

Adventure Works



Dashboard





Executive Summary



Sales Report



Product Report



Territory Analysis

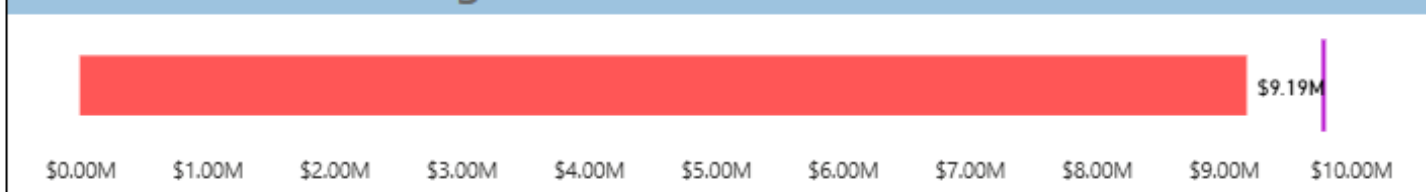


Data Exploration

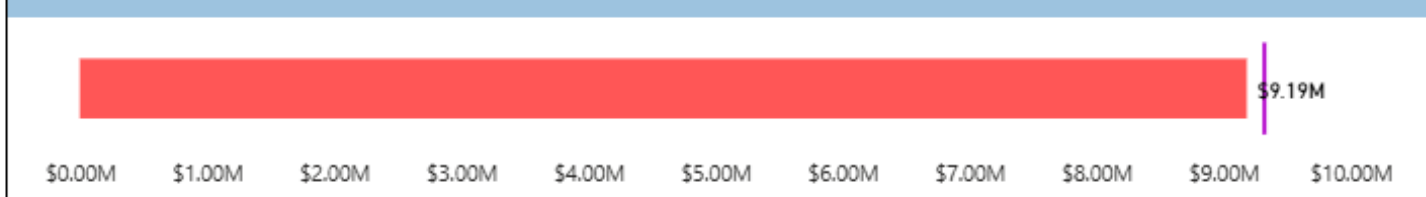




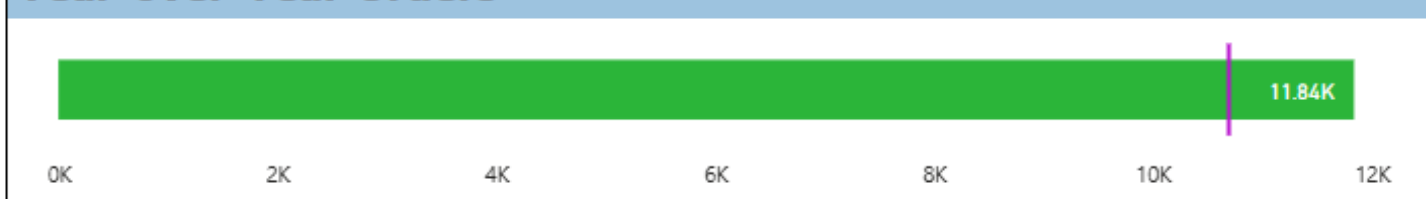
YTD Revenue vs. Target



Year-over-Year Revenue



Year-over-Year Orders



Revenue KPIs

North America		Pacific	
\$3,390,972.07	\$3,768,840.98	\$3,032,069.06	\$2,408,102.24
Revenue Target_Year	Latest Year Revenue	Revenue Target_Year	Latest Year Revenue
\$377,869	11.14%	(\$623,967)	-20.58%
Target Achieving	Revenue Target Variance_...	Target Achieving	Revenue Target Variance_...

