



Filters Menu



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Revenue Analysis



Product Analysis



Return Analysis



Customer Analysis



\$25M

Total Sales



\$10M

Gross Margin



41.97%

Gross Margin %



17K

Total Customers



25K

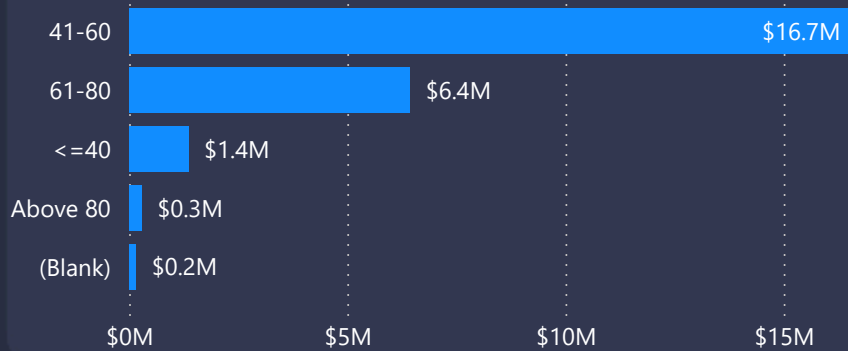
Total Order



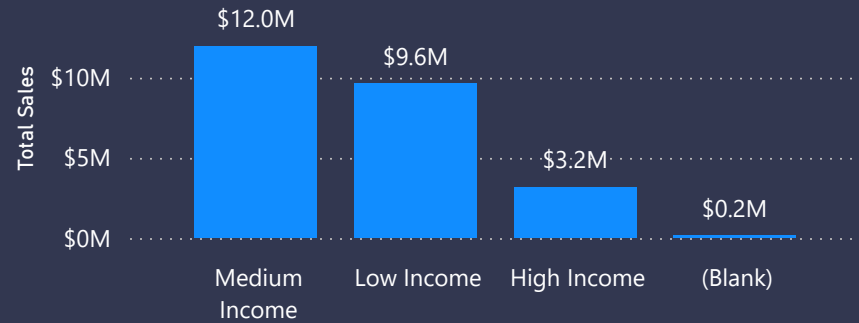
1809

Returned Orders

Total Sales by AgeGroup



Total Sales by IncomeGroup



Cohort	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
2015-01																	
2015-02																	10%
2015-03																12%	16%
2015-04															4%	19%	8%
2015-05														1%	10%	19%	8%
2015-06													1%	1%	13%	17%	2%
2015-07												3%	3%	7%	24%	3%	5%
2015-08											1%	3%	1%	8%	22%	3%	1%
2015-09										5%	4%	5%	7%	11%	12%	6%	12%
2015-10									2%	2%	5%	7%	19%	9%	1%	9%	6%
2015-11								3%	1%	5%	9%	10%	24%	2%	15%	11%	4%
2015-12							5%	2%	4%	2%	8%	13%	10%	6%	13%	5%	14%
2016-01						8%	4%	4%	3%	10%	13%	19%	13%	7%	5%	7%	21%
2016-02					8%	9%	6%	7%	7%	15%	12%	19%	10%	8%	5%	13%	



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Customers by Segment



Customer Segmentation

CustomerKey	First EmailAddress	First HomeOwner	First Occupation	First MaritalStat
11000	jon24@adventure-works.com	Yes	Professional	Married
11001	eugene10@adventure-works.com	No	Professional	Single
11002	ruben35@adventure-works.com	Yes	Professional	Married
11003	christy12@adventure-works.com	No	Professional	Single
11004	elizabeth5@adventure-works.com	Yes	Professional	Single
11005	julio1@adventure-works.com	Yes	Professional	Single
11007	marco14@adventure-works.com	Yes	Professional	Married
11008	rob4@adventure-works.com	Yes	Professional	Single
11009	shannon38@adventure-works.com	No	Professional	Single
11010	jacquelyn20@adventure-works.com	No	Professional	Single
11011	curtis9@adventure-works.com	Yes	Professional	Married
11012	lauren41@adventure-works.com	Yes	Management	Married
11013	ian47@adventure-works.com	Yes	Management	Married
11014	sydney23@adventure-works.com	No	Management	Single
11015	chloe23@adventure-works.com	No	Skilled Manual	Single
11016	wyatt32@adventure-works.com	Yes	Skilled Manual	Married
11017	shannon1@adventure-works.com	Yes	Skilled Manual	Single
11018	clarence32@adventure-works.com	Yes	Clerical	Single
11019	luke18@adventure-works.com	No	Skilled Manual	Single
11020	jordan73@adventure-works.com	No	Skilled Manual	Single



