

Understanding Visuals - Adventureworks Sales Dataset

- Dashboard covers sales data for the Years (2015-2017).
- Matrix Chart used display the CustomerName, Total Orders and Revenue generated from these orders. DataBars used to represent the amount of orders and revenue generated.
- Slicers used to filter the dashboard data by CountryName, Year, ProductCategory.
- TotalOrders : shows total orders
- TotalRevenue : shows total revenue generated from those orders. Calculated by $\text{OrderQuantity} * \text{RetailPrice}$
- RevenueTarget : Revenue target quoted at 10% increase from current year sales. Calculated by $(\text{total revenue uptill now}) * 1.1$
- TotalProfit: Profit calculated by $\text{TotalProductCost} - \text{TotalRevenue}$.
 - TotalProduct cost was calculated by $\text{OrderQuantity} * \text{ProductCost}$
- OrdersByGender : Display percentage of total orders by gender of customer
- OrdersByIncomeLevel : Displays percentage of total orders among different income levels
- OrdersByOccupation: Displays percentage of total orders by occupation
- Orders, Revenue by month : Displays total orders and total returns in single stack among the start of the month(year). Line displays the magnitude of revenue over the duration.
- OrdersByAge : Displays the age, color formatted to highlight amount of orders made with Blue being the highest and red being comparatively low.

Visuals Used :

Donut chart	OrdersByGender, OrdersByIncomeLevel, OrdersByOccupation
Matrix	Grouped, CustomerName, TotalRevenue, TotalOrders,
Stacked Line Chart	Orders, Revenue by Month
TreeMap	Customer Age
SingleRow cards	TotalOrders, Totalreturns, TotalRevenue, TotalProfit, RevenueTarget(nextyear)
Slicers	CountryName, Year, ProductCategory