Product KPIs

Most Profitable Product Category

Bikes	\$3,477,543.81	-5%
This Year's Profit		% Diff from Last Year

Most Ordered Product Category

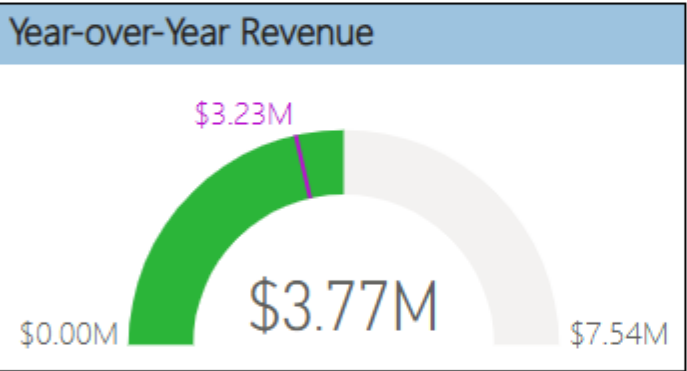
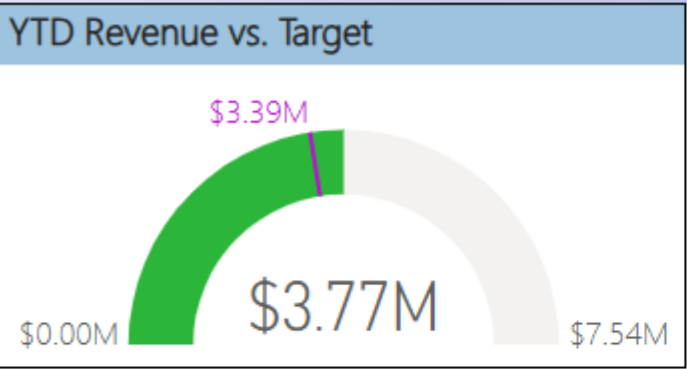
Accessories	9,599	23%
This Year's Orders		% Diff from Last Year

Highest YoY Profit Growth Product Category

Clothing	\$92,654.75	25%
This Year's Profit		% Diff from Last Year

Lowest YoY Profit Growth Product Category

Bikes	\$3,477,543.81	-5%
This Year's Profit		% Diff from Last Year



United States

\$2,844,272.30	\$3,130,756.00
Revenue Target_Y...	Latest Year Revenue
\$286,484	10.07%
Target Achieving	Revenue Target Varian...

Canada

\$546,699.77	\$638,084.98
Revenue Target_Y...	Latest Year Revenue
\$91,385	16.72%
Target Achieving	Revenue Target Varian...

- Continent
- Europe
 - North America
 - Pacific
- CategoryName
- Accessories
 - Bikes
 - Clothing