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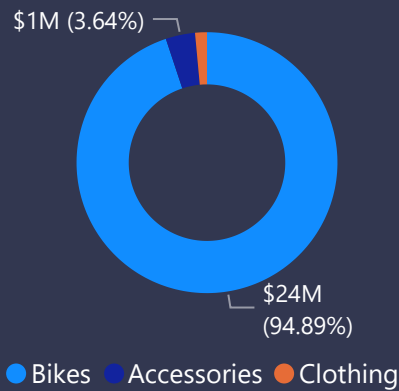
Total Order



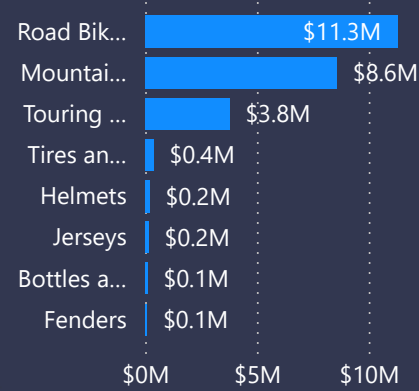
1809

Returned Orders

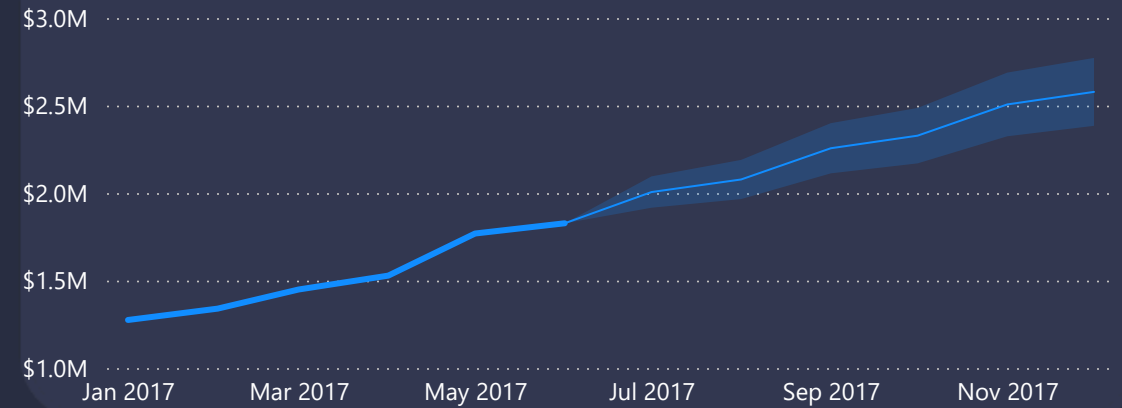
Total Sales by Category



Top 10 SubCategory by Sales

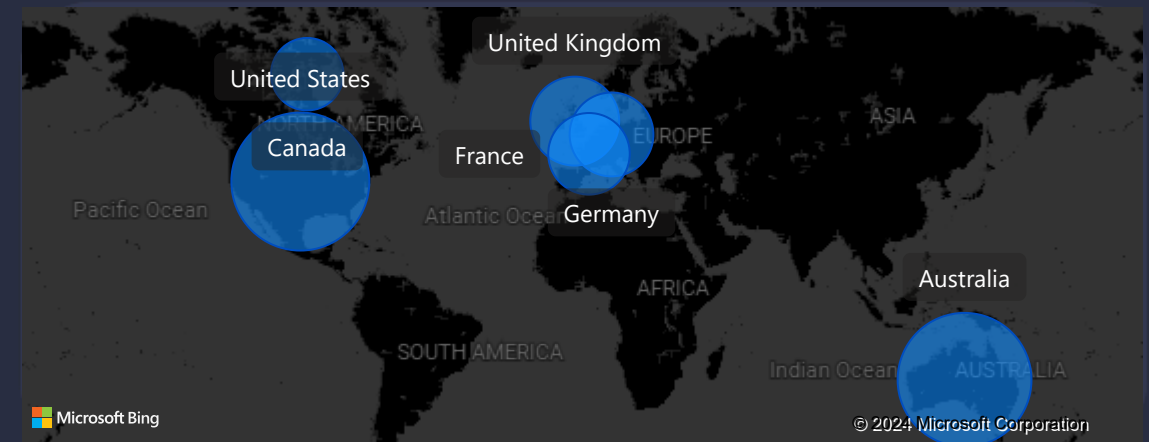


Total Sales/Forecast Trend



Sale Summarize By Country

Country	Total Sales	Gross Margin	Gross Margin %	Total Sale LY	YOY %
United States	\$7,938,999	\$3,364,542	42.38%	\$4,808,240	65.11%
Australia	\$7,416,456	\$3,077,023	41.49%	\$5,008,351	48.08%
United Kingdom	\$2,902,562	\$1,214,774	41.85%	\$1,783,474	62.75%
Germany	\$2,524,680	\$1,054,186	41.76%	\$1,509,023	67.31%
France	\$2,362,643	\$989,346	41.87%	\$1,488,889	58.68%
Canada	\$1,769,246	\$757,844	42.83%	\$1,131,160	56.41%
Total	\$24,914,587	\$10,457,715	41.97%	\$15,729,137	58.40%





