ADVENTUREWORKS BIKE SHOP

$24.91M	$10.5M	25K	2.17%
REVENUE	PROFIT	ORDERS	RETURN RATE

Revenue Trending

Orders By Category

Category	Orders
Accessories	17.0K
Bikes	13.9K
Clothing	7.0K
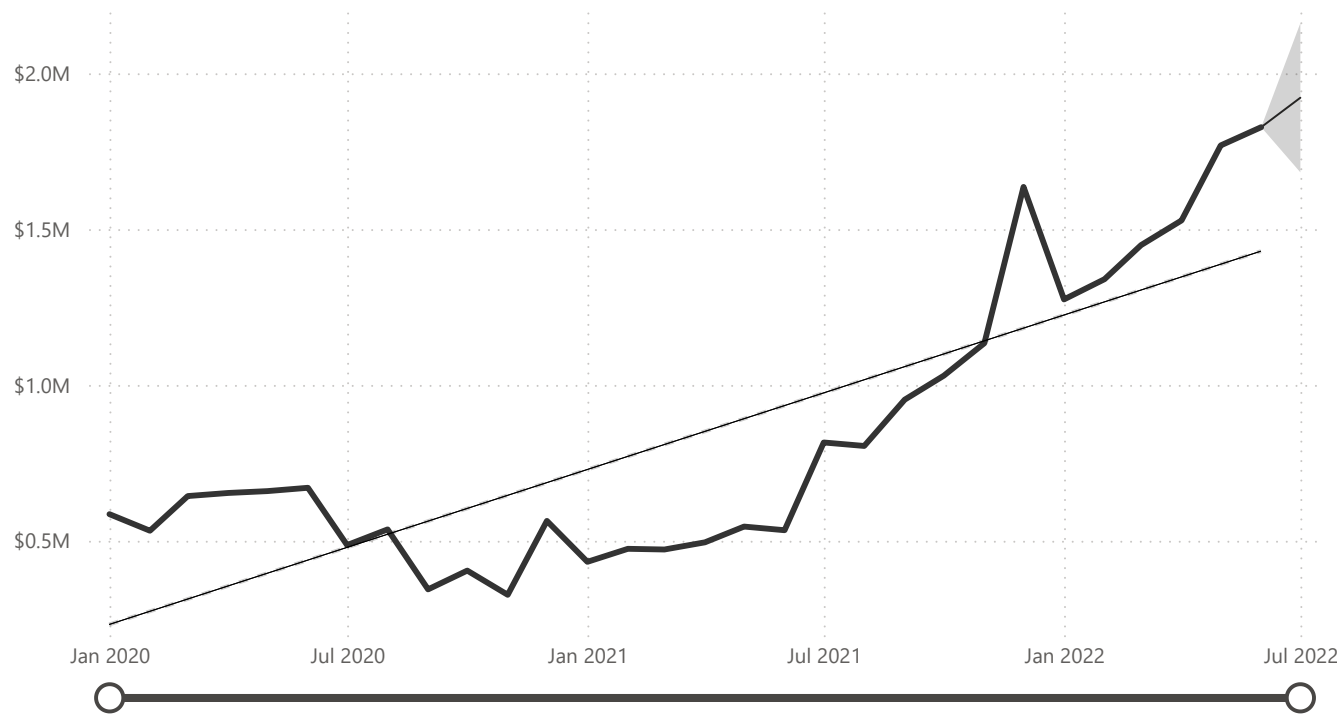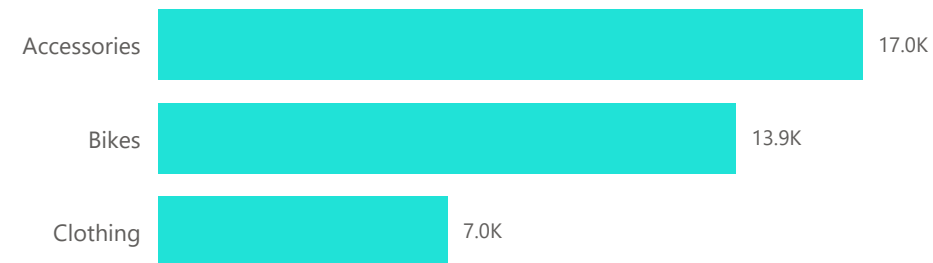
Top 10 Products	Orders	Revenue	Return %
AWC Logo Cap	2062	$35,882.07	1.11%
Fender Set - Mountain	1975	$87,040.80	1.36%
Mountain Bottle Cage	1896	$38,061.90	2.02%
Mountain Tire Tube	2846	$28,333.22	1.64%
Patch Kit/8 Patches	2952	$13,506.42	1.61%
Road Tire Tube	2173	$17,264.73	1.55%
Sport-100 Helmet, Black	1940	$65,360.75	2.69%