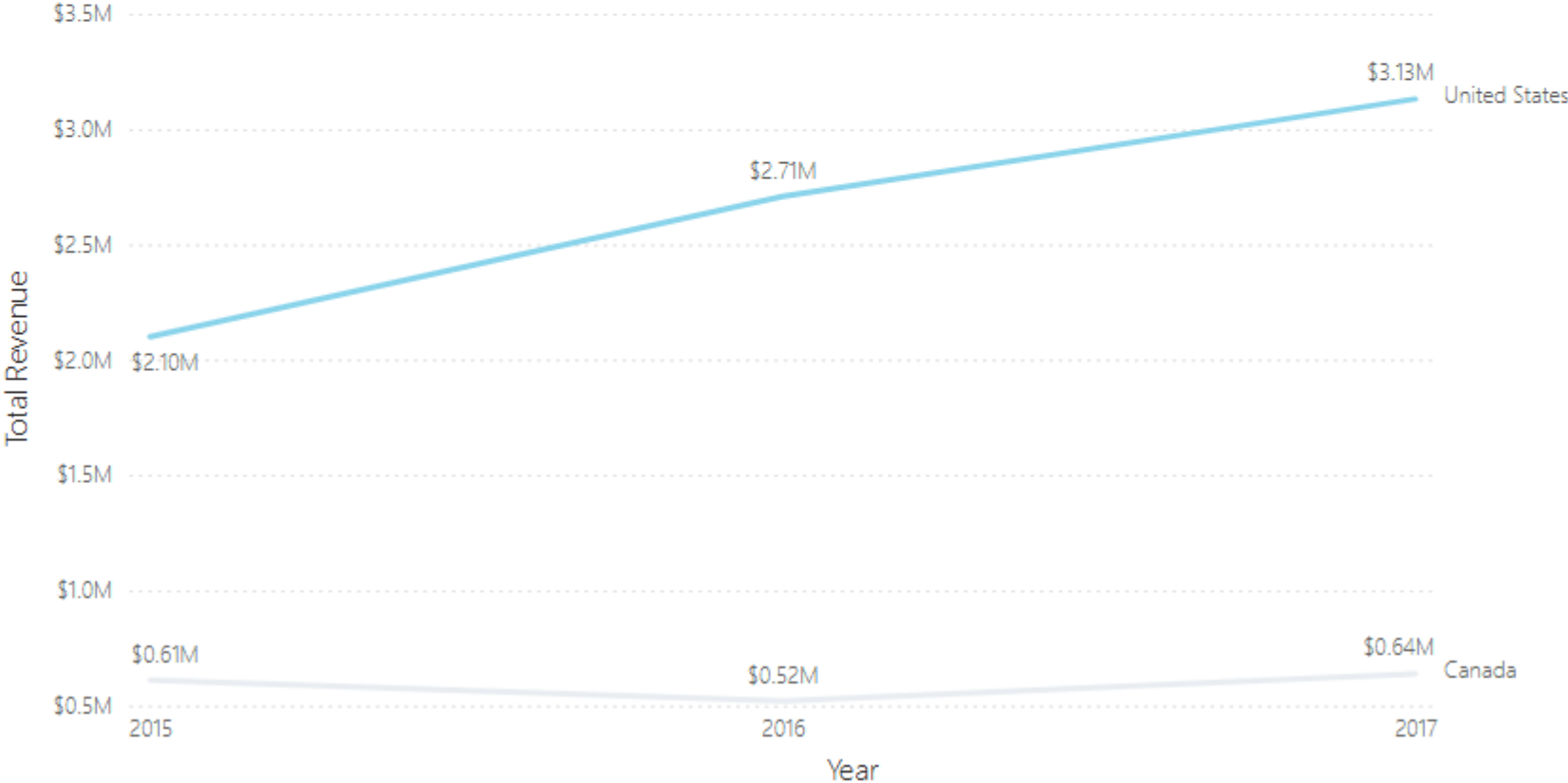
2015

2016

2017

Total Revenue by Year and Country

Country Canada United States





Most Profitable Product Category

Bikes
\$1,406,582.35
This Year's Profit
12%
% Diff from Last Year

Continent

- ☐ Europe
- ☒ North America
- ☐ Pacific

Country

- ☐ Canada
- ☐ United States



- 2015
- 2016
- 2017

Most Ordered Product Category

Accessories
4,726
This Year's Orders
21%
% Diff from Last Year

Highest YoY Profit Growth Product Category

Clothing
\$54,102.49
This Year's Profit
28%
% Diff from Last Year

Lowest YoY Profit Growth Product Category

Bikes
\$1,406,582.35
This Year's Profit
12%
% Diff from Last Year

Analysis

CategoryName	SubcategoryName	Total Cost	Total Revenue	Total Orders	Total Profit
Bikes	Mountain Bikes	\$823,837	\$1,524,663.05	917	\$700,826.36
	Touring Bikes	\$630,983	\$1,015,094.85	531	\$384,111.63
	Road Bikes	\$538,624	\$860,268.24	819	\$321,644.36
Accessories		\$94,509	\$254,125.69	4,726	\$159,616.66
Clothing	Shorts	\$10,393	\$27,786.03	397	\$17,392.57
	Jerseys	\$30,745	\$43,539.36	864	\$12,794.13
	Gloves	\$8,331	\$20,205.90	430	\$11,874.72
	Vests	\$4,323	\$11,557.00	182	\$7,234.50
	Caps	\$5,659	\$8,562.24	496	\$2,903.63
	Socks	\$1,136	\$3,038.62	167	\$1,902.94



