Adventure Company Sales Report Dashboard

CLEAR ALL FILTERS

2005	2006	2007	2008

The Percentage values shows the % change in 2008 and 2007

Total Qty
606
+83.84%

Total COGS
$16.20M
+47.75%

Total Revenue
$27.07M
+45.91%

Total Profit
$10.87M
+43.23%

% Profit Margin
40.1%
-3.35%

#Transaction
6.76K
+81.67%

○ #Transaction   ● Total Revenue   ○ Total Profit

61.4% of the Revenue came from the highlighted years.

23.805.416.78 was the Avg Revenue of the Highlighted year.

Year	Revenue
2005	13 M
2006	23 M
2007	31 M
2008	27 M

In 2008 Jun , May and Apr contributed **54.38** of the T-Profit

2 M	2 M	2 M	2 M	2 M	2 M	54K
Jan	Feb	Mar	Apr	May	Jun	Jul
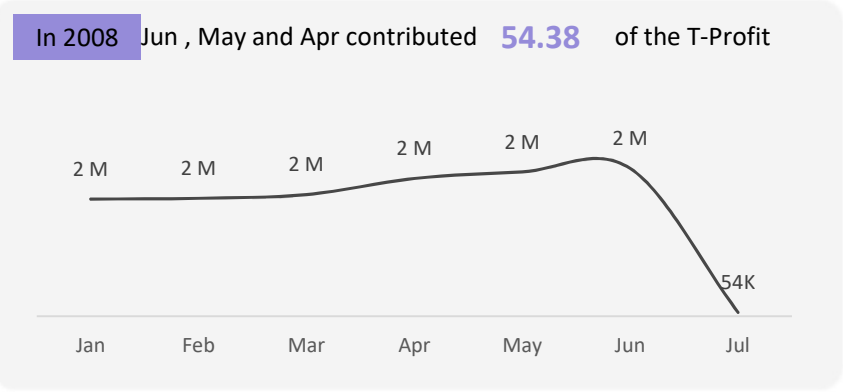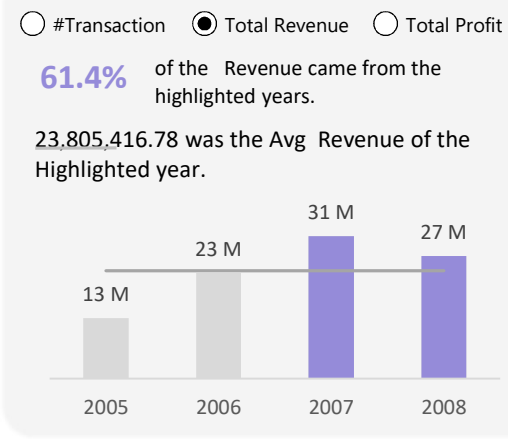
Months Slicer

Jan	Feb	Mar
Apr	May	Jun
Jul	Aug	Sep
Oct	Nov	Dec

Highlighted days of the week contributed **54.38%** of the T-

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 M	1 M	2 M	2 M	2 M	2 M	2 M

— #Transactions

WEEKDAYS make up **72%** of the T-Profit

$3.05M
$7.82M

■ Weekdays ■ Weekend
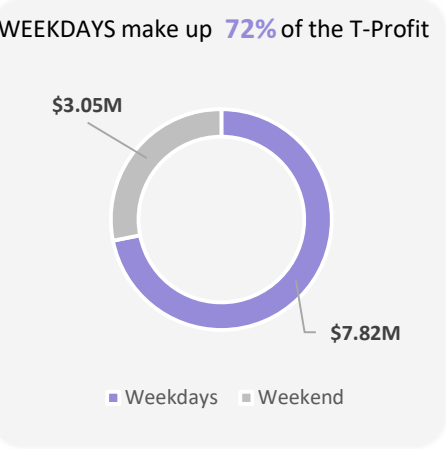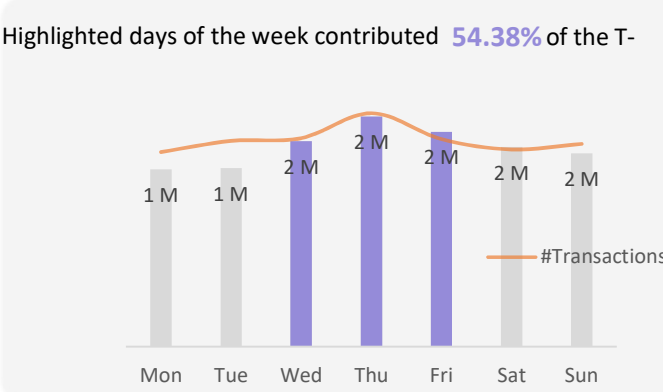
Quarterly view by profit

$4.90M Quater 01 — 45%

$5.91M Quater 02 — 54%

$54.29K Quater 03 — 0%

$0.00K Quater 04 — 0%

Contries Slicer

Australia	Canada
France	Germany
United Kingd...	United States

Adventure Company Sales Report Dashboard

TOP 5 Profitable Product for the year 2008

- Mountain-200 Black, 46 — $132.46K
- Touring-1000 Yellow, 46 — $119.08K
- Mountain-200 Silver, 38 — $118.09
- Mountain-200 Silver, 42 — $85.40K
- Mountain-200 Black, 38 — $82.40K

