 10

Time Intelligence Analysis

Fiscal Year	Fiscal Quarter	Month
FY2018	FY2018 Q1	Saturday, July 01, 2017
FY2019	FY2018 Q2	Tuesday, August 01,...
FY2020	FY2018 Q3	Friday, September 01,...
(Blank) YTD Sales	(Blank) QTD Sales	(Blank) MTD Sales
24.47M Previous YTD Sales	(Blank) Previous QTD Sales	(Blank) Previous MTD Sales

YoY Growth Percentage by Year



Year	Sum of Sales Amount	Sales of Previous Year	Yoy Variance	YoY Growth Percentage
2017	11,928,555.52		11,928,555.52	
2018	30,516,891.80	11,928,555.52	18,588,336.28	155.83%
2019	42,895,109.50	30,516,891.80	12,378,217.71	40.56%
2020	24,468,717.39	42,895,109.50	-18,426,392.11	-42.96%
2021		24,468,717.39	-24,468,717.39	-100.00%
Total	109,809,274.20		109,809,274.20	