Country with Biggest YoY Profit Growth

Canada
\$280,966.00 17%
Total Profit YOY Profit Variance

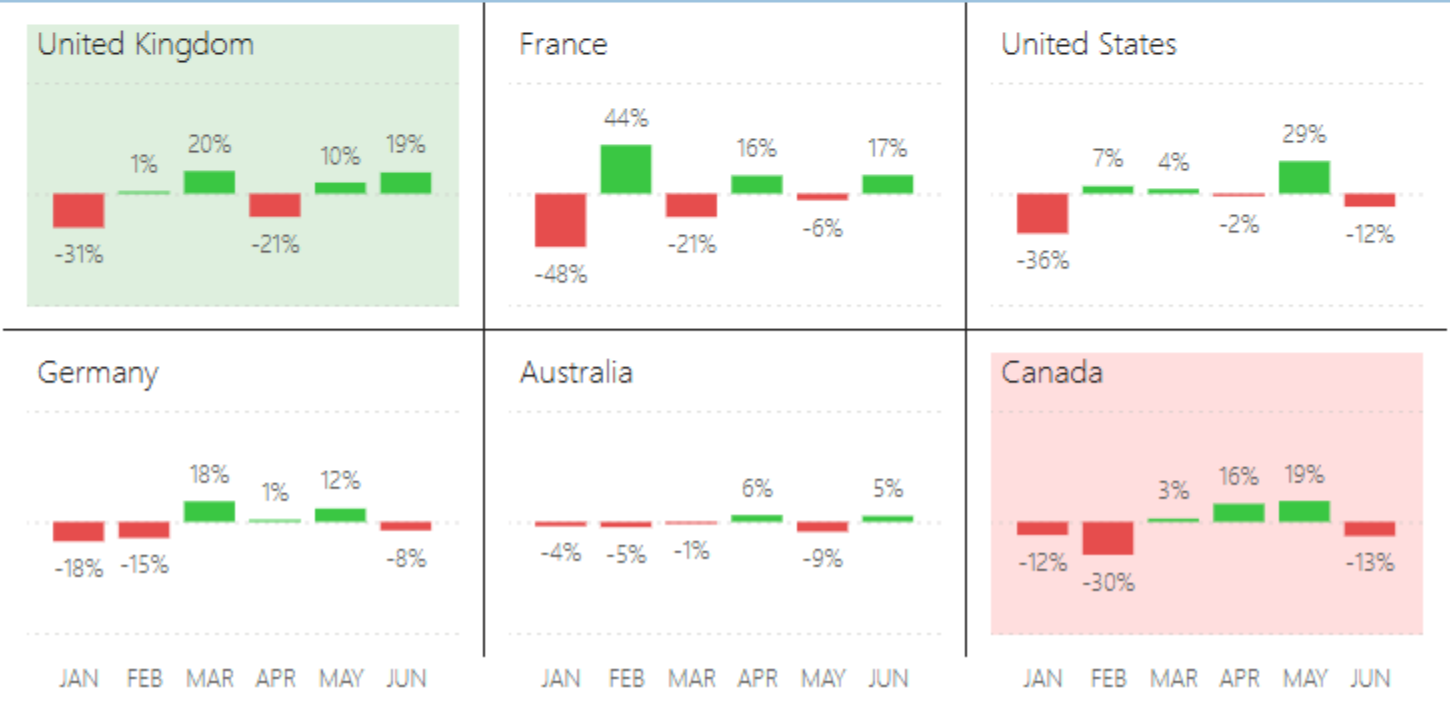
Country with Lowest YoY Profit Growth

Australia
\$995,188.86 -22%
Total Profit YOY Profit Variance

2015 2016 2017

Continent	Country	Total Revenue	Revenue Target Variance_Year	Total Profit	YOY Profit Variance	Revenue Trend	Profit Trend
Pacific	Australia	\$2,408,102.24	-20.58%	\$995,188.86	-22%		
Europe	France	\$873,752.86	-15.57%	\$370,041.49	-12%		
	United Kingdom	\$1,119,086.06	-12.38%	\$472,542.80	-8%		
	Germany	\$1,015,655.71	-3.75%	\$430,877.15	3%		
North America	United States	\$3,130,756.00	10.07%	\$1,339,335.50	12%		
	Canada	\$638,084.98	16.72%	\$280,966.00	17%		

Revenue Target Variance by Month and Country





Detailed Report by Country



Canada

Month-over-Month Revenue

YTD Revenue vs. Target

Latest Year Profit vs. Last Year's Profit

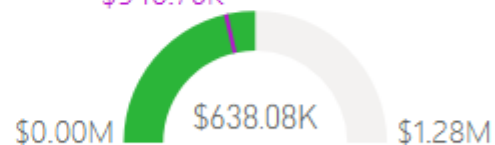
YoY Profit Variance

Number of Customers

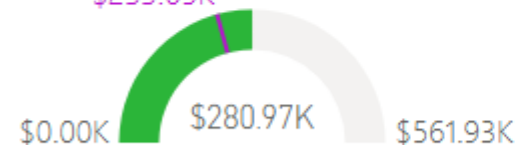
\$121.63K!