Profit Shared by TOP 5 VS Others Products

- TOP 5 **27.09%**
- Others **72.91%**

Available PRODUCT 606
Sold PRODUCT 102
Unsold PRODUCT 504
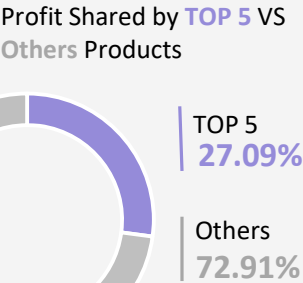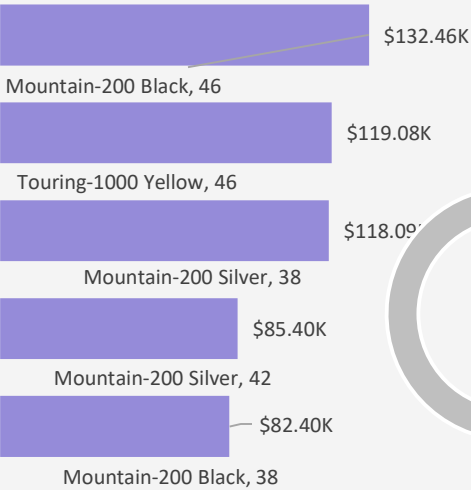
Profit by Product Colors

- Black — 39 M
- Red — 32 M
- Silver — 24 M
- Yellow
- Blue
- Unspecified
- Multi
- White

Profit by Product Pricing Type

Price Abv $150
95%
Expensive
$1.88M

Price Blw $150
5%
Less Expensive
$108.48K
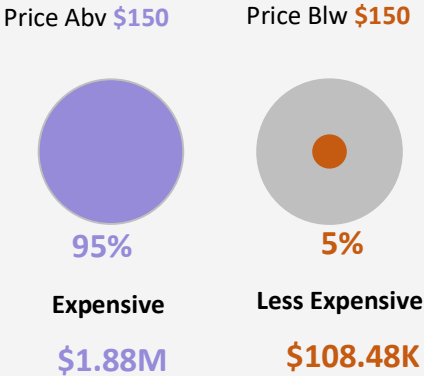
TOP 5 Profitable Customers for the year 2008

- Steve Schmidt — 22K
- Alexia Henderson — 22K
- Faith Barnes — 21K
- Rebekah Vazquez — 20K
- Renee Navarro — 20K

Profit Shared by TOP 5 VS Others Customers

- TOP 5 **5.28%**
- Others **94.72%**
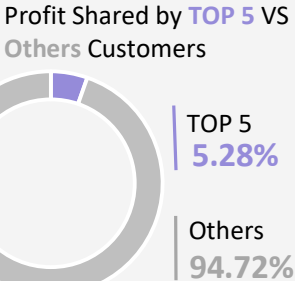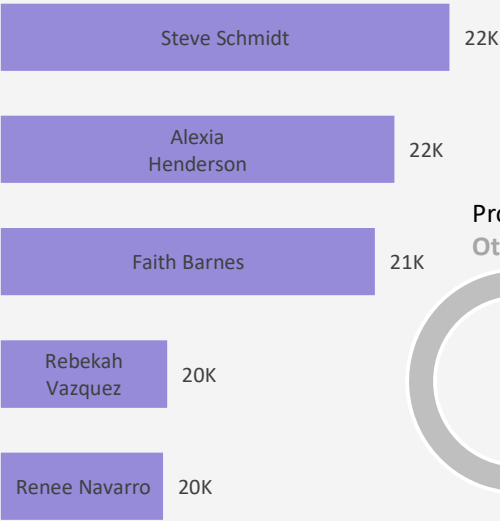
Age Grp 55-64 Contributed 26.5% of the Total Profit

- 55-64 — 526K
- 35-44
- 45-54
- 25-34
- Others

Avg Age 45
Total N0 3582

Percentage Total Profit Generated by:

- **51.9%** Female
- Male **48.1%**

Number of Customer
- 1,774
- 1,809

Total Profit
- $1.03M
- $953.25K
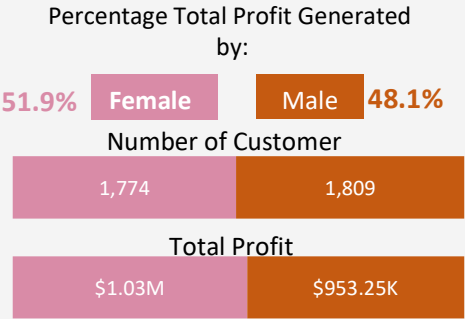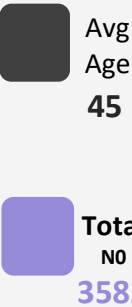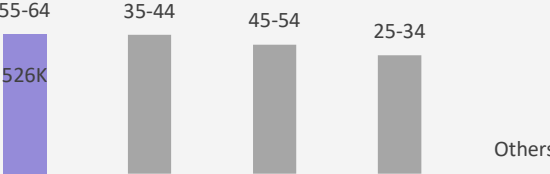
United States and Australia Contributed 60.1% to the Total