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\$25M

Total Sales



\$10M

Gross Margin



41.97%

Gross Margin %



17K

Total Customers



25K

Total Order



1809

Returned Orders

293

Count of Product

130

Product with Sales

163

Product without Sales

84K

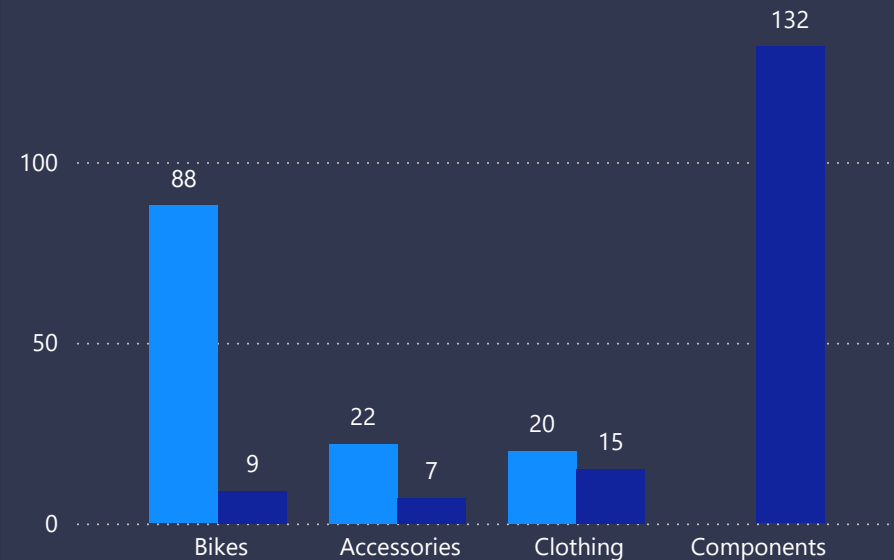
Total Quantity Sold

Chart

Table

## Product with Sales and Product Without Sales by Category

● Product with Sales ● Product without Sales



## Product Ranking Based on Gross Margin %

CategoryName	SubcategoryName	ProductName	Total Sales	Gross Margin %	Rank Product
Accessories	Helmets	Sport-100 Helmet, Black	\$65,270	64.25%	1
Accessories	Helmets	Sport-100 Helmet, Blue	\$67,120	64.25%	1
Accessories	Fenders	Fender Set - Mountain	\$87,041	62.60%	3
Accessories	Bike Racks	Hitch Rack - 4-Bike	\$36,240	62.60%	4
Accessories	Bike Stands	All-Purpose Bike Stand	\$37,206	62.60%	4
Accessories	Cleaners	Bike Wash - Dissolver	\$13,563	62.60%	4
Accessories	Tires and Tubes	HL Mountain Tire	\$45,675	62.60%	4
Accessories	Tires and Tubes	HL Road Tire	\$25,917	62.60%	4
Clothing	Vests	Classic Vest, L	\$11,557	62.60%	4
Clothing	Vests	Classic Vest, M	\$11,557	62.60%	4
Clothing	Vests	Classic Vest, S	\$9,970	62.60%	4