Monthly Revenue
$1.83M
Prev Month: $1.77M (+3.31%)

Monthly Orders
2146
Prev Month: 2165 (-0.88%)

Monthly Returns
166.0
Prev Month: 169.0 (+1.78%)

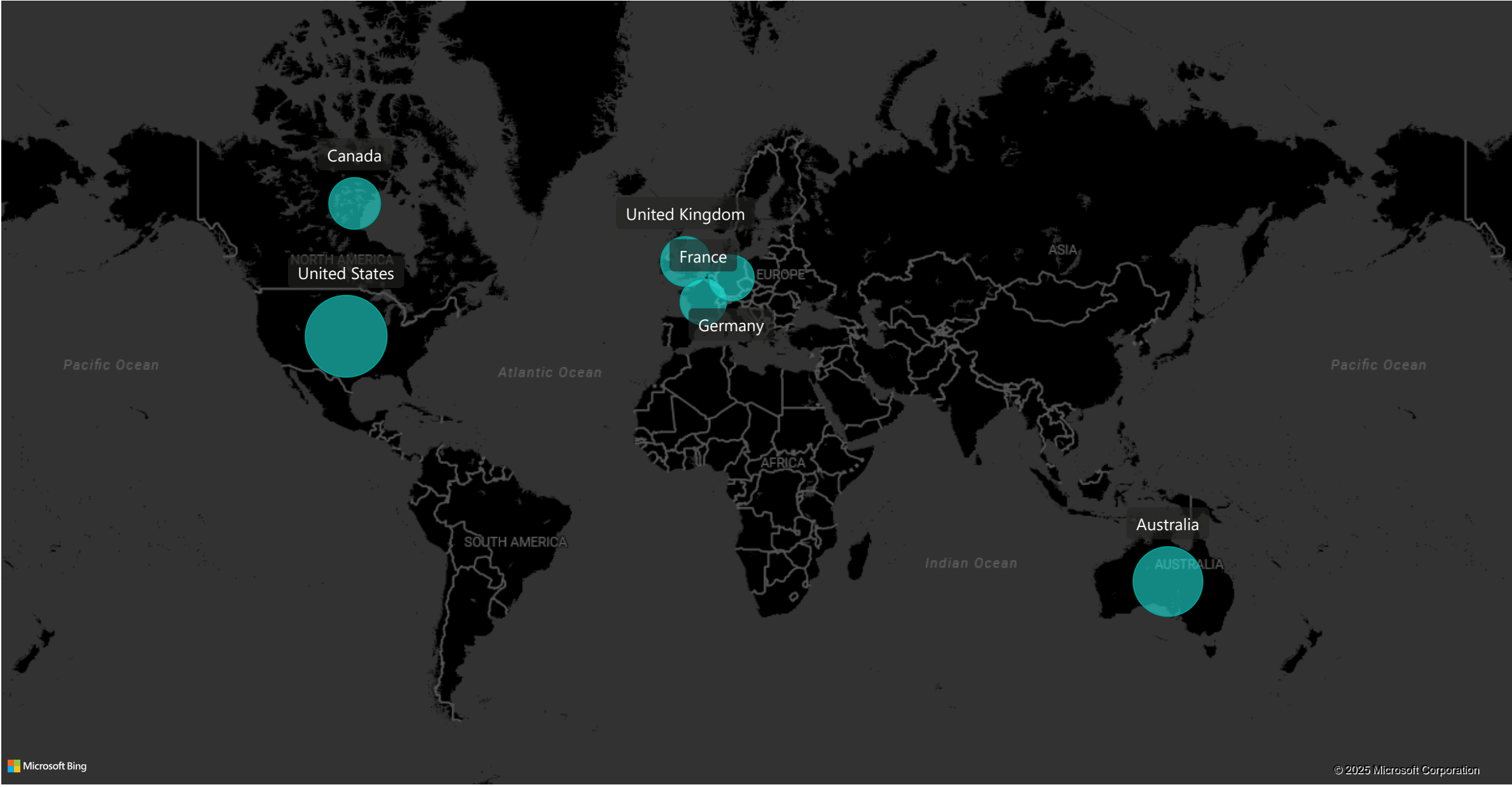**Tires and Tubes**
Most Ordered Product Type