Goal: \$132.77K (-8.39%)

\$546.70K



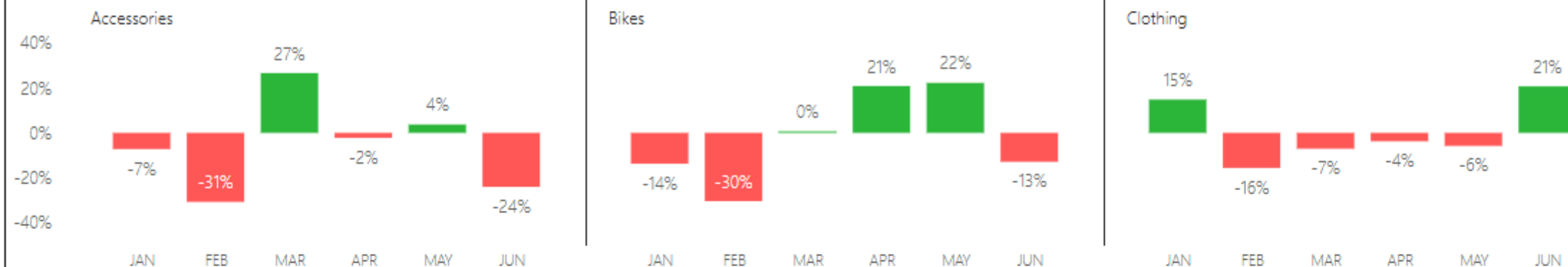
\$233.05K



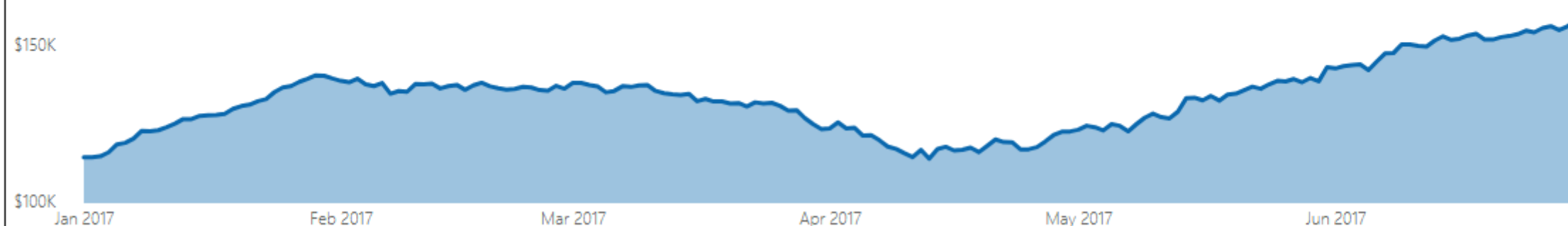
17%

18.15K

Revenue Target Variance by Month and Product Category



90-day Rolling Profit by Date





2015

2016

2017

Country	Total Orders	Total Cost	Total Revenue	Total Profit	Return Rate	
⊞ Australia	2,655	\$1,412,913		\$2,408,102.24	\$995,188.86	2%
⊞ Canada	1,518	\$357,119		\$638,084.98	\$280,966.00	2%
⊞ France	1,066	\$503,711		\$873,752.86	\$370,041.49	3%
⊞ Germany	1,094	\$584,779		\$1,015,655.71	\$430,877.15	2%
⊞ United Kingdom	1,292	\$646,543		\$1,119,086.06	\$472,542.80	2%
⊞ United States						
⊞ Accessories	3,436	\$68,320		\$183,750.21	\$115,430.60	2%
⊞ Bikes						
⊞ Mountain Bikes	777	\$695,870	\$1,287,806.72		\$591,936.93	3%
⊞ Road Bikes	711	\$466,789	\$745,618.78		\$278,829.54	3%
⊞ Touring Bikes	439	\$516,618	\$831,109.35		\$314,491.60	3%
⊞ Clothing	1,477	\$43,824		\$82,470.94	\$38,646.83	2%