Clothing	Shorts	Women's Mountain Shorts, L	\$23,377	62.60%	12
Clothing	Shorts	Women's Mountain Shorts, M	\$22,887	62.60%	12



# ADVENTURE WORKS CYCLES SALES RETURN ANALYSIS

2015

2016

2017



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\$25M

Total Sales



\$10M

Gross Margin



41.97%

Gross Margin %



17K

Total Customers



25K

Total Order



1809

Returned Orders

\$765K

Total Amount Returned

84K

Total Quantity Sold

1828

Quantity Returned

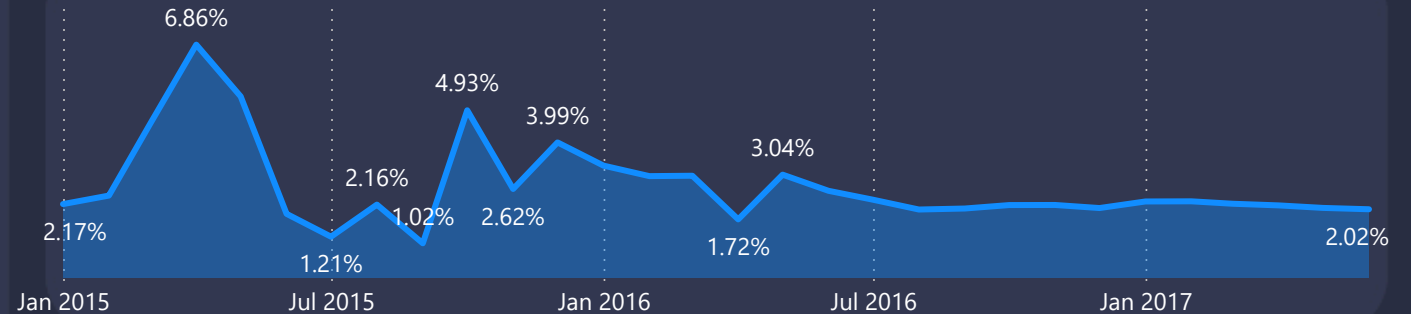
2.17%

Return rate

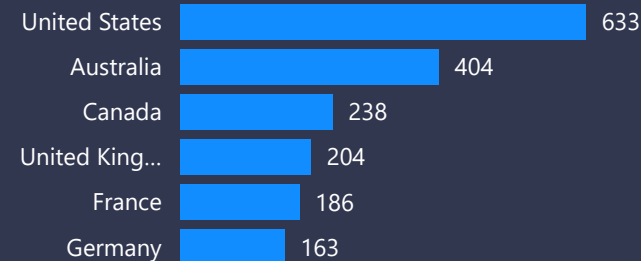
## Order Returned by Continent, Category and Product

Continent	Total Amount Returned	Quantity Returned	Total Quantity Sold	Return rate
North America	\$273,279	871	40717	2.14%
Accessories	\$10,782	569	29109	1.95%
Cleaners	\$64	8	905	0.88%
Fenders	\$703	32	2572	1.24%
Tires and Tubes	\$4,037	273	14651	1.86%
Bottles and	\$1,091	148	7563	1.96%
Hydration Packs	\$495	9	366	2.46%
Helmets	\$3,036	89	2760	3.22%
Bike Racks	\$720	6	183	3.28%
Bike Stands	\$636	4	109	3.67%
Clothing	\$5,708	144	6263	2.30%
Caps	\$199	23	1715	1.34%
Gloves	\$659	28	1452	1.93%
Socks	\$108	12	619	1.94%
Total	\$765,278	1828	84174	2.17%

## Returned rate Trend



## Quantity Returned by Country



## Top 10 Returned Products