Shorts
Most Return Product Type

Selected Product:

Water Bottle - 30 oz.

Monthly Orders vs Target

404

0   438

Monthly Revenue vs Target

$4.07K

$0.00K $4,292
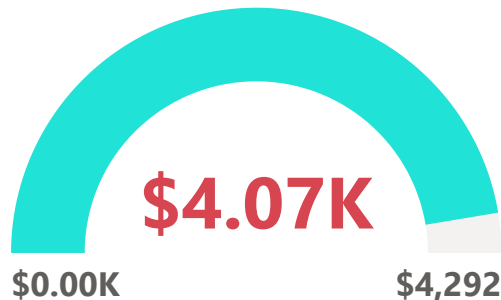
Monthly Profit vs Target

$2,545.8

$0.0   ₹ 2.69K

Profit Trending

$2K

$0K

Jul 2021   Aug 2021   Sep 2021   Oct 2021   Nov 2021   Dec 2021   Jan 2022

Returns Trending

20

0

Jul 2021   Sep 2021   Nov 2021   Jan 2022   Mar 2022   May 2022
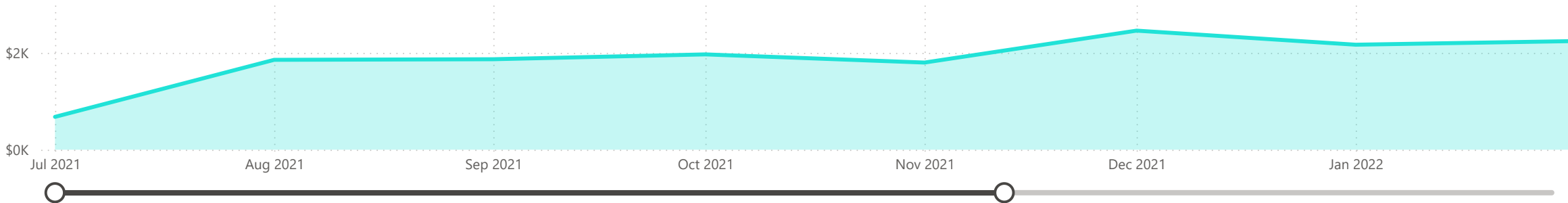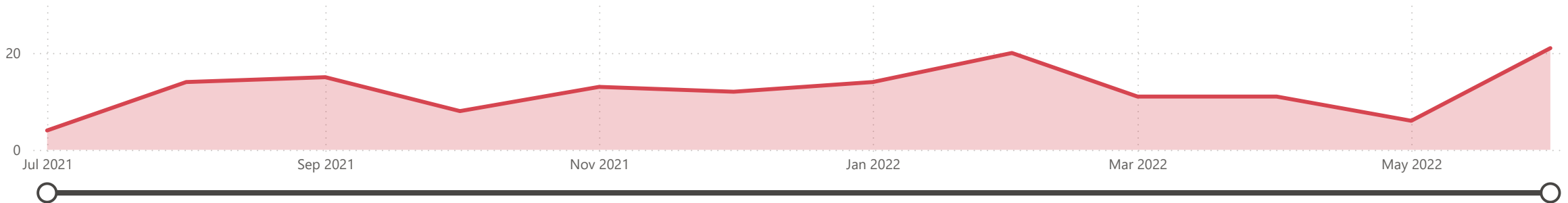
Weekly Customers

17.4K
UNIQUE CUSTOMERS

$1,431
REVENUE PER CUSTOMER

Orders by Income Level

High 2.8K

Average 11.6K

Low 10.3K

Orders by Occupation

Management 4.4K

Professional 7.9K

Skilled Manual 6.0K
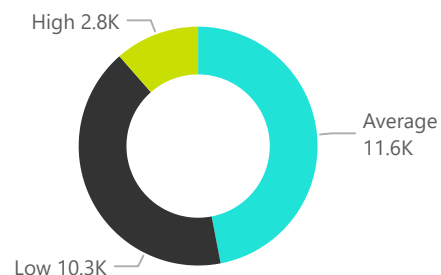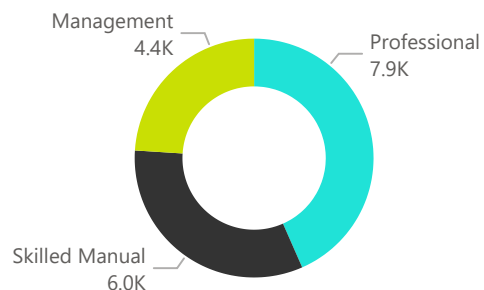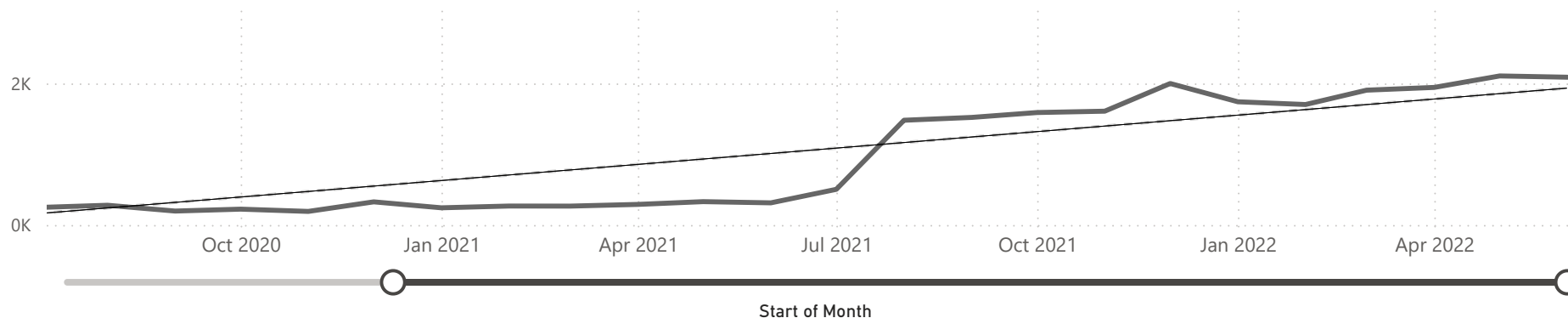
Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	$12,407.95
11439	Mrs. Janet Munoz	6	$12,015.40
11241	Mrs. Lisa Cai	7	$11,330.45
11417	Mrs. Lacey Zheng	7	$11,085.75
11420	Mr. Jordan Turner	7	$11,022.40
11242	Mr. Larry Munoz	7	$10,852.03
13263	Mrs. Kate Anand	4	$10,436.51
12655	Mr. Larry Vazquez	4	$10,394.98
11425	Mrs. Ariana Gray	6	$10,391.43
12631	Mr. Clarence Gao	4	$10,331.73
12650	Mr. Aaron Wright	4	$10,329.23
13405	Mr. Ethan Bryant	4	$10,308.52
11429	Mr. Marco Lopez	6	$10,289.69
Total		**1272**	**$6,15,328.64**

2020	2021	2022

Top Customer(by revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

12.41K

About Me
 I'm *Mohammad Sahil*, an aspiring Business Analyst passionate about transforming raw data into meaningful insights. This Adventure Works project is part of my Power BI learning journey through Udemy, where I explored data modeling, DAX, and interactive dashboard design.
In this report, I focused on creating:
· **Executive Dashboard** for quick KPIs and trends
· **Product & Sales Analysis** with detailed breakdowns
· **Customer Insights** to understand purchasing patterns